

The Ultimate

CHILD CARE FAQ GUIDE FOR BUILDING TRUST AND GAINING ENROLLMENTS



THE CHILD CARE
SUCCESSCOMPANY



WHY SHOULD YOU CREATE A FAQ PAGE FOR YOUR WEBSITE?

Have you created a FAQ page for your child care website? If you haven't done this yet, you probably should. There are tons of benefits. Here are a few reasons you should consider creating an FAQ page for your website.

- **Make it easier for visitors to find their way around your website.** The cool thing is, most of the information that you will include on your FAQs page probably already exists somewhere else on your website, in your parent handbook, or in a marketing brochure. Organizing it all in concise little snippets on a FAQ page just makes it easier for users to find. Plus, you can provide hyperlinks to other pages on your site within your answers.
- **Your FAQ page can boost your organic search.** This is a great opportunity to share answers to questions about your child care program, AND also to general questions about your industry or your personal expertise. Providing answers to these types of questions can bring in people who may not even know about your preschool, but found an answer to their Google search.



- **You'll make visiting your website a better experience for visitors.** Even if your website is the most well-organized site in the world, visitors will usually have to sort through a bunch of pages to find the answer they are looking for. If they just want a quick answer to a simple question, having a well-organized list of FAQs can help users find what they are looking for much faster.

Start by brainstorming a list of common questions you get on a weekly basis. Then expand that list to include questions parents **SHOULD** be asking. Organize these questions into categories and type up your answers.

Having this information compiled into this Q&A format offers the reader a central place to find clear and concise delivery of the info they are looking for.

- **You can save some cash in the customer service department.** When you are proactive about sharing answers to commonly asked questions on your website, you can eliminate some needless phone calls to your school. You can help families become fully informed about what's most important to them. With a good FAQ page in place to answer basic questions, your front office staff can spend their time enrolling families. That being said, your FAQ



page is meant to supplement human interaction, not replace it. Always give users a way to contact you if they haven't found the answer they need.

- **A bonus benefit of having an FAQ page is that it's a great source of content ideas.** You can take any topic in your FAQs list and expand on it. For example, in your FAQs you might give a short answer to "How do you support parents working on potty training their toddler at home?" But you can take that topic and provide a more in-depth blog article with potty training tips, best practices, case studies, resources, etc.
- **Build trust and overcome objections with your FAQ page.** When you provide prospects with an answer before they even knew they had a question, you eliminate objections before they even occur. Also, if someone DOES have a question and they can find the answer quickly, it builds trust. Wow, you've already thought of that! Essentially, you reduce any misgivings they might have had and make it easier for them to choose your school.
- **Your FAQ page lets you quickly address new issues.** The best FAQ page will not be static. It will be updated as new issues and questions come



up. When your teachers or front office staff notice several parents asking the same questions, add those Q's and A's to your FAQ page. If you add enrichment classes, change your business hours, or if a worldwide pandemic changes the way you do business, you can update or add to your FAQ page to provide the most up-to-date information.

- You can be “sneaky” about telling prospects and clients what **YOU WANT** them to know about **your school**. The Q&A format makes it look like other people are wondering “How do your low staff turnover rates lead to better quality in the classroom for my child?” or “How does being bilingual at an early age affect brain development?” when in reality you just want a way to share that information with the world. Sneaking in a few braggy or USP focused questions into your FAQs allows you to share your benefits & features in a straightforward, non-salesy way. Use this trick to your advantage.

Also, keep in mind there are several ways to word a question, so the reader is presented with the information in the way you want them to see it. There is a big difference between these questions about the same topic:

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- Do you offer an afterschool program?
- Does your afterschool program provide opportunities for physical activity as well as help with homework?"
- Do you offer any enrichment classes or activities after school for school-age children?

The USP focused questions you list in your FAQs will depend on the answer you want to give or the benefit you want to showcase.

- **You'll gain insights about your customers' needs & wishes by answering questions.** When you listen to the questions and concerns of your customers, you'll be able to mold and shape the way you do business to fit what they are looking for, thus gaining more enrollments.



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217 EASY & SIMPLE FAQ IDEA STARTERS FOR YOUR WEBSITE

To help you get started creating, revising, or improving your center's FAQs I want to provide you with some example ideas. Use this exhaustive list of FAQ idea starters to craft your own FAQs section on your website.

Examples of COVID Specific FAQs to Add to Your Website

- Have there been any changes to group size or ratios for infants, toddlers, or school-age children?
- What measures have you put in place to prevent the spread of COVID-19?
- What are your school/workplace cleaning procedures during the pandemic?
- How will you be screening children and staff for COVID-19 symptoms?
- How are you handling health and wellness screenings at drop-off?
- When/why will children be excluded from care?
- How have you made changes to accommodate social distancing?



