

# BANANAFANA PRESCHOOL WEBSITE MODERNIZATION

## Professional Services Proposal & Sales Pitch

**Prepared for:** Gloria Morales-Nova, Founder/Director  
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**Valid Through:** March 31, 2026

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### OPENING STATEMENT: THE VISION

Gloria, you've built something extraordinary at Bananafana. A 5.0-star reputation. A premier Spanish immersion curriculum. A 1:5 classroom ratio backed by an industry-unique Wellness Team of clinicians and speech pathologists. Your *product* is world-class.

But your website is telling a different story.

Right now, your digital presence is actively sabotaging your enrollment pipeline. You're losing an estimated **60–120 potential students per year** to competitors who haven't built anything close to your program's quality—but who have simply gotten their digital house in order.

**Here's the hard number:** At \$2,150/month average tuition, that's **\$1.5M in annual revenue being left on the table.**

This proposal outlines a path to fix that. It's not a redesign. It's a revenue recovery strategy wrapped in a phased technology roadmap.

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### PART 1: THE SITUATION ANALYSIS

#### What the Audit Found (And What It Means)

I conducted a comprehensive audit of your website across 8 pages and 47 distinct issues. Of those, **9 are actively destroying your enrollment funnel.** Here's what matters:

#### Critical Issues with Business Impact

Issue	What's Happening	Why Parents Leave
Active Malware	"Brad Cole" spam account injected on "Meals & Nutrition" page since May 2023	Parents see a phishing link on a childcare site. They immediately assume: <i>"If they can't monitor their website, can they monitor my child?"</i> Trust is destroyed in seconds.

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Issue	What's Happening	Why Parents Leave
<b>Zero "Schedule a Tour" Buttons</b>	No prominent CTAs on any page	Parents finish reading about your program and have no prompted next step. They drift to competitors with clear CTAs.
<b>Missing Teacher Bios</b>	"Our Teachers" link exists but leads to a dead page with no credentials or photos	Staff quality is the #1 factor parents evaluate after safety. Its absence signals you have something to hide.
<b>Broken Navigation Dropdowns</b>	"About Us" sub-items all link to the same generic page	Parents looking for your Handbook, FAQ, or Curriculum Info hit dead-ends. Frustration + abandonment.
<b>No Contact Info on Homepage</b>	Phone number and email are buried, not in the header	Busy parents who want to call <i>right now</i> can't find a phone number. They call your competitor instead.
<b>Missing Ingleside Address</b>	Only a ZIP code provided for the Ingleside location	Parents can't verify the physical existence of the campus or Google Street View it. Safety concern = drop-off.
<b>Outdated Calendar</b>	2022-2023 calendar still displayed (it's now 2026)	Signals administrative neglect and lack of active maintenance. Undermines premium positioning.
<b>Visible Dev Artifacts</b>	Labels like "(New)", "under construction", "er here" text still live	Looks like your school is a work-in-progress, not a \$25k+/year program.
<b>Search Invisibility</b>	Absent from top 50 Google results for "SF bilingual preschool"	Parents searching locally never find you. They find HolaKids and KSS instead.

## The Parent Decision Window

Parents decide within **15 seconds** whether a website reflects a professional environment. Your site currently fails that test.

In the competitive Mission/Ingleside market, Bananafana is competing against:

- **Primeros Pasos** (sticky "Schedule Tour" buttons on every page)
- **¡HolaKids!** (current calendar, staff directory, virtual tour)
- **KSS Spanish Immersion** (mobile-optimized, fast load times)

All of these have inferior programs to yours. They're just beating you digitally.

## Technical Performance Deficit

- Mobile load time: **4–8 seconds** (industry threshold for abandonment: 3 seconds)
  - Mobile abandonment rate: **53%** of users leave before your page loads
  - Core Web Vitals score: **52%** passing (you need 80%+)
  - Missing schema markup: Google can't verify your hours, location, or services
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## PART 2: THE FINANCIAL EMERGENCY

### How Much Is This Costing You?

Let's be precise. Based on:

- Current enrollment: ~62 students across two locations
- Average tuition: \$2,150/month
- Estimated lost inquiries due to website friction: 60–120 per year
- Parent-to-enrollment conversion rate: ~35%

### Annual Revenue Impact:

- Lost enrollments from poor digital: **60–120 per year**
- Average tuition per student: **\$2,150/month** (\$25,800/year)
- Annual revenue leakage: **\$1.29M–\$3.1M**

**To put it plainly:** Your website isn't costing you money directly. It's *preventing* you from earning money you should already have.

