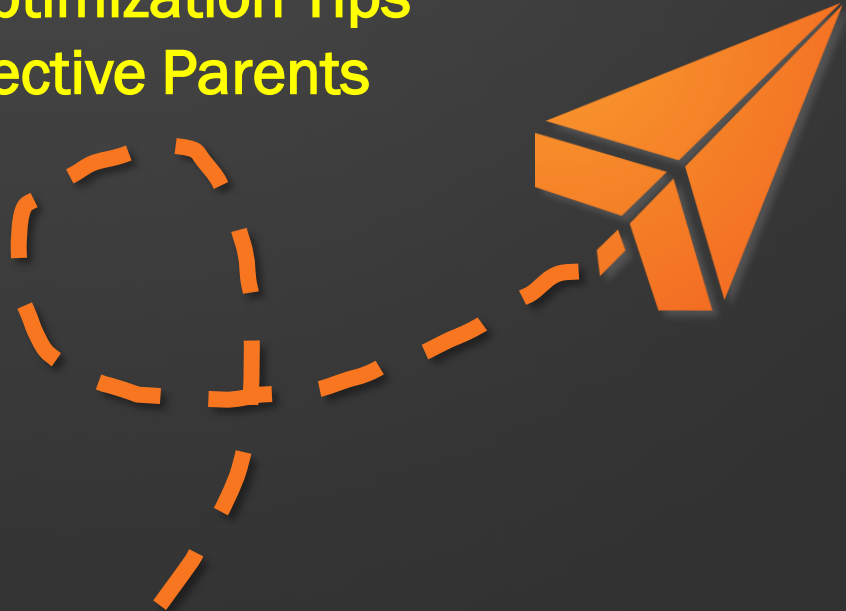


Enrollment Marketing 101

Part 3 of 3

Search Engine Optimization Tips
to Attract Prospective Parents

ACCS Webinar
Series



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[ENROLLMENT GROWTH STRATEGIES FOR
CLASSICAL & CHRISTIAN SCHOOLS](#)



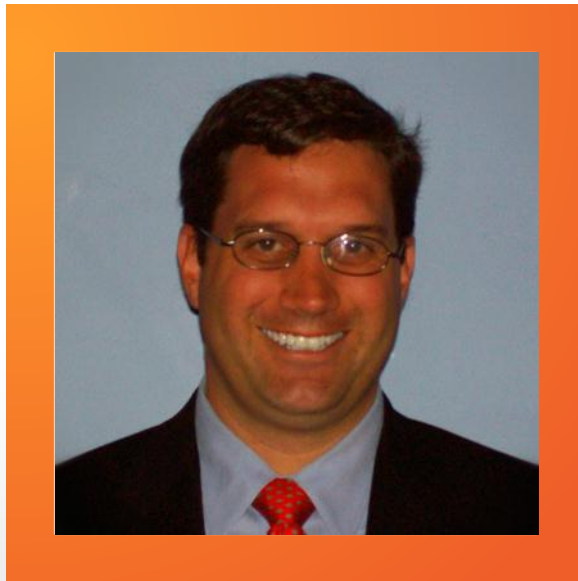
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ACCS



Why Grow Enrollment?

SEO Tips to attract Prospects

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- 1 What is Search Engine Optimization(SEO)?
- 2 The Secret Sauce: Great Relevant Content
- 3 Finding Keywords and Properly Using them
- 4 Link Building and On Page SEO

INBOUND MARKETING

How does it work?

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Don't interrupt buyers, attract them.

Turn your website into a magnet. Create content, **optimize it for search engines** and share it on social media. Then engage your prospects with landing pages, calls to action, personalized email and a personalized website. That's how you market to humans. That's inbound marketing.






Inbound vs. Traditional

TRADITIONAL	INBOUND
Interruption	Relational/Listening
Pushing – Spray and Pray	Pulling
Print, Radio, Direct Mail	Blog, White Papers, Guides, Search Engine Optimization (SEO), Engaging Content
Sales Cycle Forces prospect down a school focused process “Customer does X for school”	Buying Cycle School educates, and nurtures prospect with meaningful and relevant content to meet them where they are at in buying process.
One Way	Two Way
Buying Prospect’s Attention	Earning Prospect’s Attention
Building Websites	Building Communities

BIG PICTURE

THE GOAL IS NEW STUDENTS

WHAT IS THE POINT?

