

WEBSITE PLANNING CHECKLIST

Education Sector Edition

A practical guide to help schools and education providers prepare for a clearer, more effective website refresh.

Created by Spacey Studios

A Melbourne-based creative studio specialising in brand, design and website experiences for purpose-driven organisations.

BEFORE YOU PLAN YOUR WEBSITE

A website refresh is rarely just a design exercise. For schools and education providers, it can shape how prospective families form their first impression, how current communities access important information, and how internal teams manage content day to day.

The challenge is that education websites often need to serve many different people at once. Prospective families may be looking for enrolment information. Current parents may need quick access to updates, calendars or policies. Students may be searching for learning resources. Staff may need the website to be easy to manage behind the scenes.

Without a clear plan, it is easy for a website project to become driven by page lists, design preferences or legacy content, rather than the needs of the people using it.

This checklist has been created to help you step back and think through the key areas that shape a successful website refresh. It is not designed to replace a discovery process, but to help you prepare for one with more clarity.

Use it to review your current website, identify what needs improvement, align internal stakeholders, and capture notes that can guide the next stage of your project. By the end, you should have a clearer understanding of what your website needs to achieve, who it needs to support, and what information should be prepared before speaking with a website partner.

How to Use This Checklist

Work through each section at your own pace. For best results, involve the people who will be part of the website project, such as leadership, administration, marketing, enrolments, IT or communications staff.

Take notes throughout each section to capture priorities, questions, challenges or decisions that may need to be explored further.



WEBSITE GOALS & STRATEGY

Before thinking about design, page layouts or technical features, it is important to define what your website actually needs to achieve.

For schools and education providers, a website is rarely just a digital brochure. It may need to support enrolments, communicate important information, reflect your values, serve existing families or students, attract staff, showcase learning opportunities, and make day-to-day updates easier for internal teams.

A clear strategy helps ensure your website is planned around real goals, rather than simply recreating the existing site in a newer design. It also helps guide decisions around content, navigation, functionality and calls to action.

Use this section to clarify the purpose of your website and the outcomes it needs to support.

Checklist

- We have identified the main reason we are reviewing or refreshing our website.
- We understand what is currently working well on the existing website.
- We have identified the main issues, frustrations or limitations with the current website.
- We have defined the primary goal of the new website.
- We have considered any secondary goals the website needs to support.
- We know which audiences the website needs to serve.
- We understand what each audience group is likely looking for when they visit the website.
- We have considered how the website should support enrolments, enquiries or registrations.
- We have considered how the website should support current families, students or members of the community.
- We have reviewed whether the current website reflects our organisation accurately today.
- We have discussed how the website should support our brand, values and reputation.
- We have identified any practical requirements, such as easier content updates, document management, event promotion or staff access.
- We have considered what success would look like after the new website has launched.
- We have agreed on who needs to be involved in key website decisions.
- We have considered how feedback and approvals will be managed throughout the project.

Helpful Questions

- What are the top three things people should be able to do easily on your website?
- What information do prospective families, students or stakeholders most often ask for?
- Where does the current website create confusion, friction or unnecessary admin for your team?
- What has changed about your organisation since the current website was created?
- What would make the new website feel successful six months after it launches?



AUDIENCE NEEDS & USER JOURNEYS

Education websites often need to support several different audiences at once. A prospective family may be looking for enrolment information, a current parent may be trying to find a policy or event date, a student may need access to learning resources, and a staff member may need to update content quickly.

When these needs are not clearly considered, websites can become difficult to navigate, overloaded with information, or too focused on internal structure rather than the real journeys people are trying to complete.

A strong website should help each audience find the right information quickly, understand what action to take next, and feel confident in the organisation behind the experience.

Use this section to think through who your website needs to support and what each group is likely trying to achieve.

Checklist

- We have identified the main audience groups who use our website.
- We have considered the needs of prospective families, students or applicants.
- We have considered the needs of current families, students or members.
- We have considered the needs of staff and internal website users.
- We have considered the needs of the broader community, alumni, partners or external stakeholders.
- We understand the most common tasks users need to complete on the website.
- We have identified which information needs to be easiest to find.
- We have considered how different audience groups may enter the website, such as through Google, social media, newsletters or direct links.
- We have considered whether users can find key information within a few clicks.
- We have reviewed whether the website language is clear, accessible and easy to understand.
- We have considered what users may be feeling when they visit the website, such as curiosity, urgency, uncertainty or comparison.
- We have identified where users may currently get stuck, confused or frustrated.
- We have considered what actions each audience should be encouraged to take next.
- We have considered whether different audience groups need dedicated pathways or landing pages.
- We have discussed how the website can create a more helpful experience for both new and returning users.