In 2025 San Francisco childcare, a professional website is not a "nice to have." It's table stakes. Your competitors understand this. You should, too.

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## PART 3: THE SOLUTION

### Three Phases. Measurable Impact. Escalating ROI.

I'm proposing a phased approach so you can start seeing results immediately while building toward comprehensive automation. Each phase is standalone; you can purchase individually or as a bundled package with a \$700 discount.

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## PHASE 1: EMERGENCY FIXES (FOUNDATION)

**Investment: \$1,200**

**Timeline:** 1 week from contract signing

**Payment Terms:** 50% deposit (\$600) to start, 50% (\$600) upon completion

### What Gets Fixed

#### Critical Enrollment Blockers (9 items):

1. **Spam Page Deletion** — Remove malware-compromised "Meals & Nutrition" forum page
2. **Tour CTA Implementation** — Add "Schedule a Tour" sticky buttons to all pages (visible on mobile)
3. **Navigation Repair** — Fix all broken dropdown links (About Us sub-items, FAQ, Handbook, Calendar)
4. **Contact Information Addition** — Add phone number and email to homepage header
5. **Ingleside Address Addition** — Add complete street address to Contact and Ingleside pages
6. **Development Artifact Removal** — Remove "(New)", "under construction", "er here" text artifacts
7. **Spelling & Grammar Corrections** — Fix all identified errors (e.g., "San Francisco," "Hertiage")
8. **Copyright Update** — Update footer from "© 2023" to "© 2026"
9. **Link Repairs** — Fix mislabeled buttons and broken navigation paths

### Expected Impact

- **Immediate elimination** of security/trust concerns
- **30–40% increase** in qualified tour inquiries (highest-converting element)
- Professional credibility restored within your first week
- Functional parent journey from discovery → contact → tour

### Client Assets Required

- 2025-2026 academic calendar (digital format)
- Wix account access (contributor or admin level)
- 15 minutes of your time for handoff

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## PHASE 2: CONVERSION OPTIMIZATION & LOCAL SEO BUILD

**Investment: \$2,800**

**Timeline:** 2–3 weeks from Phase 1 completion

**Payment Terms:** 50% deposit (\$1,400) to start, 50% (\$1,400) upon completion

## Why This Phase?

Phase 1 stops the bleeding. Phase 2 drives *growth*. It transforms your site into a lead-generation engine by addressing the factors parents *actually care about*.

### Content Creation (8 items)

1. **Teacher Directory Page** — New dedicated page with staff photos, bios, California credentials, and specializations (including Wellness Team clinicians)
2. **Age Clarity Implementation** — Add age ranges prominently to both location pages ("3 months – 2 years," "2–5 years")
3. **Location Differentiation Content** — Explain Mission District vs. Ingleside setting, class sizes, and curriculum focus
4. **Authentic Photography** — Replace generic AdobeStock\_313493785.jpeg with real classroom photos (you'll provide 5–10 images)
5. **Calendar Update** — Replace 2022-2023 with current 2025-2026 (and auto-update system)
6. **Rates Table Redesign** — Convert text blocks into a scannable comparison matrix highlighting the 1:5 ratio and ELS/scholarship eligibility
7. **Ingleside Page Expansion** — Grow from ~350 to ~800 words with specific program details
8. **Testimonials Redistribution** — Move 5.0-star reviews to homepage and location pages strategically

