

Digital Presence Audit & 90-Day Action Plan

Kids Academy, Mysore — Website, Search & Information-Accuracy Review

PREPARED FOR

Kids Academy

Preschool & Daycare — Playgroup through Sr.
Kindergarten
Three branches: V.V. Mohalla · Siddhartha Layout ·
Kuvempunagar, Mysore
18+ years in operation

PREPARED BY

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Site examined: kidsacademymys.com
Review conducted: 14–15 September 2026

Report Date: 15 September 2026

Purpose of This Report

This report reviews the current kidsacademymys.com website against standard technical SEO, structured-data, and business-information practices, and sets out a 90-day plan to address what was found. Kids Academy has operated in Mysore for over 18 years across three branches; the findings below concern the website's technical and content foundation — they are not a comment on the school itself.

The report has three parts: audit findings, prioritized recommendations, and a 90-day plan for rebuilding the site and adding content in a structured way.

1 Audit Findings

Verified directly against the live site on 14 September 2026 — homepage, About and Contact pages.

FINDABILITY

CRITICAL Page titles are unedited template placeholders

Every page examined uses the page-builder's default title rather than a written, descriptive one. This is the text shown in Google's search results and browser tabs.

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<title>Home 01 - kidsacademymys.com</title>
<title>About - kidsacademymys.com</title>
<title>Contact - kidsacademymys.com</title>
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NEEDS ATTENTION Sitemap is served through a legacy plugin feed

robots.txt points to /?feed=xmlsitemap1631 rather than a standard sitemap.xml file at the domain root.

STRUCTURED DATA & ENTITY INFORMATION

CRITICAL No structured data (schema.org) found anywhere on the site

Homepage, About and Contact were each checked for application/ld+json. None was found — no EducationalOrganization, LocalBusiness, or FAQPage markup. Structured data is how search engines and AI systems programmatically identify what a business is, where it operates, and what it offers.

NEEDS ATTENTION "Kids Academy" is a name shared by unrelated businesses elsewhere

The same name is used by preschool-app listings and at least one unrelated school in another city. Without structured data anchoring this business to its specific Mysore addresses, there is no reliable way for search or AI systems to disambiguate it from same-named entities elsewhere.

BUSINESS INFORMATION ACCURACY

CRITICAL The same two branches are named differently on different pages

The homepage and the Contact page each describe the same two addresses but swap the branch names between them.

Homepage:	"Siddhartha Layout" → 10 Satyamarga, opp. Parashwa Vatika Apts
	"Kuvempunagar" → 460 Behind Amma Complex, Paduvana Road
Contact:	"Kuvempunagar" → #10 Satyamarga, opp. Parashwa Vatika Apts
	"Siddarthanagar" → #460 behind Amma Complex, Paduvana Road

NEEDS ATTENTION Phone numbers differ between the header and the branch cards

Site-wide numbers (9980943616 / 9980824456) differ from the individual "Call Now" numbers on each branch card (8214266456 / 8213154661 / 8214263456).

CRITICAL The About page lists template placeholder staff names

The team section lists "John Harris," "Arika Max," "Frank Lee" and "Emely Jon (Principle)" — placeholder names from the page-builder's demo content that were not replaced with real staff.

NEEDS ATTENTION Years-of-experience claim is inconsistent

The About page states "18+ years of experience" in one section and "20+ years of experience" in another.

CONTENT & TECHNICAL

NEEDS ATTENTION No blog or ongoing content

The site is static marketing copy with nothing addressing common parent questions (admission age, playgroup vs. nursery, daycare hours), and nothing new for search engines to index over time.

NEEDS ATTENTION Page-builder/plugin technical footprint

Confirmed via the site's generator tag (Elementor 4.1.4). Page-builder sites typically load several separate stylesheets/scripts per page. Several images also reference the build agency's working subdomain rather than the live domain.

CONTEXT Not currently visible for generic local search

A search for "best preschool in Mysore" returns national franchise sites and directories on the first page — not kidsacademymys.com. This is a downstream effect of the findings above, not a separate technical fault.

2 Recommendations

Ordered by priority, not by the order the findings appear above.

