

NICHE®

10 Common Catholic School Website Mistakes and How to Fix Them



Today's Discussion

Feel free to ask
questions in the chat
as we go or wait until
the end



This is being recorded so
you can watch
on-demand later

Report Card

About

● **Applying**

Tuition

From the School

Upcoming Events

Rankings

Academics

Academic Spotlight

Culture & Safety

Students

Teachers

Applying

Application Deadline  January 18

Application Fee \$60

Interview Required  Yes

Required/Recommended Tests 

SSAT, TOEFL

How to Apply



Visit Campus



Learn More

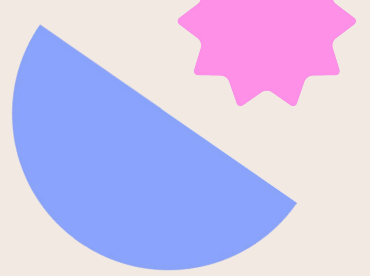


Issue #1

The Digital Bait and Switch

What to do Instead

- Remember where families are starting
- Make sure CTAs align with the pages they link to





Girls Thrive at Oakcrest!

Discover the six pillars upon which Oakcrest's mission is built—pillars which have been maintained and fortified since Oakcrest's founding in 1976.

[INQUIRE](#)[BECOME AN
OAKIE](#)

Academic Excellence

We offer an exceptional liberal arts education spanning the arts, humanities, mathematics, science, and technology that challenges students and inspires them to become lifelong learners. We choose our faculty because of their professional excellence and identification with our mission. We teach in the liberal arts tradition, a tradition concerned with the formation of the mind and soul.

Parents as Primary Educators

Parent partnership is foundational to the mission and philosophy of Oakcrest School. We are committed to supporting parents as the primary educators of their daughters. By offering continuing education programs for parents, we assist parents in their noble mission of forming their daughters to be passionate,

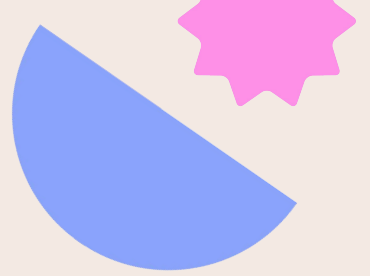


Issue #2

Outdated Admissions Information

What to do Instead

- Make an annual habit of reviewing your school's **entire** website
- If time is short, focus on admissions-driven pages before each new recruitment cycle starts and carve out time throughout the year for other updates
- If your school experiences new hires and staff departures at a predictable time, that's a good time to make any updates to contact information that may be needed



Issue #3

Linking to Dead Ends

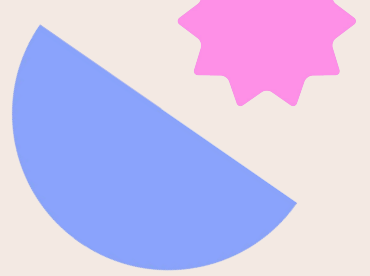
404

Not Found

The resource requested could not be found on this server!

What to do Instead

- Include link checks in your annual website review
- Keep an inventory of third-party sites where links may also live that need to be maintained



Issue #4

The Generic Mailbox

Response Time Matters

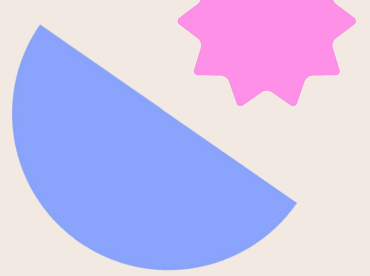
- Increasingly frustrating brand experiences.
Since 2019:
 - Frustrations with unresponsive brands on social media and email **grew nearly 6x**
 - Frustrations with services feeling impersonal **grew 2x**
 - Frustrations with a lack of service outside of normal operating hours **grew 1.4x**

Sources:

[Vocalcom: Conversational Commerce is Key to Millennial Customer Engagement](#)
[Drift 2020 State of Conversational Marketing Report](#)

What to do Instead

- Offer additional, yet simple ways for families to connect with your school
- Attach emails to people



Issue #5

The Inquiry Form is Too Long

Anatomy of a Strong Inquiry Form

- Brief and distraction-free
- Friendly intro language
- Sticks to the basics - what do you really *need* to know about a family this early in the process?
- Layout is everything - stick to one column
- Good use of white space
- CTA is clear and action-oriented

St. Theresa Catholic School

Welcome! Thank you for your interest in St. Theresa Catholic School! We look forward to getting to know your family through the admissions process.

