

Website-First Marketing

The Simple Marketing System Every ECE Program Needs to Grow Online

with
CHELSEA DENNY



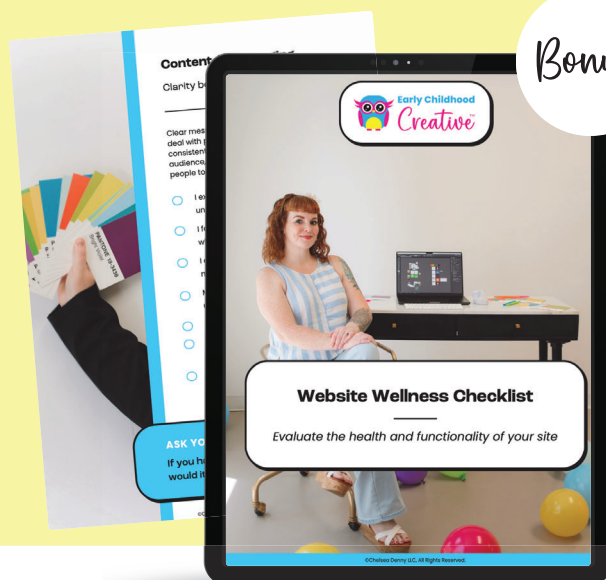
in this
webinar



I'll show you how to shift from **website overwhelm** and **confusion** to **clarity** and **confidence** in growing both your **visibility** and **profits** by using the Early Childhood Creative DESIGN method in **your ECE business**.

Just for
Showing Up

Stay until the end,
and I will give you a
link to grab this
**website wellness
checklist** for free!

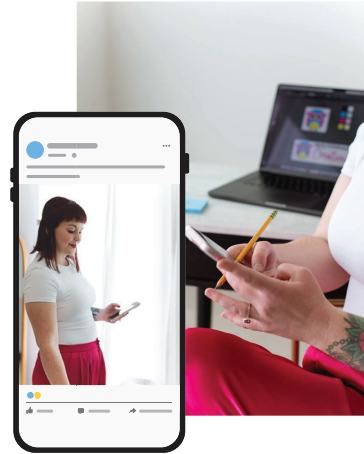


Bonus!

Let's Get Social

During this webinar, make sure to share something you found valuable on LinkedIn or IG and tag me so I can re-share!

@earlychildhood.creative
linkedin.com/in/chelsea-denny



POLL: UNDERSTANDING YOUR NEEDS

What best explains your work in ECE?

- Educator in someone else's program
- Educator in your own program
- Director of someone else's program
- Owner/Director of your own program
- Coach/Consultant/Speaker
- Other

So, Why Me?

Longtime early childhood educator turned strategic web designer.



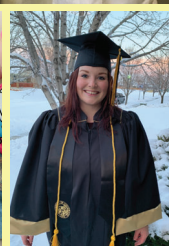
I noticed that many ECE programs were not using their website like a **business tool...**

And that decision led to many high-quality programs not getting the business and community support they deserve



The Vision That Led Me Here

A future where early childhood businesses are **recognized as the professional, valuable organizations they are**, and where the expertise and work of early childhood educators is **respected, valued, and understood as essential to our communities.**



10+
YEARS
IN ECE

25+
WEBSITES
LAUNCHED

4,200+
ECE PROFESSIONALS
HELPED

INTRODUCING THE ECC DESIGN METHOD

I know, super clever, huh?

- Define your website goals
- Establish your brand
- Strategize your content
- Implement your design
- Grow your visibility
- Nurture your audience

before we dive in



turn off all
DISTRACTIONS



**Do you wish your
website better
reflected the
professional work
you currently do?**





Do you struggle with knowing what to focus your marketing efforts on to make money more consistently?



Are you tired of being confused and overwhelmed with all the marketing options, tips, and strategies out there?



Do you wish you had a solid, trusted plan that you could follow, one that takes out all of the guess work?



01

you're in the
RIGHT PLACE IF...

YOU'RE CURIOUS

02

you're in the
RIGHT PLACE IF...

YOU'RE MOTIVATED

03

you're in the
RIGHT PLACE IF...

**YOU'RE FRUSTRATED
BUT DETERMINED**



TELL ME IN THE COMMENTS

Which One Are YOU?

