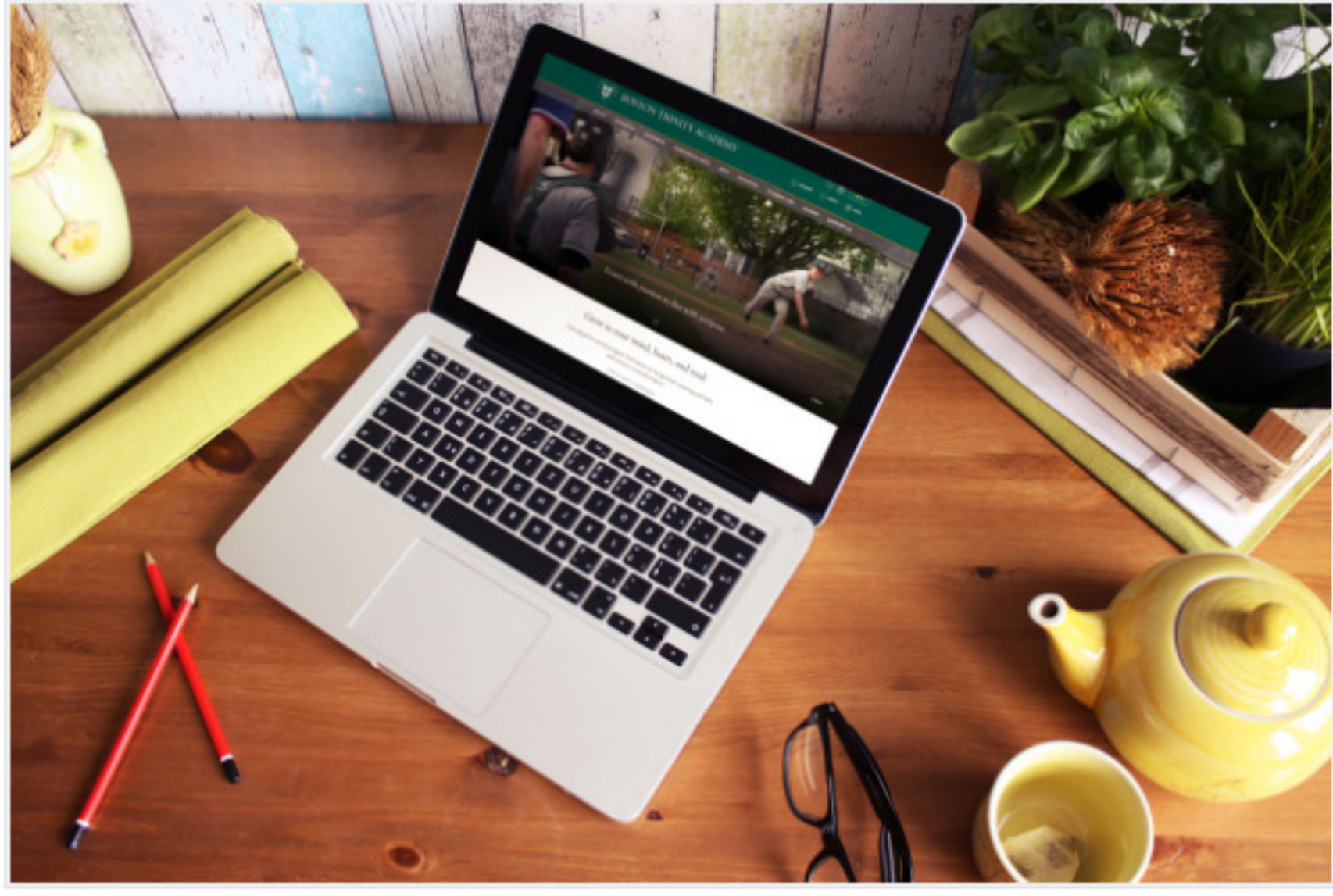


Boston Trinity Academy's New Website Highlights School's Inner Beauty

Boston Trinity Academy is a vibrant, young religious school in the city's historic Hyde Park neighborhood. It has a lot to offer prospective families. As is often the case, though, the trick is getting them in the door.

