

**Description of sample:** This is website content I wrote for a client who owned and operated an early childhood learning center and daycare. They wanted SEO-optimized content for their website so they would be more visible in local searches in Mount Sinai, NY. They also wanted to convey a warm, nurturing tone.

After conducting keyword research and extensive industry research, I produced targeted content for six web pages: After-School Care, Before-School Care, Infant Daycare, Preschool & Pre-K Programs, Summer Daycare Program, and Toddler Daycare. All web page content can be seen below.

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## After-School Care

Working parents face their fair share of logistical headaches. At the top of that list is finding reliable school-age child care (a.k.a. SACC) in the afternoon while you're still at work. Thankfully, when you want after-school care in Mount Sinai with safe transportation and experienced caregivers, Paper Planes is your perfect match!

At our warm, nurturing after-school daycare center, your kid will feel right at home. It's one of our core tenets to treat every child like our own, which means you can enjoy the peace of mind that comes with knowing your child is in great hands.

Our after-school care services are available for kindergarteners all the way up to 12-year-olds. For more details about our after-care for kids, don't hesitate to reach out!

### After-School Program With Transportation

For everyone's convenience, we use the Mount Sinai School District's buses to pick up kids at school and bring them straight to Paper Planes.\* Our caregivers will be there waiting to get your child safely off the bus and help them settle in for the afternoon.

Then, over the course of the afternoon until you arrive to pick them up, your child will engage in a variety of developmentally appropriate activities. Whether this involves play-based learning for the little ones or homework help for the bigger kids, we'll keep their minds occupied and stimulated in a fun, healthy way.

Here's what a typical afternoon at our after-school daycare program looks like:

- Bus drop-off — We get the kids off the bus as they arrive and help them get ready for the afternoon.

- Snack time — We serve a nutritious snack while the kids let off some steam and socialize with their friends.
- Homework help — Kids work on homework assignments, and we support them if they need help.
- Play and learn activities — Kids who don't have homework can engage in playful, educational, and/or creative activities.

## We Partner With Parents

At Paper Planes, we firmly believe that when school and home work together, children succeed! To that end, we're happy to cater our before- and after-school care services to you and your child's needs. Every child is unique, so let us know of any specific struggles, areas of concerns, or special requests you have. We'll do our utmost to support your child and help them to flourish, both emotionally and socially.

Our owner and director, Maria Ahrens, has 10+ years of experience in childcare and early childhood education, as well as 8+ years as a childcare director.

So, if you're looking for affordable after-school care in Mount Sinai that you and your child will both love, Paper Planes is your answer! Call or email us today, and let's start a conversation about your after-school childcare needs.

*\*Pending an official decision by Mount Sinai School District regarding COVID-19.*

## Before-School Care

For parents whose work schedules don't perfectly align with the public school system's hours, figuring out an early morning childcare solution can be tricky. Thankfully, Paper Planes is here in Mount Sinai to put your mind at ease!

Our local daycare center provides dependable before-care for school-age children up to 12 years old. When your job requires you to be at work early in the morning and you want to know that your child is starting their day in a happy, nurturing environment, we're your answer.

To find out more about how to enroll in our before-school program, just send us a quick email!

## Before-School Care With Transportation

For working families, safe and reliable transportation is a big deal!

Fortunately, one of the most convenient aspects of our before-care service is the fact that we provide door-to-door transportation for all of our students. We've coordinated with the Mount

Sinai School District and arranged for buses to pick up the kids at Paper Planes and bring them straight to school.\*

And if there's no time to eat before you rush out the door, don't worry: We provide breakfast, too! That means all you have to do is drop off your child at Paper Planes before you head to work, and we'll take it from there.

You'll never stop worrying about your kid. As parents ourselves, we understand that more than anyone. But we hope you can at least be comforted to know that we're taking care of your child like they're our own!

## Raising the Bar for School-Aged Child Care

At Paper Planes, we know your child is your world. That's why we've intentionally cultivated an encouraging, supportive, and educational space where kids are free to play, create, interact, and be themselves.

In other words, we've reimagined and redefined what a before- and after-school program can be.

Ultimately, the goal of our before-care program is to supplement your at-home efforts in raising an individual who is kind, confident, and capable. We view healthy emotional and social development as essential stepping stones towards this goal.

For every minute your child is inside the four walls of Paper Planes, they will feel safe and loved. That's our guarantee.

Call or email us today to find out more about our before-care services in Mount Sinai!

*\*Pending an official decision by Mount Sinai School District regarding COVID-19.*

## Infant Daycare

Finding childcare for newborns and infants is one of the more emotionally charged struggles for new parents. You already dread having to separate from your baby, and now you have to put them in the arms of a stranger! This is your pride and joy, your whole world—you need to be certain that you've found an infant daycare provider you trust unequivocally.

Located right here in Mount Sinai, we're among the few local daycares that accept infants. And we don't merely "accept" them—we cherish them! As parents ourselves, we feel it's our sincere privilege to be part of your family's life at such a pivotal moment.

Whether you're a resident of Mount Sinai, Miller Place, Port Jefferson, or any other surrounding town, you'll be warmly welcomed into our Paper Planes home. Give us a call and let's chat!

## Baby Care Services With a Personal Touch

Under the direction of owner Maria Ahrens (who boasts 10+ years of experience in early childhood education and 8+ years of experience as a director) our caregivers will give your baby the warm cuddles and loving attention they need while you're away.

And just because you're not here physically, doesn't mean you should feel disconnected. To ease your mind and your heart, we'll send you cute videos and photos of your adorable infant throughout the day. You won't miss any major moments or milestones!

So, if you're looking for an infant learning center or baby daycare that will care for your newborn like their own, Paper Planes is the place for you.

We're excited to hear from you and learn about your family's infant daycare needs. Send us an email today!

## Infant 1 — 8 Weeks to 12 Months

In the Infant 1 daycare program at Paper Planes, our highest priority is allowing these precious babies to tell us what they need. At this age, the infants (and you, the parents) let us know when they're tired, when they're hungry, and when they just need a good cuddle.

The developmentally appropriate curriculum for this age group primarily consists of gross motor skills and social-emotional awareness. What does this look like in practice? You'll see our infants:

- Doing tummy time
- Listening to a story
- Listening to their teacher sing songs to them
- Playing peek-a-boo
- Taking a stroller walk
- And much more!

## Infant 2 — 12 Months to 18 Months

Our Infant 2 daycare program has a bit more structure. We believe this fosters a fun, engaging environment in which these growing babies can participate in active learning. Our infant learning center encourages them to:

- Sit still for short circle-time
- Take part in sensory activities

- Play outside with their friends
- Recognize their friends by name
- Begin to use language skills

At this age, it's perfectly normal for us to see the beginnings of some challenging behavior. Nothing to panic about: This is how they learn! Paper Planes will partner with you to reinforce what you're teaching them at home about interacting with friends appropriately. You can rely on us to support your efforts in modeling socially appropriate behavior at all times.

Interested in visiting our infant daycare center in Mount Sinai and meeting our director and staff? We'd love to hear from you! Call or email us as soon as you can to make an appointment.

## Preschool & Pre-K Programs

Helping your child transition from preschooler to kindergartener is one of our specialties here at Paper Planes. As an early childhood learning center located in Mount Sinai, we guide young children's development through the lens of play and adventure.

For three- and four-year-olds, being imaginative and creative with friends is what comes naturally. We leverage those natural instincts to encourage children to become the best versions of themselves. Ultimately, our aim is to work with you to instill the confidence, kindness, and self-sufficiency you want for your child as they transition to school age.

### Raising the Bar for Preschool and Pre-K Learning Centers

Our owner and director, Maria Ahrens, has specialized in the field of early childhood education for 10+ years, and she also has 8+ years of experience as an early childhood program director. Under Maria's direction, our close-knit team of educators cultivate a fun, nurturing environment for our preschool and pre-kindergarten classes.

Paper Planes is raising the bar for local pre-k and preschool programs. Inside our four walls, your child will not only receive a formative education—they will also feel safe, loved, and supported at all times.

We work with families from all over the Mount Sinai region, including Miller Place, Port Jefferson, Coram, and beyond. Want to find out more about enrolling in our preschool or pre-k center? Get in touch with us via phone or email today!

## Preschool Program — 3 Years

Our play-based preschool class helps to take your child to new levels of learning. At this age, children typically begin to move beyond parallel play and engage in interactive and imaginative play with friends.

