



# MILES AHEAD

CHARTER SCHOOL

## COMPREHENSIVE WEBSITE AUDIT

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*Website Audit By*

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# Objectives

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Audits help us to review exactly where we are so that we can track how we have impacted your site with recommended updates. This is also an opportunity for you to understand what's important and why it's important.

- **Analyze Data**

We will analyze the important numbers in the following areas: *Metrics, Technical Elements, and Web Design.*

- **Educate**

We will educate you to help you understanding how to assess your website and what numbers to keep track of.

- **Make Recommendations**

We will make recommendations to help you make changes to optimize our website.

# Audit Breakdown

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**SEO Audit:** We will evaluate how you are showing up on Google in conjunction with your goals.

*What's included:*

- Keywords
- Content Prioritization/On-Page Optimization
- Strategy Alignment
- Review backlinks

**Technical Audit:** We will evaluate your overall usability and functionality.

*What's included:*

- Site Speed
- Mobile Friendliness
- Image Optimization

**Design Audit:**

*What's included:*

- Sitemapping
- Branding
- Pages

**Analytics Audit:** We will assess whether you have the web analytics systems set up to properly evaluate your website usage.

*What's included:*

- Tracking Codes
- Plug-ins

# SEO Audit

## Google Results

In terms of Google search, we were able to find you at the top of the search by searching using your direct business name.

The screenshot shows a Google search for "miles ahead charter school". The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar are navigation tabs for All, Images, Maps, News, Videos, Forums, Shopping, and More, along with a Tools button. The main search results are listed on the left, and a detailed business card for "Miles Ahead Charter School" is on the right. The business card includes a map, website, directions, save, and call buttons, address (4665 Macland Rd, Powder Springs, GA 30127), hours, phone number, and a "Send to your phone" button. Below the business card are "People also search for" suggestions and a "Feedback" link. At the bottom, there is a "People also search for" section with six suggestions: Northwest Classical..., D.E.L.T.A. STEAM..., PEACE Academy..., Ivy Preparatory..., Georgia Cyber..., and Marietta Charter... Below this is another "Feedback" link and a search suggestions section with eight suggestions: Miles ahead charter school tuition, Miles Ahead Charter School careers, Miles ahead charter school reviews, Miles Ahead Charter School photos, Miles Ahead Charter School login, MACS charter school, Miles Ahead Charter School uniform, and Back 2 school supply Drive Miles ahead charter school 26 jul. At the very bottom, there is a "Go" button with a search bar and a "Next" button.

© 30318, Atlanta, GA - Based on your past activity - Update location

# SEO Audit

## Google Results

By adding charter to the search schools in powder springs, ga we found you at the top of the listing.

The screenshot shows a Google search for "charter schools in powder springs ga". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar are filters for "List of", "Within 5 mi", "Open now", "Top rated", "Free", "Reviews", "Wheelchair accessible entrance", and "Best". The results are for "Powder Springs, GA" and include:

- Miles Ahead Charter School** (https://milesaheadcharter.org) - "Go the Extra Mile. Educate the ..."
- State Charter Schools Commission of Georgia (gov)** (https://scsc.georgia.gov) - "Find a School - State Charter Schools Commission of Georgia"
- Places** section with a map showing several schools: International Academy of Smyrna, Hearts Academy of Excellence, and Praise Academy.
- International Academy of Smyrna** (3.2 stars, 61 reviews) - "Charter school"
- Hearts Academy of Excellence** (4.5 stars, 32 reviews) - "Educational institution"
- Praise Academy** (4.4 stars, 46 reviews) - "High school"
- State Charter Schools Commission of Georgia (gov)** - "Find a Location"
- Miles Ahead Charter School** - "Miles Ahead Charter School. Miles Ahead Charter School. School. Serves: Statewide. 4665 Macland Rd. SW Bldg 300. Powder Springs, GA 30127. Hours. Closed."
- Niche** (https://www.niche.com) - "2024 Best Charter Schools in Powder Springs"
- People also ask** section with questions like "Are charter schools free in Georgia?", "What is the difference between a charter school and a public school in Georgia?", "What is one difference between a charter school and a traditional school?", and "How to start a charter school in Georgia?".
- Facebook** - "Miles Ahead Charter School" (579+ followers) - "A K to 4th-grade public charter school in Powder Springs, Georgia. Isn't it important for your child to feel loved at school? Caring comes first at Miles Ahead ..."
- Georgia Charter Schools Association** (https://gcsa.org) - "School Locator"
- Yelp** (https://www.yelp.com) - "MILES AHEAD CHARTER SCHOOL - Powder Springs, GA"
- Niche** (https://www.niche.com) - "K-12 Schools in Powder Springs, GA"
- Miles Ahead Charter School** (https://milesaheadcharter.org) - "Contact"
- communityplatform.us** (https://pub-cobb-county-communityplatform.us) - "Miles Ahead Charter School - Cobb County"

At the bottom, there is a "People also search for" section with suggestions like "Top charter schools in powder springs ga", "List of charter schools in powder springs ga", "Free charter schools in powder springs ga", "Charter schools in powder springs ga reviews", "Best charter schools in powder springs ga", "List of Charter Schools in Georgia", "Best Charter schools in Georgia", and "Miles Ahead Charter School".



# SEO Audit

## Google Results

We were not able to find you by just typing in 'schools in Powder Springs.'

The screenshot shows a Google search for "schools in powder springs ga". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are several tabs: "Top rated", "Open now", "Within 1 mi", "List of", "High schools", "Elementary", "Wheelchair accessible entrance", "Middle Schools", and "Best". The search results are displayed in a grid format. The first result is "Powder Springs Elementary School" with a 4.3 rating and 17 reviews. The second result is "McEachern High School" with a 3.7 rating and 54 reviews. The third result is "Varner Elementary School" with a 4.6 rating and 19 reviews. To the right of these results is a map showing the location of the schools in Powder Springs, GA. Below the map, there are more search results, including "GreatSchools" and "Public Schools (Cobb County) | Powder Springs, GA". The "People also ask" section is visible, with questions like "Is Powder Springs GA a good place to live?" and "What is the number 1 school in Georgia?". The "People also search for" section shows logos for various school districts, including Cobb County School District, Clark County School District, Cherokee County School District, Marietta City School District, DeKalb County Schools, and Gwinnett County Public Schools. At the bottom of the page, there is a "Go" button with a search icon and a "Next" button.

# Conclusions & Recommendations

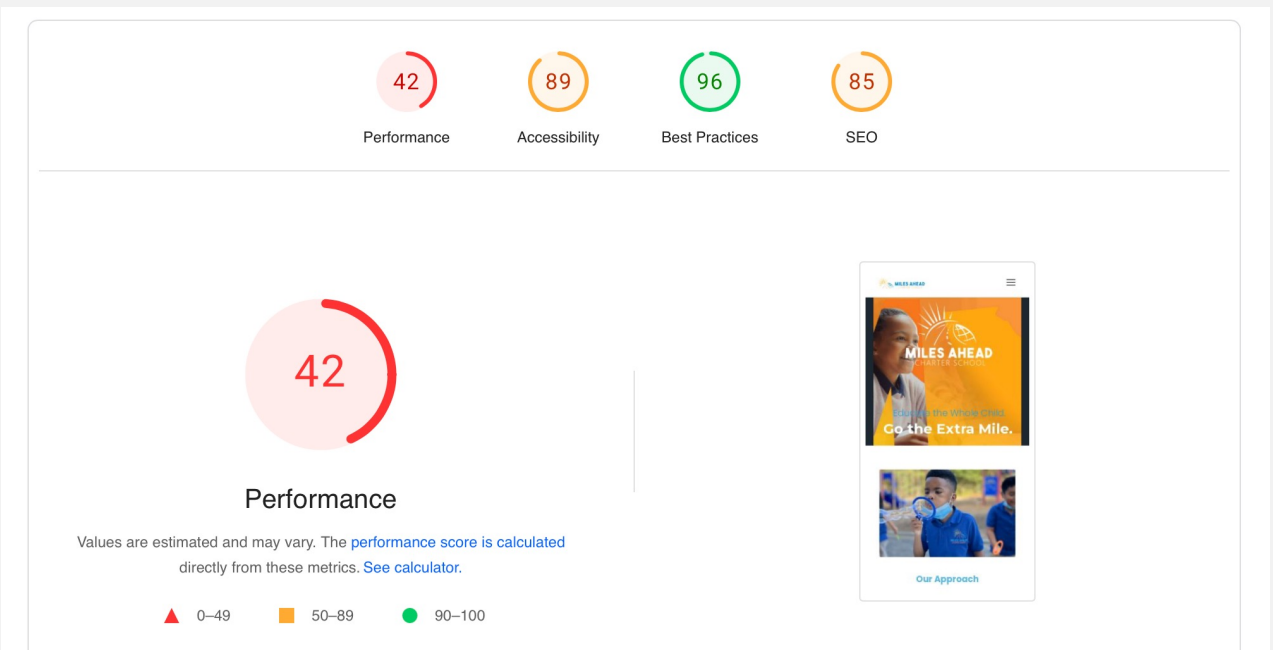
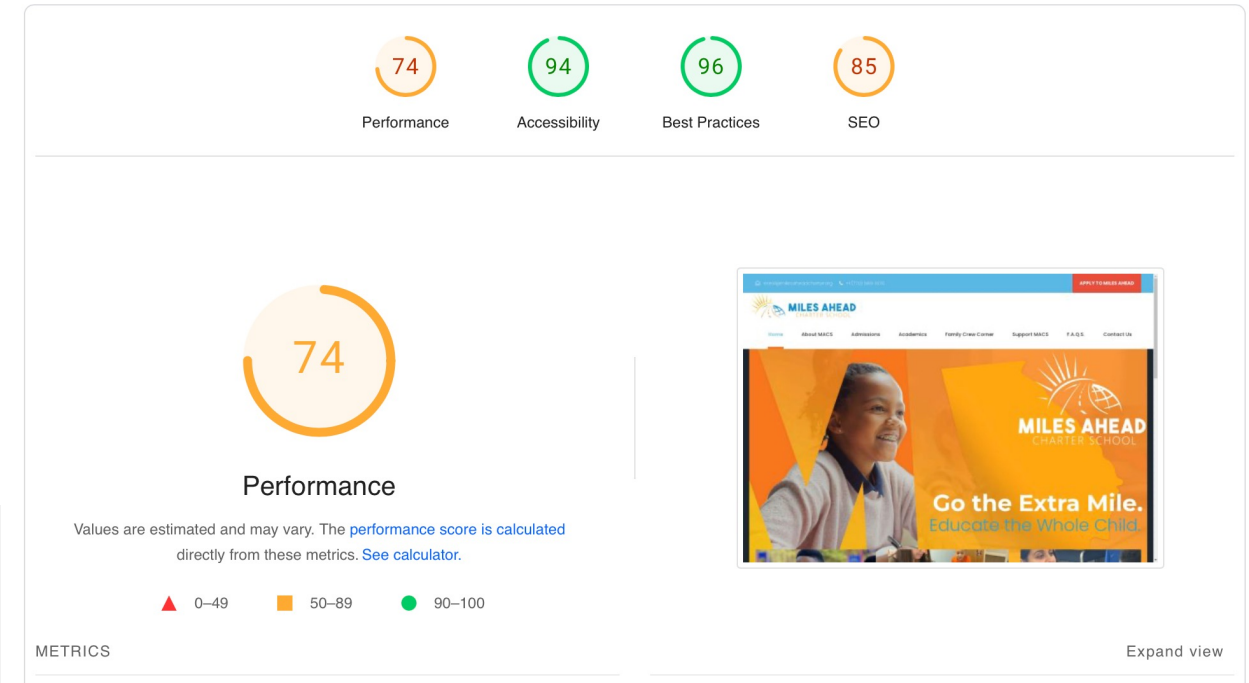
After reviewing your search, there are a few things we can do to improve it. Our first recommendation would be to set up all of the Google Tools to support improving your search, i.e. Google My Business, Google Analytics, and Google Search. Once all of your tools are functioning for at least 30 days to collect data, which will allow you to see how people are finding you and what they are doing.

