

The ILG Enquiry Page Blueprint

One landing-page template for every ILG nursery (with Prep/Senior and open-morning variants), built from what the 20 competitors do well, what ILG already has that they don't, and ILG's own ad data. Every section says what goes in it, the exact copy pattern, why it is there, and how to measure it.

Prototype Downloads\ILG-Landing-Page-Prototype-Orchard-Kew.html (open in any browser)

Build in Unbounce (current platform) with the Digistorm form

The current page asks for an “enquiry” and says little else. The new page answers the five questions a parent has on arrival (is it near, when is it open, what does it cost, is it good, can I see it) in the first screen. It then turns the click into a booked visit with a two-step form and follows up with a same-domain thank-you page that ILG's tracking can see.

Built to beat the competition on four points they don't combine anywhere: ILG's 9.5–9.9 parent ratings in the headline (rivals bury theirs); 7am–7pm hours (rivals close at 6–6.30); a fees-and-funding calculator (no competitor checked has one); and a visit-booking form above the second scroll (Bright Horizons' form sits 4,850px down on a phone, ILG's current one 1,800px).

The page at a glance

Phone first: most parents click these ads on a phone. Red = must be visible without scrolling.

PHONE · 375PX

Header

Logo · “Call” (tap-to-call)

Hero

Eye brow: type · ages · area

H1: USP + rating

Proof chips: 9.5/10 · Top 20 · Ofsted

[Book a visit] [Fees & funding]

Open-morning pill with date

first screen

Fact strip

Hours · Ages · Fees from · Funding ·

Next start

Booking form (step 1 of 2)

Visit type · preferred slot · Next

Why parents choose us

4 specific differentiators + photos

Fees & funding

Day rates + calculator

Reviews

Score + 3 quotes + widget

Rooms by age · video · a day here

Ofsted & awards · Getting here

FAQ

6 questions admissions answers daily

Final CTA

Book a visit · Call

Sticky bar (always)

[Call] [Book a visit]

CURRENT ILG PAGE	NEW TEMPLATE
H1 “A Nurturing Nursery in Kew for Ages 3 Months to 5 Years” (same line on every school)	H1 carries the nursery’s strongest proven fact: “Open 7am to 7pm, rated 9.5/10 by Kew parents”
One CTA: “Enquire Now”	“Book a visit – pick a time” + “Fees & funding” + dated open morning
Form ~1,800px down; 1 step, many fields	Form in the second screen; 2 steps, 3 required fields
~220 words, shared template copy	700–1,000 words written for the one nursery
No fees, no rating, no open-event date	Fees block + calculator, rating in H1 and reviews section, event in hero
No sticky button; some phone numbers not tappable	Sticky Call + Book bar on every phone screen
Lead recorded inside the Digistorm frame	Thank-you page on the same domain fires one lead event; click IDs in hidden fields

Check the exact phone share per nursery in GA4 before finalising the desktop layout.

Section by section

Order matters: each section answers the next question a parent has. Copy patterns use Orchard Kew; placeholders in [brackets].

01	Header	ALWAYS VISIBLE
WHAT GOES IN - Nursery logo + “Part of Inspired Learning Group” - Tap-to-call button (tracked number) - Desktop: “Book a visit” No site navigation – every link that isn’t the goal is a leak WHY 2,348 calls came from ILG ads in 4½ months; nine current pages have no tappable number. Busy Bees, St Christopher’s and West Buckland keep call/visit in a persistent bar. MEASURE Header call taps (GTM click event <code>call_header</code>).		

WHAT GOES IN

Eyebrow: type · ages · area/postcode.

H1 formula: [strongest provable fact] + [parent rating] + [place].

Open 7am to 7pm, rated 9.5/10 by Kew parents

Lead: one sentence with the travel anchor (“5-minute walk from Kew Bridge station”).

Proof chips: rating + review count + source · Top 20 group · Ofsted grade and year.

Buttons: “Book a visit – pick a time” (primary), “See fees & funding” (secondary).

Event pill: next open morning date, time and remaining places (only if true).

Photo: a real room or the garden, not stock.

WHY

Bright Horizons Kew’s hero shows name, “Ofsted Good”, Book A Visit and an Open Day date; Kido’s shows “Register for Open Day” and “Book a Tour”. ILG can beat both because its ratings are higher (9.5–9.9 vs rivals that don’t show a score) and its hours are longer. Headlines should match the ad the parent clicked (see Ad-to-page match).

Evidence: competitor page checks 16–18 Sep; daynurseries.co.uk listings; Orchard Kew 07:00–19:00.

