



CLIKITI RESEARCH · STATE OF THE WEB · Q4 2026

The State of School Websites 2026

68%

of 114 private school and tutoring websites show what the school costs without the parent having to ask.

74/100

median overall score

3 of 6

questions parents ask that a typical site answers

80%

fail WCAG 1.4.3: text contrast passes 4.5:1

For small agencies and freelancers who sell websites to private schools and tutoring centres. Free to use and cite under CC BY 4.0. Credit Clikiti with a link.

CLIKITI INDEX · THE STATE OF SCHOOL WEBSITES, 2026

What parents find in the *first ten minutes*

We read the websites of 114 independent schools and small private schools and tutoring and learning centres in the US the way a parent does: on a phone, with the questions a family asks first.

§1	The questions parents ask
§2	How the three kinds of school compare
§3	Four report cards
§4	Who the site leaves out
§5	Method in brief
§6	What this means for agencies
A	Methodology
B	Schools in this study



Fig. 0. Where the choice is made: on a sofa, in the evening, on a phone or a tablet. Generated image; the people are fictional.

Summary

Parents ask six questions. The median

READING NOTE
Figures come from automated scans of 114 school websites in the US. Results are anonymous except one best-in-class school. Margin of error: ±9.2 points at 95% confidence for a share of all 114 sites (Independent schools ±12.9, Small private schools ±17.6, Tutoring and learning centres ±19.6). Footnotes are at the end.

site answers **three.**

Across 114 school websites, the median site answers three of the six parent questions this edition can test. 68% show tuition in dollars on the home page or a page it links to; 59% let a family book a tour or open day online.¹

74_{/100} Median Clikiti score across all 114 sites.	68% of sites show what the school costs without asking.	59 schools show the price and let a family book a visit online.	80% have text that fails the WCAG contrast minimum.
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Open day. Most families have read the website long before they walk up this path.

§1

The questions parents *actually* ask

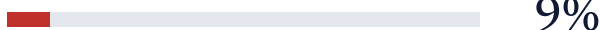
We turned six parent questions into six checks. The bars show how many sites answer each one without making the parent ask.

WHY THIS ORDER

A parent decides in this order: can we afford it, can we get in, can we visit. A site that makes the family guess at the first one often loses them before the second.

Can I reach a person?

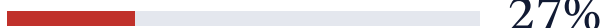
Phone and email tappable, hours stated



9%

Is it recognised?

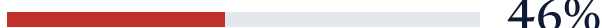
Accreditation shown



27%

When are the holidays?

Term dates published as a page



46%

Can we visit?

A tour or open day can be booked online



59%

What does it cost?

Tuition or fees shown without asking



68%

Can we afford it?

Financial aid or payment plans explained



76%

Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered. The questions were written for schools: tutoring centres rarely publish tuition or open days, so their rates for fees and tours are not comparable with schools.

§2

Three kinds of school, *side by side*

Independent schools (58): median score 73, fees shown on 91%, a visit bookable online on 72%. Small private schools (31): median score 75, fees shown on 74%, a visit bookable online on 77%. Tutoring and learning centres (25): median score 78, fees shown on 4%, a visit bookable online on 4%. The parent questions were written for schools, so the tutoring rates for fees and visits are not comparable.

ON SCORING

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the school. The parent-question checks are reported separately and do not feed it.²