It's great that, people are able to find you via search, so now we want to make sure they are seeing information that would encourage parents to register their children.

## Action Steps:

- Set up Google Analytics to see more in-depth website analytics
- Identify a list of Key Words for Search to restructure content
- Set up Google Search Console
- Develop strategy sitemap to prioritize most important behavior.
- Set up Google My Business
- Ensure Keywords are featured throughout content

# Technical Audit








# Technical Audit

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## Additional Items

Here are a few other things, we consider in terms of overall functionality:

	<i>Technical Item</i>	<i>Notes</i>
	<b><i>HTTPS</i></b>	Your site has a a valid security certification
	<b><i>Hosting</i></b>	You are currently hosting with WordPress, which seems to work fine for your offering and needs at this time.
	<b><i>Responsiveness</i></b>	The website is responsive and function on both desktop and mobile.

# Conclusions & Recommendations

We don't worry too much about page speed, unless we or your users are experiencing an issue. You can review the full report [here](#).

## Action Steps:

- Review the full report and follow the recommendations you can
- Modify image sizing
- Use more Meta Descriptions

# Design/Content Audit

## Current Site map

Home

About MACS

Admission

Academics

Family Crew Corner

Support MACS

FAQs

Contact Us

Our Board

Interest Form

Donate

Careers

Schedule School  
Tour

Volunteer

Supply

2024-2025  
Application

MACS  
Grievance

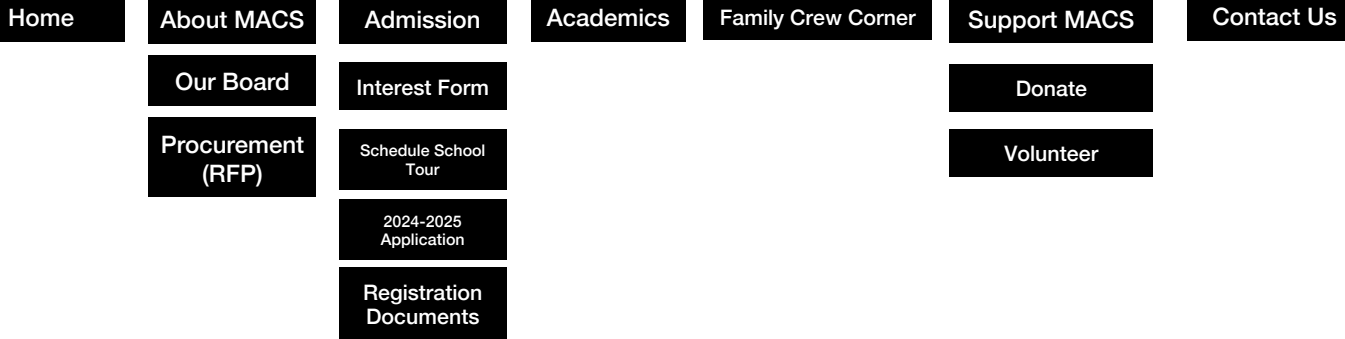
Registration  
Documents

## Recommendations:

- The top bar dropdown menu font is visually light. Would recommend a darker color and remove italics to be more visible.
- Would change Supply tab to "Procurement" or "Procurement Opportunities" or "Request for Proposal".
- Optional: Create Footer Menu – MACS Grievance, Careers, FAQs, Contact Us
- Would use a darker blue from the logo for the selected tab and hover tab font.
- Support MACS goes to Family Crew Center instead of a support page.
- I would advise making showing the board members on an internal and then leveraging your board tool for the other information
- We did not see a Privacy Policy page or Terms of Use for compliance purposes

# Design/Content Audit

## Suggested Site map



## Recommendations:

- Move these tabs to a footer to reduce menu subtabs: MACS Grievance, Careers, FAQs (FAQs could also be a subtab)
- Consider adding dropdowns to the 'Family Crew Corner'

Would reduce spacing to show more of the Hero Banner

# Web Design

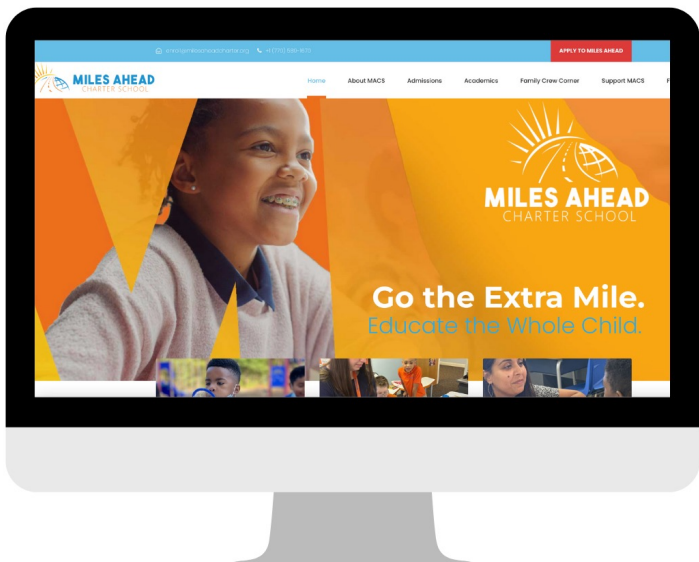
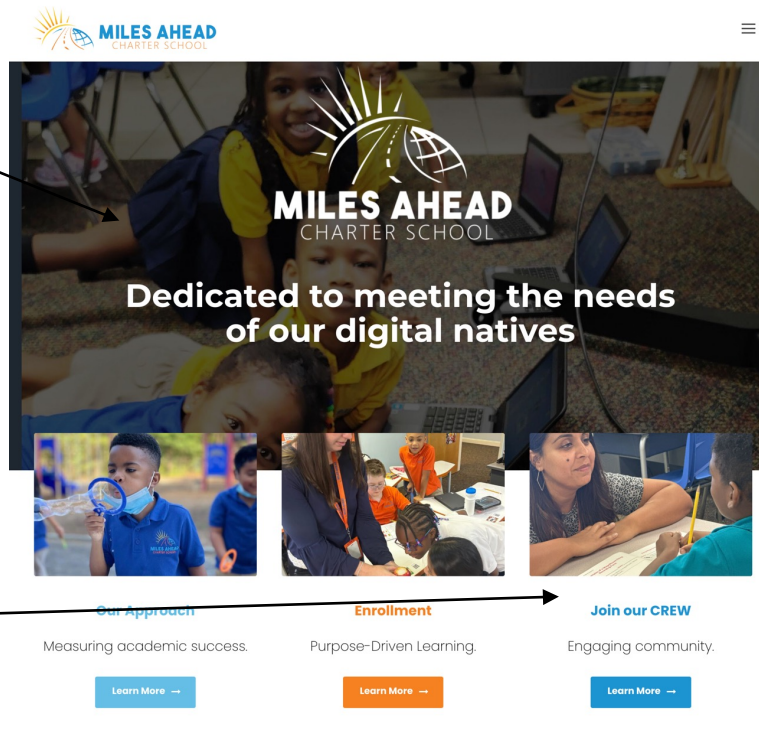
## Notes:

- Overall, the pops of color is very appealing and a great use of incorporating the brand colors.
- The paragraphs may be slightly difficult to read for some visitors.
- Would remove the mission slide and either place in a section on this page for a quick at-a-glance or just on the About MACS.
- Some of the pictures in the Hero Banner can be optimized.

