

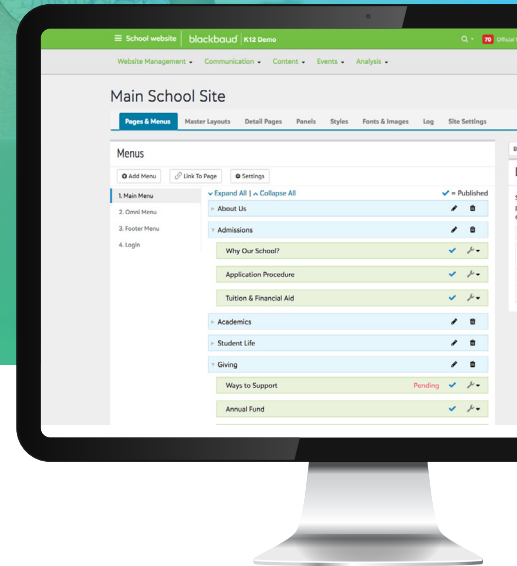
Blackbaud School Website System™

A Website Solution Designed to Impress

Attract admission prospects with Blackbaud School Website System, the leading CMS designed for the unique requirements of private schools. Create an eye-catching home page, drive search traffic to a landing page, update athletic team schedules, and collect online donations. Best of all, schools get more design control over their websites, boosting ROI by reducing long-term maintenance costs and allowing schools to create multiple sites.

Key Features

- Responsive web design (RWD)
- The ability to create and manage pages with the flexibility to customize layouts per page
- Over 50 drag-and-drop content and functionality widgets to add features to pages, such as photo galleries or faculty directories
- Full control over the design style sheets
- Ability to add new websites for special programs, such as a summer mini-site, without incurring additional hosting fees
- Specialty pages for the academic curriculum guide and athletic team pages
- E-commerce functionality for the school store, event registrations, and online giving
- Filterable calendars that can pull events from the school's Google Calendar™ views
- Landing pages for marketing campaigns that are hidden from site navigation
- Emergency notice pop-ups for school cancellations



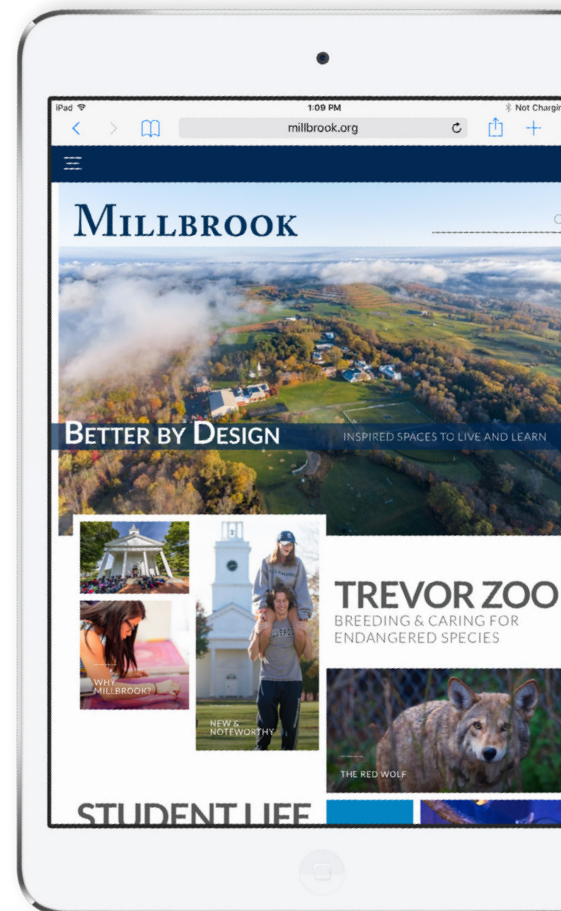
Benefits to Your School

Save time.