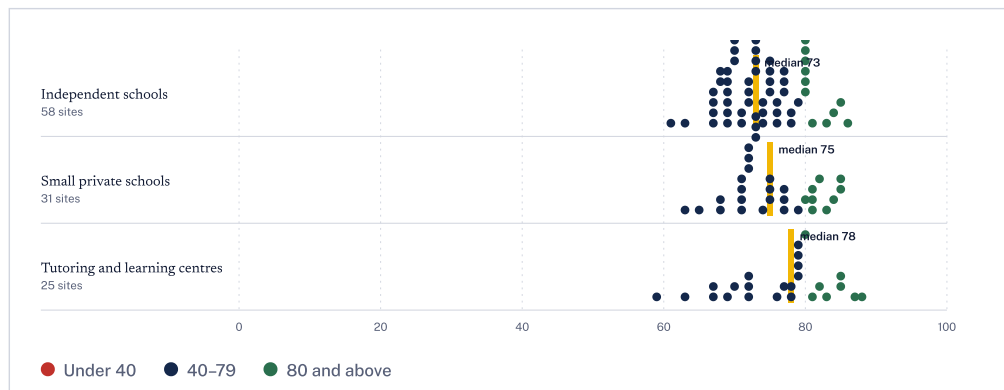


Figure 2. Overall score out of 100, one dot per school. The yellow mark is the median for each type.

Best in class

Emerson Waldorf School

Small private school, Chapel Hill, NC. It answers 4 of the 6 parent questions this edition tests, passes every speed and accessibility check. Its overall website score is 85/100. Named

as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-13 with pop-ups closed. Visit emersonwaldorf.org

WHAT IT DOES WELL

- Shows what it costs without the family having to ask: “Tuition EC Half-Day: \$15,730”
- Lets a family book a visit online, from a “Plan A Visit” action
- States its accreditation (“SAIS”)
- Explains financial aid on its tuition page
- Real phone visitors see the main content in 1.7 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)
- No text fails the WCAG 1.4.3 contrast minimum
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: usability 100, accessibility 99, SEO 95, trust 94

WHERE IT COULD STILL IMPROVE

- Term dates: the calendar page builds its dates in the browser, so the page a phone or search engine first receives carries none
- Contact: the phone number is not a tappable link, and office hours are not stated
- Speed pillar 45/100 (driven by the throttled mobile Lighthouse run; real phone visitors load it fast)

Four report cards

Four real sites from this edition, one strong, two in the middle and one weak. Each card shows the kind of moment its findings describe; the school itself stays anonymous, and each subject grade is computed from the checks above. The large letter on each card is the overall website score, not the parent checks.



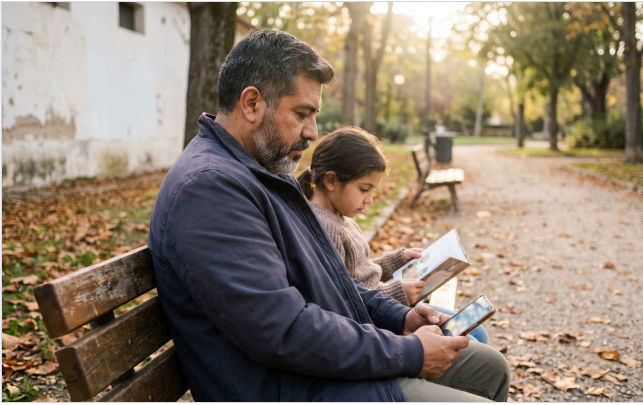
Independent schools, South

INDEPENDENT SCHOOLS, SOUTH · SCORE 73

Answers 6 of 6 parent questions. Passes every check in this edition.

REPORT · AUTUMN TERM 2026		C
Independent schools, South		
ADMISSIONS	A	
TRANSPARENCY	A	
DAILY LIFE	A	
ACCESSIBILITY	A	
SPEED	A	
OVERALL SCORE 73 / 100		<i>Clikiti</i>

REPORT · AUTUMN TERM 2026		B
Small private schools, Midwest		
ADMISSIONS	A	
TRANSPARENCY	C	
DAILY LIFE	C	
ACCESSIBILITY	C	
SPEED	F	
OVERALL SCORE 79 / 100		<i>Clikiti</i>



Small private schools, Midwest

SMALL PRIVATE SCHOOLS, MIDWEST · SCORE 79

Answers 4 of 6 parent questions. Fails: Accreditation shown; Phone and email tappable, hours stated; Loads in under 2.5 s on a phone; Text contrast passes 4.5:1.



