

SEO for Private Schools Works!

You CAN meet the goals for your institution.



By implementing targeted SEO for educational institutions, you can drive web traffic to your school website!

Consider the benefits that personalized SEO strategies can bring to your institution, including:

- Higher enrollment
- Increased web traffic
- More qualified applications
- 1st page Google Keyword rankings



SEO stands for Search Engine Optimization. By employing the right tools and strategies, you can reach prospective families to grow your school.

SEO for private schools facilitates the search so that parents and students find **YOU**, as opposed to the more traditional approach involving **word-of-mouth marketing**.

An [engaging website](#) opens the door to a student's educational possibilities. There, families meet administrators and faculty members, learn about your curriculum, and discover what sets your institution apart from other schools in the area.

- Does your school have a stellar STEAM program?
- Do you have classes or clubs to introduce students to entrepreneurship?
- Is your Fine Arts program especially robust?

A [well-designed](#), fully optimized website invites students and parents to explore your school's strengths.



So, how do I drive traffic to my school website?

Do people even know that your school website exists?

If a tree falls in a forest...and no one is around to hear it...does it make a sound?

Similarly...

If your school has a website...and nobody visits...does it actually exist?

At VujaDay Creative Digital Agency, we are always thrilled when schools begin to ask how they can drive traffic to their school website. This suggests that they're not simply aiming to **check a box** to satisfy the board, administration, parents, or students, by saying — **we have a website!**

After all, what is the point of investing in a new website, if nobody visits? Furthermore,

you must consider all stakeholders when you create a new website: prospective students and their families, current students, teachers, parents, administrators, board members, and donors.

From our experience in working with schools, we have found that their website traffic comes primarily from current teachers, parents, and students. These are known as **branded searches**. While in-house and word-of-mouth recommendations produce some results, schools using such methods limit their outreach to families that might be a good fit.

Reaching prospective students and their families involves a well-planned SEO strategy for private schools.



With regards to SEO, there are two primary ways to drive traffic to your school website:

1. Content
2. Backlinks

Let's talk about both, starting with SEO for educational institutions.

Many schools and administrators, along with their communications, admissions, and technology teams, have heard of SEO. However, given the ambiguity of the concept, some don't quite understand what SEO means, and what it can do for the school.

SEO is used to drive traffic to your school website, allowing you to meet verifiable objectives with real-time analytics including:

- Raising enrollment
- Scheduling school visits
- Increasing the number of qualified applications
- Elevating event attendance
- Generating new revenue



Consider this:

Website Fundamentals

Driving traffic to your school's website begins with clear, elegant design. Here are a couple of blogs to help you understand the website fundamentals:

<https://vujadaydigital.com/top-8-school-website-design-ideas-to-consider/>

<https://vujadaydigital.com/top-10-benefits-of-using-wordpress-for-your-education-site/>

Your time is valuable. If you're the headmaster, principal, director of communications, admissions officer, or head of technology at a private school, your time matters. We recognize that you have an important skill set, but we also know that you may not be an expert in digital SEO. Therein lies the opportunity!

Let VujaDay Creative Digital Agency help you formulate a strategy to make your website visible to prospective students and their families. Call today: (267) 784-0279

Why is SEO important for your private school?

Your school offers amazing learning experiences for students. Accordingly, you want as many people as possible to know about these opportunities.

But here's the question: *How do you get the word out to people who might be interested in your school?*

There is a paradigm shift underway that has resulted in students and their parents searching for schools via the Internet. Unless you stand out, your school can end up on a distant page, buried beneath thousands of educational competitors.

A targeted SEO strategy can correct this problem. Such a strategy will help your school thrive in today's digital economy and drive web traffic to your school website.

Why and **How** does SEO work? Simply Put:

SEO optimizes your school's visibility on search engines, such as Google, Safari, Firefox, and Bing.

SEO is used to draw visitors to your school website, and **usability** is the glue that keeps visitors engaged.

Most people believe that website aesthetics and functionality are the main factors involved in SEO rankings. Although these factors are highly important for the user experience, websites need a high SEO ranking to drive web traffic.

Before a prospective student and their family determine whether they are going to remain on your school's website, they must first become aware that the school website even exists!

Unfortunately, most school websites are **difficult to find** on the web. Some are **never found!** This occurs for two reasons:

- The school's website is not visible to search engines, or
- The website does not receive a high ranking based on SEO ranking algorithms.

