

Mobile Sites for Child Care Programs | Local Child Care Marketing

[Music]

Good morning everyone, Jeff Fisher here. I'm starting out web webinar here in just a minute giving people a few more minutes to chime in here. If you have questions, please go ahead and ask away in the chat box and I will answer them throughout the webinar. Alright sending a message over to my team below know we started with our, so they'll check and make sure everything's recorded. So, if you're on this webinar for the first time, we do record these webinars. We then take them and put them out on YouTube and a variety of other channels that are out there so that if you have questions later, you can watch the video, and if in fact, you want to talk to us this would be a way to track us down as well. Welcome again to today's webinar my name is Jeff Fisher. I'm the owner of Local Child Care Marketing. I'm a certified online marketer. Well, today we're going to talk about why every child care sign is a mobile website.

Okay, if you missed our initial internet marketing plan for the year, the 2017 internet marketing plan which teaches you how to maximize your web presence and using the latest internet marketing strategies, please go to our website localchildcaremarketing.com/2017-webinar-replay, 2017 webinar replay, and you'll be able to see that initial webinar. So, what we do is we look at how do we dominate online and there's a few things that quite a few things that we do online. There's a few things that we do offline which help us dominate online. So, number one we're looking at the foundation of your website, we have strong copy has on page SEO then perform our incredible and reliable and irrelevant links being built back to your website from other credible and reliable and relevant websites. Are you out there on the directory listings or depending on the industry there's up to 250 directories. This is your Bram; so, your name, address and phone number and sometimes even your logo are out there. If you're wondering what a directory is, Yelp is a directory, for example, care.com is a directory thing like that.

Blogging; are you getting fresh new content up on the website every single month and finally reputation. Are you monitoring your reputation to make sure that in fact, nobody's putting something up that you are not aware of? Are you engaging on social media, the next step, number two here? Are you posting on Facebook once a day? Are you posting at least three times a week on Google Plus? Once a day on Twitter one a couple of times on Pinterest every day. Social media advertising on Facebook and Instagram. Are you running ads? Take advantage of what exactly you can have on doing social media advertising, reaching out to your audience; Millennials are definitely on Facebook, so that's a good place to reach them. Then you have pay-per-click advertising also knows Google AdWords, and that's another way to advertise different than the first one is all online marketing then we do retargeting.

[04:03] So we, I like to refer to these with stalker ads. So, when you go on Home Depot and you search for on the washing machine for the next 30 days you'll see a washing machine showing up in a variety of places reminding you that you, in fact, we're interested at one point in time for buying a washing machine and Home Depot is hoping that you're interested in buying it from them. Reputation marketing; now we take your reputation, we create videos, we send those videos out on a variety of channels to get your message out there as well, and then we talk about email marketing, paid directory ads, postcard marketing on the referral program. So those are the, not directly related to online marketing but they are overall part of your web presence balance method because are you emailing your current customers? Are you offering them a special every so often to reactivate them and get them spend money? Do you have a way of getting cold leads and then I working to get those to [05:12] so it gives you some idea of email marketing as well?

Today I need your attention because what we're going to do is we're going to focus on mobile websites today. So please turn off your cell phone, turn off your Facebook and if you're a childcare center owner or director and if you're seriously got about getting better results in 2017, please spend the next 50 minutes of me or so to help me get focused on doing what works for online marketing today. What we'll cover today: discover ways to get a mobile website from dedicated mobile web sites to integrated mobile web sites. You'll learn how to get the mobile website for your center. Learn why a mobile responsive website is essential and the easy way for visitors to consume information on your website. The secrets to mobile optimized website. Google map analyzes websites that are not optimized for mobile devices. Learn how to avoid these penalties and proven examples of mobile advertising that you can swipe and deploy. History; so mobile websites and mobile phones really came about in the late 1990s when they got access to the Internet, that was a big step and by 2007 Apple's iPhone was really the game changer for mobile because now you could get on the internet and Apple had integrated their Safari browser into this package that they offered.

