FREE WEBSITE AUDIT

Example Little Learners Preschool

examplelittlelearners.example | Prepared by Kevin, Banana Labs LLC | Reviewed on desktop and on a phone, all 9 pages

Sample report. Fictional school, for illustration only.

Overall verdict. Your program looks warm and caring. You have real photos of real children, teacher bios written in the teachers' own words, and a clear enrollment process. What the site doesn't show yet is the proof parents screen for before they book a tour: your license number, how your staff are background checked, a sample daily schedule, and what tuition looks like. The top five recommendations below matter most for tour requests.

How to read this report:

INCLUDED fixed in every rebuild of your site

RECOMMENDED an addition, and I'll need information from you

NICE TO HAVE an optional addition

How I work. I build and manage your website for you, so you never need to touch a website editor or any code. Every project starts with a full rebuild of your current site, including a site that lives on a website-builder service, and you own your domain and your site files. I handle the hosting and the technical setup, and I keep your email working through the move. Because I make the updates, you send me changes and I make them; you won't edit the site yourself. If you ever want to leave, I hand your files over to you.

Where your site stands

AREA	INCLUDED	RECOMMENDED	NICE TO HAVE
Trust signals	0	3	0
What parents look for	1	2	0
Mobile experience	3	0	0
Your tour request form	1	1	0
Reviews and photos	0	1	2
Technical basics	5	0	0

Your top 5 recommendations, in order

These are the additions that would do the most for tour requests. Everything marked Included is fixed in every rebuild, so it isn't ranked here.

1. **Show your license and safety information.** Safety is the first thing parents screen for, and right now your site asks them to take it on faith.
2. **Show what a day looks like.** It's a question almost every parent has, and the site never answers it.

3. **Address tuition.** Parents often compare cost early, and without any sense of price some will assume it's out of reach.
4. **Ask the questions that make a tour easy to schedule.** A preferred start date, the days needed and a tour time are what you need to follow up well.
5. **Make your photo policy match your gallery.** A policy the page doesn't follow undermines trust, and it raises the question of whether written photo releases are on file.

Trust signals

RECOMMENDED **Safety is stated but not shown**

The gap: The site says safety is your top priority, but it doesn't show your license number, that staff are enrolled in the Central Background Registry, which certifications your teachers hold (such as CPR and First Aid), or how entry, sign-in, allergies, illness and emergencies are handled.

Why it matters: Safety is the first thing parents screen for. A claim without evidence is easy to doubt, especially next to a school that shows its license and policies.

RECOMMENDED **A strong claim has no source**

The gap: The curriculum page says children master sight words with an "average reading age of just 4."

Why it matters: Claims about children's results are the ones parents are most skeptical of. Without a source, this can read as overreach and make the rest of your claims harder to believe.

RECOMMENDED **"Voted Best Preschool" has no source**

The gap: The line appears in three places but never says who voted or when.

Why it matters: An unattributed award can read as self-awarded, which costs credibility.

What parents look for

RECOMMENDED **No sense of a typical day**

The gap: The curriculum page explains your philosophy but never says what a day looks like: drop-off, circle time, outdoor play, lunch, rest, pickup.

Why it matters: It's a question almost every parent has, and it's the part they share with a partner when they compare schools.

RECOMMENDED **Tuition isn't mentioned**

The gap: The only number on the site is the enrollment fee. The tuition section and the FAQ both say "contact us."

Why it matters: Parents often compare cost early. With no sense of price, some will assume it's out of reach or move on to a school that shows one, and you may spend tours on families whose budget doesn't fit.

INCLUDED **The "Why Choose Us" cards are generic**

The gap: Phrases like "dedicated educators" and "nurturing environment" could describe any school, while stronger facts, such as your teachers' experience and your teacher-to-child ratio, sit on other pages.

Why it matters: Generic phrases blur together across schools. Specific facts are what parents use to tell schools apart.

Mobile experience

INCLUDED

The tour button covers your content on phones

The gap: On a computer it's a clear, labeled button. On a phone it shrinks to a small circle with a calendar icon and no words, and it sits on top of text on every page I checked, including your phone number on the Contact page.

