How To...
Get More Visitors To Your Website

Parenta.
Working together for our children
The World Wide Web is a never-ending source of information, and your website is one of the first places prospective customers will go to find out more about you. So how do you stand out from the crowd, and ensure you get more visitors than your competitors?

In the competitive world of early years education, marketing your setting is becoming more and more important. It’s what gets you noticed and it’s what makes the difference between your business “just about scraping through”, “breaking even” or in a few cases even “turning a profit”.

Here we cover 13 top tips to help you increase traffic to your website.

Content, Content, Content – Get Blogging

When we talk about content, we mean an article or blog piece that’s meaty, not a short social media post. Something that really adds value to the reader.

A blog is the single best way to attract new visitors to your website. It can increase your online visibility when parents look for childcare providers using search engines like Google. The result? Increased occupancy levels without spending a penny!

Your blog can be about the activities you do during the working day, and how they teach the children in your care. It can relate back to a specific area of the EYFS. Whatever it is, use your own experience, make it informative and ensure it is “keyword rich”.

**Keywords** are ideas and topics that define what your content is about. So if your content discusses the EYFS, make sure you use this term in your content, or other variations such as Early Years Foundation Stage/EYFS Statutory Framework.

With content, you need to make sure you are producing it regularly, and sharing across all platforms. Using hashtags that relate to the content will help this content reach a wider audience as well. The more you share the further the reach and the more traffic you will direct to your website.

Not sure where to start? Check out our [blogging for beginners guide](#).

Get social

One of the best ways to increase traffic to your website is to use your social media pages.

There are a number of ways to use these platforms to drive traffic, the simplest one is your profile. Ensure your profile is complete – you wouldn’t leave your website half finished, and the same goes for your social pages.
On most platforms you complete a bio as part of your page set up, this is the ideal place to add a snippet about your setting and what makes you unique, it’s also the perfect spot to drop in the link to your website.

Check when your audience is most active and post then! You can find out your ‘peak times’ using tools such as ‘follower wonk’ or ‘page insights’ on Facebook.

Share images and videos! Visual content is 40 times more likely to get shared on social media than other types of content.

So share images of activities you do in the setting - ones that relate back to the EYFS. Share photos of special days you celebrate or events you hold – all of these can link back to your website - whether it be to a gallery or an article about the event or activity.

Make sure you are engaging with your audience, answer questions, respond to comments and like shares. The more you engage, the more you will showcase what you are about, showing your personality, and giving your audience a great impression. This is likely to increase the probability of prospective customers visiting your website.

**Pay attention to SEO**

Making sure your SEO is on point will help ensure you’re visible in those all-important Google searches carried out by prospective parents.

Search Engine Optimization, SEO, is what you do to help increase visitors to your website by making the website more appealing to search engines.

Read more [here](#).

How do you optimise your website?

**Use page titles**

Keyword-based titles help establish what content is included in that page. Having the right keywords in page titles can help drive more traffic to your site. Now these shouldn’t be too long, or too short, but they should be descriptive.

Your page title is what will appear in a Google search, so make sure it engages your audience and describes what they will find on that page.
Keep your site up to date

Throughout your website pages, your content is what engages and gives visitors an insight into the values and ethos of your nursery. Google picks up on keywords throughout your content, so try including search terms that you want your nursery to be found under – for example “Nursery in Kent” or “Ofsted Outstanding”. However, be careful not to fill your website with too many of the same keywords as Google can think you’re overusing search terms and penalise your website.

Every update you make to your website affects the way search engines interact with and rank your site. Frequent updates with fresh, original content will help your site rank much higher on Google and keep visitors coming back.

A website which is infrequently (or never) updated will be viewed by search engines as ‘dead’. Why does this matter? It means that your website will rank much further down in the search results than any of your competitors who regularly update their pages.

Here, we explore some of the key reasons why you need to keep updating your website content regularly:

**Utilise links on your pages**

Links are a very useful tool to help your website become more visible to Google. Internally linking within your website (this is when you link to pages within your website) and externally (this is when you link to another website or another website links to yours) are both fantastic ways to build up your online presence. Google uses what it describes as “spiders” to crawl through websites, picking up website links and collecting information about your content for indexing.

