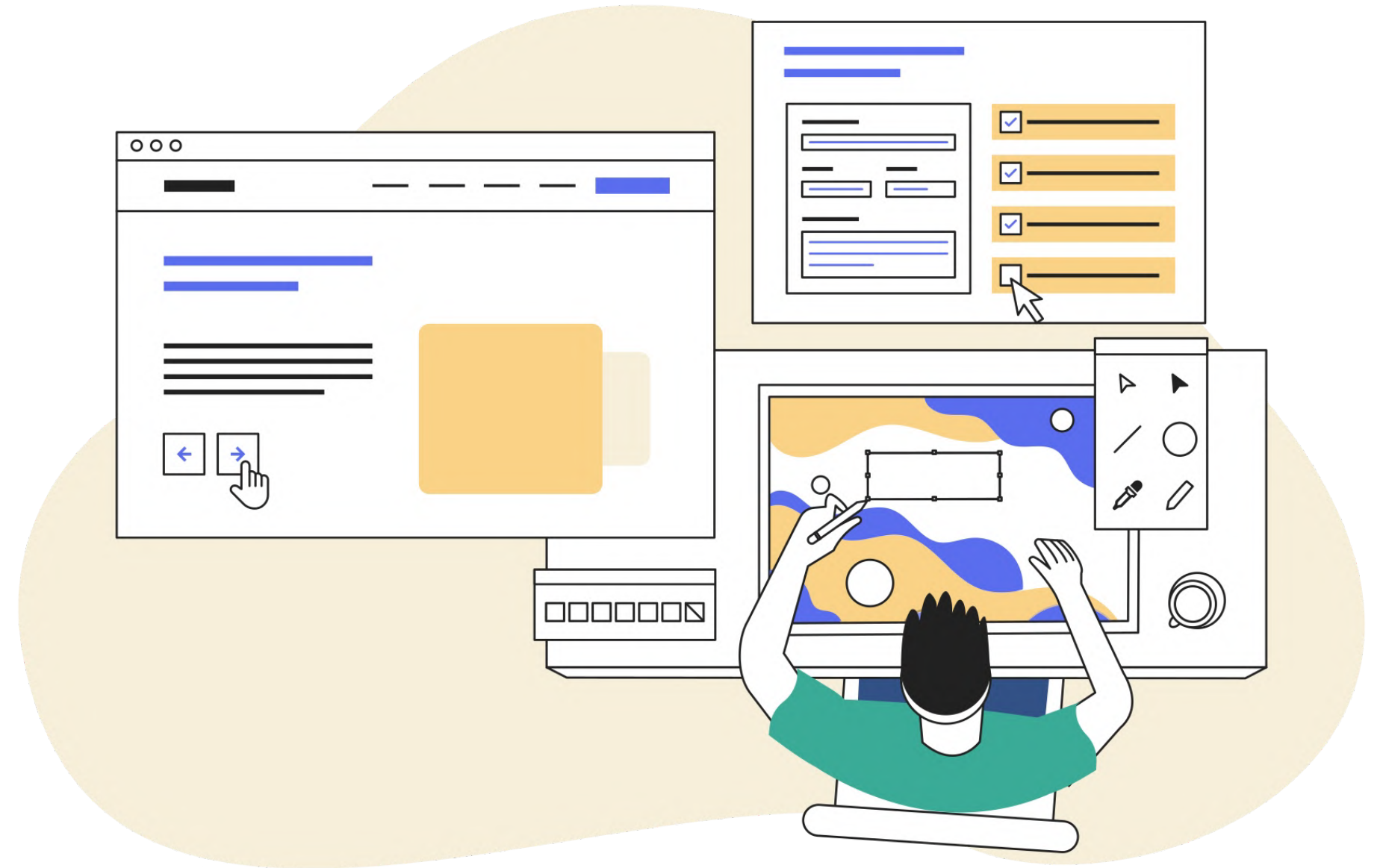# 12 top tips from analysing B2B tech homepages

22 June 2022

Who am I?

Ben Holness, Specialist Designer

- Working as a designer for 4 years,
  with over 1 year at Articulate

- Designed and developed 100s of
  websites for both B2B and B2C clients

- Father to our Jackshund puppy, Tim

Pitch

"Design is not just what it looks like and feels like. Design is **how it works.**"

Steve Jobs, American entrepreneur

Tip 1

Design your hero around your value proposition

In short, your homepage will act as a **10 second pitch**.

The average website visitor spends **10-20 seconds on a page before leaving**, so you need to make it clear on what value you can provide them, immediately.

Your homepage hero will play a big role in encouraging visitors to continue finding out more about you.
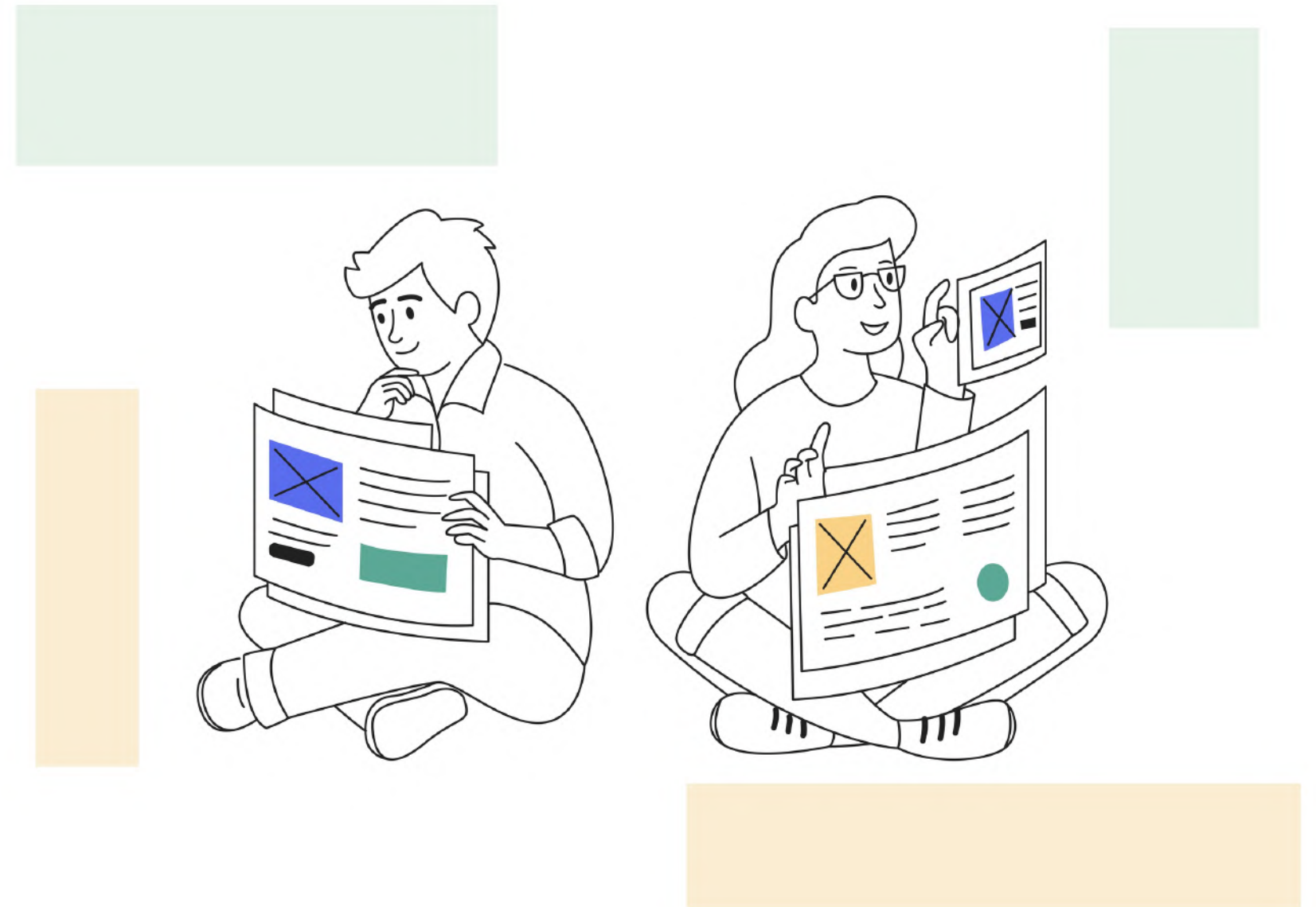
Value proposition

