



Gordon School Digital Performance Review

Aug 2025 – April 2026

Understanding how our marketing efforts are driving traffic, engagement and admissions interest

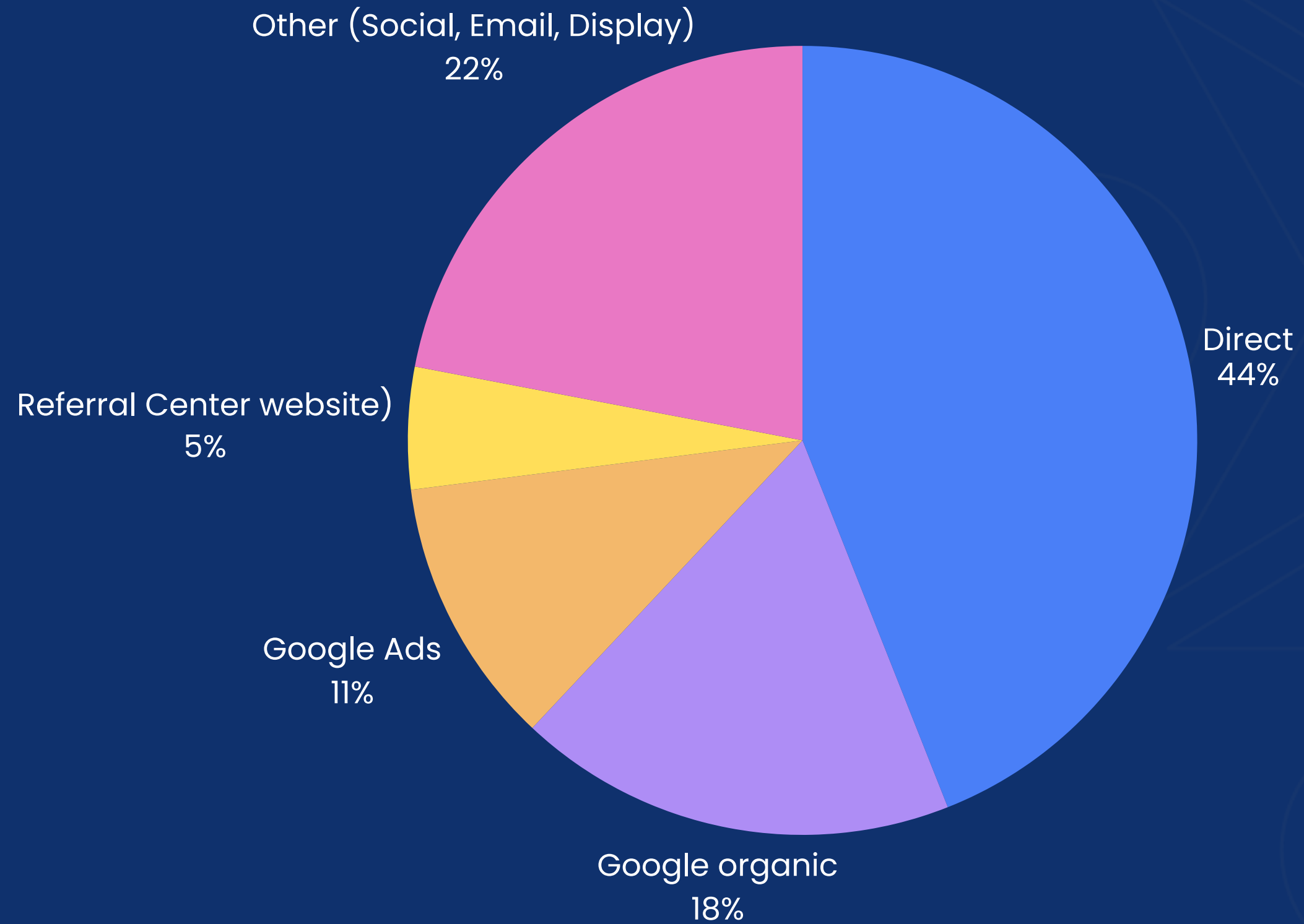
Stephanie Newman
Gordon School
April 2026



Marketing Channel Performance Overview



Where Our Leads Are Coming From



Goals & KPIs

What Success Looked Like

- Increase website traffic and engagement
- Drive event registrations and program participation
- Grow community awareness and reach
- Generate inquiries and new member interest
- 30% increase in admission tour requests

Key Metrics Tracked

Aug 1, 2025- April 15, 2026

- 50,288 Users (22.36% of overall traffic)
- 11,847 New Users (40.72% of traffic)
- Engagement rate: 51.6% (↓ 10.9%)

Strong Traffic Volume with Opportunity
to improve engagement

What This Means

Marketing efforts are successfully driving awareness and traffic.

