



EXCEPTIONAL SCHOOL WEBSITES

BUILT ON A SUPERIOR WEBSITE MANAGEMENT
AND COMMUNICATIONS PLATFORM

sosimple.

SOSIMPLESCHOOLS.COM

Experience the SoSimple Difference

In today's competitive educational market, it's essential for your school to stand out in a parent's mind. If you want to attract new parents and own a place in their minds, it starts with your website. Does your website stand out from the competition? With SoSimple, it will.

SoSimple is like no other school website solution on the market. In fact, most schools are amazed to see how easy our system is to use.

With SoSimple, not only will your school enjoy a stunning, highly effective website, but you'll also have the ability to easily self-manage your website and communications. Add and update website content, track leads, send email correspondence, collect donor gifts online, and so much more.

Designed to assist your school's admissions, advancement, and marketing teams, SoSimple provides everything you need to attract website traffic, stand out from the competition, increase student enrollment, encourage community engagement and fundraising, and more – all in one easy-to-use, yet powerful system.



Stand Out From Your Competitors

An Affordable Custom Website Design Solution

Our team of incredibly talented designers and coding professionals will create a stunning, one-of-a-kind website for your school. We work closely with you from site strategy and messaging, through design, functionality, and testing, to create your perfect school website. Our work is guaranteed because we don't limit ourselves to a set number of edits or rounds of revisions. Instead, we work with you until you're completely happy.

- ✔ Website Strategy
- ✔ Custom Website Design
- ✔ Complete Build Out, Testing, and Launch
- ✔ Comprehensive Training of Your Staff
- ✔ Mobile-Optimized (Responsive Web Design)





Budget-Friendly Theme Program

Limited school budget? No problem. With our low-cost Theme Program, you'll select one of our beautiful mobile-optimized school templates. Then our design team will customize it with your school's branding, build all your top-level pages, train your staff, and finally test and launch your website when you're ready. We even offer a 0% interest payment plan.

Now you can enjoy the same competitive edge that larger schools, with much higher budgets, have had for years.





Our Pricing

Cost matters. Choose wisely.

When it comes to school website pricing, you have a few choices. You can choose an open source platform that appears to be affordable, but is riddled with hidden costs and provides less-than-desirable performance. Or, you can select from one of the well-known, school-focused firms and pay a king's ransom.

SoSimple offers a better option, one that delivers stunning website design, a superior website management and communications platform, and best-in-class client service – all at an affordable price.

While you want to invest enough for a website that meets your school's needs and vision, you don't need to overspend. Save with SoSimple and reinvest the extra funds back into your school.

Essential Pricing Questions to Ask When Selecting a Website Development Firm

Is your pricing inclusive of designing every page of the website?

Yes, we custom design and build every page of your website. Our price also includes advanced page features such as forms, blog/news feeds, calendars, social media, search engine optimization (SEO), etc. Unlike other firms, we don't limit you to a set number of revisions. We work with you until you have the perfect website for your school. Our price also includes complete training of your staff and ongoing support.

Will we need to rehire your firm to update website elements?

No. Your website will be built using SoSimple CMS. As the name implies, this content management system is extremely easy to use, allowing you to quickly make your own edits, add website pages, and more. This gives you complete control of how often you want to make updates. Of course, our client support team is always here to guide you if you need assistance.

What is your annual cost and what does it include?

Our yearly fee of \$2,700 includes full use of SoSimple CMS, along with premium website hosting, 24/7 server security and performance monitoring, and nightly backups in two geographic locations.

SoSimple also offers optional platform features, including CRM/database management software with email/texting capabilities and portal/intranet software, which can be added for a nominal fee if you would like to expand your communications initiatives.

Who do we call if we need support?

Our schools love the customer support they receive from us! From the day we start working with you, until your website is designed and launched, and even after . . . we are here for you.

While using SoSimple CMS is extremely easy, we know that you may still have questions or need help now and then. That's why you will always have ongoing support and full access to your SoSimple client support team whenever you need us. You can rest easy knowing that you have a website team you can trust.