Founded only in 2002, Boston Trinity bought its current home, a former elementary school, from the Archdiocese of Boston in 2007. While the building's interior has seen some updates, the outside looks much the same as it did ten years ago. Marketing and Communications Coordinator Jon Douthit puts it plainly: "It's not a very pretty building." Happily, there's another way to show potential families what a wonderful place the grades 6-12 college preparatory school could be for their children.

"We needed a front door that bypasses our actual front door," said Jon.



Enter Finalsite and its crack designers and developers to make virtual renovations happen.

Boston Trinity's previous website went live nearly seven years ago. The timing of the unveiling was less than auspicious; just a few months later the first iPad came out. Douthit observes, "It was a total game changer. In a way, our website started out behind from the outset."

Fast forward to 2016, and the site's dated look was obvious. At first, Jon and the school administration considered simply revamping the aesthetics. It quickly became clear though, that Boston Trinity's website was technologically outdated as well. Jon's team knew that the site *had to be* mobile-responsive.

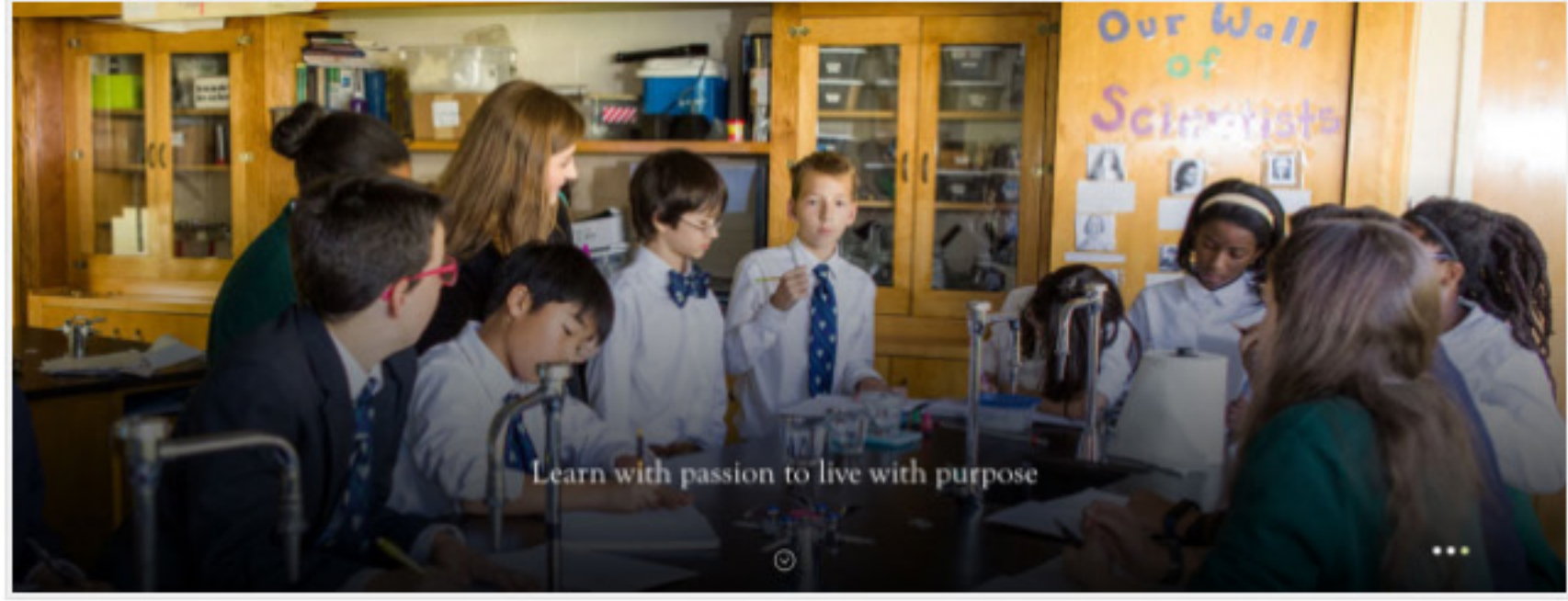
In Jon's words, the school turned to Finalsite because "...it's the de facto leader in school web design." Scouring the Internet, he found that the sites he and his marketing team felt most effective were Finalsite creations.