- How have you made changes to accommodate social distancing?
- Will my child need to wear a mask?
- Will teachers be wearing masks?
- How do we handle the use and cleaning of a shared playground?
- What are you doing to ensure the playground is regularly sanitized?
- Do you allow different groups of children to use the same bathroom?
- Do you have any physical barriers between groups of children?
- I am working from home, but need help with child care, do you offer flexible scheduling options?
- Why do I have to pay for my space even though I am not using your service?
- What options can you offer for part-time care?
- Do you offer any virtual preschool activities?
- Do you offer care for essential workers?
- What steps will you take if a student or staff member is diagnosed with (or has been exposed to) COVID19?
- How will I be notified if a child or staff member tests



positive for COVID-19? ...has been exposed to someone that has tested positive for COVID-19?

- If someone in my household tests positive and we have to isolate at home, will I still have to pay for care?
- Are extra precautions being taken in your kitchen and the way food is served/distributed?
- How is your staff receiving training on the most up-to-date COVID-19 preventative measures?

General Questions

- What ages of children do you accept?
- Can I stop by unannounced?
- Are parent volunteers welcomed?
- Can you help me to find a quality babysitter for an evening or a Saturday?
- Is there a daily report or another way you inform parents of what children did during the day (naps, etc.)?
- As a parent, how do I stay informed as to the progress of my child?
- Where do I go to drop off and pick up my child?
- Is there designated parking?
- Is there a dress code?



- Why does my child need to wear a uniform?
- How can I purchase uniforms?

Registration Process

- Can my child have a trial visit?
- What is my first step to enrolling?
- How can I get more information about enrolling my child?
- I am a busy working parent, can I enroll without coming in for a tour (or registration appointment)?
- What do I need to bring with me to the tour (or registration appointment)?
- How do I schedule a tour (or registration appointment)?
- How long does it take to enroll my child(ren) at the center?
- Is there a registration fee?
- Why do you charge a registration fee?
- If I don't get in to any of the programs, will my registration fee be refunded?



- How do I know where I am on the waiting list?

Teachers/Staff

- Who will be caring for my child all day?
- What is your children-to-teacher ratio?
- What is the ratio in my child's classroom?
- What are the qualifications of your teachers & caregivers?
- What training / education does your staff have?
- What educational qualifications do your teachers hold?
- On average, how long have your teachers been teaching?
- What is your staff turnover rate?
- How long do teachers typically stay employed with you?

Your Child's Comfort

- How do teachers handle discipline with my child?
- Can my child bring his/her favorite blanket or toy to school?



- Can my child bring toys from home?
- How will my child adjust to the classroom?
- What methods does ABC Child Care use for soothing my child?
- How do you handle behavior problems?
- What are the discipline procedures at the center?
- What if my child behaves poorly?
- Do you reward children for their good behavior?
- Is there a special place for my child's belongings?
- Is there a scheduled naptime for each age group?
- What is the educational philosophy at ABC Child Care?
- What if my child does not speak or understand English?

Age Group Specific Questions

- What types of activities do you offer for infants and toddlers? Preschoolers? School-age children?
- Do you mix age groups?
- What will my child be learning in your preschool?



- Will my child be learning and be prepared for Kindergarten?
- If I want to come into the center and breastfeed, do you have a place where I am able to do that privately?
- Do babies get outdoor time?

Safety & Security

- What security measures are in place to protect my child?
- What are some of your facility's safety features?
- Are there cameras in the school?
- How does your video monitoring system work?
- How secure is your monitoring system?
- How do you monitor who comes in and out of the building?
- Do you offer a secure entry system, such as parent codes or key fobs?
- What is your procedure in the event of severe weather?
- Will my child be supervised at all times?
- How many staff members CPR and first aid certified?



- What if someone other than my spouse/partner or me has to pick up my child?
- What will happen in the case of an emergency?

Health Information

- What is the attendance policy when my child is ill?
- What is your policy regarding sick children?
- What do I do if my child is not feeling well on a day I have to be at work?
- What happens if my child becomes ill during the day?
- Will you notify me if another child in my child's class is ill?
- What if my child is running a fever due to teething?
- What if my child has a cough or runny nose?
- Do I have to keep my child home if they have diarrhea?
- Does the child center staff administer medication?
- What sanitation procedures are used at ABC Child Care?
- How often do you clean the rooms and toys?
- How often is ABC Child Care inspected for health & safety?



Schedules & Vacations

- What are your hours of operation?
- Do you provide part-time or drop-in care?
- What is your school's events calendar?
- Are there times throughout the year that the center is closed?
- In what event will the center be closed?
- Do you close for severe weather?
- Are you open on non-school days or days schools close for severe weather?
- Can my child's schedule change from week to week?
- I am a school teacher with the summers off. Will you hold my child's space all summer while s/he is home

Payments

- What forms of payment do you accept?
- What are your tuition rates?
- When is my payment due?
- How and when will I receive a bill?
- Where can I get my ACH form for direct withdrawal?

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- Can my payments be set up on auto-pay?
- If I have a question about my payments, who do I ask?
- How do I get a signature for my flexible spending account?
- Do you offer a multi-child/sibling discount?
- Do you offer “family rates”?
- Do you offer any scholarships or a sliding scale?
- Is there a sliding scale or financial assistance available?
- Do you accept State/Government Subsidy payments?
- Do you accept Military Subsidies?
- Do parents have to pay fees for days that their child does not attend due to illness or vacation?
- If my child will be away for a week/month’s vacation, do i still have to pay for that week/month?
- My family likes to take the entire summer off each year; can I withdraw my child for 2 months and then resume
- What if I want to withdraw my child from child care?
- Is a 2-week notice required to withdraw my child?