MEASURE

Scroll depth past hero; clicks on each button.

WHAT GOES IN

Five cells: **Hours** (7:00–19:00, 51 weeks) · **Ages** (and places) · **Fees from** (£/day, what’s included) · **Funding** (15 & 30 hrs from 9 months, tax-free childcare) · **Next start** (which rooms have space, from when).

WHY

Busy Bees’ sticky bar shows hours; Cybertots (£18.47/hour) and Lanterns (£150/day) publish prices; Kido advertises funded days. £660 of ILG’s summer Search spend went on free/funded-hours searches that converted nothing because the page never answered them.

MEASURE

Fewer “how much is it?” calls; clicks on “Fees & funding”.

WHAT GOES IN

Left: “Come and see it for yourself” + three numbered steps of what happens next + phone line. Right: the two-step form (full spec below).

Choose how you'd like to visit and a time that suits you. We confirm by text within 2 working hours.

WHY

68% of competitor pages ask for a visit in the first screen; Kido (YouCanBook.me) and N Family (Calendly) let parents book slots; Busy Bees' live ads say “Book a slot that works for you”. A parent who has chosen a time is further along than one who has “enquired” and is waiting for a call-back while the rival books them in.

MEASURE

Step-1 starts, step-2 completions, visits booked in Digistorm.

WHAT GOES IN

Four cards, each a *checkable* fact with a real photo:

- Longest day nearby (7–7 vs 6/6.30)
- Building/rooms (purpose-built, garden)
- Parent app updates through the day
- Meals by an on-site cook or the nursery's enrichment (French, Teddy Tennis, Theatre Bugs at Wimbledon)

WHY

ILG's current copy is the same template line at every school (“a caring nursery offering EYFS-based early years education...”); word-sequence overlap between ILG pages averages 64%. Google rates 88% of ILG's scored keyword spend “below average” for landing-page experience. Specific, unique copy is the fix.

RULE

If a competitor could write the same sentence, cut it.

WHAT GOES IN

Day rates by age, what's included, funded hours, and a 2-tap calculator: days per week × funded hours → estimated monthly cost, with a tax-free childcare note. If rates can't be published: "Fees from £X a day – full fee sheet at your visit".

WHY

No competitor checked offers a calculator, and funded hours are the question behind many searches. It also qualifies parents before they call: those who book a visit already know the price range.

MEASURE

Calculator interactions (GTM event); share of visits from calculator users.

WHAT GOES IN

Big score ("9.5 out of 10 from 37 parent reviews"), three short verbatim quotes with first name and child's age (with permission), and the live daynurseries.co.uk widget.

WHY

ILG's scores: St Nicholas 9.9, Orchard Wimbledon 9.8 (66 reviews), Orchard Hampton 9.8, Orchard Kew 9.5 (37). The schools' own websites say this; the ad pages don't. Parents compare on daynurseries.co.uk, where most rivals also sit.

WHAT GOES IN

- 3 room cards with ages and ratios
- 60-second walk-through filmed by the manager on a phone
- "A day at ..." timeline 7:00–19:00
- 6–12 real photos

WHY

85% of competitor pages have video or a virtual tour (Matterport at Jancett; 360 tours at Kido, N Family, Busy Bees); only 1 of 10 ILG pages does. The timeline doubles as proof of the long day.

WHAT GOES IN

Ofsted grade and inspection month; Top 20 badge; group name. Address, station walk time, parking or buggy store, map.

WHY

Bright Horizons and Monkey Puzzle show Ofsted near the top; Busy Bees lists parking and the Underground walk. Location lines also help Google judge local relevance.

WHAT GOES IN

Spaces and start dates · how funded hours work here · what fees include · settling in · sibling discount · visiting before registering. Ask each nursery manager for the 6 questions they answer most on the phone.

WHY

Every answered question is one fewer reason to leave and compare. Add FAQ structured data so the page can show richer results.

WHAT GOES IN

Closing panel: “See Orchard Kew this week” + both buttons. Phone: fixed bottom bar “Call” + “Book a visit” on every screen.

WHY

35% of competitor pages have a sticky CTA or chat; none of ILG’s do. The sticky bar is the cheapest change in this spec.

