




**HEY THERE,
I'M CHELSEA**

- 10+ Years in ECE
- Web Designer
- Business Consultant
- Trainer & Coach
- BA Education & Human Development
- MS Entrepreneurship
- Momma Bear to Four

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**HOW TO
OPTIMIZE**


Your program's website to boost enrollment & grow your client base

Presented by: Chelsea Denny

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AGENDA

1. 7-Day Plan Outline
2. Gathering Assets
3. Creating a Sitemap
4. Designing the Pages
5. Testing & Launch
6. When to Seek Help



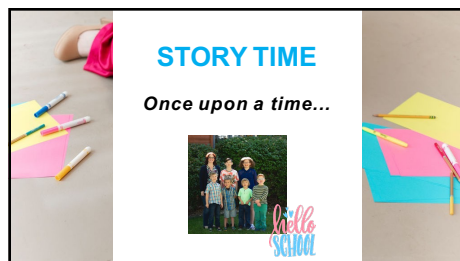
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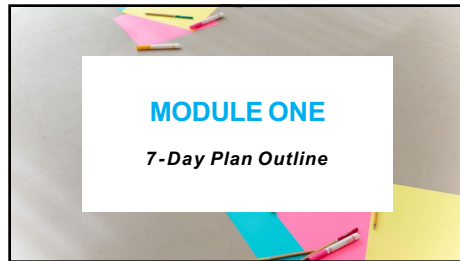
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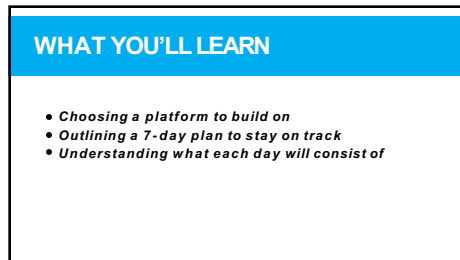
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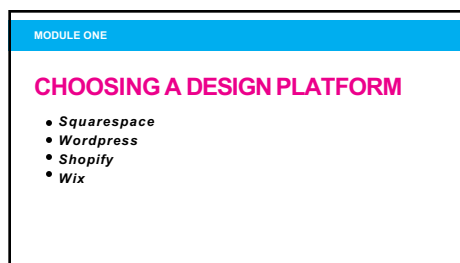
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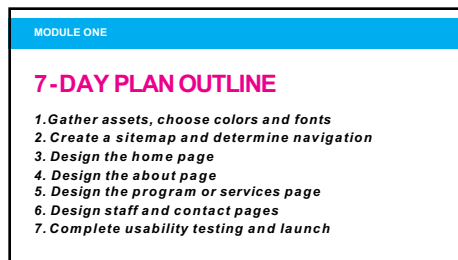
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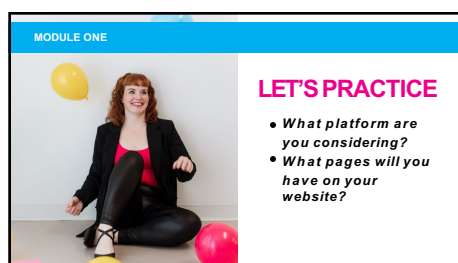
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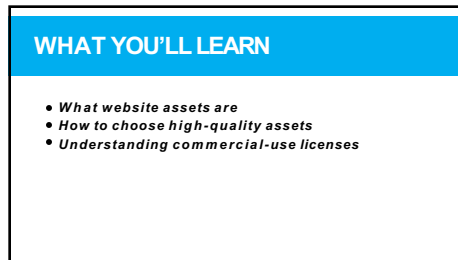
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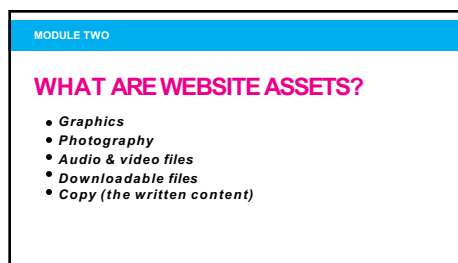
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MODULE TWO

CHOOSING HIGH-QUALITY ASSETS

- *Photography proper size and format*
- *Audio files are high-quality & used sparingly*
- *Videos should be short & have a purpose*
- *Copy should be straightforward & error-free*