Independent schools, West

INDEPENDENT SCHOOLS, WEST · SCORE 80

Answers 2 of 6 parent questions. Fails: A tour or open day can be booked online; Accreditation shown; Term dates published as a page; Phone and email tappable, hours stated; Loads in under 2.5 s on a phone.

REPORT · AUTUMN TERM 2026		
Independent schools, West		
ADMISSIONS	C	
TRANSPARENCY	C	
DAILY LIFE	F	
ACCESSIBILITY	A	
SPEED	F	
OVERALL SCORE 80 / 100		<i>Clikiti</i>

REPORT · AUTUMN TERM 2026

Tutoring and learning centres,
West



ADMISSIONS	F
TRANSPARENCY	F
DAILY LIFE	F
ACCESSIBILITY	F
SPEED	F
OVERALL SCORE 67 / 100	

Clikiti



Tutoring and learning centres, West

TUTORING AND LEARNING CENTRES, WEST · SCORE 67

Answers 0 of 6 parent questions. Fails: Tuition or fees shown without asking; A tour or open day can be booked online; Accreditation shown; Financial aid or payment plans explained; Term dates published as a page; Phone and email tappable, hours stated; Loads in under 2.5 s on a phone; Text contrast passes 4.5:1; Images have text descriptions.



The staff. Parents want to know who will teach their child.



The admissions office. Most sites make reaching this person the hard part.



The lesson. Show what a session looks like.

§4

The families *left out*

Schools serve families with disabilities and families who read in a second language. Their websites often fail those families first.³

WHY IT MATTERS HERE

A parent using a screen reader or a keyboard cannot choose a school whose admissions form they cannot open. Some of these failures are also legal exposure for the school.

CHECK	STANDARD	FAIL
Text contrast passes 4.5:1	WCAG 1.4.3	80%

CHECK	STANDARD	FAIL
Loads in under 2.5 s on a phone	Core Web Vitals · LCP	57%
Images have text descriptions	WCAG 1.1.1	17%

Table 1. Accessibility and speed checks, share of the 114 sites that fail.

§5

Method in brief

STEP 1 · ALL 114 SITES

Read

The home page and up to nine pages it links to, read as a server delivers them: links, forms, text and markup. The parent questions are answered here, by fixed published rules (Appendix A4).

STEP 2 · ALL 114 SITES

Measure

Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.

STEP 3 · ALL 114 SITES, SCORE ONLY

Review

An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.

Read the full methodology Sample, definitions, scoring, precision and limitations, in Appendix A.

FOR AGENCIES AND FREELANCERS

What this means for agencies

For small agencies and freelancers who sell websites to private schools and tutoring centres. We scanned 114 of their websites: 1% score under 60 out of 100, and 54% leave at least three of the questions parents ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Independent schools are the most winnable: the lowest median score in this report (73 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Independent schools	58	73	0%
Small private schools	31	75	0%
Tutoring and learning centres	25	78	4%

Score out of 100. "Under 60" is the share of sites that miss most of what a parent looks for.

5 problems to lead a pitch with

91% Can I reach a person? [QUICK FIX](#)
Tappable phone and email in the header, with office hours.
"On a phone, reaching a person takes more than one tap."

80% Text contrast passes 4.5:1 [QUICK FIX](#)
Raise text contrast to at least 4.5:1 in the theme.
"Parts of the site are hard to read, and it is a WCAG failure."

73% Is it recognised? [QUICK FIX](#)
Show accreditation clearly, with the accrediting body named and linked.
"Your best proof of quality is invisible on the site."

57% Loads in under 2.5 s on a phone [BUILD](#)
Resize and compress the hero image, defer scripts, aim for under 2.5 s on a phone.
"Your home page takes several seconds to appear on a parent's phone."

