Education Digital Marketing Growth Checklist

A Practical Framework to Increase Student Enquiries & Admissions

Why This Checklist Exists

- Students and parents research extensively before choosing an institute

- Digital visibility and trust directly impact admissions

- This checklist focuses on actions that drive real enquiries

Who This Checklist Is For

- Schools and Colleges

- Law Schools and Universities

- Training and Coaching Institutes

- Admissions and Marketing Teams

- Education Marketing Agencies

How to Use This Checklist

- Review each section honestly

- Tick what is already implemented

- Identify gaps and prioritise actions

- Implement gradually and track improvements

Ensure your institute appears when students search

SECTION 1: SEARCH VISIBILITY & SEO READINESS

Search Visibility & SEO Readiness

SEO Readiness Checklist

- Course and admission keywords identified
- Course pages optimised for search intent
- Admission landing pages created
- Internal linking between blogs and course pages
- Local SEO and Google Business Profile optimised
- FAQs added for student queries
- Mobile-friendly and crawlable website

SECTION 2: CONTENT THAT BUILDS STUDENT TRUST

Content That Builds Student Trust

Content Checklist

- Blogs answer real student questions
- Content mapped to student decision stages
- Courses explained clearly and simply
- Alumni and student success stories featured
- Videos used for campus life and testimonials
- Content updated regularly

SECTION 3: WEBSITE & CONVERSION OPTIMISATION

Website & Conversion Optimisation

Website Conversion Checklist

- Clear calls-to-action on key pages

- Easy access to enquiry and application forms

- Fast-loading website on mobile

- Simple navigation structure

- Campaign landing pages aligned with ads

- Multiple contact options available

SECTION 4: PAID & ORGANIC GROWTH ALIGNMENT

Paid & Organic Growth Alignment

Paid Growth Checklist

- Campaigns aligned with admission cycles
- Ad messaging matches student intent
- Dedicated landing pages for ads
- Budget focused on high-intent audiences
- Retargeting for interested users
- Paid and organic performance reviewed together

SECTION 5: LEAD NURTURING & COMMUNICATION

Lead Nurturing & Communication

Lead Nurturing Checklist

- Automated enquiry follow-ups enabled

- Emails personalised by course interest

- Deadlines and key dates communicated

- Educational emails shared regularly

- Consistent but non-intrusive follow-ups

SECTION 6: TRACKING, MEASUREMENT & OPTIMISATION

Tracking, Measurement & Optimisation

Tracking Checklist

- Traffic and enquiry sources tracked

- Conversion rates monitored

- Top-performing channels identified

- Weak pages optimised or replaced

- Monthly performance reviews conducted

Final Takeaway

- Strong education marketing aligns visibility, trust, and conversion

- Small improvements across channels create long-term growth

- Use this checklist as a living working document