

Google Ads 101

For Childcare Centers

Reach families actively searching for care. Know enough to ask the right questions, judge performance, and make informed marketing decisions.

01 *Build the foundation*

- An organized process for managing and following up with leads.
- A strong landing page experience.
- A memorable tour that supports the path to enrollment.

02 *Check the campaign*

- Align keywords, locations, budget, bidding, and messaging.
- Separate campaigns or targeting when locations, programs, or enrollment needs differ.
- Track calls, forms, tour requests, and other meaningful actions accurately.

03 *Follow the outcomes*

- Are we reaching the right families?
- Are leads becoming qualified inquiries and booked tours?
- Are tours becoming enrollments? Connect reporting to these outcomes, beyond clicks and impressions.

04 *Keep reviewing*

- Families search differently throughout the year.
- Competition, demand, budgets, and available classroom space change.
- Review search terms and lead quality regularly. Knowing what to change takes experience.

Want a clearer view of your marketing?

A personal review of your marketing, tracking, and path to enrollment.

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