- Edit content on pages
- Manage navigation through drag-and-drop menu functionality
- Publish content to multiple locations without duplicate entry, and set publish and expire dates
- Connect e-commerce features to approved payment gateways for automatic credit card processing
- Easily add third-party embed codes, such as Facebook® feeds and YouTube™ videos
- Instantly turn any page into the home page with a simple setting adjustment
- Copy page layouts, content styles, and design templates
- Appropriately divide the workload with three levels of website and content management access permissions

Boost ROI.

- Full access to the design style sheet gives schools the ability to make in-house edits, saving money on long-term upkeep costs
- Photo and video file hosting is included with subscription
- Recurring donations can be collected across various funds
- Advanced, built-in features—such as responsive design, mega menus, and background image carousels—significantly reduce production costs
- Multiple sites can be created without incurring additional hosting fees—copy design templates from one site to another to save on design expenses
- Core functionality of Blackbaud's education management portfolio is included with the subscription, adding features such as filterable calendars, e-newsletters, and resource board portals to share internal information with parents
- Information from Blackbaud's education management solutions can be leveraged to create a faculty directory; sortable curriculum guide with course descriptions and faculty listing; and athletic team pages with schedules and coaches
- Free DNS hosting is included for the school's website domain



Attract website traffic.

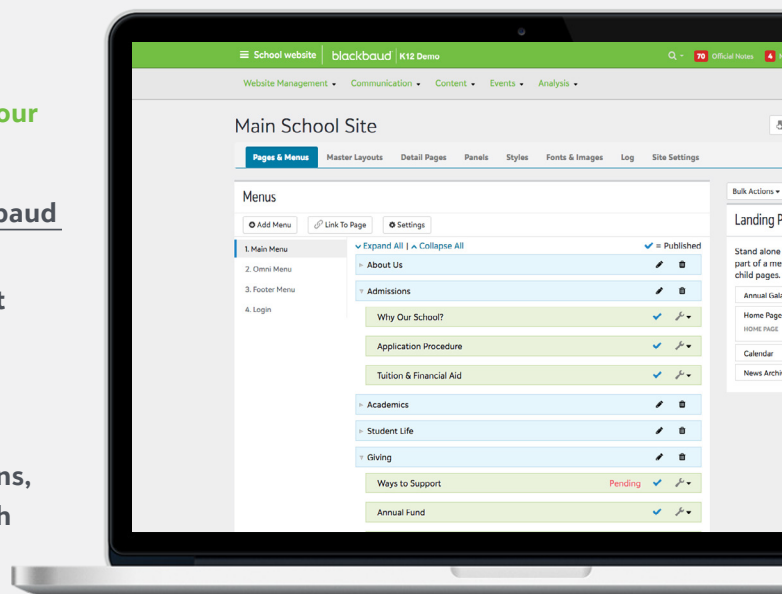
- Gain favor with Google® by creating a website that performs well on mobile devices—another benefit of responsive design
- Maximize keyword performance with search engine optimization (SEO) features:
 - ✓ Editable title tags and meta descriptions
 - ✓ Readable URLs (canonical URLs avoid duplicate content issues)
 - ✓ Header tag hierarchy automatically applied to page titles, widget titles, and content item headlines
 - ✓ Image ALT tags automatically applied to photo captions and titles
- Open graph tags for sharing news and video URLs on Facebook
- Create unique landing pages for special campaigns and add digital marketing tracking
- Easily embed Google Analytics™ tracking code to monitor website performance



YOUR WHOLE SCHOOL, CONNECTED

How can Blackbaud School Website System help connect your whole school?

- **Admission inquiry forms feed candidate data into Blackbaud Enrollment Management System™**
- **Athletic team pages display schedules and team content from Blackbaud Learning Management System™**
- **Home page news seamlessly aggregates into the weekly e-newsletter**
- **Credit card payments on giving forms, event registrations, or school-store purchases automatically process through Blackbaud Merchant Services™**



To learn more, visit blackbaud.com or contact your account representative.

Contact us

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