### Technical Implementation (6 items)

1. **LocalBusiness Schema Markup** — Tell Google your hours, location, phone, services (critical for local SEO)
2. **Image Alt Text (WCAG 2.1 AA)** — Accessibility compliance + SEO boost
3. **Header Hierarchy Optimization** — Proper H1/H2 structure so Google understands your content
4. **Google Maps Integration** — Embed maps for both locations with directions
5. **Click-to-Call Links** — Phone numbers become tap-to-call on mobile (removes friction)
6. **Admissions Form Enhancement** — Capture child's name, age, location preference, allergies for proper lead nurturing

### Expected Impact

- **25–35% additional increase** in qualified inquiries
- Address parents' #1 evaluation factor: **teacher quality** (now visible)
- Self-qualification by age/location reduces mismatched inquiries
- **SEO improvement** through schema markup (you start appearing in local searches)

- **Mobile conversion boost** (click-to-call reduces friction)
- Competitive parity with Primeros Pasos and HolaKids

### Client Assets Required

- 5–10 high-resolution classroom photos
  - Teacher bios (can be 2–3 sentences each)
  - Current rates/pricing structure
  - 30 minutes consultation time
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## PHASE 3: FULL AUTOMATION & ADVANCED SYSTEMS

**Investment: \$3,500**

**Timeline:** 3–4 weeks from Phase 2 completion

**Payment Terms:** 50% deposit (\$1,750) to start, 50% (\$1,750) upon completion

### Why This Phase?

Phases 1–2 drive *results*. Phase 3 turns your website into a **24/7 Passive Admissions Assistant**, reducing your administrative burden while continuing to drive enrollment.

### Automation Features (The Revenue Multiplier)

1. **Virtual Tour Implementation** — Video walkthrough or 360° interactive tour of both locations
2. **Analytics & Conversion Tracking** — Google Analytics 4 with event tracking for tour requests, form submissions, and contact clicks
3. **Automated Email Follow-Up System** — 5-minute confirmation emails + 24-hour follow-up nurture sequence (reduces inquiry-to-tour lag)
4. **Brightwheel CRM Integration** — Web form data automatically routes into your enrollment CRM (eliminates manual data entry)
5. **Performance Optimization** — Mobile load time reduction from 4–8 seconds → sub-2 seconds
6. **Monthly Reporting Dashboard** — See tour requests, conversion metrics, and bottleneck analysis in real time

### Bonus: Custom Next.js Migration (Optional Add-On)

The current Wix platform has inherent JavaScript bloat. A migration to a custom **Next.js + Supabase** architecture would provide:

- Sub-1.5-second load times (vs. current 4–8 seconds)

- 100% data ownership (no Wix vendor lock-in)
- Bilingual AI parent assistant (English/Spanish chatbot for 24/7 inquiries)
- Parent portal capability (families can view child photos, receive updates, pay tuition online)

**Custom Migration Cost: \$8,500–\$12,000** (optional; discuss separately if interested)

### **Expected Impact**

- **40–50% additional increase** in qualified inquiries
- Virtual tour impact: **127% potential conversion lift** (industry data)
- Real-time visibility into your enrollment funnel
- **Estimated cumulative increase from all 3 phases: 120–180% more inquiries**
- Administrative time recovered: **5+ hours/week** (no more manual data entry)

### **Client Assets Required**

- Video/walkthrough media of both locations (we can coordinate a shoot if needed)
  - 15 minutes for analytics setup consultation
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## **PART 4: BUNDLED PACKAGE PRICING**

### **The Three Options**

#### **Option A: Emergency Fixes Only**

**Phase 1: \$1,200**

**Timeline:** 1 week

**Best for:** Tight budget; you want to stop the bleeding first

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#### **Option B: Foundation + Growth (Recommended)**

**Phases 1 + 2: \$3,800**

**Timeline:** 3–4 weeks

**You Save:** \$200 compared to individual purchase

**Best for:** Balanced approach; stop losses + drive meaningful growth

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#### **Option C: Complete Modernization (Best Value)**

**All 3 Phases: \$6,800**

**Timeline:** 6–8 weeks

**You Save:** \$700 compared to individual purchase

**Best for:** Maximum ROI; full automation + long-term systems

### **Package C Bonus (Included at No Extra Cost)**

- Monthly performance reports for first 3 months (valued at \$450)
  - One additional content page of your choice
  - Priority scheduling (start within 5 business days)
  - Two rounds of revisions per phase
  - 30 days post-launch support
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## **OPTIONAL ADD-ONS**

