



Digital and Social Marketing Musts

Fall 2022

KALIX
MARKETING GROUP

ATTRACT. NURTURE. CONVERT.

Many schools' digital and social marketing efforts are a mix of random social media posts, occasional website updates, digital marketing via slapdash search engine optimization and luck. Creating a well-coordinated, interwoven marketing strategy takes planning and know-how, and it's well worth the effort.

Kalix Marketing's digital and social marketing experts, Gerri Baum and Jeffrey Freedman, offer the tips and tools you need to create your most effective digital marketing strategy yet. Read on to attract, nurture and convert prospects.



GERRI BAUM
Kalix Digital and Social Lead

CREATING A WELL-COORDINATED, INTERWOVEN MARKETING STRATEGY TAKES **PLANNING** AND **KNOW-HOW**, AND IT'S WELL WORTH THE EFFORT.



JEFFREY FREEDMAN
Kalix Digital Marketing Specialist

DIGITAL MARKETING 101

Conducting a Social Media Audit

Before you plan your digital marketing strategy, you need to know what's working and not working. A thorough audit of your digital and social footprint gives you the data-driven knowledge necessary to optimize your social channels and create strategic content to meet your marketing goals.

A social media audit:

- Measures the success of your school's social platforms
- Identifies your strengths and weaknesses and helps you to evaluate growth and opportunities to improve your social presence
- Informs you of how your social sites are performing

STEPS FOR A GREAT AUDIT

Step 1: Create a spreadsheet listing every social media platform your school uses, its data (URLs, admin passwords, how long on platform, etc.) and your goals for that platform. Do the same for those platforms you are considering. Are you using TikTok for events or Pinterest for lesson plans/projects? While you don't need to be present on every social site, this will help you prepare your future strategy. If you do nothing else, reserve your school's username on platforms you think you might use so no other school beats you to the punch.

Step 2: Make sure your branding is consistent. Check to see that your logo, profile and banner image, description, voice, hashtags and URLs are the same across the board. Your username also should be the same across all your channels. Make sure the URLs in your profile connect with your school's website or relevant landing page. Check to see if your pinned posts need to be updated.

Step 3: Collect and organize your data for each social site to learn how each site is performing. Track site metrics to learn if you're even using social sites that help you reach your school's social marketing goals. Each social network has its own insight tools that offer details on the best performing content and metrics you've decided to track. You also can get detailed analytics through various third-party tools such as [Hootsuite](#), [Socialbakers](#) or [Sprout Social](#).

METRICS TO TRACK:

- **Number of followers:** Track growth trends from month to month to learn if and when you're losing or gaining followers.
- **Likes, Shares, Comments, Reactions:** Discover if and how your audience engages with your content to help you learn what is best to publish on each platform.
- **Clicks:** Are your followers clicking on your various links and URLs? If not, maybe it's time to include some stronger, more effective calls to action (CTAs) on your posts.
- **Video views:** Now the most effective type of content you can publish on any channel, video is key to your strategy. How long are viewers watching your videos? If you publish a one-minute video and the majority watch three to 15 seconds, you may need to reconsider the length and content of your future videos.
- **Post reach:** If your posts aren't reaching your followers, determine why and what to do to correct it. Strong engagement can drive post reach. We're not just talking about hundreds of "likes." Algorithms on social platforms place a high value on conversation, comments and shares, which boost the virility of your post reach.

DIGITAL MARKETING 101

Conducting a Social Media Audit

Step 4: Learn what types of content perform best. Compare and contrast results to learn how your social sites are performing and where you should focus your time and energy.

Questions to answer:

- **Are viewers engaging with your content?** Does some content work better on one platform than on others?
- **Do you get more engagement when you use hashtags?** What about when you tag influencers on Facebook, Twitter or Instagram?
- **Do your videos receive higher engagement than still images?** Are viewers watching 100% of your videos? What's the average length of time that viewers watch your videos?
- **What posts are performing the best?** This shows you what content is most desirable to your audience.
- **What time(s) of day is your content showing the best results?** You may need to rethink your posting schedule to keep it in tune with the time your followers are online.



Step 5: Record the source. Find out what social platforms send the most traffic to your website and landing pages and get the results you want. Referral rates help you determine which of your social sites are more valuable in achieving your goals.

