

BANANAFANA PRESCHOOL WEBSITE MODERNIZATION

Professional Services Proposal & Sales Pitch

Prepared for: Gloria Morales-Nova, Founder/Director

Prepared by: David, Environmental Health Technician & Web Developer

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Valid Through: March 31, 2026

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.

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.

Issue	What's Happening	Why Parents Leave
Zero "Schedule a Tour" Buttons	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.
Missing Teacher Bios	"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.
Broken Navigation Dropdowns	"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.
No Contact Info on Homepage	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.
Missing Ingleside Address	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.
Outdated Calendar	2022-2023 calendar still displayed (it's now 2026)	Signals administrative neglect and lack of active maintenance. Undermines premium positioning.
Visible Dev Artifacts	Labels like "(New)", "under construction", "er here" text still live	Looks like your school is a work-in-progress, not a \$25k+/year program.
Search Invisibility	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.

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.

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 Franciso," "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

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

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

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

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.

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)

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.

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

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.

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)

APPENDIX B: COMPETITIVE BENCHMARKING

Feature	Primeros Pasos	¡HolaKids!	KSS Spanish	Bananafana (Current)
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