It's Called SoSimple For A Reason

Back in 1999, the founders of SoSimple were building websites using most of the available open source platforms. What did we discover? That most of these platforms were too complex, lacked necessary features, or restricted the creative vision. Not ideal for schools.

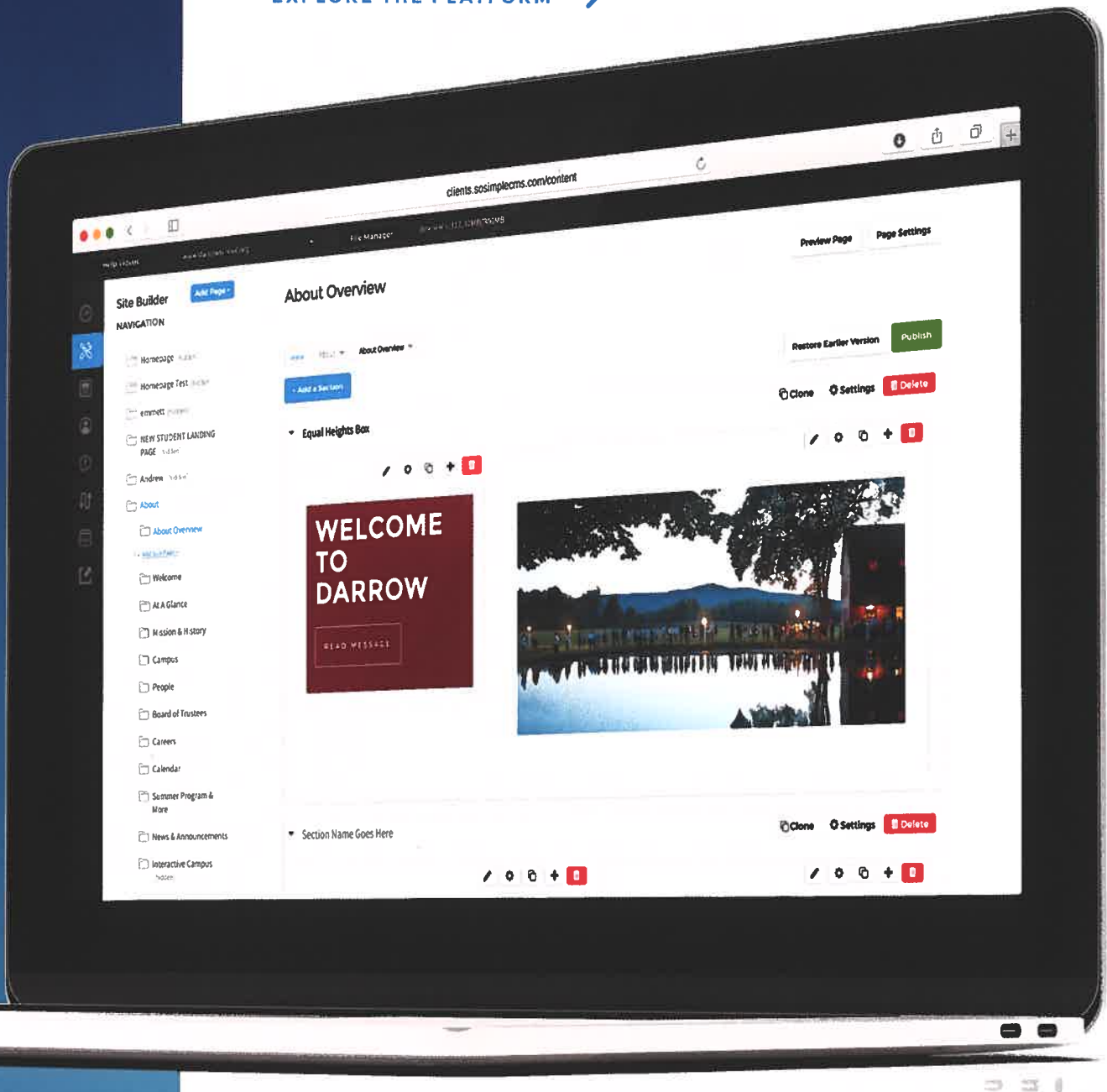
That's why we developed an entirely new and superior platform.

