



# Marketing Proposal to Boost Retention and Increase Average Daily Attendance at Innovations Academy

February 12, 2024

## Campaign Goal

As a charter school dedicated to providing exceptional education and fostering a supportive project-based learning environment, it is imperative to continuously engage with current parents and students and attract new ones. This proposal outlines a comprehensive and ongoing marketing campaign aimed at maintaining retention rates, increasing average daily attendance and create community brand awareness for Innovations Academy.

**Key Performance Indicator:** To increase student retention to maintain annual ADA's and improve daily attendance rates at Innovations Academy by 10% or greater within the next academic year.

## Target Audience

Current K-12 students, families, and the local community interested in alternative education options specifically related to social-emotional and project-based learning and empathetic and caring treatment of IEP students.

## Key Challenges

- Identifying causes of recent low retention and attendance (Specifically in the middle school grades)
- Communicating effectively with diverse families and backgrounds
- Standing out from other educational options in the community
- Creating San Diego County brand awareness for both classroom and home school learning options

## Strategies, Process & Tactics

### Market Research

- a. Objective: Understand the needs, preferences, and decision-making processes of the target audience.
- b. Methodology: Surveys and Focus Groups: Conduct surveys and focus groups among current families, potential families, and faculty.
- c. Competitor Analysis: Analyze competitive, similar K-12 options that parents have and identify unique selling points, USPs, and areas for improvement for Innovations Academy. This would include San Diego County schools in the IA area.

### Branding and Positioning

- a. Objective: Position Innovations Academy as the leading choice for alternative education in San Diego.
- b. Actions:
  - i. Brand Messaging: Develop clear, empathetic messaging that highlights the academy's strengths in project-based learning and IEP student care.
  - ii. Visual Branding: Evolve the academy's visual branding to reflect its innovative, caring approach to education.
  - iii. USP Communication: Clearly communicate the academy's unique selling points in all marketing materials.

## □□ Digital Marketing Strategy

a□ Objective□ Increase online visibility and engagement with target audiences□

b□ Actions□

- i□ Website Optimization□ Ensure the academy's website is user-friendly□ mobile-optimized and SEO-optimized for relevant keywords□
- ii□ Content Marketing□ Produce and share engaging content (blog posts□ videos□ infographics□) that highlights student projects□ success stories□ and educational philosophies□
- iii□ Social Media Campaigns□ Utilize platforms like Facebook and Instagram□ to reach families□ faculty and community members□ focusing on interactive and informative posts□
- iv□ Email Marketing□ Develop regular communications of key events and activities to keep current and prospective families informed and engaged□

## □□ Community Engagement and Events

a□ Objective□ Strengthen the school's presence and reputation in the local community□

b□ Actions□

- i□ Open Houses and Workshops□ Host events that allow prospective students and their families to experience the academy's approach firsthand□
- ii□ Partnerships□ Collaborate with local businesses□ nonprofits□ and educational institutions to broaden outreach and support□
- iii□ Public Relations□ Leverage local media and educational blogs to share news□ achievements□ and events□

## □□ Retention Strategies

a□ Objective□ Enhance student and family understanding and satisfaction to improve retention rates□

i□ Actions□

- Feedback Mechanisms□ Implement regular feedback surveys for students and families to identify areas for improvement□
- Student Success Programs□ Develop programs and support systems for students□ especially those with IEPs□ to ensure their success and well-being□
- Family Engagement□ Increase opportunities for family involvement in school activities and decision-making processes□

## □□ Measurement and Analysis

a□ Objective□ Track the effectiveness of marketing strategies and adapt as needed□

i□ Actions□

- Regular Monthly Assessment□ Regular assessment of the campaign's effectiveness will be conducted through metrics such as retention rates□ attendance records□ enrollment numbers□ and feedback from students□ parents□ and staff□ Adjustments and refinements will be made based on the collected data to ensure maximum impact and success□
- Feedback Loops□ Use data and feedback to continuously refine marketing strategies and tactics□

### **Campaign Budget:**

- Allocate resources based on specific strategies and activities
- Explore potential partnerships and sponsorships to offset costs
- Measure return on investment by analyzing the impact on retention and attendance rates
- Campaign budget for the term of this agreement per month in order to facilitate all Campaign Strategies and KPI's as outlined herein
- Upon approval a formal Agreement will be drafted to outline these activities, deliverables and T&C's.

### **Timeline:**

- Implement the campaign effective March through July the following new academic year for a 6-month impact. Campaign will auto renew unless 30 days notice provided prior to July
- Develop a phased approach with clear milestones and deadlines with associated KPI's
- Regularly review and adjust the campaign based on ongoing data and feedback from stakeholders

### **Expected Outcome:**

- Increased student retention and daily attendance rates within the target timeframe. Increase current AFA by 10E percent
- Improved communication and engagement with students, families and the community
- Enhanced brand awareness and positive perception of the school

### **Conclusion:**

This marketing campaign proposal provides a framework for addressing the retention and attendance and community brand awareness challenges at Innovations Academy. By focusing on engagement, highlighting unique value propositions, offering incentives, creating brand awareness through multiple channels of social and community communications and promoting community involvement, the school can create a financially stable positive and supportive environment that fosters student success and loyalty.

### **About AIM**

AIM established in 1998 stands out as a beacon of excellence in the marketing sphere, having forged a reputation for building and elevating brands across a myriad of industries. The agency's vast experience, evidenced by its impressive portfolio of collaborations with globally recognized corporations such as Sony Electronics, Intuit, Johnson & Johnson, Merck, Abbott Laboratories, Coca-Cola, and Pepsi International, and others underlines its capability to navigate complex market dynamics and deliver results that resonate on a global scale. The diversity of AIM's clientele showcases the agency's versatility and its adeptness at tailoring strategies to meet the unique needs and objectives of each client, regardless of their industry or market position.

Jeff Syron, co-founder of AIM (<https://www.linkedin.com/in/jeffsyron>), brings a nuanced and invaluable perspective to the table, particularly in the context of Innovations Academy's goals. His tenure as the Marketing Chair on the Board of Trustees for the Rancho Santa Fe Education Foundation from 2008 to 2015 has imbued him with a profound understanding of the San Diego public educational landscape. This experience is particularly pertinent, as it provides AIM with insider knowledge of the challenges and opportunities within the local education sector, enabling the formulation of highly effective, targeted marketing strategies for educational institutions like Innovations Academy.

Syron's hands-on experience in the educational system, combined with AIM's broad and successful marketing legacy, positions the uniquely as the ideal marketing partner for Innovations Academy. Their deep-rooted understanding of both the commercial and educational spheres enables them to bridge the gap between traditional marketing approaches and the

specific nuanced needs of educational institutions. This dual expertise ensures that marketing strategies are not only innovative and effective but also aligned with the educational values and objectives of Innovations Academy.

The agency's proven track record of fostering growth and enhancing brand visibility for its clients makes it a formidable ally in Innovations Academy's mission to increase student retention, average daily attendance, and overall student population growth. AI's strategic approach, centered on data-driven insights, creative storytelling, and engaging community initiatives, is tailored to highlight Innovations Academy's unique approach to education, emphasizing its commitment to social, emotional, and project-based learning, as well as its supportive environment for students with IEPs.

In summary, AI, under the experienced guidance of Jeff Syon, offers Innovations Academy a comprehensive marketing solution that combines global brand-building prowess with localized educational system insights. This blend of expertise and experience makes AI the quintessential choice to drive Innovations Academy's growth objectives, ensuring that its message reaches and resonates with the right audience, thereby securing the institution's place as a leader in alternative education within the San Diego community and beyond.