The more links you have, the more likely Google will recognise your website and increase your search engine ranking.

**Include keywords in your content**

Along with the page titles, you need to include the Meta description for that page. The meta description is a snippet of up to about 155 characters which summarizes a page’s content. Search engines show the meta description and page title in search results when a searched-for phrase is included in the description, so optimizing the meta description is crucial for on-page SEO.

**Level 2 childcare training | Parenta.com**

https://www.parenta.com/childcare-courses/courses/level-2-childcare/ ▼

The Level 2 childcare qualification allows you to work with children under supervision and to count in the staff ratios.

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Google loves a regularly updated site

Almost 84% of all internet searches are carried out by search engine giant Google. This equates to 4,464,000,000 a day! Therefore, when you find out Google’s algorithms take into account the frequency that a website is updated, it’s a sure sign that you need to sit up and take notice.

A website which is updated at least 2-3 times per week is considered a frequently updated website by Google.

However, the content needs to be original, reliable and of good quality. By far the easiest way to provide fresh content is by having a blog on your website. Visitors’ comments count as an update on your site, so publish articles which will engage your audience and invite people to share their opinions.

Good quality content increases the duration of a visit

The most obvious reason for you to update your website on a regular basis is to give your visitors a reason to keep coming back. If a visitor comes to your website and finds your pages haven’t been updated for many years, they can’t be sure your business is still active. Most likely, they will drop off your site fairly quickly.

A website which is regularly updated with relevant articles is likely to lead to an increase in the average amount of time a visitor spends browsing your pages. One of the most important ranking factors which Google takes into account is the duration of a visit.

Regular updates result in frequent indexing by Google

To get better Google search results, you need to understand a little more about how search engines work. Google uses web crawlers (known as Google bots) which scan the internet. These Google bots index the relevance of your website in relation to a searcher’s query. So, the more frequently you update your website with fresh content, the more frequently these bots will be able to index your site. The result? You’ll have more opportunities to achieve higher rankings, as your website position will be reassessed regularly.
**Make sure your site is responsive**

Having a fully responsive website means that the content of your pages will adapt to the device it is being viewed on. This doesn’t mean two separate versions of your website – rather, it’s an intelligent way to present the same information whether the visitor is using a desktop, mobile or tablet.

This is important because, in 2015, Google started giving preference to websites which are fully responsive. If yours isn’t, you’ll struggle to rank highly in search engine results pages.

**Add an SSL certificate**

SSL stands for Secure Sockets Layer certificate and, again, sites which have this perform better in Google search engine rankings than those without. The function of an SSL certificate is to encrypt personal information which is sent between a visitor and a website. This makes transactions involving personal information and banking details much more secure. Having an SSL certificate lets a visitor know that they can feel safe browsing your website and entering their confidential information.

It’s easy to check whether a website does or doesn’t have an SSL certificate – just look out for the little green padlock in the top left corner of your browser. The website address will also show as https:// instead of http://.

**Don’t neglect email marketing**

Although a more traditional method, email marketing can still be a great tool and is an ideal way of directing traffic back to your website.

Whether you are mailing out your new blog or information on upcoming events etc., you can still generate a strong amount of traffic to your site.

Great uses for email:

- Upcoming events
- A monthly newsletter – what’s happened at your setting this month
- New services – after school clubs, breakfast clubs
- Updated price lists
Keep a close eye on the competition

Having an idea of what your rivals are doing can help you win valuable business, and ensure you stand out, showcasing your differences and strengths. Why not play detective and investigate, have a look at their websites and see what they are doing.

- What content are they including on their website and how often?
- What unique characteristics are they portraying and how?
- What pop-ups are they using, and to what purpose?
- Are they publishing content on social media that directs people to the website?

Researching your competitors is also a great way to find out what people are reading and talking about, then you can tailor messages and content based around the “hot topics” you find.