1. BECOME THOUGHT LEADER FOR CHRISTIAN EDUCATION IN YOUR COMMUNITY
2. GET FOUND ON SEARCH ENGINES
3.  INCREASE # WEBSITE VISITORS
4. CONVERT WEBSITE VISITORS  TO INQUIRIES/LEADS
5. CONVERT INQUIRIES TO CAMPUS VISITS  CONVERT VISITS TO APPLICANTS
6. CONVERT APPLICANTS  TO ENROLLED STUDENTS
7. CONVERT ENROLLED STUDENTS  TO RE-ENROLLED STUDENTS

#1 WHAT IS SEO?

SEO



QUICK TIP #1

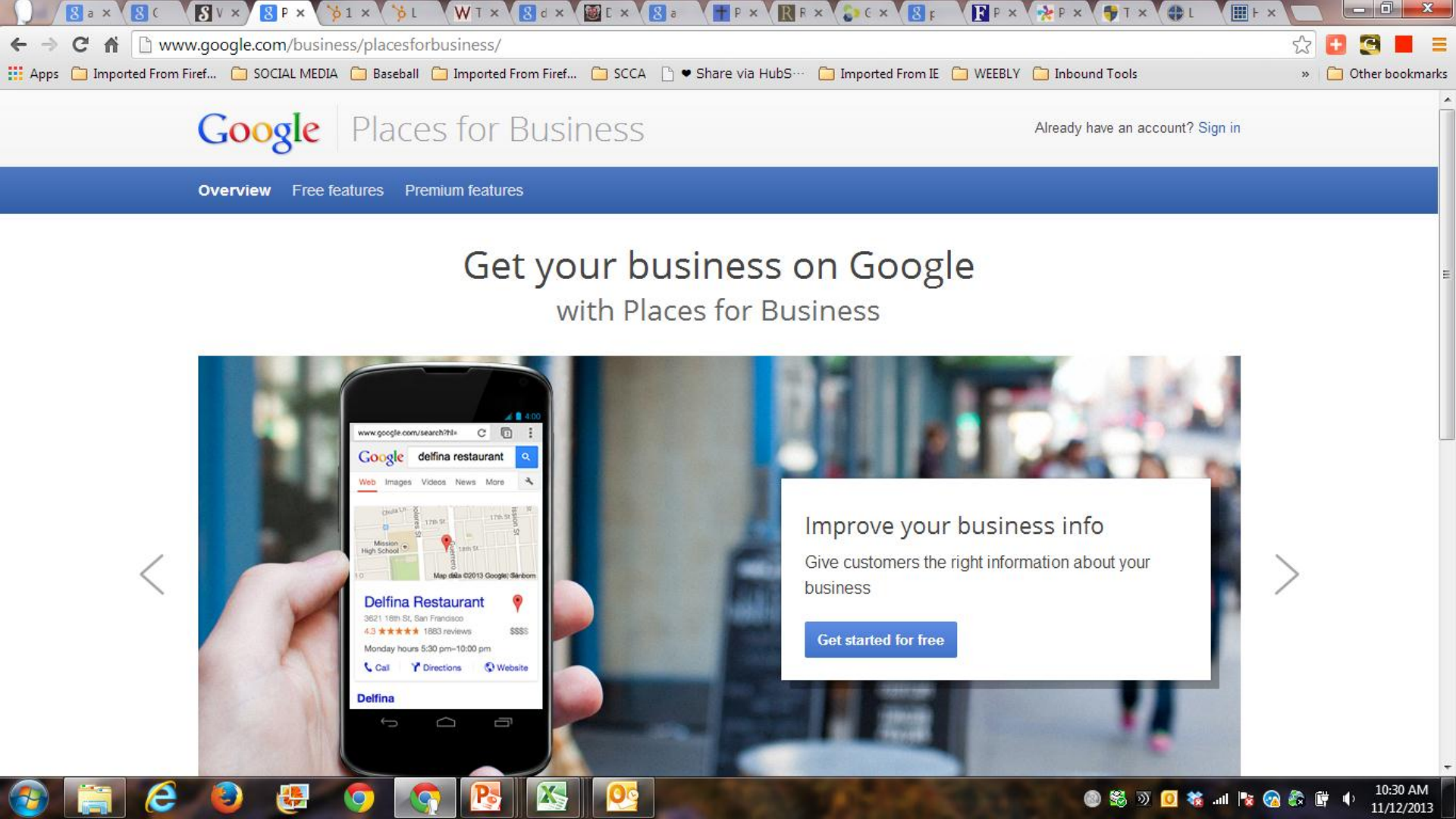
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GET LOCAL ONLINE