So that allowed us to do full-scale webpages the same way that we did for desktop users. Users got real mobile internet and not just some stripped-down version of web. So, this was the first time starting after 2007, and since then it's been really rolling out. Mobile has been changing every single year, every two years and so what was acceptable two years ago is not necessarily acceptable today, and we'll talk about that as well. So, Apple and other companies started to join the mobile revolution giving consumers a new way to gather information. Today there's a norm; companies now have no choice but to be found where the market is. Over half the search traffic comes from mobile devices and Google has released changes to its algorithm to serve up mobile-friendly websites first. So, if you've read anything in the paper or when I say write another paper you probably read it online but if you've seen it in the news it's being talked about what's called mobile first.

[08:04] So if your website is not mobile friendly in any particular way then you will not show up, or you'll be served up last. So, all your competition does not have a mobile site that you're perfectly fine because you'll show in in the line over them or if you have two or three competitors that have a mobile website, they're going to be shown first, and then you'll come after them so take that into account. Just to give you some idea how powerful this is, there's about a billion smartphone users in the world 172 million of them in the United States. That's roughly 60% of the United States has a smartphone. My statistics also say that web traffic is more than 1/3 for some local businesses and this is really kind of out of date because we're starting to see this changes since January childcare centers that have 70 percent of the traffic coming from mobile devices. So, if your mobile device or your mobile website doesn't wow them and capture their interests, you may be out of luck so I'll start with your web presence and there are three ways you can go about it. You can do a separate mobile website that loads subdomain, so your website.com now is on, it stays on there that's your desktop version and then MDOT your website.com is where your mobile website resides, and we built several of these in the last few years until Google changed the rules.

The next way is you can do an integrated mobile website that's part of your website, and the entire site is optimized for both Google, I'm sorry, both desktops and mobile and then you can also develop a mobile app for your business, and I'll talk about these in just a few minutes. Our pros and cons to each of these approaches and if you have to make a choice based on your business and marketing strategies we understand that we do have one recommendation. What we recommend is a mobile responsive site. It's better to optimize a single site that's designed really great on both desktop and mobile devices so you can see right here if you want to elitepreschool.org you would find a great looking little desktop version of website and then if you look online and the mobile device this is what you're going to see at the very top. So, we're going to see their brand we are going to see their phone number, the ability to schedule a tour. We're going to tell them I'll walk in so right in this little 2-inch box we've given every potential parent the opportunity to call the center, schedule a tour, and they've been aware of when we are able to do walk-in tours as well. So, we're recommending that mobile responsive design device, make sure it's easy to read and navigate throughout the entire site. So, there are ways to do that and essentially what you're looking at is you should be looking at a variation of text then an image then text, then an action items so call us today and then [11:30] text talking about what you do, why they should choose you, and it's more cost-effective than having multiple sites to maintain.

So, if you have what's called a dedicated mobile site, it sounds good, but it's totally separate from your desktop and so every time you make a change on your desktop you have to go over and make it change on your dedicated mobile site.

[11:56] Again three years ago that was a common practice because that was all the technology could do at that time but in the last year or so the mobile responsive websites are the new thing, and they're big benefits to making that switch. So that's our recommendation. So, I got a couple of

questions here, so Jason asks is there a difference between mobile responsive and mobile friendly? Not really, we're just in the trade, in the online marketing trade commonly referred to as mobile friendly so I can see on the screen that particular website. There's mobile friendly and mobile responsive just refers really to the technology that we're looking at. So, let's go on here, so standalone mobile websites which I'm talking about dedicated mobile google app actually penalize the sites that are not fully mobile optimized, and you want to be making sure that you follow these guidelines and you're building your site.

So, number one do not redirect mobile visitors to a different [13:03] dedicated mobile web sites an outdated solution. Use a WordPress mobile responsive website for best results. Google really loves the architecture around WordPress. If you're going to be building a new website anytime in their future make sure that where you're using this data WordPress mobile responsive theme exact terminology is WordPress mobile responsive theme and then way not a mobile app. Well a mobile app they have to go into your file here, and they have to find the app, and this isn't even by search traffic like it is on the web you have to then go into the app store, and so more people are not going on the web versus an app store. App store really [13:59] most useful riding services to existing customers. So, if you are, do push notifications out to all your parents and app is great for that. If you offer specials again to email out to your parents or anyone else that's using your app that's a great way to do it but it's an entirely different kind of user experience.

