

Kids 'R' Kids Online Academy

Week 0 - Site revamp for successful Google Ads & other eCommerce campaign(s)

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2BeLive Digital Marketing

- Change the banner image to your awesome video as this is the first thing your user sees after reading the headline “Online Preschool Classes | 1 Week Free Trial | Virtual Learning Academy”-- they’re ready to purchase not ‘learn more’, respectively
- Add call-to-action buttons at the bottom of the first two slides in the banner; also speed up the slideshow speed in the banner by 20-25% and add clickable arrows for the user to be able to click back and next slide
- Remove Slide 2 and make CTA in Slide 1 “CLICK HER TO START YOUR FREE 1-WEEK TRIAL” -- It has to be literally spelled out these days to comply with Google policies

888-575-7833

Kids R Kids
Learning Academies

HOME PARENT RESOURCES CLASS SCHEDULE ABOUT US CURRICULUM FRANCHISING

PARENT PORTAL

Full day program schedule on a virtual platform

EXCLUSIVE
KIDS ‘R’ KIDS
CURRICULUM

CTA button here

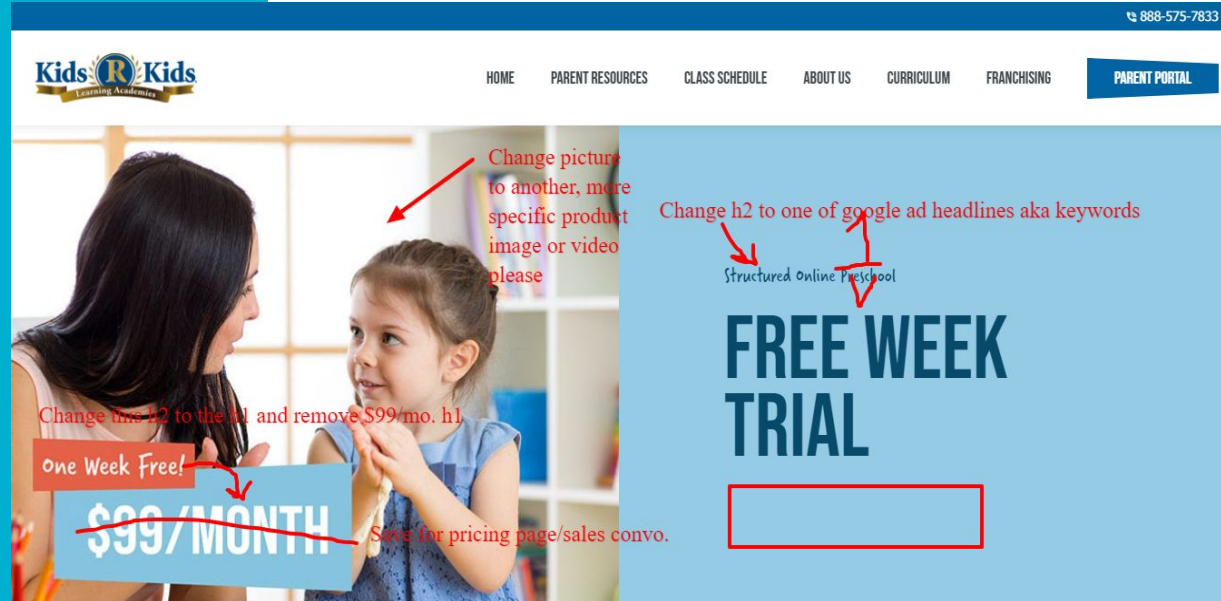
This is a major h1, I believe. Regardless, would it be possible to emphasize and add the words "...PRESCHOOL & PRE-K CURRICULUM"?

2

Homepage

<https://krkonlineacademy.com/> revamp continued...:

- Establish yourself like any top SAAS leader; dedicate pricing to its own page and provide packages, or you can remove pricing until they talk to sales. In fact, you could remove 1-WEEK of the free trial altogether since its limited/has negative conotation to TRY FREE NOW if you followed top SAAS model (E.g., <https://trint.com/>)





1-800-667-6389

Contact Us

Login



ABOUT US

CURRICULUM

FRANCHISING

PARENT PORTAL

If your PPC headlines are professionally customized and fully optimized, then you can save your users the time of having to load and navigate your site and instead, go from clicking the ad to having their cell phone dial your Sales dept. For this reason, add your contact info to a top bar like Salesforce does

Add another blue bg button "TRY FREE NOW"

I love the headline but it could be so much more specific; I had to do research to find out what you meant by this this combination of headline and "See Schedule" button; just come up with something more user-friendly and start from scratch please!