Visit their new website, and you'd never guess that "academic excellence, purposeful faith, and authentic community" lives within the walls of a building that Jon deems "not very pretty."

Virtual Renovations

Boston Trinity Academy's new website features numerous best practice strategies we encourage independent schools to adopt in 2017, including:

Value propositions: Boston Trinity Academy's website is sprinkled with compelling 5-10 word value statements like "Learn with Passion to Live with Purpose" that provoke interest.



Targeted calls-to-action: The school doesn't have the same calls-to-action on every page. Rather, every page is crafted to guide the website visitor down a particular path.

Academic Excellence

Students at Boston Trinity Academy learn to engage the world with curiosity and purpose. Through rigorous scholarship, they seek more than answers - they want true understanding. They rise to the challenge of demanding academics as they seek to grow in each discipline.

In the middle school, students gain a foundation of knowledge and skills for success at the upper school level. Upper School students are prepared for admission to top colleges and universities across the country.

Middle School Academics

LEARN MORE

Upper School Academics

LEARN MORE

Lots of social proof: Testimonials — both video and text — are one of the most important elements of a website in 2017, as the majority of prospective students won't make a decision without validation that someone similar to them has already made the same decision. Boston Trinity Academy includes social proof in the places it matters most — such as the homepage, alumni donation pages, inquiry page, and "Why Boston Trinity" page.

Boston Trinity Academy:

- Motivates students to achieve their best by setting high expectations and providing rich opportunities for learning within a supportive educational environment
- Is dedicated to small class sizes, averaging 14 students per class, with a rigorous Academic Core Curriculum
- Has 68% of its faculty possessing or working toward advanced degrees in their fields of instruction
- Encourages teamwork through our championship athletics department, classroom projects, and in the arts
- Fosters unity amidst an extraordinarily diverse student population representing every neighborhood of the city of Boston and many of the surrounding suburbs
- Promotes global awareness and a deeper understanding of social justice through the projects of the Trinity Institute for Leadership and Social Justice
- Cultivates sophisticated critical thinking skills through such courses as Senior Symposium and Synthesis where students address some of the most significant issues of the 21st Century

"This school has helped my faith grow immensely, and I now have a passion for my own education."

NAOISE KELLEHER '18

"I have never felt this loved by a community. Knowing that, I gained confidence that I can do well in anything, under any circumstances."

- Charissa Kim '16

Landing pages: Boston Trinity Academy is the epitome of brilliant admission website content strategy. Take note of their cutting-edge [inquiry page](#) that implements numerous best practices, such as a shortened form, value propositions, bulleted lists, and social proof.

Academic Excellence. Purposeful Faith. Authentic Community.

Inquire now to learn how you can grow at Boston Trinity Academy.

Inquire Now!

Inquiry for Boston Trinity Academy

Personal Information

Parent / guardian first name *

Parent / guardian last name *

Email *

Do you already have a Boston Trinity account? If so, let us know your login email for fast entry.

Student Information

Student first name *

Student preferred name

Student last name *

Gender *

☐ M ☐ F

Birthdate *

enroll@bta.org

Why Boston Trinity?

- 11 Student member roles
- 100+ college acceptance rate
- Commitment to meaningful financial aid
- Virtual spiritual life
- Catholic life

"Boston Trinity always pushes me to be better than what I was before."

— CHRIS CHASE '16

Photos and video: Boston Trinity Academy's website is easy-to-scan, yet offers enough information to provide prospective families with insight to life on campus. Professional videos and photos hide the school's less-than-boastful architecture, putting it on a level playing field with other Boston-area christian schools.

The Arts at Boston Trinity

The creative arts are an integral aspect of Boston Trinity Academy's program, where students are encouraged to participate in both the visual and performing arts.

Boston Trinity Academy considers a well-rounded education to be one that serves and strengthens the whole person. To this end, we include visual and performing arts courses as required components of our curriculum.