To achieve a high search engine ranking, SEO is used to optimize a school website, so it appears on **page one** of a Google search for a given keyword phrase.

[Google](#) will tell you that most people don't go beyond page one, or more specifically, the top few results of page one. This means that schools that appear on pages two and beyond lose opportunities and traction

We can help you rank higher in searches! To begin, VujaDay will perform a Website Quality Audit (WQA) as part of our innovative Sprint strategy. We can identify challenges and opportunities aligning with your school's website.



Consider this:

Website Quality Audit (WQA)

To learn more more about our proprietary *Website Quality Audit*, click on the link below:

<https://vujadaydigital.com/seo-for-schools/>



We offer 3 sprints



Strategy

Ensuring your website is properly structured and built for optimal search engine performance.



Content

Researching, ideating and outlining the content needed for your entire website.



Links

Getting featured links from relevant websites to build authority and trust with Google.

Explore Sprints: SEO for Private Schools

It can be challenging to optimize a school website effectively, so VujaDay has developed a novel SEO strategy, called **Sprints**.

Our action plan involves short **Sprints** that combine proprietary technology with careful guidance from our SEO experts. The result is transformative SEO for private schools.

Indeed, the Sprints method allows us to complete 12 months of SEO work in 12 weeks!

We offer impressive results in less time.

Our SEO **Sprints** unfold in three, manageable stages:

- Strategy Sprint
- Content Sprint
- Link Sprint

Strategy Sprint Duration: 1 to 2 weeks	Content Sprint Duration: 3 to 4 weeks	Link Sprint Duration: 3 to 4 weeks
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Technical review and improvements <input checked="" type="checkbox"/> Monthly reporting <input checked="" type="checkbox"/> Implementation session <input checked="" type="checkbox"/> Comprehensive SEO strategy <input checked="" type="checkbox"/> Full size content audit <input checked="" type="checkbox"/> Analytics scrub and corrections 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Content creation <input checked="" type="checkbox"/> Content strategy <input checked="" type="checkbox"/> Topic research <input checked="" type="checkbox"/> Content calendar management <input checked="" type="checkbox"/> Keyword research 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Full link scrub and audit <input checked="" type="checkbox"/> Target page identification <input checked="" type="checkbox"/> Target link type identification

VujaDay Creative Digital Agency works hand in hand with our clients to capture the unique identity of their school. By using personalized **Sprints**, we can create effective SEO for private schools—driving traffic to their website.

To learn more about marketing strategies for schools, check out these posts:

<https://vujadaydigital.com/12-of-the-best-marketing-strategies-for-schools/>

<https://vujadaydigital.com/expert-school-website-design-and-digital-marketing/#>

<https://vujadaydigital.com/how-analytics-for-schools-can-help-improving-marketing/>

To drive traffic to your school's website, you have three primary options:

- Organic SEO for Schools
- Google Ads for Schools
- Local SEO for Schools

VujaDay Creative Digital Agency specializes in SEO for educational institutions. Let us guide you through this important process and determine which SEO strategy is best for your private school. Call today: **(267) 784-0279**

Finding Your Target Audience

As an academic institution, your admissions officers, communications directors, and leadership teams know who they need to target as prospective students and families.

At VujaDay Creative Digital Agency, we also have significant experience in education.



Our founder, [Dr. Vincent Day](#), has an EdD in Educational Leadership with a concentration on creativity and innovation. In fact, our entire team has deep roots in the field of education. We are passionate about helping schools improve their online presence and engaging their target audience.

Accordingly, we can empathize with families who are searching for a new school. Understanding your school's target audience is vital as it allows us to put ourselves in the shoes of prospective families to find out what keywords they may be searching. This data allows us to make your website more visible within searches related to SEO for private schools.

The VujaDay Difference

Unfortunately, with regards to SEO for private schools, many digital marketing agencies will offer you a strategy, then charge you a lot of money without regularly communicating results of the SEO efforts. What's even more unfortunate is that many schools are **ok** with this because in their minds they are **checking a box** by saying they are **doing SEO**.

Some schools we have worked with are convinced that they have implemented an SEO strategy because someone—they or an agency—has run a Google Ad, setup Google Analytics, downloaded the Wordpress Yoast plugin, or because they're paying somebody to do SEO for them.