EDUCATIONAL FUN AND CONSISTENCY FOR PRESCHOOL CHILDREN

"See Included Daily Class Schedule"

SEE SCHEDULE

Update: Change
"Included" to "Live"

KIDS 'R' KIDS ONLINE PRESCHOOL LEARNING ACADEMY

Equalize margins of this h1 and push down about a little less than an 1in.

This site is built with WP. can we use a fun, engaging element for this bullet point list please. These is the first time your user is reading about the key features of your product!!

ONE WEEK FREE!
888-575-7833

Again, following the model of top SAAS leaders such as Salesforce.com, the CTA headline you want here is "TRY FREE NOW"



Kids 'R' Kids Online Learning Academy
A new and exciting way to engage, learn and play in a interactive, digital learning environment.
No risk, 1-week free trial!

- Live 30-minute online classes every weekday
- ABCmouse Schools Home Account



Collaborative Center Stage with a whiteboard to interact with any content



Moderator, Q&A, and quizzes to measure outcomes



Template builder to save time planning your lessons and presentations




Attendance checker and multi-tasking tracker to monitor distraction alerts



Live synchronous and asynchronous learning with link sharing, documents and assign homework



AR masks, emojis and animations to add interactivity and engagement

Note: This is what I'm referring to by using  a more engaging, user-friendly element to list out your product's key features

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- Bonus – Techie Kids Club live, interactive class for children every Friday at 3:30 p.m. ET.
- Additional at-home activities for offline learning and fun
- Nationally accredited curriculum
- Program Cost: \$99/month

TRY IT FREE



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HEAR WHAT PARENTS HAVE TO SAY!

Having a face, even if simply a placeholder, increases engagement and credibility significantly in the eyes of your customer and Googlebot



"We are very pleased with the KRK Virtual Classes so far! Our daughter has learned quite a bit in just a month and looks forward to her classes each day. The teacher is very engaging and makes sure to include all the students in the activities. The classes are structured yet fun! Our daughter especially loves the STEAM Lab and ABC Mouse, and gets very excited when her projects are shared on Fridays! We would highly recommend the classes as an alternative to in-person learning."

KRK parent from South Riding, VA



"We had a second child back in May and he was in the NICU for two and a half weeks due to heart and lung issues. He still has a hole in his heart and due to this ..."

Customer success always makes for a great story.



Jeff McElfresh
CEO
AT&T Communications

[WATCH THE STORY](#)

COMMUNICATIONS



Ekta Chopra
Chief Digital Officer
e.l.f. Cosmetics

[WATCH THE STORY](#)

RETAIL



Adrian Hallmark
Chairman & CEO
Bentley Motors

[WATCH THE STORY](#)

AUTOMOTIVE



James Ashworth
VP, Customer Support and Services
Southwest

[WATCH THE STORY](#)

TRANSPORTATION

Note: Salesforce.com's example of an engaging, user-friendly element when displaying testimonials

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AVAILABLE TO PRESCHOOLERS 3-5 YEARS OLD

I would save this section and create a fresh blog post out of it. It seems misplaced, out of order, and repetitive here

With the onset of Covid-19, many families are hesitant to send their early learners back to school. The Online Learning Academy provides preschool through pre-kindergarten children with a full-day program, on a virtual platform.

Give your child a head start with the Kids 'R' Kids Online Learning Academy, designed to prepare your child for school with our exclusive, research-based Fast Track Curriculum. Our online classes are taught by certified early childhood teachers in a live, virtual classroom setting. Your child will actively engage with our curriculum via activities, read-along time, and exciting STEAM experiments designed for their developmental level! Your child will also have access to an ABCmouse Schools home account to continue their learning with fun, educational offline activities with a built-in parent assessment tool. Watch our online academy tour video below!