We took all the functions that schools need, like a drag and drop editor, calendars, online registration and payments, email marketing, bulk text messaging, social media management, site alerts, forms, and fundraising and alumni engagement, and combined them all into one powerful, yet incredibly easy-to-use website management and communications solution.

One Centralized Platform

What does that mean for your school? With a website designed by SoSimple, you can quickly edit and self-manage your site – plus easily communicate with current and prospective families, alumni, and donors – all from one centralized place. You'll enjoy huge time and cost savings, an exceptionally designed website, and a simple-to-use interface with complete control of your content.

[EXPLORE THE PLATFORM](#) >





Easy Website Management

With SoSimple CMS (content management system), you have the power to edit, manage, and expand your website content with amazing ease and speed. Quickly update content using the drag and drop editor. Add pages – they'll automatically format with your website's unique design style! Search engine optimization (SEO) is also built into every page – no coding required.

- Drag and drop editor
- Easily clone pages and content boxes
- Automatic design style formatting
- Integrated SEO - no coding needed
- Restore previous page versions
- Manage from any location

The screenshot displays the SoSimple CMS interface. On the left, the 'Site Builder' sidebar shows a 'NAVIGATION' menu with items like Home (Hidden), About us, About Our School, Campus Map, Directions, Calendar, Sign Up Now, Registration form, Updates, Apply Now, Athletics, and Admissions. The main editing area is titled 'About Our School' and features a 'Preview Page' and 'Page Settings' button. Below the title, there's a section for 'About Our School' with a 'Clone', 'Settings', and 'Delete' button. The content area includes a large image of students in a classroom and a 'Tour the School' section with a 'Click Here' button. At the bottom, there's a 'Welcome to Our School' section with placeholder text.

CHOOSE YOUR DISPLAY MODE



CHROMELESS



EMBEDDED W/ THUMBS



MOSAIC / GRID

Animation: *

Transition Speed: *

Auto-Animate Speed: * Seconds 0 for no auto-transition

Show Captions: *

PHOTO UPLOADER

IMAGE



CAPTION

Second grade teacher working with student.

Switch to WYSIWYG Editor

Team building exercise in Ms. Jones' kindergarten classroom.

Switch to WYSIWYG Editor

Kindergarten spring art project.

Switch to WYSIWYG Editor

Unmatched Scalability

Scalability is important. Add new pages to your school's website as your needs grow and change, keeping it current today, tomorrow, and even years from now. Add blogs, photo and video galleries, forms, news feeds, calendars, interactive maps, and more in just a few clicks.

- Unlimited pages
- Built-in advanced functionality
- Password-protected pages
- Add pages in just a few clicks

- Content Page
- Audio Playlist
- Blog
- Calendar / Events
- Community Directory
- Community Sign Up
- Driving Directions
- Feedback Form
- Flipbook
- Form Builder
- Forum
- Frequently Asked Questions
- Homepage
- Interactive Map
- Job Board
- Landing Page
- Link Image Grid
- Location Finder
- Member Directory
- Menu
- News
- Payment Page
- Photo Gallery
- Portfolio Builder
- Resources
- RSS Feed Aggregator
- Scheduler
- School Landing Page
- Search
- Social Media Mashup
- Testimonials

School Tours and Conferences

Easily schedule school tours, meetings, and conferences with the built-in Scheduler tool. Accessible via your website, parents can choose from preset times you determine. Automatically syncs to your calendar so you'll never miss an appointment.

- Make scheduling tours easy for parents
- Manage automatic email notifications and cancellations
- Manage available dates and time slots
- Syncs to calendars of your choice
- Add as many Scheduler calendars as needed for different faculty and admissions staff members

Schedule a School Tour Wednesday, 01/15/2020

Select a time (Eastern Standard Time)