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MODULE TWO

COMMERCIAL-USE LICENSES

- *Do you have the right to use the assets on your site?*
- *NEVER just take images from Google Search*
- *Fair use guidelines do not apply to business use*
- *Always check the license and purchase the one that applies to your use*
- *Keep a record of your licensed assets*

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MODULE TWO

CHOOSING PHOTOGRAPHY

- *Take your own photos with a camera*
- *Hire a photographer for a brand photo shoot*
- *Purchase a license for commercial use*
- *Choose stock photos free for commercial use*

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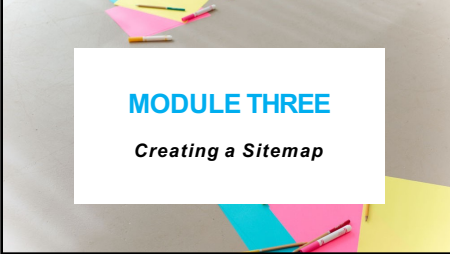
MODULE TWO



LET'S PRACTICE

- *What assets do you need to obtain?*
- *Will you hire someone to help?*
- *Do you have a commercial-use license?*

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MODULE THREE

Creating a Sitemap

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WHAT YOU'LL LEARN

- *What a sitemap is*
- *Common pages to include*
- *Discovering the goal of your website*
- *How to choose website navigation*

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MODULE THREE

WHAT IS A SITEMAP

- *An outline of all the pages on your website*
- *A map that lays out the user's journey*
- *A way for you to determine where all of your content will go*

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EXAMPLE TIME**Sitemap**

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MODULE THREE

COMMON WEBSITE PAGES

- *Home*
- *About*
- *Services or Programs*
- *Staff*
- *Blog*
- *Contact*

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MODULE THREE

YOUR WEBSITE GOALS

What are you trying to accomplish with your website?

- *Getting leads?*
- *Newsletter signups?*
- *Tour bookings?*

Have your call to action (CTA) reflect this goal

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MODULE THREE

CHOOSING WEBSITE NAVIGATION

- *The web pages shown in the top navigation*
- *You should limit these options to 3-5 choices*
- *Use the goals of your website to decide*
- *What do you want your users to do?*


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EXAMPLE TIME

Website Navigation

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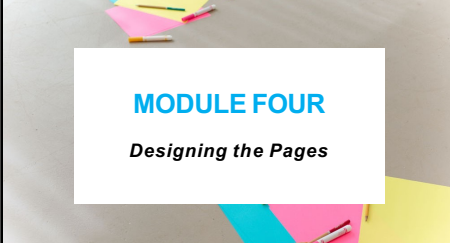
MODULE THREE



LET'S PRACTICE

- *How many pages do you need for your website?*
- *What are your website goals?*
- *What pages will be in your navigation?*

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MODULE FOUR

Designing the Pages

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WHAT YOU'LL LEARN

- *How to outline content for each page*
- *Best practices for effective website design*

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MODULE FOUR

OUTLINING WEB PAGE CONTENT

- *Write your copy for each page*
- *Does your tone of voice match across pages?*
- *Check for errors, lengthy sections, and duplications*
- *What information does your audience need now versus after they contact you?*

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MODULE FOUR

HOME PAGE CONTENT

- *Hero section*
- *Services outline*
- *Testimonials & social proof*
- *About the company or owner*
- *Call to action*

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EXAMPLE TIME*Home Page Hero Section*

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MODULE FOUR

CONTACT PAGE CONTENT

- *Photo of owner or team*
- *Form collecting information*
- *Contact information*
- *Hours and address, map if applicable*

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EXAMPLE TIME*Contact Page Form*

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MODULE FOUR

10 BEST WEB DESIGN PRACTICES

- | | |
|-----------------------|-------------------------------|
| • <i>Typography</i> | • <i>Call to Action</i> |
| • <i>Color choice</i> | • <i>Copywriting</i> |
| • <i>Alignment</i> | • <i>Mobile optimization</i> |
| • <i>White space</i> | • <i>Broken links</i> |
| • <i>Photography</i> | • <i>Outdated information</i> |

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MODULE FOUR

TYPOGRAPHY

- *Mistake: too many fonts*
- *Mistake: illegible fonts*
- *Solution: no more than two fonts*
- *Solution: easy to read*

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MODULE FOUR

Join us for our upcoming event

**WE HOPE TO SEE YOU
THERE!**

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MODULE FOUR

**JOIN US FOR OUR
UPCOMING EVENT**

We hope to see you there!