54% When are the holidays? [QUICK FIX](#)
Term dates as a web page, not a scanned PDF.
"Current families hunt for term dates every holiday."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example "Can I reach a person?" (91% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 114 private schools and tutoring centres sites, the median scores 74 out of 100 and answers 3 of the 6 questions parents ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

Help every school be easy to choose

Clikiti reads a school's site the way a parent does, shows the report card, and generates the redesign you send before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a school leader who wants to check the evidence behind a pitch.

114	3	39	±9.2	2026-10-12
websites studied	types of organisation	states, plus Washington DC	points, margin of error at 95%	date the sites were read

A1. The research question

When a family researches a private school or tutoring centre online, can they find the answers they need first, quickly, on a phone?

Population. Independent schools, small private schools and tutoring or learning centres in the United States: the organisations a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from published membership lists and local listings, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
NAIS member schools	Schools listed by the National Association of Independent Schools	56
AWSNA member schools	Waldorf schools listed by the Association of Waldorf Schools of North America	20
Known independent schools	Further independent schools identified by the research team	13
Local tutoring listings	Tutoring and learning centres found in local business listings by city	16
Known tutoring and test-prep companies	Tutoring and test-prep companies identified by the research team	9

INCLUDED

- A single school or centre with its own website (not a page on a district or platform site)
- Based in the United States
- Home page responds and shows the organisation it claims to be (each home page title was checked before scanning)

EXCLUDED

- National brands and multi-city chains or franchises, whose websites are run centrally
- Large institutions with several thousand students, and universities and colleges
- Public, district and government sites
- Parked, placeholder, password-protected or unreachable sites
- Duplicates, and sites already used in another Klikiti study

FROM LIST TO SAMPLE	SITES
Candidates listed	136

Removed at screening: no response (8), access refused (3), parked (1), password-protected or redirected to another organisation (2)	-14
Removed at editorial review: national tutoring or test-prep brands (6), large institution (1)	-7
Cohort	115
Removed because the site's robots.txt asks crawlers not to visit	-1
Studied in this edition	114

REGION (US CENSUS)	INDEPENDENT SCHOOLS	SMALL PRIVATE SCHOOLS	TUTORING AND LEARNING CENTRES	ALL
Northeast	9	5	4	18
Midwest	12	6	4	22
South	21	7	5	33
West	16	13	12	41
All regions	58	31	25	114

A3. How the sites were read

Pages. The home page, then for each of eight topics (tuition, financial aid, admissions, visits, calendar, accreditation, about, contact) the best-matching link on the home page. Tuition, aid and visit pages not linked from the home page are also looked for one step further, on the admissions page. On average 5.9 pages were read per site.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

6 questions families ask before they visit, answered from what each site publishes, and 3 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
What does it cost? Tuition or fees shown without asking	A tuition or fee amount in dollars appears on the home, tuition, admissions or financial aid page, with the words tuition or fee just before it. Amounts that describe awards, averages, ranges, loans or fundraising do not count.	Clikiti parent question 1 of 10
Can we visit? A tour or open day can be booked online	A link or button that books a tour, visit, open house or information session, or a booking form or scheduling service for a visit, on the home, visit or admissions page. A general application portal on its own does not count.	Clikiti parent question 3 of 10
Is it recognised? Accreditation shown	The site states that the school is accredited, or names an accrediting body (for example WASC, NEASC, ISACS, CAIS, Cognia, Middle States or ACSI), on the home, accreditation, about or admissions page.	Clikiti parent question 5 of 10

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Can we afford it? Financial aid or payment plans explained	Financial aid, tuition assistance or a payment plan is explained: either a dedicated page of at least 120 words, or a statement on the tuition or admissions page that says who qualifies, how to apply or by when.	Clikiti parent question 6 of 10
When are the holidays? Term dates published as a page	A calendar or term-dates link on the home page leads to a web page (not a PDF) whose text contains dates or term events such as the first day of school or winter break.	Clikiti parent question 8 of 10
Can I reach a person? Phone and email tappable, hours stated	The home or contact page has a tappable phone link, a tappable email link and stated office hours. All three are needed.	Clikiti parent question 10 of 10
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1

A5. The website score and the report-card grades

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the school, and the parent questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the report cards, the large letter is this overall score (A 90 and above, B 75, C 45, D 30, F below 30). Each subject letter is the share of that subject's checks passed: all of them is an A, none is an F.

