



CENTER FOR ONLINE
EVANGELISM

Reaching the Online Mission Field with your School Website

No matter where you are on your online journey, take advantage of the Center for Online Evangelism's resources for customizing templates, creating content, and marketing to your community.

Connect with your community and grow your school—all by optimizing your website.

How to use Center for Online Evangelism's Resources

The ***Website Customization Manual*** is for schools that have not yet built or customized their website. This manual will take you through the steps necessary to customize your website in a way that best describes your school's selling points to its target community of prospective families.

The NAD has provided each school with a free website to personalize, available through Adventist School Connect, a division of AdventSource. If you wish to use this free resource, visit <http://adventistschoolconnect.com>.

You may also pay for your own web development platform (such as WordPress), if you wish to take advantage of more advanced, custom options for content marketing.

Whichever option you choose, this manual will help you turn your default site into an "online mission station," optimized to reach those who are searching online for the very things your school offers.

The ***Do-It-Yourself Website Assessment and Improvement Guide*** is for schools that already have developed a school website and wish to gauge its effectiveness in reaching the online mission field and connecting with prospective families.

The Center for Online Evangelism stays up to date with current best practices in online marketing and Google's search engine algorithm updates, making sure that Adventist school websites are not missing out on views from seekers who are looking for schools like yours. This guide will take the webmaster through a step-by-step assessment that compares the current website content to current best practices.

Both of these documents include similar information, but the level of instructional focus is different in order to match the stage of web development each school is working with.

If you have questions during your customization or assessment processes, you may contact the Center for Online Evangelism at info@centerforonlineevangelism.org. The Center is also available for implementation of these best practices for a reduced rate.

May God bless as you venture into the online mission field!

The Center for Online Evangelism team