Form and thank-you page

TWO-STEP FORM (DIGISTORM)			
STEP	FIELD	TYPE	REQUIRED
1	How would you like to visit?	3 large radio cards: Private tour · Open morning [date] · Call me first	Yes
1	Preferred time	6 chips: Mon am, Tue pm... Any time (tour only)	Yes
2	Your name	Text, autocomplete=name	Yes
2	Mobile	Tel, numeric keypad	Yes
2	Email	Email	Yes
2	Child's age	Select (incl. "Not born yet")	No
2	Ideal start	Select	No
Hidden	gclid, fbclid, utm_source, utm_campaign, page_variant	Filled from URL	—

Why two steps: the first step is a choice, not personal data, so starting feels easy; once a parent has picked a visit type and time they usually finish. Keep required fields to three (name, mobile, email) – the child's details are captured at the visit.

If Digistorm can't split steps: put the step-1 radio fields at the top of the same form and cut every other optional field.

Thank-you page (same domain as the landing page, e.g.

nursery.inspiredlearninggroup.co.uk/orchard-kew-thank-you/):

- “Thanks, [name] – we'll text you by [time] to confirm your visit.”
- Add-to-calendar for open-morning bookings; address and parking.
- “While you wait”: the video tour and the fee sheet PDF.
- Fires **one** event: Google `generate_lead` + Meta `Lead` , with the visit type as a parameter. Nothing else counts as a lead.

Speed to lead: Digistorm auto-SMS within 5 minutes; manager calls the same working day. The first nursery to call back usually gets the visit.

Ad-to-page match

The page headline should repeat the promise of the ad that sent the parent. Use Unbounce Dynamic Text Replacement or separate variants.

TRAFFIC SOURCE	AD PROMISE	PAGE H1 / HERO	PRIMARY CTA
Google “nursery [area]”, “day nursery near me”	“Open 7am–7pm in Kew · Rated 9.5/10 by Parents”	Open 7am to 7pm, rated 9.5/10 by Kew parents	Book a visit
Google funded-hours searches	“15 & 30 Funded Hours Accepted · See Your Monthly Cost”	Funded hours from 9 months – see what you'd pay at Orchard Kew (calculator moved up)	Work out my cost
Google brand (“orchard day nursery kew”)	“Orchard Day Nursery Kew · Book Your Visit”	Book your visit to Orchard Day Nursery Kew	Pick a time

TRAFFIC SOURCE	AD PROMISE	PAGE H1 / HERO	PRIMARY CTA
Meta open-morning ads	“Open morning Sat 4 Oct · Stay & play”	Open-morning variant (see Variants)	Reserve a place
Meta funded-hours ads	“Funded childcare available (15 & 30 hours)” (live in Orchard Cambridge)	Funded-hours hero + calculator	Book a visit

Variants of the same template

Open-morning page

Hero is the event: date, time, what happens (“stay and play, meet your key person, fees Q&A”), places left, a one-step form (name, mobile, email, child’s age). Calendar invite on the thank-you page, SMS reminder the day before. Replace the event every month so ads always point to a date.

Prep / Senior page

Three paths in the hero: **Get the prospectus** (email only, instant PDF, then nurture) · **Book an open morning** (dated) · **Book a private tour**. Swap the fees block for entry points (Reception, Year 3, Year 7, Sixth Form) with deadlines, results/destinations and a head’s 60-second video. Put the form on the page – Eton End, Essendene and Westbury Prep currently send parents to another site.

Cluster chooser page (SW London test)

For generic searches across Kingston, New Malden, Wimbledon, Hampton, Walton: “ILG nurseries near you” with 4–5 nursery cards (distance, ages, hours, rating, Book a visit). Stops four ILG schools bidding against each other for the same parent (New Malden: £3,675 across four ILG accounts in Jun–Aug).

Per-school content sheet

Known facts filled in from the audit; confirm every [bracket] with the nursery manager before launch.

NURSERY	H1 (LEAD FACT + RATING)	PROOF CHIPS	UNIQUE POINTS TO FEATURE	RIVAL TO BEAT
St Nicholas	“Ofsted Outstanding, rated 9.9/10 by Kingsbury parents”	9.9/10 · Ofsted Outstanding · Nursery Excellence Award	Top-rated in Kingsbury/Wembley; awards listed on its own site	Monkey Puzzle (area)
Orchard Wimbledon	“Open 7am to 7pm, rated 9.8/10 by Wimbledon parents”	9.8/10 (66 reviews) · Top 20 group · Ofsted []	French, Teddy Tennis, Theatre Bugs, sports club; 90 places	Keren’s, Kido
Orchard Kew	“Open 7am to 7pm, rated 9.5/10 by Kew parents”	9.5/10 (37) · Top 20 group · Ofsted []	Purpose-built, parent-app updates; 65 places	Bright Horizons, Cybertots, Monkey Puzzle Kew Bridge Rise (opening)
Orchard Hampton	“Rated 9.8/10 by Hampton Hill parents” + [hours]	9.8/10 · Top 20 group	[confirm]	Aston Pierpoint (£75/day published), Tiny Thinkers
Wood Wharf	“A Top 20 London nursery, in the heart of Canary Wharf”	Top 20 London 2025 · [score]	3 months–4 years; [hours]	Lanterns (£150/day shown)
Ruskin House	[lead fact] + [score] Herne Hill	[score] · Top 20 group	Smaller, homely setting vs N Family’s 195 places	N Family, Monkey Puzzle West Norwood
Collingwood	“From nursery to Year 6 in one place” + [score]	[score] · [Ofsted/ISI]	Nursery-to-prep pathway	Banana Moon (9.95), Jancett
Derby Little Oaks	“Little Oaks at Derby Grammar – nursery with a school pathway”	[score] · [Ofsted]	School facilities; [hours]	Derby High (Open Morning 3 Oct)