A6. Precision

With 114 sites, a share reported for the whole sample is precise to within ± 9.2 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: independent schools ± 12.9 (n = 58); small private schools ± 17.6 (n = 31); tutoring and learning centres ± 19.6 (n = 25). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed organisation before scanning
- Detection rules were revised five times against the pages they read; each revision re-checked every site
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and the pages it links to. Application portals, logged-in areas and multi-step forms were not tested.
- The parent questions are answered from the page as a server delivers it. Content that only appears after scripts run in the browser (some calendars, for example) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, pitchable organisations, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every school in the country.
- The parent questions were written for schools. Tutoring centres rarely publish fees or open days, so their results on those questions are not comparable with schools.
- Five further checks (admissions steps and dates, teachers' qualifications, a typical day, safeguarding, and keyboard operation) were left out from this edition because they cannot yet be tested reliably from the served page.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Schools in this study

The 114 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Independent schools (58)

Albuquerque Academy Albuquerque, NM	Isidore Newman School New Orleans, LA	St. Mark's School of Texas Dallas, TX
Allendale Columbia School Rochester, NY	Kent Denver School Englewood, CO	St. Stephen's Episcopal School Austin, TX
Berkeley Preparatory School Tampa, FL	Lakeside School Seattle, WA	The Altamont School Birmingham, AL
Brownell Talbot School Omaha, NE	Latin School of Chicago Chicago, IL	The Blake School Minneapolis, MN
Buckingham Browne & Nichols Cambridge, MA	Memphis University School Memphis, TN	The Bolles School Jacksonville, FL
Casady School Oklahoma City, OK	MICDS St. Louis, MO	The Bush School Seattle, WA
Castilleja School Palo Alto, CA	Oregon Episcopal School Portland, OR	The Dalton School New York, NY
Catlin Gabel School Portland, OR	Pace Academy Atlanta, GA	The Episcopal Academy Newtown Square, PA
Charlotte Latin School Charlotte, NC	Packer Collegiate Institute Brooklyn, NY	The Harker School San Jose, CA
Colorado Academy Denver, CO	Park Tudor School Indianapolis, IN	The Hockaday School Dallas, TX
Crystal Springs Uplands School Hillsborough, CA	Pembroke Hill School Kansas City, MO	The Kinkaid School Houston, TX
Detroit Country Day School Beverly Hills, MI	Phoenix Country Day School Paradise Valley, AZ	The Lovett School Atlanta, GA
Ensworth School Nashville, TN	Ransom Everglades School Miami, FL	The Potomac School McLean, VA
Francis Parker School San Diego, CA	Ravenscroft School Raleigh, NC	The Seven Hills School Cincinnati, OH
Francis W. Parker School Chicago, IL	Riverstone International School Boise, ID	The Wheeler School Providence, RI
Gilman School Baltimore, MD	Rowland Hall Salt Lake City, UT	University School Hunting Valley, OH
Hathaway Brown School Shaker Heights, OH	Sage Hill School Newport Coast, CA	University School of Milwaukee Milwaukee, WI
Head-Royce School Oakland, CA	Shady Side Academy Pittsburgh, PA	Waynflete School Portland, ME
Holland Hall Tulsa, OK	Sidwell Friends School Washington, DC	
Hopkins School New Haven, CT	St. Andrew's Episcopal School Ridgeland, MS	

Small private schools (31)

Aspen Country Day School

Aspen, CO

Austin Waldorf School

Austin, TX

Brooklyn Free School

Brooklyn, NY

Cedar Springs Learning Center (formerly

Cedar Springs Waldorf School)