Helpful Questions

- Who are the most important audience groups your website needs to support?
- What are the most common reasons people visit your website?
- What information do users need to find quickly?
- Where do users currently get confused or ask your team for help?
- What should each audience group do next after visiting the website?



SITE STRUCTURE & KEY PAGES

A clear website structure helps people find what they need quickly. For schools and education providers, this is especially important because the website often needs to support many different types of information – from enrolments and learning areas through to policies, events, news, contact details and community updates.

Over time, education websites can become cluttered as new pages are added, old content is left in place, or navigation is shaped around internal departments rather than user needs.

Before starting a website refresh, it is worth reviewing which pages are truly needed, which content can be simplified, and how the overall structure can better support the people using the website.

Use this section to map out key pages, navigation items and content groups that should form part of your new site.

Checklist

- We have reviewed the current website structure and identified pages that should stay, change or be removed.
- We have considered whether the current navigation is easy for users to understand.
- We have identified the key pages required for the new website.
- We have considered whether any pages can be combined, simplified or renamed.
- We have identified any outdated, duplicated or low-value pages that should be removed.
- We have considered how enrolment, admissions or registration information should be structured.
- We have considered how learning areas, programmes, courses or services should be presented.
- We have reviewed how news, events, updates or announcements should be managed.
- We have considered whether policies, forms and documents need a clearer home.
- We have considered whether different locations, campuses or service areas need dedicated pages.
- We have considered whether frequently asked questions should be included.
- We have identified which pages need clear calls to action.
- We have considered how users will move from one page to the next.
- We have reviewed whether the structure supports both new visitors and returning users.
- We have considered how the structure can grow or adapt over time.

Helpful Questions

- Which pages are essential for your website to function well?
- Which pages on the current website are outdated, duplicated or no longer useful?
- What information is hardest for people to find at the moment?
- Does the navigation reflect how users think, or how your organisation is structured internally?
- What pages should guide users towards an enquiry, enrolment, booking or next step?



CONTENT PREPARATION

Content is one of the most important parts of a successful website refresh, but it is also one of the easiest areas to underestimate.

For schools and education providers, website content often lives across many different places – old web pages, policy documents, enrolment packs, newsletters, PDFs, staff notes, prospectuses, curriculum documents and internal systems. Before a new website can be structured and designed effectively, it helps to understand what content already exists, what needs to be updated, and what should be removed altogether.

Strong website content should be clear, current and useful. It should help people understand who you are, what you offer, what makes your organisation different, and what they need to do next.

Use this section to review your existing content and identify what needs to be prepared, rewritten or created for the new website.

Checklist

We have reviewed the current website content and identified what should stay, change or be removed.

We have identified any outdated, duplicated or inaccurate content.

We have considered which pages need to be rewritten rather than copied across.

We have identified any new content that needs to be created for the website.

We have reviewed whether our homepage messaging clearly reflects who we are today.

We have reviewed whether our enrolment, admissions or registration content is clear and easy to follow.

We have checked whether policies, forms and downloadable documents are current.

We have considered whether key information should remain as PDFs or be converted into web pages.

We have identified who is responsible for writing, reviewing and approving content.

We have considered whether professional copywriting support may be needed.

We have identified any photography, video or visual assets required for the new website.

We have reviewed whether existing images feel current, authentic and aligned with our organisation.

We have considered whether testimonials, stories, outcomes or community voices should be included.

We have identified any content that needs input from multiple departments or stakeholders.

We have considered how content will be kept up to date after launch.

Helpful Questions

- What content on the current website is still accurate and useful?
- What content no longer reflects your organisation today?
- Which pages will need the most time, input or approval?
- Are there policies, forms or documents that could be easier to access or understand?
- Who needs to be involved in writing, reviewing and approving website content?



ENROLMENT & ENQUIRY PATHWAYS

For many schools and education providers, the website plays an important role in helping prospective families, students or stakeholders take the next step.

That next step might be submitting an enquiry, booking a tour, registering for an open day, downloading an enrolment pack, starting an application, or simply understanding the process with more confidence.

If these pathways are unclear, users may leave the website unsure of what to do next, or contact your team with questions that could have been answered more clearly online.

A strong website should make key pathways easy to understand and simple to follow. It should guide users from interest to action without unnecessary confusion, friction or dead ends.

Use this section to review how your website supports enrolments, enquiries, registrations or other important conversion pathways.

Checklist

- We have identified the main actions we want users to take on the website.
- We have reviewed whether enquiry, enrolment or registration pathways are easy to find.
- We have considered whether calls to action are clear, visible and consistent.
- We have reviewed whether the enrolment or application process is explained in simple steps.
- We have considered whether users can easily book a tour, register for an event or make an enquiry.
- We have reviewed whether contact forms ask for the right amount of information.
- We have considered whether forms are easy to complete on mobile devices.
- We have reviewed whether confirmation messages and follow-up emails are clear and helpful.
- We have considered whether key dates, open days, info sessions or application deadlines are easy to find.
- We have identified any points where users may drop off or become uncertain.
- We have considered whether supporting information, such as fees, FAQs and documents, are easy to access.
- We have reviewed whether important contact details are visible across the website.
- We have considered whether different audience groups need different enquiry or application pathways.
- We have reviewed whether enquiry data is captured and managed effectively behind the scenes.
- We have considered how success will be measured, such as enquiries, bookings, registrations or applications.

