tutomy
**Your professional tutoring website in 11min**

# What type of website do you need?

Answer 10 questions and add up your stickers

Based on your responses, find out about the best tools
to **create a website**, ways to build an **online presence**, and **find students**

1) Do you seek students as a school (ex: 'Math Ninja Tutor') or under your name (ex: 'Natalie Smith')?
    a. Under my name (1-person business)
    b. As a school brand (1-person business or I hire a few tutors)
    c. Under my name (I hire other tutors, and need a website profile for each)
    d. As a school brand (I am well established, large school)

2) Are you looking to use a website template?
    a. Yes, I do not want to think about website design
    b. No, I want to be able to decide about each item that I display
    c. I do not know what a website template is

3) What is the most important for you?
    a. Website needs to be very easy and quick to create
    b. I need flexibility in how the website looks and what it allows me to do

4) What is your <u>main</u> channel to find students?
    a. I don't have students yet – I am just starting
    b. Referrals and word of mouth
    c. Social media
    d. Google maps
    e. Blog
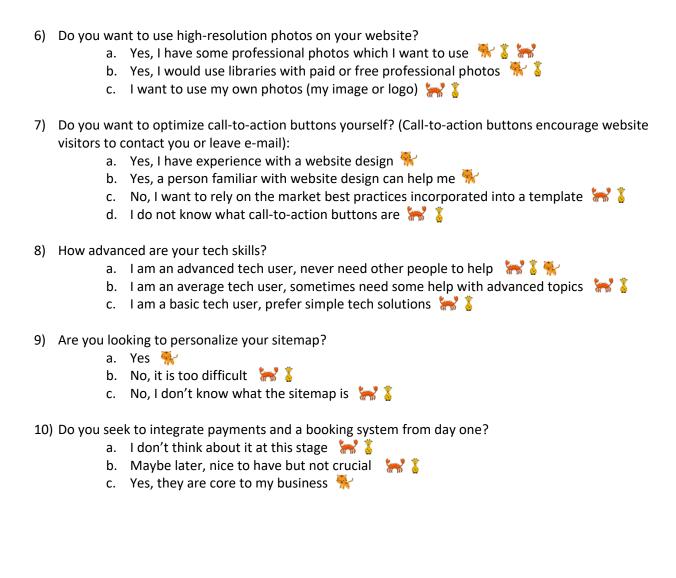    f. Paid marketing: Facebook, Google ads, or similar

5) Do you plan to use advanced SEO (= how students find you in Google) by using backlinks, creating content regularly, targeting a niche market, and other?
    a. Yes
    b. No, basic and automated SEO is sufficient
    c. This sounds as a black box which I do not want to touch

6) Do you want to use high-resolution photos on your website?
   a. Yes, I have some professional photos which I want to use 🐯 🦒 🦀
   b. Yes, I would use libraries with paid or free professional photos 🐯 🦒
   c. I want to use my own photos (my image or logo) 🦀 🦒

7) Do you want to optimize call-to-action buttons yourself? (Call-to-action buttons encourage website visitors to contact you or leave e-mail):
   a. Yes, I have experience with a website design 🐯
   b. Yes, a person familiar with website design can help me 🐯
   c. No, I want to rely on the market best practices incorporated into a template 🦀 🦒
   d. I do not know what call-to-action buttons are 🦀 🦒

8) How advanced are your tech skills?
   a. I am an advanced tech user, never need other people to help 🦀 🦒 🐯
   b. I am an average tech user, sometimes need some help with advanced topics 🦀 🦒
   c. I am a basic tech user, prefer simple tech solutions 🦀 🦒

9) Are you looking to personalize your sitemap?
   a. Yes 🐯
   b. No, it is too difficult 🦀 🦒
   c. No, I don't know what the sitemap is 🦀 🦒

10) Do you seek to integrate payments and a booking system from day one?
   a. I don't think about it at this stage 🦀 🦒
   b. Maybe later, nice to have but not crucial 🦀 🦒
   c. Yes, they are core to my business 🐯

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# RESULTS

**I scored _____**

**I scored _____**

**I scored _____**

# <u>ARE YOU OR ?</u>

# TUTOMY WEBSITE IS THE RIGHT SOLUTION

**30-DAYS FREE TRIAL**

## START TRIAL

**As a small business owner, you need simple and intuitive solutions to grow your business**

It is a must for your website to display information in a professional way. However, when seeking options to create your website make sure they allow you to achieve results quickly and without other people's help (designers, programmers, tutorials, etc).

Do not believe common misconceptions that a website MUST be a complicated process – for example, tutors create a website with Tutomy in just 11min!

See EXAMPLE.

For your needs, you do not have to optimize every single website detail, instead, optimize for time and promote your tutoring experience. For sure use a website template, automated SEO (search engine optimization), your own photo, name & last name.

The easiest way for you to find students would be through referrals and personal touch. Yes, website visitors trust human face more than impersonal brands!

If you already have a website but it does not perform well, check which factor fails:

- Conversion - check analytics, if you have website visitors but they never contact you, improve website design, how easy it is to find the most important information and where do you position action buttons
- Traffic - check analytics, if nobody visits your website or visit length is 0 sec (these are bots!), make sure to take care of promoting your website

**Want to discuss your results?**

**BOOK CONSULTATION**

**As a business owner who runs a small school, let your website differentiate against bigger players on the Internet**

Similarly to "crab" (above), you are a small business which means you need to take care of many aspects yourself. It is a must for your website to display information in a professional way. However, when seeking options to create a website, focus on tools that save you time and resources.

Do not believe common misconceptions that a website MUST be a complicated process – for example, tutors create a website with Tutomy template in just 11min!

See [EXAMPLE](#).

Keep in mind, that regardless that you position yourself as a school, you would not be able to compete against large companies – their budget is much higher. For example, do not invest in sophisticated SEO strategies (SEO decides how you rank in Google). You will not be able to keep up with the amount of content that bigger schools produce, and SEO will not produce expected results.

Instead, use SEO strategy suitable for private tutors who promote themselves under their name. Make sure, that on your website you mention your first and last name and names of the tutors who you hire. The easiest way for you to find students would be through referrals, and your clients would share the names of people who teach them, not only your brand name!

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**You are a big fish in the pond and need a tailored website solution**

There is a chance you already had a school website or became disappointed with the results. Seek solutions that require more time to set up but allow for significant flexibility and have a broad range of functionalities and integrations.

They are usually of general type, website builders like Wix or WordPress. They provide websites for different industries, and the education sector is only one of them. Keep in mind that you might need other people's support to achieve results that will satisfy you: attractive design, optimized SEO (how you rank in Google), good website conversion, etc.

If you decide to create a website yourself, it will take you a bit of time to learn the basics: how to position action buttons, images, etc. YouTube tutorials and some Facebook groups would be a great source of information: www.facebook.com/groups/fortutorsbytutors

One thing is to have a website, another one is to allow students to discover it: spread the word with current students, optimize SEO, remember to add your website to Google Maps, and promote your content: YouTube, blog, or Facebook page/group.

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