Why does my business need a website?

Learn about the benefits of having a website for your child care business

Introduction

There are many benefits to having a website for your child care business, and creating one is simpler and less expensive than you might imagine. With the help of this resource, you will learn what factors to take into account when creating a website and how to make it simple for others to locate it online.

Why does my business need a website?

You may wonder: why does your business need a website? Some small business owners do not think that having a website will be worth the time and effort, but nothing could be further from the truth! Websites are important for remaining visible in the busy child care market and for growing your business. Increasing the number of individuals who see your business and the services you offer is the key to business prosperity and long-term sustainability.

Increase your credibility.

A well-made website can increase your business's credibility. When researching their options, parents and families are looking for evidence that a child care business is well-established and reputable, and a website will allow those in search of child care to see the many benefits of enrolling their children in your program at a time that is convenient for them, such as after work or on the weekends.

Promote your brand.

A website can illustrate the many positive aspects of your business all in one place and can be viewed in a short amount of time. It is the ideal setting to demonstrate who you are and what you stand for; it helps you to promote your brand, which is crucial as you try to draw in new customers. This is the place to explain the child care philosophies of your company, including your mission, personnel photos, and a brief bio. Your child care website must establish confidence between your company and the local families you want to serve. Including parent feedback and/or testimonials is one of the finest strategies to develop this trust. To attract new families, consider putting your business information into visual formats instead of long blocks of

text like the programs you offer, your philosophy and curriculum, hours, ages served, pricing, and photo galleries.

Share information with your families.

Parents today anticipate having quick and simple access to all the information they require about your company via its website. They will return to your website in search of additional information if they know they can trust it for updates, fresh information, handbooks, and other valuable materials. Just like the parents of children who are already enrolled there, parents who are thinking about sending their kids to your child care facility will definitely check the website as part of their research. These clients may already be aware of your business and its brand due to word-of-mouth and local knowledge, but the website is frequently the first place they will look for more specific information. This visit, which in many cases may be their first interaction with your company, can be an affordable method to connect with parents and highlight what makes your company distinctive and special.

The following four actions can be made to increase the value of your website to parents:
1. Make it simple to access the essential information.
2. Express your personality and ideals as a child care provider.
3. Keep your website current.
4. Describe the care you offer in detail.

Advertise your services.

Sharing your website as widely as possible can help you to expand your business as you reach more families that may be in need of care. If one of your objectives is to use your website to expand your business, it must be accessible in Google or Bing searches for local child care. Website optimization, often known as search engine optimization (SEO), is the process of taking actions to help your company show up in relevant search results. Don't forget to share the website you just built for your company with your family and friends, in marketing materials, and on social media. You spent a lot of time, effort, and thought into designing your website, and this is your chance to showcase everything you and your company have to offer.

How do I get started?

You don't need to be an expert in technology to develop a website; there are plenty of user-friendly websites that can assist you in building a website that meets your demands. You should think about checking out the website construction services that are offered online once you have a general concept of what you want your domain name to be, the features that are important to you, and what your budget is. After you are satisfied with your design, make sure you feel comfortable updating it, as this is something you will have to work on at least once a month.

Additional Resources

If you have questions or need help, assistance is available.

GaPDS Website

DECAL Thriving Child Care Business Academy Website

To Find Other Study Guides: Click on Resources on the Academy home page

To Find Training: Click on Trainings on the Academy home page

To Register for Training: Click on Schedules & Registration on the Academy home page

To Sign Up for Study Groups: Fill out the Intake Assessment

For questions about coaching or study groups: Email GAcoaching@civstrat.com

To Find Other ECE Resources: Visit the DECAL Website

For General Questions about the Academy: Email thriving@decal.ga.gov

For More Information:

Family Child Care Learning Home Rules and Regulations

Child Care Learning Center Rules and Regulations