In marketing terms, the value proposition is **an innovation, service, or feature intended to make a company or product attractive to customers.**

The homepage hero needs to clearly communicate your value proposition: who you are and what value you can provide:

· **Keep it short and sweet**
Use a short title to convey your value proposition followed by a short paragraph outlining it in more detail.

· **Avoid using abstract imagery with no meaning**
Add an image that relates to what you do. Suggest using a dashboard mockup of your product or illustrations/images relating to your your products or services.
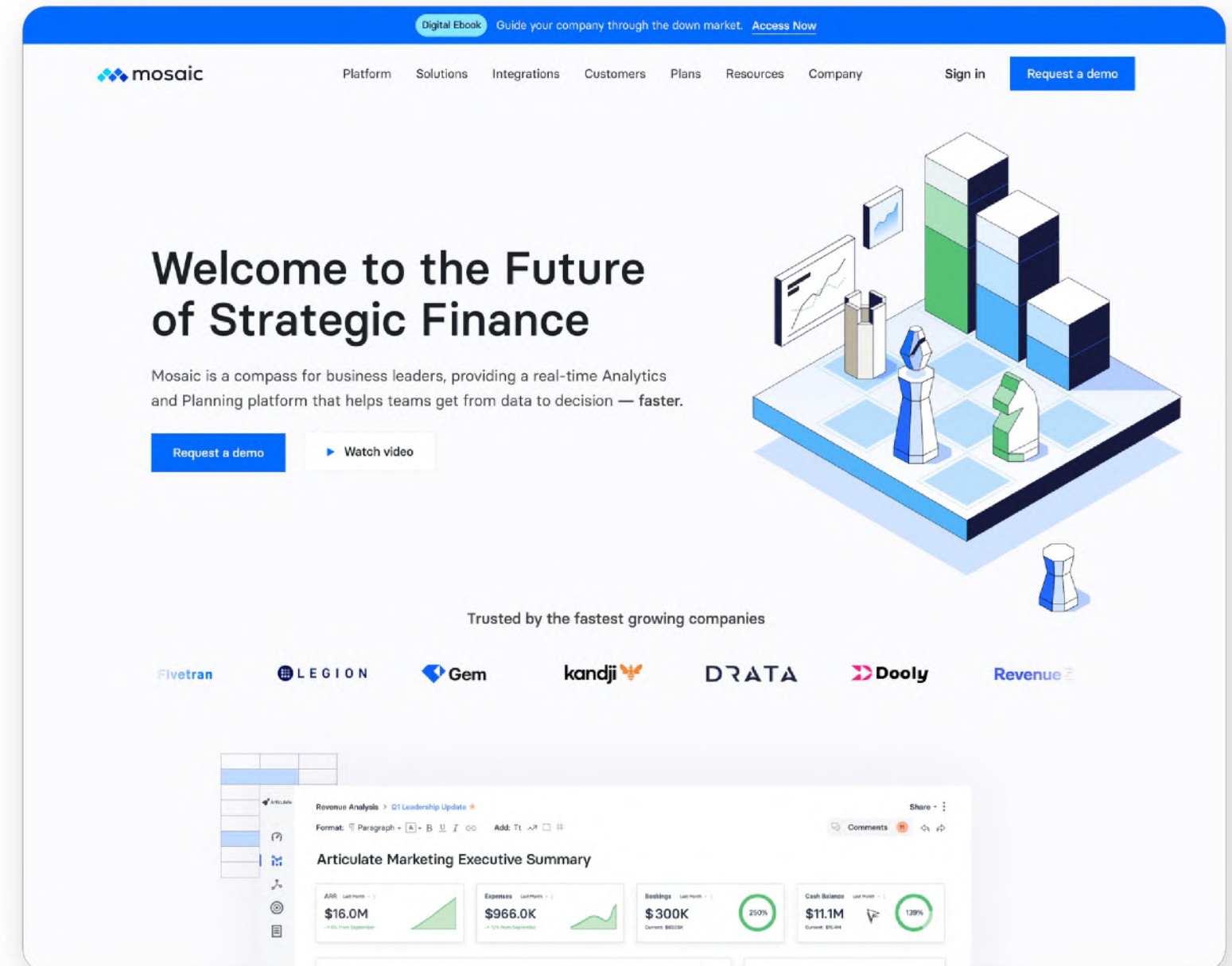

Mosaic uses illustration to supports their focus on "strategic finance". You get an immediate insight into their industry, what they do and how they do it in one section.

- **Got brand graphics? Use them in your imagery**

  If you have a selection of brand graphics to use, suggest combining them with the imagery to add some creative flair whilst keeping everything on brand.

