10-Point School Website Check

Open your website on your phone and score it honestly

#	Check	Yes / No
1	Opens in under 3 seconds on mobile data	
2	School name, location and board visible on the first screen	
3	Real photos of your school (no stock images)	
4	A clear “Enquire now” or WhatsApp button on every page	
5	Admission process and dates easy to find	
6	Fees published clearly	
7	Phone number tap-to-call	
8	Google Map with directions	
9	Updated in the last 3 months (news, events, photos)	
10	A FAQ section answering parents’ top questions	

Your score

- **9–10:** Your website is working for you.
- **6–8:** Fix the gaps this month.
- **0–5:** Parents are leaving before they enquire. Start with points 1, 4 and 5.

Quick test: ask a friend with a child to find your fees and book a visit on your website using only their phone. Time them.

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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