

Essential Content for School Websites

Students, parents, faculty, staff, administration, and the surrounding community depend on a school's website for information and resources. Does your school website have what visitors are looking for? Use the checklist below to find out!

SCHOOL WEBSITE	
<p>BASIC CONTACT INFORMATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Physical Address <input type="checkbox"/> Mailing Address <input type="checkbox"/> Phone Number <input type="checkbox"/> Fax Number <input type="checkbox"/> Principal information 	<p>DIRECTORIES</p> <ul style="list-style-type: none"> <input type="checkbox"/> Faculty & Staff <input type="checkbox"/> Classes <input type="checkbox"/> Teams <input type="checkbox"/> Clubs <input type="checkbox"/> Departments
<p>SCHOOL INFORMATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Profile <input type="checkbox"/> Mission & Vision <input type="checkbox"/> School Board Information <input type="checkbox"/> Accountability Information/ School Statistics 	<p>NEWS AND ANNOUNCEMENTS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Principal's message <input type="checkbox"/> Newsletters <input type="checkbox"/> Recent achievements, celebrations, events <input type="checkbox"/> Reminders, invitations, requests for participation or support
<p>RESOURCES</p> <ul style="list-style-type: none"> <input type="checkbox"/> Student Handbook <input type="checkbox"/> Parent Handbook <input type="checkbox"/> Bell Schedule <input type="checkbox"/> Dress Code <input type="checkbox"/> Lunch Menu <input type="checkbox"/> Athletic Schedule <input type="checkbox"/> Enrollment/Admissions Information <input type="checkbox"/> Alumni Information <input type="checkbox"/> Library / Media Center <input type="checkbox"/> Guidance and Counseling <input type="checkbox"/> Homework Help <input type="checkbox"/> Grade Book / Attendance <input type="checkbox"/> Graduation Requirements <input type="checkbox"/> Technology Help Desk <input type="checkbox"/> College & Career Planning <input type="checkbox"/> Bus Schedule 	<p>CALENDAR</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holidays <input type="checkbox"/> Picture Day <input type="checkbox"/> Parent Teacher Conferences <input type="checkbox"/> Standardized Testing Dates <input type="checkbox"/> Community Events <input type="checkbox"/> Student Performances <input type="checkbox"/> Board Meetings <input type="checkbox"/> Sporting Events <input type="checkbox"/> Club Events <input type="checkbox"/> School Dances <input type="checkbox"/> Registration Deadlines <input type="checkbox"/> Progress Report Distribution <input type="checkbox"/> PTA Meetings <input type="checkbox"/> Fundraising Events <input type="checkbox"/> Book Fairs <input type="checkbox"/> School Tour Dates
<div style="display: flex; align-items: center;">  <p>STOP! Check again to make sure that the content on your website is <i>current</i>. Be sure to remove outdated content or label it as archived.</p> </div>	

Essential Content for Classes and Groups

Imagine a visitor finally locating a specific page on your school's website...only to discover that there is nothing on it! Use the checklists below to gauge the effectiveness of the class and group pages on your school's website.

	CLASSES	GROUPS
BASIC INFORMATION	<input type="checkbox"/> Course description <input type="checkbox"/> Contact Information <input type="checkbox"/> Schedule <input type="checkbox"/> Room number <input type="checkbox"/> Office hours	<input type="checkbox"/> Group description <input type="checkbox"/> Contact Information <input type="checkbox"/> Schedule <input type="checkbox"/> Achievements, awards, recognitions
NEWS & ANNOUNCEMENTS	<input type="checkbox"/> Upcoming class events or deadlines <input type="checkbox"/> General reminders <input type="checkbox"/> Recognition of member or class achievements <input type="checkbox"/> Changes to calendar <input type="checkbox"/> Inspirational/relevant quotes	<input type="checkbox"/> Upcoming events or deadlines <input type="checkbox"/> General reminders <input type="checkbox"/> Recognition of member or group achievement <input type="checkbox"/> Changes to calendar <input type="checkbox"/> Invitations, requests for participation
RESOURCES	<input type="checkbox"/> Course syllabus <input type="checkbox"/> Study guides <input type="checkbox"/> Rubrics <input type="checkbox"/> Worksheets <input type="checkbox"/> Homework help <input type="checkbox"/> Links to relevant websites/online resources <input type="checkbox"/> Interactive whiteboard notes/files <input type="checkbox"/> PowerPoint and other presentations <input type="checkbox"/> Podcasts	<input type="checkbox"/> Forms <input type="checkbox"/> FAQs <input type="checkbox"/> Schedules <input type="checkbox"/> Meeting minutes <input type="checkbox"/> Links to affiliated websites <input type="checkbox"/> Online tools and guides <input type="checkbox"/> Photos <input type="checkbox"/> Surveys <input type="checkbox"/> Alumni member information <input type="checkbox"/> Newsletters <input type="checkbox"/> Podcasts <input type="checkbox"/> Brochures
CALENDAR	<input type="checkbox"/> Homework <input type="checkbox"/> Projects <input type="checkbox"/> Tests <input type="checkbox"/> Quizzes <input type="checkbox"/> Field trips	<input type="checkbox"/> Events <input type="checkbox"/> Meetings <input type="checkbox"/> Trainings <input type="checkbox"/> Deadlines <input type="checkbox"/> Conferences



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Once you've got the essentials, keep going! The school community will thank you for maintaining classes and groups that are truly rich in information and resources.