

Start with one centre

A fillable workbook for owners, centre managers and their website teams.

Choose one enrolment priority. Verify the facts families find. Assign the improvements and check that the work was completed.

Centre name

Review lead and role

Our enrolment priority: age group, preferred days and start period

How to use this kit

1. Complete the verified facts.
2. Choose family questions and record your checks.
3. Turn findings into assigned tasks.
4. Improve the relevant pages and test the enquiry journey.
5. Review the work after 30 days.

Be wary of guaranteed AI rankings. No provider, including Enrolment Boost, can guarantee how an independent AI platform will respond. Guarantees of rankings or recommendations are a serious red flag. Ask for specific work and evidence of completion.

Download and save your own copy before typing. Use a PDF reader that supports forms, then save and reopen to confirm your entries. Use the companion spreadsheet for repeat observations and additional actions. Keep individual child and family records in your CRM.

1. Verify your centre facts

Record the approved facts. Include the source, date checked and any public correction needed in each box.

Verified by / date checked / next review date

Public name, address, suburb, state and phone

Opening hours and closures

Ages accepted and room transitions

Programmes offered at this service

Fees, inclusions and how families obtain a current quote

Orientation and settling-in process

How families confirm days and start dates

How tours are booked and what happens next

2. Plan family questions

Discovery: do families find you without naming your centre? Accuracy: are details about the named centre correct?

Include suburb and state. Use web search deliberately. Record relevant account, memory or location context; a fresh chat does not remove every influence. Repeat the same questions when reviewing.

Question 1: exact wording and discovery / accuracy

Relevant centre page / does it answer the question?

Question 2: exact wording and discovery / accuracy

Relevant centre page / does it answer the question?

Question 3: exact wording and discovery / accuracy

Relevant centre page / does it answer the question?

Ideas to adapt

Which centres in [suburb, state] care for two-year-olds?

How do centres in [suburb, state] help toddlers settle in?

What are the opening hours of [centre] in [suburb, state]?

An AI claim about vacancies is not confirmation of availability. Your team must check ages, requested days and start dates.

3. Record one finding

Use one record per issue. Save another copy of this page or use the spreadsheet for additional findings.

Date / tool / model or mode / web search used?

Account and location context / exact question

What the answer said / centre mentioned: yes, no or no answer shown

Source URL, or no source provided / accurate, incorrect or unverified

Verified fact and supporting evidence

Action needed / person responsible / due date

Completion evidence / status / next check date

Prioritise errors that could prevent an enquiry. Check cited sources. Keep source corrections separate from AI-answer changes. Do not change a correct fact to match an incorrect answer.

4. Improve your content

Describe the experience families can actually expect. Have the centre manager approve the details before publication.

Ask: What happens in practice? Who is involved? What should families expect? Are there differences between rooms? What is the next step?

Page URL / family question this page should answer

Current wording

Verified details from the centre team

Proposed wording

Approved by and date / published URL and date

Illustrative example: Instead of “We support settling in”, explain your verified orientation process, how routines are discussed and how families receive updates. Only describe what your team actually offers.

5. Brief your provider

Complete the fields, then send this page with your approved facts and copy to your website provider.

Provider contact / centre name / requested completion date

Affected URLs

Corrections required / approved copy location

Enquiry journey issue / agreed test enquiry details

Requested checks

Please check Google indexing eligibility, OpenAI search-crawler access, readable page content and internal links for these pages. Keep search-access recommendations separate from model-training permissions.

Please confirm the changes with final URLs, unresolved issues and the result of our agreed test enquiry. Let us know if proposed work falls outside our current arrangement before proceeding.

Technical references

Google: AI features and your website

developers.google.com/search/docs/appearance/ai-features

OpenAI: Overview of OpenAI Crawlers

developers.openai.com/api/docs/bots

6. Review after 30 days

A work schedule, not a promise of changed search results. Record evidence and outstanding tasks at each review.

Week 1: baseline and verified facts / date

Week 2: public corrections / date

Week 3: content and enquiry test / date

Week 4: repeat checks and next actions / date

Most important outstanding action / owner / next review date

Check: Are public facts correct? Can families find the relevant room and next step? Did the enquiry test reach the right person? What changed in repeated searches? Have families mentioned AI during their research?

Track actual enquiries, tours, enrolments and starts separately in your CRM. Completed tasks and individual AI answers do not prove enrolment growth.

Need help prioritising?

Request an Occupancy Health Audit:
audit.enrolmentboost.com.au