Apps are fragmented across platforms so what that means is there's lots of app developers out there, and they're writing code for their particular app, but it doesn't necessarily match the code that's been written across all the different platforms. So, you want to be aware of that. So what basically I'm saying is, you know, iPhone different than that droid and even within Android you've got different types of browsers that you upload and if you're on app the same thing applies, so you want to make sure that you do that, you also on apps have to continually update it so you will make sure that you have the most recent out I mean there's limited tracking because again the whole app is really designed more to talk to your existing customer so that's why we don't recommend a mobile app as a substitute for a mobile optimized website if you have a need for an app talk to an app developer they'll tell you what the benefits are and the reasons that you should have it. Okay, before I go on BJ is asking is there a mobile-friendly ranking boost? Absolutely. I will talk about that in more detail as we go through but last fall Google came out and said mobile first and what they mean by mobile first is if there's ten websites out there and five of them are mobile-friendly and designed to operate well on a mobile device, and there's five that haven't got any type of mobile functionality whatsoever.

[16:11] The ten that of those ten, five that have the mobile will actually be showing up first. So that's what we mean by mobile first. Two characteristics of a webpage that Google considers and its ranking evaluation is called the bounce rate and the click back. So, the bounce back, bounce back is when your users don't click through to another webpage on your website, and they exit

right from where they learn. Well it's not necessarily a bad thing because again if they've heard about you, and they're coming onto your homepage, and they're just looking for your phone number or your address or driving directions, and you have all of that on your homepage then your bounce rate may be a little bit higher but what you want to look at is the bounce rate on your internal pages especially to see if the people that are showing up on your blog posts, your page is about different services, and you offer are they bouncing off right away. If they are then you need to look into, you know, as a copy on their website compelling is the layout look good. Again, on mobile web mobile device, so that's important things to look at.

So, the user will either leave the web page by entering a new URL or by clicking a link that will leave the site. So that's what the bounce rate is all about. Click back it's a slightly different so when a user reaches your web page then determines that the site sucks, or it's unrelated and clicks the back button on your browser to return to the initial search results, Google will trace the amount of time spent on the webpage before the users click back and then I get well that's important let's say they search for child care or you know, Nevada they saw the first result there, they clicked on it, went over to that page and saw that the health care center is nearby, and it's something they're interested. They still may just write down the phone number you know write down the address whatever the case may be and click back so the amount of time that they actually stay in that home page is measured by Google, and the longer they stay the better it helps with your ranking.

So that's what click backs are all about. Again, just like bounce back some of it can be bad and so it can be good our ideal is if you have your phone number in the upper right-hand corner of your website. If you have the phone number easily displayed, the hours of operations easily displayed they'll stay on there long enough to get the information they need and then they'll either bounce off or they'll click back and so just be aware that these two characteristics are considered in the ranking process for your website and your mobile site as well. Alright, another question. So how do I design, Julie asks, how do I design content that can be read both on a mobile phone and on desktop? Julie what you do is the things that we use for example, because they're built already with a mobile responsive built into the theme. The way the home page, for example, lays out is more in block style today so it knows put this block on top of that block as it goes through and does that and so as you do that you can, you know, basically what we do today is we design a whole home page and then we go back and start looking on mobile device and making sure that it looks [20:03] good for the home page, then we take the next page that you got in our programs page for example, and you do the same thing so when you are building a website where you used to just look at online how it would, online and on your desktop now you're looking actually online on your smartphone. Now there are simulator that will give you, what it's going to look like on an iPhone, what it's going to look like on Android device and our preferences we just do it right on the device, so we see the real deal not something that's simulated.

Google search rankings for mobile optimized sites. So, this is a question asked by BJ a little bit earlier. So, we talked about how they'll bounce to another site that the user can read. So, if you're, still got an old site and you're having to push and pull and move around the entire read anything that's not a well-optimized site it's bad for SEO and they'll almost immediately click back to search results leading to the load click back time which is also bad for SEO. So, Google's algorithm tracks whether you have a bad or low-quality content which will cause it drop in your ranking, they're significant penalties for websites that do not meet the guidelines for mobile optimization. So again, that's something that we study continually to figure out how to keep the website mobile optimized because you remember mobile first and if you're serious about improving your organic traffic or not losing your current rankings you should optimize the website for mobile and if necessary make the change by a new website so that you are mobile friendly or mobile responsive and if you want to see those results you can see them on Google Analytics and tracking which is on our pay-per-click webinar, you can find that online.