Placerville, CA

Chicago Waldorf School

Chicago, IL

Cincinnati Waldorf School

Cincinnati, OH

Denver Waldorf School

Denver, CO

Emerson Waldorf School

Chapel Hill, NC

Honolulu Waldorf School

Honolulu, HI

Ithaca Waldorf School

Ithaca, NY

Lake Champlain Waldorf School

Shelburne, VT

Lake Washington Girls Middle School

Seattle, WA

Madison Waldorf School

Madison, WI

Missoula International School

Missoula, MT

Oak Grove Lutheran School

Fargo, ND

Pacific Northern Academy

Anchorage, AK

Portland Waldorf School

Milwaukie, OR

Prairie Hill Waldorf School

Pewaukee, WI

Sacramento Waldorf School

Fair Oaks, CA

Seattle Girls' School

Seattle, WA

The College School

Webster Groves, MO

The Evergreen School

Shoreline, WA

The Miquon School

Conshohocken, PA

The Post Oak School

Houston, TX

Tucson Waldorf School

Tucson, AZ

Waldorf School of Atlanta

Decatur, GA

Waldorf School of Baltimore

Baltimore, MD

Waldorf School of New Orleans

New Orleans, LA

Waldorf School of Princeton

Princeton, NJ

Waldorf School of San Diego

San Diego, CA

Washington Waldorf School

Bethesda, MD

Tutoring and learning centres (25)

Bespoke Education

New York, NY

Cardinal Education

Palo Alto, CA

Columbus Tutoring Services

Columbus, OH

Educational Connections

Fairfax, VA

High Performance Tutoring

Salt Lake City, UT

Higher Ground Learning

Salt Lake City, UT

Inspirica

Westport, CT

Ivy Bound Test Prep

Farmington, CT

Learning Matters, Inc.

Nashville, TN

Mindfish Test Prep

Denver, CO

Miriam School and Learning Center

St. Louis, MO

MyGuru

Chicago, IL

NextGen Academics

Seattle, WA

PrepMatters

Bethesda, MD

Prime Learning Center

Bellevue, WA

Shiery's Tutoring

Bellevue, WA

Sophos Academics

Phoenix, AZ

Tampa Bay Tutors

Tampa, FL

Test Titans

Dallas, TX

The Art of Learning

Phoenix, AZ

The Math Lab

Scottsdale, AZ

Tutor Me Education

Los Angeles, CA

Tutor Portland

Portland, OR

Tutoring Boston

Newton, MA

Willow Tree Tutoring

St. Peters, MO

Disclaimer

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-12. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any school's education, safety or quality, and automated checks may contain

errors. Clikiti is not affiliated with, and does not endorse, any school listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one school screenshot is the featured school's own home page, shown unaltered.

Remove my school from this study

We review every request and reply when it's done; removed schools are excluded from future editions.

NOTES

- 1. Every figure is computed from the scan data for this edition: 114 of 115 sites in the cohort, scanned 2026-10-12 to 2026-10-12. Margin of error: ± 9.2 points at 95% confidence for a share of all 114 sites (Independent schools ± 12.9 , Small private schools ± 17.6 , Tutoring and learning centres ± 19.6). Left out: 1 (not scanned). Results are not attributed to named schools, except the best-in-class example; elsewhere each is shown as its type and a number. The appendix lists who was scanned.
- 2. Nine checks: six parent questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions. Not measured in this edition, because no automated test is reliable enough yet: 5 further checks from the full method.
- 3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1).
- 4. Scanned October 2026.
- 5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the featured school's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

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Only 68% of the 114 private school and tutoring websites we scanned show what the school costs without the parent having to ask. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

Cite (APA)

Clikiti. (2026, October 12). The state of school websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/education/2026-q4>

Embed the chart

```
<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/education"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/education">Clikiti, The State of School Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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114 sites · scanned October 2026 · margin of error up to ± 9.2 percentage points at 95% confidence.

