

WEBSITE FRAMEWORK

Primary Menu: No more than seven options



ABOUT

Principal Welcome (include history with pictures)
Mission (if there is a strategic plan/vision)
Traditions or Why Catholic Education?
At-a-Glance (Infographic with school stats)
Our Campus (virtual Tour?)
Faculty & Staff Directory
Contact (phone, fax, address)

ADMISSIONS (customer journey)

Welcome (meet the team)
Visit Us
Open House
Full Day Preschool
Admissions Process
Tuition & Affordability
Apply (must have online application)
After "Growth Studio" Catholic School
(Highlight alumni here! Where are they now? Name the high schools your students attend. What is the high school graduation rate of your students? Feature some of your outstanding alumni.)
FAQs (Deadlines, class size, accreditation, electives, tuition assistance)
Testimonials

ACADEMICS (overview of curriculum)

Preschool
Kindergarten
Grades 1-3
Grades 3-5
Middle School
Counseling Program
Technology
Support Services
Summer Programs

PARENT PORTAL

Calendar
Weekly Newsletter
Parent Student Handbook
Forms
Supply List
VIRTUS
Volunteer Hours
Before & After School Care
Uniforms
Parent Club
Hot Lunch
PowerSchool

ENRICHMENT, STUDENT LIFE, CO-CURRICULAR

CYO Athletics
Band & Orchestra
Math Club
Robotics
Student Council
Performing Arts
Community Service

GIVING

Make a Gift
Annual Fund
Auction
Jog-A-Thon
Endowment
Matching Gifts
Giving FAQs

JOIN OUR TEAM (Post job openings)

Your homepage is prime marketing real estate.

Use it to tell your story, showcase your mission, and inspire prospective families to take the next step- not to display the hot lunch menu, detailed school calendar, or daily parent reminders. Those belong in your parent portal.

ADD:

- Social Media Icons & Feed



- Parent Testimonials!
- Weglot (language translator)
- High Resolution Photos & Video
- VALUE PROPOSITION
- Exciting News
- Affiliations & Awards (bottom of page)

OPTIONAL:

Support Our School button

