

Web Copywriting Profile:

Kids'R'Kids Schools of Quality Learning

Profile: Kids'R'Kids web copy project was assigned to W2M by their agency, Woodall Creative. Over twenty-five pages were needed to flesh out the new website, a fresh approach to the childcare market.

- ◆ The first step in the process was a Web Content Audit, designed to assess Kids'R'Kids competition, and devise a content approach to the new site that would encourage prospects to choose Kids'R'Kids.
- ◆ The Write2Market team crafted copy to reflect the warmth and unique approach of Kids'R'Kids, helping distinguish them from their competitors online.
- ◆ The resulting pages incorporate testimonials and calls to action to help the site function as a 24/7 sales branch of Kids'R'Kids.

w2m.
write 2 market
WRITING THAT GETS RESULTS

kids R kids
SCHOOLS OF QUALITY LEARNING

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A HUG ABOVE THE REST

We believe that happy, loved, connected children are destined for success in every facet of their lives.

Our most cherished principle, "**Hug First, Then Teach**," defines every aspect of who we are at Kids 'R' Kids. Our approach is a **whole child approach**, working to strengthen and encourage every child's emotional, intellectual, social, and physical being through the expert care of our teachers and a unique partnership with parents.

When it comes to teaching, Kids 'R' Kids understands the importance of **involving families** with their child's developmental milestones and accomplishments. When new skills are introduced or reinforced, having you, your child, and their teachers working together makes learning easy and fun. Using this streamlined approach to learning and keeping a close connection between home and school, Kids 'R' Kids ensures each child enrolled receives the **individual guidance** they deserve.

Beginning with the youngest learner to the pre-adolescent child, Kids 'R' Kids encourages **self-discovery**. Our classrooms include developmentally appropriate learning centers, which are designed using our unique Kids 'R' Kids **Curriculum Based Enrichments**. These enrichments are introduced and explored within each lesson, helping your child make concrete connections through play.

Our teachers know that kids are naturally curious, so why not encourage this curiosity in a secure and educational environment. Guiding each child, while using individual learning levels, creates a significant foundation needed for skills used in higher order thinking.

Kids 'R' Kids is committed to providing a safe, fun, and educational environment for your child, where he is loved and taught by experts dedicated to the highest standards in child development and education.

Come learn more about Kids 'R' Kids. We hope to see you soon!

FIND A CENTER

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- ◆ More samples of the project can be viewed online at <http://www.kidsrkids.com>.