



The Preschool Website Toolkit

Your Complete Pitch Guide for Indian Preschool Owners



1.8L+ Preschools in India



<5% Have Websites



₹ ₹18K Cr Market

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Why Now? The Indian Preschool Opportunity

You are walking into an almost completely untapped digital market.

THE NUMBERS

1,80,000+

Preschools operating
across India

<5%

Have a professional
website

73%

Parents search online
before visiting a school

4x

More enquiries for
schools with
websites vs without

THE LANDSCAPE

India's preschool sector is growing at 11% annually. Yet the overwhelming majority of schools — especially those outside metro areas — have zero digital presence. Parents are searching. Nobody is answering. You are about to change that.



Insight: A first-time parent in Bengaluru searches "best preschool near me" before contacting a single school. If your client isn't on Google, they're invisible.

Your job: be the person who gets them online before a competitor does.

Who You're Selling To

Know your prospect before you walk in.



The Founder-Owner

Most Common

Female, 35–55 years. Founded the school herself. Has 50–150 students. Runs everything — admissions, operations, teaching. Has a WhatsApp group for parents but no website. Proud of her school but feels it doesn't "look" established online.

 *"Show her the Sunshine Sprouts demo and ask: 'Does this look like how you'd want your school to appear?'"*



The Franchise Principal

Operates a Kidzee, EuroKids, or Bachpan franchise. The parent brand has a website but they need a local page. Focused on local admissions and community trust. Budget is available but needs approval.

 *"Lead with local SEO: 'Parents in your area don't find franchise pages — they find local school websites.'"*



The Ambitious Expander

Running 2–3 branches. Wants to look bigger and more professional online. Understands digital marketing. Already spending on pamphlets and banners. Ready to invest.

 *"Lead with ROI: 'One new admission pays for the website. You have how many empty seats this term?'"*

⚠ Red Flags to Watch & How to Handle Them

- ✗ "We tried a website before and no one maintained it" → Needs done-for-you updates — that's exactly what we provide.
- ✗ "We're not tech-savvy" → Reassure: zero maintenance needed from them, ever.
- ✗ "We'll think about it" → Ask: *when does your admission season start?*

What They Feel (But Won't Always Say)

Listen for these signals. Each one is a door.

The Invisible School

"Parents come to us only through referrals. Other schools are coming up on Google — mine isn't."

➡ Our answer: Local SEO built into every page.

The WhatsApp Struggle

"I share everything on WhatsApp groups. Parents still don't know what we offer or what our fees are."

➡ Our answer: 9-page website that answers every parent question automatically.

The Trust Problem

"New parents visit us once and don't come back. I think they're not sure if we're professional enough."

➡ Our answer: Teacher profiles, CCTV mention, gallery, testimonials — all on the website.

The NRI Grandparent

"The grandparents are in the US and Canada. They want to see the school before agreeing to enrol their grandchild here."

➡ Our answer: Gallery + virtual tour-style pages that work across time zones.

The Form Flood

"I get enquiries on 5 different platforms. It's chaos. I miss callbacks."

➡ Our answer: One centralised enquiry form that consolidates all enquiries.

The Competitor Fear

"That new school that opened nearby has a great-looking website. They're getting more enquiries than me now."

➡ Our answer: You can have a better website than them by next week.

The Complete 9-Page Website Package

Everything a preschool needs to look professional and generate admissions online.

01 Home

Hero, trust bar, programmes overview, testimonials, gallery preview

02 About

School story, principal message, teacher profiles, awards

03 Programmes

Playgroup / Nursery / LKG / UKG pages with curriculum detail

04 Admissions

Step-by-step process, documents checklist, online enquiry form

05 Facilities

Safety, classrooms, outdoor play, hygiene features

06 Gallery

Filterable photo gallery with lightbox — Classrooms, Events, Sports Day

07 Testimonials

8+ parent reviews, star ratings, Google review call-to-action

08 Blog

Latest news, events, parenting tips that build ongoing parent trust

09 Contact

Address, map embed, phone, enquiry form with local SEO schema

EVERY PACKAGE INCLUDES

 Mobile-First

 Local SEO

 WhatsApp Button

 Enquiry Forms

 Photo Gallery

 Accessibility

 Fast Loading

 Secure (HTTPS)

 Custom Branding

How to Run the Demo in Their Office

You have the Sunshine Sprouts demo site. Use it. Every. Single. Meeting.

 Open demo-site/pages/index.html on your laptop before walking in. Have it ready on the homepage, browser maximised.

1 30 SECONDS

Open on Your Laptop First

Start with the homepage. Say: *"This is an example of a school we built — Sunshine Sprouts Preschool in Koramangala, Bengaluru."* Open it and let them see the hero image and trust bar animate in.

2 60 SECONDS

Show the Before / After Slider

Scroll to the *"Why Your School Needs a Modern Website"* section. Slowly drag the slider left to right. Say: *"On the left is a typical old school website. On the right is what we build. Drag it yourself — see the difference?"* Hand them the laptop.