Our innovative Sprints approach to SEO allows your school to benefit from proven strategies that fit your needs. We provide thorough assessments with real-time data, practical and engaging solutions, without long-term commitments. Plus, we offer results you can trust, including:

- An increase in enrollment
- More qualified applications
- An optimized website
- Engaging content that leads to conversions
- First-page Google keyword ratings
- Domain authority through backlinks

VujaDay provides superior service with better outcomes. We differ from traditional SEO agencies in significant ways:

Traditional agencies require long-term contracts and a monthly "retainer." There can be hidden fees, and SEO projects can take months, even years, to complete.

By contrast, **VujaDay Creative Digital Agency** does not require long-term contracts or "retainers." We are transparent with pricing so you know what to expect and how to budget. We offer quick turnaround time, with a clear scope of work.

In what can be a confusing industry, be sure you fully understand what SEO means for your private school, how much you should pay for it, and what you should expect from SEO for school services. Call today: **(267) 784-0279**

Common Questions about SEO for Private Schools

While SEO for educational institutions doesn't have to be a huge expenditure, your investment should align with your school's unique needs and goals. If your school relies on web traffic (or wants to), the return on an SEO investment should be easily seen, calculated, and experienced.

A question that we answer regularly at VujaDay Creative Digital Agency is:

How much does SEO for private schools cost?

How Much to Spend on SEO

We get it. As a responsible administrator, you want to know how to budget for your school's digital marketing. We can help.

Search Engine Watch offers various models for SEO pricing, including a monthly retainer, contract services at fixed prices, project-based pricing, and hourly consulting.

So, what should your school expect to pay for SEO?

Here's the range of the costs, according to common payment models:

- **Monthly retainer: \$750-5,000 per month.** Within this range, the amount that a client pays depends on the size of the school and the type of services they want the agency to provide. On the lower end of this spectrum are small SEO agencies that offer a limited range of services. On the upper range are full-service SEO agencies. Most schools pay between \$2,500 and \$5,000 for a monthly retainer.
- **Contract services at fixed prices (price variable):** Schools that are just testing the waters in SEO usually choose a contract service as an entry point. Typical contract services include things like SEO copywriting (\$0.15-\$0.50/word), site content audit (\$500-\$7,500), link profile audit (\$500-\$7,500), and social media site setup (\$500-\$3,000).
- **Project-based pricing (price variable):** If a school has a variety of digital marketing projects, they can pay per project, which means that there will be a wide range of prices. Projects can cost from \$1,000 to \$30,000.
- **Hourly consulting rate:** SEO consultants, whether individuals or agencies, usually charge between \$100 and \$300 per hour.

Cancel your SEO Retainer

When you work with VujaDay Creative Digital Agency, you collaborate with marketing experts who specialize in SEO for private schools. We have a team of experienced professionals who are passionate about education, and we can help you boost your online presence. Furthermore, we can help you convert prospective families to members of your school's community.

At this point, you may be asking yourself:

But isn't SEO expensive? Doesn't it take a long time to take effect?

The answer is an emphatic: **No!**

Many agencies tell their clients that **SEO is an ongoing process that takes at least a year to show results**—but that isn't true. They want you to commit to a long-term contract that you don't really need.

At VujaDay, we activate an SEO action plan that involves short **Sprints**, combining our proprietary technology with the careful attention of SEO experts. You don't need to be locked into a long-term contract, and you don't need to fork out high retainer fees!

3 Steps to SEO Success

Although SEO can be complex, the process itself is manageable. SEO requires time and careful attention.

[Semrush](#) suggests:

A top Google search position takes time, energy, and great attention to detail. Whether you're looking for support with keyword research or want to track your position, there are many elements to keep in mind. Just remember that SEO is a marathon, not a sprint.

Paradoxically, we have developed a solution that involves sprints rather than a marathon, and our [results](#) show that our creative approach works. The best SEO for private schools can boost your school's presence online, which is why these three steps can help you can achieve success:

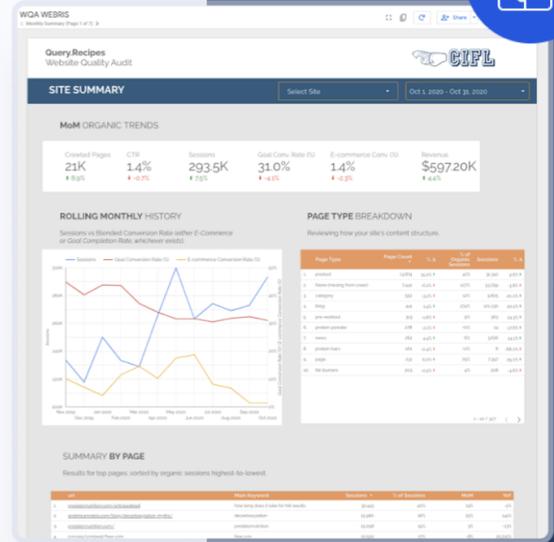
1. Optimize your website with the Strategy Sprint.