Curious

01

Motivated

02

Frustrated

03

Whatever your
motivation,

I fully support you.



Creating and launching a
professional website is the single
most powerful and strategic way to
make an impact on your marketing
efforts while growing your **income**
and improving your **reputation**.

Where We're Going...



Plan Your
Website



Where We're Going...



Plan Your
Website



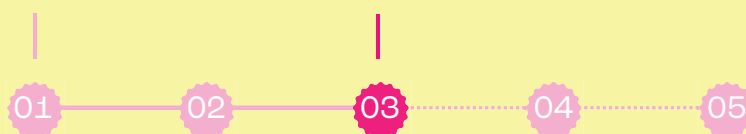
Launch Your
Website

Where We're Going...



Plan Your
Website

Grow Your
Website



Launch Your
Website

Where We're Going...



Plan Your
Website

Grow Your
Website

01

02

03

04

05

Launch Your
Website

**How to Work
With Me**

Where We're Going...



Plan Your
Website

Grow Your
Website

Live Q&A

01

02

03

04

05

Launch Your
Website

How To Work
With Me

STEP
01

Plan Your Website



First, you've gotta **DEFINE YOUR GOALS**

A Website Can...

- Build credibility
- Generate inquiries
- Enroll families
- Sell products
- Grow an email list
- Book speaking engagements



The Main Goal

What needs to happen when someone visits your website for the first time?

What action would make that visit valuable to your business?



Who Needs You?

- Do you understand who your primary audience is?
- How does your offer solve a problem of theirs?
- What are they trying to accomplish when they start looking for your services or offer?



Example

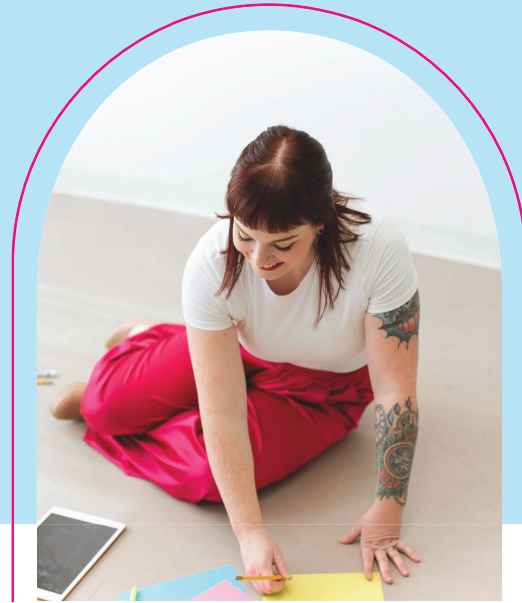
Fort Collins families with young children.



Example

~~Fort Collins Families~~
Families with children ages 1 year old through 5, with an income of \$100k or more, within a 15-mile radius of our program, who are passionate about nature and outdoor education.

- ➔ List your current services or programs
- ➔ Prioritize what needs to be addressed now
- ➔ Choose the primary call to action



Then, you've gotta **ESTABLISH YOUR BRAND**

A Brand Includes

- Your positioning
- Your messaging
- Your offer & process
- Your visuals and voice
- The feeling people have when working with you





The Main Goal

Does your brand reflect the level of professionalism you want to communicate?

Is your brand authentic to you and the experience that you offer?



Consistency is Key

- Choose a simple brand package and use it.
- Build consistency through repetition.
- A strong brand voice helps your copy feel consistent across different media platforms.

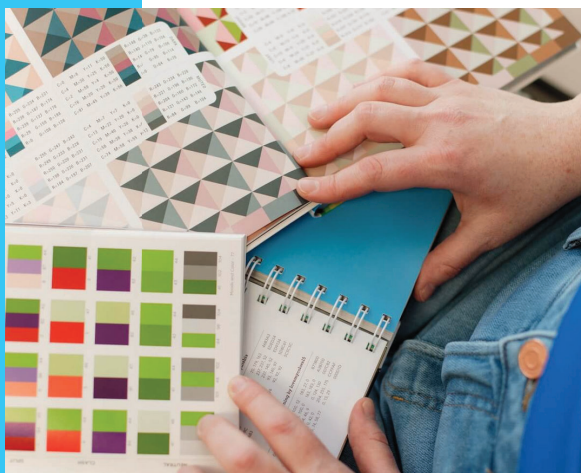
- ➡ Consider colors that have enough contrast
- ➡ Choose fonts that are easy to read
- ➡ You can always build onto your brand



