

FREE GUIDE FROM SCHOOLHOUSE STUDIO

5 Things Every Homeschool Educator Needs on Their Website

The essential elements that turn curious visitors into
paying clients — even if you're just starting out.

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Welcome, Educator.

Whether you run a tutoring practice, a homeschool co-op, or a curriculum business, your website is often the **first impression** a potential client gets of you.

The good news: you don't need a complicated, expensive site to make that impression count. You just need the **right elements** — done well.

This guide walks you through the five things that make the biggest difference for homeschool educator websites. Each one is practical, actionable, and designed to help you attract more clients.

By the end of this guide, you'll know exactly what your site needs — and what to fix first.

1

A Clear, Specific Headline

When someone lands on your homepage, they decide within **7 seconds** whether to stay or leave. Your headline does the heavy lifting in those 7 seconds. Most educator websites waste them.

✗ Too vague:

"Welcome to My Homeschool!"

✓ Clear and specific:

"Online Math Tutoring for Homeschool Students in Grades 4–8"

Your headline should answer three questions in one sentence: **Who do you help? What do you do? Where or how?**

💡 Quick Fix:

Fill in the blank: "I help *[specific type of family]* with *[specific problem or subject]* so they can *[desired outcome]*." That sentence — tightened up — is your headline.

2

A Simple Services Page With Prices

Here's a hard truth: **most potential clients leave if they can't find your prices.** Not because they're not interested — but because they don't want to waste time on a discovery call only to find your services are out of their budget.

Your services page should clearly explain:

- What each service includes
- Who it's designed for (age group, learning style, goals)
- How it's delivered (in-person, online, hybrid)
- Pricing — or at minimum, a starting price range
- A clear next step (book a call, fill out a form, email you)

Pro tip: If you're not comfortable listing exact prices, use ranges. "Starting at \$X" or "\$X-\$Y per month" gives clients enough to self-qualify — and that saves everyone time.

3

Social Proof — Even If You're New

Testimonials are the most persuasive thing on your website. A real quote from a real parent carries more weight than anything you write about yourself — because it's not you saying you're great, it's someone else saying it.

New educators worry: "But I don't have testimonials yet." Here's what you can use instead:

Results from your own children

If you've been homeschooling your own kids, their outcomes are real proof of your method.

Feedback from co-op families or colleagues

Even informal praise in a message — with permission — can become a testimonial.

Your credentials and experience

Years of homeschooling experience, teaching background, or relevant certifications all build trust.

Once you land your first clients, ask them for a short quote within a week of working together — when the excitement is fresh.

4

A Single, Obvious Call to Action

Many educator websites suffer from what we call "option paralysis" — too many buttons, too many links, too many things to click. When everything is equally prominent, nothing stands out. Visitors freeze, then leave.

Pick **one primary action** you want every visitor to take — and make it impossible to miss.

COMMON OPTIONS FOR HOMESCHOOL EDUCATORS:



"Book a Free 20-Minute Call"



"Fill Out Our Enrollment Form"



"Send Me a Message"

Place that button on your homepage **above the fold** (visible without scrolling), in your navigation, on your services page, and at the bottom of every blog post. Make it the path of least resistance to reaching you.

5

An Email Capture (Your Most Valuable Asset)

Most visitors to your website are not ready to buy today. They're researching, comparing, thinking. If you have no way to stay in touch with them, they leave — and you never hear from them again.

An email list fixes this. **It's the only audience you truly own** — not subject to algorithm changes, platform shutdowns, or follower count games. A simple email opt-in on your website is the single best thing you can do for long-term client acquisition.

To grow your email list, offer something valuable for free:

-  A planning checklist or curriculum guide
-  A free sample lesson or unit study
-  A quiz ("What's Your Homeschool Style?")
-  A resource list for your subject area
-  A short email course (5 days of tips)

Even 50 engaged email subscribers is a more valuable business asset than 5,000 social media followers you can't reach directly.



Ready to Build a Website That Actually Gets You Clients?

At Schoolhouse Studio, we build professional, beautiful websites specifically for homeschool educators, tutors, and co-ops. We already speak your language — no explaining what a co-op is, no generic templates that look like every other site.

Our packages start at \$699 and include:

- ✓ Custom-designed, mobile-ready website
- ✓ SEO-optimized pages and copy
- ✓ Services and about pages written for your audience
- ✓ Fast turnaround — live in 2 weeks
- ✓ Optional monthly site care plans

schoolhousestudio.bywillo.ai/services

Book a free discovery call — no commitment required.