For one to two weeks, we will envision and develop a sustainable and comprehensive SEO strategy for your school. We start with a technical review, making improvements to your website. We will complete a comprehensive content audit, followed by an analytics scrub with appropriate corrections. Furthermore, we will also evaluate and implement monthly SEO reporting.

A successful SEO campaign starts with an effective Strategy Sprint.

The Strategy Sprint

- ✓ **Review of Google Analytics + Google Search Console.** A deep scrub of your website's data to find technical errors. We will also make sure your tracking is setup properly, so we can accurately report on campaign results.
- ✓ **Competitor analysis.** An in depth look into your competitors, industry and SERP market share. We'll reverse engineer exactly what the leaders in your space are doing to get on top of search engines.
- ✓ **Website Quality Audit.** Our proprietary audit, focused on finding technical roadblocks, low quality content, underperforming pages and more.
- ✓ **SEO roadmap.** All of our thoughts and findings compiled in a clear, concise way ahead to maximize your organic growth.



2. Focus on the Content Sprint.

Next, for three to four weeks, we will implement a content strategy that you approve, developing engaging content to attract and retain interest. We will research topics for website pages and blogs with keywords that drive traffic to your school's website. Moreover, we will manage a content calendar so that you remain a relevant presence online.

The Content Sprint

- ✓ **Keyword gap analysis.** A proprietary research tool that pulls in your competitors keywords and crosswalks against yours. From there, we can see the "gaps" in your website. We use these keywords as seeds to generate topics for content creation.
- ✓ **Content topic ideation.** Using the keywords from the gap analysis, we go to work formulating "topics". These topics are shared with you for approval before blowing out with SEO metrics.
- ✓ **Content matrix.** A full content calendar, containing all your topics flushed out with the necessary data (keywords, competitors, links, etc).
- ✓ **Content briefs.** All of our thoughts and findings compiled in a clear, concise way ahead to maximize your organic growth. For each keyword + page we're targeting, we will provide a document with everything needed to improve your rankings.

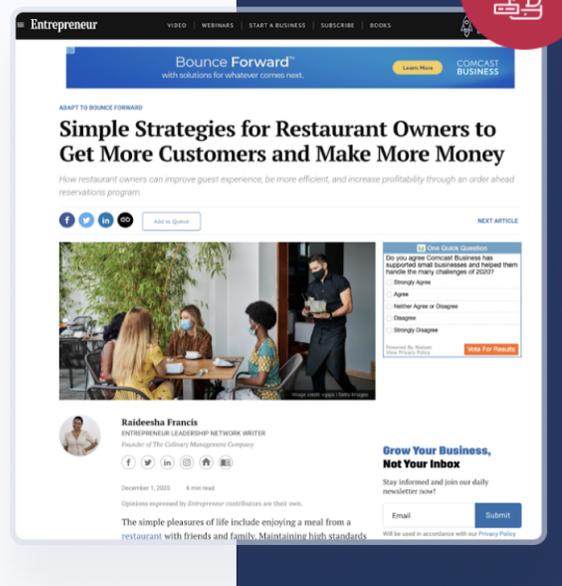
The screenshot shows a spreadsheet titled '2. WEBRIS - Content Management'. It contains a table with columns: Website, Status, Topic, Type, Creator, and Outline Completed? (Link). The rows list various content items such as 'Email sequences for Blueprint', 'Agency lead generation', 'Infographic link building', 'What to put on your agency / consultancy website', '6 reasons to offer SEO', 'Page Experience Update: Here's What You Need to Know', 'Complete guide to agency positioning', 'Google Search Console - tool overview', 'Google Tag Manager - tool overview', 'In house vs Agency', 'Shamew parody video', 'Ameet Mehta testimonial', 'Kyle Klement testimonial', 'Sebastian Kahle Testimonial', 'Matrix parody video', 'Blueprint animated commercial', 'BigQuery agency', 'Introducing...The Website Quality Audit', 'B roll intro', and 'XX reasons why your SEO is NOT working'. Each row includes a status (e.g., 'Ready for Outline', 'Content Live', 'Scheduled'), a type (e.g., 'Long Video', 'Blog Post', 'Short Video'), a creator name, and a 'VIEW' link for the outline.