About Your Student

Name *	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Title	First*	Last*
Gender *	<input type="text"/>		
Date of Birth *	<input type="text"/>		
	mm/dd/yyyy		
Current Grade *	<input type="text"/>		
Grade Apply *	<input type="text"/>		
Current School *	<input type="text"/>		
Entering Year *	<input type="text"/>		

Parent/Guardian Information

Name *	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Title	First*	Last*
Relationship to Student *	<input type="text"/>		
Primary Phone (xxx-xxx-xxxx) *	<input type="text"/>		
Secondary Phone (xxx-xxx-xxxx)	<input type="text"/>		
Email *	<input type="text"/>		

How did you hear about us?

CONNECT WITH US

Issue #6

Barriers to Engagement

Do:

- Have clear calls to action that take people to forms for completing actions like RSVPing for an admission event or submitting an inquiry
- Make it easy to schedule tours with a tool like Calendly or Hubspot
- Have web pages linked to information within your website
- Put FAQs front and center
- Allow families to create profiles in your application system when they're ready for that step

Don't:

- Ask people to send an email and wait for a response to complete these actions
- Ask people to play email tag to gauge availability and schedule a time to come to campus
- Send people to PDF documents instead of web pages
- Require families to send an email to address frequent, basic questions about your community or admissions process
- Require families to create a login to access basic information or take simple actions

Issue #7

The Treasure Hunt for Tuition Information

TUITION & FINANCIAL AID

At Flint Hill, your child can thrive in a culture in which questions like "imagine if?" and "what's possible?" set the standard for teaching and learning.

Your child will be inspired to blaze a trail in an environment that celebrates curiosity, individuality and innovative thinking. As a result, they will have the skills, confidence and self-awareness to make a meaningful difference in the world.

“

We love our community at Flint Hill. Our heart's desire is that our children thrive in a safe and nurturing environment and Flint Hill exceeds this benchmark. — Current Flint Hill Parent

A private school education is a significant financial investment and sacrifice. But the opportunities Flint Hill provides today and the benefits your child will experience tomorrow are invaluable.

Admission

How to Apply

Visit Campus

Important Dates

Tuition and Financial Aid

Transportation and Extended Day

FAQs

The Flint Hill Experience by the Numbers

When it comes to pre-K-12 education, size matters. Private schools are uniquely positioned to genuinely get to know our students and differentiate their learning accordingly.

Flint Hill offers:

- **6:1 student-teacher ratio**
- 18 student cap for class sizes at every grade level*
- 200 capacity for the new [Peterson Middle School](#); that's just 100 in 7th grade and 100 in 8th grade
- Middle and Upper School advisory groups have 10-13 students

**a handful of exceptions apply*

Financial Aid

We are deeply committed to making a Flint Hill education possible for qualified students, and offer need-based financial aid. Approximately 20% of Flint Hill students receive need-based financial aid. While we wish we could provide aid to all applicants with demonstrated need, we receive significantly more applications than awards available.

[The Financial Aid for Student Tuition \(FAST\) application for the 2022-23 school is now open](#). The deadline for new families is **January 25, 2022**, and the deadline for current families is **January 11, 2022**. The application typically takes multiple sessions to complete, so we recommend starting early. For more information about affordability in private education, please [download our webinar recording on this topic](#). For questions regarding the financial aid application process, please contact Jennifer Webb, Director of Enrollment Management and Financial Aid, at jwebb@flinthill.org or 703.584.2313.

**Have more questions
about affording private
school?**

Download the most
recent recording of our
Affordability in Private
Education Webinar.

DOWNLOAD THE WEBINAR

2021-2022 Tuition

Lower School (JK-6) – \$36,060

Middle School (7-8) – \$40,605

Upper School (9-12) – \$43,915

What are the different ways I can pay my child's tuition?

Flint Hill offers three payment plans for families:

1 Payment Plan – full payment in June

2 Payment Plan – 60% payment due in June, with the remaining 40% due in December

10 Payment Plan – 10 equal payments beginning in June and ending in March

Flint Hill currently works with an educational loan program called [Your Tuition Solution](#) that helps make a Flint Hill education possible for many of our families.

Does Flint Hill offer tuition insurance? 

How does the financial aid process work? 

