RIGHT RUDDER
MARKETING

WEBSITE & SEO PERFORMANCE CHECKLIST

How to Turn Search Traffic
Into Student Pilots

WEBSITE EXPERIENCE & CONVERSION OPTIMIZATION

☑ **Is your website technically sound and search-engine accessible?**

- ☐ Is your primary call to action (Discovery Flight, Call Now, Get Started) visible without scrolling?
- ☐ Is your phone number clickable and visible on every page?
- ☐ Does every page guide visitors toward a single next step?
- ☐ Are pricing ranges, timelines, and training paths clearly explained?
- ☐ Are trust signals (reviews, experience, certifications, student success) visible immediately?
- ☐ Does your site load in under 3 seconds on mobile?
- ☐ Are real photos and videos of your aircraft, instructors, students, and facilities used throughout?
- ☐ Are conversion paths instrumented to track drop-off and user behavior?
- ☐ Are forms and booking flows technically optimized to reduce abandonment?

Why this matters:

Your website is your primary sales tool. If prospective students can't immediately understand what you offer, trust your credibility, and take the next step, they'll leave and choose a competitor — even if your training is better.

Quick tip

If a first-time visitor can't tell who you are, what you offer, and how to get started in under 10 seconds, your website is leaking leads.

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TECHNICAL WEBSITE HEALTH

Is your website optimized for search engine rankings ?

- Is your website secured with HTTPS?
- Are there any broken links, 404 errors, or redirect chains?
- Is your XML sitemap submitted and error-free?
- Is your site free of duplicate content and indexing issues?
- Are Core Web Vitals passing Google's thresholds?
- Is your site optimized for mobile performance, not just desktop?
- Are images properly compressed and optimized?
- Is your site structure clean and easy to navigate?
- Is there a clear call to action after every major section of content?
- Are canonical tags properly implemented to prevent duplicate ranking signals?
- Is crawl budget optimized (no unnecessary pages being indexed or crawled)?

Why this matters:

Search engines can't rank what they can't **properly crawl or understand.** Technical issues silently limit visibility, traffic, and lead volume — even if your content is strong.

Quick tip

A fast, technically clean site almost always outperforms a "pretty" but bloated one.

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Does your website consistently appear for high-intent flight training searches?

- Does every page have an optimized title tag and meta description?
- Is each page targeting a single, clear search intent?
- Are headers (H1–H3) structured for clarity and SEO?
- Do pages answer common student pilot questions clearly?
- Is content written for humans first, search engines second?
- Are internal links guiding visitors to high-conversion pages
- Is schema markup implemented (LocalBusiness, FAQ, Courses)?
- Are FAQs optimized for search visibility?
- Is your website optimized to rank for the keywords student pilots actually search?

Why this matters:

Most student pilots begin their journey with a search. If your school doesn't appear for high-intent keywords, you're invisible during the most important decision stage.

Quick tip

Every important keyword deserves its own dedicated page — not a paragraph buried on another page.

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Does your website position your school as the most trusted choice for flight training?

- Do you clearly explain how flight training works at your school?
- Is there a dedicated page explaining training costs in plain language?
- Are instructor qualifications and experience highlighted?
- Do you showcase student success stories and milestones?
- Is your fleet information detailed and transparent?
- Does your content demonstrate real aviation expertise, not generic marketing copy?
- Is your content optimized to satisfy both human trust and algorithmic credibility signals?
- Does your site establish subject-matter authority across all major flight training topics?

Why this matters:

Students don't just compare prices — they compare confidence. Clear, authoritative content positions your school as the safest, smartest choice.

Quick tip

Answer the questions students are afraid to ask — especially about cost, time, and outcomes.

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Do you know exactly which SEO efforts produce enrolled students?

- Is Google Analytics properly configured with meaningful conversion events?
- Is Google Search Console connected, monitored, and reviewed regularly?
- Are phone calls, forms, chats, and texts tracked as measurable conversions?
- Are discovery flight bookings tracked separately from general inquiries?
- Do you know which pages generate the highest-quality discovery flights?
- Can you identify which keywords lead to enrolled students — not just traffic?
- Is lead source attribution accurate across SEO, Maps, and paid channels?
- Are underperforming pages and keywords identified and improved or removed?
- Are SEO and content decisions driven by performance data, not assumptions?

Why this matters:

Without proper tracking, SEO becomes guesswork. Traffic alone doesn't pay the bills — enrollments do. Accurate measurement shows what's working, what's wasting money, and where predictable growth actually comes from.

Quick tip

Track enrolled students, not just clicks, traffic, or form fills.

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