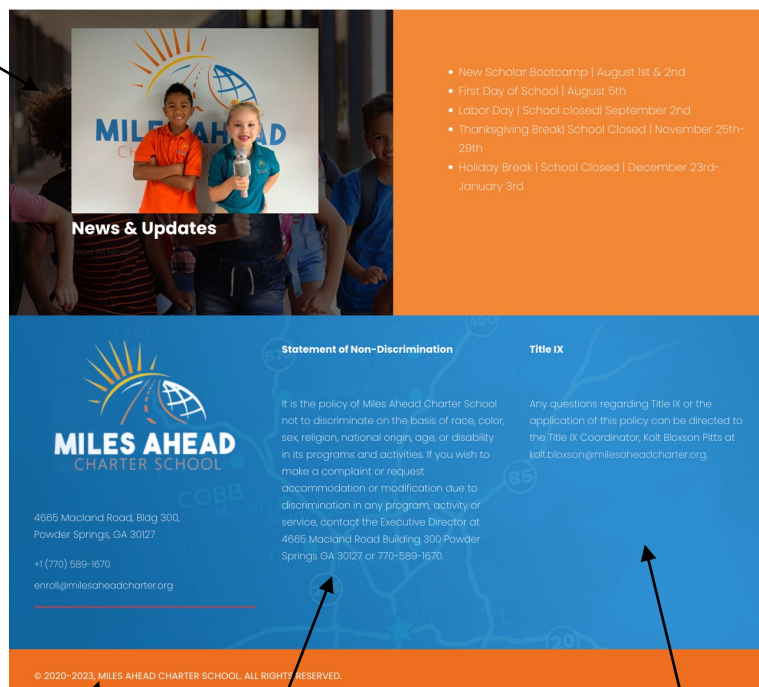
Would reformat the Hero Banner to enhance visual appeal

Would potentially change the Join Our Crew to the resources for parents, news/updates, or more about the school

Would remove image overlay and use one picture



Home Page



Needs to be updated

Would make text more visible.

Would remove extra spacing and make text more visible.

# Web Design



4665 Macland Road, Bldg 300,  
Powder Springs, GA 30127

+1 (770) 589-1670

[enroll@milesaheadcharter.org](mailto:enroll@milesaheadcharter.org)

## Statement of Non-Discrimination

It is the policy of Miles Ahead Charter School not to discriminate on the basis of race, color, sex, religion, national origin, age, or disability in its programs and activities. If you wish to make a complaint or request accommodation or modification due to discrimination in any program, activity or service, contact the Executive Director at 4665 Macland Road Building 300 Powder Springs GA 30127 or 770-589-1670.

## Title IX

Any questions regarding Title IX or the application of this policy can be directed to the Title IX Coordinator, Kolt Bloxson Pitts at [kolt.bloxson@milesaheadcharter.org](mailto:kolt.bloxson@milesaheadcharter.org).

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## Recommendations:

- Great use of brand colors but would change the font to make it more visible. Could also use a white background with black text.
- Would change photo background. It's not super relevant.

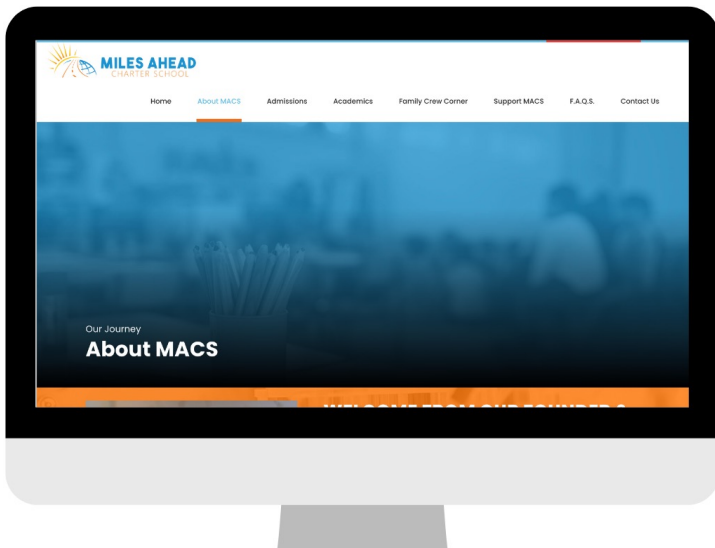
# Web Design

## Notes:

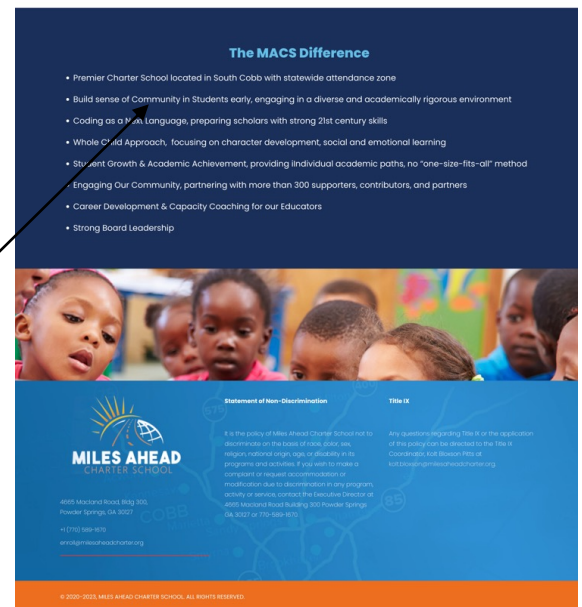
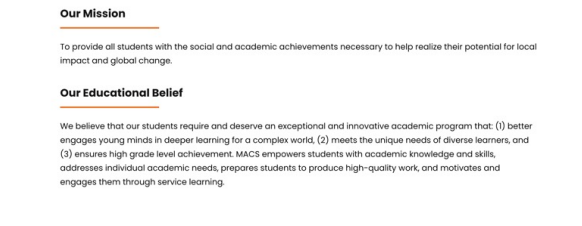
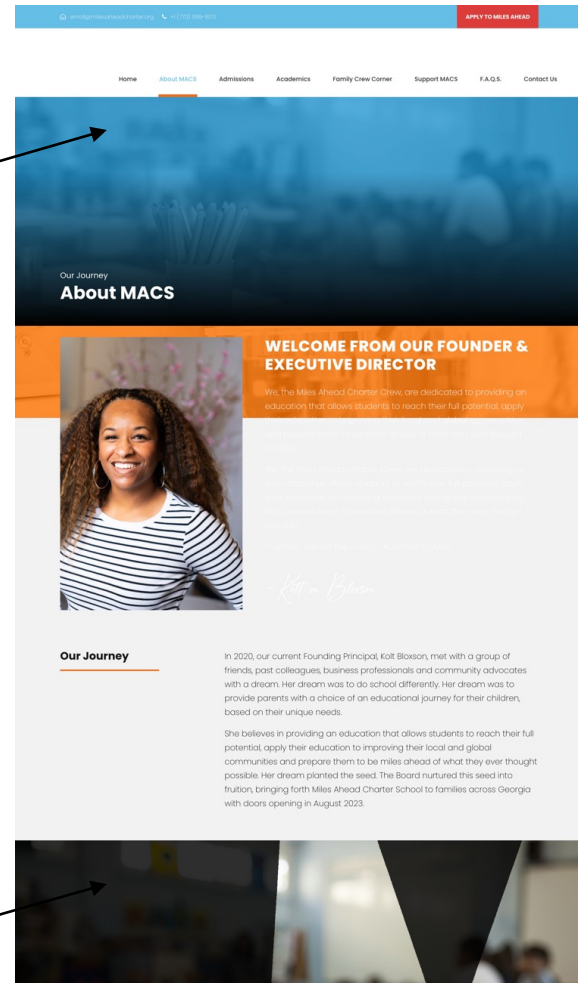
- Would recommend reorganizing the layout of this page.
- Can use the Hero Banner to immediately show Mission or move further up.
- Incorporate a call-to-action (CTA) to enroll or learn more about admissions.
- Would also use a CTA button in the hero banner.

Would change picture and add a catchy headline to draw the visitor in

Could use this space to highlight a compelling stat for school performance



## About MACS

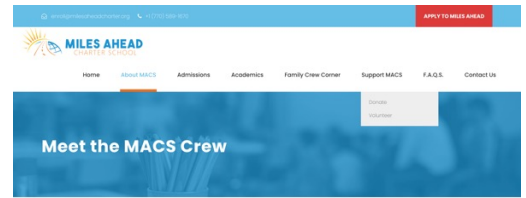


Would reformat this section to really highlight accomplishments with interactive data points.

# Web Design

## Notes:

- Love that you all have the full team visible



Introducing the Leaders who are paving the way for our students

This part doesn't seem necessary

### Meet the MACS Crew

#### Co-Founding Team



**HOPLY ROBINSON PITTS, EdS**  
Founder & Executive Director

Holly Robinson Pitts was born and raised in Massachusetts. After moving to Miami in 2008 as a teacher, she joined the leadership team where she worked her career teaching at three different elementary schools. Her years spent at classroom teachers, she produced a co-educator.

For almost 12 decades, Holly has worked as an educational leader, always with a focus on leadership, equity, and community. With her husband, she co-founded Miles Ahead Charter School. Holly is a proud mother of three children and a member of the Florida State Board of Education. She is also a member of the National Education Association and the Florida Education Association.

**TA REYNOLDS, EdS**  
Co-Founder & Director of Operations

Although a native born, Ta Reynolds is a native of Florida. He has a Bachelor's degree in Business Administration from Florida State University and an Education Specialist degree in Educational Leadership from Tennessee State University.

