

Web Solutions Overview

Go all in with a Jack Henry website

- ✓ Full Website Control
- ✓ Reliable Security and Accessibility
- ✓ Industry-focused Marketing Services
- ✓ Compatibility with Banno Digital Platform

Anyone who has helped manage a website knows that it's a monster of a job. Jack Henry Website Solutions are designed to help you tame the beast and make it a powerful part of your identity as a financial institution.



you're in control

When you partner with Jack Henry for your website, you're giving your marketing team the edge that comes with having everything they need for your website to do its job – all in one spot.

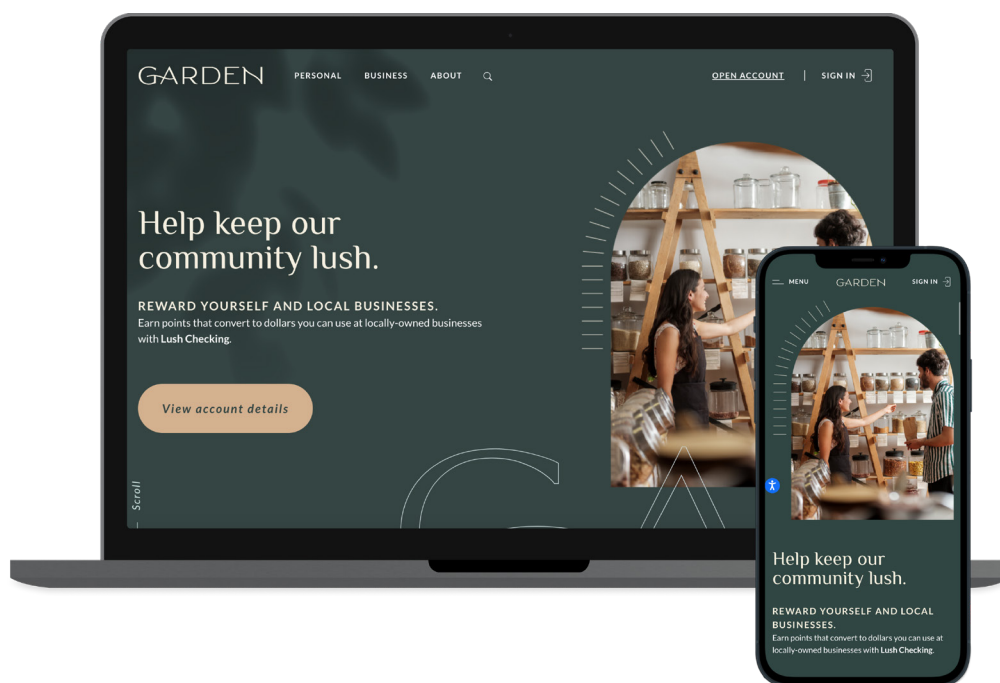
Between industry-focused website design, our intuitive and time-saving content management system (CMS), and our intelligent marketing engine, there's no reason to look outside of Jack Henry to keep your website fresh.

Website Design

designed to wow

Beautiful. Wow! Perfect. Those words never get old. They drive our hunger for design excellence and keep us motivated to push the boundaries of design in this industry.

Your website is a highly-visible part of your financial institution. The Jack Henry design team lives and breathes two things: the financial industry and the latest website interaction design trends. When you work with us to reimagine your site, you can expect that it will portray your financial institution in its best light.