So, 91% of mobile usage involves some sort of social activities so remember that little device that you have 91% of time let's say somebody that came through some kind of social activity. Maybe they were on Facebook sorry, Facebook page click down see the website and now they're on your mobile device on your website because they came through Facebook. So, you have to be aware of that a 91% significant amount. If your business is using social marketing of any kind, there's a good chance that your incoming traffic will be accessing your site via the mobile devices. As I said with child care especially what we've noticed is used to be about 60% desktop, 40% mobile that was just like last summer and then since then just one year later we're now seeing 40% desktop, 60 Plus percent coming from mobile device and then to make sure that you're getting great conversion rates.

The third factor here is you want to make sure that there's an easy way first then to share the content from the website and spread the word about. So, click here buttons again buttons that attach them back to the social platform so they can click right on say again Facebook maybe they look at your website they click over to Facebook to find their friend and I say hey George check out this child care center and I'd been looking for quite a while. Kemp asked a question here, [24:03] what about it expandable content on mobile? Kemp are you asking them out what we refer to as accordion content Apple puts hidden. If you could just type that in our question box that would help I'll answer your question. People are more likely to take action is to come to your calls to action while on mobile, so that's when you're going to get the best, there, desktop means people are more distracted they have to leave tabs open and mobile means that they're just focusing on one thing which is great user engagement on that that one item you can't test the state over here. All right so Kemp's asking about is these web sites out there that are starting to use little plus signs where you'll see for example the frequently asked question, and you click the plus sign it will open up and behind that there's content. Answering that question, twelve months ago that Google did that consider that acceptable practice and so ignored that content but since it went to mobile first

is now is about concluding on that as a good way to put content out there and it actually is a factor in your ranking.

Conversions are higher on mobile devices if you have compelling content and of course it's optimized and remember optimized means a lot of different things from the title of page to the h1 tag and what the topic matter is all about and the right number of key words used in the content without being spam there's a whole process that goes on. Initially most of time you're much better off to hire a professional web designer who is also a marketing person as we say here local child care marketing we're not a design company we're a marketing company that does design and we think that's incredibly significant and we see many websites that are amazingly design on how very poor SEO factors involved and just recently I've actually sold to people brand new websites and they'd only built their websites within the last six months just because they like I said they looked amazing, but it was harder to fix the optimization engineers that I was to just rebuild the website. So, take that over to count as you're going along.

Mobile advertising is still underutilized. So mobile advertisement is booming, it's projected to hit 42 billion in revenue in the next three years, so it's a big market. What's the difference, you may ask, well when you rank for google so childcare center or San Diego for example, the first thing you're going to see on top of the page is you're going to see pay-per-click advertising, and then you're going to see the map, and you're going to see organic. Well, that four-pack up at the top that says add, little green box around the word ad those are advertising. The map and the organic listings below it that is marketing so you can control advertising, but you can only influence marketing. The big thing here is there's not a lot of companies taking advantage of, the full advantage of doing this advertising which gives you control and puts you at the top of the page. So, let's see if we have any other question. [28:03] AJ asks over here I think this question was answered earlier essentially just came over I'll answer it again AJ. Yes, there's. Mobile responsive and mobile friendly are the same thing.

If they're talking about dedicated mobile that's again using a subdomain to run your two mobile device. Good technology three years ago not recommended anymore, that's where I'll put that. There are other questions here. So, Kim asks, what is changing with the mobile first index or just the fact that Google is looking at your website, it's identifying whether or not it's mobile-friendly and if it is mobile-friendly then it will rank you above other web sites that are not mobile friendly. Keep in mind it's just based on an assumption that you get great content well laid out on your site, you're relevant all those things, so Google will not show a mobile website that's poorly built, that just won't happen but if you've got a good website that's comparable to your competitor and them not mobile, and you are mobile you'll rank ahead of them. Are there Google, are there different Google indexes for desktops and mobile? You know, I honestly don't know that question but my marketing manager Leonard is heading up in Texas right now, and I bet you if he can answer that for me and then I'll let you know [29:43]

