

# Making the Most of Your New Edlio Website

## Best Practices for the Admin Site

- Limit the number of website administrators to 3-5. These users have access to the entire site and can update user pages, help reset passwords and make special requests to tech support.
- Delegate sections of the site to others- dept. chairs work on department pages, club advisors work on their club pages, coaches work on team pages, etc.
- Give the school administrative staff access to the calendars so they can make updates whenever the master calendar changes.
- Enter a recipient for the contact form.
- Set up Google Analytics so you can monitor site usage, audience, traffic patterns, etc. (It's free for schools!)
- Do a yearly audit of user accounts to ensure the front-facing staff list is up-to-date.

## Best Practices for the Public Site

- Keep your site updated, especially the homepage. This will help with search engine results.
- Don't clutter the homepage with too much information- it overwhelms visitors.
- Keep your drop down menus on the navigation bar limited to 10 items.
- Keep teacher pages within the Edlio platform instead of directing traffic away from your site to outside teacher sites.
- Link to your social media accounts on the homepage. Include a feed if you are active Twitter, Facebook or Instagram users.

## Best Practices for Teacher Pages

- Post a bio & profile photo so your students and families can get to know you & your experience.
- Utilize quick posts & subscriptions to engage with families and keep them updated on what is happening every day or every week in your classroom.
- Create classes and post syllabi/yearly overviews so students and parents always know what's expected and what's coming up.
- Include a rubric library, standards list or grading information with your teacher pages.
- Post homework so students can print out resources and keep track of due dates.
- Create photo galleries showcasing student work, projects and performances.
- Upload videos so students can continue learning outside of the classroom (just make sure you have permission to post!).

## Make Sure Your Investment gets Used

- Publicize your website address on all written material, flyers, sign-ups, etc. as well as social media.
- Have your website up on computers at family events- encourage parents to subscribe during the event.
- Direct callers to your website for frequently asked questions.
- Upload photos & videos of sporting events, assemblies and performances and notify your community that they can view them on your site.