8:30 AM

10:00 AM

11:30 AM

1:00 PM SELECT

2:30 PM

Events

Filter by Category

Month

PREV MONTH January 2020 NEXT MONTH

Date	Event	Time	Action
Thu, January 07, 2020	Spanish LE Group 2	1:15PM - 2:00PM EST	VIEW EVENT
	Art LE Group 1	1:15PM - 2:00PM EST	VIEW EVENT
	Spanish LE Group 1	2:15PM - 3:00PM EST	VIEW EVENT
	Art LE Group 2	2:15PM - 3:00PM EST	VIEW EVENT
Thu, January 14, 2020	Spanish LE Group 2	1:15PM - 2:00PM EST	VIEW EVENT
	Art LE Group 1	1:15PM - 2:00PM EST	VIEW EVENT
	Spanish LE Group 1	2:15PM - 3:00PM EST	VIEW EVENT
	Art LE Group 2	2:15PM - 3:00PM EST	VIEW EVENT
Thu, January 21, 2020	Spanish LE Group 2	1:15PM - 2:00PM EST	VIEW EVENT
	Art LE Group 1	1:15PM - 2:00PM EST	VIEW EVENT

Calendars

Create calendars displaying your school's events, holidays/vacations, and important deadline dates. Parents and staff can easily subscribe and have new events automatically sync to their personal calendars.

- Fast and easy to create
- Easily add individual events or bulk import a larger list
- Create recurring events and blackout dates
- Automatically syncs to other calendars
- Create multiple calendars

Filter the Map

✓ Athletics (6) ✓ Student Center (7) ✓ Housing (8) ✓ Academic (8) ✓ Video Tours (2)



Campus Maps

Let website visitors take a tour of your school from the comfort of their homes! Interactive maps guide parents through your campus, highlighting special features and places. Add a “Schedule a Tour” pop-up to encourage and boost physical tours.

- Adds a wow factor to your website
- Fun and engaging to “walk” through your campus
- Add embedded videos, photo galleries, descriptions, and links to map locations
- Allow users to filter map by categories that you create

Blogs

Quickly and easily add a blog to your website. Write and publish educational articles, announce upcoming events, highlight classroom activities, and post photos and videos. Feed to your home page and social media accounts in just a few clicks.

- Keeps parents up to date on school activities
- Share blog posts to social media in just a few clicks
- Create unlimited posts
- Create categories allowing website visitors to filter blog posts by topic

A Peek Inside MSGH

December 15th, 2019 by Erica Killer

Tweet Like Share



[Click here](#) to view the photo gallery.

Categories

School Notes
School Press
Parenting Tips
Recess
Toddler
Primary
Elementary
Adolescent

Recent Articles

12/15/19 - A Peek Inside MSGH
12/8/19 - Winter Moments at MSGH

Archive

December 2019
September 2019

Manage SEO

Search engine optimization (SEO) is critical in getting visitors to your website. SEO typically requires special coding knowledge, but not so with SoSimple. We've built SEO into every page of your website, helping you rise to the top of search engine rankings.

- No coding knowledge needed
- Quickly add title tags, meta descriptions, alt tags, and keywords
- Specify "No Follow" for pages to be excluded from browser searches
- Add and manage 301 redirects
- SEO built into every page for best ranking results

SEARCH ENGINE OPTIMIZATION / SITE SEARCH SETTINGS

Window Title: **Coed Boarding & Day School in Upstate NY - Darrow**
(This is what shows up in the top browser/tab window bar)

Meta Description: **Darrow School is dedicated to serving students with diverse backgrounds and abilities, building on each student's individual talents and interests to inspire enduring confidence for success in college and life.**

Site Search Tags / Meta Keywords:

Search Engine Results Preview: **Coed Boarding & Day School in ...**
www.darrowschool.org/homepage
Darrow School is dedicated to serving students with diverse backgrounds and abilities, building on each student's individual talents and interests to inspi ...

Add "No-Follow" Tag: (If you set this to "Yes", search engines will not include this page in search results)

Exclude from Site Search:

Faculty & Staff

SEARCH BY NAME OR TITLE:

Search by Keyword



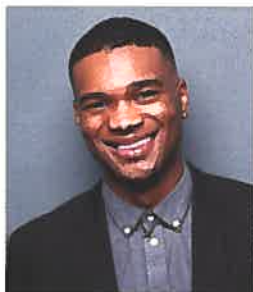
Douglas Adams
Head of School
[Email](#)



Anne Bennett
Director of Admissions
[Email](#)



Heather Patterson
Director of Communications
[Email](#)



William Thomas
Director of Advancement
[Email](#)

Directories

Easily add directories to your website. Highlight staff credentials, photos, and contact information. Direct feed data from the built-in contact manager or integrate with your database for instant flow of your most up-to-date information.