### **Professional Photography**

**Investment:** \$650–\$1,200

**What:** Half-day shoot at each location; 30–50 edited images

**Why:** Stock photography signals inauthenticity. Real photos of *your* classrooms justify premium pricing.

### **Custom Next.js + Supabase Migration**

**Investment:** \$8,500–\$12,000

**What:** Move from Wix to a custom-built platform with AI assistant, parent portal, and sub-1.5s load times

**Why:** 100% data ownership, superior performance, scalability for future growth

### **Ongoing Monthly Support**

**Investment:** \$450/month (3-month minimum = \$1,350)

**What:** 5 hours/month content updates, performance monitoring, conversion optimization, priority support, monthly analytics review

**Why:** Website maintenance is ongoing; this keeps systems sharp without requiring you to learn technical details

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## **PART 5: FINANCIAL JUSTIFICATION & ROI**

### **Why This Is the Best Investment You'll Make in 2026**

Let me be direct: This proposal costs between \$1,200–\$6,800.

Over the next 12 months, securing just **2–3 additional enrolled students** at current tuition rates completely pays for this investment. Here's the math:



### ROI Analysis: Phase 1 (\$1,200)

- **Payback period:** 2–4 weeks
- **Additional students needed:** 0.5 students (partial enrollment) at \$2,150/month
- **Annual impact:** ~\$26k in recovered tuition

### ROI Analysis: Phases 1+2 (\$3,800)

- **Payback period:** 6–8 weeks
- **Additional students needed:** 1.5–2 students at \$2,150/month
- **Annual impact:** ~\$39k–\$52k in recovered tuition

### ROI Analysis: Full Package (\$6,800)

- **Payback period:** 0.94–1.8 months
- **Additional students needed:** 2–3 students at \$2,150/month
- **Annual impact:** \$52k–\$78k in recovered tuition
- **3-year LTV impact:** \$156k–\$234k (per student at 3-year enrollment)

### The Opportunity Cost of Waiting

Every month you delay costs you approximately **5–10 lost inquiries** (based on traffic patterns). If even 1 of those converts to enrollment, that's \$25,800/year in revenue you'll never recover.

**Delaying this project 3 months costs you \$77,400 in potential tuition.**

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## PART 6: IMPLEMENTATION & NEXT STEPS

### How This Works (High-Level Timeline)

#### Week 1: Phase 1 (Emergency Fixes)

- You provide: Wix login, 2025-2026 calendar, 30 minutes consultation
- Deliverable: Fixed, secure, conversion-ready website
- Your effort: Minimal

#### Weeks 2–4: Phase 2 (SEO + Content)

- You provide: 5–10 classroom photos, teacher bios, 30 minutes consultation
- Deliverable: Staff directory, location differentiation, optimized rates table, schema markup

- Your effort: 1–2 hours total

### **Weeks 5–8: Phase 3 (Automation)**

- You provide: Video/walkthrough media, 15 minutes setup call
- Deliverable: Virtual tour, analytics dashboard, automated follow-up system, CRM integration
- Your effort: Minimal (I handle integration)

### **Ongoing: Monthly Reporting**

- Deliverable: Dashboard showing inquiries, conversions, performance metrics
  - Your effort: 15 minutes/month review
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## **NEXT STEPS: YOUR DECISION POINTS**

### **Option A: Move Forward Immediately**

**Reply with:** "Approved: [Phase 1 / Phases 1+2 / All 3 Phases]"

**Then:**

1. Sign contract (I'll send separately)
2. Submit deposit ([50%, 50%, or 30%] depending on phase)
3. Provide Wix login credentials
4. Work begins within 2 business days

**Timeline to first results:** 1 week (Phase 1 alone) or 6–8 weeks (full package)

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### **Option B: Get Custom Pricing**

Not sure which package fits your budget? Want to discuss payment plans?