Then, you've gotta **STRATEGIZE YOUR CONTENT**

Strategy Includes

- Mapping out the pages
- The customer journey
- Writing the copy
- Photography
- Building trust



Must-Haves

- Homepage
- Services/Programs
- Contact

Nice-to-Have

- About
- Waitlist or Booking
- Opt-In & Thank You



Copywriting

- Write for skimming first.
- Focus more on your audience than yourself.
- Edit ruthlessly.
- Use AI with caution.



Photography

- If you've got it, use it
- If using stock, be mindful of license type and commercial use
- Professional headshot is a non-negotiable
- Again, use AI with caution



ECC DESIGN METHOD

So Far We've Covered:

- ➔ Define your website goals
- ➔ Establish your brand
- ➔ Strategize your content

“Once your website is complete, she provides a full branding package that includes the color palette, fonts, and other design elements used throughout your site. She also records personalized video tutorials that show you exactly how to make updates yourself. This makes it easy to keep your website current without needing ongoing technical support.”

CAROL, FAMILY CHILD CARE OWNER

Carol's old website was outdated, so we used my DESIGN method to create a site that represented her program professionally and authentically.



Live Website Audit Time!

- ➔ Drop your website url in the chat
- ➔ I'll select one at random
- ➔ I will quickly review your homepage live and provide feedback



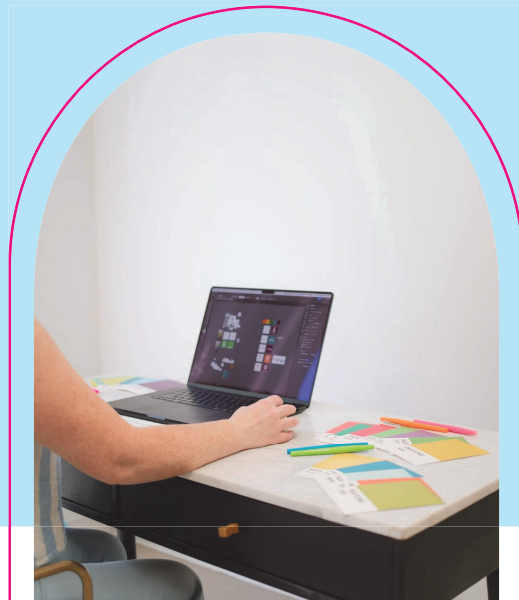
STEP
02

Launch Your Website



Now, you finally get to **IMPLEMENT YOUR DESIGN**

- ➔ Setup your website's foundation
- ➔ Build & design your pages
- ➔ Connect all the important stuff
- ➔ Test, launch, and celebrate! 🎉



Build Your Homepage

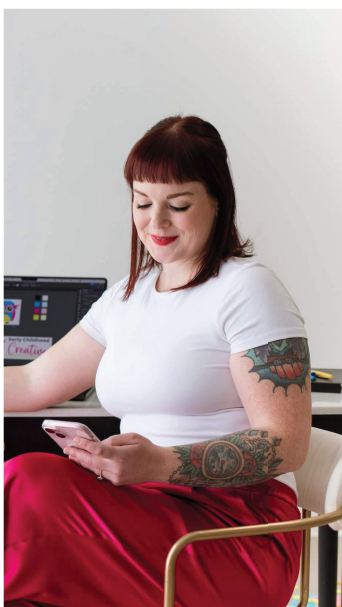
- Use this page to form the general vibe of your site
- Set up your global settings
- Consider accessibility
- Reuse your designs across your site
- Consider the importance of content





Consider

- Hierarchy
- Consistency
- Contrast
- White space
- Readability
- Repetition
- CTAs
- Color choices
- Font choices



Protect Yourself

- Privacy Policies & Cookies
- Photo Releases & Parental Consent
- Copyright & Trademark
- Email Consent

“She designed the website of our dreams and somehow took all of our different programs, side pursuits, values, and ideas and wove them together into one beautiful, cohesive website that feels so authentically us.”

BECCA, NATURE SCHOOL OWNER

Becca’s program outgrew its old website, so we used my DESIGN method to create a site that better reflected the work her team was doing now.





