ECE Program Websites Matter to Families NOW & Always: SEO & Content for Parents

Jenny Munn & Fran Simon, M.Ed.

Agenda

● Why Websites Matter (Now More Than Ever)
  ○ Refresher on Essential Elements
  ○ COVID-19 Content

● SEO Best Practices
  ○ Brand Reputation
  ○ Organic SEO
  ○ Local SEO
  ○ Off-Page

● Q&A
Why Websites Matter
Your Website is the Hub for your Marketing

Keeping Your Site Current

- Failing to update your content and keep your site fresh can negatively affect rankings and search results
- Having an updated web presence is the baseline for better rankings and conversions
- Share news, events, videos, hyperlocal information
- Activity - Quality checks:
  - Go through your website page-by-page and clean up: links, images, copy, form checks, bios/about updates, FAQs
- Tip: Build a “processes” document with directions and screen shots (or make a video) of common back-end website activities so others can help update web content going forward
Trends and Evergreen Content Both Matter

- Evergreen keywords that drive traffic all year round vs. seasonal
  - What To Look for in a Preschool?
  - Why Parents Choose Us Over Other Daycares
  - New Parents: Tips for Finding the Best Infant Care Near You
- Develop a calendar and plan ahead
  - Cold and Flu Season: Keeping Your Baby Healthy
  - Summer Activities for Toddlers
  - Spring Break Local Events to Keep Kids off Technology
  - 2020 Childcare Trends Parents Care About
- People research EARLY!
- Google needs time to index and rank new pages

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Evergreen Brochure Site to Lead Gen Site

- Brochure site:
  - Typically factual information about the company
  - Focused on the services and history of the company
- Lead Gen site:
  - Focused on the visitor
  - Shows your program’s personality
  - It helps them know that you’re here to solve their problems; speaks to their needs
  - Clear, direct, authoritative; immediately apparent who you serve and why someone should take that next step
  - Biggest differentiator: CTA (call to action).
  - Tip: look at language in reviews (yours and competitors)
Basic info that should always be on your site

Easy to use top navigation
- About
- Program(s)
- Family Resources
- Locations
- Careers
- Enrollment
- Sign up for email
- Contact Us

Footer & Contact us page
- Contact information
  - ADDRESS!!!
  - Phone
  - Email
- Social Media links

Content for families
- Calendar
- Events
- Health information
- Handbook
- Regularly needed forms
- News (in the program and community)
- Blog
- Resources (Virtual field trip)
Timely and trend content for families

Content vs. announcements and messages

Content does not have to be complicated

Virtual field trip

Modern Consumers and Parent Search Habits

- Parents research early and often
  - They read reviews
  - They won’t call
  - Tech savvy
  - Distracted
  - Want information up front and accessible
- “We’re in a war of attention and our customers are hummingbirds, fluttering around and consuming bits of content everywhere.” - Allen Gannett
- Only spend 1 minute and 12 seconds average per site (Nielsen study)
SEO Best Practices

Brand Reputation
What is SEO?

![Default Channel Grouping Table]

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Acquisition</th>
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</thead>
<tbody>
<tr>
<td>Users</td>
<td>1,126</td>
</tr>
<tr>
<td>% of Total:</td>
<td>100.00%</td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>825 (72.69%)</td>
</tr>
<tr>
<td>2. Direct</td>
<td>192 (16.92%)</td>
</tr>
<tr>
<td>3. Social</td>
<td>73 (6.43%)</td>
</tr>
<tr>
<td>4. Paid Search</td>
<td>24 (2.11%)</td>
</tr>
<tr>
<td>5. Referral</td>
<td>21 (1.85%)</td>
</tr>
</tbody>
</table>

Brand Reputation vs. Organic SEO

<table>
<thead>
<tr>
<th>Brand Reputation</th>
<th>Organic SEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jenny Munn</td>
<td>general assembly digital marketing reviews</td>
</tr>
<tr>
<td>Jenny Munn Seo</td>
<td>Jenny Munn</td>
</tr>
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<td>seo maintenance</td>
</tr>
<tr>
<td></td>
<td>ama digital marketing bootcamp</td>
</tr>
</tbody>
</table>
Google Is the New Homepage

Younger audiences are more likely to “skip the click” (report by Path Interactive)

They want objective information so won’t always click on your site

Traffic decline over the years, but also parents are more informed by the time they fill out your form
Your Turn: Google Your Name and Document Observations and Insights or Next Steps

Organic SEO
Data-Driven Decisions: It’s Not About You

Example 1: “daycare” vs “child learning center”

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Monthly Search Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child learning center</td>
<td>320</td>
</tr>
<tr>
<td>daycare</td>
<td>33,100</td>
</tr>
</tbody>
</table>

Example 2: “Mobile homes” vs “Modular manufactured homes”

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Monthly Search Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile homes</td>
<td>201,000</td>
</tr>
<tr>
<td>Trailer park</td>
<td>49,500</td>
</tr>
<tr>
<td>Modular manufactured home</td>
<td>10</td>
</tr>
</tbody>
</table>

Keyword Brainstorm - from the Parents POV

Child care, infant care, daycare, preschool, after care, before care, summer camp, toddler daycare, pre-k, child learning center, Montessori, private kindergarten, nursery school, mothers morning out, nature-based preschool, nanny vs in-home daycare
Foundational SEO Best Practices

- Build a great reputation
- Identify the keywords you want to rank for
- Basic on-page SEO implementation (yes this may be somewhat technical)
- Localize your content and images
- Steadily build backlinks
- Static site = static SEO
- Which path?
  - DIY - get ready to research!
  - Hire a trusted vendor/partner
Local SEO Overview
Local SEO Overview
Local SEO Ranking Factors

- Google My Business: profile best practices
- Quality/Authority of Inbound Links
- Customer Reviews
- Proximity to Searcher - **Top Factor**

![Google Local Pack/Finder Ranking Factors](https://moz.com/local-search-ranking-factors)

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Local SEO Ranking Factors

- A Localized, Well-Optimized Site: site speed and technically proficient
- Quality/Authority of Local Citations (NAP)
- Local Business Schema
- Mobile-First Mentality

![Google Local Pack/Finder Ranking Factors](https://moz.com/local-search-ranking-factors)
Local SEO/GMB Updates for COVID-19

Many local ECE programs may be closed, or have reduced or changed hours

Reflect those changes in your Google My Business profile

- Update hours, descriptions of what current services or products are offered, or at least to convey empathy.
- Flag locations as "temporarily closed", and use special hours.
- Create Google Posts for direct engagement.

Google Posts
Mobile SEO Overview

Understanding the nature, objective, and preferences of individuals who interact with your site on mobile and on the go

- Mobile First, no longer simply “mobile friendly”
- Phones are an extension of ourselves
- Focused and action oriented
- Fix your forms
- Slow sites are the kiss of death

Review

- Local SEO Best Practices
  - Proximity to Searcher
  - Google My Business: profile best practices
  - Localized website best practices
  - Citations (NAPs)
- Both “Regular” SEO and Local SEO”
  - Standard on-page SEO elements
  - Mobile friendly, fast, optimized
  - Reviews
  - Overall site authority and EAT (Expertise, Authoritativeness, Trustworthiness)
  - Backlinks and social signals
Off-Page SEO

Backlinks and Citations

<table>
<thead>
<tr>
<th>Website</th>
<th>Backlinks</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>m.facebook.com</td>
<td>206</td>
<td>23.12%</td>
</tr>
<tr>
<td>automatedtraffic4free.pw</td>
<td>200</td>
<td>22.45%</td>
</tr>
<tr>
<td>niche.com</td>
<td>92</td>
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<td>privateschoolreview.com</td>
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<td>yelp.com</td>
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<tr>
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<tr>
<td>baidu.com</td>
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<tr>
<td>careers.nais.org</td>
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<td>m.yelp.com</td>
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<tr>
<td>us.search.yahoo.com</td>
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<td>zoominfo.com</td>
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<td>know-atlanta</td>
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Backlinks and Citations

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<tr>
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<tr>
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<td><a href="https://beckymorris.com/atlanta-neighborhoods/east-cobb-marietta-homes-for-sale/">https://beckymorris.com/atlanta-neighborhoods/east-cobb-marietta-homes-for-sale/</a></td>
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<td>g/</td>
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<td>g/meeting children where they are the multigage classroom/</td>
</tr>
</tbody>
</table>

Social SEO

- Amplifying content = more eyeballs
- Link social posts to your website so readers occasionally click over to the site
- This is inbound traffic from a credible source which reinforces SEO rankings (EAT)
- YouTube videos, or off-site channels, should link back occasionally
Iteration is the Name of the Game

- SEO is a Journey
- Small changes add up over time
- Muscle you build
- Incremental improvements begin to add up and build momentum

Resources

https://www.childcaremarketing.com/local-seo-childcare-center/

https://bestfirms.com/best-seo-for-child-care/

https://moz.com/beginners-guide-to-seo (settle in for an afternoon)


https://blog.hubspot.com/marketing/local-seo

https://moz.com/blog/beginner-guide-google-maps-ranking (2020 - good guide)
Questions?

Thank you!

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