- **Avoid using video in the hero**

  As the hero is one of the first elements that are loaded into view, it is not recommended to use video as the are generally quite large in size. This can impact your Largest Contentful Paint (LCP) load time and affect your Google PageSpeed score, which can result in bad SEO for Google page rankings.
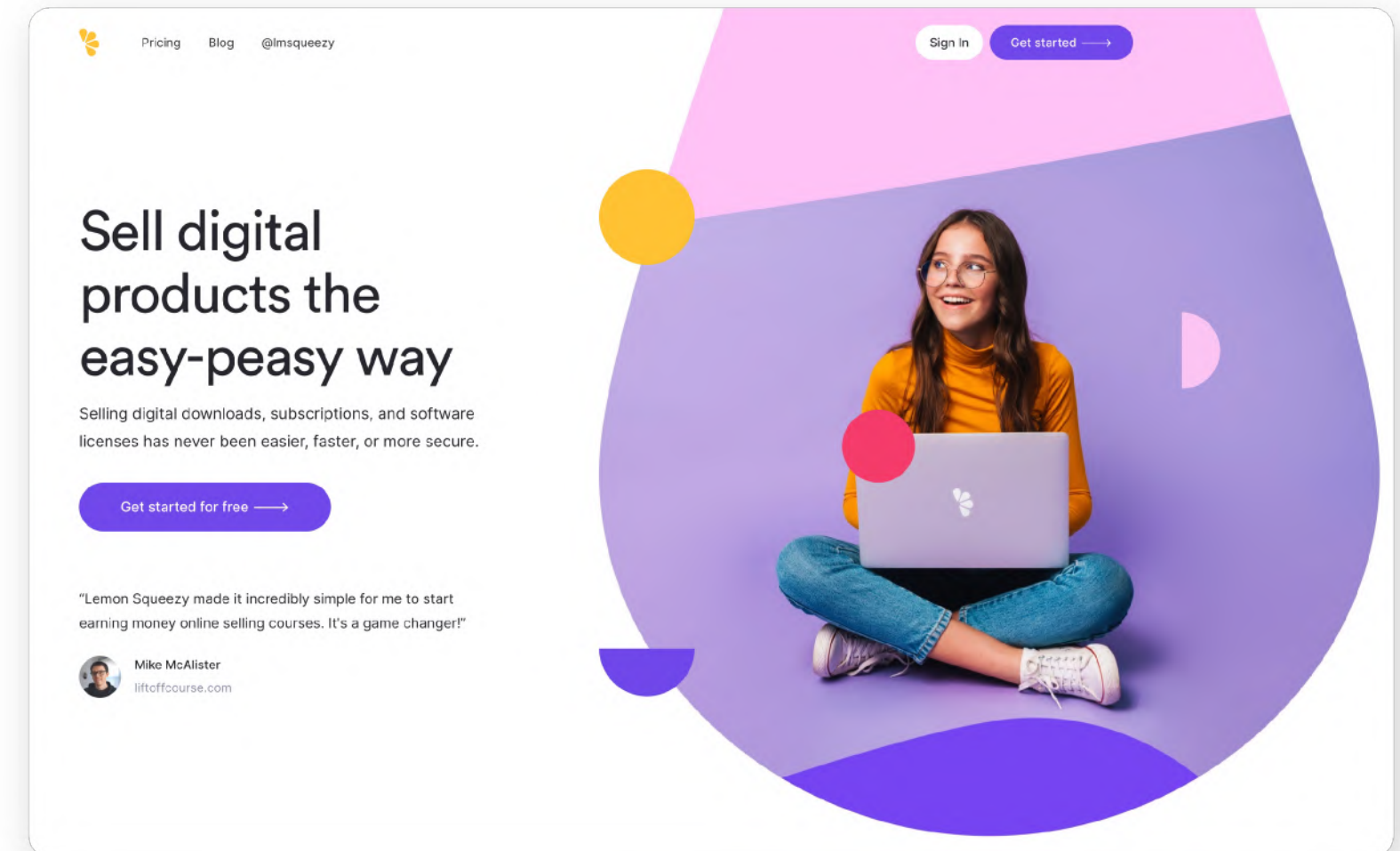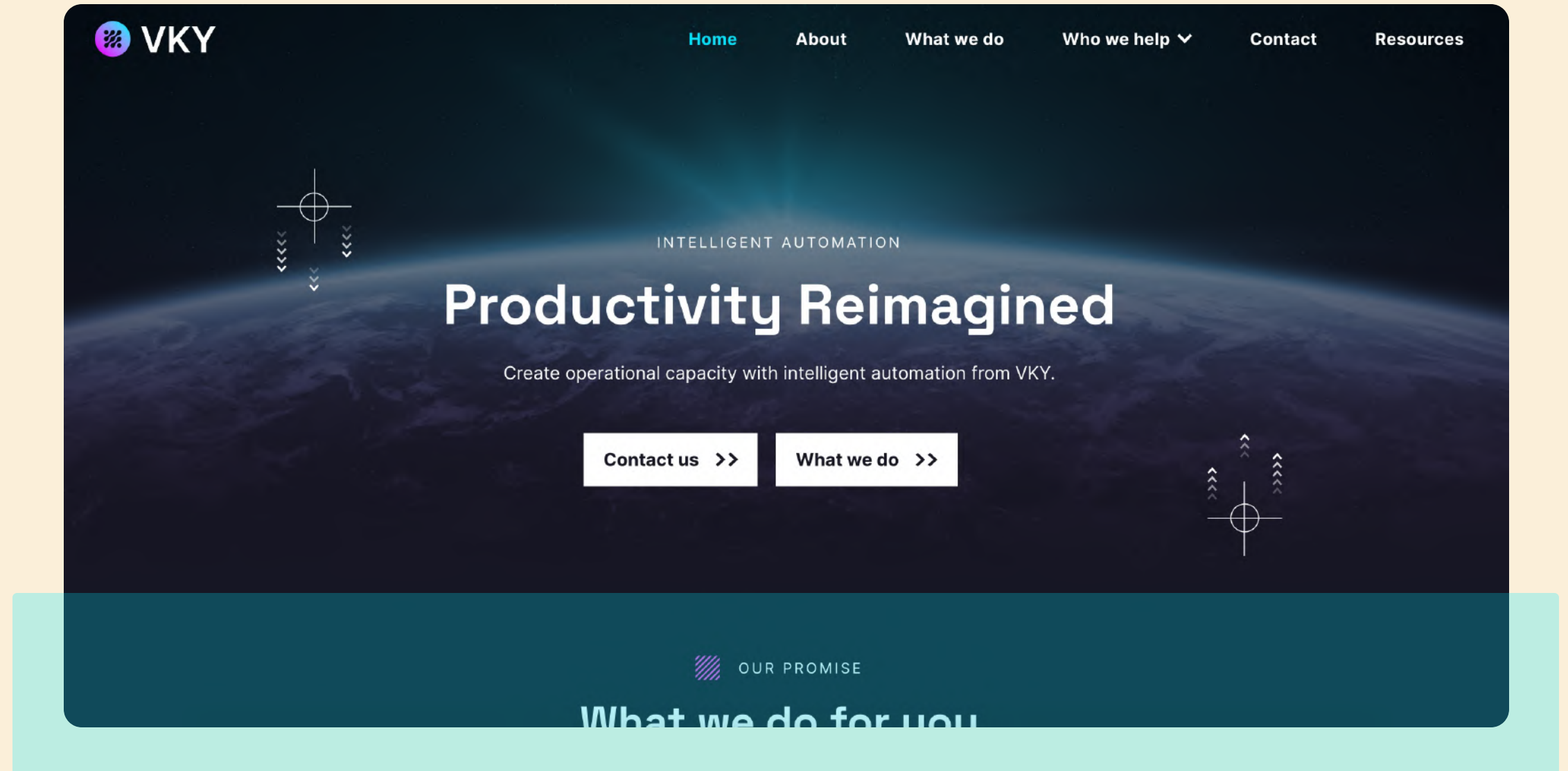