Helpful Questions

- What is the most important action users should take after visiting the website?
- Is the enquiry or enrolment process clear to someone who has never interacted with your organisation before?
- Where might users hesitate, drop off or need extra reassurance?
- What information does your team regularly provide after someone enquires?
- How should enquiries, bookings or applications be tracked after submission?



BRAND, DESIGN & TRUST SIGNALS

A website should do more than present information. It should help people form a clear, confident impression of your organisation.

For schools and education providers, design plays an important role in building trust. Prospective families, students and stakeholders are often comparing multiple options, and the way your website looks, feels and communicates can influence how professional, welcoming and credible your organisation appears.

This does not mean the website needs to be overly polished or complicated. The strongest education websites often feel clear, considered and authentic – reflecting the values, personality and community behind the organisation.

Use this section to review how your website presents your brand, builds trust and helps users feel confident in taking the next step.

Checklist

- We have reviewed whether the current website reflects our organisation accurately today.
- We have considered whether the website feels professional, current and trustworthy.
- We have reviewed whether the design aligns with our brand identity, values and tone of voice.
- We have considered whether the website feels welcoming and appropriate for our audience.
- We have reviewed whether imagery feels authentic, current and representative of our community.
- We have considered whether key messages are clear and easy to understand.
- We have identified any areas where the website feels outdated, inconsistent or unclear.
- We have considered whether testimonials, stories, achievements or outcomes should be included.
- We have reviewed whether important accreditations, affiliations or recognition are visible where relevant.
- We have considered whether staff, leadership or community voices should feature on the website.
- We have reviewed whether the website helps communicate what makes our organisation different.
- We have considered whether important pages include enough reassurance before asking users to take action.
- We have reviewed whether the website experience feels consistent across desktop and mobile.
- We have considered whether the visual style supports clarity rather than distracting from key information.
- We have identified any brand or design assets that may need to be updated before the website project begins.

Helpful Questions

- What first impression does your current website create?
- Does the website reflect the organisation you are today, or an older version of it?
- What should prospective families, students or stakeholders feel after visiting the website?
- What proof points help build trust in your organisation?
- Where could the website feel more human, authentic or reassuring?



CMS, UPDATES & INTERNAL WORKFLOW

A website is only useful long term if it can be managed properly after launch.

For schools and education providers, regular updates are often part of day-to-day operations — news, events, notices, policies, staff information, enrolment dates, documents and page content may all need to be updated by different people at different times.

Before starting a website refresh, it is important to think about who will manage the website, what they need to update, and how easy the system needs to be for internal teams.

A clear content management workflow helps reduce bottlenecks, avoid outdated information, and ensure the website remains useful well beyond launch.

Use this section to review how your website will be maintained, updated and managed internally.

Checklist

- We have identified who will be responsible for managing the website after launch.
- We have considered which team members will need access to update content.
- We have reviewed what content needs to be editable internally.
- We have considered whether different users need different access levels or permissions.
- We have identified which content types need structured templates, such as news, events, staff or documents.
- We have considered how policies, forms and downloadable documents will be uploaded and maintained.
- We have reviewed whether current website updates are easy or difficult for internal staff.
- We have identified areas where the current CMS creates frustration, delays or dependency on external support.
- We have considered whether staff will need training before or after launch.
- We have discussed how website update requests will be managed internally.
- We have considered who will review and approve important content changes.
- We have identified any tools the website needs, such as forms, newsletters, calendars or third-party systems.
- We have considered how old or outdated content will be reviewed over time.
- We have discussed whether ongoing website support or maintenance will be required.
- We have considered how the website can remain flexible as the organisation grows or changes.

Helpful Questions

- Who will be responsible for keeping the website up to date?
- What content needs to be easy for your team to edit without developer support?
- Where does your current website process create unnecessary admin or delays?
- What content should require approval before being published?
- What training or support would help your team manage the website confidently?



ACCESSIBILITY, MOBILE & LAUNCH

A successful website needs to work well for as many people as possible, across different devices, abilities and browsing situations.

For schools and education providers, this is especially important. Families, students, staff and community members may access the website from phones, tablets, school devices, assistive technologies or slower internet connections. They may also be looking for important information quickly, often while multitasking or under time pressure.