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# DIGITAL MARKETING BLUEPRINT FOR SCHOOLS

**Project proposal**  
Blueprint for Schools

**Client**  
Innovations Academy

# A PERSONAL MESSAGE

Hi Christine, the Digital Marketing Blueprint for Charter Schools is the basis for our Managed Services programs. This is essentially all the analysis and strategy that we do before executing our marketing plans.

We designed this as a stand-alone service so that you will be free to use it in conjunction with your own internal staff, or with any third party of your choice. We hope that you will work with us, but you are under no obligation. The school owns the document, the research, and the strategies. Should you want to continue working with us after the Blueprint, we would provide you with a separate contract.

It takes us approximately 10-15 business days to complete. At which time, we will schedule a time to review with you. That review will take approximately 90 minutes, but even if we do no further business together, we will be happy to clarify any of our strategies at any time in the future without any deadline.

On occasion, we offer our Blueprint Service to other industries, but for schools, we discount it heavily, and we also guarantee it. If you decide to work with us on our Managed Services program, we will roll over the fees to negate all of our internal set-up fees.

Sincerely,

Chuck Bankoff  
Director of Web Services  
Kreative Webworks Inc.

# BLUEPRINT OVERVIEW

Our Digital Marketing Blueprint service is designed for schools who want to take control of their own marketing, but just need some guidance. *AND* as the front-end of our Managed Services program where we do some, or all of the work for you.

*You wouldn't build a house without a blueprint, why would you start your marketing without one?*

## The Objective is Simple

You want to take control over your own marketing, but you don't know where to begin? Maybe you had a false start or two, and you can't afford another? We can help...

In short, we'll provide your team with a no-nonsense, actionable digital marketing enrollment plan that is based on solid research and proven strategies with a track record of success.



This is not a tutorial, it's a solid, commonsense, actionable strategy. If necessary, we will work side-by-side with your team to train, or do the things that you can't, or don't want to do. We will document it, debrief it... and **GUARANTEE** it.

## phase 1 | **SITUATIONAL ANALYSIS**

Before we develop your custom digital enrollment strategy, we conduct a thorough situational analysis beginning with a Discovery Session where we learn about your school's challenges and goals, what you've already tried, what's worked, and what hasn't:

### **Discovery:**

This is where we learn about the school's focus, what makes the school unique, and a bit about the competing schools in your area. Most importantly, we create your "Parent Personas", these are semi-fictitious representations of the ideal parents (or students) we will be targeting. This is an essential step that is often overlooked.

### **Asset Documentation:**

We'll help you organize and document your schools digital "assets" such as your social media properties, all your login information, and who on your team has access to what. This is your school's proprietary information, so we'll provide you with tools and guidance, but you won't have to share the information with us.

### **Google Search Trends Analysis:**

Parents and students are searching all the time for schools just like yours. It's essential you know which search terms are more popular so you can create the content to help you show up on Google's search results and satisfy what they are actually searching for. We will track search trends in your area over a minimum of 36-months to capture any cyclical patterns and forecasted trends.

## phase 2 | WEBSITE ANALYSIS

Your website is the hub of all your marketing activities. Online or offline, all roads lead back to your school's website. Your website is a parent or student's first exposure to the school's curriculum and culture. As such, it must be technically sound and visually appealing.

### Technical Deep-Dive of your website:

We dig deep into your existing website. We'll locate areas for improvement and provide you with a detailed analysis pointing out exactly what needs to be fixed. We'll even give your team direct access to the same Interactive Report that we use ourselves to improve all of our client's websites.

### Eye-Tracking Analysis:

We employ artificial intelligence software that predictively tracks the eye movements of visitors to determine what elements on your main web pages affect visitor behavior positively, and what is being ignored. This will give your team the information they need to maximize the effectiveness of these crucial pages.

### Website Messaging & Flow:

We will take an objective look at the layout, flow, and messaging of the site and document our observations, insights and make actionable recommendations. This is subjective, but we have years of experience. Many of the schools we work with consider this to be the single most impactful aspect of the Blueprint process.

## phase 3 | MARKETING STRATEGY

The final, and most important phase is the customized Digital Marketing Strategy that you and your team can implement yourself internally, work with any third-party of your choice, or work with us for the complicated things that you can't, or don't want to do.

### Tactical Details:

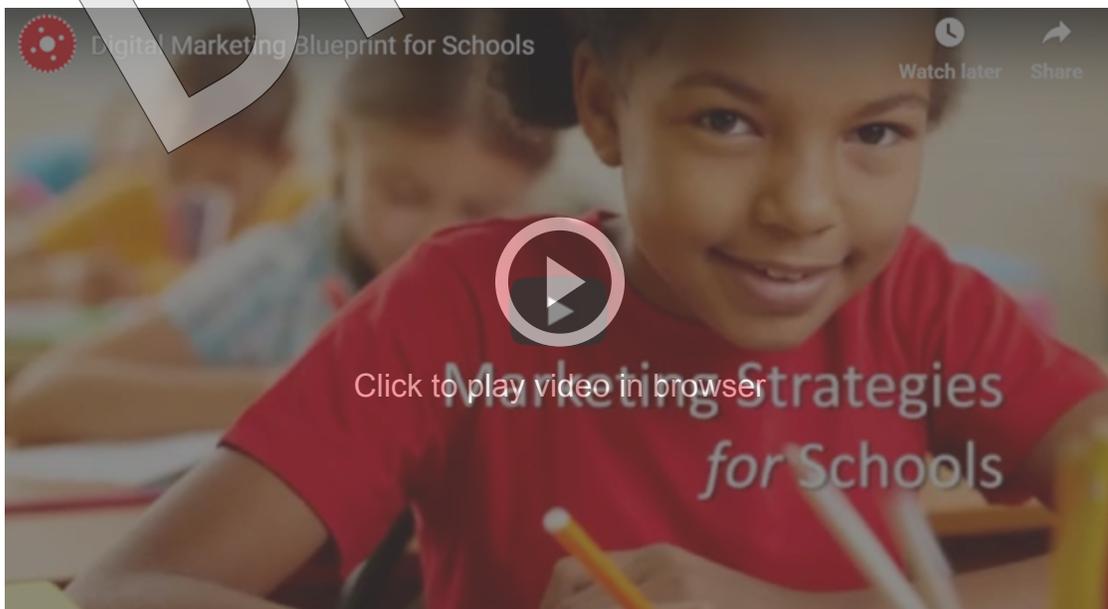
We will list out each strategy with a description and the advantages of that particular strategy. If we are recommending any third-party advertising like Facebook or Instagram or Google, we'll even include a budget analysis, so you can plan according.

### Consultation & Planning:

We won't just dump information and leave you hanging. We'll go over every aspect of the analysis and strategy with you, and if necessary, we can provide training or consultation where appropriate, or implement the strategies and tactics on your behalf.

### Your Library:

Finally, to top it off, we'll even include a downloadable Library of the same exact research that we used to create your digital enrollment strategy. This is something that you and your team will have permanent access to and can reference whenever you need it.