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MODULE FOUR

COLOR CHOICE

- *Mistake: too many clashing colors*
- *Mistake: not enough contrast*
- *Solution: choose a color palette that creates your intended mood*
- *Solution: use enough color contrast to remain legible and complimentary*

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MODULE FOUR

**JOIN US FOR OUR
UPCOMING EVENT**

We hope to see you there!

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MODULE FOUR

**JOIN US FOR OUR
UPCOMING EVENT**

We hope to see you there!

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MODULE FOUR

WHITE SPACE

- *Mistake: too many elements in a small space*
- *Mistake: not giving items room to breathe*
- *Solution: space out elements*
- *Solution: eliminate added "fluff"*

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MODULE FOUR



**COMING SOON! A NEW
CHILDCARE PROGRAM IN
YOUR NEIGHBORHOOD!**
We look forward to serving
you and your family soon.

Join us for our upcoming
open house event on
January 10th at 10:30 am.

Want to learn more about us?
Contact us at 555-777-6643 or
admin@fakeemail.com or visit our
website at www.fakewebsite.com

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MODULE FOUR

JOIN OUR OPEN HOUSE

We are a new
childcare program
serving children ages
2-12 years old.

Event Details:
January 10th
10:30-11:30 am
1020 Main St., Your Town

Contact us at 555-777-6643 or admin@fakeemail.com to learn more

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MODULE FOUR

ALIGNMENT

- *Mistake: center aligning everything*
- *Mistake: not aligning elements to a grid*
- *Solution: left align when possible*
- *Solution: design on a grid*

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MODULE FOUR



**COMING SOON! A NEW
CHILDCARE PROGRAM IN
YOUR NEIGHBORHOOD!**
We look forward to serving
you and your family soon.

Join us for our upcoming
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January 10th at 10:30 am.

Want to learn more about us?
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admin@fakeemail.com or visit our
website at www.fakewebsite.com

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MODULE FOUR

JOIN OUR OPEN HOUSE

We are a new
childcare program
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2-12 years old.

Event Details:
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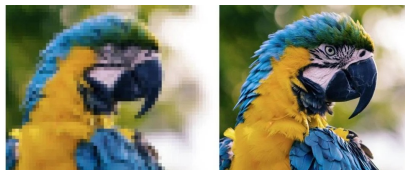
MODULE FOUR

PHOTOGRAPHY

- *Mistake: using low quality photos*
- *Mistake: not having the commercial rights to use*
- *Solution: use photos that are at least 300 dpi*
- *Solution: check to make sure you have the right to use the photos on your website*

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MODULE FOUR



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MODULE FOUR

COPYWRITING

- *Mistake: writing way too many words*
- *Mistake: not proofreading the finished work*
- *Solution: eliminate unnecessary words*
- *Solution: Use headings and bullet points*
- *Solution: Check back again with fresh eyes*

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MODULE FOUR

**WE ARE A NATURE-BASED PRESCHOOL
READY TO ENROLL YOUR CHILD NOW**

We are currently enrolling for the 2025 school year for ages 3-5 years old. Please come into the school to begin the enrollment process for your child. You will need the following documents for registration: your child's birth certificate, your child's immunization records, proof of your current address, and a parent's identification card. Please be ready with all of this information to expedite the process. Your child is welcome to join you during the process.

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MODULE FOUR

WE ARE A NATURE-BASED PRESCHOOL

Now enrolling for the 2025 school year for ages 3-5 years old. Please complete the form below to begin the enrollment process for your child.