- Live online classes taught by certified early childhood teachers
- ABCmouse Schools Home Account
- Offline Activities

I would add these bullet points to the bullet point list in your features section above

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Fix margins and spacing btw video, h1, and paragraph text; Also revamp bullet pt list-- maybe you can use the same element you used in the revamp of the bullet pt list Features Section

ONLINE LEARNING TOUR

Join Ms. Lauren & Mrs. Whitney on a tour of our virtual classrooms to hear about programs such as:

- Circle Time
- Reading Rug

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STEAM[®] ACTIVITIES

Part of our exclusive Kids 'R' Kids curriculum is a robust STEAM[®] curriculum that allows your child to explore science, technology, engineering, art, and math concepts in real time! Take a look at a sample STEAM[®] activity and see how we actively engage our students every day.



This is a perfectly designed section! All the best websites I've ran Google Ads and ppc for had their entire homepage designed like this. And when you think about it, after scrolling this far down your homepage, I notice you have more than enough videos to, while you work on this homepage and google ads landing page revamp, you can use this section/row/stack as a model for the other sections on this homepage, especially above as users are going to be established as either a converted lead, a new lead in the pipeline, or a lost customer/bounced user by now/this long on the site.

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Another perfect, large font, easy to read, user friendly, Google and search engine friendly section for a website

ABOUT KIDS 'R' KIDS

Kids 'R' Kids Learning Academies strives for every child in our care to feel safe, loved, and inspired. We are committed to providing a solid educational foundation, well-trained teachers, and a secure environment where children can flourish intellectually, socially, emotionally, and physically.





Virtual Enrichment Techie Kids Club @ Home hosts a live, interactive class for children every Friday at 3:30 p.m. E

Each week, Techie Kids Club coaches teach a new, live 30 minute lesson with

ABCMouse for Schools

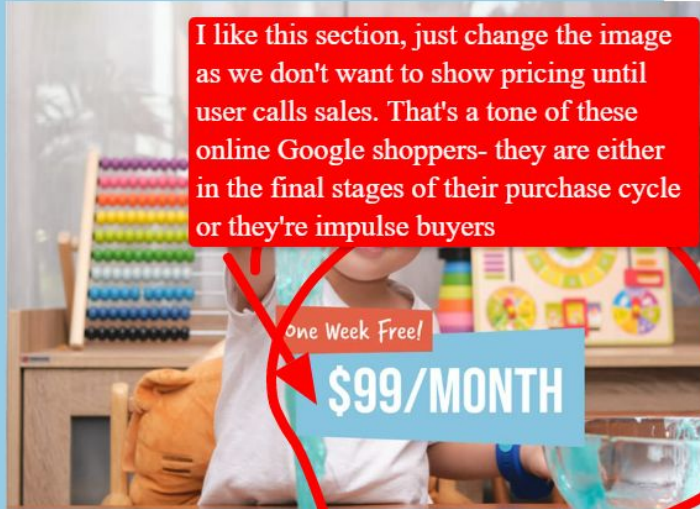
ABCMouse for Schools home account is included and provides a step-by-step learning path to our curriculum alignment.

These need to be at the top of the homepage in the format of a banner that autoslides and is unclickable which each partner's logo hyperlinked to their own dedicated page with an explanation. If on a time crunch, skip the dedicate page/blog post step and just create a slider with your partner's/sponsors/household brand names aka eye candy/affiliates logos and have within the 2nd or 3rd scroll from the top of this homepage

ENROLL TODAY

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ENROLL TODAY



I like this section, just change the image as we don't want to show pricing until user calls sales. That's a tone of these online Google shoppers- they are either in the final stages of their purchase cycle or they're impulse buyers

One Week Free!

\$99/MONTH

Enroll today to get your child back on for school readiness with our exclusive curriculum designed for your child's developmental level!

ENROLL NOW!



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Lets add a 3 column or 3x2 table with images and clickable captions leading to blog posts or other pages? The goal, if the user has made it this far, is to lead them through a maze of engaging content with the goal of leading them to call your sales team again

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The End

Thank you for watching! Please contact your assigned personal digital ads liaison Andras Cruz-Aedo at andras.cruzaedo@2belive.net for anything you need.