Step 6: Collect and analyze overlooked data, including:

- **Posting frequency:** How often do you post on your sites? Based on the results, is it too little or too much?
- **Sentiment:** How are people speaking about your school, positive vs. negative?
- **Response rate:** How long does it take for people to interact with your content?
- **Campaign conversions and ROI:** Are you achieving the goals set forth by your paid and organic campaigns, and what is the return on your investment (ROI)?

Step 7: Report on findings and recommendations, noting trends, areas for growth, areas of success, etc. Update your spreadsheet regularly and after any digital or social media campaign.

Look at all your other marketing from any paid digital ads you're running to print ads, radio and so on. How connected is your messaging? What's been working? What's not working? Do your print ads send prospects to a specific landing page or your homepage? (If it's the latter, you have no way to gather prospects and turn them into leads.)

HOW WELL DO YOU KNOW YOUR AUDIENCE?

If you don't know your prospects well, your digital and social marketing won't reach or resonate with your audience, much less influence engagement or increase conversions.

Gather all the data on your target audience that you can. Use your social platforms Insight tools to get valuable information on age, gender, location, interests, psychographics and much more. These details help you create more relevant content and allow you to better target the viewers who you want your posts and ads to reach.

DIGITAL MARKETING 101

Digital and Social Ads

Like traditional print ads, the goals of digital ads are to promote your school and its programs, raise awareness, register people for events and drive interested people to your website. Unlike print ads, digital ads give you much more flexibility. You set and control your ad budget, in real time, throughout your campaigns.

Depending on the social or digital platform you're advertising on, you can target viewers by age, gender, household income, location, parental status, passions, habits, interests, life events and milestones. You also can target viewers who've visited your website or other websites and retarget viewers who've previously viewed your site or engaged with your ads.

You can choose where and when you want your ads to appear, so the people who will be most interested in your content find your school.

To understand digital marketing, you need to know a few terms:



ORGANIC CONTENT is anything you publish on social sites, or even your website, that you don't pay for. The more consistent you are with posting on your social sites, the better chance your content will be seen and engaged by your audience. Publishing frequent, high-quality, optimized content (using key search phrases for your school) on your website can boost your search engine rankings.

PAID CONTENT is online content you pay for, meaning paid ads. Paid ad campaigns allow you to control location targeting, audience segmentation, the message and the journey viewers take with your ads.

SOCIAL MEDIA ADS through social sites such as Facebook, Instagram, Twitter and LinkedIn let you target your viewers with a variety of ad types that land in their respective network feeds. Advertisers choose a lifetime or daily budget for each campaign and establish the targeting parameters and the length of time for the campaign. The type of campaign (pay per click, view, lead or conversion) controls the cost. Each social channel determines which ads to run in viewers' news feeds based on a behind-the-scenes auction. The auction's outcome tells the platform how much the advertiser will pay to serve their ad to their target audience.

GOOGLE ADS is an advertising platform. Advertisers set up a Google Ads account and target and bid on specific keywords competing with other advertisers who bid on the same keywords. You pay for the ads (display or search ads) when a user clicks on your ad (pay per click or PPC). You control your budget, and there's no minimum spending.

DIGITAL MARKETING 101

Digital and Social Ads

LEVERAGING GOOGLE ADS

Google Ads can boost awareness and prospect engagement and turn those prospects into leads. It's a great way to reach your target audiences when they're searching for your services.

Google Ads are more than just showing up on top of organic search results. They create awareness and drive leads when your prospects are watching videos on YouTube, reading their favorite publications or just browsing content across the internet.

Google Ads are designed to reach your target audience, grab their attention and get them to take action by clicking on the ad to go to your landing page or calling your school directly by listing a phone number.

Use search campaigns that show ads to people actively searching online for your school's services. Results can appear at the top of Google when someone uses any of your identified keywords within a search term.

Use display and video campaigns to serve visually engaging ads to your prospects. Viewers targeted by location, interests, search and browser history will see multiple combinations of your school's images, videos and text while they search through Google's network and visit other websites.

Combining these techniques will increase awareness, encourage prospects to click on the ads, offer more information about your school and entice viewers to submit their information.

