

“Why am I here and what should I do?”

Find an Expert. Become an Expert.

Parental Guidance is a place for parents to search products and guidance in a way that no other parenting website offers, as well as showcase their own experience and expertise.

Our hand selected BA's (contributors!) are the first parents to be building their content, badges, and reputation before the site is open to the public!!

You ask, *“What does this have to offer for me?”*

Gain reputable brand awareness for your blog, socials, etc..

- **Gain organic new followers due to your credibility**
- **Help other parents with your reviews, advice, and authentic experience**
- **Earn an “Expert” reputation status in the Parenting industry**
- **Earn perks, reward points, and free products as you move up the tier**
- **Gain exclusive access to the website (editing, creating video series, and other cool stuff that we will not allow the public to do)**
- **Marketing for your brand/blog as we cross promote to our massive audience**
- **Market your own product/small business, or service through our “Pages” and grow your business!**

Our community will offer a lot, but the overall focus will be Stuff and Stories. We will also offer a local directory, experts, and much more. For now, let's focus on these two...

What is “Stuff”?

When we say “stuff”, we are talking about products CATEGORIES.

- Categories are launching one by one and are not all available yet, so don't review anything that doesn't have a spot yet in the menu
- Product Reviews with Photos
- 300-600 Characters approximately
- Written by Experts and BA Contributors (you!)

What is a “Story”?

- Product (semi focus) and Content Rich
- Educational
- Blog articles
- Editorial Content
- 900-1500 Characters approximately
- Allows readers to connect to you through your experience and advice

-Written by Experts and BA Contributors

Examples of Stories:

- How I finally got my toddler to sit at the dinner table
- Five Products Must-Haves for Road Trips
- Entertainment for Your 6 Month Old

You ask, "Sooooooo, what are rewards and points?"

We are still gathering data to finish the final value of these things. They will include product discounts, free product, and much MUCH more, but we don't have all the details yet.

"Okay. Tell me about the pretty Bronze, Silver, and Gold Badges I see other BA's earning..."

Sure thing. You can start earning those Badges now by reviewing everything you already own at home. Follow the "How to post a Story" and "How to post a review" if you have trouble. It's super easy, so start by clicking the appropriate category in the menu and go from there. Remember, all categories are NOT in the menu yet, so stick to products that are available in the category for now. We announce when we launch new categories, so always open our PG emails:)Once you have earned a badge, feel free to share on social, blogs, wherever!

Here are the "how to earn" rules for the BADGES:

Reviews:

Bronze Badge- Gear 2 Reviews (GEAR includes, high chairs, car seats, strollers, play seats, etc..)
Other Products 3 reviews

Silver- Gear 4 Reviews
Other Products 6 Reviews

Gold- Gear 8 Reviews
Other Products 12 Reviews

Storyteller Badge:

Bronze- 2 Stories

Silver- 4 Stories

Gold-8 Stories

*****Some things are buggy and not completed on this site yet. It is a beta site and has a lot of flaws. Just do what you can to start building content and earning badges! *****

