

## Teacher Residency Webpage Audit

This self-guided audit is designed to improve existing teacher residency webpages or to be a guide when creating a new page. If you are in the process of creating a residency page, approach each question as a guide for page structure, narrative flow, and content. The audit is best used in partnership with the Prepared To Teach [Teacher Residency Website Guidance Deck](#), which provides further information on each of these topics.

### **Accessible Financial Aid - Emphasize the affordability of your program.**

1. Do you have a dedicated and prominent section for affordability?
2. Is there explicit language about your program's commitment to affordability (stipends, work-study, scholarships, etc.)?
3. Are you providing tools and resources, application process information, and access to financial aid processes?
4. From a prospective student's perspective, what other information about affordability might they still need?

### **Ease of Navigation & Relevant Keywords - Ensure your website is clear and easy to use.**

5. Imagine you just learned about a residency opportunity. Google your residency program--do you appear within the top 5 searches? Try a few different phrases to see what yields the best results. This can indicate what keywords on your site connect with common Google search terms and which may need to be added to your site.
6. Is there a dedicated page for your teacher residency program?
7. What are the essential topics a prospective student needs to know to consider your program? Does your page have buttons that lead to sections for high-level topics?
8. What can be edited or added to your FAQ page to ensure it provides:
  - answers to anticipated questions
  - the context of the residency
  - explicit program information
9. Consider action items a prospective student can take as they are on your webpage (sign up for mailing list, email, phone call, application, etc.). What do you have and what can be added? Remember that contact with a real person from the residency can build a sense of connection to the program.
10. Does your website have accessibility features such as appropriate color contrast, alt text accompanying images, etc.?

### **Intentional Storytelling - Help prospective students see themselves in your program.**

11. Does your site share stories from a resident's perspective?
12. What types of media are being used to capture life in your program? Think pictures, videos, quotes, infographics, etc.

*To explore more resources on Recruitment, visit Prepared To Teach's Guided Toolkit, [Active Recruitment: The Promise of a Paid Residency Pathway](#).*

