



5-STEP Website Trust Checklist

Rebuild Confidence with Every Click

Your website is your district's front door. When families visit it, they're looking for clarity, accessibility, and reliability. Use this checklist to evaluate whether your current site builds trust or creates friction.

1 Can Families Find What They Need in Under 3 Clicks?

- ☐ Test typical parent tasks: enrolling a child, finding the lunch menu, checking athletic schedules.
- ☐ Reduce clicks with intuitive menus and prominent shortcuts.
- ☐ Avoid jargon. Use plain language in menu labels.

2 Is Your Site Mobile-Friendly and Accessible?

- ☐ Open your site on a smartphone: Can parents read and navigate easily?
- ☐ Check for ADA compliance: Are images labeled, text resizable, and color contrasts strong enough?
- ☐ Use responsive design to support all screen sizes.

3 Are Dates, Contact Info, and Forms Up To Date?

- ☐ Outdated calendars, broken links, and expired forms quickly erode trust.
- ☐ Set a monthly or, at least, quarterly update reminder.
- ☐ Assign ownership for maintaining each key section.

4 Do You Have a Clear Pathway for Enrollment and Athletics?

- ☐ Ensure forms, requirements, and deadlines are all on one page.
- ☐ Use step-by-step instructions with linked documents.
- ☐ Provide both English and Spanish versions; consider voice or video walkthroughs.

5 Is There A Human Touch?

- ☐ Add photos of your schools, students, and staff (with permission).
- ☐ Include contact names and emails—not just generic addresses.
- ☐ Share stories or testimonials from parents or students to build emotional connection.



Tip: Consider asking a few parents or staff to do a 5-minute usability test. Watch what they click on. Where do they hesitate? If your site needs a trust refresh, we're here to help. Reach out to [schedule a free consultation](mailto:info@workingarts.com).

workingarts[™]
marketing, inc

[workingarts.com](https://www.workingarts.com)

info@workingarts.com +1-559-662-1119

California DGS Certified Micro Business Est. 2001
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