Make your website appealing to the eye

How your website looks has a massive impact on people’s perception of your company. If your website looks outdated or unappealing, you will lose a lot of visitors at the first hurdle and they’ll be less likely to make a return visit.

As well as looking appealing, the design needs to be functional. Is it easy to navigate? Is it clear? Is the information presented in a readable manner? These are all things you need to consider.

Use social proof such as testimonials, it will instantly give new visitors an insight into your business, and make them want to investigate what makes you so special.

Use your own photos – people relate more to real people, and this will showcase your business in a more honest light.

Make it easy for people to like your social channels, or share your blog posts, include share and like buttons on content, and make sure your social channels are clearly showcased.

Check your website speed

When it comes to website speed, every second counts. Visitors are likely to abandon your website if it takes a long time to load. This can be down to a number of factors; if you have images with large file sizes, think about resizing them as this could be dragging your website speed down. Also, limit the number of videos and slideshows you have on one page as this can add on precious loading time. Google favours quick and speedy websites and your parents definitely prefer them too!
Get on 3rd party websites

Make sure you are listed on 3rd party websites dedicated to childcare such as Daynurseries.co.uk.

By ensuring your business is listed on search platforms such as this, including a full profile about your business and linking back to your website, you can easily generate more traffic.

Other sites to get listed on:
- Day nurseries.co.uk
- Local council websites
- Childcare directory
- Childcare.gov
- Yelp
- Google reviews

Ensure your business is google verified

By verifying your business on Google it allows you to control some of the information presented about you in the knowledge panel of Google when someone conducts a search. It will also support how you appear in these searches, for instance listing you on maps as a local business when a potential customer conducts a search.

As well as this, once you are verified, you have access to Google Search data, which will give you insights on ways to improve your website.

Get google verified [here](#).

Advertise

If you have a marketing budget, you could allocate a small amount to some paid search ads - directing traffic to your website.

Paid search and social media advertising is a great way to attract visitors to your site and get your company in front of people, targeting by location, interests and keywords.

Each paid platform has pros and cons so think about where your audience is most likely to be and what your aims are.

Set a small budget and see what results you get, if anything its just great to boost your presence.

MARKETING SOLUTIONS

WEBSITE DESIGN
• Our childcare websites generate genuine interest and leads from parents and carers
• We specialise in designing and building childcare websites so you can rest assured that our team know what Ofsted and parents/carers are looking for

SOCIAL MEDIA
• We assist you with setting up and using your social media accounts in no time to help you increase your setting’s visibility

SOFTWARE

NURSERY MANAGEMENT - ABACUS
• Save hours by reducing planning time by 50%
• Speedy invoicing to all parents and carers in minutes
• Instant view of all financial reports
• Manage payments and track debt

EYFS LEARNING JOURNEY TRACKER - FOOTSTEPS 2
• Record meaningful and detailed EYFS observations
• Improve essential safeguarding and save hours of time
• Reduce your workload and spend more time with the children
• Identify at a glance each child’s development pathway

ONLINE DAILY DIARY - DAYSshare
• Share every magical moment of each child’s day with their parents and carers with our online diary software

PARENT PORTAL APP
• Bringing parents and carers closer to their child’s day by providing a timeline of their progress
• Download Parent Portal App on Android or iOS

FEES COLLECTION
• We collect fees, allowing you to focus on childcare, not credit control
• Fee collection reduces stress about pay day
• Maintain good relationships with parents
• Eliminate bad debt from your setting
• We operate on a 98% success rate across the board

TRAINING

Increase employee motivation and keep staff for longer within your setting by offering training – the ideal tool for you to develop your team.

Parenta courses include:
• Level 2 Childcare
• Level 3 EYE Diploma
• Level 5 Childcare Leadership Qualification
• Business Admin Levels 2 and 3
• Advanced Qualifications in Team Leading and Management

PLUS … Parenta offers a free recruitment service - no fees!

ONLINE CPD COURSES

No deadlines, no time restrictions, no classroom! Support your staff or further your professional development with our online CPD accredited courses

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