

## Check your website for three critical items

Ensuring your Adwords investment will be worth it

Because Adwords encourages people to go to your school's website, it is vital your site encourages people's interest and makes it easy to take the next step.

Google thinks this is so important their help site for Adwords includes an overview of what makes an effective website          addressing how to use Adwords.

They list eight points for evaluating a website (all of it is wonderful information). We

**Delegating:**

All of this can be delegated to whoever maintains your website.

**Binder tab:** December

**School size:** All

**Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?