Schoolzine Managed Service Offering

Your Managed Service Provider for all things digital

Manage your digital needs with **Schoolzine**

Pick and choose what you want us to manage for you

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Why are Catholic Diocese accessing our Managed Services to support them?

Independent schools have been leveraging SEO and website management services for years to maximise their digital web presence.

Schoolzine now offers school focused managed services in addition to our web platform

Our Managed Services on top of our purpose built web and newsletter platform is a highly effective and affordable way to increase student enrolments and engage the community

In this Pack

SEO Service

Boost visibility and attract new enrollments with tailored SEO packages.

## SPARKS Website Audit Service

Establish a strong digital foundation with our structured website health assessments and improvements.

Reputation Management Service

Enhance your school's online reputation to create a positive first impression.

Content Writing Service

Engage your community with expertly crafted content for web, newsletters, and social media.

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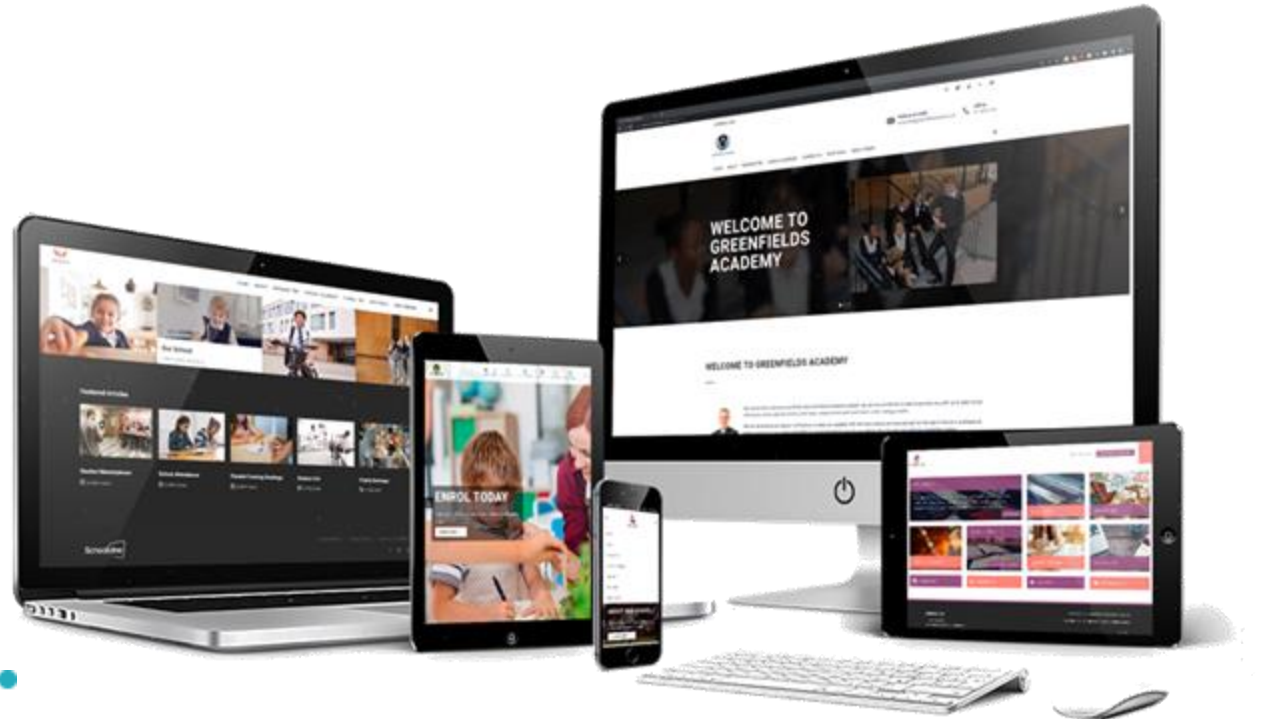
SEO Services– Maximise site discoverability

We understand that different schools have different levels of competition depending on their location and size. We offer packages to suit every school:

- SEO Starter
- SEO Intermediate
- SEO Advanced

SEO is charged monthly and we recommend each service is run for 12 months to maximize the investment.