A WORD TO THE WISE:

Setting up and managing Google Ads is complex and can be challenging. It takes knowledge and experience to properly manage a strategic Google Ad campaign. We encourage you to outsource this to an experienced third party to run your campaigns. You'll be happier, and your school marketing will be far more effective.



DIGITAL MARKETING 101

Digital and Social Ads



MAKING THE MOST OF YOUR PAID ADS

Identify Your Target Audience

- **Age range:** Consider the age of your school's current parents.
- **Location:** This could be ZIP codes or regions; test both to learn what has the strongest reach and results
- **Gender:** Begin by targeting males and females (at this time most social platforms don't offer non-binary or genderqueer as a targeting option). Once you learn which gender performs the best, consider targeting only that gender so you don't waste your ad budget on the gender that doesn't offer results. You also can split ad sets between genders to see which performs best.
- **Parents of:** Depending on the grades in your school, you usually can target parents of toddlers, parents of children (age) to (age). This will help you get a more qualified audience.
- **Household income:** Use this category to further narrow your audience. It can eliminate those families who either don't or do need scholarships depending upon your goals.
- **Interests:** This is where you can select interests such as preschool, lower school, middle school, high school, private school and other interests that can increase your potential reach.
- **Websites visited:** Google is aware of your search history and browser history, so making a list of your competitors' websites, as well as a list of sites your target audiences are likely to visit (including your own school's website), is a great way to ensure that your school's messages are showing to those looking for schools like yours.
- **And more:** Most social platforms will let you know if you need to increase your potential audience to get the best spend for your ad bucks. Get creative and consider targeting people who drive minivans or SUVs, go to health clubs, go shopping or to the movies. There are a plethora of interests and demographics to choose from.

DIGITAL MARKETING 101

Digital and Social Ads

SET YOUR GOALS

You can't run ads without knowing what you want to achieve. This allows you to deliver an ad experience that accomplishes your goals.

Do you want new leads for the next school year? Looking to increase enrollment? Convert more people to attend your various events? Trying to drive school awareness? If your marketing goal is to drive people to your next open house, then you need ad copy and imagery to persuade people to sign up.

Brand for Look, Tone and Voice

Assure that your ads include a consistent brand style, so your audience recognizes your school. Consider how you currently portray your brand on your website, in newsletters and brochures. Does your school take a lighthearted approach to your marketing? Or are your messages and information more formal? Make sure your ads reflect your school's voice.

Use High-Quality Visuals

Videos and photos are the first thing a viewer looks at, and sometimes the last thing. Your visuals must be eye-popping, engaging and persuasive. Videos that tell a story in 10 to 15 seconds or less and are high quality tend to attract the most attention. They're also the most-used format in today's result-driven online world. Static images can tell a story in an instant, just make sure they're high resolution, high quality and relevant to the campaign and/or ad copy.

Choose the Correct Call to Action (CTA)

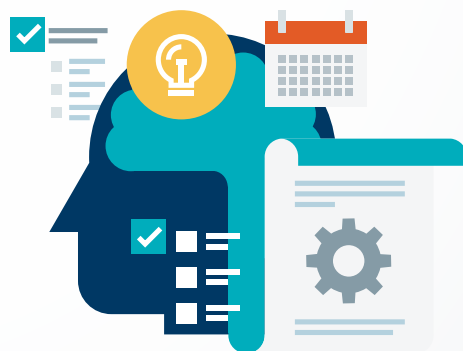
A CTA in your ad tells the viewer what you want them to do so they take the next step and visit your landing page or take another action. It will guide your audience to the next step and tell them how to proceed. If you want them to register for an open house, your CTA might be "register now" or "learn more." If you want them to download a PDF, it might be "download your free (name of PDF) now."

Test, Test and Re-Test

In digital it's all about testing your ads. Experiment with different ad copy, images and video to learn which combinations drive the best results. Test only one element at a time, though, or you won't get precise data and learn which elements positively impact your ad's performance. Test copy, images, videos and CTAs.

Send Viewers to a Dynamic, Custom Landing Page

A landing page is where a viewer goes after clicking on your ad. It provides additional information that is relevant to your ad and to your school and includes the CTA you want your viewer to act upon (fill out a form, register for an event). ALWAYS send your viewer to a custom landing page. Spoiler alert: Your homepage is not a landing page.



DIGITAL MARKETING 101

Maximizing Your Landing Pages

A landing page is a simple webpage that serves a singular purpose like registering for an open house or collecting a lead to send more information. Its purpose is to convert someone who has clicked on any type of paid marketing and move them effortlessly into your admissions funnel.

Do not send a viewer to the open road of your website's homepage. When you do, you've lost the crucial ability to guide their journey. If prospects click from paid marketing into your homepage, they wander around your website and don't complete the CTA you want them to take. Worse, after a few seconds, they leave and never share their name or contact information.

LANDING PAGE MUST-DOS

Mirror the landing page to the ads. The more they resemble each other, the more your prospects are likely to convert. Use the same imagery, font, photos, language and colors that you used in the ad. You want to create a connected, cohesive experience.

Have only one CTA. More than one CTA can quickly confuse your prospects. You want them to fill out a form and hit submit. That's it.

Less is WAY more. Create a short form that asks for the bare minimum you'll need to customize a response, like name, email, student name and current grade. The more you ask for, the more you risk losing your prospect. Place the form near the top of the page so that people can view and complete it without a lot of scrolling.

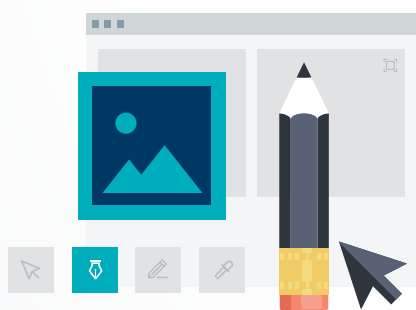
If you are asking that they register for a specific time for a tour, for example, you will need to include a drop-down in the form to select a time. This is not the place for a video or PDF download. You can use that as an incentive to take your desired action: "Fill out our form and get our e-book on a relevant topic."

Shore up the escape routes. Don't include a button for the admissions page or a navigation bar. The more distractions, the less likely it is that prospects will take the desired action – filling out the form! In your follow-up to the prospect, give them more avenues to explore.

Keep it current. Don't include an event three months from now on the form. Just ask them to register for the current event. When prospects have to stop and think, that's when they stop and don't take action.

The viewing device matters. Assure that your landing page works well on various web browsers (Chrome, Safari, Firefox), on desktop, mobile and tablets and that the layout is formatted correctly.

Segment your audience. If you have six open houses for six different programs at your school, ideally you should create six different landing pages specific to each relevant audience. Making prospects scroll through different events to find and register for what they want is risky. Make each one feel special by driving a specific prospect to *their* page – it makes for a smoother, more successful user experience.



DIGITAL MARKETING 101

Maximizing Your Landing Pages

SOMEONE'S FILLED OUT YOUR FORM. NOW WHAT?

What happens after someone submits a form is crucial. Prospects need to feel loved and excited about the new connection with your school

Send an automated response right away to thank them for completing the form. This could be a "pop-up" or automated email that provides a link to a relevant page on your website (but not your homepage), gives event details or lets them know that you'll be in touch shortly. The more you can customize this response the better. Pull details from the landing page form, or create different responses based on the answers they give. The less it feels automated and more it feels like a personal connection, the more likely they are to continue down the conversion journey.

Don't set it and forget it. Use data to monitor the number of people the ads drive to your landing page. Explore why viewers aren't clicking through to the page. It could be that you need to change up your ad images, copy or videos or publish a new post that redirects your audience to the page. If viewers reach the landing page but don't complete it, you may need to make changes to the page itself.

Test, test, test. Test your landing page's layout, content and imagery. But only test one thing at a time, so that you can pinpoint what influences the improvements. A/B test (where you have two versions of the page) for a week or however long it takes your campaign to achieve measurable results, select the winning page and move on to testing something else.

Exploring schools for your child?

green hedges SCHOOLS

Discover Green Hedges School
Now accepting applications for the 2022-2023 school year.

Montessori:
1-year-old program
Preschool program
Kindergarten program
Lower School for Grades 1-5
Middle School for Grades 6-8

We're Here for You and Your Child's Educational Journey
Let us help you begin the application process.