Check out the 4-minute Video for a good Overview on the full program

# MEET ALYCE...

She also wanted more enrollments for her school



## A FEW WORDS FROM ALYCE

*"We hired Chuck and the Kreative Webworks team to do a Digital Marketing Blueprint for Congressional School. What we received was an in-depth report that took us from Google search trends and a technical review of our website to digital marketing recommendations with tactical plans and a recommended budget. The follow-up review of the report that Chuck did with our team was extensive and his explanations and reasoning behind their recommended strategies were really well explained. We are now partnering with them to implement their recommended digital strategy to help our small two-person department move our marketing efforts to the next level."*

**-Alyce P. | Congressional School**

[\*\*Click Here\*\* to See all Reviews >>>](#)

# SATISFACTION GUARANTEED

## We support schools

We realize that with school budgets there is little room for error. We go out of our way to make this as risk-free as possible for schools by offering a tremendous educational discount and our satisfaction guarantee:

## Our Guarantee

Our satisfaction guarantee is simple; If you don't believe that you received full value from our Digital Marketing Blueprint for Schools, just tell us what you think it is worth, and we will refund the rest. We only ask that you tell us why, so that we can make improvements to our own processes.

## Managed Services Rollover Option:

If you decide to engage us in our Core Essentials marketing program within 90-days of reviewing the Blueprint, we will waive all your research and strategy fees.

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# THE PROCESS

## STEP 1 | SCHEDULING & PREPARATION

Once you sign off, we will send you a link to our scheduling page where you can grab any open time slot on any open day and schedule yourself for whatever works best for you and your team. We will then send you a link to a “Virtual Meeting” so that we can share our computer screen with you as we talk over the phone. There is nothing for you to prepare, but it might be helpful for you to consider the demographics of your ideal customers.

## STEP 2 | DISCOVERY SESSION

We will set aside approximately 60 minutes to conduct the “Virtual Meeting” with you and/or your team where we will essentially interview you with a list of specific questions. We will use this information as the basis of our research and strategy. If you don't have all the information at your fingertips during the session, don't worry, you can get back to us if necessary.

## STEP 3 | ANALYSIS & STRATEGY REVIEW SESSION

Our research is fairly extensive, so it will generally take us about 10-15 business days to complete the Blueprint. Once we have everything prepared for you, we will schedule our review session. We will conduct another Virtual Meeting that typically takes about 90 minutes. During this session, we will go over our research and strategy and answer any additional questions. Don't worry, we won't just do an information dump and call it a day. If you ever have any questions about the contents of the Blueprint, you can ask at any time in the future. We do not put a time limit on when you can come back to us for clarification.

## STEP 4 | NEXT STEPS

Immediately following our review session, we will send you your copy of the Blueprint. This will include your own “Library” of all our research. You own this and are free to use it in conjunction with your own internal teams, or with any third party of your choice. If requested, we will follow it up with a proposal for us to work with you to do some, or all of the work. You are under no obligation to work with us.

# YOUR INVESTMENT

## Education Discount:

Our Blueprint for Businesses is \$4400, but we heavily discount for schools and educational institutions. Our school pricing is \$3900.

## Risk Free Service:

We are so confident in the value of this Digital Marketing Blueprint, that if you don't get full value from it, tell us what you think it's worth, and we'll refund the rest!

## PartnerPlus Rollover Option:

If you decide to engage us in our full PartnerPlus marketing program within 90-days of reviewing the Blueprint, we will waive your research and strategy fees.

| Description                             |         |   | Price          |
|---|---------|---|----------------|
| Digital Marketing Blueprint for Schools | \$4,400 | 1 | \$4,400        |
|   |         |   | \$3,900        |
|   |         |   | Discount(-     |
|   |         |   | \$500.00)      |
| <b>Total</b>                            |         |   | <b>\$3,900</b> |

# WE START TODAY

It goes without saying that we'd love to get started and have you onboard as a client. As with everything in our business, we make things as simple as possible.

## Here are the next steps:

1. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
2. Sign in the box that pops up to make the acceptance official.
3. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
4. We'll email you a separate copy of the signed agreement for your records.
5. If you'd like to speak to us by phone, don't hesitate to call 9492766062.

If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.

 SIGNATURE  
Chuck Bankoff

Chuck Bankoff, *Director of Web Services*  
*Kreative Webworks, Inc.*

 SIGNATURE  
Christine Kuglen

Christine Kuglen  
Innovations Academy

# WORKING WITH US

The **Digital Marketing Blueprint** concept evolved from years of working with schools, many of which wanted to leverage their own internal resources to conduct their digital marketing campaigns themselves, but just didn't know where to start.

We recognized this need and created the Blueprint concept based on what we did as the front end of our managed services process. In other words, these are the same procedures that we use before starting the marketing for the schools that we service.

What we found was that most of the schools for whom we created a Blueprint decided to continue working with us in one capacity or another. In some cases, the school retained what they were comfortable doing while having us do the "heavy lifting" when it came to the technical or knowledge-intensive services. In other cases, schools give us full responsibility to do everything.

Because we guarantee it and allow the fees to roll over, we found that most of the schools we work with enjoy the Risk-Free aspect of the Blueprint. It creates a sort of "try before you buy" scenario. And we enjoy it because it allows us to work with the school on a fixed project and mutually determine if we are a good fit.

## Why Work With Us?

We specialize in working with schools; thus, all our processes and resources are dedicated to enrollment marketing. We often draw from our experiences of working with a school in one part of the country and apply that knowledge to a similar school in another part of the country.

## We Service What We Suggest

The Blueprint strategies are the culmination of intensive research and our own experiences managing marketing programs for schools. It's unlikely that we will not be able to help you with any aspect of our proposed strategies.

# OUR MANAGEMENT TEAM



**Simon**

**OPERATIONS MANAGER**

*"Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks"*



**Jonathan**

**SOCIAL MEDIA TEAM LEADER**

*"Marketing is no longer about the stuff that you make, but about the stories you tell."*

- Seth Godin



**Davina**

**CLIENT SUCCESS MANAGER**

*"I've always believed that if you put in the work, the results will come."*



**Chuck Bankoff**

**DIRECTOR OF WEB SERVICES**

*"There cannot be a crisis next week. My schedule is already full."*

- Henry Kissinger

# Online Marketing Proposal for Innovations Academy

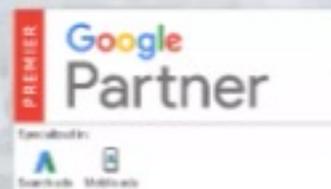
Saba Inc. Thanks You For the Opportunity to  
Join Your Team

03 / 08 / 2024

Joey Dusina

joey@sabaseo.com

858-277-1717



# PROJECT OVERVIEW

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| Client Information                      | Location   |
|---|--|
| Innovations Academy<br>Christine Kuglen | 619-379-9275<br>www.innovationsacademy.org<br>christine@innovationsacademy.org |

# CURRENT WEBSITE HOMEPAGE

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# PROJECT DESCRIPTION - CRAWL - WALK - RUN

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Phase I project (crawl) deliverables will focus on:

Based upon our conversation, to start creating a digital presence for your area for attendance the following is suggested.

