Booking an open morning on a phone: six checks

Six places the path gets shorter. Check each on a phone, because that is where most parents arrive from. Tick off what already works; what is left is the fix list.

☐ 1. The visit button is on the first screen

Without scrolling, a parent sees a button that says Book a visit, Open morning or Come and see us. Not a menu item, a button.

How to check: load the homepage on your own phone with the browser bar showing. If you scroll before you find it, so do they. Most schools we look at have it on the second to fifth screen.

☐ 2. The next date is on the page, and it is in the future

The open events page shows the next open morning with its date and a way to book. No date that has passed, no "details to follow", no events panel that says there is nothing coming up while a date is open for booking.

How to check: read the events page and the homepage events panel today, and put a note in the diary to read them the day after each open morning.

☐ 3. Search lands on the booking page, not near it

A parent who searches "[school name] open morning" should land on the page where they can book, not on the Admissions overview with the booking five screens down.

How to check: search it on a phone, tap the first result for your school, and count the screens to the booking button. The answer should be one.

☐ 4. The form asks for four things

Parent name, email, the child's year of entry and the date they would like. Everything else can wait until they are in the building. Each extra field loses a share of the parents who started.

How to check: count the fields, including the ones marked optional. Anything beyond four earns its place or goes.

☐ 5. Fees and the admissions phone number are one tap away

Before committing a Saturday morning a parent wants two things: what it costs, and a person to ask. Fees are on the fees page without handing over a name and email first; the admissions number is on the first screen of the admissions page and dials when tapped.

How to check: find the termly fee from the homepage in three taps or fewer. Tap the phone number; if the phone does not offer to dial, it is text, not a link.

☐ 6. The confirmation tells them what happens next

Within a minute of booking, the parent gets an email with the date, the time, where to park, who will meet them and a name to reply to. A thank-you page with none of that is where parents start to wonder whether it worked.

How to check: book a place yourself from a personal email address and read what arrives, on a phone.

What one booking is worth. At Hertfordshire prep fees, one extra pupil is £15,000 to £28,000 a year, and £120,000 to £175,000 if they join in Reception and stay to Year 6. A booking path that loses one family in ten is the most expensive page on the site.

The £499 report checks these six on your own site, ranks the fixes in the order they affect admissions, and adds what parents are told about your school across search, listings sites and chat assistants. The free check comes first: write to daniel@daio.uk and we send the questions we ask about your school, and what came back.

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