The recommendation is to think through what would be easy and useful to your site users. Google says that what is easy for users to navigate will also be better for optimization.

Remember, you have two primary categories of users: parents and prospective parents. For this reason, I would focus your home page and main tabs on issues to grab the attention of prospective parents and cluster the information that your current parents want under one convenient tab (Parent Portal or Parents' Place or similar).

...and the bottom line is...

If your website needs help, take heart and tackle it a little bit at a time. By making changes over time you can improve your search ranking.

Then create a system for adding photos and updating content on a regular basis—so your parents find your website helpful and prospective parents have a better chance of finding it.

To read all 31 pages of Google's suggestions, go to Google Search Engine Optimization Starter Guide.

Delegating: