

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

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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
-

About Jenny

2009



2020



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
-

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)



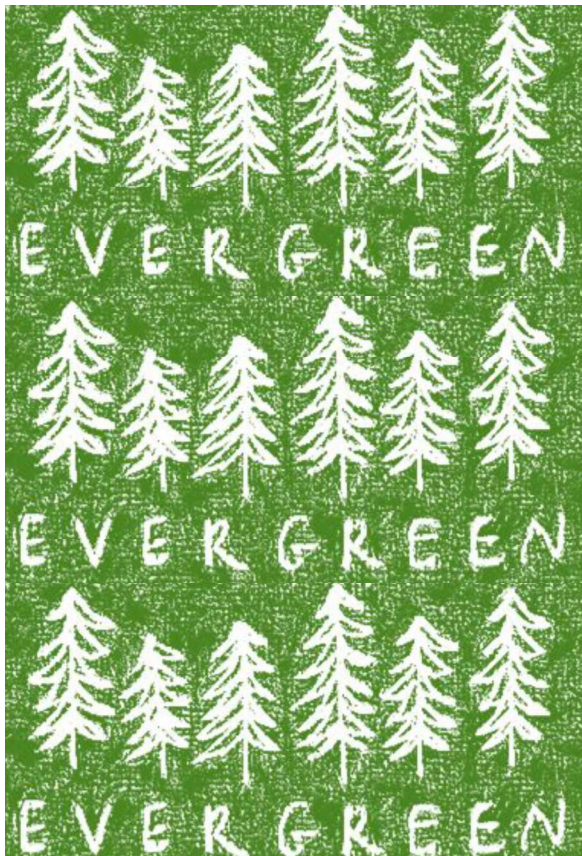
Basic info that should always be on your site

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



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)



nationalzoo.edu

SEO Best Practices

Brand
Reputation

What is SEO?

Default Channel Grouping	Acquisition
	Users ? ↓
	1,126 % of Total: 100.00% (1,126)
1. Organic Search	825 (72.69%)
2. Direct	192 (16.92%)
3. Social	73 (6.43%)
4. Paid Search	24 (2.11%)
5. Referral	21 (1.85%)

Brand Reputation

Brand Reputation

vs.

Organic SEO

Search Query ?
1. jenny munn
2. jenny munn seo
3. google call jenny
4. jenny agency
5. jenny ga
6. jenny live stream
7. jenny live streaming
8. jenny makeup jenny seo
9. jenny seo

Search Query ?
1. general assembly digital marketing reviews
2. jenny munn
3. general assembly digital marketing course review
4. general assembly digital marketing review
5. k-12 education marketing agency
6. ongoing seo tasks
7. digital marketing general assembly review
8. seo action plan template
9. seo maintenance
10. ama digital marketing bootcamp

Google Is the New Homepage

A screenshot of a Google search for "delightful dog". The search bar shows the query and a microphone icon. Below the search bar, it displays "Volume: 480/mo | CPC: \$0.27 | Competition: 0.01". Navigation tabs include All, Shopping, Maps, Images, Videos, More, Settings, and Tools. The search results show "About 98,300,000 results (0.60 seconds)". The first result is from "www.delightful-dog.com" with the title "delightful-dog: Home". The snippet mentions that the business will be closed on several holidays. Below this are links for "Services" and "Contact". A second result is from "www.facebook.com" for "Delightful Dog Professional Play Care - Home | Facebook", with a 4.7 rating and 51 votes. A third result is from "www.yelp.com" for "Delightful Dog - Pet Training - 4958 Lower Roswell Rd ...". On the right side, a knowledge panel for "Delightful Dog" is visible, showing a photo of a person with a dog, a 4.6 star rating from 49 Google reviews, and contact information: "Address: 4958 Lower Roswell Rd #124, Hours: Open - Closes 7PM, Phone: (678) 273-3700". A red arrow points from the "Own this business?" button in the knowledge panel to the "Delightful Dog Professional Play Care - Home | Facebook" result.

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

A screenshot of a Google search for "east cobb prep". The search bar shows the query and a microphone icon. Below the search bar, it displays "Volume: 280/mo | CPC: \$0.00 | Competition: 0.01". Navigation tabs include All, Maps, News, Images, Shopping, More, Settings, and Tools. The search results show "About 1,850,000 results (0.44 seconds)". The first result is from "www.eastcobbprep.com" with the title "East Cobb Prep". The snippet describes it as a premier preschool in Marietta, GA. Below this are links for "About Us", "Programs", "Philosophy", and "Our Difference". A second result is from "www.facebook.com" for "East Cobb Prep - Child Care Service - Marietta, Georgia ...", with a 4.8 rating and 29 votes. A third result is from "m.yelp.com" for "East Cobb Prep - Child Care & Day Care - 3875 Shallowford ...", with a 5-star rating and 2 reviews. A fourth result is from "nextdoor.com" for "East Cobb Prep - 27 Recommendations - Marietta, GA", with 27 recommendations. A fifth result is from "www.care.com" for "East Cobb Prep - Care.com Marietta, GA", with contact information. A sixth result is from "www.indeed.com" for "East Cobb Prep Careers and Employment | Indeed.com", with a snippet about finding job information.

Your Turn: Google Your Name and Document Observations and Insights or Next Steps

east cobb prep

Volume: 200/mo | CPC: \$0.00 | Competition: 0.01

All Maps News Images Shopping More Settings Tools

About 1,850,000 results (0.44 seconds)

www.eastcobbprep.com
East Cobb Prep
East Cobb Prep is a premier preschool located in Marietta, GA that provides exceptional childcare in a warm and loving environment. contact us Forms ...
About Us · Programs · Philosophy · Our Difference

www.facebook.com · Places · Marietta, Georgia · Day Care
East Cobb Prep - Child Care Service - Marietta, Georgia ...
★★★★★ Rating: 4.8 - 29 votes
East Cobb Prep - 3875 Shallowford Rd, Marietta, Georgia 30062 - Rated 4.8 based on 29 Reviews
*The teachers love the kids as if they were their own!! The...

m.yelp.com · Education · Preschools
East Cobb Prep - Child Care & Day Care - 3875 Shallowford ...
★★★★★ Rating: 5 - 2 reviews
2 reviews of East Cobb Prep "I feel so lucky to have my son in such a great daycare. We were on their waiting list for over a year, and it was so worth it.

nextdoor.com · pages · east-cobb-prep-marietta-ga
East Cobb Prep - 27 Recommendations - Marietta, GA
27 recommendations for East Cobb Prep from neighbors in Marietta, GA. Connect with neighborhood businesses on Nextdoor.

www.care.com · Child Care · Preschools · Preschools in Marietta, GA
East Cobb Prep - Care.com Marietta, GA
East Cobb Prep. 3875 Shallowford Road, Marietta, GA 30062. 3875 Shallowford Road, Marietta, GA 30062. 770-649-0415 770-649-0415. Costimate: \$171.

www.indeed.com · cmp · East-Cobb-Prep-1
East Cobb Prep Careers and Employment | Indeed.com
Find out what works well at East Cobb Prep from the people who know best. Get the inside scoop on jobs, salaries, top office locations, and CEO insights.

childcarecenter.us · provider_detail · east_cobb_prep_marietta_ga
East Cobb Prep | Marietta GA - ChildCareCenter.us
East Cobb Prep is a Child Care Learning Center in Marietta GA. It has maximum capacity of 195 children. The provider accepts children ages of: Infant (0-12 ...
License Number: CCLC-31420

www.momtrusted.com · childcare · childcare-in-marietta-east-cobb-p...
East Cobb Prep | Child care center | 3875 Shallowford Road ...
East Cobb Prep is family owned and operated. The owners have extensive experience in both the child care industry as well as the running of a successful, ...

www.glassdoor.com · Overview · Working-at-East-Cobb-Prep-ELJE...
Working at East Cobb Prep | Glassdoor
★★★★★ Rating: 5 - 1 review
Sep 21, 2016 - See what employees say it's like to work at East Cobb Prep. Salaries, reviews, and more - all posted by employees working at East Cobb Prep.

prek.club · day-care-school · east-cobb-prep
East Cobb Prep, Child Care Learning Center | PreK.Club
East Cobb Prep is a child care learning center facility which provides day care services for all children. Children who experience quality early education and ...

Searches related to east cobb prep

east cobb prep owners	daycare east cobb
east cobb prep tuition 2017	east cobb preschool marietta ga 30068
east cobb prep jobs	east cobb academy

Organic SEO

Data-Driven Decisions: It's Not About You

Example 1:
"daycare" vs
"child learning center"

<u>Search Term</u>	<u>Monthly Search Count</u>
Child learning center	320
daycare	33,100

Example 2:
"Mobile homes" vs
"Modular manufactured homes"

<u>Search Term</u>	<u>Monthly Search Count</u>
Mobile homes	201,000
Trailer park	49,500
Modular manufactured home	10

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

PEOPLE ALSO SEARCH FOR

- preschools in marietta, ga
- pre k in marietta, ga
- church preschools in marietta ga
- montessori school near me



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

The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>

Uniquely Valuable
The content offers everything a searcher might want in a unique, high-quality amalgamation.

Phenomenal UX
Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

Meta Data Inclusion

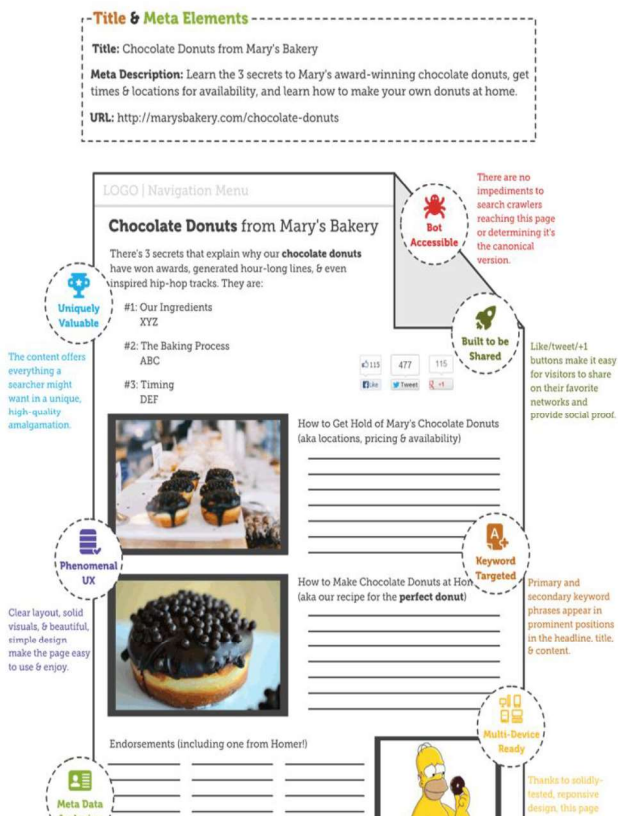
Bot Accessible
There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Built to be Shared
Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

Keyword Targeted
Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

Multi-Device Ready
Thanks to solidly-tested, responsive design, this page

Endorsements (including one from Homer!)



Snippet preview

Yoast SEO: How to make your site stand out in search results • Yoast
<https://yoast.com/site-stand-out-search-results/>

In this article, I'd like to highlight the snippet preview in our Yoast SEO plugin. What is it, how does it work and what should you pay attention to. First

Edit snippet

SEO title

%%title%% %%page%% %%sep%% %%site%%

Slug

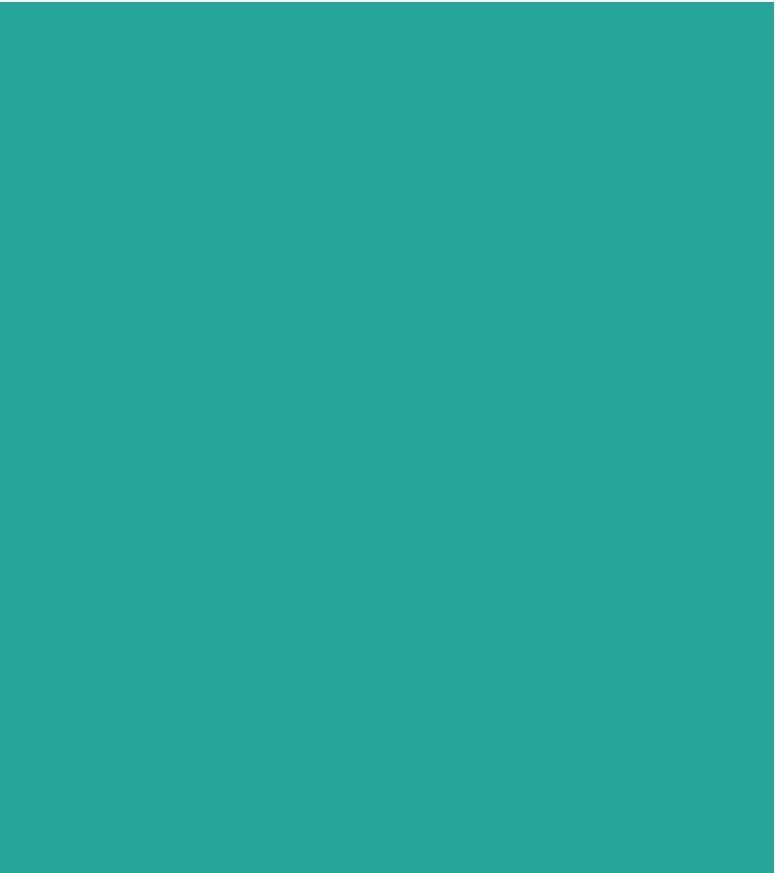
site-stand-out-search-results

Meta description

Modify your meta description by editing it right here

Close snippet editor

Local SEO



Local SEO Overview

preschools marietta

Volume: 90mo | CPC: \$8.00 | Competition: 0.12

All Maps Images Shopping News More Settings Tools

About 1,550,000 results (0.57 seconds)

Ad · www.winnie.com/Preschools/Marietta

Best Preschools in Marietta | Search Local Preschools

Find the best preschools near you with local providers reviewed by parents. Enter your zip code to see nearby providers on a map, compare prices & more. Parent Reviews, Photos, Prices and More. View Provider Background, Safety Transparency.

Daycare
Enter Your Zip Code Or City To Find a Daycare Center Nearby.

Child Care
Enter Your City Or Zip Code To Find a Child Care Near You.

Rating Hours Your past visits

Kids 'R' Kids Learning Academy of East Cobb - Johnson Ferry Ad · 4.9 ★★★★★ (43) · Day care center 505 Johnson Ferry Rd Open · Closes 6:30PM · (770) 214-4357	WEBSITE	DIRECTIONS
West Marietta Cooperative Preschool 5.0 ★★★★★ (8) · Day care center 316 Old Clay St SE Closed · Opens 8AM	WEBSITE	DIRECTIONS
Primrose School at East Lake 4.7 ★★★★★ (17) · Preschool 2065 Roswell Rd Open · Closes 6:30PM · (770) 971-0148	WEBSITE	DIRECTIONS