ECC DESIGN METHOD

So Far We've Covered:

- Define your website goals
- Establish your brand
- Strategize your content
- Implement your design

STEP 03

Grow Your Website



Your job isn't done yet! Now,
GROW YOUR VISIBILITY

Your Visisibility

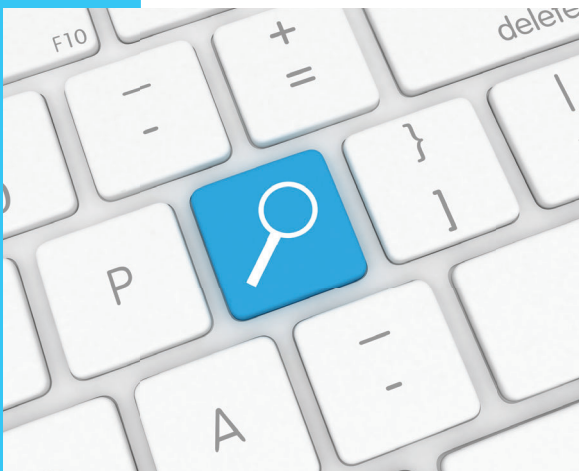
- One primary channel first
- Where do your people hang?
- Be realistic about capacity
- Give enough time to see if something is working



The Main Goal

Use simple, sustainable marketing strategies to help the right people find your website and work.

Which channel would make that work best for your business?



Examples

- Facebook Groups
- Instagram
- LinkedIn
- Blogging
- Podcasting
- In-Person Events
- Virtual Events
- Search



Local SEO

Local childcare programs, schools, trainers, and service-area businesses may rely on local search in different ways.

Google Business Profile is your friend, and it's FREE!



Partnerships

- Visibility doesn't have to start at zero
- Look for those aligned with your work
- Approach collaboration by offering value first
- Guest posting, speaking, podcasts, and referrals

- ➔ Create and publish useful content
- ➔ Build community relationships
- ➔ Again, consider your capacity and willingness to continue



Finally, you've gotta **NURTURE YOUR AUDIENCE**

Stay Connected

- Intentional follow-up
- Phone calls
- Email campaigns
- Lead magnets
- Social media DMs, comments
- Don't assume interested people will remember

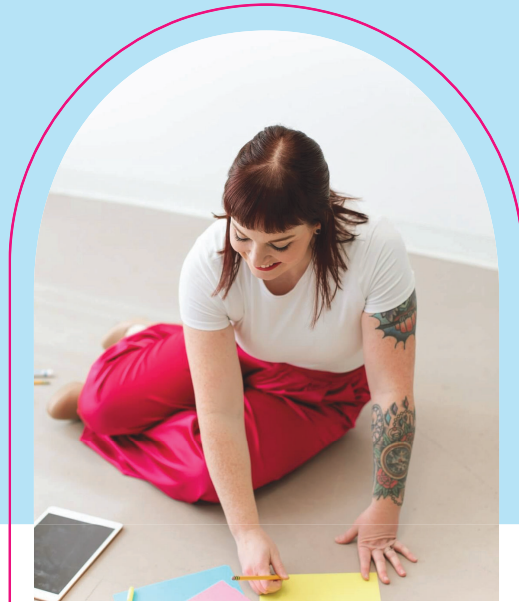


The Main Goal

What is the path that someone takes from discovering you to working with you?

What is the connection point that converts best for your business type?

- Map out the steps someone takes to work with you
- The fortune is in the follow-up, prioritize creating a system
- Track the data and spend more time on what's working



ECC DESIGN METHOD

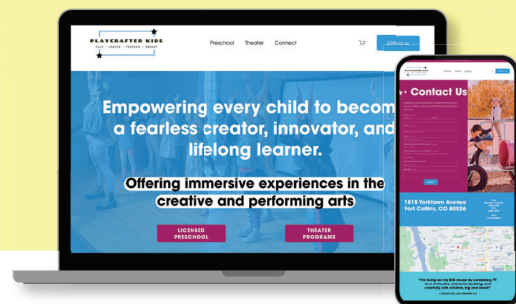
So Far We've Covered:

- Define your website goals
- Establish your brand
- Strategize your content
- Implement your design
- Grow your visibility
- Nurture your audience

"I already had a website, but she helped me take it up several notches with her creative vision and expertise. What truly set Chelsea apart was her ability to clearly explain everything as she guided me through updating my Squarespace site. I now feel confident in making changes on my own thanks to her patient teaching."