- **Current Customer Website / On-Page SEO Optimization**
- **Local SEO - Google My Business/Map Listings**
- **Ongoing Search Engine Optimization (SEO) (**
  - For a Quicker movement to the First Page of Google Search Engine)

# PROJECT SERVICES

| Service Description  | One Time Fee          | Monthly Fee   |
|--|-----------------------|---|
| <p><b>Current Customer Website / On-Page SEO Optimization</b></p> <ul style="list-style-type: none"> <li>• <b>Make your Website Googlicious</b> Enhance your online presence based on your Googlicious report. Fixes include: SEO Structure, Enhance Code, Photo Compression, Increase Pagespeed and Create Social Media Linkage. <b>10 to 12 hours of estimated work.</b></li> </ul>  | <p>\$650</p> <p>*</p> |   |
| <b>Search Engine Optimization</b>  |                       |   |
| <p><b>Ongoing Search Engine Optimization (SEO)</b><br/>Monthly keyword search terms reviewed, website pages optimized, 4-6 blog posts written and posted to current blog (website), link building program (backlinks) National</p>   | *                     | <p>\$1200</p> <p>\$800 if combined with Local SEO</p> |
| <b>Google AdWords</b>  |                       |   |
| <p>Google AdWords PPC (Pay Per Click) Management<br/>Perform Comprehensive Keyword Research and Selection, Use of Proper Keyword Categorization, Matching Options and Ad Group Development, Write Effective Ad Copy<br/><b>Recommended Google Spend \$1,500 to \$2,000</b></p>   |                       | \$950   |
| <p><b>Including Call Tracking</b><br/>is a method used to track the sources of your phone calls and subsequent conversions. Call tracking allows to Link the number of incoming calls to the efficiency of an advertising channel. Make accurate calculations of ROI for marketing campaigns and use for training for those answering your phone calls.</p>  |                       |   |
| Campaign Creation & Set Up   | \$790                 |   |
| <b>Social Media</b>  |                       |   |
| <p><b>Local SEO - Google My Business/Map Listings</b><br/>With a Google My Business account, you get more than a business listing; also Google Search and Maps. Saba will create and manage over 100+ citations, <b>including Two Blogs a Month.</b></p> <ol style="list-style-type: none"> <li>1. Be consistent with your name and address.</li> <li>2. Use a local phone number.</li> <li>3. Include your tracked and main number.</li> <li>4. Keep your hours updated.</li> <li>5. Write a business description.</li> <li>6. Properly categorize your business</li> </ol> |                       | <p>\$795</p> <p>*</p>                                 |

|  |                     |                    |
|--|---------------------|--------------------|
| <p><b>Custom Affinity &amp; Intent Audiences</b></p> <p>This allows us to follow people who have visited your competitor's websites or any websites that we feel cater to similar audiences as you do. For this channel, we use banner display ads. This is extremely powerful from a digital presence perspective as it puts you in front of people who are in the market. The avg. cost per click is roughly .10 - .40 cents.</p> <p><b>Recommended PPC Spend \$300 to \$400</b></p> |                     | \$450              |
| <p>Campaign Creation &amp; Set Up</p>  | \$450               |                    |
| <b>Maintenance and Secured Hosting</b>   |                     |                    |
| <p><b>Secured Hosting, Analytics Dashboard, Maintenance</b></p> <p>Https (SSL certificate) maintained hosting, 99.9% uptime, weekly system backups, regular security audits, performance marketing and analytic reporting dashboard, <i>1 hour of content updates included.</i></p>  |                     | \$100<br>*         |
| <p><b>Digital Dashboard</b></p> <p>A digital dashboard is an information management tool that is used to track KPIs, metrics, and other key data points relevant to your business</p>  |                     | No Charge          |
| <b>Service Totals</b>  |                     |                    |
|  | <b>One Time Fee</b> | <b>Monthly Fee</b> |
|  | \$0                 | \$0                |
| <b>Package Discount</b>  |                     |                    |
|  |                     |                    |

## Quotes

Prices valid for 30 days from date on your quote. Pricing is subject to change.

## SERVICE ACCEPTANCE

Your initial below signifies the service acceptance only, a formal contract and billing information request will be sent after agreement is signed.

|          |  |
|----------|--|
| Initials | Date  |
|----------|--|







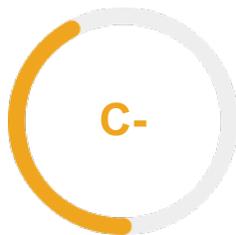
**Online Marketing Googlicious Report for  
Innovations Academy  
[innovationsacademy.org](http://innovationsacademy.org)**

Courtesy of Joey Dusina  
Saba, Inc. 3954 Murphy Canyon RD. #D201  
San Diego, CA 92123  
(858) 277-1717 | [sabaseo.com](http://sabaseo.com)

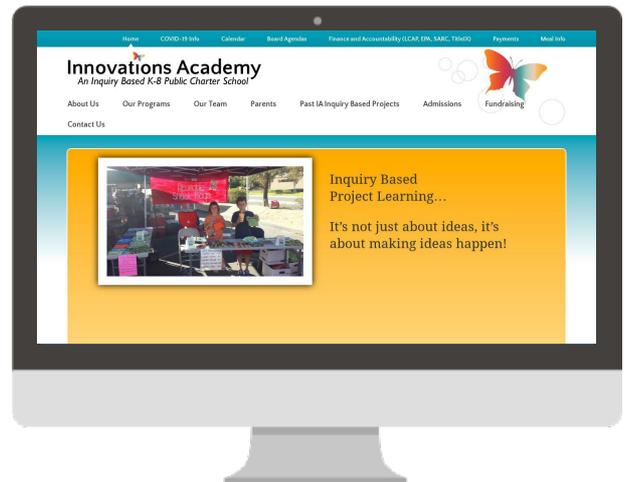
# Website Report for innovationsacademy.org

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

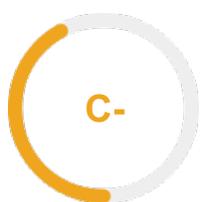
## Audit Results for innovationsacademy.org



Your page could be better



## On-Page SEO Results



### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

## Title Tag



You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Innovations Academy | a project based learning charter school focused on inquiry

Length : 80

Title tags are very important for search engines to correctly understand and categorize your content.

## Meta Description Tag



Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

## SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://innovationsacademy.org> ⓘ

Innovations  
Academy

## Hreflang Usage



Your page is not making use of Hreflang attributes.

## Language



Your page is using the lang attribute.

Declared: en-US

## H1 Header Tag Usage



Your page has a H1 Tag.

### Tag Value

H1

## H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

## Header Tag Frequency

|    |   |                                 |
|----|---|---------------------------------|
| H2 | 4 | <div style="width: 33%;"></div> |
| H3 | 2 | <div style="width: 16%;"></div> |
| H4 | 0 |                                 |
| H5 | 0 |                                 |
| H6 | 0 |                                 |

## Tag Value

|    |  |
|----|--|
| H2 | We're Different                        |
| H2 | Here's Why                             |
| H2 | Learn More...                          |
| H2 | Finance and Accountability (LCAP, EPA) |
| H3 | Menu                                   |
| H3 | Newsletter Signup Form                 |

## Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 394

It has been well researched that higher text content volumes are related to better ranking ability in general.

## Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 10 images on your page and 9 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

### # Image link

|   |   |
|---|---|
| 1 | <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2017/09/HLCShakespeareArt-450x338.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2017/09/HLCShakespeareArt-450x338.jpg</a>         |
| 2 | <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2016/02/Nov2015FarmersMarket2-450x253.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2016/02/Nov2015FarmersMarket2-450x253.jpg</a> |
| 3 | <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2013/03/Picture-055-450x337.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2013/03/Picture-055-450x337.jpg</a>                     |
| 4 | <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2013/12/websitebutterflies-450x336.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2013/12/websitebutterflies-450x336.jpg</a>       |
| 5 | <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/01/4thfieldtrip2014B-450x337.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/01/4thfieldtrip2014B-450x337.jpg</a>         |
| 6 | <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/03/IA-Logo-blue-450x466.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/03/IA-Logo-blue-450x466.jpg</a>                   |

- 7 <https://innovationsacademy.org/wp-ia/wp-content/uploads/2013/02/ball-450x365.jpg>
- 8 <https://innovationsacademy.org/wp-ia/wp-content/uploads/2017/09/HLCShakespeareArt-450x338.jpg>
- 9 <https://innovationsacademy.org/wp-ia/wp-content/uploads/2016/02/Nov2015FarmersMarket2-450x253.jpg>

### Canonical Tag



Your page has more than one Canonical Tag. Each page should only have a single Canonical Tag

The Canonical Tag tells Search Engines the primary URL of a page. URLs can have multiple versions due to things like parameters being passed or www and non-www versions resulting in potential duplicate content. Google recommends all pages specify a Canonical.