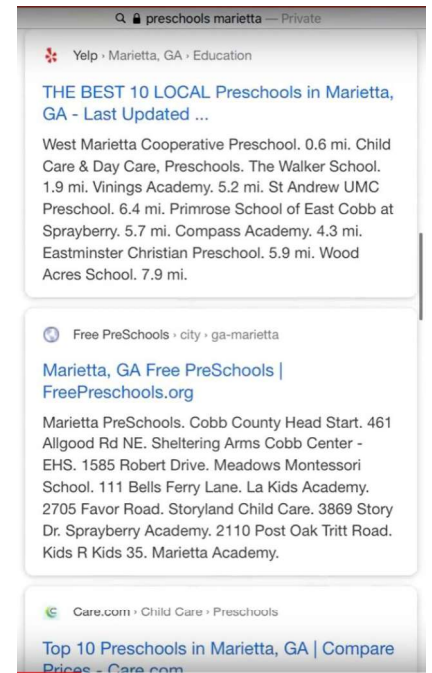
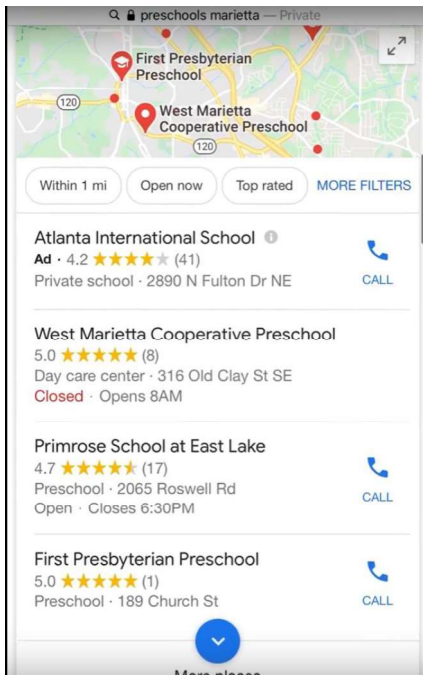
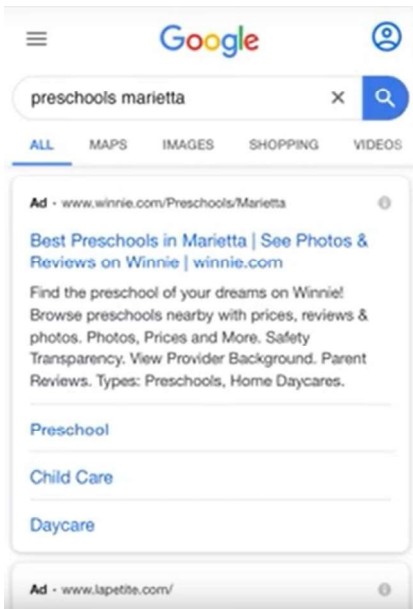
Ad

