



WEBSITE MANAGEMENT & AUDIENCE INTELLIGENCE FOR SMALL NONPROFITS

Manage your website. Understand your audience.

Ensemble Works gives nonprofits a single integrated platform to create and manage a strong public website, make routine updates without technical help, engage people more effectively, and turn anonymous visitor activity into useful information for leadership. It unifies the website, the tools behind it, and the intelligence it produces into a single coordinated system.

The overall goal is simple: Give a nonprofit the capabilities of a modern web platform without requiring a large technology team.

MANAGE

Keep your website accurate, current, and useful. Staff can manage pages, events, people, locations, supporters, and other structured information through straightforward administrative tools. Enter information once for use throughout the site.

ENGAGE

Create clear paths from interest to involvement. Welcome newcomers, promote programs and events, and make it easy for people to attend, volunteer, give, sponsor, subscribe, learn more, and deepen their relationship with the organization.

UNDERSTAND

Learn what audiences are telling you through their behavior. See what visitors search for, what they cannot find, what draws their interest, how they move through the site, and which actions they choose to take. Export session data and ask AI to identify patterns.

One platform. Four coordinated parts.

● PAGE BUILDER

A flexible tool that lets an organization create and revise modern website pages while preserving a consistent, professional design.

● PUBLIC WEBSITE

A responsive, visitor-focused website designed to make information easy to find and guide visitors to donate, sign up, volunteer, and take other desired actions.

● ADMINISTRATION

Purpose-built tools for maintaining website data, reporting, day-to-day website management, and security. A multi-layer backup system provides comprehensive protection and provides easy undos for single-step data errors.

● AUDIENCE INTELLIGENCE

Search, engagement, session, and campaign information brought together as Analytics and Insights that help leadership see what deserves attention. Even learning what visitor searches aren't returning any results can be informative.

Built with security, reliability and stewardship in mind

Role-based access helps keep administrative functions in the right hands. Backup and recovery tools protect organizational information, while audience intelligence is designed to understand anonymous visits rather than build personal profiles. Standard, widely-used web technologies make the platform straightforward to support and maintain.

Designed for nonprofits

Ensemble Works supports many types of events and event series, using an organization's own terminology: concerts, lectures, performances, exhibitions, meetings, and fundraising events are all equally supported. Historical events are also supported – allowing an organization's website to become a library of historical activity instead of just a list of current events. Importing historical events and series improves SEO and search ranking, increasing the likelihood that potential supporters outside the organization's normal geographic reach will discover the website.