

Promoting Your Family Day Care Online

Step-by-Step Guide for Windermere FDC Educators

Platforms: Google & Care for Kids (Basic Listing)

Advertising on Google

You can increase your visibility by ensuring your FDC service appears when people search for terms like “Family Day Care near me” on Google.

Step 1: Set up a Google Account

- If you don't already have a Gmail/Google account visit <https://accounts.google.com/signup>
- Fill in your details and follow the prompts.

Step 2: Set Up a Google Business Profile

- Go to <https://www.google.com/business/>
- Click ‘Manage now’ and sign in with your Google account.
- Enter your business name (e.g. Sarah’s Family Day Care)
- Select your business category: Childcare agency or Family day care service
- Enter your address (optional, or just your service area if you work from home)

Add your contact details:

- Phone number
- Website or Facebook page (optional)

Verify your business:

- Google will send a postcard to your address with a verification code (can take up to 14 days)
- Once verified, your FDC will appear in local Google searches and Google Maps.

Step 3: Optimise Your Listing

- Add a business description (mention your unique offering: small ratios, home-like environment, local educator, etc.)
- Upload clear photos: your play area, setup, any artwork or craft stations
- Update your hours of operation

Step 4: Encourage families to leave Google Reviews

Listing Your Service on Care for Kids (Basic - Free)

Care for Kids is one of Australia's top platforms for connecting families with childcare options. The Basic listing is free and easy to set up.

Step 1: Visit the Care for Kids Website

- Go to <https://www.careforkids.com.au/>

Step 2: Click “List Your Service”

- Scroll to the bottom of the homepage and click on “List Your Service”
- Choose “I’m a Child Care Provider”

Step 3: Create an Account

- Register using your name and email
- Select the type of service: Family Day Care
- Choose the Basic (Free) Listing option

Step 4: Complete Your Service Profile

- Service name (e.g. Jenny’s Little Explorers FDC)
- Address or suburb
- Contact phone number

- Email address
- Care type: Family Day Care
- Days and hours of operation
- Brief description of your FDC (what makes it unique, your values, experience, etc.)
- Upload a photo if available
- Tick the box for Basic Free Listing (it will not include premium placement or booking tools, but you'll still be discoverable)

Step 5: Submit Your Listing

- Double check all your information and click Submit
- Your listing will be reviewed and approved (usually within a few business days)

Tips for both Platforms:

- Keep your contact details and opening hours up to date
- Use inviting, high-quality photos that reflect your environment
- Highlight what makes your FDC special:
 - Small educator-to-child ratio
 - Outdoor play
 - Cultural inclusivity
 - School readiness focus

Need Help?

If you need support setting up your listing, your Windermere FDC Coordination Team is here to help. Contact us at educatorsupport@windermere.org.au or call 1300 946 337.