Need to change tact part way through? No worries its easy to change services once you begin!

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- Keyword Research
  - (5 keywords)
- On-Page Optimization
  - (10 pages / month)
- Technical SEO
  - (4 hours / month)
- Link Building
  - (10 links / month)
- Local SEO
  - (3 hours / month)
- Performance Tracking & Analysis
  - (1 quarterly report)
- Basic Competitor Analysis
  - (1 quarterly report)
- Content Submissions
  - (1 content submission per month)
- Comprehensive Monthly Reporting
  - (1 report per month)

- *Mobile Responsive Checks, CTA checks, usability checks and accessibility checks are covered under our SPARKS service*

SEO **Starter** - The perfect choice to begin your SEO journey

We cover the basics and more to give you the edge over competitors who aren't performing SEO on their sites

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- Keyword Research
  - o (10 keywords)
- On-Page Optimization
  - o (15 pages / month)
- Technical SEO
  - o (6 hours / month)
- Link Building
  - o (15 links / month)
- Local SEO
  - o (5 hours / month)
- Performance Tracking & Analysis
  - o (1 quarterly report)
- Intermediate Competitor Analysis
  - o (1 quarterly report)
- Content Submissions
  - o (2 content submission per month)
- Comprehensive Monthly Reporting
  - o (1 report per month)

- *Mobile Responsive Checks, CTA checks, usability checks and accessibility checks are covered under our SPARKS service*

SEO **Intermediate** – If you're ready to really accelerate SEO

We give you an edge over competitors who might already be focused on SEO, great for schools with reasonable digital competition

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- Keyword Research
    - o   (20 keywords)
- On-Page Optimization
    - o   (20 pages / month)
- Technical SEO
    - o   (8 hours / month)
- Link Building
    - o   (20 links / month)
- Local SEO
    - o   (6 hours / month)
- Performance Tracking & Analysis
    - o   (1 quarterly report)
- Advanced Competitor Analysis
    - o   (1 quarterly report)
- Content Submissions
    - o   (3 content submission per month)
- Comprehensive Monthly Reporting
    - o   (1 report per month)

- *Mobile Responsive Checks, CTA checks, usability checks and accessibility checks are covered under our SPARKS service*

SEO **Advance** – If you are ready to dominate the search results

We do the maximum amount of SEO possible, this package is suited to schools with fierce competition

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SEO Services - Comparison

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Features	SEO **Starter** $450/month	SEO **Intermediate** $650/month	SEO **Advance** $800/month
Keyword Research	5 keywords	10 keywords	20 keywords
On-Page Optimisation	10 pages/month	15 pages/month	20 pages/month
Technical SEO	4 hours/month	6 hours/month	8 hours/month
Link Building	10 links/month	15 links/month	20 links/month
Local SEO	3 hours/month	5 hours/month	6 hours/month
Performance Insights	Quarterly report	Quarterly report	Quarterly report
Competitor Analysis	Basic insights quarterly	Enhanced insights quarterly	In-depth insights quarterly
Content Submissions	1 per month	2 per month	3 per month
Monthly Reporting	1 per month	1 per month	1 per month

Prices include GST

The finer details

Here's the brass tacks of what you'll get from Schoolzine

Keyword Research

We research what keywords are being used to find your schools and orientate our SEO around these key words. This is the heart of an SEO strategy

On-Page Optimisation

We optimize each page ensuring it has the content length, load speed, enough images, keywords in meta tags and over 35 other optimisation criteria

Technical SEO

We analyse site maps, robots.txt and other technical issues to ensure the technical aspects of SEO are covered off

Link Building

We build simple, high quality back links with directory sites and leverage partners to build reciprocal links to school sites

Local SEO

We perform specialist SEO to help the website perform based on its location, this is vitally important for schools