Design system for the template

Colour (per-brand accents; roles fixed)

Brand dark – headings

Action – primary buttons only

Tint – alternate sections

Stars / focus

Body text

The action colour appears on nothing except the booking buttons, so the eye always finds the next step. Each nursery keeps its own brand colours in the two “brand” roles.

Type

Friendly display face for headings (prototype: Bricolage Grotesque), highly legible sans for body at 16.5px+ (prototype: Nunito Sans). H1 34px on phones, 58px on desktop. Line length under 65 characters.

Components and rules

- Buttons at least 48px tall; primary always says what happens (“Book a visit”, never “Submit”).
- Chips for proof, cards for choices, pills for dated events.
- Real photos only; faces with consent; no stock children.
- Images under 200 KB each (WebP), lazy-load below the first screen; page under 1.5 MB. ILG pages already load in 1–2.5s; keep it.
- No navigation menu, no links to the main school site above the form.
- Accessible: 4.5:1 contrast, labels on every field, visible focus, works with keyboard.

Build and tracking checklist

ITEM	HOW	OWNER
Template	One Unbounce template with the 11 sections; duplicate per nursery; content from the per-school sheet	Web
Form	Digistorm form with the fields above; completion action = redirect the <i>top window</i> to the same-domain thank-you page	Digistorm admin
Hidden fields	gclid, fbclid, utm_source, utm_campaign, page_variant populated from the URL (confirm Digistorm passes page parameters into the embed)	Digistorm admin
Lead event	GTM trigger on thank-you URL → Google Ads conversion + GA4 <code>generate_lead</code> + Meta <code>Lead</code> (plus CAPI). Remove all other lead triggers	Tracking
Micro-events	GTM click events on <code>data-track</code> attributes (call_header, cta_hero, cta_sticky, calculator)	Tracking
Calls	Tracked number per nursery; <code>tel:</code> links everywhere; call schedule matched to staffed hours	PPC / admissions
Behaviour	Microsoft Clarity (free) on every variant: scroll maps, form drop-off, rage clicks	Web
Structured data	ChildCare + FAQPage schema; opening hours; aggregate rating only if it meets Google’s review-snippet rules	Web
Google Ads	Final URLs to the new pages; location assets (link Business Profiles), price assets (“from £X/day”), promotion assets for open mornings	PPC

How to prove it works

Baseline: ILG nursery landing pages received about **29,000 paid clicks a month** in July–August, and nurseries produced roughly **360 Digistorm ad leads a month** — about **1 lead per 80 clicks (≈1.25%)**.

Test design: Unbounce A/B, 50/50, current page (A) vs new template (B), **pooled across 8–10 nurseries at once**. To detect a lift from 1.25% to 1.6% (+28%) with 80% power needs about **18,000 clicks per variant** — roughly **5–6 weeks** pooled. A single nursery (e.g. St Nicholas, ≈1,700 clicks/month) would take over a year, so don’t test school by school.

Judge on Digistorm, not the platforms: the `page_variant` hidden field tells you which page produced each enquiry and each booked visit.

WHAT TO WATCH		
METRIC	NOW	TARGET
Digistorm leads per 100 clicks	≈1.25	≥1.6
Leads that book a visit	Not recorded	Recorded; ≥50%
Form step-1 → step-2 completion	—	≥60%
Google landing-page experience	88% below average	Average or above on top 10 pages
Call taps from page	Untracked	Tracked per nursery

Launch order: Orchard Kew first (Monkey Puzzle opens next door this autumn), then St Nicholas, Orchard Wimbledon, Ruskin, Orchard Hampton, Collingwood, Wood Wharf, Derby — then include all in the pooled test. Targets are starting points based on May–June performance, not guarantees.