- Administration and faculty directories
- Board of Education directories
- Private, password-protected family and student directories
- Search members by departments
- Feed data from built-in contact manager or your existing database



INCLEMENT WEATHER ALERT

Due to snow and ice across the metro area, school is closed. All classes and activities are canceled.

VIEW ALL CLOSINGS & DELAYS

DO NOT SHOW THIS AGAIN

Site Alerts

Easily create important pop-up messages to appear on your website using our Site Alert tool. Create multiple alerts and specify the pages on which they will appear. Vital for communicating emergency messages and important reminders.

- School holiday/vacation reminders
- Inclement weather closings
- Event reminders
- Important deadline reminders
- Newsletter sign-ups

Feeds

No need to duplicate efforts by creating the same content in several places. With SoSimple, you can auto-feed blog posts, calendar events, news, photos, forms, and social media posts into your homepage, or any page of your website.

- Highlight important events on your homepage
- Automatically feed calendar events, news items, blog and social media posts
- Easily create automatically updating “set it and forget it” content boxes
- Manage content in just a few clicks

SCHOOL NEWS



JANUARY 15, 2020

Hockey's Winning Coaching Staff Keeps Getting Stronger

Entering the new year, the school's hockey coaches are working hard to build on the tremendous success they have seen so far ...

[READ FULL ARTICLE](#)

Email Marketing and Text Messaging

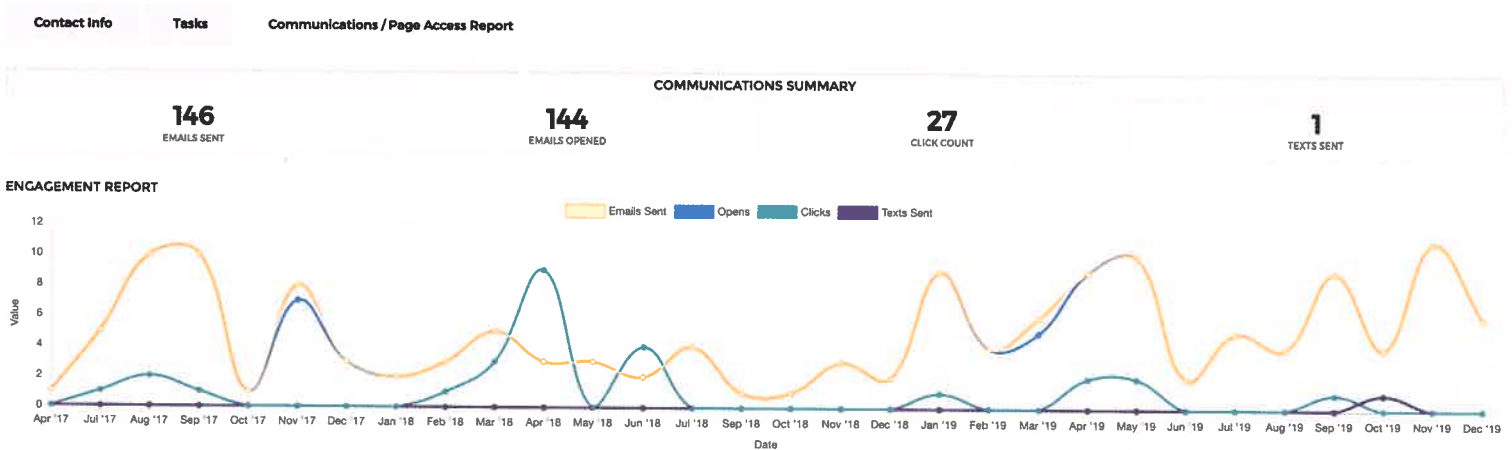
Marketing, communications, and advancement teams will find our built-in email and text messaging capabilities to be vital tools in their day's activities. Our contact manager easily integrates with your existing database for seamless communication with your communities.