3 30 SECONDS

Show the Admissions Form

Navigate to Admissions. Say: *"Every parent who visits fills this form. You get their name, child's age, and phone number automatically. No missed enquiries."*

4 30 SECONDS

Show the Gallery

Go to Gallery. Click the filter buttons. Say: *"Parents love browsing photos. Click on any photo."* Show the lightbox. Watch their face.

5 45 SECONDS

Flip to Mobile View

Drag the browser window narrow or open on your phone. Say: *"This is exactly how it looks on a parent's phone. 70% of searches happen on mobile."*

6 10 SECONDS

The Close Question

Ask: *"Which page do you love most?"* Whatever they say, you are in the conversation.

7 10 SECONDS

Handle the Inevitable

They'll say: *"It looks great but..."* Go to Slide 8.

7 Features That Turn Website Visitors Into Admissions

Every element is designed with one goal: get parents to enquire.



Animated Trust Bar

500+ Happy Families. 12 Years. 98% Satisfaction. These numbers appear with a counting animation as the parent scrolls. Instant credibility on first visit.



WhatsApp Floating Button

Fixed bottom-right on every page. One tap connects parents to the school on WhatsApp. The #1 preferred contact method for Indian parents.



8-Field Enquiry Form

Captures: Parent name, child name, age, mobile, programme, how they heard about you. Every field qualifies the lead before you even call back.



Filterable Gallery

Parents can view Classrooms, Outdoor Play, Events, and Sports Day photos separately. Proof is more powerful than promises.



Verified Testimonials

8+ parent reviews with names, avatar initials, and star ratings displayed prominently. Social proof is the #1 trust driver for first-time parents.



Local Business Schema

Every page includes hidden SEO code that tells Google exactly where the school is and what it offers. This is how the school appears in "preschool near me" searches.



Contact + Map — Four Ways to Reach the School

Phone number as a tap-to-call link. WhatsApp link. Full address. Google Maps embed. Four ways to reach the school — none require a parent to do any work. The fewer the steps, the more the enquiries.

The 6 Objections You Will Hear

Prepare these responses before every meeting. Say them out loud.

“ “We already have a Facebook page.” ”

Response: Facebook is great for updates, but parents can't find you on Google through Facebook. They can't fill a structured enquiry form. They can't see a professional gallery. Most importantly — parents trust websites more than Facebook pages. A website says you're established. A Facebook page says you're available.

“ “Our school is already full. We don't need more admissions.” ”

Response: That's perfect — it means your school is growing. A website protects that growth. When a seat opens, you'll have a waiting list of pre-qualified parents. And when you expand to a second branch, the website grows with you.

“ “It's too expensive.” ”

Response: Let me ask — what's your average annual fee per child? [They answer.] One new admission from the website pays for it entirely. The website then works for you 24/7 for the next 5 years. What's the cost of not having it?

“ “We don't know how to update it.” ”

Response: You don't need to. The website is built to work without any updates from you. When you want to add a photo or change your admission dates, you send us a message. We handle everything. Your only job is to answer the phone when enquiries come in.

“ “Can we do this after admissions season?” ”

Response: Admissions season starts in November — right now is when parents are researching. Every week you wait is enquiries going to the school down the road that already has a website. The best time to start was six months ago. The second best time is today.

“ “Let me discuss with my husband / partner.” ”

Response: Of course. Can I send you the proposal today so you have everything ready for that conversation? I'll also include a link to the Sunshine Sprouts demo — your partner can see exactly what the website will look like on their phone.

Your Next Steps After the Meeting

A closed deal in 5 steps. Keep this checklist visible.

1

Run the Demo (in the meeting)

Open Sunshine Sprouts demo. Let them drag the before/after slider. Ask: "Which page would you want parents to see first?"

2

Gather School Details (in the meeting, 5 min)

Collect: School name, address, phone, WhatsApp number, principal name, year established, number of students, key programmes, 10–15 photos (WhatsApp them to yourself).

3

Send the Proposal (within 24 hours)

Use the proposal template. Include: demo link, package options, delivery timeline (7 working days), payment terms. Subject line: "Your [School Name] Website — Ready to Go"

4

Follow Up (Day 3 if no response)

WhatsApp: "Hi [Name], checking in on the website proposal. Admissions season starts soon — I can have your website live in 7 days once we begin. Shall I block the slot?"

5

Confirm & Deliver

Once payment received, start customisation. Deliver in 7 working days. Get a testimonial from them at launch.

PRICING GUIDE

Package	Pages	Features	Price
Starter	5 pages	Mobile, Forms, WhatsApp	[YOUR PRICE]
Standard	9 pages	All features + Gallery + Blog	[YOUR PRICE]
Premium	9 pages + 1yr support	All + monthly updates	[YOUR PRICE]

Fill in your actual prices before printing.

Quick Resources

 Demo Site: [demo-site/pages/index.html](#)

 Proposal Template: [\[link\]](#)

 Team Lead WhatsApp: [\[number\]](#)

Delivery: **7 working days** from payment.

Revisions: **2 rounds** included.