Food

- Do you provide meals and snacks?



- What time is lunch? What times are meals/snacks served?
- What kind of meal program does ABC Child Care provide?
- Do I need to bring food for my child?
- Can I provide my own food?
- My child is a picky eater and rarely tries new foods. I am worried s/he will not eat the meals you serve and will be hungry. Can I send my own food?
- Are there recommended guidelines for packaging a lunch?
- What if my child has an allergy to certain types of foods?
- My child has food allergies, how will you accommodate them?
- How do you keep children with food allergies safe?
- Why is ABC Child Care a “Peanut-Free” zone”?
- We follow a special diet (vegan, vegetarian, gluten-free, kosher, etc) how will this be accommodated?
- How will the school menu be communicated with me?
- Can I see an example of a typical menu for the children?
- How will I know if my child is eating the food you serve?



- Can I send a substitute food on a day when you are serving a food my child doesn't like?
- Why does your school serve organic meals to the kids?
- How often are organic foods served?

Supplies

- What items are provided by the school and what items are the responsibility of the parents? (sunscreen, diaper wipes, food, kleenex, craft supplies, field trip fees, enrichment classes, etc)
- What will I need to send with my baby every day?
- What about diaper bags?
- Does the center supply diapers, or is that up to the parent?
- How will I be notified when my child is running low on supplies?
- How many extra diapers and changes of clothes should I send in?
- Do I need to bring in a diaper bag every day or can I leave supplies at the center?

Naps

- Will my child be able to nap?



- If my child does not nap, what will he or she do during the rest time?
- My infant is sleeping in their car seat at dropoff. Do I have to wake them up?
- How do you ensure infant safe sleep practices are followed?
- Can my infant nap with their favorite blanket?
- I do not want my toddler to nap at the center so s/he will go to bed early at home. If my child falls asleep during nap time will you wake them up for me?

Transportation

- Is transportation provided to/from local schools?
- Are field trips offered?
- How are children transported to field trips?
- Will my child be safe during transportation to/from school?
- What safety measures are in place to ensure all children exit the van/bus when arriving at the destination?

Examples of USP Specific Questions

- What is ABC Child Care Center's greatest strength?



- What is accreditation and why is it important?
- Why do low teacher to child ratios matter?
- Why does ABC Child Care provide diapers and wipes for all children?
- How is a family-owned child care center different from a large national chain?
- How involved is the owner in the day to day running of the center?
- How often does the center owner visit the school?
- How will being privately/family owned impact the quality of our experience at ABC Child Care?
- How does the franchise ensure that high-quality standards are upheld each location?
- Will you offer any help potty training my toddler?
- Will you potty train my child for me?
- How do you work with parents when it comes to potty training?
- Why do you offer parenting classes?
- What are parents saying about your parenting group/classes?
- What are Parent Perk Nights and how can I get one?



- Does your school offer extended hours for child care?
- Do you offer flexible scheduling options?
- What makes your school a “State of the Art” facility?
- How does sharing your facility with the church benefit the children?
- How has your Parent Board helped to guide policies at your center?
- What role does your Parent Board play in making business decisions at ABC Child Care?
- What is the process for serving on the Parent Board/Committee?
- What environmentally friendly policies are in place at your center?
- How do you teach children about recycling and protecting our environment?
- How are you encouraging an environmentally conscious mindset in our children?
- Why is following a Christian Curriculum so important during the early years?
- How does your school support our family’s faith?
- What makes Montessori different?
- What are the advantages of a Montessori education?
- I’ve heard about a STEAM Curriculum. What does that mean?

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- How are you bringing science and technology into the preschool environment?
- How do you encourage artistic or musical creativity in children?
- Do you really teach preschoolers about robotics? Tell me more.
- Where will the children play when outdoors?
- Do you have a playground on your school grounds?
- Do you have a large indoor play space so children can get their energy out even during bad weather?
- How do you use your indoor gym space to encourage physical fitness in children?
- Do you rent your indoor gym out for birthday parties?
- What are the benefits of a natural playground?
- How will a natural playground help my child's creativity and imagination?
- Tell me about your new playground?
- How does your parent communication app keep me informed of my child's daily activities?
- How does being bilingual at an early age affect brain development?
- My kid is 3, can they really learn a second language at this age?



- How does your school encourage early communication through the use of Baby Sign Language?
- Do you offer any enrichment classes or activities after school for school-age children?
- Are your Karate/Yoga/Dance classes included in school tuition, or is there an extra charge?
- Do you have an after-school program?
- Do you offer homework help in your after-school program?
- Do you have a nurse on staff at your school?
- How will the school nurse help my child and my family if my child becomes ill?
- What does being accredited mean?
- How does being NAEYC Accredited improve the quality of care and education in your preschool?
- Does the school offer parent teacher conferences during the year?
- Why have parents voted ABC Child Care as the Best Preschool in Scranton 3 years in a row?
- How has being voted “Best Place to Work” impacted your staff retention rates?