Understand your market, your competitors, and plan accordingly. So again, know what your competitors do, what your market is and really create well just keep in mind the mobile apps may not always be a right thing for you, it cost a lot and reflect able on a handful businesses in cases where again you're trying to do push notifications, you understand clearly that the main thing that's going to happen is you're going to be communicating with your existing customer base and there's no way to search them online, they're not going to just show up you have to go through the app store to get access to them. So responsive design, mobile friendly, mobile responsive these all terms that are saying and as I just talked about briefly mobile-first if you're doing it that way you will rank. So, you got to make their website responsive, and then it has to be fast. So, if you want traffic in one conversion, your site has to open quickly, provide the information and easy access again to the phone number, to a forum whatever method you buy which you want them to communicate with you.

What's considered fast? Three and a half seconds or less is what we target every day. Now for childcare centers that's a great number sometimes if you're an ecommerce site, it may take upwards of four and a half to seven seconds for a small child care website even with a hundred pages I still should be opening it at about three and half seconds. And then watch your analytics and watch what's working and what's not and learn from your mistakes as you're doing this because the analytics tells you how we came onto the website where they went is the second click, where they went as a third click are they following the progression that you want them to do to make that purchase with you and if they're not what's wrong again. [32:04] a lot of times one of the big things I see today though is that people are using a single page for all their programs offered not necessarily good choice because every page you have on your website I say, you know, we work hard to rank them for three keywords. So, if you have infant care, [32:28], day care, preschool, after school, before school all on one page which keywords are you going to try and rank for because you don't get to rank for all of those.

So, what we do or the web side is we make sure that every program page has its own individual page so that if we're going infant, you know, infant care, baby care and then other words that relate to infant baby care column where we talk about that yeah pages have 450 words on. So, learn from that, look at your analytics, look at your bounce rate look at how they're clicking through your site, and you'll be able to make decisions and adjust your website. Just a few terms here I'm not going to read through them all but there's a mobile website, native mobile apps software you install on your desktop so that on a mobile device you provide browsing or bright great browsing experience to a user and you gain go down a route down about the device for marketers QR codes, you know, it's funny two years ago QR codes were like everybody had to have a QR code on every single thing. They're still around, but they're not nearly as prominent as they were like two years ago, so I'm not really sure where QR codes are going. Okay I have a couple more questions again Chara like I mentioned they're like how fast to cite the load us how fast on a mobile phone same thing

you want to be under about three and a half seconds and ideally on a mobile phone you want to be under two and a half seconds if you can get your site to load that fast and so you have to really look at the content you're putting on your homepage because that's what's loading first.

So, Gary, as I mentioned on analytics you're looking for how they progress through your site so they went to the home page and they want the toddler care page, and then they want the contact us page and you can, in fact, look inside and you can see at that time of day that they actually filled out the contact us. That's a great progression through so we knew they'd have a toddler, your page answered the questions, your home page builds the credibility and trust factor and they lived right into making a buying decision what you're trying to avoid is somebody that that's going million different places because they're opening up homepage and they're in the toddler care then they're into child care preschool pre-k VPK and they're just like all over the site then you want to look at each of the pages and make sure that the bounce rates are as low as possible but 55% bounce rate is actually considered fairly normal. You want to make sure that the click backs and the bounces are low as you can on every single page and why that's important again as Google picks out as a ranking factor if you have a very high bounce rate then something on that page is not engaging the visitor to the point where they're going to take an action.

[36:06] So mobile display ads, they can also be known as banner ads. So, you can have those banner ads put up so they show up on the top of a mobile device and we type in child care and your city, your ad will come to the top. Native advertising: the marketing message is embedded into a digital channel often via mobile, so the example of that is you've got Facebook, and that's embedded that advertising is embedded right into Facebook and it's streaming, and that's considered a native ad. Mobile paid search just like desktop, so these are banner ads these are Google AdWords. The largest advertisers share our Google, Bing and Yahoo and then location-based services this is back to mobile app versus of mobile responsive website and so these allow you to track exactly where the mobile device user is at and a variety of other things, you know, your cellphone on this and just depending on how you have your settings.