DEANNA, THEATER PRESCHOOL OWNER

Deanna's DIY website no longer represented her program, so we used my DESIGN method to create a site that illustrated her beautiful program professionally and authentically online.





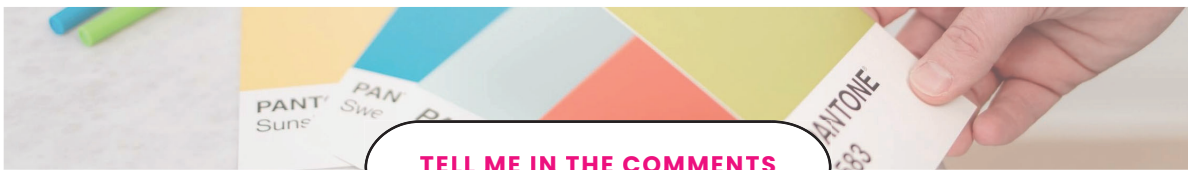
QUICK QUIZ: RATE 1-5

How does your system stack up?

- I know exactly what my website needs to accomplish.
- My brand and messaging clearly communicate what I do.
- My website content, copy, and photos are planned.
- My website is professional, functional, mobile-friendly, and live.
- I have a reliable way for people to discover me.
- I have a way to capture and nurture people who aren't ready to buy yet.

Early childhood programs across the country are getting **more leads**, improving their **reputations**, and creating marketing systems they feel **confident** managing on their own.

Will your program be one of them?



TELL ME IN THE COMMENTS

Do you see that when you are given a **clear path** from start to finish to create and launch your website, you can create **steady revenue**, improve your program's **reputation**, and have more **freedom** to do the work you love?



Would you like me to virtually hold your hand through the **entire process** of creating and launching a website-first marketing system?



You're Invited...



What is it?

ECWL is a **six week online group training** where I'll walk you through the ECC DESIGN method step-by-step, showing you exactly how to create, launch, and grow your early childhood website from scratch.

You'll work alongside a small group of other ECE businesses, where you'll find **community, support,** and most importantly, **accountability** to get it done.

early childhood **WEBSITE LAUNCH**



- ✓ Six Online Modules Covering It All
- ✓ Six Weekly Group Coaching Calls
- ✓ Accountability and an ECE Community
- ✓ Clear Step-By-Step Roadmap That Works
- ✓ Extensive Tech Tutorial Library
 - ➔ Templates to Speed Up the Process
 - ➔ Expert Feedback on Milestone Assets

You'll finish this program with a website-first marketing system that powers your business.

early childhood **WEBSITE LAUNCH**

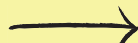
DOORS OPEN SOON!

TO JOIN THE COHORT WAITLIST GO TO:

www.earlychildhoodcreative.com/waitlist

**Thanks for
Showing Up!**

Now, for the **Website
Wellness Checklist**
I promised you.



www.earlychildhoodcreative.com/wellness

early childhood **WEBSITE LAUNCH**

TO JOIN THE COHORT WAITLIST GO TO:

www.earlychildhoodcreative.com/waitlist

TO GRAB THE WELLNESS CHECKLIST GO TO:

www.earlychildhoodcreative.com/wellness



Website-First Marketing Plan

DEFINE YOUR GOALS:

Clarify what you want your website and marketing system to accomplish so every decision supports your larger business goals.

ESTABLISH YOUR BRAND:

Build a clear, cohesive brand that communicates who you are, who you serve, and why your work matters.

STRATEGIZE YOUR CONTENT:

Plan the pages, customer journey, copy, photography, and calls to action your website needs to guide visitors toward the right next step.

Website-First Marketing Plan

IMPLEMENT YOUR DESIGN:

Bring your strategy to life by designing and launching a professional website that works for your business.

GROW VISIBILITY:

Use simple, sustainable marketing strategies to help the right people discover your website and your work.

NURTURE AUDIENCE:

Stay connected with potential clients or customers through email and intentional follow-up that builds trust and moves them toward working with you.