

Preschool & Child Care Website Optimization WORKBOOK



THE 2017 PLAN

How To Optimize Your Preschool or Child Care Website For Conversions

L C Local Child
C M Care Marketing

Presented By
Jeff Fisher
Certified Online Marketer

What is the ONE online marketing element that will have the biggest impact on the results of your overall Internet marketing efforts?

Schedule your 2017 Internet Marketing Plan Review:
<http://localchildcaremarketing.com/2017-session> or call us today at **888-354-6196**

Why conversion is SO important?

SCENARIO 1:

300 Visitors per month

5% Conversion

15 Calls / Form Leads

20% Conversion

3 Enrollments

\$150 Average Tuition P/wk

\$23.400 Annualized New Revenue

SCENARIO 2:

300 Visitors per month

15% Conversion

45 Calls / Form Leads

20% Conversion

9 Enrollments

\$150 Average Tuition P/wk

\$70.200 Annualized New Revenue

9 Critical Elements To Enhance Conversion

- Speak to your target avatar. What are their fears and frustrations & speak to why they should choose you?
- BE REAL – use authentic images of your team to the homepage & throughout the website
- Use video & multi-media elements to engage different modalities
 - website welcome video – this is who we are and what we do
 - Videos for each of your programs/services
 - Video explaining why someone should contact you vs. the competition
- Leverage Social Proof – showcase your online reviews prominently on the homepage with a tool like SoTellUs, ReviewBuzz or LCCM Proprietary system
- Get the basics in order
 - Ensure that there is a web form that customers can fill out
 - Add credibility with Authority Symbols (BBB, NACYE, etc.)
- Ensure you have clear Calls to Action on each page that speaks to your customer avatar & tell them exactly what to do next
- Use special offers that matches the program they are in need of
- Make sure your website is mobile optimized with an easy click-to-call function
- Consider leveraging Live Chat. Must have someone near computer all day, or hire a service.

YOUR AVATAR'S GOALS & FRUSTRATIONS

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This powerful step will make every aspect of your marketing more effective. Seriously. At the end of the day, your clients' decision to (or not to) take action boils down to their level of pain or desire for pleasure. This exercise addresses both. Which is why it's bad to the bone.

MARKET
RECON



| | | |
|---------------------------------|--|---------------------------------|
| | NOW | |
| PAINS & FRUSTRATIONS | | GOALS & DESIRES |
| _____ | | _____ |
| _____ | | _____ |
| _____ | | _____ |
| _____ | | _____ |
| AWAY |  | TOWARD |
| FEARS & IMPLICATIONS | | DREAMS & ASPIRATIONS |
| _____ | | _____ |
| _____ | | _____ |
| _____ | | _____ |
| _____ | | _____ |
| | EVENTUAL | |

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Check out these Cheat Sheets

<http://LocalChildCareMarketing.com/cheatsheet>

Action Items

What are you going to implement as a function of today's webinar?

1. _____

2. _____

3. _____

Need some one-on-one help?

FREE: 2017 Internet Marketing Plan Review

**SCHEDULE
Your Strategy Session
With Jeff Fisher**



If you would like to have me and my team personally review your internet marketing plan and show you where you are ranking, where there is room for improvement and how we can work together to make 2017 your best year ever and finally get your internet marketing right. Then schedule your strategy session by calling us at **888-354-6196**

Or Schedule your appointment by going to
<http://localchildcaremarketing.com/schedule>

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