WWW.GETLISTED.ORG

97% of Searches online are Local



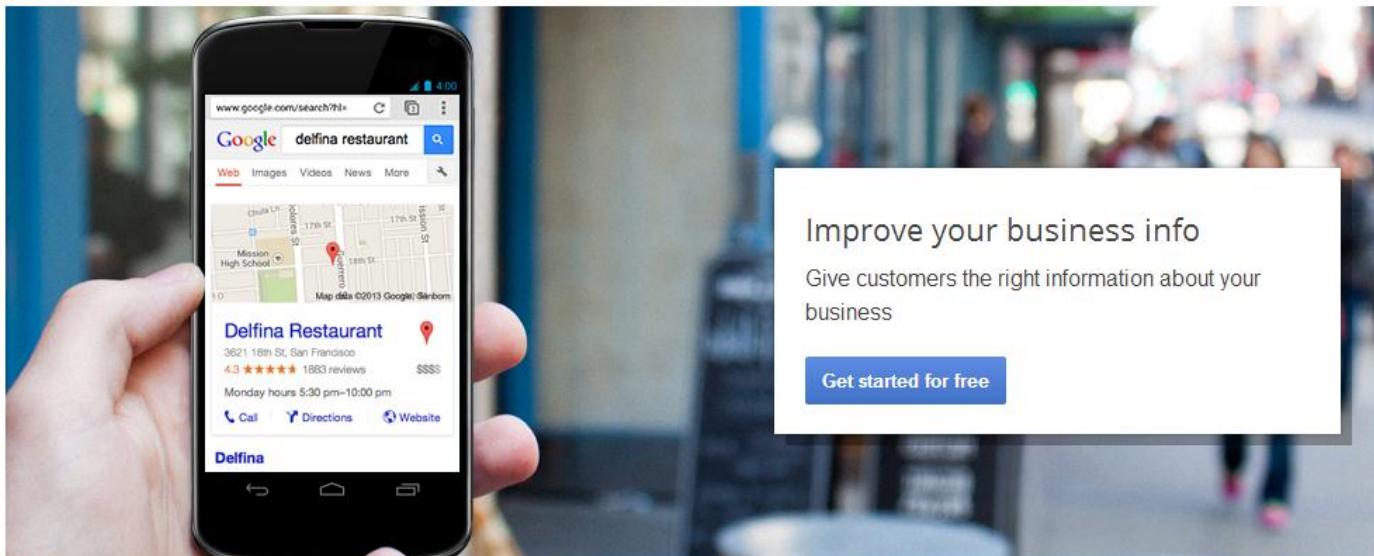
www.google.com/business/placesforbusiness/

Google Places for Business

Already have an account? [Sign in](#)

[Overview](#) [Free features](#) [Premium features](#)

Get your business on Google with Places for Business



Improve your business info

Give customers the right information about your business

[Get started for free](#)



A close-up photograph of a wooden spoon lifting a thick, vibrant red sauce from a bowl. The sauce has a smooth, slightly textured appearance. The background is a solid light blue.

#2 THE SECRET SAUCE:

GREAT CONTENT WRITTEN TO BUYER PERSONAS

SECRET SAUCE

What Are Buyer Personas?



Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

Affluent Alexis

BACKGROUND & DEMOGRAPHICS:

- Housewife, age 32-45
- Married with 2 younger children (ages 4-9)
- Single HH Income: \$175,000+
- College graduate who worked for several years after college before getting married and leaving the workforce
- Nominal Christian who takes the kids to a fashionable evangelical church (with good childcare!) about 2x a month
- Accustomed to urban lifestyle; always has the latest phone w/ data plan, tablet PC, SUV, etc.



EXPECTATIONS:

- High in general
- High value on education, SATS, colleges, etc..
- Somewhat disconnected from processes; cares about results
- Her children are to be given slightly preferential treatment
- Her children are loved and protected
- Her children are brilliant
- Year to Year on enrollment very consumer driven

Affluent Alexis



MARKETING MESSAGING:

- Classical pedagogy, highly trained and qualified teachers, and 21st-century technology and communications.
- Goal is to get them into school with hope that we can patiently bring them along through prayer and deliberate education to assist in them maturing as Christian parents so they will appreciate both the culture and education of the school.

ELEVATOR PITCH:

- We are the premiere Christian School in Delaware, offering the highest educational standards focused on equipping students with a Christian Worldview from faithful, highly trained and caring teachers

POSSIBLE CONTENT TOPICS TO ATTRACT THIS PERSONA

- 3 Reasons why a Classical Christian Education is perfect for your child
- How to ruin a brilliant child before High school .
- 3 Parenting Mistakes of over zealous elementary school Moms
- A Parents Guide to determine if you child getting the best Private School Education?

#3 THE IMPORTANCE OF KEYWORDS

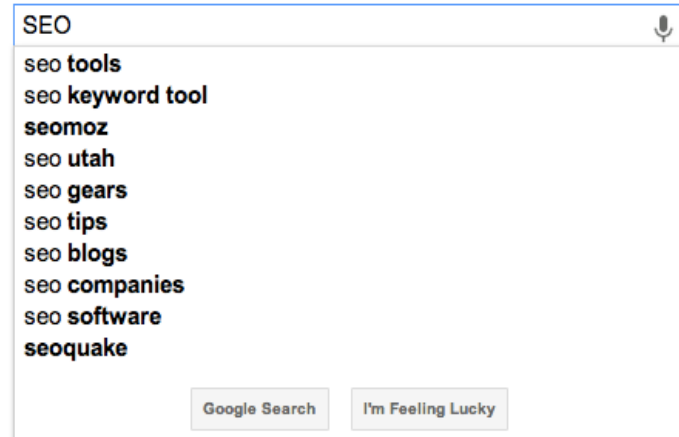
KEYWORDS

1. QUALITY KEYWORDS ARE CRITICAL TO GETTING FOUND ONLINE

2. HOW TO FIND GOOD KEYWORDS

1. Hubspot Keyword Tool
2. Google Adwords and Google Analytics Keyword Tool

3. WHERE TO USE AND PLACE KEYWORDS



QUICK TIP #2

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Free Keyword Research Tools

1. Google Adwords
2. Bing for Business “Adwords”
3. Wordstream.com
4. Wordtracker.com

LIVE ASSESSMENTS

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- ☐ Review your website for SEO and Inbound Marketing

#4 ON PAGE SEO & LINKSHARING

REMINDER- PAGE TITLES

How to Optimize the page titles

The page title appears as the blue, bolded, underlined text on a Google search results page, as well as on the top of a user's browser bar.

- The primary target keyword should appear first

- Each keyword phrase should be separated by pipes (|)

- Each page title on your website should be unique

- Except for your homepage, each page title does NOT need to incorporate your company name

The Importance of Link Sharing

Getting other likeminded websites to link to your website. This shows authority to Search engines and results in higher organic results on SERP.

- Who can link to your website?

- Churches, Local Government, Other Non-Profits, Businesses

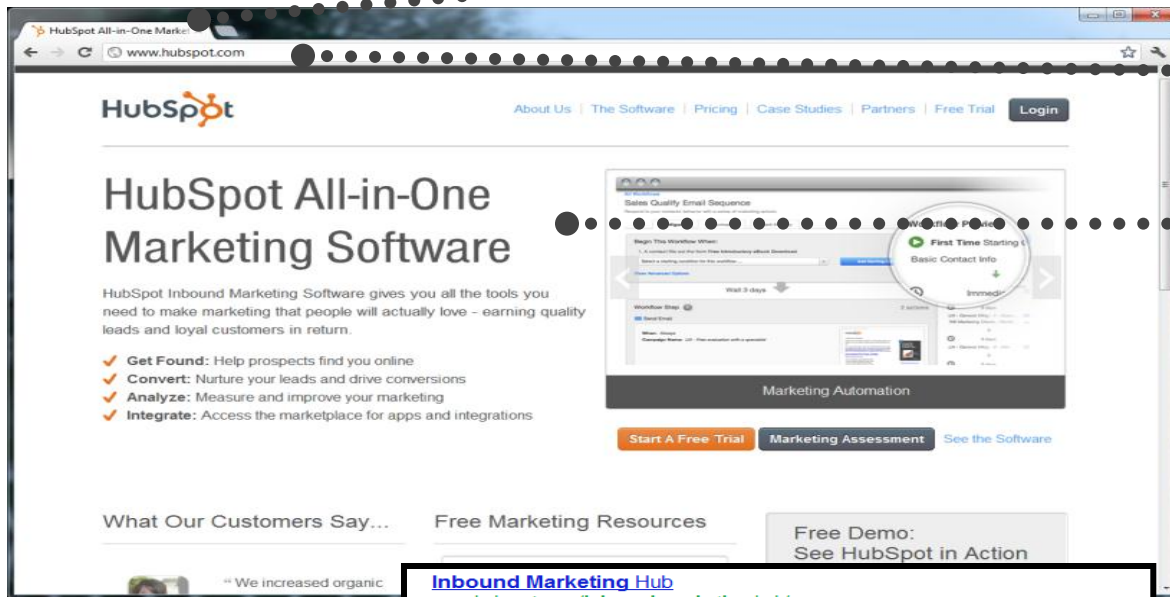
On-Page SEO Basics

Page title

URL

Headings & text

Meta description



[Inbound Marketing Hub](http://www.hubspot.com/inbound-marketing-hub/)

www.hubspot.com/inbound-marketing-hub/

Various HubSpot resources (e.g. webinars, eBooks, blog articles, videos, etc.) on the general topic of **inbound marketing**.

QUICK TIP #3

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Strategically Use **Paid Search** to boost local presence- Be Careful!

Google Adwords, Bing

FUTURE WEBINAR TOPICS

- How to use Google Adwords for a school
- Coming up with engaging Content and Titles for Blog Articles, E-Books, Parent Guides, etc..

ENROLLMENT MARKETING 201

Enrollment Marketing 200



FUTURE WEBINAR TOPICS

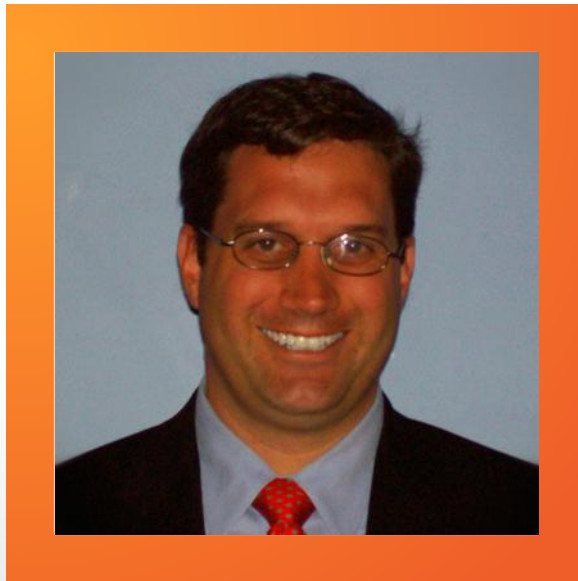
- How to use Google Adwords locally to increase prospects
- How to run an Open House via a Webinar
- 3 Tips for creating engaging Content and Titles
- 5 Best Practices to organize your Admissions Office to capture and follow up with Prospects

Thank You!



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