Accessibility, mobile usability and launch preparation should not be treated as final checks only. They should be considered throughout the planning process so the website is easier to use, easier to maintain, and more reliable when it goes live.

Use this section to review the practical requirements that will help your website perform well before, during and after launch.

Checklist

- We have considered how the website will work across desktop, tablet and mobile devices.
- We have reviewed whether key information is easy to read and access on smaller screens.
- We have considered whether buttons, menus and forms are easy to use on mobile.
- We have reviewed whether the website language is clear, concise and easy to understand.
- We have considered accessibility needs, including colour contrast, readable text sizes and clear page structure.
- We have considered whether images will need descriptive alt text.
- We have reviewed whether downloadable documents, such as PDFs, are easy to find and understand.
- We have considered whether important content should be presented as web pages rather than only as downloadable files.
- We have considered how website speed and performance may affect the user experience.
- We have identified any forms, links, buttons or interactive elements that will need testing before launch.
- We have considered whether redirects are required from old website pages to new website pages.
- We have discussed how analytics, form tracking and enquiry tracking will be set up.
- We have considered who will review and approve the website before launch.
- We have planned for staff training or handover before the website goes live.
- We have considered what should be reviewed after launch, such as enquiries, user behaviour, content updates or technical issues.

Helpful Questions

- Can users complete key tasks easily on mobile?
- Is important information accessible to people with different needs or abilities?
- Which documents or pages need to be reviewed before launch?
- What needs to be tested before the website goes live?
- How will you know if the new website is performing successfully after launch?



READY TO PLAN YOUR NEW WEBSITE?

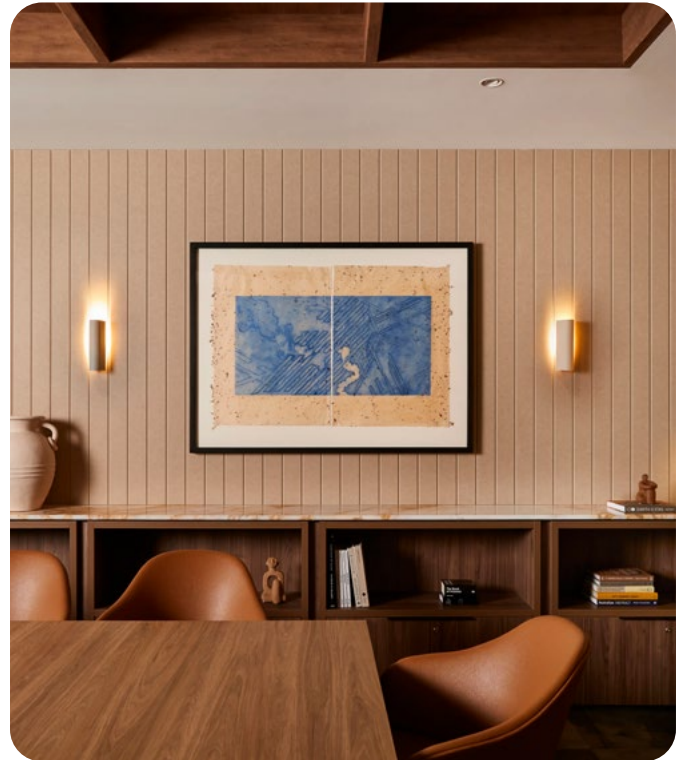
By working through this checklist, you should now have a clearer view of what your website needs to achieve, who it needs to support, and what should be considered before starting a website refresh.

You may have confirmed that your current website only needs a few targeted improvements. Or you may have identified deeper issues around structure, content, design, usability or internal workflows that need a more considered approach.

Either way, the next step is turning those insights into a clear plan.

At Spacey Studios, we help schools and education providers create websites that are clear, considered and easy to manage – combining strategy, design and development to support the people who use them every day.

Whether you are preparing for a full website refresh or simply exploring what could be improved, we would be happy to chat through your goals and help you understand what the next stage could look like.



How Spacey Studios Can Help

- ✦ Website strategy and planning
- ✦ Information architecture and page structure
- ✦ UX and UI design
- ✦ Website design and development
- ✦ Content planning and migration support
- ✦ CMS setup and architecture
- ✦ Accessibility and mobile usability considerations
- ✦ Website launch support
- ✦ Ongoing website hosting, care and support
- ✦ Team training sessions

Start A Conversation



Book A Discovery Call

Choose a time that's convenient to you via our booking page:

spaceystudios.com.au/discovery-call
(Monday to Friday only)



Explore Our Work

Visit our website to learn more about us and read our latest case studies.

spaceystudios.com.au/about
spaceystudios.com.au/projects



Contact Us

Level 2, 65 Dover Street,
Cremorne VIC 3121, Australia

hello@spaceystudios.com.au
(03) 8658 7386



A practical guide to help schools and education providers prepare for a clearer, more effective website refresh.