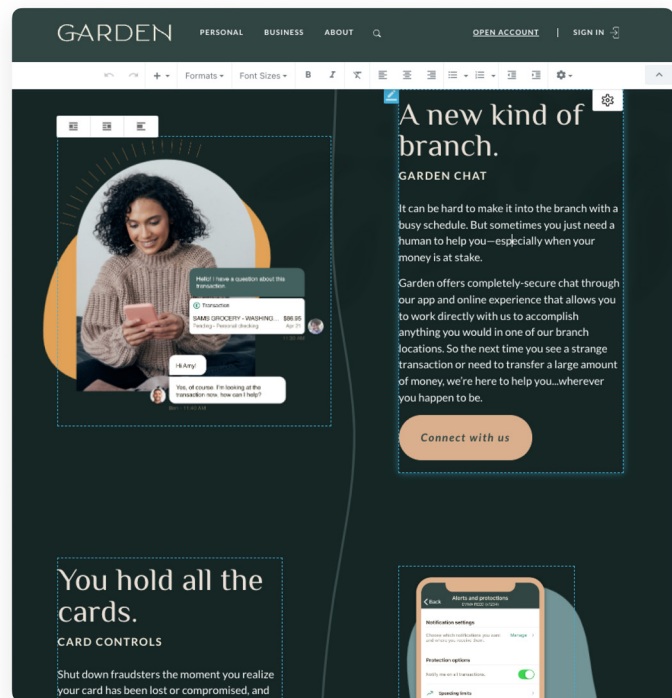


Banno Content™

keep it fresh

Our content management system (CMS), Banno Content, simplifies content creation and publishing. New website pages. Additional navigation. Page sections. Ads. Forms. Rates. Image editing and placing. It's all there, and anyone can contribute because it's so intuitive.

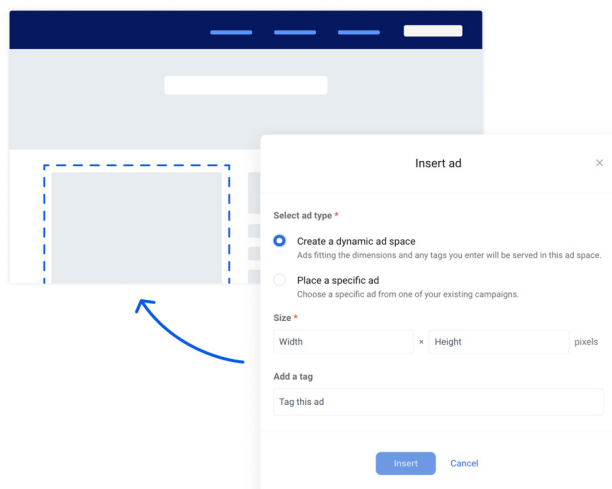
And getting your website changes out "into the wild" has never been simpler. Banno Content has a built-in approval system, so all stakeholders are notified when it's time to review content. Plus, with instant and scheduled publishing, content is pushed live on your time.



Banno Marketing™

ad it up

Banno Marketing has made it easy for your team to deploy on-brand marketing ads for campaigns that align with your users' interests. Have a new product that you want everyone to know about? You can also place specific ads for all visitors to see. With its robust tagging capabilities and smart use of cookies and analytics, it seems like strategic ad serving *just happens*.



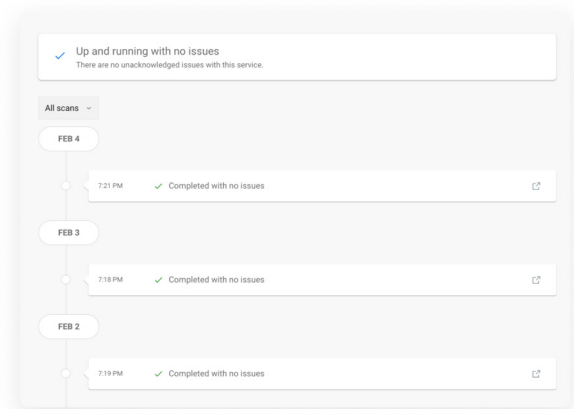
we've got your back

An extra set of eyes never hurts. Jack Henry has reliable products to automate the check-and-double-check jobs that come along with website management.