You will need the following documents:

- Child's birth certificate
- Child's immunization records
- Proof of address
- Parent's identification

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MODULE FOUR

CALL TO ACTION (CTA)

- *Mistake: not implementing it*
- *Mistake: having too many or confusing CTAs*
- *Solution: tell visitors what you want them to do and keep that CTA consistent across your website*

BOOK A TOUR **CONTACT US** **CALL NOW**

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MODULE FOUR

MOBILE OPTIMIZATION

- *Mistake: not designing their website for mobile view, but rather, only designing for desktop*
- *Solution: View each page on a mobile device and adjust accordingly*

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MODULE FOUR

BROKEN LINKS

- *Mistake: not checking the links functionality*
- *Mistake: not updated links when things change*
- *Solution: test all links and forms when launching*
- *Solution: do a routine check of links from past blog posts and/or when things change*

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MODULE FOUR

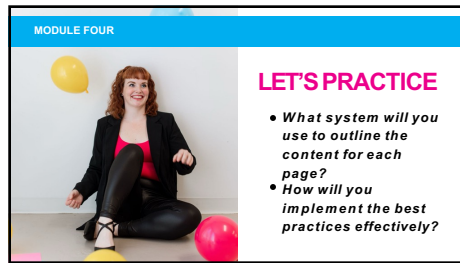
OUTDATED INFORMATION

- *Keep your content current*
- *Update staff pages when new people come and go*
- *Google likes to see updated content*
- *Updates show your customers that you are still in business*

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WHAT YOU'LL LEARN

- *What usability testing is*
- *What features should be tested*
- *How to launch your website to the world*

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MODULE FIVE

USABILITY TESTING

Testing the features and visitor's ability to use your website effectively

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MODULE FIVE

WHAT SHOULD BE TESTED?

- *Links*
- *Forms*
- *Buttons*
- *Navigation*
- *Does the journey make sense?*

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MODULE FIVE

PREPARING FOR LAUNCH

- *Proofread all copy*
- *Complete usability testing*
- *Format for mobile viewing*
- *Connect your domain name*
- *Connect social media accounts*
- *Add your favicon image and logo*
- *Check url slugs, alt text, and microcopy*

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EXAMPLE TIME*Launch prep examples...*

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MODULE FIVE

LAUNCHING YOUR WEBSITE

- *Switch your settings to live view*
- *Make pages discoverable by Google*
- *Connect to Google Search Console*
- *Add your Google Analytics*
- *Connect any other plug-ins or extensions*

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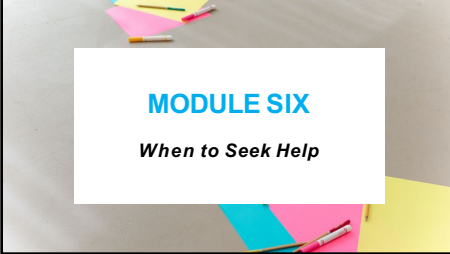
MODULE FIVE



LET'S PRACTICE

- *What do you need to do to prepare for your website launch?*
- *What questions do you have?*

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MODULE SIX

When to Seek Help

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WHAT YOU'LL LEARN

- *When it's time to ask for help*
- *Available resources*

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MODULE SIX

WHEN TO ASK FOR HELP

- *When it needs to be done by a professional*
- *When time is of the essence, but time is lacking*
- *When the time it takes to learn and do it costs more than it would to pay someone else to do it*

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MODULE SIX

AVAILABLE RESOURCES

- *Copywriters*
- *Photographers*
- *Web designers*
- *Online video tutorials*
- *Website builder blogs*

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MODULE SIX

**LET'S PRACTICE**

- *What area of your website could you use some help with?*
- *What resource are you most interested in trying?*

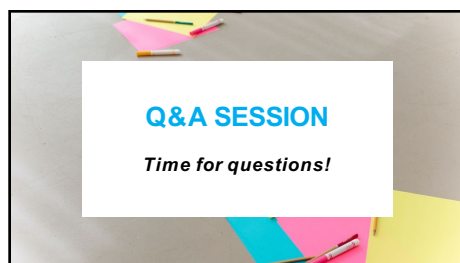
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7-DAY WEBSITE ACTION PLAN

TARGET AUDIENCE:

WEBSITE GOALS:

NOTES:

7-DAY WEBSITE ACTION PLAN

DAY 0: PRE-WORK	DAY 1: GATHER ASSETS
DAY 2: CREATE SITEMAP	DAY 3: HOME PAGE
DAY 4: ABOUT PAGE	DAY 5: SERVICES PAGE
DAY 6: CONTACT & STAFF PAGES	DAY 7: USABILITY TEST & LAUNCH DAY