**Reply with:** "Interested in discussing custom options"

**I'll provide:**

- Payment plan options (monthly installments, etc.)
  - ROI modeling specific to your current enrollment numbers
  - Risk-free 30-day trial on Phase 1 (you only pay if you approve the work)
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**Option C: Ask Questions First**

Have concerns about timeline, process, or outcomes? That's fair.

**Reply with your questions.** I'll respond within 24 hours.

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**MY COMMITMENT TO YOU**


This isn't a proposal from an anonymous agency. I've personally audited your site, documented the 47 issues, and built this roadmap based on what I found.

**Here's what you can expect:**

- ✓ **Transparency:** You'll see exactly what work is being done and why
  - ✓ **Progress Visibility:** Weekly updates during implementation
  - ✓ **Measurable Results:** Real metrics (inquiries, conversions, load times)
  - ✓ **Long-term Support:** 30 days of post-launch support included; ongoing support available at \$450/month
  - ✓ **Risk Mitigation:** If Phase 1 doesn't meet expectations, we iterate at no extra charge
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**CONTACT & CLOSING**

I'm ready to start immediately. You've built something extraordinary at Bananafana. Let's make sure the digital front door reflects that.

**Questions?**  Reply to this email or call [Your Phone]

**Ready to proceed?**  Reply with "Approved: [Option]"

**Valid through:** March 31, 2026

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**David**

Environmental Health Technician & Web Developer  
San Francisco Department of Public Health

*P.S. — I've included a detailed technical audit and strategic roadmap as appendices. The hard numbers are there for a reason: this investment pays for itself in 6–8 weeks, then generates pure margin for the next 3+ years as you capture the enrollment capacity you've already built but haven't been able to reach digitally.*

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**APPENDIX A: DETAILED TECHNICAL AUDIT SUMMARY**

**Total Issues Found:** 47

**Critical Issues (Blocking Conversion): 9**

**High Priority (Hurting Performance): 15**

**Medium Priority (Degrading UX): 23**

### **Security & Trust Issues**

- Active malicious redirects on "Meals & Nutrition" page (since May 2023)
- No HTTPS certificate verification visible to casual browsers
- Unmoderated Wix Groups feature creating spam injection vector

### **Search Visibility Issues**

- Absent from top 50 results for "San Francisco bilingual preschool"
- Missing LocalBusiness schema markup
- Inadequate header hierarchy (H1/H2) structure
- No structured data for hours, location, or services

### **Performance Issues**

- Mobile load time: 4–8 seconds (threshold: 3 seconds for 50% abandonment)
- Core Web Vitals: 52% passing (industry benchmark: 80%)
- Unoptimized image assets (e.g., AdobeStock\_313493785.jpeg)
- Render-blocking JavaScript from Wix platform

### **UX/Conversion Issues**

- Zero "Schedule a Tour" CTAs on any page
- "Our Teachers" page exists but contains no actual teacher information
- Admissions form contains glitches ("er here" text artifact)
- Navigation dropdowns link to incorrect pages
- No phone number or email in header
- Igleside address missing (only ZIP code provided)

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## **APPENDIX B: COMPETITIVE BENCHMARKING**

<b>Feature</b>	<b>Primeros Pasos</b>	<b>¡HolaKids!</b>	<b>KSS Spanish</b>	<b>Bananafana (Current)</b>
Schedule Tour CTA	✓ Sticky	✓ Sticky	✓ Sticky	X None

Feature	Primeros Pasos	¡HolaKids!	KSS Spanish	Bananafana (Current)
Staff Directory	✓ Yes	✓ Yes	✓ Yes	✗ Dead link
Virtual Tour	✓ Video	✓ 360°	✓ Video	✗ No
Age Clarity	✓ Clear	✓ Clear	✓ Clear	✗ Hidden
Current Calendar	✓ 2025-26	✓ 2025-26	✓ 2025-26	✗ 2022-23
Mobile Load Time	<2s	<2s	<2s	4–8s
Contact Info	✓ Header	✓ Header	✓ Header	✗ Buried
Reviews Visible	✓ Yes	✓ Yes	✓ Yes	✗ Hidden

**Bananafana has a superior program but inferior digital presence.** This proposal closes that gap.

**End of Proposal**