Lemon Squeezy uses their geometric brand graphics to create bold sections and really stand out from the crowd.

Pro Tip:

Make sure that the section below the hero peaks slightly into view.

Visitors will naturally scroll but this will create curiosity in visitors to view the section below.

Tip 2

Use your homepage as a 'hub' for main pages

Treat your homepage like the face of your business.

What would you want your website visitors to find out more about you?

We suggest using your homepage to link to other main pages for your site – as a kind of **'hub'**.

- If you want to highlight your team and the business achievements, add a section on the about us page.

- If you've got a selection of services or products you want to showcase, add a selection of cards each linking to their respective product/service pages.

Book a discovery call link ——————

About us page link ——————

Solutions page links ——————

Our team page link ——————
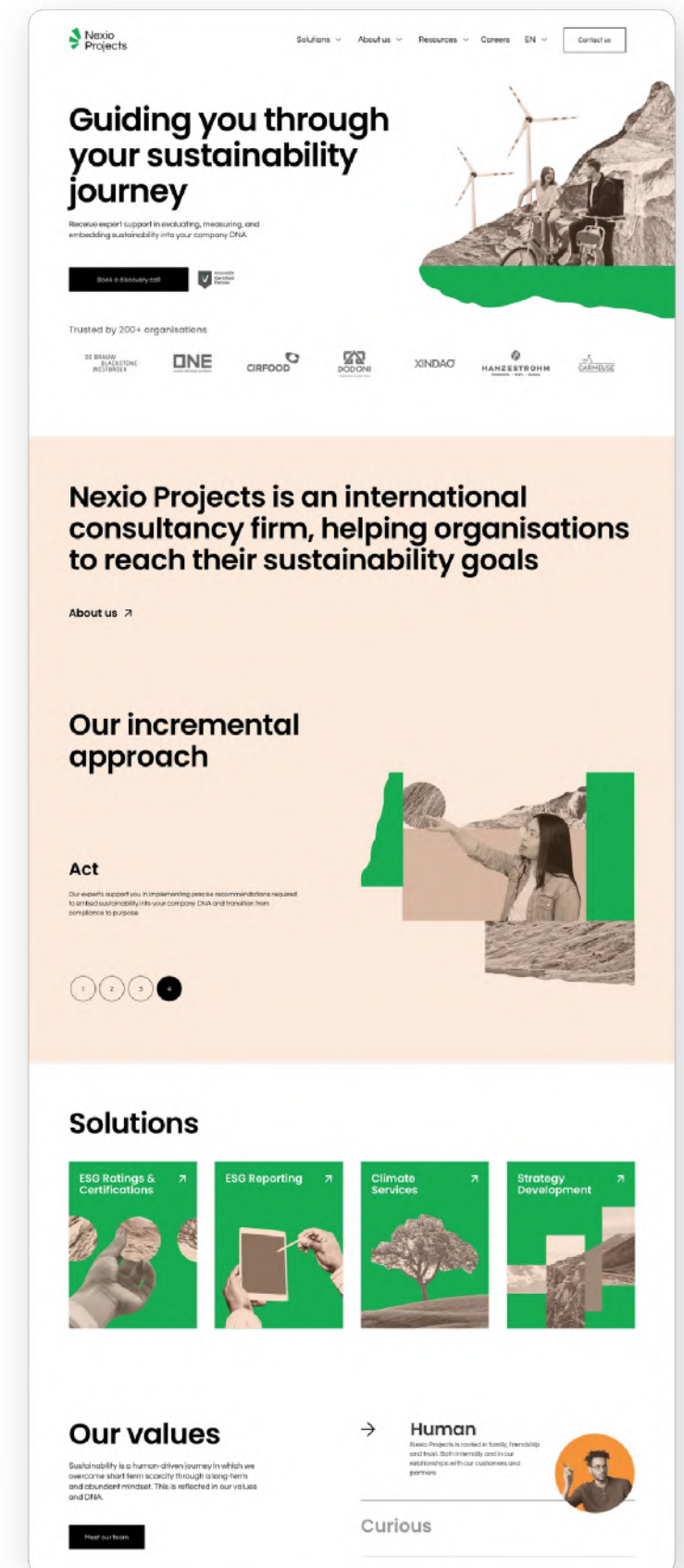
Nexio Projects have split up their sections to link their important pages

This doesn't mean *every* page deserves to be mentioned on the homepage, but only the ones you would like to promote about your business.