As a former educator, he goes beyond an education or operations team. He works to keep the mission of the school. He believes in good things and that every child is a "good" student. He has worked in the world of "not" for the last 10 years. He is currently a member of the Florida State Board of Education and is a member of the National Education Association.

**CHARITY MCSHAY, MEd**  
Co-Founder & Director of Exceptional Child Programs

Charity McShay is a native of Atlanta, GA. She has a Bachelor's degree in Psychology and a Master's degree in Psychology from Florida State University. She is currently a member of the Florida State Board of Education and is a member of the National Education Association.

Ms. McShay is currently the Director of the Exceptional Child Programs. She is a member of the Florida State Board of Education and is a member of the National Education Association. She is also a member of the Florida State Board of Education and is a member of the National Education Association.

We would recommend having all the bios do to a separate page.

#### Operations Team



**ALYSSA STREETMAN**  
Operations Associate

**JANET HARCKANAV, MSN, RN**  
School Nurse

**SHANTAY JAMES**  
Operations Assistant

#### Exceptional Child Programs Team



**ANIYA HOWARD**  
Assistant Special Education Teacher

**CHRISTINA RUSSELL-OWENS**  
SP Teacher

**JUSTIN WILLIAMS**  
Special Education Lead Teacher

#### Enrichment Team



**ALONNA MCKAY**  
Lead Teacher STEAM

**GABRIELLA MENDEZ**  
All Grades Science Teacher

**JESSICA OLIVER**  
21st Century Coding Teacher

**MAYA BRINKLEY**  
All Grades Social Studies Teacher

#### Instructional Team



**CAROLYN FOSSE**  
Second Grade Lead Teacher

**COURTNEY WILLIAMS**  
First Grade Lead Teacher

**JAMES SANCHEZ**  
Kindergarten Assistant Teacher

**JENNIFER THOMAS**  
Kindergarten Lead Teacher

**RIANA COLEMAN**  
Second Grade Lead Teacher

**EMBERLY WILKINSON**  
Kindergarten Lead Teacher

**LAREN MCCOY**  
Fourth Grade Lead Teacher

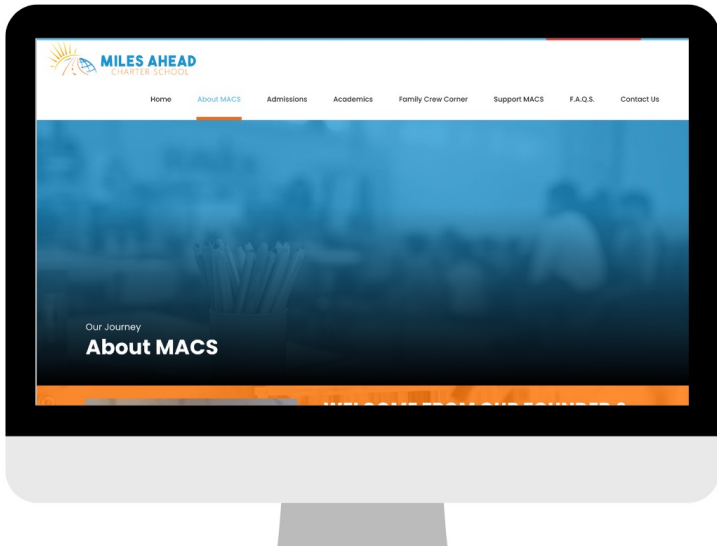
**MARTINA FRANKLIN, MAEd**  
Third Grade Lead Teacher

**SOFIA TOSON**  
Kindergarten Lead Teacher

**STEPHANE EDWARDS**  
Kindergarten Assistant Teacher

**ZINACHA MORRISON**  
Kindergarten Assistant Teacher

Would reformat this section to really highlight accomplishments with interactive data points.



## Our Team



# Web Design

## Notes:

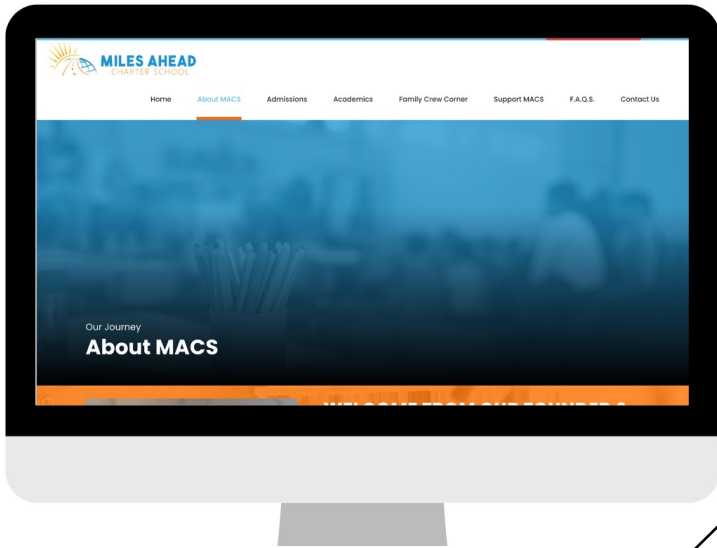
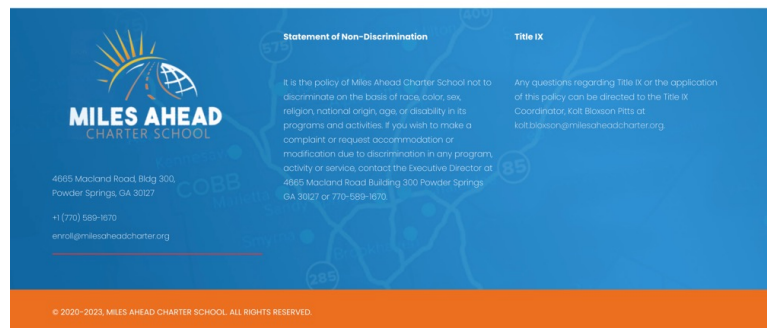
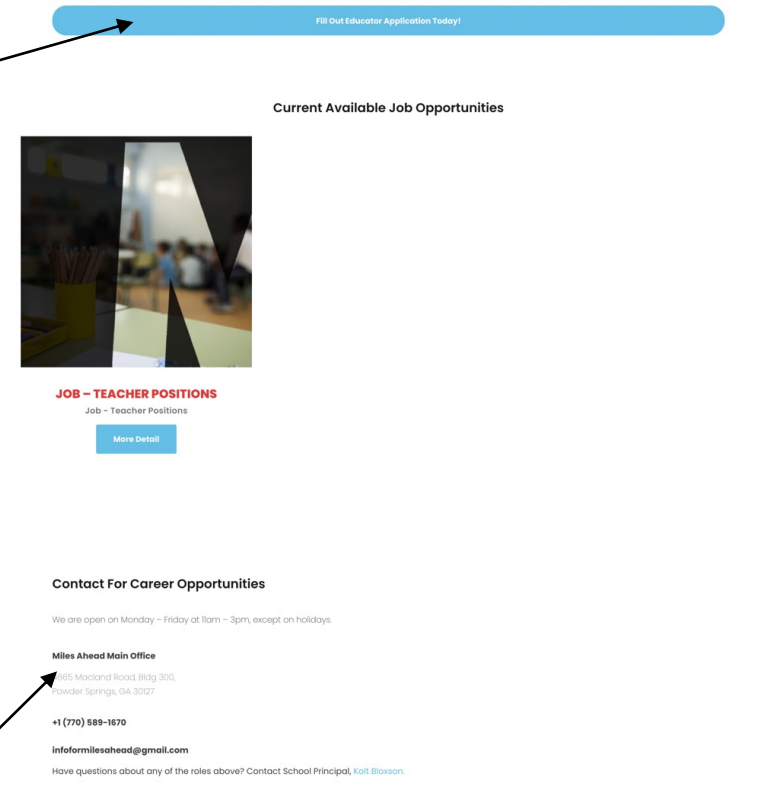
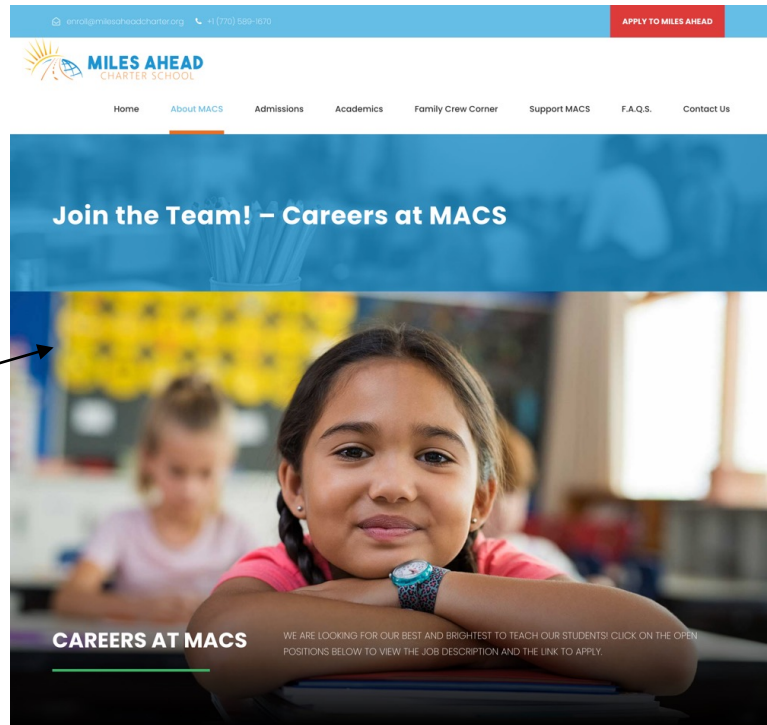
- This page should be simplified.
- The text over the image is difficult to read.

