

# Put your school's website to work

Does your school have a website? Most do. Are you making the best use of it?

Here are five great ways you can make that website work for you.



## Web idea #1—Post Lists

The web is a source of information. Get your information out there on your school's website. Put up some lists.



First, put up a list of student buyers. This will accomplish two things. One, you can let people know that only those people on that list will be getting yearbooks when they are distributed.

This will eliminate a lot of those last minute cries of, "I paid for one!" and other distribution hassles. Publicize at school through announcements, school newspaper blurbs, parent newsletter notes and any place else you can that the list is available and that buyers need to make sure they are on that list or they may not have a yearbook.

Another list you can post is your ongoing index. Let students know who is in the book and how many times. If you are doing a great job of getting your student body into the book, this list can drive book sales for now and in the future.

Speaking of book sales, at the end of the year, when you are out of yearbooks, announce that you may be able to order additional books. Of course, you can't (without incredible expense) but keep the list of those students who would buy one if you had it and put it on the website next year with the title, "Don't be on this list this year—order your yearbook now!"

## Web idea #5—Show 'em!

Websites are great because you can put tons of photos, artwork, type and graphics on them without it costing anything additional. So, put the yearbook "Picture of the Week" or the coolest design done this week on the site.

This will not only excite future readers but it is a great way to get school-wide recognition for photographs and designers.

## Web idea #2—Sell Yearbooks

I don't know about you but I know that statistics say that teens buy a tremendous amount online.

If your school's website can charge money (and many can in order to collect school fees, sell prom tickets, etc.) see if you can add yearbooks to the items that are sold.



If you are using our JDS or HOME program and can buy books on the web directly from Jostens, then all you have to do is to ask for a link to be put on your school website's home page that links to where they can buy a yearbook.

## Web idea #3—Sell Business Ads

Sell business ads right from the website. Even if you can't actually complete the sale online, this is a great place to show what advertising can do for the business advertiser.

Show them which other advertisers are in the book and examples of ad sizes and designs that are available. Put your entire business ad sales program right online.

## Web idea #4—Reward Advertisers

Once they have purchased a business ad, make sure that part of your advertising package is a small ad or thank you on the website. If your school is not doing it all ready, see if you can have some of the home page space to insert tastefully designed ads. Ads that say "thank you for supporting the yearbook" along with the advertiser's logo. Just another part of your ad package.