Try to prioritise on which pages should be mentioned based on **their website traffic, impact on getting you leads or finding out more about your business/industry**.
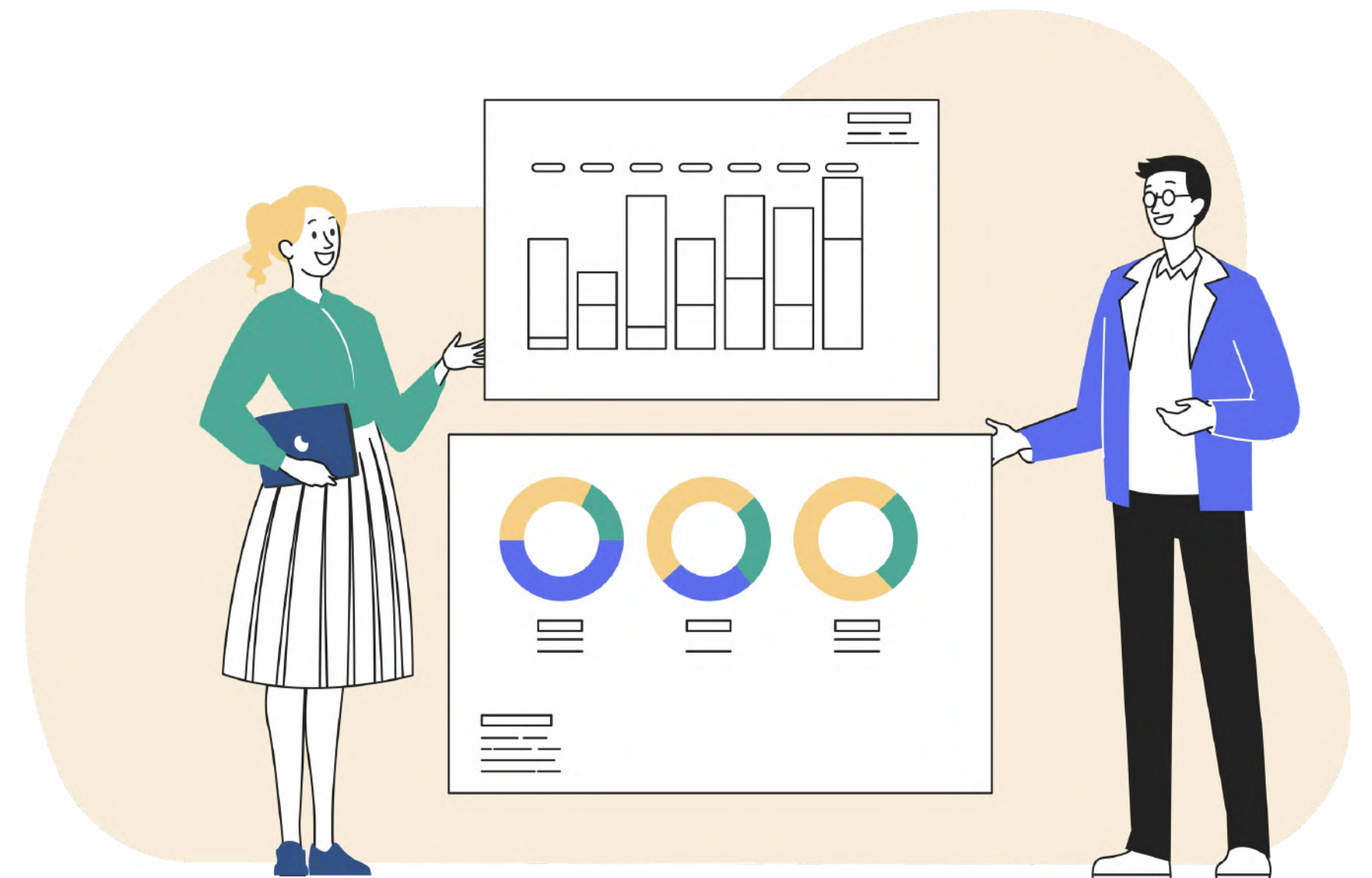
Tip 3

Layout your copy into legible, digestible chunks

Website page copy is quite different from a whitepaper or blog post.

It is normally **shorter** and **more concise** to allow visitors to easily read your page sections in digestible chunks.

- **Avoid using large blocks of text**

  Consider breaking out important elements of the copy into bullet points and subheadings or into icon cards that can be read more easily at a glance. A good example of this could be unique selling points or a step-by-step process.

- **Make sure each section speaks for itself and doesn't repeat**

  If you find a section later in the homepage talks about the same concept, suggest looking at the two and finding out which one you should keep. This will help keep your homepage lean and to the point.
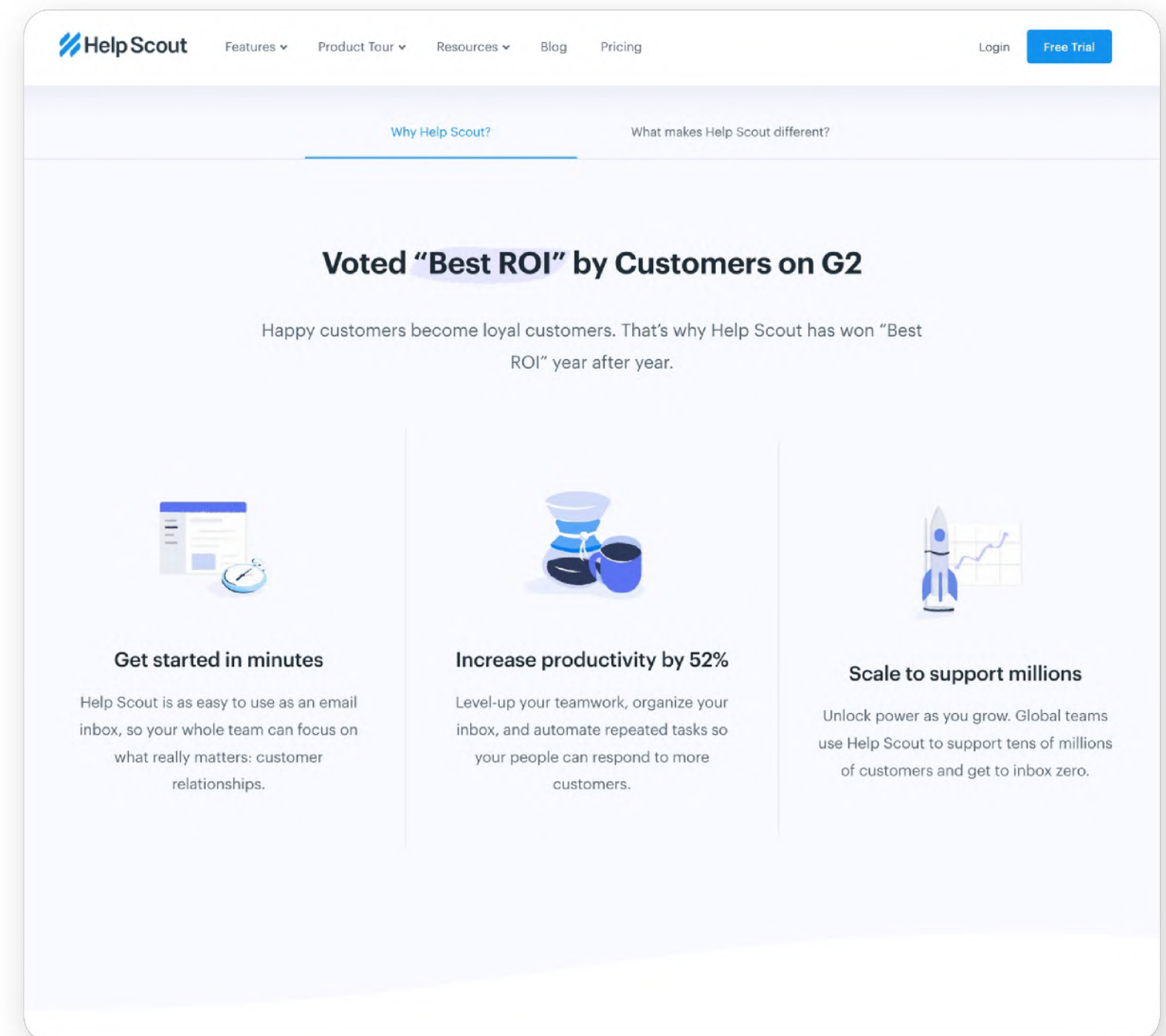
Help Scout uses card rows to break up their copy supported by custom iconography.