So, let's see if there's any additional questions here today. So, Brenda asked the mobile responsiveness, does rule responsiveness also work for tablets or just mobile phones? Absolutely. So, when you get yourself into a WordPress mobile responsive website it will act and like really get on tablets, smart phones pretty much any other device and any screen size so it's designed to respond to larger screens, smaller screens and load fast that's what we're striving to do there. Okay, you got a few other questions here. So, the question about Facebook, so does boosting your mobile ad, help on your mobile? Well, absolutely because if somebody's coming into the web you know of their Facebook page and Facebook ad's been boosted and you meet the demographic for the boost and when I say you I'm talking about your potential customer when they need that demographic they're going to see your boosted post or your boost to that it gets you out there and get them to look at whether hope they want to do a tour with you or pick up the phone and call

you. Okay, Leonard asks what about content? Content is still King. I mean, the site has to be whether it's mobile or desktop. We've welded zone has to provide the information, what people need the end of the day a well-written page on our website is going to answer you know what have I got, in other words, I'm offering toddler care for example, what, why trust mean my business and so you want to talk about IBM business a long time.

What credentials or what proof do you have that you're getting your trained professional? So, you're going to talk about on that page still the type of program that you're going to use, the curriculum you're going to use and then finally the end of the page you're going to talk about why trust us. So that becomes the ending bagger so who are we what do we got why trust us and then finally what to do next. [40:05] Those are the factors that you want to have in your content, and that includes every page, and that includes every blog post, so that's a lot of content. I know these are a little bit off topic, but I always like to answer questions that people have. All right let's see, Lynn, can I use images and videos on my site for global responsiveness. Absolutely so built into the design is a mobile responsive capability for both the images and the videos. So, done right your images and videos are going to resize to fit well within that flow of information that you see on the mobile device. All right, so I'm going to ask for quite a few more questions here in just a second but let me, if you're interested in having a one on one strategy session with me or if you just have general questions about mobile devices or anything else related to online marketing give us a call directly at 888-354-6196, 888-354-6196 or if you go onto localchildcaremarketing.com/schedule you'll be able to schedule our appointment with me on right on my calendar, so you know. If we do or if we get together what we'll talk about on this marketing farm review is to look at your online visibility, we also call that your web presence a keyword list of most important search terms so I provided this recently I'm Kris Murray site, but we'll get you that lucky we will look at how we need to customize them for you and your location will show you your ranking report to see how your ranking currently for the top five keywords and Mitch analyzed online directory listings in that consistency. We'll look at your online reviews and reputation; we'll look at your social media presence and then we'll analyze the web conversion effectiveness. So, we'll do all of that during that one hour that we spend together and some questions.

There's no obligation for this review so please reach out when we call 888-354-6196 or again localchildcaremarketing.com/schedule. All right, so see I got a couple more questions here. Sammy. Someone on their mobile phone probably doesn't have much time as if such a thing as too much content? No there's not to such a thing as too much content. Remember the key is in that first two inches you want your business brand, you want to give them your phone number, you want to give them your social media buttons and some way to schedule a tour or fill out a form then you're going to talk for a while after they scroll a while you should be giving them that same type of information along the way because remember some of us are what's called fast start. We read the first three sentences, first three paragraphs and need to make a decision and then you have analytical people that are looking to read a lot more information before they combine decision, so you definitely want to go over this.

So no, there's not such a thing as too much content actually the latest research is showing that content on a page exceeding a thousand words is actually doing better than say 350 for other words. All right, one more. Question from Tori, do email newsletters need to be mobile-friendly? Yes, they should be able to be responsive and resize so that you can read them. [40:04] So there's technology out there to do that. You'll have to figure out how to do that I don't have it right off the top of my head today but again give me a call ask the question, and we'll get you information back. Any more questions? All right, if not we're going to wrap it up for today. Thanks, Tori, Samuel, Lynn, Brenda, Gary and Charles and Jordan and Kim and Leonard and Kemp, Julie and BJ and Jason. Thanks for asking questions hopefully everybody learned something today. I'm sorry I have had a dry mouth, and I stumbled over a few words but great information here about why you made a mobile device, mobile friendly device. Thanks, and have a great day.

[Music] [Music] [Music]