

How to review and/or improve your website: checklist

Take an honest look at your website. Is your website all about you or does it focus on your buyer persona? Make sure it is mobile friendly, fast to load, and contains content that speaks to your buyer persona. Review this checklist:

- ✚ **Revisit your buyer persona.** Even if you feel like you have a solid grasp on who you are targeting, go through your buyer persona. Your students might change or evolve. Maybe there is even a need to create a second or third buyer persona to represent a new program or offering from your school. Your buyer persona is your pulse on your potential students. You should revisit your buyer persona often to make sure you're still targeting and marketing to the right students.
- ✚ **Create valuable content offers.** Determine which types of offers your personas prefer and address their biggest challenges. Make them thorough and engaging. These offers will likely be the first impression your school has, make it a good one.

Your admissions team has a pretty good understanding of problems your potential students might be facing. By experimenting with different types of offers, you can observe which ones resonate with your audience and result in the most action.

- Email Subscription: This is the most basic opt-in offer. Website visitors will follow those
- eBook / Guide
- Testimonials
- Podcasts
- Video – facilities tour
- Infographic
- Quizzes
- Online course or webinar

- ✚ **Fine tune your value proposition.** Is your value proposition clear and positioned front and center? Do site visitors know exactly who you are and what you do the moment they enter your site?

How to present a Clear Value Proposition: A value proposition is a concise statement positioning the value you bring to the table. It explains how you can solve the potential student's problem. Clearly state the benefits and tell them what makes you different from all the other schools they are considering. Your value proposition needs to answer the following questions:

- What are you offering potential students?
- What are the key benefits your school provides?
- Who is the target student persona you want to reach?
- What makes you different from your competitors?

A value proposition is something that is read and can be understood instantly. It is usually composed of the following:

- **Headline:** A short sentence that grabs attention and keys in on the one main benefit provided.
- **Sub-Headline:** A more descriptive sentence or two that speaks to the benefits of your school and defines exactly who it will help.
- **Visual:** A compelling image that supports your statements. This can be a visual of the product or a person that is similar to the target buyer persona.

Place your value proposition on the home page of your website above the fold. This is the section of your homepage that is immediately visible when a potential student visits your website before they begin scrolling down the page. It should grab their attention and instantly let them know they have found a solution to their problem.

- ✚ **Setup CTAs.** Provide direction for your site visitors. Act as a tour guide through your site with clear, distinctive CTAs displayed multiple times throughout each page. Be sure to cater these CTAs to all three phases of the buyer's journey.

You don't want to lose your site visitor once they begin looking around! This is where your website can shine by using calls-to-action to easily guide them around. A call-to-action (CTA) is a button or link you place on your website to drive prospective customers between the regular content they are interested in, and a page with a higher value offer on it (the landing page) that is relevant and interesting enough to persuade your visitor to complete a short form.

This is an opportunity to guide them through the website so they can easily find content relevant to their current stage of their own buyer's journey and help them along the way. A CTA is an image or line of text that tells the site visitor the exact action to take on a page of your website. Literally a "call" to take a particular "action". CTAs can use all kinds of different wording to attract attention from qualified leads, including:

- Download your eBook now
- View exclusive video content
- Schedule your consultation
- Sign up for a demo
- Attend the event
- Register for the webinar

These CTAs lead to additional content often in the form of a landing page containing a gated content offer they will find valuable enough to exchange information to obtain.

Remember that Marketing Management is the art and science of choosing target markets and building profitable relationships with them:

What customers will we serve (target market)?

How can we best serve these customers (value proposition)?

Your value proposition is the set of benefits or values it promises to deliver to customers to satisfy their needs.

If you wish to get further details on you're the creation of your Buyer Persona for schools, you can download your Guide here: <https://inbound.neongoldfish.com/buyer-persona-school-template>