- Send individual or bulk emails
- Use built-in email templates or design your own
- Send bulk text messages (weather/emergency alerts, event reminders, etc.)
- Built-in analytics of open rates, click rates, etc. on a campaign-by-campaign or user-by-user basis

The screenshot displays the 'Email Builder' interface. On the left is a vertical toolbar with various icons. The main area shows a preview of an email with the 'sosimple.' logo and a message about 'New Product Enhancements'. The preview is set to 'Desktop' view. On the right, the 'EMAIL TEMPLATE SETTINGS' panel is visible, showing the template title 'Monthly Email November 2019' and various design options like background color, padding, and floating content.

View Contact Details

[Update Contact](#) [Close X](#)



Messages Sent to this Contact

ID	DATE SENT	SUBJECT/MESSAGE	CREATOR	TYPE	DATE OPENED	CLICK COUNT
11685	12/11/2019 06:31am	School-wide Memo	Jill Williams	EMAIL	12/11/2019	0

Portals and Intranets

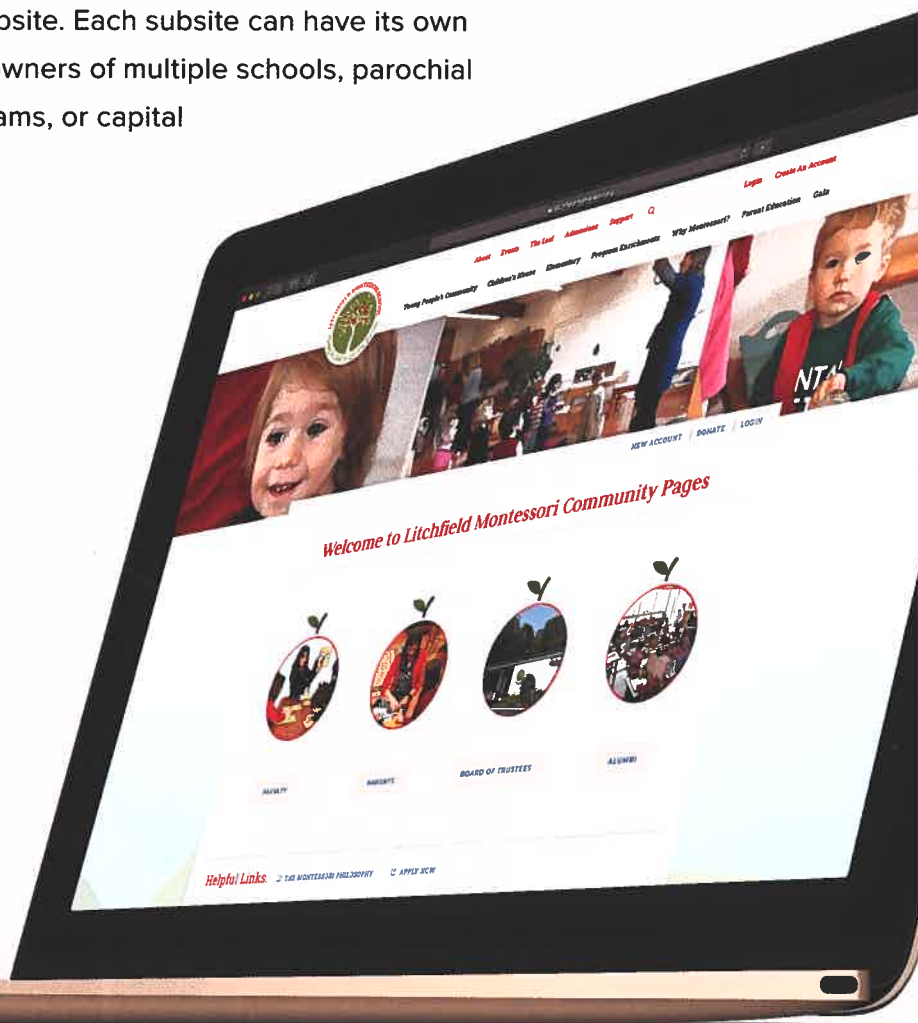
Create special sections of your school's website to publish member-specific content. Password-protect these sections to restrict access to only specific groups. Ideal for creating portals exclusively for staff, parents, or alumni.

