JP MARKETING

GUIDE + DIRECTORY LIST

The Best Backlinks & Directories for Daycares & Childcare Centers

Where to get listed, which links matter, and how to get them

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What's a backlink? (the simple version)

A **backlink** is when another website links to yours. Google sees it like a vote. If trusted sites vote for you, Google trusts you more.

A **directory listing** (also called a **citation**) is a place online that lists your business name, address, and phone. Even without a link, these help Google and AI tools know you're real.

For childcare centers, the best links come from 3 places:

1. **Industry sites** (associations and directories made for daycares)
2. **Local sites** (your town, chamber, schools, news, partners)
3. **Big trusted directories** (Google, Bing, Apple, Yelp, BBB, Facebook)

AI tools like ChatGPT and Google's AI answers also read these sites. Being listed on the right ones helps you show up there too.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
Citation	Your Name, Address, and Phone listed on another site.
N.A.P.	Name, Address, Phone.

Rule #1: Make your info match everywhere

Your **N.A.P.** is your **Name, Address, Phone**. It should be exactly the same on every site.

Looks small	But causes problems
Suite 100 vs. Ste 100	Usually fine
Old phone number	Bad: calls go nowhere
Old address	Bad: Google gets confused
Two different business names	Bad: looks like two businesses

Write down your official N.A.P. and copy-paste it every time.

Step 1: The core listings every business needs

Site	Why it matters
Google Business Profile	Maps and the Map Pack
Bing Places	Bing, and it feeds some AI tools like Copilot
Apple Business Connect	Apple Maps and Siri
Yelp	Reviews; often shows up in AI answers
Facebook page	Trust and reviews
BBB	Trust
Nextdoor	Neighbor recommendations
Data aggregators (Data Axle, Foursquare)	They send your info to lots of other sites

Step 2: The best industry links for Daycares & Childcare Centers

These are the sites that matter most for childcare centers. Start at the top.

Site	Type	How to get it
State childcare license search	Government listing	Make sure your name, address, and phone match your site.
Child Care Aware / local CCR&R agency	Referral agency	Local referral agencies list licensed providers.
Winnie	Childcare directory	Claim your listing; add photos and openings.
Care.com	Childcare directory	Claim your center profile.
ChildCareCenter.us	Childcare directory	Claim and update.
Your state quality rating program (like ExceleRate in Illinois)	Quality rating	If you're rated, your rating page may list you.
NAEYC (if accredited)	Accreditation	Accredited programs can be found in their search.
Local school district 'community partners' page	Community	If you do bus pickup or before/after care.
Pediatrician offices	Referral partners	Ask to be on their local resources list.
Local moms' groups and parenting sites	Local	Offer tips or an event invite.
Employers nearby	Partners	Offer employee childcare discounts; ask for an HR benefits page link.
Chamber of commerce	Local	Member link.
Local news	PR	Pitch fun stories: holiday drives, garden projects, teacher awards.
Library and park district	Community	Host a free story time or family event.

> **Tip:** Some of these are paid. Start with the free ones. Then try one paid listing at a time and see if it brings real calls before you add more.

Step 3: Local links (the secret weapon)

Local links are hard for competitors to copy. Ideas that work for childcare centers:

- **Sponsor something local:** a youth team, school event, 5K, or festival. Ask for your logo + a link on their site.
- **Partner pages:** businesses you work with often have 'trusted partners' pages.
- **Host a free event:** a workshop or class at the library or community center. They usually list it online.
- **Local news:** offer helpful tips on timely topics. Reporters need experts.
- **Chamber of commerce:** join and get a member listing.
- **Local 'best of' lists:** find blog posts like 'best daycares in Naperville' and ask how to be included.
- **Give back:** charity drives and volunteer days often get written about.

Step 4: An email you can send

Use this to ask a partner or local group for a link:

> **Subject:** Quick question about your website
>
> Hi [Name],
>
> I'm [Your Name] with Sunny Steps Early Learning here in Naperville. We love working with you on [event/partnership].
>
> I noticed you have a [resources/partners/sponsors] page on your website. Would you be open to adding us there? Here's our link: [your website].
>
> Happy to share your info on our site or social pages too.
>
> Thanks so much! [Your Name] | [Phone]

Links to stay away from

- Buying links from strangers ("500 backlinks for $50!")
- Link farms and fake 'blog networks'
- Spammy foreign directories
- Fake scholarship pages made only to get .edu links
- Paying for reviews or 'review links'

These can hurt you. Google is good at spotting them.

Track your progress

Keep a simple sheet:

Site	Status	Login/email used	Date done	Link to listing
Google Business Profile	Done	admin@...		
State childcare license search	Applied			
Child Care Aware / local CCR&R agency	To do			

Checklist

- [ ] Wrote down my official Name, Address, Phone
- [ ] Google, Bing, and Apple listings done
- [ ] Yelp, Facebook, BBB, Nextdoor done
- [ ] Top 5 industry listings done
- [ ] 2 local link ideas started this month
- [ ] Sent 3 partner link emails
- [ ] Checked old listings for wrong info

Step by step: your top 8 industry listings

State childcare license search

Type: Government listing

How to get it: Make sure your name, address, and phone match your site.

1. Search Google for: State childcare license search childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Child Care Aware / local CCR&R agency

Type: Referral agency

How to get it: Local referral agencies list licensed providers.

1. Search Google for: Child Care Aware / local CCR&R agency childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Winnie

Type: Childcare directory

How to get it: Claim your listing; add photos and openings.

1. Search Google for: Winnie childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Care.com

Type: Childcare directory

How to get it: Claim your center profile.

1. Search Google for: Care.com childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

ChildCareCenter.us

Type: Childcare directory

How to get it: Claim and update.

1. Search Google for: ChildCareCenter.us childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Your state quality rating program (like ExceleRate in Illinois)

Type: Quality rating

How to get it: If you're rated, your rating page may list you.

1. Search Google for: Your state quality rating program (like ExceleRate in Illinois) childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

NAEYC (if accredited)

Type: Accreditation

How to get it: Accredited programs can be found in their search.

1. Search Google for: NAEYC (if accredited) childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Local school district 'community partners' page

Type: Community

How to get it: If you do bus pickup or before/after care.

1. Search Google for: Local school district 'community partners' page childcare center listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

3 more emails you can copy

Sponsorship ask

> Hi [Name], Sunny Steps Early Learning would love to support [team/event] this season. Do sponsors get listed on your website? We'd be happy to help. - [Your Name], [Phone]

Local news tip

> Hi [Reporter], with [season/event] coming up, I can share 3 quick tips for Naperville families on [topic]. Happy to do a short interview or send a written quote. - [Your Name], Sunny Steps Early Learning

Partner swap

> Hi [Name], we send a lot of parents your way, and we'd love to keep doing it. Would you add us to your 'trusted partners' page? We'll do the same for you. - [Your Name]

Common questions

How many backlinks do I need?

There's no magic number. 10 great local and industry links beat 500 junk links.

Are paid directories worth it?

Sometimes. Try one at a time and track calls from it for 90 days.

Do links help with AI search?

Yes, in a way. AI tools often trust and cite the same sites that link to you or list you.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.