Connect with us to learn about:

- Green Hedges' strong academic program
- The in-person classroom experience
- Our outstanding faculty
- How we celebrate the arts and world languages
- And much more

Provide your information to learn about Green Hedges.

Parents First & Last Name Email

Child's Name (Last, First & Last) Child's Birthday (Month/Day/Year)

What are you interested in?
I'm interested in:
Montessori 1-5, Lower School
Kindergarten, Preschool
Lower School
Middle School

Get Started Here

Small School, Big Strengths

"I don't know how the school does this, but the business of the students is something I've never seen anywhere else!"
— George B. House of Green Hedges (Grades 1-5 & Grade 7 Student)

"The breadth and the depth of the curriculum at Green Hedges is truly impressive. What is so unique is the approach. It is joyful, and children are taught they have a responsibility to the community and to the broader world!"
— Christa P. House of Green Hedges (Middle & Lower School)

"At Green Hedges, I get a chance to see them try children in ways that I've not been able to see them, because they're able to showcase their talent in this small supportive environment. Every year, we're sure that this is the best place for our kids!"
— Mike S. House of Green Hedges (Middle School & 6-8 Students)

Green Hedges at a Glance

1942	36%	35	185	15 - 18
Year Founded	Students of Color/International	Full- and part-time faculty & staff	Enrolled students	Average class size

Imagine Your Child at Green Hedges School

Discover the Green Hedges advantage now!

green hedges SCHOOLS

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DIGITAL MARKETING 101

Nailing Your Digital Content

Prospects are searching for digital content that answers their questions and addresses their “pain points.” When your digital and social marketing – and your prospects’ web searches – take them to relevant, easy-to-get content, the better engaged they are with your school.

DETERMINING YOUR PROSPECTS’ PAIN POINTS

Creating any content, whether it’s a blog post or a digital or social ad, that connects with your audience comes down to their “pain points.” What are their most pressing questions as they consider their child’s education? How can your experts answer them to allay their fears?

Questions might be:

- How to afford an independent school?
- What is the application process?
- Will my child be known?

You can write blog posts about them, create a PDF (“How to Afford a Private School Education” might be a good one), and tailor your ad copy to the pain points. An ad with copy “Concerned about affording a private school education for your child? Get [SCHOOL NAME’S] free guide on private school financial aid,” will get clicks.

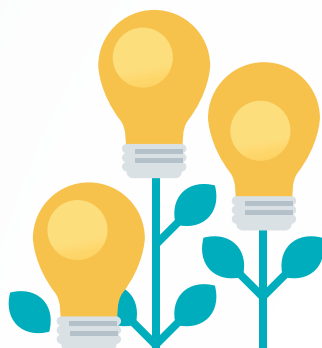
To unearth your audience’s specific pain points, mine recent exit interviews with graduating students and ANCs (those accepted but not coming) for good topics. Talk to admissions staff, tour guides and division heads about what issues come up frequently on visits, tours, interviews and parent meetings. Do you need more students in your middle school? Focus on key topics for a middle school audience, such as having your counselor and tech teachers discuss best practices for the social media/phone use for tweens and early teens.

Then match your experts to the topics. Ghostwrite information for your thought leaders, get their edits and add imagery and hyperlinks for a consistent schoolwide voice to the PDFs.



DIGITAL MARKETING 101

Nailing Your Digital Content



PDF P's & Q's

Free Downloadable PDFs

This is a great way to present prospects information on topics important to them while framing your school as a thought leader on the subject matter. It drives awareness for your school and captures the attention of prospective families who are not ready to commit to a meeting, phone call or open house.

Great Ideas for Downloadable PDFs

Think about what questions your audience wants answered. What sets your school apart? What programs do you want to highlight? Whatever the topic, keep it to no more than two pages and create a consistent look for all PDFs. Your content can come in the form of a Q&A, a checklist, an interview with an expert or even a creatively engaging infographic.