Banno Monitor™

meet the watchdog that never sleeps

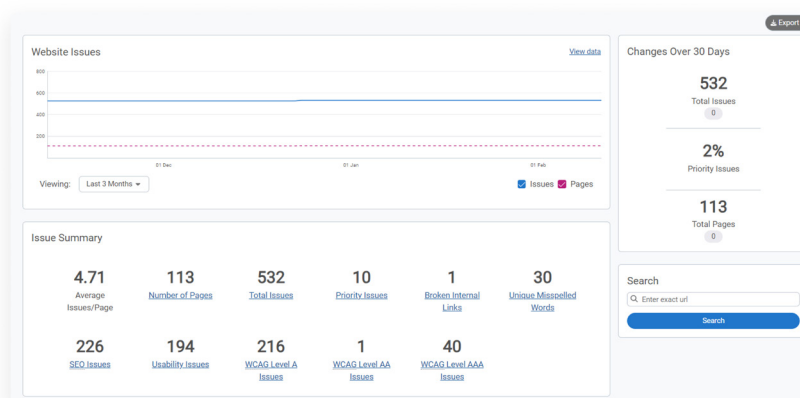
Banno Monitor is like that friend that always has your back and is there to help you move in the right direction at the right time – even in the middle of the night. It automatically scans webpages for unauthorized changes and defacement, and it keeps tabs on webpages, DNS statuses, and SSL certificate expirations.



Digital Quality Management

take the worry out of website management

Strong website governance keeps your website in optimal shape and reinforces a financial institution's reputation for being trustworthy. Digital Quality Management (DQM) automates governance with site-wide checkpoints for evolving accessibility guidelines, search engine optimization (SEO), branding and content, and more.



enjoy ready access to industry experts

It can be really nice to have a little marketing help here and there. But it can be hard to find marketing agencies who are also experts in the banking industry. The Jack Henry Website Solutions team offers a range of digital marketing services:

Search Engine Optimization (SEO)

Support your local search engine rankings – let us implement organic search best practices for your website, including custom meta titles and descriptions for every page on your website.

Ongoing SEO

Once your new website is live, SEO services should continue to ensure you are putting your best SEO foot forward. SEO is an ongoing process since the market and competition is constantly changing and your goals and website are constantly evolving.



Social Media Campaigns

Engage with your social audiences more effectively and efficiently. We'll cover everything – from building your custom social campaign strategies to posting.

Custom Analytics Tracking

Go beyond standard Google Analytics with augmented custom tracking and reporting to further analyze conversion data on your website and through third parties.

Copywriting

Insist that your copy is right – that it tells the right story and supports your SEO strategy. Whether it's your entire site or just a section, we're here to get your message out there.

Financial Literacy Marketing

Be the reliable source of financial education and guidance that your community expects.

get true compatibility with the Banno Digital Platform

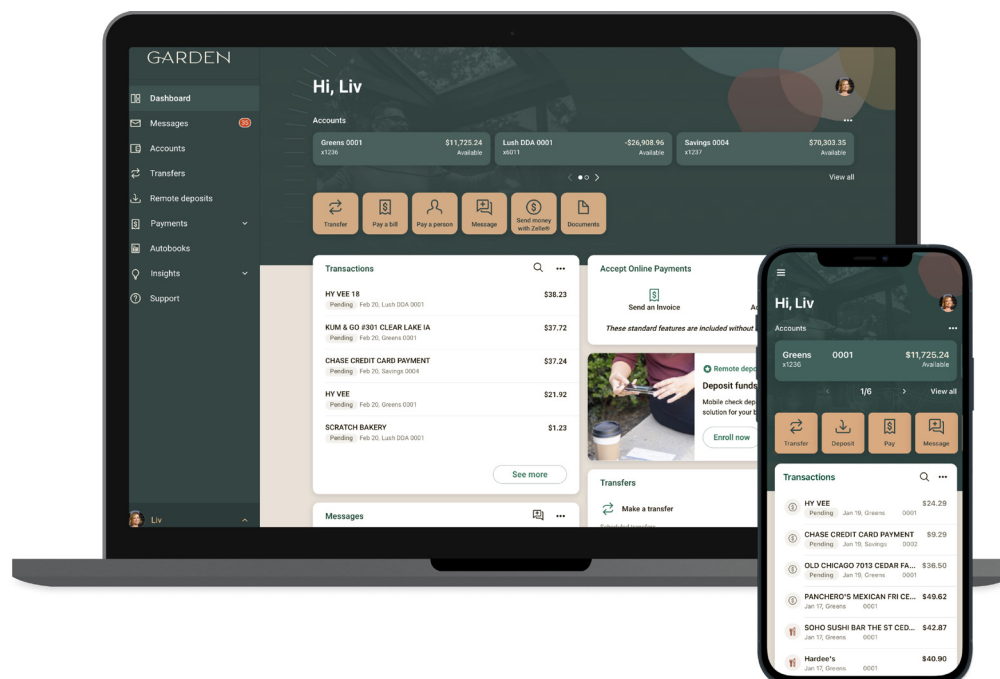
You know that peaceful, easy feeling you get when everything *just works*? When you don't have to research makeshift make-it-work hacks? That's the experience you can bank on when you bring everything – website and digital banking – under one Jack Henry roof. And your accountholders? They will sense the unity every bit as much as you do.