Tracking and Analysis

We set up analysis tools and provide monthly reports on our activities to track progress and make changes as needed

Competitor Analysis

We build simple, high quality back links with directory sites and leverage partners to build reciprocal links to school sites

Content Submissions

We write useful high quality content and publish it, with the schools permission which provides a great boost to SEO

Monthly Reporting

We show our progress month to month and use the reports to refine and improve our focus

How SEO improves enrolments – an example

An example for a fictional school: "St Mary's Primary School, Springfield"

Keyword Research

Establish keywords:

"Schools near Springfield"

"Good Schools near me"

"St Mary's Primary School"

"Catholic schools near me"

"Good schools in Springfield"

Link Building

We list the school URL on quality directories and optimise the description for the keywords

Content Submissions

We write new content which is attuned to the keywords and submit it monthly. This combined with frequent newsletter use keeps content fresh and improves SEO

On-Page Optimisation

We use AI to ensure on page content is optimised for Google's AI powered search algorithm, we ensure the right keyword saturation based on our research

Local SEO

We obtain "Google My Business" profiles and other local business profiles for the school to ensure location base services are optimised.

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How SEO improves enrolments – an example

An example for a fictional school: "St Mary's Primary School, Springfield"

Tracking and Analysis
We track month to month progress and offer St Mary's a report of progress against competitors

Competitor Analysis
We keep an eye on the 3 competing schools in Springfield and aim to get St Mary's performing better for the 5 target keywords

Technical SEO
We continue to optimise page speeds and structure based on our analysis

Comprehensive Reporting
We meet with stakeholders monthly to review progress and refine our approach

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How SEO improves enrolments – an example

An example for a fictional school: "St Mary's Primary School, Springfield"

Day 1...
Initial analysis shows that St Mary's was behind competing independent schools for keywords like "Schools near me"

1 month in...
A number improvements were made but there was no significant change in the search engine results

2 months in...
The team started seeing results and were looking forward to monthly reports to show the progress made

6 months in...
St Mary's was out performing all schools except for the independent school in the area

12 months in...
Consistency has paid off and St Mary's is now the top search result for all 5 target keywords

Ongoing...
St Mary's continue SEO efforts to remain ontop of the competition

Web Traffic increased 22%
Prospective families were able to find St Mary's and book a tour or find our enrolment information

Enrolments increased
As a result of the SEO efforts and extra discoverability, St Mary's had an extra 8 students enroll, more than covering the SEO costs

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SPARKS – Establishing the Baseline

SPARKS runs for 12 months across your websites to bring them up to a baseline

We methodically improve sites and work with your school stakeholders and your team to work towards targeted results

SPARKS helps form cohesive baseline across all your school website so that you can make informed decisions on where to invest