This header banner seems too large for the purpose of the page

I'm assuming that this is for teachers? But it's not very clear. I would add a blurb or language because it's easy to skip.

Is this something that people should do for every application? If so, should this be at the top. It feels fairly hidden.

Career



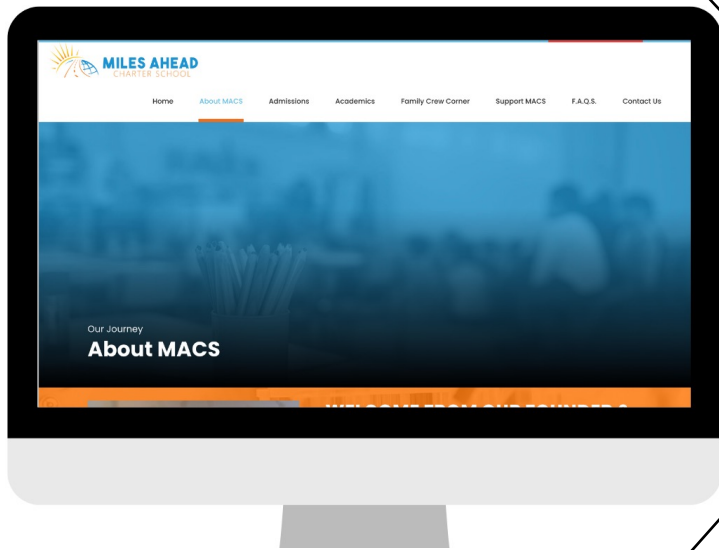
# Web Design

## Notes:

- We think the Supply/RFP process can be simplified
- We think there can be one page with all the information instead of having separate pages for each request

These images should be formatted the same as the rest of the website

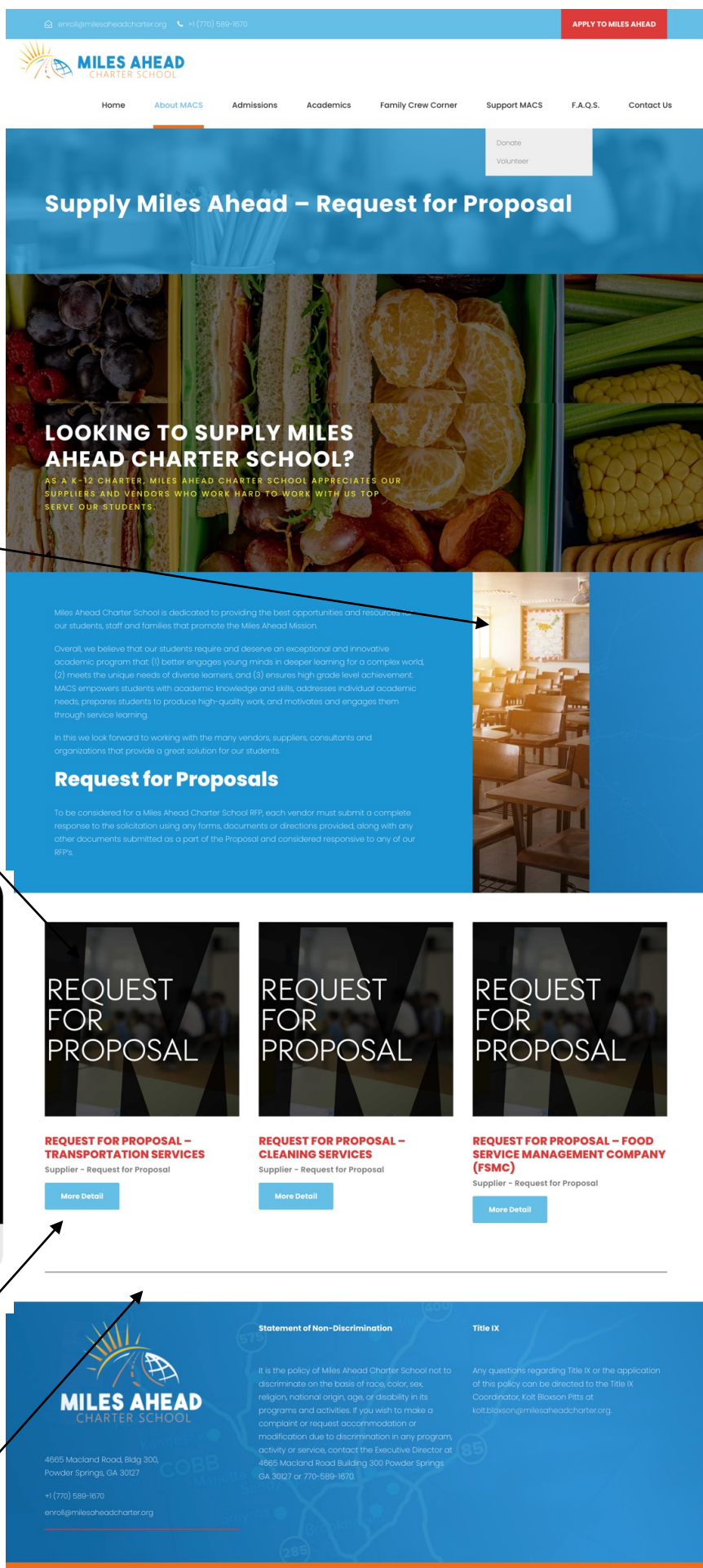
These images should be specific to the role or not included.



## Supply

Can we link this directly to the downloadable information instead of the additional clicks?

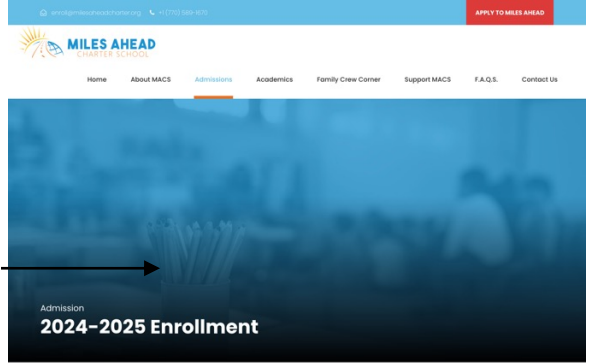
Can we add the RFP submission here?



# Web Design

## Notes:

- Instead of a QR code, would recommend using buttons instead.
- Would use CTA in Hero Banner.



Would change picture and add a catchy headline to draw the visitor in

**The 2024 – 2025 Application Window is now OPEN!  
Click [HERE](#) to apply TODAY!**

Would enhance visual appeal to communicate this information

**The Application Process**

**STEP 1**

**1 Complete an Interest Form**

Stay in the KNOW! Complete an interest form to stay up to date on all things MACS. Access the QR code here to visit our admissions page to complete the interest form today! \*suggested but not required to apply.

**STEP 2**

**2 Schedule School Tour**

Visit our campus by booking a school tour. Access the QR code below to visit our admissions page to schedule a school tour today. \*suggested but not required to apply.

**STEP 3**

**3 Apply**

Families must have the following documents ready to submit alongside their application: parent/guardian ID, birth certificate, social security card, and acceptable proof of residence \*window opens December 4, 2023.



**MACS Enrollment Lottery!**  
Friday, January 26, 2024

**STEP 4**

**4 Accept Offer Within 3 Days**

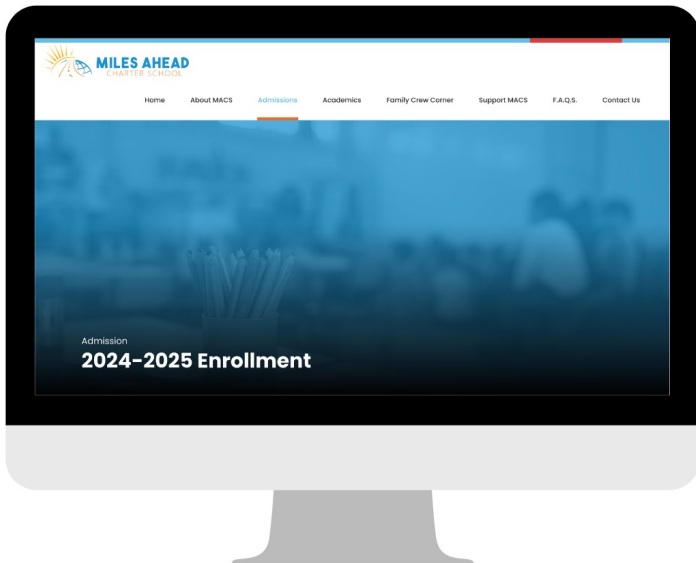
Seats are offered once documents are thoroughly reviewed. Applicants must accept offers within 3 days to avoid being waitlisted.

