# Best School Website Design in 2021

Meta Description: Parents often check school websites before deciding whether or not to enroll their child in an institution. Therefore, your website must be able to convince the parents to give your school a chance. Look at the best school website designs out there and apply them to your site.

Choosing a school is no longer just about checking if they have the nicest rooms and complete facilities. Unfortunately, many parents do not have the time to visit all the schools in their area. To help narrow down their school choices, parents look at the different schools’ websites.

If a school’s website is bad, then the parents will probably click away from it. So, the school loses the chance of getting a new student. That is why it is important to have a good, parent-friendly website that helps your school stand out.

We checked out hundreds of school websites for this article and picked out the ones with the most effective designs. So let's look at them and see what features you should incorporate in your school website design.

## What is the function of the school website?

To help you with the website design, you need to know what school websites are for. They have two basic functions. The first is to be the source of information for their current students, parents, and faculty. The second one is to showcase the school to encourage the parents to enroll their children there.

The best websites should effectively communicate the school’s activities, resources, and curriculum. It should also put a focus on the institution’s best and unique features for the visitors.

Let’s take a closer look at a few of the great school websites out there and see their best features.

## 10 Best School Website Designs

### [The New School](https://www.thenewschool.org/)

The New School is an independent charter school that celebrates diversity in its staff, student population, and curriculum. It is based in Arizona and was established in 1971. The website of The New School makes a great first impression. It is well-organized and full of relevant information to visitors and current students alike.

#### What we like about it

Exciting images showcasing the school and the students make up the rotating banner. Hence, it immediately shows the visitor what to expect from the school – a beautiful school with great facilities and a welcoming environment.

Below that, you will see more great photos of the different levels that link to their information page. The information pages contain all the information a parent needs to assess whether the curriculum is the right fit for his or her child’s needs. The curriculum and sample schedule are also provided. The pages are informative but not overly cluttered.

There is also a section for the school's stats in big numbers. This portion establishes the school's competence in helping their students and showcasing important numbers quickly and effectively.

On the home page, there are three Call-to-action (CTA) buttons to choose from. You can send an inquiry, schedule a tour, and send in your application.

What’s great is that despite all the images, the school's website loads very quickly. So the parents do not have to wait long to see the information on the pages.

### [The Brearly School](https://www.brearley.org/)

The Brearly School is a private school for girls based in New York City. Its website is well-organized, easily navigable, and provides all the important information for its students and potential enrollees effectively.

#### What we like about it

The header contains a navigation bar for all the information that a parent or student may need: About the school, admission requirements and procedures, description of the different levels, various school offerings, and a section for existing students. If you are unsure where to go next, there is a search box at the top.

The website showcases well-chosen images of the students. The people look happy and welcoming. If you hover on the photo, you will see the links to the different school levels and pertinent information about each.

Adding the pictures and names of the admissions team is a good touch. This allows the parents to get to know the people who will answer their queries and process their children’s addition. Therefore, when they do contact the school, they know who they are talking to.

Finally, there is a video talking about why the students choose Brearly. The video is attention-grabbing, colorful, and fun. The content comes from the actual students. Indeed, it is a great way to promote the school in under a minute.

### [Maret School](https://www.maret.org/)

Maret School is an independent, co-ed school based in Washington. Its website is a colorful and welcoming site filled with relevant information.

#### What we like about it

The header is an eye-catching image of the school itself. If the parents are looking for a beautiful school surrounded by greenery then this image will make them stop and look.

The school’s website contains a lot of information, but it is neat and accessible because of the use of a drop-down menu.

When you scroll down, you see the school’s latest “happenings” featured in a slider. If you click on any of the links, a new tab opens to show the blog entry showcasing that event.

Below are image panels showcasing the different grade tiers. When you hover on an image, the links to the relevant pages about each tier slide up.

Finally, there is a link to the virtual tour of the school. This is a great way to showcase the school grounds and facilities because the parents do not have to go to the school to see what it offers.

### [Teton Science Schools](https://www.tetonscience.org/programs/mountain-academy/)

This school’s website does a great job of showcasing the uniqueness of this mountain academy.

#### What we like about it

The Teton Science Schools' website is another one that effectively uses a video on its homepage. First, the areal shot of the school with the students running and waving at the camera is a fun way to attract the visitor's attention. Then it features the unique learning approach of the school.

Below the video is a short text explaining the three school foundations. It emphasizes the value the school places on these three. There are also buttons for the school's curriculum and their pandemic action plan.

Then, there is the By-the-number section. It only showcases three important numbers: the current school population, their university passing rate, and the percentage of enrollees provided with tuition assistance. If these three are important to the visitor, it will surely grab their attention.

### [Waterford School](https://waterfordschool.org/)

Waterford School is a Utah-based private school for children who are passionate about liberal arts. Its website is well-organized and easily navigable. It also features the school’s colors.

