

Website & Digital Presence

School Administration

Document type: Plan / SOP / strategy / guide · Generated 14 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a website and digital-presence plan — site structure (about, academics, facilities, safety, admissions, disclosures), local SEO, and Google Business Profile — so prospective parents find a credible, informative online presence. Use it to build or improve the website. For social use the Social Media Plan tool.

Purpose of this tool & output

A credible online front door for the school

How the output is used

Use the tool to build a credible online front door for the school.

Important cautions

Include the board-mandated public disclosures on the website; parents research online before visiting, so a credible, safety-forward, mobile-friendly site matters. Only show real photos and honest claims.

Companion documents

- School Brand Positioning
- School Social Media Plan
- Reputation & Review Management
- Community Outreach & Events
- Alumni Relations & Network

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.