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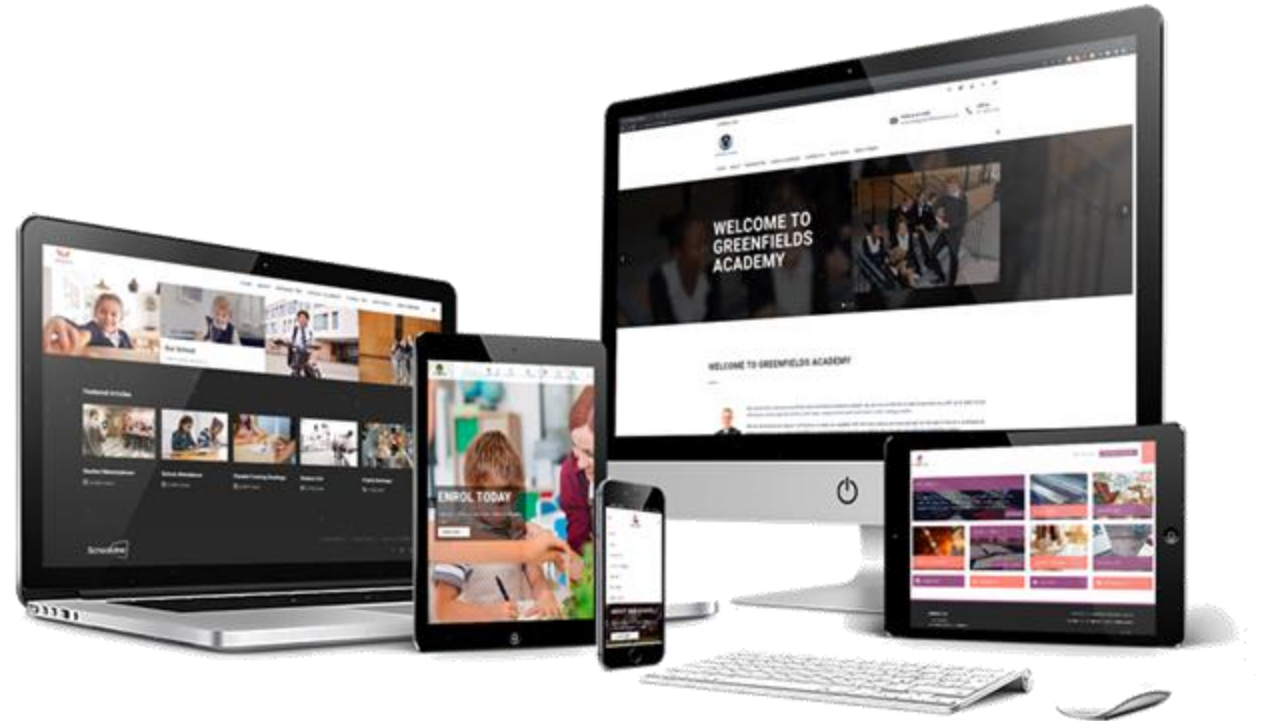
What is SPARKS? - the details

SPARKS is a structured framework that provides a comprehensive health assessment of school websites, resulting in a **score out of 100**. The framework evaluates key areas including:

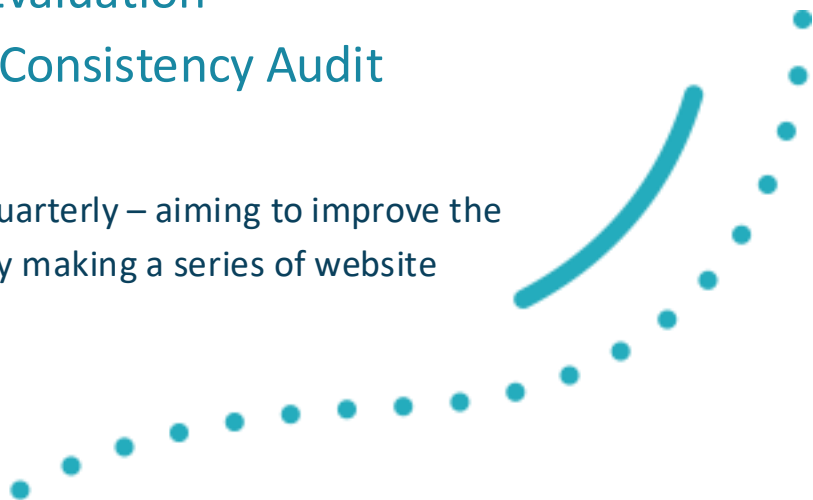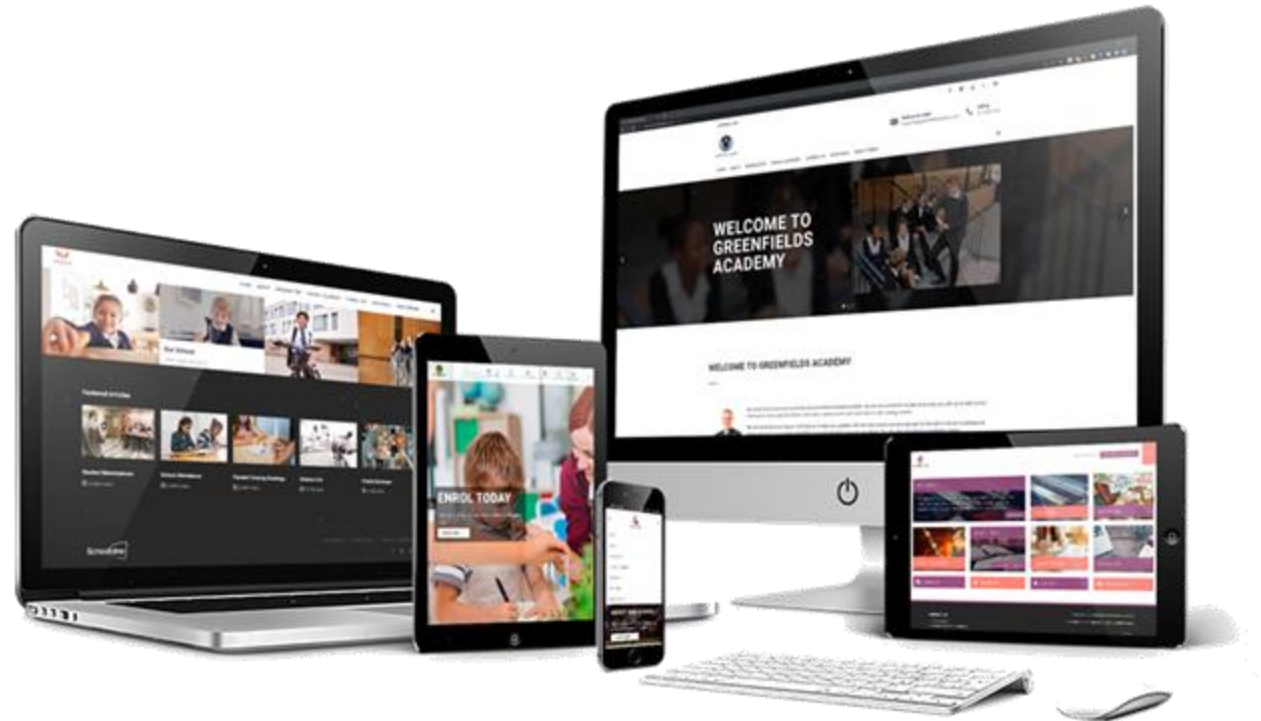**S**ite Speed Analysis

Page Accessibility Review

Actionable CTA Assessment

Reliable Navigation Check

Keen Content Evaluation

Style & Design Consistency Audit

We score each site quarterly – aiming to improve the score each quarter by making a series of website improvements

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SPARKS

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$650/yr

SPARKS

- Full Audit Quarterly of Websites

- Up to 5 hours improvement work per quarter

- Base level SEO preparation capped at 5 hours per quarter

- Base Level Accessibility and Mobile Responsiveness checks

- *Prices include GST*

Reputation Management – Showcase the good parts

Everything on the internet is permanent, with this service offering we help showcase the positive aspects of schools.

Don't turn families off from joining your amazing school community because of a bad review or negative press article, help us manage your online reputation!