/

<https://innovationsacademy.org/>

### Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

### Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

### SSL Enabled



Your website has SSL enabled.

### HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

### Robots.txt



Your website appears to have a robots.txt file.

<http://innovationsacademy.org/robots.txt>

### Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

### XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

### Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

## Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

## Rankings

### Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

| Keyword                       | Country & Language | Position | Total Searches | Estimated Traffic |                                  |
|-------------------------------|--------------------|----------|----------------|-------------------|----------------------------------|
| innovations academy           | EN                 | 1        | 12,100         | 3,678             | <div style="width: 30%;"></div>  |
| innovative academy            | ES                 | 8        | 12,100         | 238               | <div style="width: 2%;"></div>   |
| scholastic book fair          | EN                 | 87       | 90,500         | 190               | <div style="width: 0.2%;"></div> |
| scholastic book fair          | ES                 | 32       | 90,500         | 190               | <div style="width: 0.2%;"></div> |
| scholastic book fairs         | ES                 | 47       | 90,500         | 190               | <div style="width: 0.2%;"></div> |
| brookhaven innovation academy | EN                 | 89       | 74,000         | 155               | <div style="width: 0.2%;"></div> |
| brookhaven innovation academy | ES                 | 91       | 74,000         | 155               | <div style="width: 0.2%;"></div> |
| innovators academy            | EN                 | 13       | 12,100         | 71                | <div style="width: 0.6%;"></div> |
| innovation academy            | EN                 | 14       | 12,100         | 67                | <div style="width: 0.6%;"></div> |
| innovation academy san diego  | EN                 | 1        | 210            | 63                | <div style="width: 0.3%;"></div> |

### Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



**5,763**  
Monthly  
Traffic  
Volume

## Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

| Position        | Keywords |
|-----------------|----------|
| Position 1      | 6        |
| Position 2-3    | 7        |
| Position 4-10   | 23       |
| Position 11-20  | 56       |
| Position 21-30  | 28       |
| Position 31-100 | 268      |

## Links

### Backlink Summary



You have a moderate level of backlink activity to this page.



Domain  
Strength



Page  
Strength

 1k

Backlinks

 280

Referring Domains

 567

Nofollow  
Backlinks

 467

Dofollow  
Backlinks

 7

Edu  
Backlinks

 5

Gov  
Backlinks

 246

Subnets

 302

IPs



## Top Backlinks

These are the highest value external pages we have found linking to your site.

| Domain strength | Referring Page URL  |
|-----------------|---|
| 100             | <a href="https://en.wikipedia.org/wiki/List_of_primary_and_secondary_schools_in_San_Diego">https://en.wikipedia.org/wiki/List_of_primary_and_secondary_schools_in_San_Diego</a>                                       |
| 97              | <a href="https://www.cde.ca.gov/SchoolDirectory/details?cdscode=37683380118083">https://www.cde.ca.gov/SchoolDirectory/details?cdscode=37683380118083</a>   |
| 94              | <a href="https://nces.ed.gov/transfer.asp?location=innovationsacademy.org">https://nces.ed.gov/transfer.asp?location=innovationsacademy.org</a>   |
| 93              | <a href="https://www.huffpost.com/entry/remembering-high-school_b_11967848">https://www.huffpost.com/entry/remembering-high-school_b_11967848</a>   |
| 92              | <a href="https://charterchat.podbean.com/">https://charterchat.podbean.com/</a>   |
| 90              | <a href="https://espanol.century21.com/escuelas/escuelas-en-92115/innovations-academy/O5700070468-LZ92115">https://espanol.century21.com/escuelas/escuelas-en-92115/innovations-academy/O5700070468-LZ92115</a>       |
| 90              | <a href="https://www.century21.com/schools/san-diego-ca-schools/innovations-academy/O5700070468-LCCASANDIEGO">https://www.century21.com/schools/san-diego-ca-schools/innovations-academy/O5700070468-LCCASANDIEGO</a> |
| 90              | <a href="https://radiopublic.com/the-art-of-vc-6vwLDI/s1%21904c7">https://radiopublic.com/the-art-of-vc-6vwLDI/s1%21904c7</a>   |
| 90              | <a href="https://www.yellowpages.com/alpine-ca/charter-schools">https://www.yellowpages.com/alpine-ca/charter-schools</a>   |
| 90              | <a href="https://www.usgbc.org/organizations/innovations-academy">https://www.usgbc.org/organizations/innovations-academy</a>   |



## Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.

| URL   | Backlinks |
|---|-----------|
| <a href="https://innovationsacademy.org/">https://innovationsacademy.org/</a>   | 344       |
| <a href="http://innovationsacademy.org/">http://innovationsacademy.org/</a>   | 238       |
| <a href="https://innovationsacademy.org/parents/calendar-schedule/">https://innovationsacademy.org/parents/calendar-schedule/</a>                                 | 62        |
| <a href="http://www.innovationsacademy.org/">http://www.innovationsacademy.org/</a>   | 47        |
| <a href="https://innovationsacademy.org/admissions/how-to-apply/">https://innovationsacademy.org/admissions/how-to-apply/</a>                                     | 36        |
| <a href="https://innovationsacademy.org/our-programs/academic-curriculum/">https://innovationsacademy.org/our-programs/academic-curriculum/</a>                   | 32        |
| <a href="https://innovationsacademy.org/contact-us/school-information/">https://innovationsacademy.org/contact-us/school-information/</a>                         | 16        |
| <a href="http://innovationsacademy.org/wp-ia/wp-content/uploads/2017/10/using_s...">http://innovationsacademy.org/wp-ia/wp-content/uploads/2017/10/using_s...</a> | 9         |
| <a href="https://innovationsacademy.org/our-programs/programs/">https://innovationsacademy.org/our-programs/programs/</a>   | 9         |
| <a href="https://innovationsacademy.org/our-team/administration/">https://innovationsacademy.org/our-team/administration/</a>                                     | 9         |

## Top Anchors by Backlinks



These are the top pieces of Anchor Text we found used to link to your site.

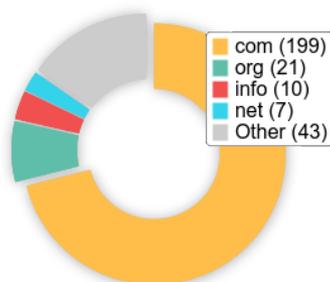
| Anchor  | Backlinks |
|---|-----------|
| Go Now  | 107       |
| innovations academy a project based learning charter school focused | 88        |
| Innovations Academy   | 56        |
| innovationsacademy.org  | 55        |
| Innovationsacademy.org  | 54        |
| innovationsacademy  | 38        |
| Go Learning   | 34        |
| Innovations Academy Charter School                                  | 26        |
| https://innovationsacademy.org/                                     | 24        |