- **Avoid center aligned paragraphs**
Center aligned paragraphs are harder to read and consume as the starting place for each line changes. It forces the visitor to work harder to find the beginning of each sentence to continue reading, causing frustration and fatigue. Try to left align your text where possible.

Left aligned paragraphs have every sentence starting in the same place, making it easier to read in comparision to center aligned paragraphs.

- **If in doubt, link it out**
  If there is too much to say about a particular topic, suggest creating a section with a short heading and paragraph of text and then create a button link to go to a more in-depth page. This will avoid overwhelming the visitor and if they want to find out more, they will via the link.
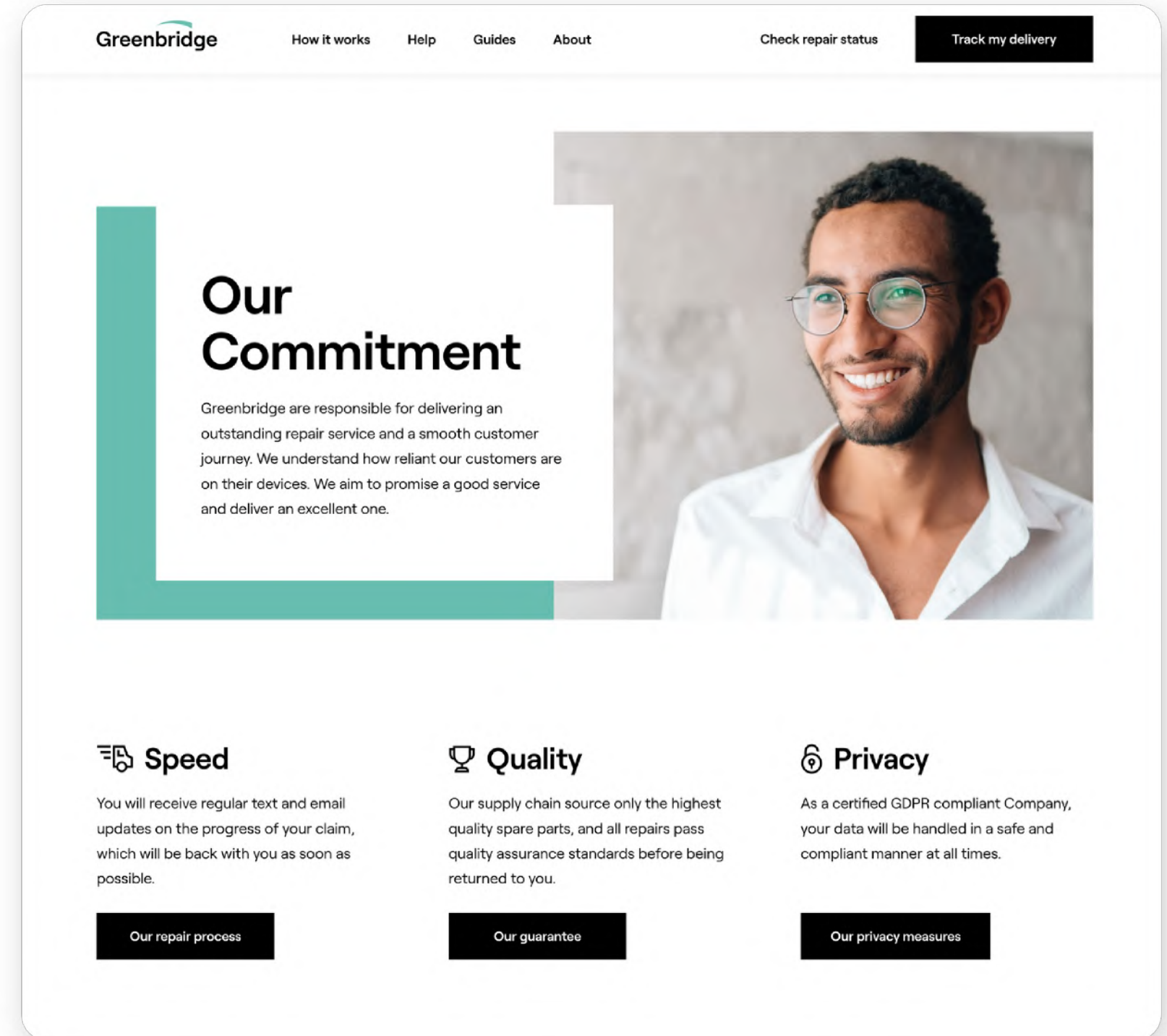
Greenbridge have broken up their copy into digestible chunks and also linked out to other useful pages for their clients to visit.

Pro Tip:

Take a screenshot of your homepage and draw a vertical line down the middle. If you find that one side is more heavy with content/elements than the other, this page can be considered **unbalanced**.

To improve the balance of the homepage, try **alternating layouts by flipping them as they appear**. This will create a more interesting flow throughout the page for your visitor to scroll through.

