

Competitors:

Most use sub-navigation based on age of children

Either pastel or bright colors

Showcase awards and praises on front page

Contact in main navigation

Parents page available in main nav

Simple, easy to understand tone

Payment info

Top Goals:

- Advertise supplemental programs like after school and summer camp
- Recruiting new staff members, qualified people (maybe add an apply page)
- Better connection with parents and families
- Increase prospective clients through visits to building

Content that is needed (beginning navigation):

- Join our team/Apply page
- Schedule a tour page
- Curriculums for each program available
- Contact page for parents

Templates/Pages:

- Home page/announcements
- Curriculum page (one for each program) - include images of kids and caretakers and parent testimonials
- Staff page with photos and bio
- Contact page
- apply/job posting page
- Schedule a tour page

Some competitors have fun, illustrative pages while others have very plain squarespace templates. The general tone is happy and easy to understand, there are always pages by age and a page for parents.