URGENT

Write real titles and meta descriptions for every page

Replace the page-builder defaults with descriptive text, add canonical tags and a standard sitemap.xml at the domain root.

URGENT

Establish one authoritative business-information record

A single name/address/phone per branch, used consistently on the website, Google Business Profile, and directory listings (JustDial, Facebook, LinkedIn) — resolving the swapped branch names and mismatched phone numbers.

URGENT

Replace placeholder content

Real staff names and roles in place of the stock bios, and one consistent, verified years-of-operation figure.

HIGH

Add structured data for the organization and each branch

EducationalOrganization sitewide plus LocalBusiness schema per branch, so the business can be accurately identified by search engines and AI systems.

HIGH

Add an FAQ section and real testimonials

Cover common admissions questions directly, and replace the stock team-bio content with genuine parent feedback once collected.

MEDIUM

Reduce technical overhead from the current page-builder stack

A lighter stylesheet/script footprint would improve page load times.

MEDIUM

Start a regular content program

Short articles addressing real parent questions, to give search engines and AI systems fresh, citable content over time.

ONGOING

Run periodic technical health checks

A monthly or quarterly review for broken links, duplicate titles, and missing metadata, so issues like the ones above are caught early rather than found by chance.

3 90-Day Action Plan

A five-page rebuild first, then a structured content phase-in over three months.

PHASE 0 — LAUNCH (WEEKS 1–3): FIVE CORE PAGES

- 1

Home

Written title and meta description, clear branch information, direct paths to admissions.
- 2

About

Real staff names and roles, one consistent years-of-operation figure.
- 3

Programs & Admissions

Playgroup through Sr. KG plus Daycare, with fee/plan information and an FAQ section covering admission age, timings and fees.
- 4

Gallery

Photos organized by branch.
- 5

Contact

One consistent set of branch names, addresses and phone numbers, matching Google Business Profile and directory listings.

Plus a dedicated page for each of the three branches, each carrying its own LocalBusiness schema and linked from a central locations page — addressing the branch-naming and NAP-consistency findings directly.

MONTH-BY-MONTH

Period	Objective	Key activities
Month 1	Consistent information everywhere	Align Google Business Profile and directory listings (JustDial, Facebook, LinkedIn) to the corrected business information; begin a review-collection routine at all three branches; run a baseline technical health check.
Month 2	Start the content program	Publish the first two articles (see below); expand the FAQ with real questions from front-desk staff; review the first month of Search Console data.
Month 3	Use real data to prioritize next steps	Publish two more articles, including one branch-specific piece; re-run the technical health check against the Month-1 baseline; review 90 days of Search Console data to decide what comes next.

CONTENT CALENDAR — FIRST FOUR PIECES

WHEN	PIECE	WHY
Month 2	"Playgroup vs. Nursery: What's the Right Age to Start?"	Answers the admission-age question parents research first.
Month 2	"Daycare vs. Preschool: Which Does Your Child Need?"	Clarifies the daycare offering, which currently has no dedicated content.
Month 3	"A Parent's Checklist for Choosing a Preschool in Mysore"	Addresses the general search category the site is not currently visible for.
Month 3	Branch-specific piece (e.g. a V.V. Mohalla neighbourhood post)	Reinforces that branch's page and schema with matching content.

RESPONSIBILITIES

WEBSITE TEAM – Build and launch the 5-page site + 3 branch pages – Implement schema, business-information sync, and on-page SEO – Write and publish articles and FAQ content from provided material – Manage Google Business Profile updates – Run monthly technical health checks and report results	KIDS ACADEMY – Provide real staff names, roles and brief bios – Confirm the correct years-of-operation figure, once, in writing – Supply current photos per branch – Collect parent testimonials before launch – Run the in-branch review request routine and flag new admissions questions
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CHECKPOINTS

Day 30 ✓ Schema live on all pages ✓ Business information consistent everywhere	Day 60 ✓ 2 articles published ✓ FAQ expanded	Day 90 ✓ 4 articles published ✓ Health check re-run vs. baseline
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Note: Page/content growth beyond Day 90 is intended to be guided by actual Search Console data reviewed at the 90-day checkpoint, rather than fixed in advance.