For example, try to alternate the positioning of images in two column layouts. Left, right, left, right etc.
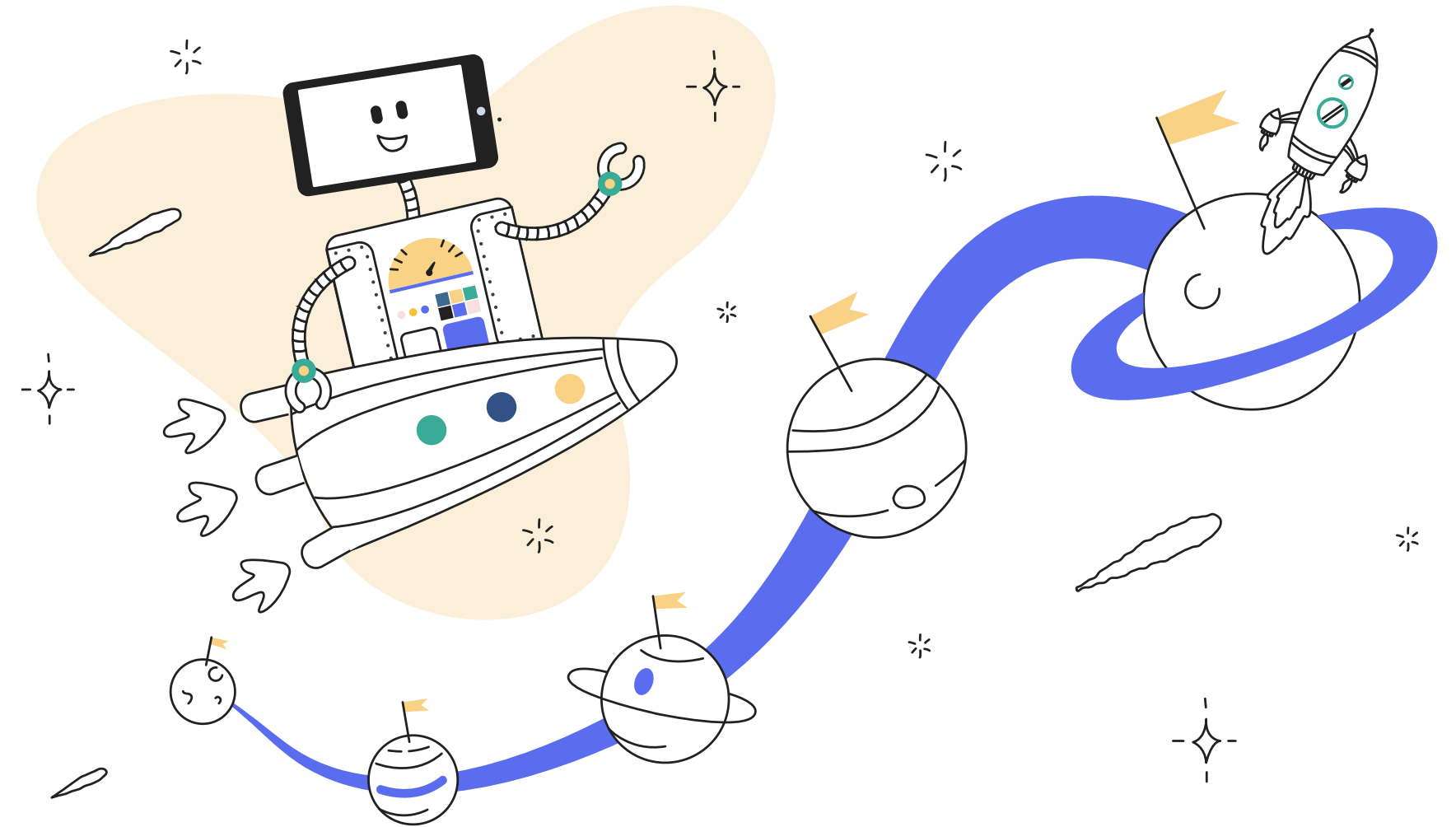
Tip 4

Sprinkle and track call-to-actions

Call-to-actions (CTAs) are touch points that a website visitor can click through to another page. This could be a contact page, landing page another page you want to push website traffic towards.

They are a vital element in progressing a prospect through their buyer's journey and ever further to becoming a customer.

- **Vary up your button copy**

  When sprinkling some CTAs throughout your homepage, vary up your button copy as well. Match it with the CTA in question as well as your tone of voice (TOV). Don't make every CTA read as "Learn more" and "Contact us".

- **End with a bang**

  It is also a website best practice to end your website pages with a CTA. Don't leave your visitors without an opportunity to interact with your business once they've digested your content.

- **Make use of your global header and footer**

  Another great position to add a CTA is in your header and footer. These two elements are present on almost every single page and can be used to have a CTA to the contact page, a book a demo landing page or a particular offer.
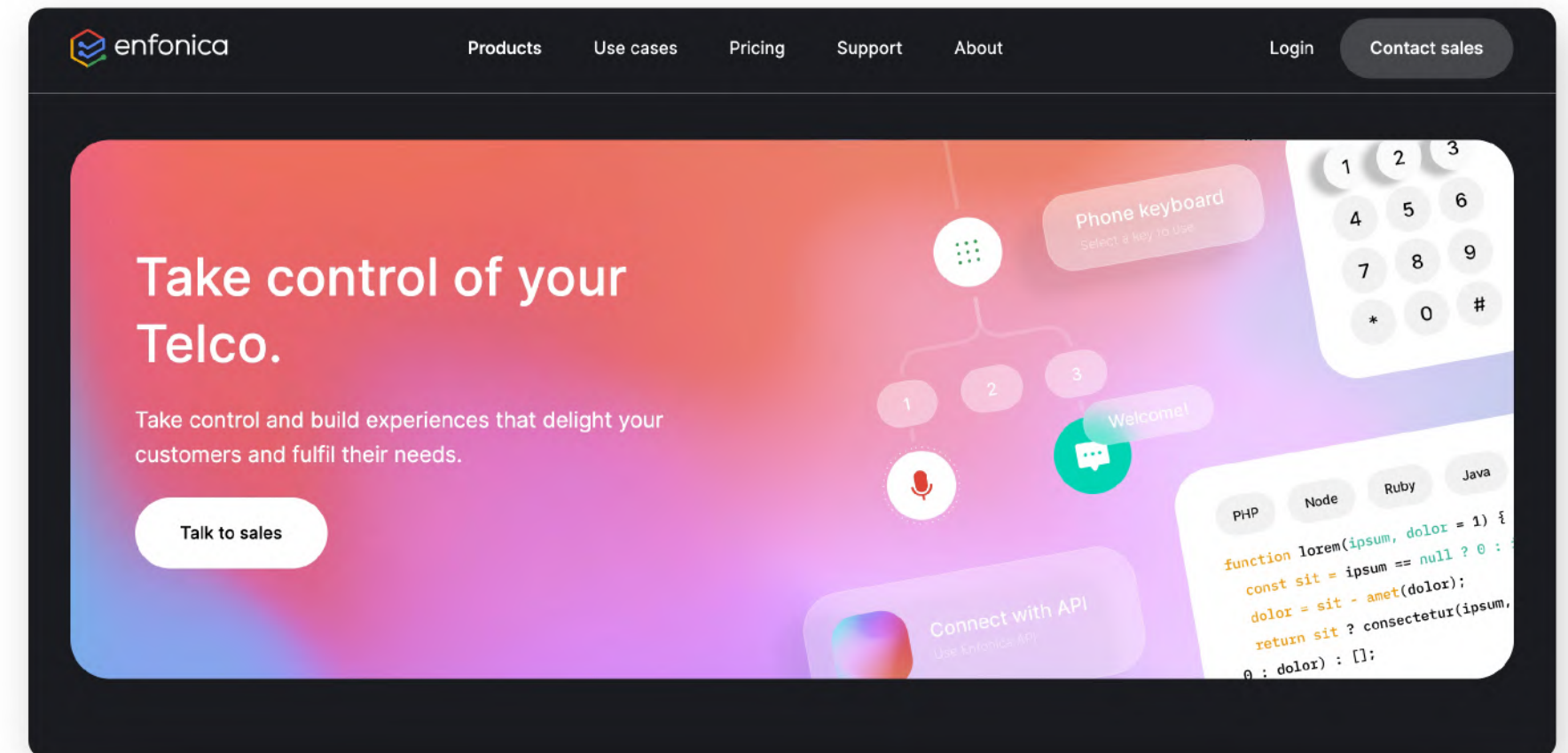
Enfonica have added a vibrant CTA at the bottom of their homepage that contrasts their dark themed website.