3. Conclude with the Link Sprint.

Ongoing assessments in real time can propel the SEO campaign. For three to four weeks, we evaluate and synthesize data, giving us an accurate picture of your SEO for private schools. We begin with a full-link scrub and audit, in which we compare the SEO strategy with results, making changes as needed. We complete target page identification, as well as target link type identification. Both tasks allow us to determine if you are reaching the target audience, engaging viewers, and converting them to enrolling families.

The Link Acquisition Sprint

- ✔ **Link profile analysis.** A review to ensure there's no history of penalty or bad links. We'll also take a look at the competition to understand what they're doing to get links.
- ✔ **Link prospecting.** We scour the internet to find relevant, authoritative websites that are a good opportunity to reach out to for link inclusion.
- ✔ **Link outreach.** Our team manually reaches out to each site with a "value proposition" to include a link to your site. We'll handle all the writing, outreach and follow ups.
- ✔ **Link acquisition.** Each link is meticulously tracked in your private client portal. **We charge \$350 per link.** You only have to pay us for the live link, nothing else.



Before moving your SEO in-house, consider the opportunity cost associated with learning and managing SEO for your school, which is a science in and of itself. When choosing to handle SEO in-house, you will have to spend the time to learn all about SEO — how to manage it, track it, analyze it, how to use the tools effectively, and how to make informed decisions based on the analytics.

Why not let VujaDay Creative Digital Agency help? Call today for a free consultation: **(267) 784-0279**



Sprinting to the Finish Line with Big Results!

Many client schools have been reluctant to invest in SEO strategies, largely because they already invested a lot of money on a website, and it fell short of what Google and other search engines require to rank highly.

Our recommendation is to concentrate on optimizing your website for SEO. Consider sprinting to the finish with us in three, easy stages:

- Strategy Sprint
- Content Sprint
- Link Sprint

Together we can make SEO for private schools work for you!

If you want to reach your school's goals, consider SEO for private schools. This effective marketing strategy can help you:

- Increase enrollment
- Match you with more qualified applications
- Drive more traffic to your school's website

Let VujaDay Creative Digital Agency help you formulate a targeted strategy to attract prospective students and their families. Call today: **(267) 784-0279**

SEO for educational institutions is a game changer.

Finding the best SEO strategy depends on your school's growth goals and budget.

Think about how much every new student means to your school.

Let's begin with a discussion on **Lifetime Value** (LTV):

What is the lifetime value (LTV) of any new student you gain?

We had this conversation with a school who generates roughly \$35,000 for each new student that they enroll. Here were the results:

If a new student enrolls in 9th grade, the expectation is that the student will remain at the high school for 4 years:

- $\$45,000 \times 4 = \$180,000$

That's \$180,000 FOR EVERY NEW 4-year STUDENT!

Take the time you expect students to spend at your school and multiply it by the number of students you plan to enroll each year. If the goal is to enroll ten new 9th grade students each year as a direct result of SEO, here is the projected outcome:

- $\$180,000 \times 10 = \$1,800,000$ or 1.8 Million Dollars!

An investment in SEO can dramatically increase your school's revenue. It becomes extremely important to have an agency that has expertise beyond web development. You need VujaDay Creative Digital Agency. We fully understand the complexities involved in SEO for private schools, and we can clearly articulate how we plan to meet your goals.



Agencies need to be as transparent as possible with SEO options for school staff members who understandably don't know what SEO is, what SEO can do for their school, and what approach they should implement to align with their growth goals. At VujaDay Creative Digital Agency, we strive to meet the needs of academic institutions as they navigate SEO for their organizational growth.

Let VujaDay Creative Digital Agency help you develop a personalized SEO strategy today. Call **(267) 784-0279**.

So What's Next?...

Consider connecting with [VujaDay Creative Digital Agency](#) for a free digital marketing strategy session! We will evaluate your current digital presence, listen to your goals and outcomes, and develop a creative strategy that will help position you as a leader in your profession or service.

Alternatively, start developing a digital marketing strategy in-house that begins with identifying target customers, and building user personas.

Vuja Day

CREATIVE DIGITAL AGENCY