2025 SEO Toolkit for Schools – Summary Format

🎓 **GOAL:**

Help schools improve online visibility, admissions, and credibility through smart SEO.

1. SEO FOUNDATIONS

- Understand what parents are searching on Google
- Use keywords like:
- "best CBSE school in [City]", "admissions 2025", "top schools near me"
- Add keywords to: homepage, headings, meta description, and blog content

2. WEBSITE PERFORMANCE

- Mobile-responsive design (Google's Mobile-Friendly Test)
- Load time under 3 seconds (use tools like GTmetrix, PageSpeed)
- Install SSL (HTTPS)
- Remove broken links, fix image sizes, lazy-load media

3. GOOGLE PRESENCE (Local SEO)

- Set up & verify Google Business Profile
- Show correct address, phone, working hours
- Add real school images, categories (ex: "CBSE school")
- Collect reviews from parents with SEO keywords
- Submit sitemap in Google Search Console

4. CONTENT STRATEGY

- Write 1–2 blog posts/month (topics: tips for parents, school events, guides)
- Answer common questions in blogs and FAQ sections
- Create pages like: "Why Choose Us?", "Admissions Process", "Success Stories"
- Embed video tours or testimonials

5. TRACKING & IMPROVEMENT

- Connect Google Analytics 4 and Google Search Console
- Monitor:
  - Top pages by traffic
  - Keywords ranking
  - Clicks and impressions
- Update old content every 4–6 months

6. COMMON MISTAKES TO AVOID

- Only focusing on design, ignoring SEO
- Not claiming Google My Business
- Using slow hosting or heavy themes
- No blog or fresh content
- No tracking or performance review