#### What we like about it

The website sells the school’s unique focus on liberal arts from the outset. The rotating banner talks about what the school can offer their students: a safe environment, challenging opportunities, competitive athletics, etc.

The mouse-over effects make the website look seem dynamic while offering links to information pages.

Then, there is a calendar of upcoming events. This is a great feature to remind the students what events will take place in their school in the coming weeks. It also shows potential students what they can look forward to if they choose to enroll here.

There is also the latest news section. The links lead to a blog format page that talks about the events that took place.

Finally, the home page shows four important statistics: the school's student-to-teacher ratio, number of national merit semi-finalists, percentage of the population that attend colleges, and athletic championships. These are very important to parents looking for a school that would help their child achieve their best.

### [Sewickley Academy](https://www.sewickley.org/#/)

Sewickley Academy is a 16-acre school based in Pittsburgh. Its campus has all the facilities needed to prepare each student for their future. Its website is colorful and dynamic.

#### What we like about it

One of the features that you will immediately notice is the school website’s use of a pop-up with a link to the sign-up form for the in-person tour of the campus.

The school's mission and vision are in the main section of the homepage. The pictures selected to go with the explanation of the core values were well-selected.

Its by-the-numbers section focuses on the school faculty's competency, the student's participation in athletic activities, and the class size. Below is the video telling what Sewickley is and what it can offer.

Finally, there is a section featuring campus news. There are several entries in this section, signifying how full the school’s calendar is.

### [Albuquerque Academy](https://www.aa.edu/)

Albuquerque Academy is a private, co-ed school geared towards preparing students for college. Its website is simple and easy to navigate.

#### What we like about it

The first thing that you would see is the welcome greeting and the video featuring the school and the various school experiences that the students had in the past year.

Below are three video testimonials from students talking about their experience in the school. There is even a link to more videos. This is great for potential students because actual students are telling the advantages of studying in this academy.

Another unique feature of this website is the section on how they prepare their students for the future. If college preparation is important to potential students and their parents, this section will catch their attention.

Finally, there is a focus on the school’s social media presence. This includes entries from the academy’s various social media accounts.

### [The Roeper School](https://www.roeper.org/)

Detroit's Roeper School is the oldest school for gifted students in the US. They boast of an inquiry-based, individualized program and their website clearly shows that.

#### What we like about it

This school’s homepage features a collage of highly appealing photos on a grid. The rotating images and accompanying school statements are well selected.

The school’s other features are revealed when you mouse over the images. There are a lot of contents on this website, and you can find them if you mouse over the main menu or if you search for it on the search box at the top.

The website has a responsive design and can be viewed well on any mobile device. Therefore, you don’t have to zoom in or zoom out to view the components. It also makes effective use of the hamburger menu. Plus, the MyRoeper link stays at the top right, making it easy for existing students to get the resources they need.

### [The St. Paul Academy and Summit School](https://www.spa.edu)

The SPA is an independent day school that believes in an “accountable classroom.” This means no student shall live at the back of their classrooms. Their website is beautifully designed and well-organized despite being full of content.

#### What we like about it

The sticky navigation bar contains a detailed Menu that expands when hovered over.

The school’s mission is placed prominently on the homepage. Thus, this immediately lets the visitors know what makes this school unique and why they should choose it for their child.

The Call-to-action links are at the bottom. Beside that are the links to the school’s social media accounts.

The combination of fonts, colors, and pictures gives the website a very neat and modern appearance. Plus, it is completely mobile responsive and looks amazing on any screen size.

### [The Miami Valley School](https://www.mvschool.com/)

The Miami Valley School is a college preparatory school in Ohio. Its motto is “Here, they become,” and is featured prominently on its website.

#### What we like about it

The homepage of The Miami Valley School website offers great visuals. The professionally made welcome video shows fun and exciting scenes of student life.

Below the school’s neat explanation of why you should choose it, it presents the numbers that matter the most to parents who are shopping for a school: percentage of students who receive financial aid, classroom ratio, percentage of the school population who study abroad, and move on to college, and how many immersive experiences the school provides.

The website focuses on what makes The Miami Valley School different from other schools and why you should choose it. A testimonial from a parent is also a nice touch. The Call-to-action buttons to schedule a tour or apply are conveniently near their selling points.

The Campus News section is organized in a grid of images and text. A glimpse of the school’s social media accounts is also provided.

Finally, the website loads fast and look great on a computer screen, and it still looks amazing on smaller screens.

## Conclusion

A school website must contain all the information that a parent looks for when selecting a place for his or her child. It should also provide access to the resources for existing students.

The website must be well organized with an attention-grabbing homepage. It should also be accessible on any screen and must be easy to navigate. These top ten school website designs offer all these and more. To summarize, they are all visually pleasing and they contain all of the information needed by the students and potential enrollees. They make you look and provide you with numerous ways to interact with them.