Some ideas:

- Demystifying Independent School Admissions (with handy checklists and tips)
- How to Afford an Independent School Education (with links to your school's financial aid page and various other sites that offer additional funding)
- Trends in College Admissions (to showcase your great college counseling program)
- Making the Most of Your School Visit
- Is Your Child Ready for Kindergarten? (If you have a lower division, use your lower school head for this to showcase your expertise and include a checklist of things to do to prepare the rising kindergarten student for learning and socializing.)
- What Is College Athletic Recruiting *Really* Like? (Have your athletic director and varsity coaches give tips and timely advice, perhaps even asking graduates who are playing in college to offer their insight on the process.)

How to Promote Your PDF

Promote the free PDF through a lead generation ad on Facebook. While you can drive viewers to a custom landing page to download the content, Facebook lead generation ads work best because it keeps the viewer on Facebook.

For lead generation ads, you create the ad and then create the lead form, which is different from a landing page. This is typically a banner image and simple content about the offer followed by the form itself and a submit button. You then need to link a URL to the submit button that takes the viewer to the page on your website where they can download the PDF.

Don't assume your PDF content is just for new prospects. Your current families will want the information, too, so include a download option in weekly divisional newsletters to current families. Retention is always important!

DIGITAL MARKETING 101

Best-Practice Blogging

Nothing engages an audience with schools like a good story, informative post or fun video. And a blog is the best place to share your school's unique stories.

HubSpot notes that companies who blog receive 97% more links to their website from other online sources. By regularly publishing high-quality, relevant content to your prospects and current families, you can drive enrollment and reinforce retention, bolster word of mouth, increase your website's search engine optimization (SEO) *and* strengthen your school's brand by keeping it top-of-mind. Plus, you're giving something of value to your audience before asking for anything in return.

THE BENEFITS OF BLOGGING

Builds credibility and shows your audience that you are a trusted expert. Writing posts about topics that parents will find interesting and helpful demonstrates that you are more than a school trying to recruit new students. It shows them that you care about offering useful information to your readers.

Fortifies SEO and helps drive traffic to your website. Every new blog post you publish becomes one more indexed page on your website. This means if done properly, your school appears in additional organic search results that can drive more traffic to your website. Google and other search engines then recognize that your school's website is active, triggering their algorithms to rank your content higher in the search engine results page (SERP).

You can repurpose it on social media. Nuggets from blog posts can become simple bites of information and engaging posts for your social sites. Viewers can share your content on their social media networks, which can help expose your school to new audiences.

Converts web traffic into leads. A lead-generating CTA at the end of every blog post helps you convert traffic into leads. Any kind of open-ended question works well. Try "Want to read more about [this topic]? Click here." Link to a relevant post or "Click here to connect with us to learn more about the value of a [SCHOOL'S NAME] education." Then drive them to a strategic landing page to request a phone call or appointment.



DIGITAL MARKETING 101

Best-Practice Blogging

FINDING HIGH-QUALITY BLOG CONTENT

Your blog is not the place to promote school news or events. It's the place to showcase your school's learning outcomes, mission and core values, distinct voices (including student voices) and thought leaders. Great content is right under your nose:

- Repurpose graduation and start-of-school remarks by your division leaders and head of school.
- Go to student or parent sessions by your counseling staff and college counseling staff for top-of-mind topics.
- If your head of school or division head addresses parenting issues in your school's divisional newsletters, republish those pieces.
- Practical posts have universal appeal: Ask your faculty and students for their best tips for starting ninth grade, sixth grade or whatever entry points your school has.
- Research national STEM days and plan blog posts in advance to coincide with these events.
- Attend faculty meetings regularly to keep your ears open for ideas and experts.
- Reprint a great op-ed in your school newspaper that addresses a larger topic of national interest. Approach the student writer and ask if you can publish it as a blog post.
- Use checklists, infographics (easy to make with Canva) and more to keep readers engaged.
- Develop a series of posts on one topic that will keep the reader wanting to come back for more.

Writing **"point of view" Q&A posts** on faculty and administrative areas of expertise is an engaging way to put your thought leaders' voices and knowledge in front of your prospects. Try doing the interviews on Zoom to get a transcript of the call for easy editing.