**STEP 5**

**5 Register!**

Complete your registration by June 30, 2024. A completed registration includes the following:

- Medical documents (Form 5300 & Form 5320)
- Special Services Info (504, IEP, etc.)
- Student Health Form
- Technology Accessibility Use Form
- Media Release/Name Language Survey
- Housing Questionnaire



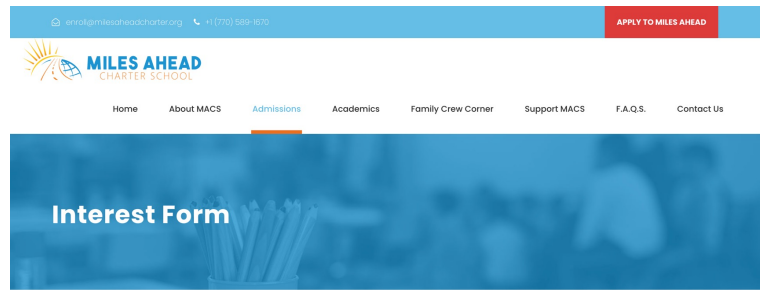
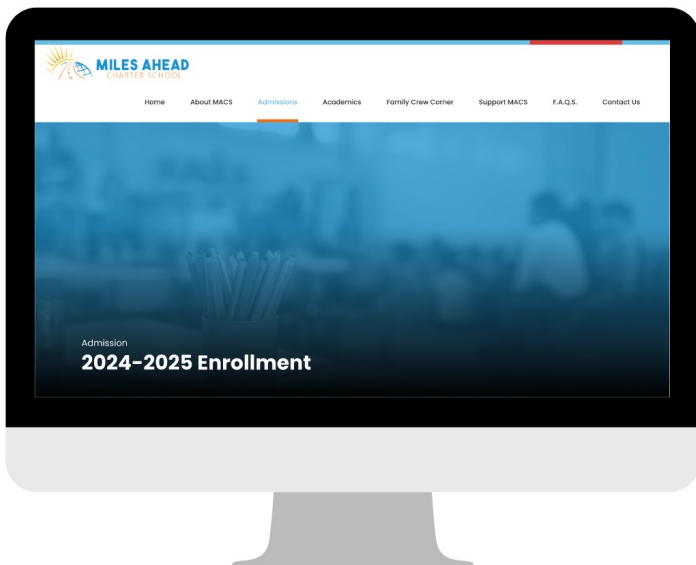
Admissions



# Web Design

## Notes:

- The design for the page works, but not sure it's clear.
- If the purpose is to have parents share interest during off-season there may need to be more information about when they should use the interest form and when they can register, unless this form is only used with registration is closed?

This is a screenshot of the "Interest Form" on the Miles Ahead Charter School website. The form is titled "Interest Form" and includes a language selection dropdown set to "English". It is divided into two main sections: "Primary Contact Details" and "Student Details".  
**Primary Contact Details:**  
- Fields for "Salutation", "First Name", and "Last Name".  
- Fields for "Relationship", "Email", and "Mobile Phone Number".  
- A checkbox labeled "Would you like us to send you more information about Miles Ahead Charter School?".  
**Student Details:**  
- Fields for "First Name" and "Last Name".  
- A dropdown for "Year of Enrollment (i.e. 2018)" and a dropdown for "Grade Level of Entry (i.e. Grade 7)".  
- A dropdown for "Current School" and a dropdown for "Current Grade Level".  
- A question: "Do you have any present or future siblings that may attend our school?" with radio buttons for "Yes" and "No".  
- A dropdown for "How Did You First Hear About Us" and a text area for "Please add any additional information or questions here".  
At the bottom of the form is a green "SUBMIT" button. A small footer note states: "This site is powered by reCAPTCHA and the Google Privacy Policy and Terms of Service apply." Below that, it says "Powered by SchoolNint".

## Admissions

Website Audit By

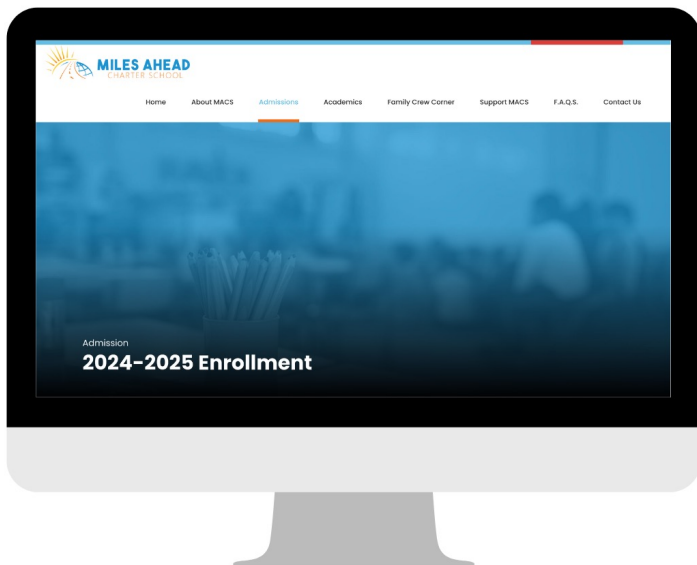
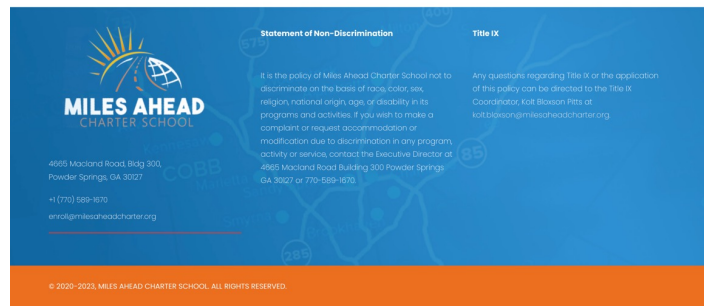
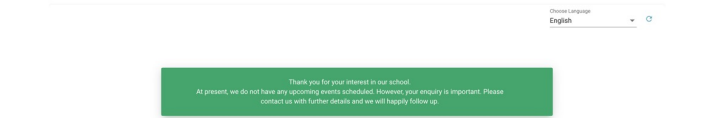
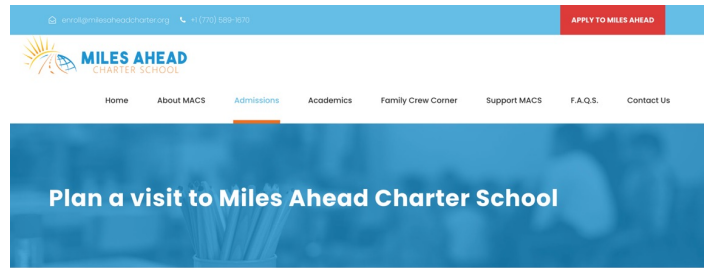
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# Web Design

## Notes:

- Is it possible to have a form or contact information here so that people who would like to tour can schedule even with no dates available



## Admissions

Website Audit By

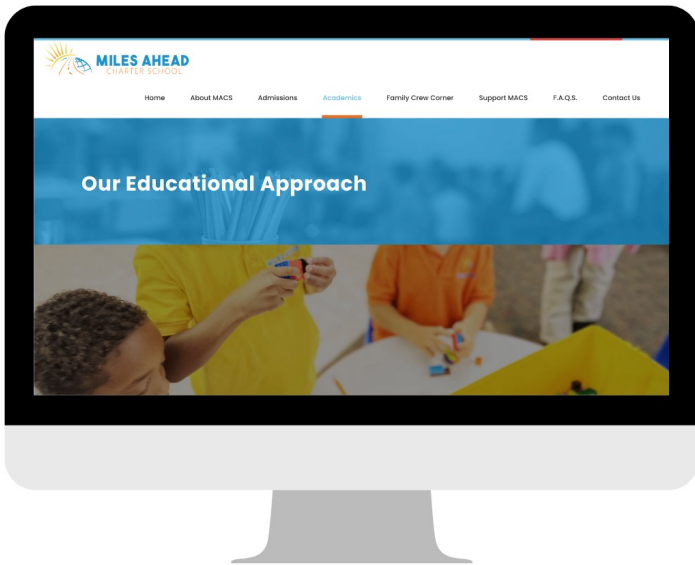
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# Web Design

## Notes:

- Would use more images to break up text.
- Would condense information or separate into other pages to prevent long scrolling.
- CTA button in banner.



Academics

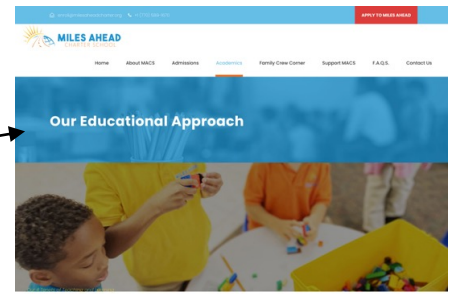
Would make banner consistent with other pages

Would change formatting/layout of this section to enhance visual appeal

Would change format to convey this information

Would change format into columns to save space.

Would move further up on the page



### Our Mission & Vision

Miles Ahead Charter (MACS) is a tuition-free, K-8 school with a mission to grow whole, healthy, happy people for the 21st century. MACS is focused on student growth and academic achievement through a whole child approach to education.

Our vision is to provide all scholars with the social and academic successes necessary to help them realize their potential for local impact and global change.

### A COMMITTED CREW OF EDUCATORS



### Elements of Student Success

When scholars have completed their academic career and entered adult life, they'll be judged not by performance on basic skills tests – but rather by the quality of their work and quality of their character. This promise serves as the foundation for Miles Ahead Charter School's overarching vision of increasing student engagement and elevating student achievement.

To realize that vision, we focus on scholar excellence in three core areas:

**Character & Culture – High Quality Work – Mastery of Knowledge & Skills**

### The MACS Scholars Experience

MACS is dedicated to meeting the needs of our digital natives. This means rethinking the current practices in education and offering a curriculum that speaks to the world our scholars were born into.

This includes offering coding as a language, social emotional, wellness and character education, real-world experiences of learning, and other opportunities to synthesize and apply their learning.

### WHAT THIS LOOKS LIKE:



### The 4 Principles of Teaching & Learning at MACS

#### Whole Child Approach:

MACS believes that academic success is built on strong character qualities of respect, collaboration, perseverance, responsibility, and compassion. To lay the foundation for academic success, MACS will foster and cultivate scholar character development by building a culture in which scholars and staff work together to become effective learners and school people who contribute to a better world.