Paper Planes will use both large and small group activities to facilitate learning in all major domains:

- Math
- Science
- Language
- Literacy
- Fine and gross motor skills
- Sensory
- Music and movement
- Dramatic play

## Pre-K Program — 4 Years

In our pre-k classroom, children spend the year working on specific skills that prepare them for kindergarten. Here, we put a greater focus on:

- Number and letter recognition
- Phonics
- Reading
- Writing

We also continue to use large and small group activities to both teach and assess students' strengths and areas that need more attention and improvement. The overall goal of our kindergarten readiness program is to prepare students and instill a sense of self-confidence and pride in their work.

For your peace of mind, Paper Planes is a fully insured preschool and daycare center. We have the specialized training and compassionate spirit to help your child realize their full potential.

So, send us an email today to introduce yourself. We'd love to meet you and your little one!

# Summer Daycare Program

For a fun solution to your summer childcare needs, come to Paper Planes! Our day camp for kids in Mount Sinai is the perfect way to keep your little ones entertained and stimulated while they're out of school for the summer.

Although some educational summer camps can feel dry and more like extended homework, our summer program manages to remain engaging and fun—because that's what summer is all about!

## Summer Fun for School-Age Kids

The summer daycare program at Paper Planes is perfect for school-age children from 5 to 12 years old. As with all of our school-age child care (SACC) programs, our summer day camp will be broken up into developmentally appropriate activities for different age groups.

No matter what age group your child falls into, you can expect them to feel completely safe and supported while they engage in our adaptable framework. Play-based learning is typically the focus of our thematic units and activities, which include:

- Arts and crafts
- Sports
- Games
- Outdoor activities
- Math and science enrichment
- Reading and literacy enrichment
- Indoor activity stations
- And much more!

Our summer program's activities are specially designed to spark curiosity and imagination. At the same time, we're keeping children's minds sharp and encouraging them to become lifelong learners outside of the classroom. We aim to instill confidence and self-sufficiency in everything they do!

## Safe Space for Your Child All Summer Long

When you bring your child to Paper Planes for our all-day summer care, you can put your mind at ease. Our owner and director, Maria Ahrens, has 10+ years of experience in early childhood education and has been a daycare center director for 8+ years.

On top of that, Maria and our assistant director, Christine Svihovec, are both parents themselves. You can rest assured that our entire team is committed to treating your child like

our own. We'll provide them with morning and afternoon snacks, water, sunscreen, and a loving, inclusive place to spend the summer!

## Enroll Today!

We believe that kids deserve a carefree summer where they can play and let loose, yet still continue their social and emotional development. This is the mission of our summer care program at Paper Planes.

Whether you live in Mount Sinai, Miller Place, Port Jefferson, or any other nearby community, Paper Planes welcomes you. Call or email us today for more info on the enrollment process!

## Toddler Daycare

When you need toddler daycare in the Mount Sinai area, come to Paper Planes!

As an early childhood learning center, our trained and experienced educators are here not only to keep your little one safe, but also to enrich their social, emotional, and cognitive development. In fact, we're committed to nurturing the whole child, showing unconditional love and support regardless of their needs or differences.

In other words, when you leave your precious little one in the care of our toddler daycare program, you can feel 100% confident in our high standard of care and dedication to your child's development.

### Childcare for Toddlers — 18 Months to 36 Months

Toddlers are such wonders to watch. At this age, we will see your child's language abilities begin to blossom. And at the same time, your child's personality will form and take shape, and they'll start showing us who they are as individuals. We at Paper Planes feel privileged to be part of your child's life at this stage!

Our creative curriculum for toddlers is designed by our owner and director, Maria Ahrens. Maria has 10+ years of experience in early childhood education and 8+ years of hands-on experience as a daycare director.

What does our toddler curriculum look like? It is designed to help children develop their social-emotional skills, as well as their academic skills. Using a developmentally appropriate curriculum to guide our activities and play, we help your children to explore, discover, and learn.



## Your Partner in Childcare for Toddlers

At Paper Planes, we see ourselves as your partner in childcare. Every child is unique, and you know your child better than anyone. That's why we push for active communication and collaboration with you at every step of our toddler care program. We'll keep you updated on your child's progress, and you'll give us feedback on any special concerns or areas that need extra attention.

Ultimately, we both want what's best for your child!

So, if you've been waiting to find an infant and toddler daycare center in Mount Sinai that is committed to your child's physical, social, and emotional well-being, Paper Planes is your answer. We're happy to work with families from Port Jefferson, Miller Place, Coram, Stony Brook, and beyond—so give us a call today!