5 Things Parents Check Before They Visit

A free self-check for your school. Two missing can mean lost visits

Before a parent ever calls you, they check these five things online. Tick each one honestly. Every gap is a family who may never visit.

1. Google reviews (and your replies)

- [ ] We have 50+ Google reviews
- [ ] Our rating is 4.5 or higher
- [ ] We have reviews from the last 3 months
- [ ] We reply to every review, good or bad

2. Real photos

- [ ] Our Google profile shows classrooms and labs, not just the gate
- [ ] Photos are from this year
- [ ] Our Instagram shows real school days, not only posters

3. Admission process, clear and online

- [ ] Fee structure is on our website
- [ ] Admission steps (1, 2, 3) are written clearly
- [ ] Parents can apply or enquire online without calling

4. Transport

- [ ] Our bus routes or areas covered are listed online
- [ ] Transport fee is clear
- [ ] Parents can ask “does your bus come to my area?” on WhatsApp and get an answer

5. WhatsApp reply

- [ ] We reply to WhatsApp enquiries within 5 minutes in school hours
- [ ] An away message answers at night
- [ ] Our first reply is warm and offers a visit

Your result

Two or more not fully ticked? You are likely losing visits you never knew about. Start with the one that takes the least time: usually WhatsApp replies or photos.

Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

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