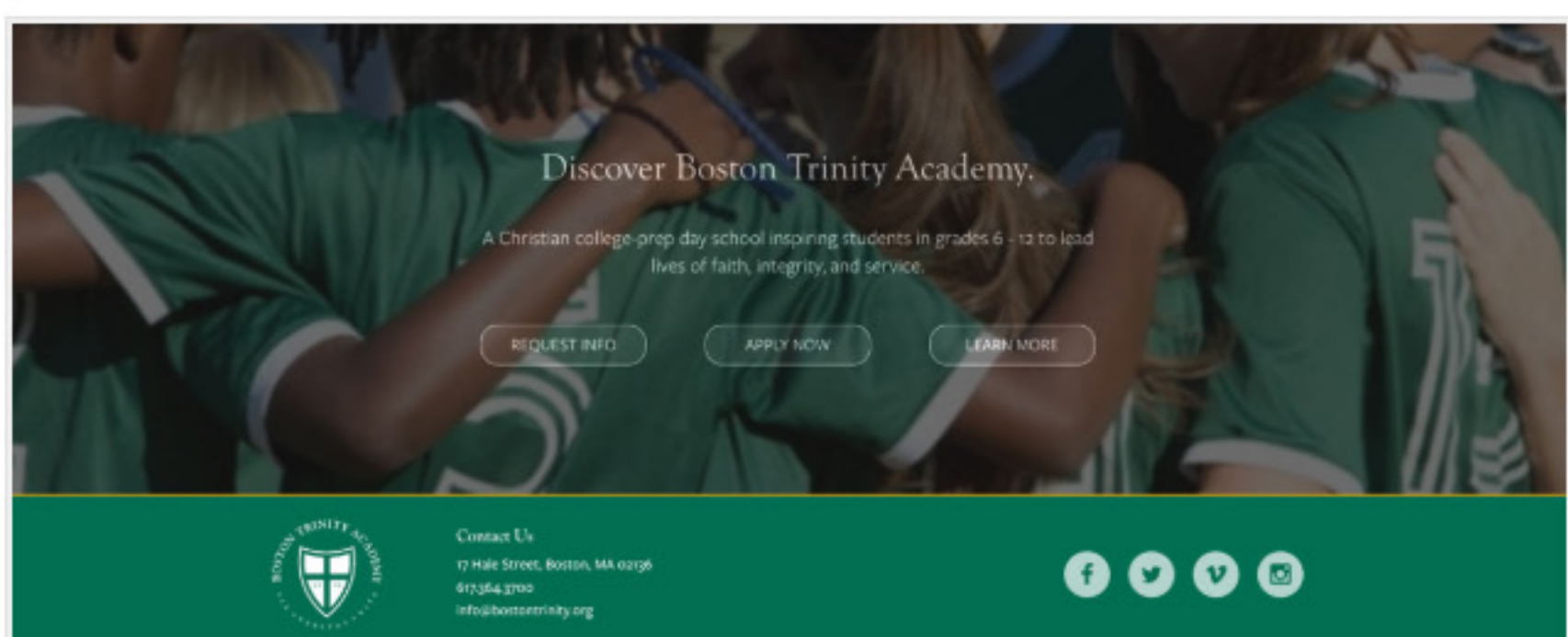
We encourage all students to explore the creative process, gaining new perspectives on the complexity and beauty of the human experience while gaining tools to express themselves in new ways.

VISUAL ARTS

MUSICAL ARTS

THEATRE ARTS

SEO-friendly everything: With plaintext in the footer and a brief plaintext description of the school's offerings near the footer, Boston Trinity Academy's rank in local search will automatically improve. In addition, the school put a great amount of strategy into crafting title tags and meta descriptions that fit the keyword searches they want to rank for, like: "private Christian school in boston."



A key aspect of the Finalsite process is the "wish list." At the beginning of a [redesign](#), clients create a vision for their site with guidance from Finalsite professionals. The list includes needs, wants, and dreams. "Finalsite was able to include pretty much everything on our list—including the dreams," said Jon.

The new design deliberately focuses visitors' attention on Boston Trinity's diverse student body, spirited community and vibrant classroom atmosphere rather than the more functional exterior. It's a great marketing strategy for a school whose exterior doesn't yet match the magic that happens inside.