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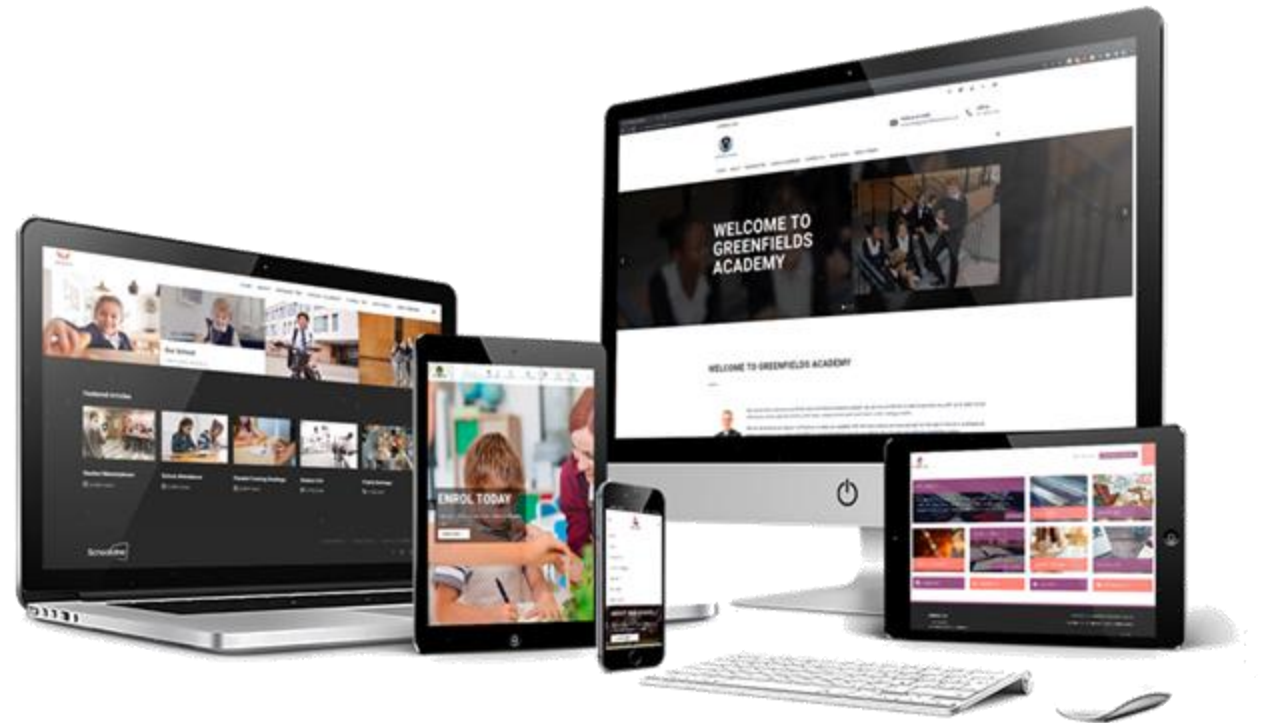
- Monitor Mentions
  - (Monitor socials, forums, blogs, news outlets)

- Monitoring Reviews
  - (Monitor google, yelp, and other review)

- Removing Spam Reviews
  - (Remove nonsense and spam reviews)

- Creating School listings to outrank negative press

- Using SEO to boost positive press

- Encouraging positive community engagement

- *SPARKS often identifies reputation issues in schools, and does basic remediation to help, however our reputation management package can help improve reputation more aggressively*

Reputation Management –
Showcase the best parts

We help manage what prospective families read about your schools online which might impact enrolments

Each schools has different reputational needs so our reputation management works on a sliding scale

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Reputation Management

$80/hr

Reputation Management

- Monitors setup for 12 months

- Improvement strategy developed

- Improvement strategy executed based on hours purchased

- Quarterly Reporting

• *Minimum of 10 hours purchased per school per year*

• *Prices include GST*

Content Writing – Content is Key

Great quality content is a natural performance booster for all things digital.

Let us write content for newsletter, blogposts, web pages or socials and free up your teams time