- Interview your preschool faculty on the benefits of experiential learning before children enter kindergarten, tips on reading aloud to children, how to help your child be kindergarten ready, and then publish a "roundup" piece with quotes from the teachers (and link to their bio page on your website).
- Ask your counseling staff for tips on dealing with age-appropriate mental health concerns for children.
- Poll your athletics staff for tips on how to create a child-centered approach to sports.
- Showcase student writing and accomplishments by asking your college counseling staff for exceptional essays from the class just graduated. Ask them (and the young alumnus/a) if you can share their writing with a photo of the graduate and some information on where the student is going for college.
- Get advice from your school nurse about keeping children healthy throughout the year at school and at home. This can turn into an easy-to-read checkoff list.



DIGITAL MARKETING 101

Best-Practice Blogging

BLOGGING FAQS

Q: What's the best length for my blog post?

A: Longer posts perform better in searches, but shorter posts work well, too. Just make sure it's a minimum of 500 words. If you want to have any chance to rank high on Google, aim for 1,000 to 2,400 words.

Q: Can I use images?

A: YES! Use photos, infographics, video display boxes, your school's branding, etc.

Q: How often should my school blog?

A: A minimum of once per week. Twice per week is even better. By regularly publishing blog posts, search engine crawlers learn that you have a dynamic site and keep your content higher in their rankings.

Q: What is a meta description and why does the meta description matter?

A: A meta description is a snippet of text that describes your blog entry. It appears in the search engine results under your headline though sometimes search engines will pull a snippet of text from the main body copy of the page instead. Words that match the search term are bolded in the description. Its purpose is to persuade the searcher to click through to your website.



DIGITAL MARKETING 101

Best-Practice Blogging

FORMATTING BLOG POSTS FOR BETTER SEO

If you want your blog post to appear in organic searches for your school and reach many more prospects, then *how* you format your post matters as much as what it contains.

Structure your post with an introduction, main message (the body of your post), summary (conclusion) and end it with the CTA.

Research and integrate keywords in the headline, heading, subheadings, text, title tags and meta descriptions. This makes your blog posts SEO-friendly and ranks them well in search engines. As you learn how to integrate keywords within your blog post, more of your website pages can be indexed and found by your target audience online. Optimize the meta tags of your blog post images with keywords, too. Use the Google keyword tool to search on your main keyword like "college counseling" or "kindergarten readiness." You will get a list of keywords close to your main keyword to include in your post.

Choose an enticing title to attract readership. Make sure your title tells a reader what to expect in 60 characters. Always include your primary keyword. Titles like "Top Tips to ...," "How to ..." or "6 Steps to ..." are further ways to engage a reader.

Mobile users need shorter paragraphs. Avoid large paragraphs and phrases that make it sound like a research paper.

Always proofread! Show your blog post to a trusted reader in your office or at your school. Never publish it without proofing.

Link your posts in your weekly or monthly newsletters to current families. Share them on your social sites. Be intentional about ways that your current community (including alumni) can see your content.



LINKING MATTERS

When ranking a website on its search engine, Google's algorithm considers both inbound and outbound links. **Regular blogging helps to build outbound, internal and inbound links.**

Outbound links to external sites or blogs help demonstrate the depth of the topic. Outbound links point readers to further resources that they can use to learn more about the subject. They also help search engines understand your niche and increase the trust and quality of your site, which plays a vital role in your blog's SEO. Allow readers to dive deeper by linking your quotes and content with other relevant high-value authority resources for data and other credible sites, articles and blog posts focused on the topic of your blog.

Online sites such as **Parent Toolkit**, the **U.S. Department of Education** and the **National Education Association** provide valuable resources and information that you can integrate into your blog posts and link to for more details.

Internal links to pages on your school's website give readers the chance to learn more about your school. Include links that are relevant to the blog post such as previous posts on the same or similar topics or pages that inform readers about your school's programs. If your post is about "How to Afford Independent School," send viewers to a page where they can learn about your scholarship financial aid opportunities. If your post covers the difference between independent and public schools, send readers to your admissions page to learn about applying to your school.

Internal links keep readers on your site. Just connect them to content that's related to what they clicked on in the first place.

Inbound links are ones coming from external sources. The more consistent, trustworthy and informative your blog is, the more likely other sites will link to it for their outbound links. This will drive additional traffic to your site and increase your authority with Google.

CONTACT US

How can Kalix Marketing help you make the most of your digital marketing?

Contact us today to start a conversation.



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