## Top Referring Domain Geographies

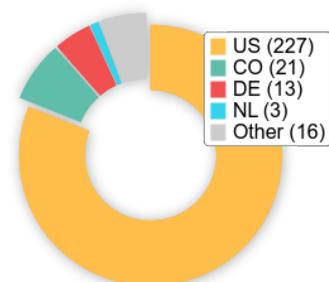


These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



## On-Page Link Structure



We found 72 total links. 3% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

| Anchor   | Type     | Follow/Nofollow |
|--|----------|-----------------|
| https://innovationsacademy.org/                              | Internal | Follow          |
| https://innovationsacademy.org/covid19-info/                 | Internal | Follow          |
| https://innovationsacademy.org/parents/calendar-schedule/    | Internal | Follow          |
| https://innovationsacademy.org/our-team/board/board-age-nda/ | Internal | Follow          |
| https://innovationsacademy.org/finance/                      | Internal | Follow          |

|   |          |        |
|---|----------|--------|
| <a href="https://innovationsacademy.org/payments/">https://innovationsacademy.org/payments/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/meals/lunch-form/">https://innovationsacademy.org/parents/meals/lunch-form/</a>                                 | Internal | Follow |
| <a href="https://innovationsacademy.org">https://innovationsacademy.org</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/">https://innovationsacademy.org/about-us/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/mission-values/">https://innovationsacademy.org/about-us/mission-values/</a>                                   | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/our-story/">https://innovationsacademy.org/about-us/our-story/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/founders/">https://innovationsacademy.org/about-us/founders/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/photos-videos/">https://innovationsacademy.org/about-us/photos-videos/</a>                                     | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/our-favorite-links/">https://innovationsacademy.org/about-us/our-favorite-links/</a>                           | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/faqs/">https://innovationsacademy.org/about-us/faqs/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/accountability/">https://innovationsacademy.org/about-us/accountability/</a>                                   | Internal | Follow |
| <a href="https://innovationsacademy.org/about-us/testimonials/">https://innovationsacademy.org/about-us/testimonials/</a>                                       | Internal | Follow |
| <a href="https://innovationsacademy.org/our-programs/">https://innovationsacademy.org/our-programs/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/our-programs/programs/">https://innovationsacademy.org/our-programs/programs/</a>                                       | Internal | Follow |
| <a href="https://innovationsacademy.org/our-programs/academic-curriculum/">https://innovationsacademy.org/our-programs/academic-curriculum/</a>                 | Internal | Follow |
| <a href="https://innovationsacademy.org/our-programs/social-emotional-curriculum/">https://innovationsacademy.org/our-programs/social-emotional-curriculum/</a> | Internal | Follow |
| <a href="https://innovationsacademy.org/our-programs/extended-care/">https://innovationsacademy.org/our-programs/extended-care/</a>                             | Internal | Follow |
| <a href="https://innovationsacademy.org/our-team/">https://innovationsacademy.org/our-team/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/our-team/teachers-directory/">https://innovationsacademy.org/our-team/teachers-directory/</a>                           | Internal | Follow |
| <a href="https://innovationsacademy.org/our-team/teacher-assistants/">https://innovationsacademy.org/our-team/teacher-assistants/</a>                           | Internal | Follow |
| <a href="https://innovationsacademy.org/our-team/support-staff/">https://innovationsacademy.org/our-team/support-staff/</a>                                     | Internal | Follow |
| <a href="https://innovationsacademy.org/our-team/administration/">https://innovationsacademy.org/our-team/administration/</a>                                   | Internal | Follow |
| <a href="https://innovationsacademy.org/our-team/board/">https://innovationsacademy.org/our-team/board/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/">https://innovationsacademy.org/parents/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/pa-committees/">https://innovationsacademy.org/parents/pa-committees/</a>                                       | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/current-news/">https://innovationsacademy.org/parents/current-news/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/school-supply-list/">https://innovationsacademy.org/parents/school-supply-list/</a>                             | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/forms/">https://innovationsacademy.org/parents/forms/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/fundraising/">https://innovationsacademy.org/parents/fundraising/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/learning-at-home/">https://innovationsacademy.org/parents/learning-at-home/</a>                                 | Internal | Follow |

|   |          |        |
|---|----------|--------|
| <a href="https://innovationsacademy.org/parents/extended-care/">https://innovationsacademy.org/parents/extended-care/</a>                       | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/volunteer-opportunities/">https://innovationsacademy.org/parents/volunteer-opportunities/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/parents/lcap/">https://innovationsacademy.org/parents/lcap/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/class-portfolios/">https://innovationsacademy.org/class-portfolios/</a>                                 | Internal | Follow |
| <a href="https://innovationsacademy.org/admissions/">https://innovationsacademy.org/admissions/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/admissions/how-to-apply/">https://innovationsacademy.org/admissions/how-to-apply/</a>                   | Internal | Follow |
| <a href="https://innovationsacademy.org/admissions/lottery-information/">https://innovationsacademy.org/admissions/lottery-information/</a>     | Internal | Follow |
| <a href="https://innovationsacademy.org/admissions/accepted-applicants/">https://innovationsacademy.org/admissions/accepted-applicants/</a>     | Internal | Follow |
| <a href="https://innovationsacademy.org/admissions/school-tours/">https://innovationsacademy.org/admissions/school-tours/</a>                   | Internal | Follow |
| <a href="https://innovationsacademy.org/admissions/application-form/">https://innovationsacademy.org/admissions/application-form/</a>           | Internal | Follow |
| <a href="https://innovationsacademy.org/fundraising/">https://innovationsacademy.org/fundraising/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/fundraising/donate/">https://innovationsacademy.org/fundraising/donate/</a>                             | Internal | Follow |
| <a href="https://innovationsacademy.org/fundraising/escrip/">https://innovationsacademy.org/fundraising/escrip/</a>                             | Internal | Follow |
| <a href="https://innovationsacademy.org/fundraising/scholastic-book-fair/">https://innovationsacademy.org/fundraising/scholastic-book-fair/</a> | Internal | Follow |
| <a href="https://innovationsacademy.org/contact-us/">https://innovationsacademy.org/contact-us/</a>   | Internal | Follow |
| <a href="https://innovationsacademy.org/contact-us/school-information/">https://innovationsacademy.org/contact-us/school-information/</a>       | Internal | Follow |
| <a href="https://innovationsacademy.org/contact-us/tours/">https://innovationsacademy.org/contact-us/tours/</a>                                 | Internal | Follow |
| <a href="http://www.goodreads.com/author/show/733013.Caroline_Pratt">http://www.goodreads.com/author/show/733013.Caroline_Pratt</a>             | External | Follow |
| <a href="http://www.goodreads.com/work/quotes/1570859">http://www.goodreads.com/work/quotes/1570859</a>   | External | Follow |
| <a href="https://innovationsacademy.org/title-ix-information/">https://innovationsacademy.org/title-ix-information/</a>                         | Internal | Follow |
| <a href="https://innovationsacademy.org/complaint-information/">https://innovationsacademy.org/complaint-information/</a>                       | Internal | Follow |