#### Student Growth and Achievement:

At MACS, we quantify mastery as both standards-based proficiency and individual growth across disciplines over time. No two scholars start the school year in the same place. Thus, MACS provides the need to ensure scholars are receiving academic content that is equitable for their individual pathway and prepares them for success at each level of their education. Supporting the balance of growth and achievement across disciplines are the scholar-engaged assessment practices that position scholars to be leaders of their own learning.

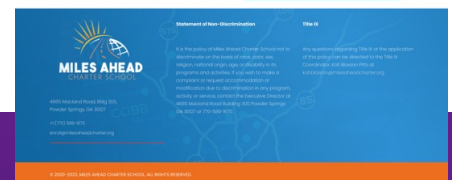
#### A Purpose Driven Learning Environment:

A quality education can change the course of a young child's life ensuring that we take deliberate steps to ensure that the school, classroom and school climate promote both joy and rigor. The success of a school begins with the environment set within the walls of a classroom, hallway, common areas, and appearance of the entire facility and is manifested by the well-being of its community.

#### Community:

Families and community members are key partners in the education of children. At MACS, staff members make families welcome, value their contributions and backgrounds, and engage them actively in the life of the school. Leaders and teachers explicitly recognize that families care about their children's education, bring strengths, and add value to the community.

### Our High 5 Habits



# Web Design

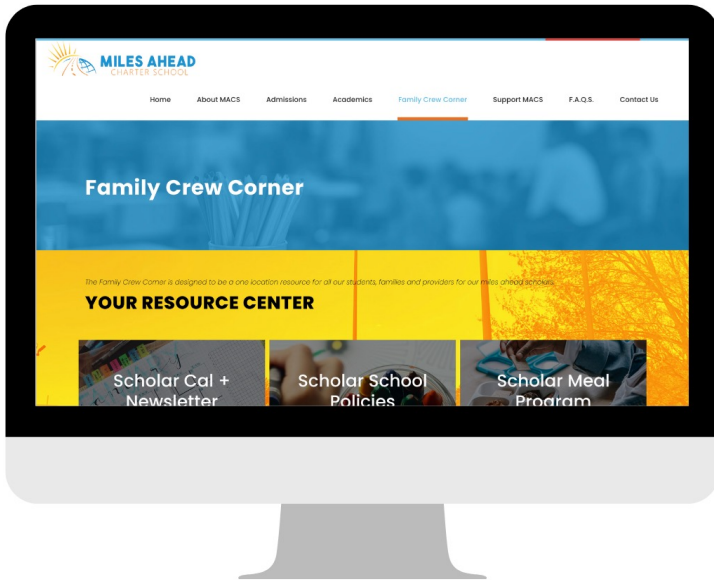
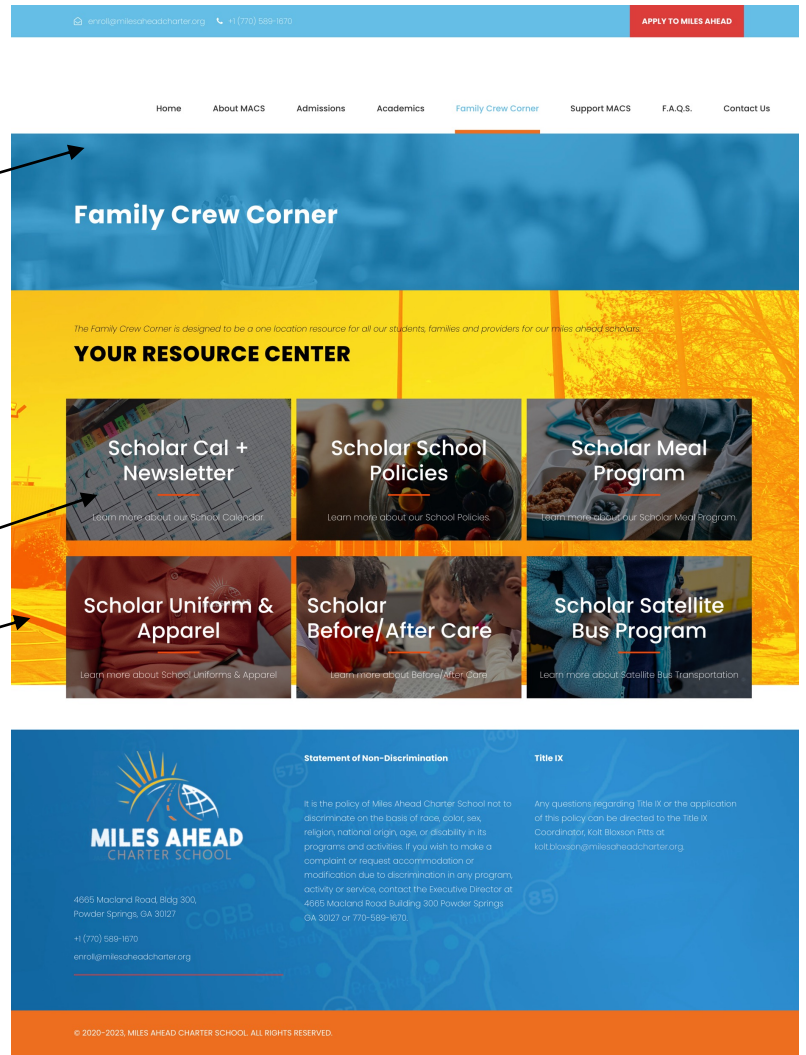
## Notes:

- Would incorporate consistent Hero Banner.
- Reformat to make easily digestible for visitors.
- Are the images suppose to link to what's mentioned? Right now it appears to be clickable but doesn't go anywhere.

Would make banner consistent with other pages

Would change background and font to make text more visible

Would change background colors to make less distracting



Family Crew Corner

# Web Design

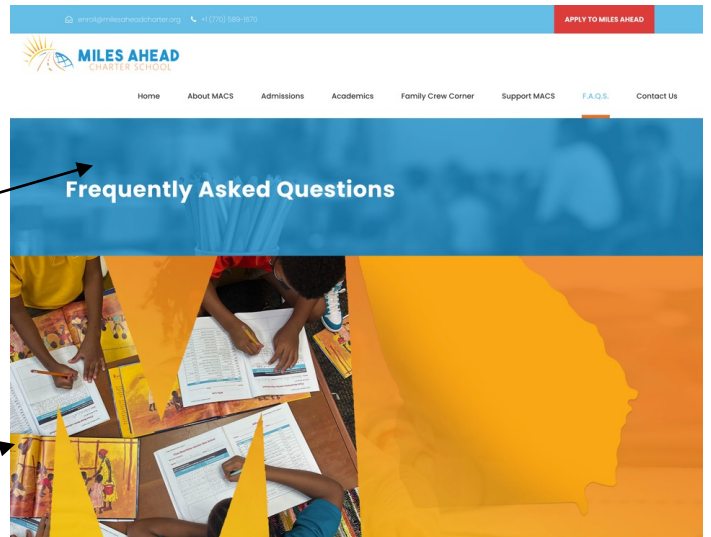
## Notes:

- Would break FAQs into categories such as Enrollment, Requirements, Amenities, etc. to prevent overwhelming the visitors with questions.

Would make banner consistent with other pages

These graphics are interesting but not functional or consistent. I would leverage these graphics with content beside it.

Using categories can prevent reader fatigue as they try to find answers relevant to them

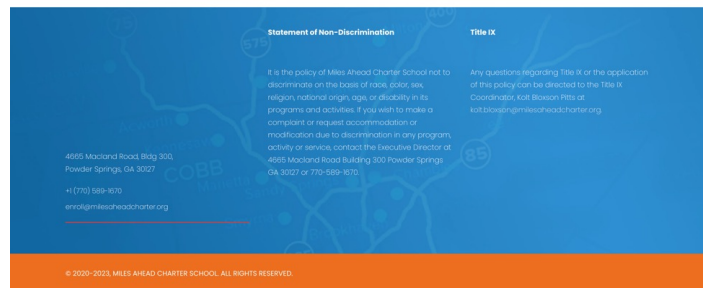


### Frequently asked questions.

- + What grade levels will MACS offer for the 2024-2025 school year?
- + What are some programs that MACS will offer my child (ren)?
- + What is the "Whole Child Approach"?
- + How is "whole child approach" used at MACS?
- + What other curriculum resources does MACS use to support instruction?
- + What is EL Education and how is it used at MACS?
- + Even if I don't live in Cobb County, my child (ren) can still attend MACS?
- + Does MACS provide transportation?
- + Does MACS provide meals?
- + Does my scholar have to wear uniforms?
- + Does MACS offer before/after-care?
- + What about siblings who are not in K-5th? Will you accept them?
- + What if one of my scholars gets in and the other one (s) doesn't?
- + What is the cut-off age for Kindergarten enrollment?
- + What is the cut-off age for First Grade enrollment?
- + How do I apply?
- + What happens once I am notified that my child (ren) has been granted an available seat?
- + Is anyone given preference in the enrollment process?
- + What are some programs that MACS will offer my child (ren)?
- + Will my scholar have to participate in the lottery each year?
- + When can I contact to discuss questions related to enrollment or to receive assistance with enrollment?
- + If my desired tour date is booked, can I walk-in for a tour?
- + What are the documents required to complete my application?
- + Why does the school require the submission of a birth certificate?
- + Why does the school require the submission of the SSN?
- + What are acceptable forms for Proof of Residence?
- + If my scholar & I are currently living with family or friends, are we required to submit residency documentation?
- + What is required to actually register my scholar once I have received seat acceptance?
- + What are the exemptions for Form 323P?
- + What is the registration deadline for the 24-25 school year?
- + What if my scholar's doctor's appointments are scheduled for after June 30th?



