

## Night Owl Designs

### *Parents and Teachers Association (PTA) Web Site Designs*

#### Overview

The Parents and Teachers Association (PTA) comprises millions of families, students, teachers, administrators and business and community leaders who are devoted to the educational advancement and success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit organization that prides itself on being a powerful and dedicated voice for all children, a relevant resource for families and communities, and a strong and reliable advocate for public education. Membership in the PTA is open to anyone who wants to be involved and make a difference for the education, health and welfare of children and youth.

Now imagine trying to reach all of these parents, teachers, students, administrators and business leaders to share with them new events, new information, new resources, new education legislation and critical updates about health issues in our schools. You will be faced with the daunting question and task; how can I effectively reach all of these individuals? The answer, through a PTA web site!

A web site, especially one that is designed well, can take care of two communication goals at the same time. It is an excellent resource and voice for your members, where they have the ability to find out the latest and greatest information about upcoming events, agendas for meetings, important and valuable news from your PTA and much more.

Councils and districts can distribute forms and information about due dates for events and programs. If your PTA distributes a newsletter, then distributing an online version alongside a printed version can save on paper, not to mention printing and postage costs. In addition, web sites do not have the physical limitations on how much content that you can publish that you have with a printed newsletter.

However, your web site is also accessible from anywhere in the world and from any web-enabled device, which means that it is a great way to promote your PTA to new people. Take full advantage of your web site to share the great and valuable things that your PTA does, and possible interest new members to join. A web site is also available 24/7 and can be updated any time, so you have the ability to keep it updated much easier than just a newsletter alone. There are also many other ways that you can use a web site to support your PTA.

#### PTA Web Site Services

Here at Night Owl Designs, we have the experience and expertise to create a PTA web site design with a professional and informative look and feel. Furthermore, we can also redesign your existing web site to better portray you schools and PTAs image and mission to attract new members and to be a voice for all children. We offer a wide variety of services to meet your school and PTAs individual needs. Please feel free to browse our service listed below and decide which one is right for you.

## ***PTA Web Site Design***

Like music and video, PTAs lend themselves well to digital transformation on the Internet. Collaboration, communication, and coordination are the foundation of most of the functions performed by the school PTA. A PTA web site is a fantastic tool for supporting these fundamental tasks.

PTA web sites can be extremely helpful for growing and managing membership, improving parent involvement, fund raising, and other tasks where communication and collaboration are critical. A Night Owl Designs PTA web site can offer your PTA with the right look and feel and stunning content from; content pages like About Our PTA, Association By-laws, site index, calendars, contact forms, resources, online newsletters, online donations page, intuitive navigation links, file uploader and much more. Please inquire today on how Night Owl Designs can make your PTA web site a reality!

## ***Search Engine Optimization (SEO) Services***

Search Engine Optimization (SEO) is the practice of managing the development and redevelopment of a web site so that it will naturally achieve top search engine rankings for specific keywords that best represent your goals, promotions and membership numbers. Using a combination of proprietary web site optimization techniques and strategies, such as submitting web sites to the major search engines, optimizing source code and content, web site copywriting, link building, viral content development, and our thorough understanding of what the top search engines are looking for, we can provide your web site with everything that it needs to rank now, and months from now. Simply put, our services are designed to put your web site's mission and fund-raising plans directly in front of potential donors and members.

Please inquire today on how Night Owl Designs can place your PTA web site at the top of all of the major search engines to bring in donations and new members!

## ***PTA Logo Design***

The first step to creating an identity for your PTA is the creation of a solid, professional logo. The creation of your logo should be done by a professional, as it will be one of the means by which people recognize your PTA for years to come. Here at Night Owl Designs our seasoned and talented graphic artists will work with you and your PTA to create a stunning, visually appealing and thought-provoking logo and one that you can be proud of - one that people will remember when they think of the PTA. Please inquire today how Night Owl Designs logo team can help you create a professional and visually appealing logo!

## ***PTA Project and Resource Portals***

What better way to communicate with your parents, teachers, administrators and business leaders about fund-raising projects, committees, meetings, etc. than through your own PTA Project and Resource Portal. We have efficient content management systems and practice portals that can integrate into your web site to provide easy communication between parents, committee members, administrators, project teams and business leaders. Some of the features of the PTA Project and Resource Portal are: secure member login area, secure administration area, appointment request form, referral Request Form, education information, customizable graphics, document management system and downloadable educational forms in PDF. Please inquire today about this new and exciting way to communicate with your parents, committee members, teachers, administrators and business leaders!

## ***PTA Blog Design***

One of the most exciting developments in website marketing and branding is the growth of web logs, or blogs. The internet and media have been "buzzing" over the unique benefits offered to PTAs employing blogs for both marketing to, and interacting with, members, parents, teachers, administrators and business leaders alike. Night Owl Designs PB is an easy-to-use tool which integrates seamlessly with your web site and provides a powerful method for reaching targeted audiences.

Using simple tools, you can take control of the content of your web site blog and make it your own. If you think new content is necessary, just spend a few minutes and post it up to the website. The change will be reflected immediately. Or, schedule it for later and the system will automatically post the change when you specify. Please inquire today about having your own PTA blog!

## **PTA Web Site Packages**

The following section lists and describes our PTA Web Site packages. Please feel free to browse our offerings and decide which one is right for you.

### ***Silver PTA Design Package***

This package includes a custom five page website designed to represent your business with a user-friendly interface. Your pages can be Home, About, Services, Location and Contact. You can take our suggestions or choose your own page names. This package also includes our web hosting and e-mail hosting package and our domain name registration package.

### ***Gold PTA Design Package***

This package includes a custom ten page website designed to represent your business with a user-friendly Interface. You can have all of the pages mentioned in the Silver Package plus five more pages. You can include a photo gallery, a calendar of events or any other pages which will advertise your business.

This package will also include our web hosting and E-mail and domain name registration.

### ***Platinum PTA Design Package***

This package includes a custom 15-20 professional website designed to represent your business with a user-friendly interface. We can scan in your logo or make one up for you and other graphical elements. This package will also include our web hosting and e-mail hosting package and our domain name registration package.

If you have any further questions about our packages above or would like a custom quote, then please call us at: (973) 897-7400 or e-mail us at: [info@nightowl-designs.com](mailto:info@nightowl-designs.com).

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