Why it matters: Many parents browse on their phones. When the main call to action is unlabeled and in the way, some will leave without booking.

INCLUDED

Several links and buttons are hard to tap

The gap: The footer links, the submenu and the form fields are smaller than a comfortable fingertip, and the footer links sit very close together.

Why it matters: Parents tap the wrong thing and get frustrated, and accessibility guidelines recommend larger tap areas.

INCLUDED

No phone number in the phone menu

The gap: The number is on the Contact page but not in the header or the menu.

Why it matters: Parents on phones often want to call, and a number that's hard to find costs you calls.

Your tour request form

INCLUDED

The form is under-built for the most important step

The gap: Required fields aren't marked until a parent submits and fails, phone autofill doesn't work, and nothing says what happens after the parent sends it.

Why it matters: This is the last step before a tour request. Each extra hurdle on a phone loses some families, and a parent who hears nothing may wonder whether the message went through.

RECOMMENDED

It doesn't ask the questions that make a tour easy to schedule

The gap: The form has no field for a preferred start date, the days needed, or a preferred tour time.

Why it matters: Those details are what you need to follow up well. Without them, the first call or email is spent collecting basics.

Reviews and photos

NICE TO HAVE

Your Google rating isn't on your site

The gap: Your Google listing shows a strong rating from dozens of reviews, but it appears nowhere on your own pages.

Why it matters: Parents often trust reviews from other families more than a school's own words, and yours are going unseen.

NICE TO HAVE

The photos and video don't match each other

The gap: The staff portraits have different lighting and crops. The home page video has pink graphics and text added on top that don't match your brand, and it reads as reused social media content. Three pages have no photos at all, including Location.

Why it matters: Photos are how visitors quickly judge how established a school is. Mismatched images make a good school look less established than it is.

RECOMMENDED

The gallery note doesn't match the gallery

The gap: The note says photos of children are shared privately with enrolled families, but the gallery shows many children's faces.

Why it matters: A policy statement the page doesn't follow undermines trust, and it raises the question of whether written photo releases are on file for every child shown.

Technical basics

INCLUDED

A site-builder badge appears on every page

The gap: It sits in the bottom corner of every page and links to the site's editing page.

Why it matters: It makes a professional school look like a template and links visitors to a page that isn't meant for them.

INCLUDED

The gray body text is hard to read

The gap: The lighter gray used for most paragraphs falls below the contrast level recommended for readable text.

Why it matters: It's harder to read for many parents, and accessibility can be a legal exposure for businesses that serve the public.

INCLUDED

Every page has the same title in search results

The gap: All nine pages share one page title and description.

Why it matters: Google shows the same snippet for every page, so the pages compete with each other and a search result doesn't tell parents what each page offers.

INCLUDED

The gallery loads far too slowly on a phone

The gap: The gallery loads every photo at once, at a size much larger than it appears on screen, and shows them one at a time.

Why it matters: On a phone connection that means a blank screen for several seconds. Parents who leave never see your best photos.

INCLUDED

Small details that read as unfinished

The gap: The footer shows last year's date, and the contact email address includes numbers.

Why it matters: These are small signs of an unfinished site. Parents notice them even if they can't say why.

What similar programs show that yours doesn't

- Your Oregon license number, with a link to your record
- A statement that all staff are in the Central Background Registry, and which certifications your teachers hold

- Some information about tuition, and a sample daily schedule
- Current openings or a waitlist note, such as "Now enrolling for fall"
- The parent app or daily-report tool you use
- A short video walk-through of a classroom and the playground
- A fuller FAQ: rest time, meals, potty training, sick-child policy, closures, and field trips

What I couldn't check

- Whether the contact form delivers to an inbox. I didn't submit it, so it needs a live test.
- Whether the gallery swipes on a real touchscreen.
- Whether your license and certification details are current. Those are yours to confirm.
- Your current tuition, which isn't published, so I couldn't compare it.

What comes next. In a full report, this is followed by three fixed-price options built from your own findings, with a quote that is valid for 14 days. This sample ends here.

This is a sample report for a fictional school. The names, details and findings are illustrative. It covers what parents see on a public website. It isn't a legal or licensing review. Banana Labs LLC, Portland, Oregon.