Marketing

usher ads into your digital banking solution

You know as well as we do that most of your website visitors are there to access digital banking, and they waste no time before logging in. That, traditionally makes it really hard to market to your existing accountholders.

With Banno, your marketing campaigns can be seen across your entire digital channel – signed-in or signed-out. Once a user signs in, you know who they are, so you can serve them targeted marketing ads with pinpoint accuracy. And, signed-in marketing is designed to come across as helpful, nonintrusive suggestions and tips that lead to action or even to a contextual digital dialogue.

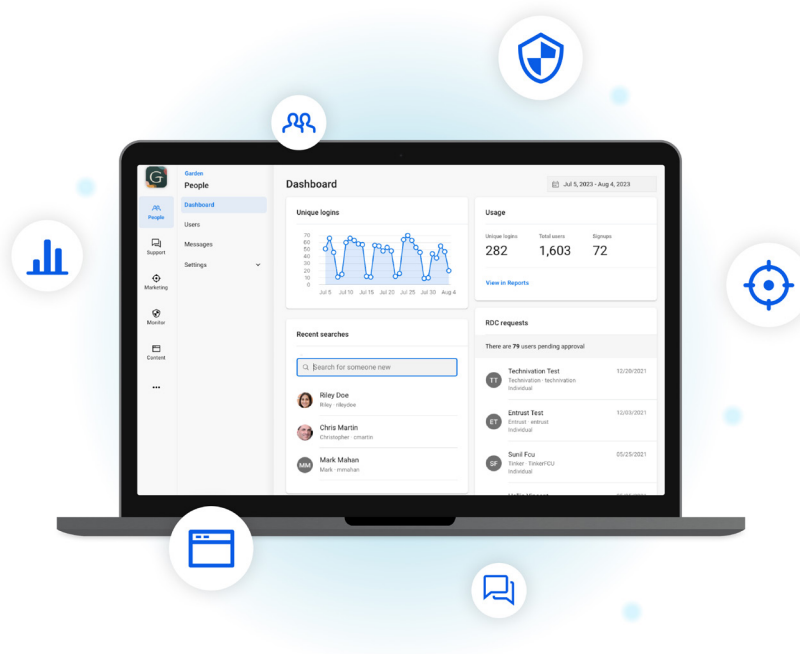


Back Office Experience

access and manage your entire world on a single platform

Imagine taking care of all things content, marketing, and website security – as well as digital banking and the customer support that goes with it – all under one login. Everything is tied together. No more ridiculous cross-referencing between systems. When all you do is on a single platform, all you do is always in-focus.

Build and maintain your website, and provide the best relationship-based digital banking experience possible with Jack Henry.



ready to get started?

Talk to us and learn more about our products.
digitalexperience@jackhenry.com

For more information about Jack Henry, visit jackhenry.com.