## FAQs



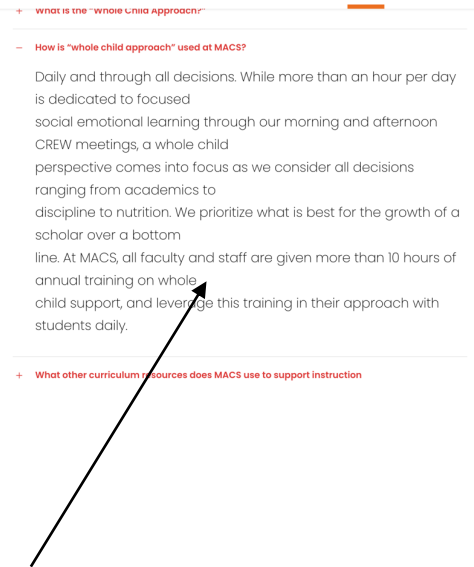


# Web Design

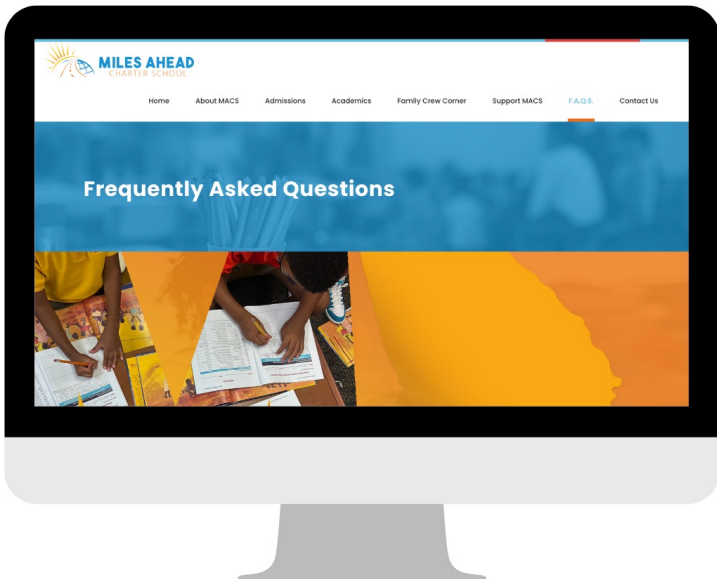


## Notes:

- We would recommend review all of the responses to the FAQ page to fix the unnecessary breaks in the paragraphs



This is not formatted appropriately.

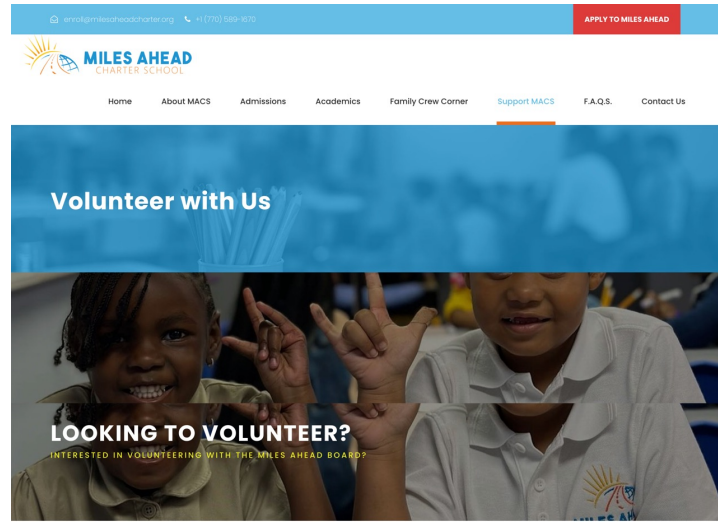


FAQs

# Web Design

## Notes:

- The support page links directly to the volunteer page
- We would recommend making a landing page that helps people understand that you all are a 501(c)3 and why you needs support
- Also, if there are other ways to give, we'd recommend add those instead of just monetary (i.e. in kind gifts, etc.)



Email Address

Confirm Email Address

Full Name

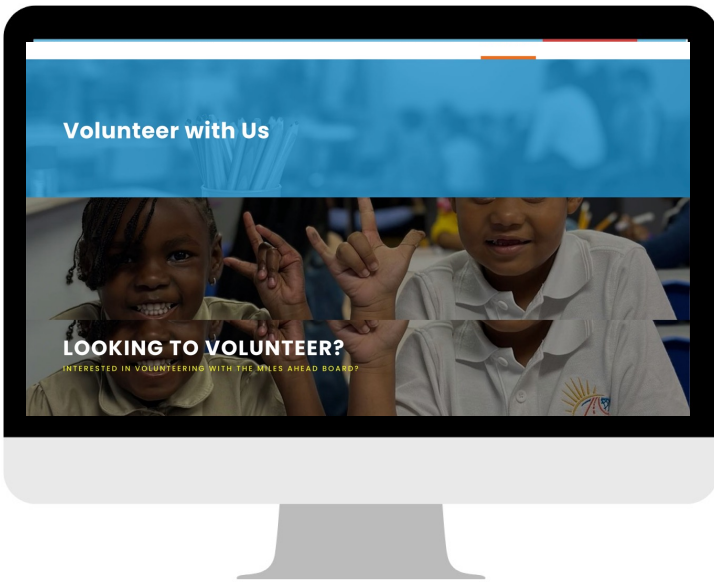
Tell us a little bit about you.  
Background

Why are you interested in serving with Miles Ahead Charter School? Please include details of any relevant experience and capacity to serve.  
What's your capacity to serve?

Address (Street, Zip Code, State)  
Full Address

Main Contact Phone Number

If you have a student Enrolled. Student(s) Name.  
Students Name



Support Page

# Web Design

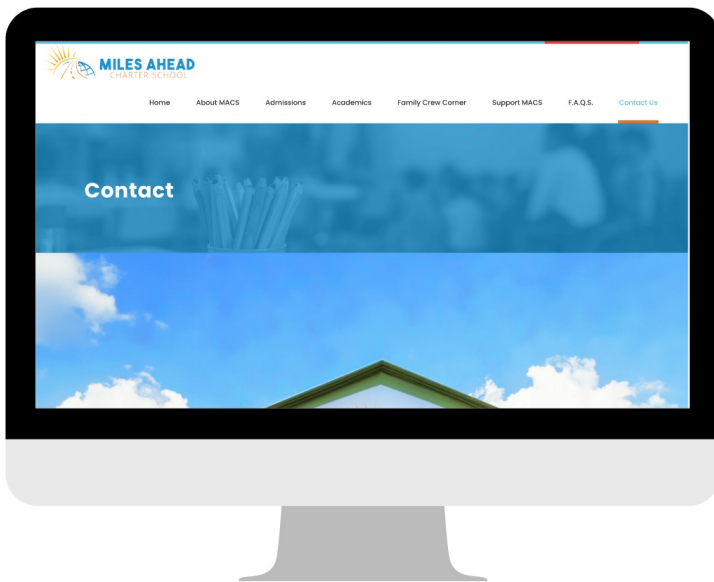
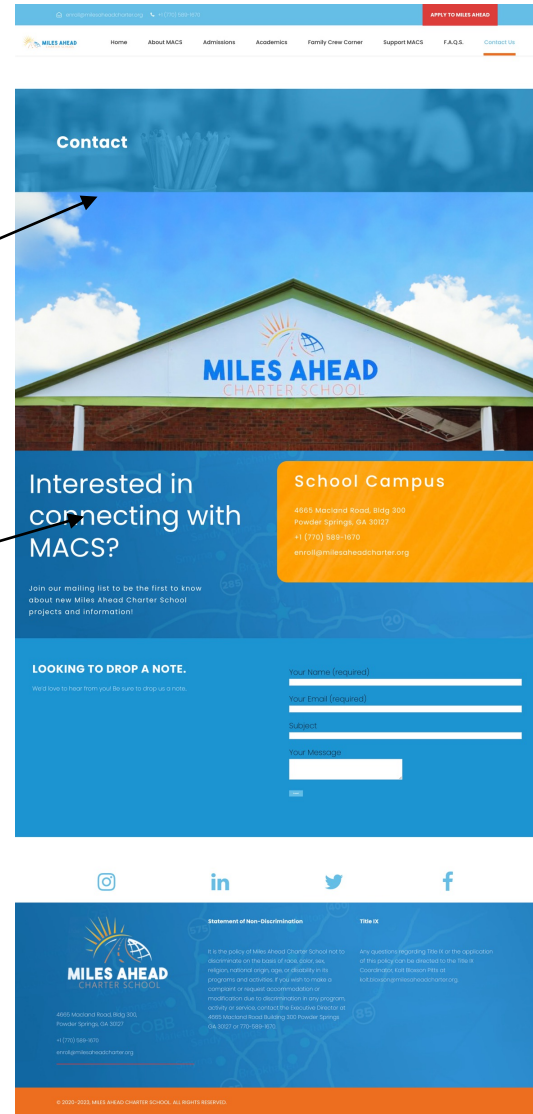
## Notes:

- Would reformat layout
- Move the form up and add emails for specific departments

Would make banner consistent with other pages

Move below form and have a CTA button to join mailing list. Also, an opportunity to have a lead magnet

Would move form further up and modernize form layout



Contact Us

# Conclusions & Recommendations

Ultimately, the website is branded really well, but there are a few recommendations we have to make the site easier to read and more consistent throughout. Additionally, we don't believe the sitemap is considering who your target audience is. It's very informational but not easy to follow. Lastly, we would recommend the use of original video and images to allow people to experience the school

## Action Steps:

- Revisit content to optimize and condense
- Reformat pages to enhance visual appeal
- Update pages to reflect changes
- Incorporate consistent Hero Banners
- Use more CTAs
- Consider adding a language translation tool and review accessibility needs



*Website Audit Provided By*  
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