Do I have to reapply for financial aid every year? 

How does the financial aid process work if I am separated or divorced? 

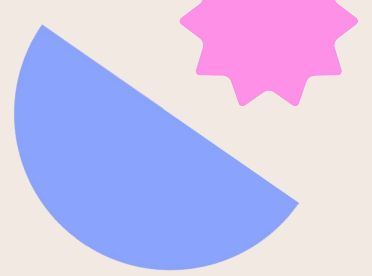
Who has access to my financial aid information? 

Issue #8

**Going Straight to the
Proposal**

What to do Instead

- Remember your website's primary audience
- Diversify persistent CTAs for different parts of the parent journey
- Manage expectations





St. Lawrence Seminary

High School

[Request Info](#)[Visit](#)[Apply](#)[Donate](#)[ADMISSIONS ▾](#)[ACADEMICS ▾](#)[STUDENT LIFE ▾](#)[ABOUT ▾](#)[NEWS & EVENTS ▾](#)[ALUMNI ▾](#)

Welcome to
ST. LAWRENCE SEMINARY



Issue #9

**Calls to Action are Out of
Order**



St. Lawrence Seminary

High School

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Welcome to
ST. LAWRENCE SEMINARY



Issue #10

The Disruptive Pop-Up

Ineffective Pop-ups

- Assume intent or try to “close” too quickly
- Appear on the center of a page, disrupting the user experience
- Difficult to close, ability to close is unclear
- Have too many CTAs

Effective Pop-ups

- Appear on action-oriented pages
- Appear to the bottom right
- Close option is clear
- Only ask families to complete one action



OAK KNOLL
SCHOOL OF THE HOUSEHOLD

[PreK-6](#) [About Us](#) [Admissions](#) [Academics](#) [Community](#) [Faith Life](#) [The Arts](#) [Athletics](#)

Establishing a Joyful Love of Learning

LEARN MORE



Discover Oak Knoll

Are you looking for a school where a love of learning, creativity, and service to others thrive? Discover Oak Knoll's coed PK-6 Lower School and all-girls 7-12 Upper School!

The best way to get to know us is to visit virtually or in-person! This fall we are offering online information sessions as well as small group in-person tours in both our Lower and Upper schools.

Secure Your Spot

Discover Oak Knoll

Are you looking for a school where a love of learning, creativity, and service to others thrive?

Oak Knoll School of the Holy Child in Summit, New Jersey, offers a unique program of study, coeducational from pre-K to grade 6, and all girls in grades 7 to 12.

- 2021 Best School in New Jersey - *Niche*
- Global Minded: 1 of 9 Holy Child Network Schools across the U.S. and 13 overseas
- Holistic curriculum and co-curricular activities inspire academic achievement and freedom of expression
- Focus on faith, wellness, and social emotional learning

The best way to get to know us is to visit virtually or in-person! We're offering online information sessions as well as small group in-person tours in both our Lower and Upper schools. Please fill out the form on this page for one of our upcoming virtual information sessions or small group tours. You can also register for our [Virtual Pre-K and Kindergarten Readiness Workshop for Parents here](#).

Private tours available for families after they [submit the Student Profile](#) portion of the application.

The community aspect is my favorite part of Oak Knoll. It is a comforting feeling know that I can walk into school every day and know that not only my peers are there for me, but so are the faculty.

Ava P.

Grade 11



Admissions Event Options*

Please Select

Parent First Name*

Parent Last Name*

Email*

Street address*

City*

Child's First and Last Name*

Child's Gender*

Please Select

Entering Grade

Please Select

School Year Seeking Admission*

Please Select

Child's Current School*

How Did You Hear About Us?

Please Select

10:12



oakknoll.org



Are you looking
for a top-rated
catholic school
in or near
Summit, NJ?



Discover Oak Knoll



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Secure Your Spot

Translate »

10:13



info.oakknoll.org

Admissions Event Options*

Please Select

Parent First Name*

Parent Last Name*

Email*

Street address*

City*

Child's First and Last Name*

Child's Gender*

Please Select

Entering Grade

Please Select

School Year Seeking Admission*

Please Select

Child's Current School*

**Niche is where
families choose
their school.**



We're also a
lot of fun!





Q&A

Enrollment Insights Blog:
niche.bz/insights



Angela Brown

Senior Enrollment Insights Leader, K-12

El Twitter: @Niche_Insights

LinkedIn: Niche

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