## Usability

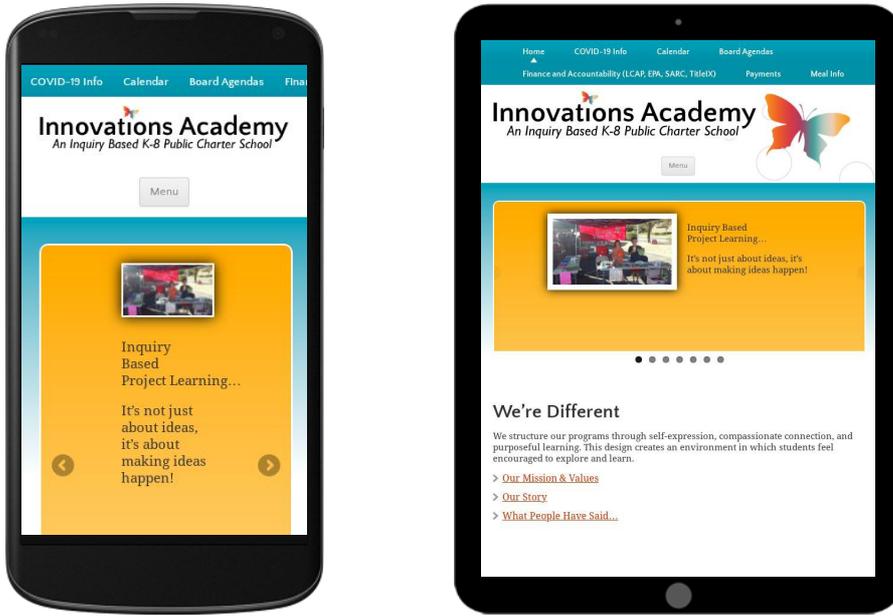


### Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

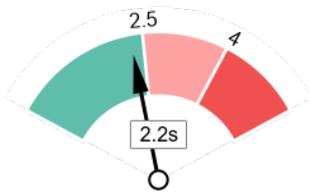


## Google's Core Web Vitals

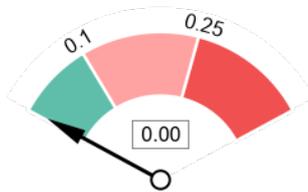
Your page has passed Google's Core Web Vitals assessment.



Largest Contentful Paint (LCP)



Cumulative Layout Shift (CLS)



## Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



## Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



About 160,000,000 results (0.48 seconds)

Showing results for **innovations academy**  
Search instead for innovationsacademy

**Innovations Academy**  
https://innovationsacademy.org

### Innovations Academy | a project based learning charter school ...

We structure our programs through self-expression, compassionate connection, and purposeful learning. This design creates an environment in which students feel ...

#### Calendar & Schedule

Calendar & Schedule · 2023-24 School Calendar (dates ...)

#### Our Programs

Our experiences in HLC classroom are not dictated by traditional ...

#### Teacher Directory

Teacher Directory · Chrystal Duce, Teacher, Kindergarten Teacher ...

#### School Information

General Contact Information. Innovations Academy looks ...

[More results from innovationsacademy.org](#)

**GreatSchools**  
https://www.greatschools.org/california/24790-Inn...

### Innovations Academy - San Diego, California - CA

Innovations Academy located in San Diego, California - CA. Find Innovations Academy test scores, student-teacher ratio, parent reviews and teacher stats.

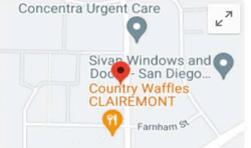
Rating: 3.7 · 55 votes

**California Department of Education (.gov)**  
https://www.cde.ca.gov/sd/profile/details

### School Profile: Innovations Academy

School Details ; Innovations Academy - San Diego Unified (District Profile) · San Diego · 5454 Ruffin Rd. San Diego 92123-1313 · (858) 271-1414.

**Yelp**



## Innovations Academy

3.5 ★★★★★ 25 Google reviews

Charter school in San Diego, California

Website Directions Save Call

**Address:** 5454 Ruffin Rd, San Diego, CA 92123

**Tax ID:** 26-0418421

**Phone:** (858) 271-1414

**District:** San Diego Unified School District

**Lowest grade:** Kindergarten

**Highest grade:** Eighth Grade

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)

[Add business hours](#)

### Reviews

[Write a review](#) [Add a photo](#)

25 Google reviews

"My son enjoyed his time here more than any other school."  
★★★★★

"Not the best school, lots of great teachers, but it has really gone downhill."  
★★★☆☆

Last One on Page

Map of San Diego showing various charter schools with details for each, including ratings and contact information. The map is centered on the city of San Diego, showing major roads and landmarks.

Map of San Diego showing various charter schools with details for each, including ratings and contact information. The map is centered on the city of San Diego, showing major roads and landmarks.

| Lab Data                 | Value  | Opportunities                       | Estimated Savings |
|--------------------------|--------|-------------------------------------|-------------------|
| First Contentful Paint   | 3.1 s  |                                     |                   |
| Speed Index              | 5.3 s  | Serve images in next-gen formats    | 5.42 s            |
| Largest Contentful Paint | 5.8 s  | Defer offscreen images              | 4.89 s            |
| Time to Interactive      | 7 s    | Properly size images                | 4.69 s            |
| Total Blocking Time      | 0.06 s | Efficiently encode images           | 3.71 s            |
| Cumulative Layout Shift  | 1.364  | Eliminate render-blocking resources | 1.7 s             |

## Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



| Lab Data                 | Value | Opportunities                       | Estimated Savings |
|--------------------------|-------|-------------------------------------|-------------------|
| First Contentful Paint   | 1 s   |                                     |                   |
| Speed Index              | 1.6 s | Serve images in next-gen formats    | 0.7 s             |
| Largest Contentful Paint | 1.7 s | Efficiently encode images           | 0.52 s            |
| Time to Interactive      | 1 s   | Eliminate render-blocking resources | 0.46 s            |
| Total Blocking Time      | 0 s   |                                     |                   |
| Cumulative Layout Shift  | 1.284 |                                     |                   |

### Flash Used?

No Flash content has been identified on your page.



### iFrames Used?

Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.



### Favicon

Your page has specified a favicon.



## Email Privacy



Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

| Line | Email                       |
|------|-----------------------------|
| 502  | info@innovationsacademy.org |

## Legible Font Sizes



The text on your page appears to be legible across devices.

## Tap Target Sizing



Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

| Element Label | CSS Selector  | HTML Block  |
|---------------|---|---|
| About Us      | div.menu-main-menu-container > ul#menu-footer > li.nav1-about > a   | <a href="https://innovationsacademy.org/about-us/">     |
| Our Programs  | div.menu-main-menu-container > ul#menu-footer > li.menu-item > a    | <a href="https://innovationsacademy.org/our-programs/"> |
| Fundraising   | div.menu-main-menu-container > ul#menu-footer > li.menu-item > a    | <a href="https://innovationsacademy.org/fundraising/">  |
| Contact Us    | div.menu-main-menu-container > ul#menu-footer > li.nav1-last > a    | <a href="https://innovationsacademy.org/contact-us/">   |
| Our Team      | div.menu-main-menu-container > ul#menu-footer > li.menu-item > a    | <a href="https://innovationsacademy.org/our-team/">     |
| 1             | div#main_slider > ol.flex-control-nav > li > a                      | <a class="">  |
| 2             | div#main_slider > ol.flex-control-nav > li > a.flex-active          | <a class="flex-active">                                 |
| 3             | div#main_slider > ol.flex-control-nav > li > a                      | <a>   |
| 4             | div#main_slider > ol.flex-control-nav > li > a                      | <a>   |
| 5             | div#main_slider > ol.flex-control-nav > li > a                      | <a>   |
| 6             | div#main_slider > ol.flex-control-nav > li > a                      | <a>   |
| Parents       | div.menu-main-menu-container > ul#menu-footer > li.nav1-parents > a | <a href="https://innovationsacademy.org/parents/">      |

# Performance Results



## Your performance is good

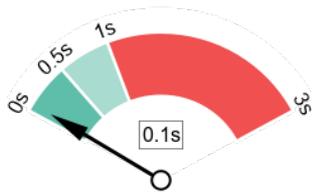
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

### Page Speed Info

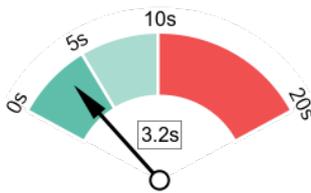
Your page loads in a reasonable amount of time.



