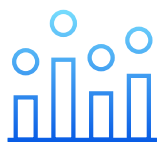Jack Henry™ | Digital Banking

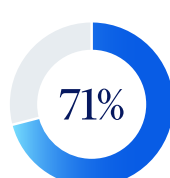# 5 ways to create a secure, ultra-modern website
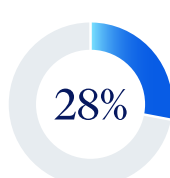
1. website design

Get a beautifully designed, modern site that looks great on every device.
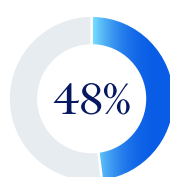
Top Website Statistics For 2023[1]

71% — **71%** of businesses have a website

28% — **28%** of business is conducted online

48% — Almost half (**48%**) of consumers indicate the number one way they determine the credibility of a business is by their web design

award-winning design focused on financial services

2. hosting and content management

Our content management system (CMS), **Banno Content™**, simplifies content creation and publishing. Banno Content has a built-in approval system, so all **stakeholders are notified when it's time to review content**.

3. marketing

Banno Marketing™ empowers you with the tools you need to create dynamic campaigns for whoever you want, wherever you want – digital banking included. Additionally, Banno Marketing is equipped with thoughtfully designed tools made specifically for banks and credit unions.

Additional marketing tools empower you to enhance your website, increase traffic and conversions, and ensure your brand's relevance with our suite of digital marketing services including SEO, social media campaigns, custom analytics tracking, copywriting, digital audit and strategic recommendations, and financial literary marketing.

4. privacy and security

Banno Monitor™ works around the clock so you don't have to – ensuring you're protected from defacement and DNS hijacking while maintaining your SSL Certificate validity. In the eyes of your accountholders, a stable website is reinforcement of your reliability and trustworthiness.

Embrace laws like the California Consumer Privacy Act (CCPA) as the user privacy standard and leverage it as another opportunity to build trust with accountholders using the **Universal Consent Platform** from **Banno™**.

5. accessibility and compliance

Conforming to WCAG 2.1 and Section 508 accessibility guidelines doesn't have to be hard. **Digital Quality Management™** is designed with a digital governance solution specifically for community and regional financial institutions to guarantee your website is accessible to all.

reliable security and accessibility

connecting possibilities

Discover how to strengthen your digital presence with website and digital marketing solutions.

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

jack henry™

sources

[1] Cassie Bottorff and Kathy Haan. "Top Website Statistics For 2023", Forbes Advisor, accessed March 30, 2023.