- Create staff, parent, and alumni portals
- Unlimited portals/intranets and pages
- Include password protection to limit access
- All CMS page types available for these sections
- Secures sensitive content from public view

Subsites

Create subsites that reside within your website. Each subsite can have its own primary navigation and content. Ideal for owners of multiple schools, parochial schools with church affiliations, athletic teams, or capital and fundraising campaigns.

- Easily navigate to multiple subsites
- Unlimited number of subsites
- Manage all subsites from one location
- Saves time and website costs



Digital and Inbound Marketing and Automation

Increase traffic to your school's website. Fuel your next enrollment campaign. Boost your advancement efforts. With SoSimple's robust built-in marketing tools, you can create visually impactful landing pages, custom lead capture forms, auto-responders, and automated email campaigns.


- Design landing pages for fundraisers, admissions, events, and more
- Create custom lead capture forms
- Auto-import leads into SoSimple's built-in contact manager or your existing database
- Schedule a series of emails with date-based or event-based automation

First Name

Last Name

Email Address*

Question(s)/Comments*

I'm not a robot  reCAPTCHA
Privacy - Terms

SCHEDULED MESSAGE SETTINGS

Title:*

Type:*

Scheduled Send Date:*

Campaign:

From Email:*

From Name:*

Subject:*

Send To:* COMPLETE SUBSET OF FILTERED MEMBERS (13573):
All Members

Hello, We're Here to Provide You with the Best Experience Possible. ×

Click below to give us your name and email address, or give us a call at (518) 704-2760

Social Media Management

Create posts using SoSimple's Social Media Hub tool and instantly distribute to your social media accounts. Keep your community engaged and up to date with important news, photos and videos, blog articles, site alerts, and calendar events.

- Distribute posts simultaneously to your social media accounts
- Share your posts within other school staff members' social media accounts
- Save time by eliminating duplication of effort
- Instantly post your website photos, news, blogs, and site alerts
- Easily feed into a social media mashup page

Share Blog Article

SELECT ACCOUNT(S) TO POST TO

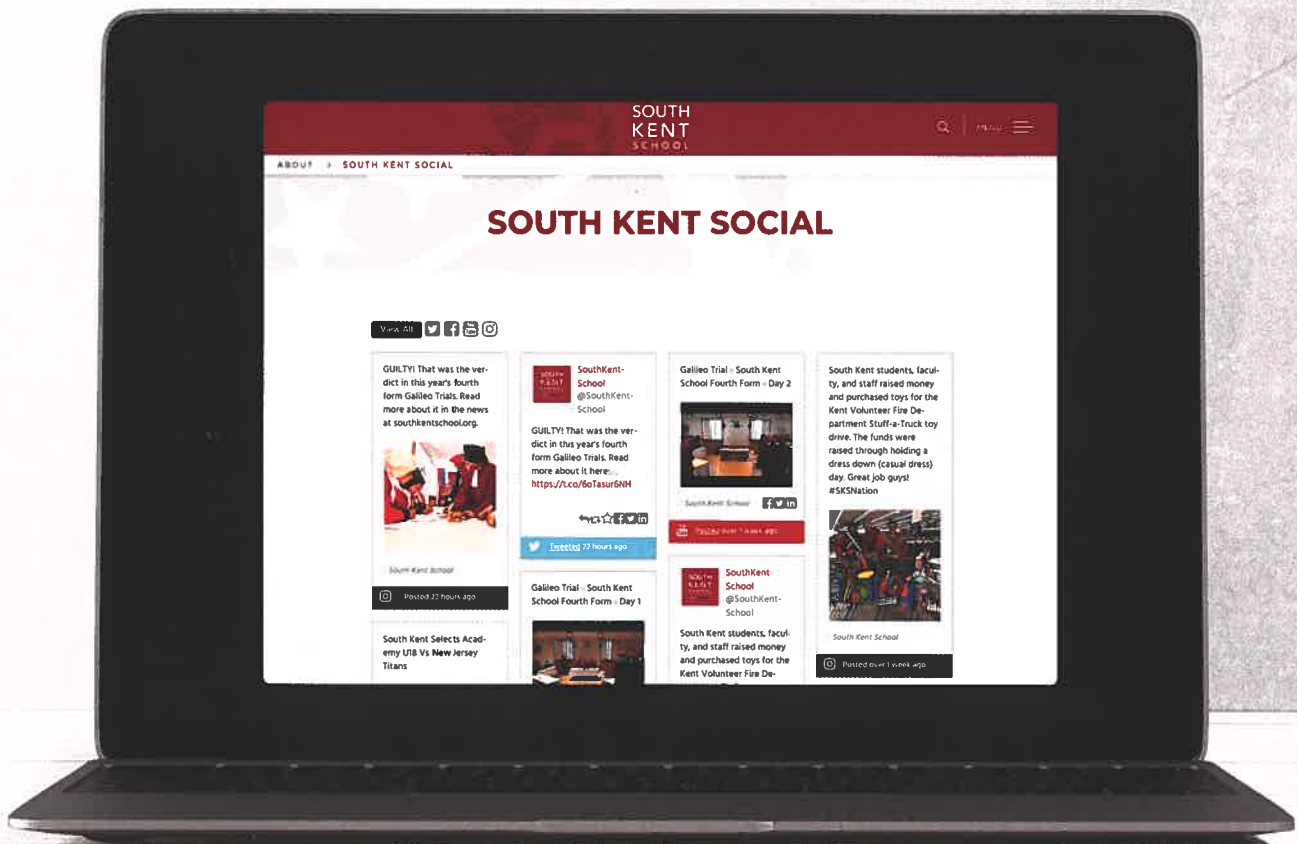
PLATFORM	ACCOUNT
Facebook	School
LinkedIn	School Administration
LinkedIn	School Alumni
LinkedIn	School
Twitter	school1923
Twitter	headmaster