Next opportunity: optimize for deeper engagement and conversions.
Focus future investment on channels that drive both traffic and action,



Marketing Channel Overview

Where We Invested

Google Ads

\$6,544.86

Meta

\$313.37

School Platforms
(Niche)

\$9,755

Print Advertising
(Magazine Ads)

\$4,949

A multi-channel strategy to balance awareness, engagement, and conversion



Channel Performance

Social Media



Top Organic Posts

Paid



INTRODUCING OUR **BRAND NEW** PRE-K 4 CLASS! Now Enrolling at the Tikvah Center
 We are thrilled to announce our all-new Pre-K 4 program for students on the autism spectrum, designed

| | | |
|--------------------|-----------------------|--------------|
| Landing Page Views | Per Landing Page View | Amount spent |
| 75 | \$0.46 | \$34.84 |

3/19/2026 - 7 day

| | | |
|--------------------|-----------------------|--------------|
| Landing Page Views | Per Landing Page View | Amount spent |
| 79 | \$0.44 | \$34.82 |

3/27/2026 - 7 day

| | | |
|--------------------|-----------------------|--------------|
| Landing Page Views | Per Landing Page View | Amount spent |
| 211 | \$0.43 | \$89.74 |

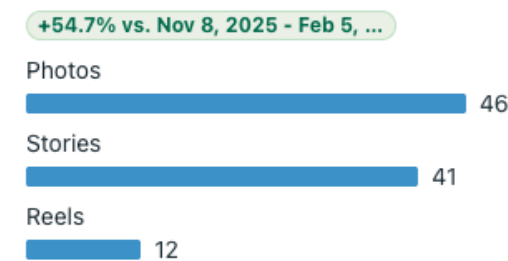
2/02/2026 -14 day

- Learning doesn't just happen in the...**
Thu Apr 9, 5:00pm
1.1K views, 5 likes, 1 share
- From Monday to Friday, Gordon Schoo...**
Fri Mar 6, 12:30pm
672 views, 12 likes, 1 share
- Our Parent-Teacher Cocktail Evening was...**
Fri Feb 20, 11:35am
1.8K views, 61 likes, 1 share
- Acceptances Are In!**
Proud of where they are going and where they started.
Mon Mar 23, 9:30am
4.7K views, 81 likes, 17 shares
- 78 years and counting! Gordon School...**
Wed Apr 22, 12:06pm
1.3K views, 46 likes, 6 shares

Top content formats

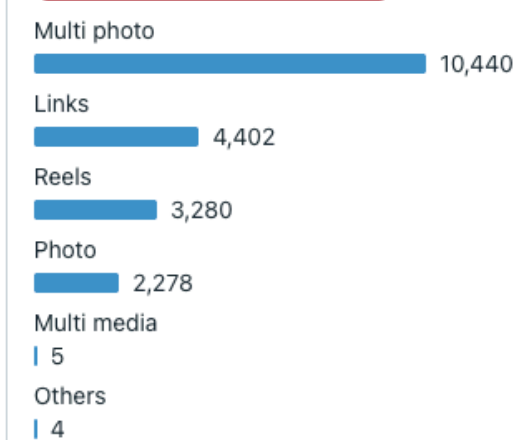
Published content

Based on up to 200 pieces of content



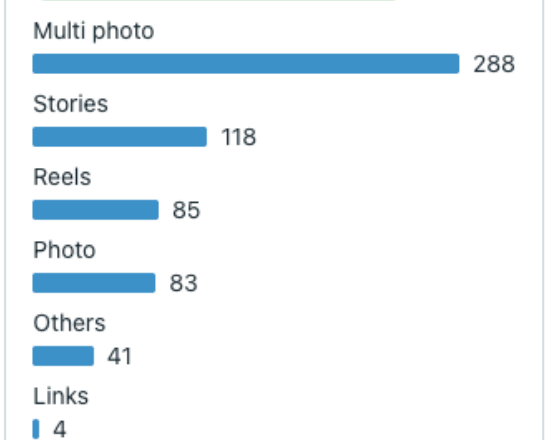
Views

-19.6% vs. Nov 8, 2025 - Feb 5, ...



Content interactions

+34.3% vs. Nov 8, 2025 - Feb 5, ...



Channel Performance



Search

Search is our Strongest Driver

Organic Search

18% of traffic

32% of conversions

High engagement (2 min+ sessions)

Paid Search

10-11% of traffic

5% of conversions

Organic Search drives the most efficient, high intent traffic, while paid search presents an opportunity to improve conversion performance

Channel Performance

Direct

Understanding Direct Traffic



- Largest traffic source (44%)
- Lower Engagement (1 min or less)
- Moderate Conversions (35%)

Channel Performance

Referrals & Ecosystem

Strong Community-Driven Traffic

ex: centerbd.org



- 5% of traffic
- 10% of conversions
- High engagement (4-5 min per session)

Key Opportunities



Where to Invest Next

- Increase investment in Google Ads
- Continue building SEO / organic presence
- Expand retargeting on Meta
- Invest in few school guides + referral partnerships

Where We Can Improve

- Improve conversion rates on paid traffic
- Strengthen our landing page experience and messaging
- Expand high performing channels
- More retargeting

The Opportunity

We are successfully driving traffic and awareness. The next phase is optimizing conversion and scaling channels to drive enrollment growth.