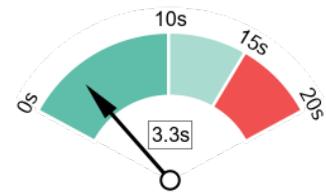
Server Response



All Page Content Loaded



All Page Scripts Complete

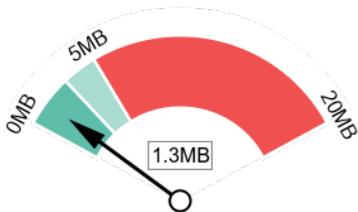


### Download Page Size

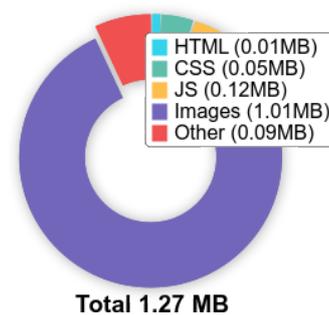
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

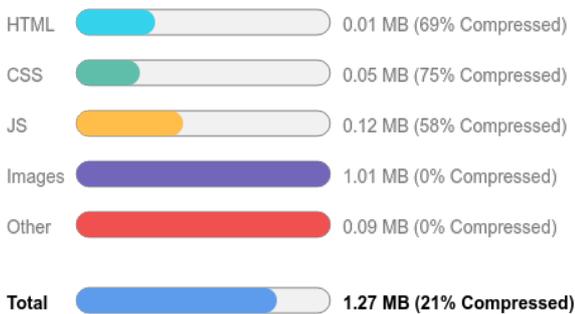


### Website Compression (Gzip, Deflate, Brotli)

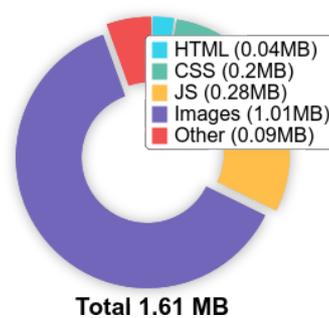
Your website appears to be using a reasonable level of compression.



Compression Rates

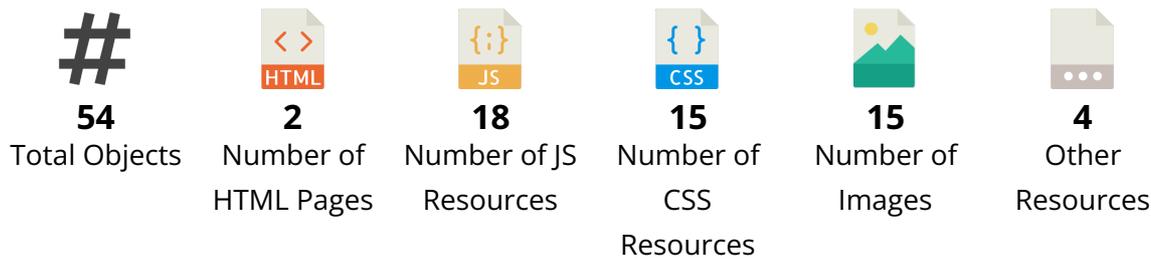


Raw Page Size Breakdown



## Number of Resources i

This check displays the total number of files that need to be retrieved from web servers to load your page.



## Google Accelerated Mobile Pages (AMP) i

This page does not appear to have AMP Enabled.

### AMP Indicator

|                                 |   |
|---------------------------------|---|
| AMP Related Doctype Declaration | ✗ |
| AMP Runtime                     | ✗ |
| AMP CSS Boilerplate             | ✗ |
| Embedded Inline Custom CSS      | ✗ |
| AMP Images                      | ✗ |
| AMP HTML Canonical Link         | ✓ |

## HTTP2 Usage ✓

Your website is using the recommended HTTP/2+ protocol.

## Optimize Images ✗

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

| Image   | Save Size | Save Percentage |
|---|-----------|-----------------|
| <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/03/IA-L-ogo-blue.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/03/IA-L-ogo-blue.jpg</a>                                 | 578.39KiB | 92%             |
| <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/01/4thfi-eldtrip2014B.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2015/01/4thfi-eldtrip2014B.jpg</a>                       | 58.48KiB  | 44%             |
| <a href="https://innovationsacademy.org/wp-ia/wp-content/uploads/2016/02/Nov2015FarmersMarket2-720x405.jpg">https://innovationsacademy.org/wp-ia/wp-content/uploads/2016/02/Nov2015FarmersMarket2-720x405.jpg</a> | 39.84KiB  | 29%             |

## Minification ✓

All your JavaScript and CSS files appear to be minified.

## Deprecated HTML ✓

No deprecated HTML tags have been found within your page.

## Social Results



### Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

#### Facebook Connected

No associated Facebook Page found as a link on your page.



#### Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

#### Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

#### Twitter Connected

No associated Twitter profile found as a link on your page.



#### Twitter Activity

No associated Twitter profile found as a link on your page.



#### Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

#### YouTube Activity

No associated YouTube channel found linked on your page.



# Local SEO

## Address & Phone Shown on Website



Address and phone number visible on the page.

Phone +1 858 271 1414

Address 5454 Ruffin Road, San Diego, CA 92123

## Local Business Schema



No Local Business Schema identified on the page.

## Google Business Profile Identified



A Google Business Profile was identified that links to this website.

 Innovations Academy

## Google Business Profile Completeness



The important business details are present on the Google Business Profile.

Address 5454 Ruffin Rd, San Diego, CA 92123

Phone +1 858 271 1414

Site <http://innovationsacademy.org/>

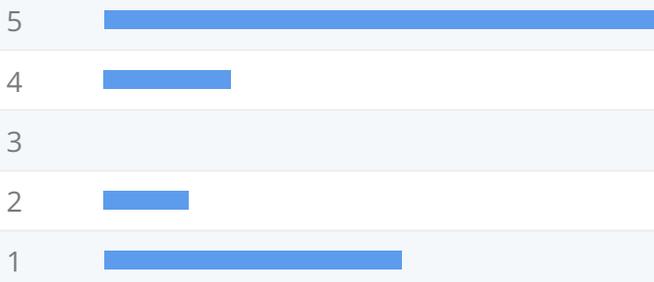
## Google Reviews



Your Google Business Profile has a low rating or low number of reviews.

3.5  25 reviews

### Rating



## Keywords Found By Botts: [www.innovationsacademy.org](http://www.innovationsacademy.org)

innovation academy  
innovations academy  
innovative charter schools  
innovation academy charter school  
innovation charter school  
innovations academy san diego  
lcap meaning  
danielle strachman  
innovation academy charter  
innovation academy photos  
scholastic book fair org.  
innovations academy calendar  
academic curriculum  
innovations public charter school  
san diego civic dance arts  
innovation acadamy  
innovation academy  
innovations academy the dalles  
treering sign in  
innovation charter  
innovation academy las vegas  
innovative academy  
hello families  
innovations learning academy  
academy of innovations  
innovations learning  
project based schools near me  
5454 ruffin road  
innovations charter  
nora bowman  
east bay innovation academy calendar  
innovation academy springfield photos  
san diego civic dance  
innovation academy san diego  
innovations academy photos  
academy san diego  
innovation academy calendar  
innovation academy application  
innovation academy logo  
camp oliver california  
innovation academy bell schedule  
camp oliver descanso  
poway charter schools  
innovations high school photos

devin woodruff



Search Engine Marketing & Consulting

## Final Thoughts

The internet is one of the most important marketing channels and if leveraged correctly can help you significantly increase your business.

Now that you have seen your results, let us help you become Googlicious. When Google likes your website, you significantly increase the potential of attracting more clients and future businesses to your company.

I look forward meeting in person, learning more about you company, your amazing team and your practices.

*Be Googlicious!*

### Joey Dusina

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