POST DETAILS

Your Post: *
School has opened for its 96th year with 165 student countries and 21 American states. Families were welcomed Wednesday, September 4, 2019 for Registration Day

198 characters used (max of 255)

Share Link URL: *
Share Image URL:



Why Choose SoSimple?

Quite simply, we offer the best website management and communications solution for schools and educators. We help you stand out from the competition, boost enrollment, engage visitors, and communicate with those most important to your school.

Exceptional Design

Our talented designers work closely with your school to create a visually compelling website. We work with you until you're happy; we don't limit you to a set number of revisions. Your new website will help you stand out from your competitors with fast load times and responsive mobile optimization that offer visitors a great experience on every device.

Affordable Price

SoSimple keeps you on budget. While open source platforms may seem affordable, they're riddled with hidden costs and less than ideal performance. Other well-known school-focused website firms charge a "king's ransom." Only SoSimple offers a superior platform, stunning websites, and best-in-class client service – all at an affordable price.

Best-in-Class Client Service

At SoSimple, we don't follow the "take a number" culture found at other school website providers. We design and launch your website to meet your schedule, not the other way around. You'll receive complete staff training, ongoing support, and direct access to your SoSimple client support team.

Easy Website Management

Our intuitive all-in-one content management system lets you quickly create and update website content. Easily customize forms, schedule tours, enable payments, add photos, post to social media, update calendar events, and more. Plus, our web-based platform lets you do it all from any location.

Communications Solution

For admissions, advancement, and marketing teams, SoSimple is your complete communications solution. Connect with parents, prospects, alumni, and donors. Create lead-generating forms that import to your database. Send emails, text messages, and automated campaigns. Easily collect online donations, track donor history, and automate giving campaigns each year.

Multi-Disciplined Experience

We're more than designers and coders . . . we're a multidisciplinary team with a deep understanding of all forms of marketing strategies. You'll avoid the typical "learning curve" that comes with other web firms that do not fully grasp how your website fits in with your other marketing and recruiting initiatives.

Seeing is Believing

Schedule your free, no obligation 20-minute SoSimple demo today.

www.sosimpleschools.com

Contact Us Toll-Free

800-655-4790

arik@sosimplecms.com