Copy writing is done on an hourly basis with a minimum allotment of 10 hours

Schools can simply email our copywriting team to produce content for them with a turn around time of 3-5 days.
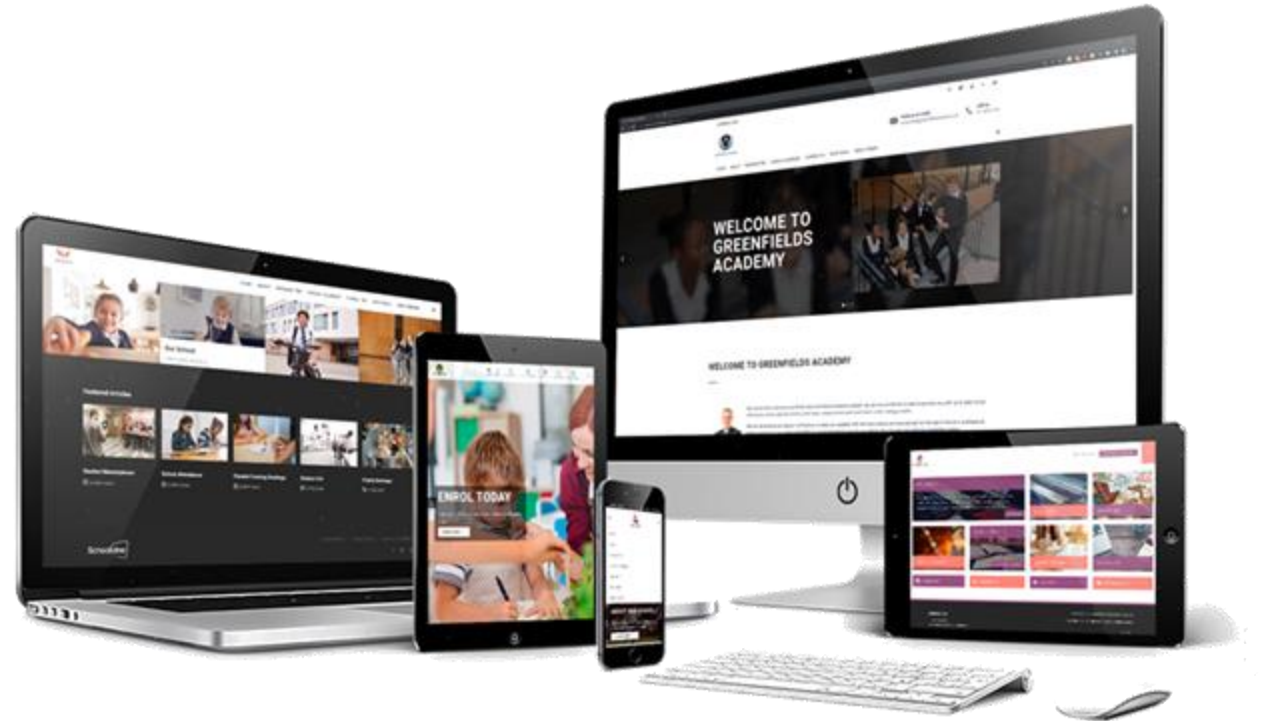
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Content Writing

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$60/hr

Content Writing

- Write newsletters, web pages, blog posts, articles

- Produce infographics or other media

- Social Media Posts

- More

• *Minimum of 10 hours purchased per school per year*

• *Prices include GST*

Putting it Together!

Start with SPARKS

If your schools have never had SEO work done before and not much time has been invested into your sites this is a great place to start!

SEO once you've got the basics

If you've been through the SPARKS program and have the basics down, our SEO packages are a great way to boost school website discoverability

Reputation management

Invest in repairing and improving reputation for your schools so that search results outside of SEO look great to perspective families looking to enroll

Continuous Content

It's easy for busy teams to forget to put out quality content all the time! Continue to put out fresh and relevant content to underpin your SEO and reputation management efforts!

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Who you'll work with

Just some of our amazing team!

Dan Dawson, CEO

Dan has worked in the digital space for over 20 years both for and with managed service providers. He's been heavily involved in SEO since the invention of google and has a solid understanding of the school website space.

Stacey Telford, General Manager

Stacey has vast experience and training in project management and service delivery and is a customer obsessed leader at Schoolzine.

Luke O'Hare, Digital Specialist

Luke is a Schoolzine product expert and works with our SEO and content teams to ensure they maximise the use of Schoolzine features.

Judii Cook, Customer success

Judi is a tech wiz and customer success guru who has the perfect combination of skills to help no matter the problem!

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Thank You

Ready to get started with our managed services?

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