Local Map Pack

Local SEO Overview

<p>www.yelp.com · Marietta, GA · Education</p> <p>THE BEST 10 LOCAL Preschools in Marietta, GA - Last Updated ...</p> <p>West Marietta Cooperative Preschool, 0.6 mi. Child Care & Day Care Preschools, The Walker School, 1.9 mi. Vinings Academy, 5.2 mi. St Andrew UMC Preschool, 6.4 mi. Primrose School of East Cobb at Sprayberry, 5.7 mi. Compass Academy, 4.3 mi. Eastminster Christian Preschool, 5.9 mi. Wood Acres School, 7.9 mi.</p>	Directory
<p>www.freepreschools.org · city · ga · marietta</p> <p>Marietta, GA Free PreSchools FreePreschools.org</p> <p>Marietta PreSchools, Cobb County Head Start, 461 Allgood Rd NE, Sheltering Arms Cobb Center - EHS, 1585 Robert Drive, Meadows Montessori School, 111 Bells Ferry Lane, La Kids Academy, 2705 Favor Road, Storyland Child Care, 3869 Story Dr, Sprayberry Academy, 2110 Post Oak Tritt Road, Kids R Kids 35, Marietta Academy.</p>	Directory
<p>www.care.com · Child Care · Preschools</p> <p>Top 10 Preschools in Marietta, GA Compare Prices - Care.com</p> <p>Marietta Preschools, 18 preschools near Marietta, GA. Compare tuition costs and read reviews for free! Find the perfect preschool to fit your needs. Join free to ...</p>	Directory
<p>www.mariettafb.org · oee</p> <p>WEEKDAY PRESCHOOL — First Baptist Church Marietta</p> <p>Make sure to tune in and join us this upcoming Sunday for online Worship! Click here for more information regarding closing updates.</p>	Preschool
<p>www.mtzionpreschool.org</p> <p>Mt. Zion Preschool: Home</p> <p>... Ferry Road Marietta, GA 30062 ... Mt. Zion UMC Preschool opened it's doors to the children of East Cobb in 1973. For the past 44 years the preschool has been recognized for its commitment to excellence in Early Childhood Education.</p> <p>About Us · Programs · Registration / Tuition · Resources</p>	Preschool
<p>www.atlantaparent.com · Articles</p> <p>2020 Guide to Best Preschools in Atlanta Atlanta Parent</p> <p>Mar 1, 2020 - These great preschools in Atlanta foster learning in a caring and fun atmosphere and get kids started on the right path for success in school and ...</p>	Media Site
<p>www.transfiguration.com · preschool</p> <p>Preschool - Transfiguration Catholic Church, Marietta, Georgia</p> <p>Registration for the 2020-21 Preschool year will begin on February 11, 2020, at 10 am. Please come to Room 104 to fill out a simple one-page form. Check or ...</p>	Preschool
<p>www.goddardschool.com · atlanta · marietta-ernest-barrett-parkway-ga</p> <p>Preschool & Daycare Marietta (West Cobb), GA The Goddard ...</p> <p>Welcome to The Goddard School, a preschool located in Marietta (West Cobb), GA, at the intersection of Delisa Hwy & Barrett Pkwy. Our school is more than a ...</p>	Preschool

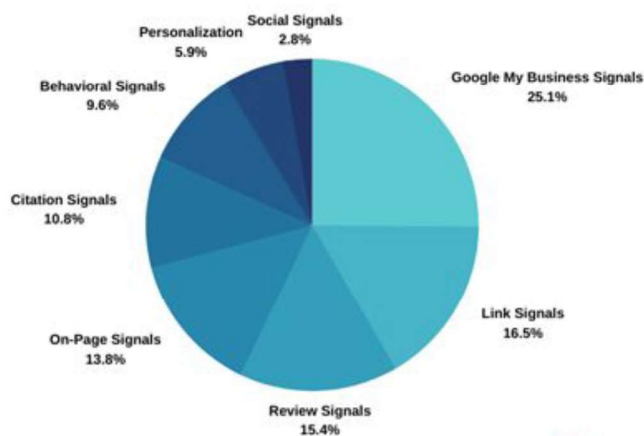
Local SEO Overview - Mobile



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



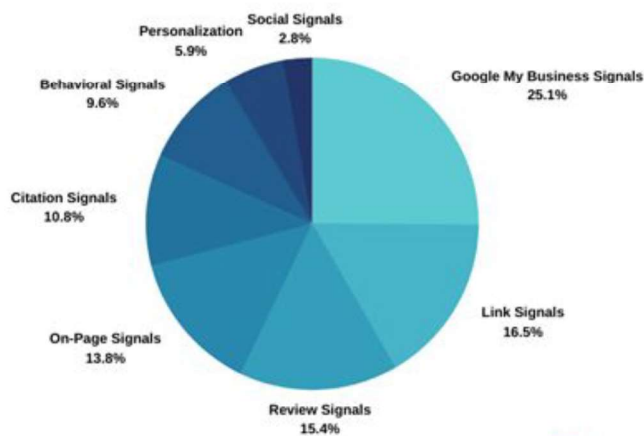
Source: <https://moz.com/local-search-ranking-factors>



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



Source: <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 My Business

Has your business been affected by the coronavirus?

With the recent developments around the coronavirus disease (COVID-19), let your customers know if you've made changes to your daily operations. We recommend doing at least one of the following:

Have your business hours changed?
If you've changed your hours, be sure to inform customers.

