JP MARKETING

IDEA BANK

50 SEO Blog Topics for Private Schools

Ready-to-write blog ideas that help you show up on Google and AI search

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Why blogs still work

Blogs help people find you **before** they're ready to buy. They also help Google and AI tools see you as an expert.

Today, lots of people ask questions in ChatGPT, Google's AI answers, and other AI tools. These tools pull answers from helpful pages. A good blog post that answers a real question can get you mentioned.

But only if it's **really helpful**. Thin, boring posts don't work anymore.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
Search intent	Why someone is searching: to learn, to compare, or to buy.
Outline	The list of headings you plan before you write.

How to pick which blogs to write first

Start with these 3 groups. They bring the most leads:

1. **Cost questions** ("How much does...")
2. **Problem questions** ("Why does..." / "What should I do if...")

3. **Compare questions** ("X vs. Y" / "How to choose...")

Then add local and seasonal posts.

50 blog ideas for Private Schools

Choosing a school

#	Blog title
1	How to choose a private school in Franklin, TN
2	Private school vs. public school: an honest comparison
3	Questions to ask on a private school tour
4	What makes a school 'college prep'?
5	Christian school vs. secular private school
6	Is a smaller school right for my child?
7	What to look for in a school's accreditation

Cost and aid

#	Blog title
8	How much does private school cost in Williamson County?
9	How private school financial aid works
10	Hidden costs of private school (and how to plan)
11	Tuition payment plans explained
12	Is private school worth it? What parents say

Admissions

#	Blog title
13	Private school admissions timeline (month by month)
14	What happens at a shadow day?
15	How to prepare your child for an admissions interview
16	Do private schools require entrance tests?
17	Switching schools mid-year: what to know
18	Applying for kindergarten vs. high school

Academics

#	Blog title
19	How we teach reading in lower school
20	AP vs. dual enrollment: what's best?
21	How small classes help kids learn
22	STEM and robotics at our school
23	How our college counseling works
24	What is project-based learning?

Student life

#	Blog title
25	A day in the life of a middle schooler
26	Why the arts matter in school
27	Balancing sports and grades
28	How we handle phones and screens
29	Building character and kindness

#	Blog title
30	Clubs and activities guide

Local and seasonal

#	Blog title
31	Moving to Franklin, TN? A school guide for new families
32	Best family things to do in Franklin
33	Back-to-school checklist for parents
34	Summer camps in Williamson County
35	Fall sports season preview

AI search friendly (question style)

#	Blog title
36	What is the average class size at private schools?
37	Do private schools have to follow state standards in Tennessee?
38	Can you get financial aid for private school?
39	Do private school students do better in college?
40	When should I apply to private school?
41	Do private schools offer bus service?
42	What is a good student-teacher ratio?
43	Are private school teachers certified?
44	Can my child transfer to private school mid-year?
45	What's the difference between accredited and non-accredited schools?
46	Do private schools accept kids with learning differences?
47	What does 'independent school' mean?

#	Blog title
48	How competitive is private school admission?
49	Do private schools have uniforms?
50	What questions do private schools ask in interviews?

The simple blog template

Use this every time:

1. **Title:** The question people ask (use the city if it fits).
2. **Quick answer:** Answer the question in the first 2 to 3 sentences. This is what AI tools grab.
3. **The details:** Explain more with headings and short paragraphs.
4. **A table or list:** Prices, steps, pros and cons. Easy to skim.
5. **Local info:** Mention Franklin and nearby areas when it makes sense.
6. **Your experience:** Share what you see every day. This is the part AI can't fake.
7. **FAQ:** 3 to 5 short questions and answers.
8. **Next step:** Link to your matching service page and say how to reach you.

> **Tip:** Every blog should link to at least one service page. The blog brings people in. The service page turns them into families.

How often to post

Your time	Plan
Very busy	1 great post a month
Some time	2 posts a month
Growing fast	1 post a week

One great post beats four lazy ones.

Make it AI-friendly

- Put a short, direct answer at the top
- Use the exact question as a heading
- Add real numbers (prices, times, steps) when you can
- Add an author box: who wrote it and why they know this
- Update old posts every year with new info
- Don't stuff keywords. Write for people.

Checklist for each blog

- ☐ Title is a real question or topic people search
- ☐ Quick answer in the first 2 to 3 sentences
- ☐ Headings that are easy to skim
- ☐ At least one list or table
- ☐ Your own experience or examples
- ☐ Link to a service page
- ☐ Author name and short bio
- ☐ A real photo
- ☐ FAQ section
- ☐ Clear next step

Sample outlines you can copy

Sample outline: "How to choose a private school in Franklin, TN"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Franklin

6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "How much does private school cost in Williamson County?"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Franklin
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "Private school admissions timeline (month by month)"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Franklin
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Sample outline: "How we teach reading in lower school"

1. **Quick answer** (2 to 3 sentences that answer the title right away)
2. **Heading:** the main question, asked another way
3. **Heading:** what most people don't know about it
4. **A list or table** (steps, prices, pros and cons)
5. **Heading:** what this looks like in Franklin
6. **What we see every day** (your real experience)
7. **FAQ** (4 short questions)
8. **Next step** (link to your service page + button)

Common questions

Can I use AI to write my blogs?

AI can help with outlines and first drafts. But you must add your real experience, check every fact, and make it sound like you. Pure AI copy-paste posts don't do well.

How long should a blog post be?

Long enough to fully answer the question. Usually 800 to 1,500 words. Short is fine if the answer is short.

How long until a blog ranks?

Often 2 to 6 months. Some never rank, and that's OK. Keep the ones that work updated.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.