[Update business hours](#)

[Learn more about hours.](#)

Update your business description
When customers search for you on Google, they'll see your business description. Update it now to reflect any recent changes.

[Update description](#)

[Learn more about updating your Business Profile.](#)

Google Posts

Reviews from the web

Niche	GreatSchools	Facebook
4.2/5	4/5	4.8/5
73 reviews	31 votes	94 votes

[Send to your phone](#) [Send](#)

From The Walker School

"The Walker School is a co-educational private day school in Marietta, Georgia for preschool, elementary, middle, and high school. As a college preparatory school, The Walker School prepares students for their future academic endeavors in a caring, ...More

The Walker School on Google

Since the COVID-19 situation is continuously evolving, we have created a page that makes it easy to stay updated with our school community. Our COVID-19 page is updated daily with additional information and resources as well. Some of the resources we've provided ...
3 days ago

[Learn more](#) [View all](#)

Profiles

[f](#) [v](#) [t](#) [i](#) [in](#)

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

m.facebook.com	206 (23.12%)
automatedtraffic4free.pw	200 (22.45%)
niche.com	92 (10.33%)
atlantaparent.com	89 (9.99%)
l.facebook.com	57 (6.40%)
facebook.com	39 (4.38%)
privateschoolreview.com	26 (2.92%)
yelp.com	21 (2.36%)
gisaschools.org	12 (1.35%)
baidu.com	10 (1.12%)
careers.nais.org	9 (1.01%)
m.yelp.com	7 (0.79%)
maps.apple.com	7 (0.79%)
us.search.yahoo.com	7 (0.79%)
zoominfo.com	7 (0.79%)
know-atlanta	5 (0.56%)

Backlinks and Citations

Source url	Target url
https://365atlantatraveler.com/summer-camps-in-georgia/	ws.org/
https://www.zoominfo.com/people/Brenda/Major	g/
https://drawingline101.com/school-picnic-drawing-for-kids.html	g/wp-content/uploads/2017/10/Mobile-Slider-1-1024x367.jpg
http://bartman.com/worksheet/basketball-lesson-plans-for-middle-school-physical-education.php	vs.org/image/main-site-images/academics/physical-education.jpg
http://www.atlantabesthomes.com/atlanta-educations-and-schools-directory.htm	vs.org/
https://www.usatoday.com/story/news/2017/07/22/male-teacher-shortage-affects-boys-who-need-role-m	ws.org/
https://beckymorris.com/atlanta-neighborhoods/east-cobb-marietta-homes-for-sale/	g/
https://kidsnationmag.com/five-ways-to-increase-reading-fluency-in-children/	g/
http://gwenandjohn.com/Around%20Atlanta.htm	vs.org/
https://localprivateschools.net/Georgia/Friends-Of-High-Meadows-Inc-3938970	vs.org/
https://www.chatnaturecenter.org/event/enchanted-woodland-wonders-2/	g/
https://www.northfulton.com/sponsored/high-meadows-names-lisa-baker-as-head-of-school-and/article	vs.org/
https://www.susansellsatlanta.com/east-cobb-area-private-schools/	g/
https://roswellartsfund.org/event-directory/	y/
https://www.soldbyswann.com/east-cobb-area-private-schools/	vs.org/
https://www.krystalsclass.com/how-does-a-1st2nd-grade-multiage-classroom-work/	g/meeting-children-where-they-are-the-multiage-classroom/

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

Social Network	Landing Page
1. Facebook	/admission/admission-events/
2. Facebook	/
3. Facebook	/admission/mornings-on-the-meadow/
4. Yelp	/
5. Facebook	/admission/tuition-financial-aid/
6. Facebook	/about-us/headofschoolsearch/
7. Facebook	/about-us/our-people/
8. Facebook	/admission/mornings-on-the-meadow/?fbclid=IvPqW6FzVBsTepTzP-meV35OQWPurAlIM-qTbmb
9. Twitter	/

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://localchildcaremarketing.com/the-new-seo-formula-for-child-care-and-preschools/>

<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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