But a word of caution, the key word here is **'sprinkle'**.

Don't add too many CTAs on your homepage as it may make you appear too pushy.
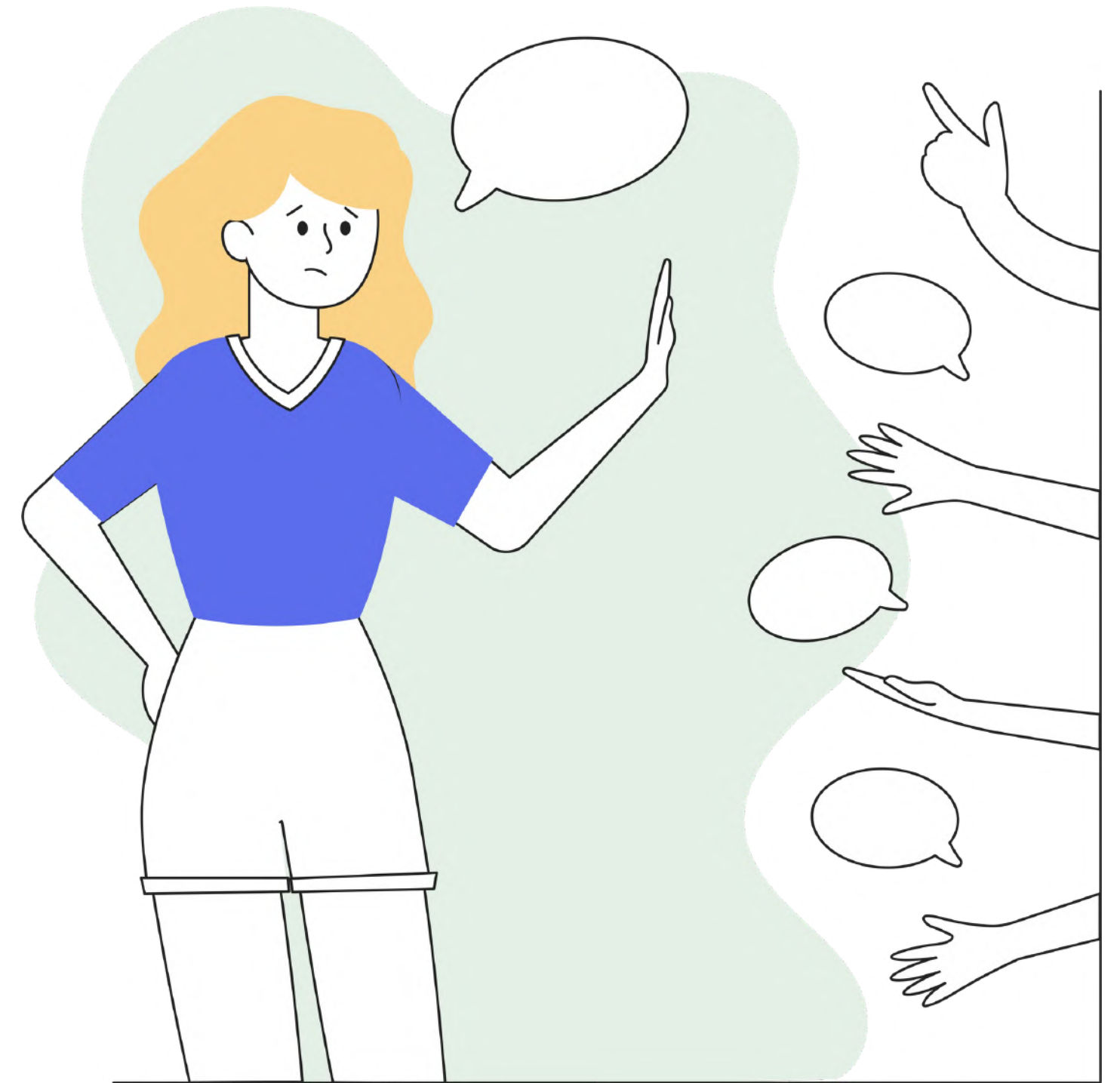
Pro Tip:

In a CMS like HubSpot, you can **track the analytical data of your CTAs and also A/B test multiple variants** to test their performance.

Change one thing between them, such as the content, style or layout and see which one performs best.

You could then select the winning variant and use that one moving forward as well as keep in mind what made it successful for future CTAs.

Ready to streamline your call centre operations?

Learn how to increase your efficiency through automation in our free guide.

I'm interested! >>

Empower your contact centre agents

Reduce call volume, simplify information gathering, and provide customers with a seamless experience, all through the power of automation.

Download the guide >>

Variant A **VS** **Variant B**

Pitch

Tip 5

Bin the slideshow carousel

If you have a slideshow carousel on your homepage, **consider removing it.**

Here's why...

- **They hide content from your visitors**
  This means they could be missing out on reading vital information about your business in order for them to make a purchasing decision.

- **They distract the visitor's attention**
  Visitors may be reading one slide but then it moves to the next which can cause them to not fully read what was said and causes unnecessary frustration to scroll back.

- **They affect page load times**
  Slideshow carousels load large images which can affect page performance in general, as the browser will have to load in all the images before showing the carousel.
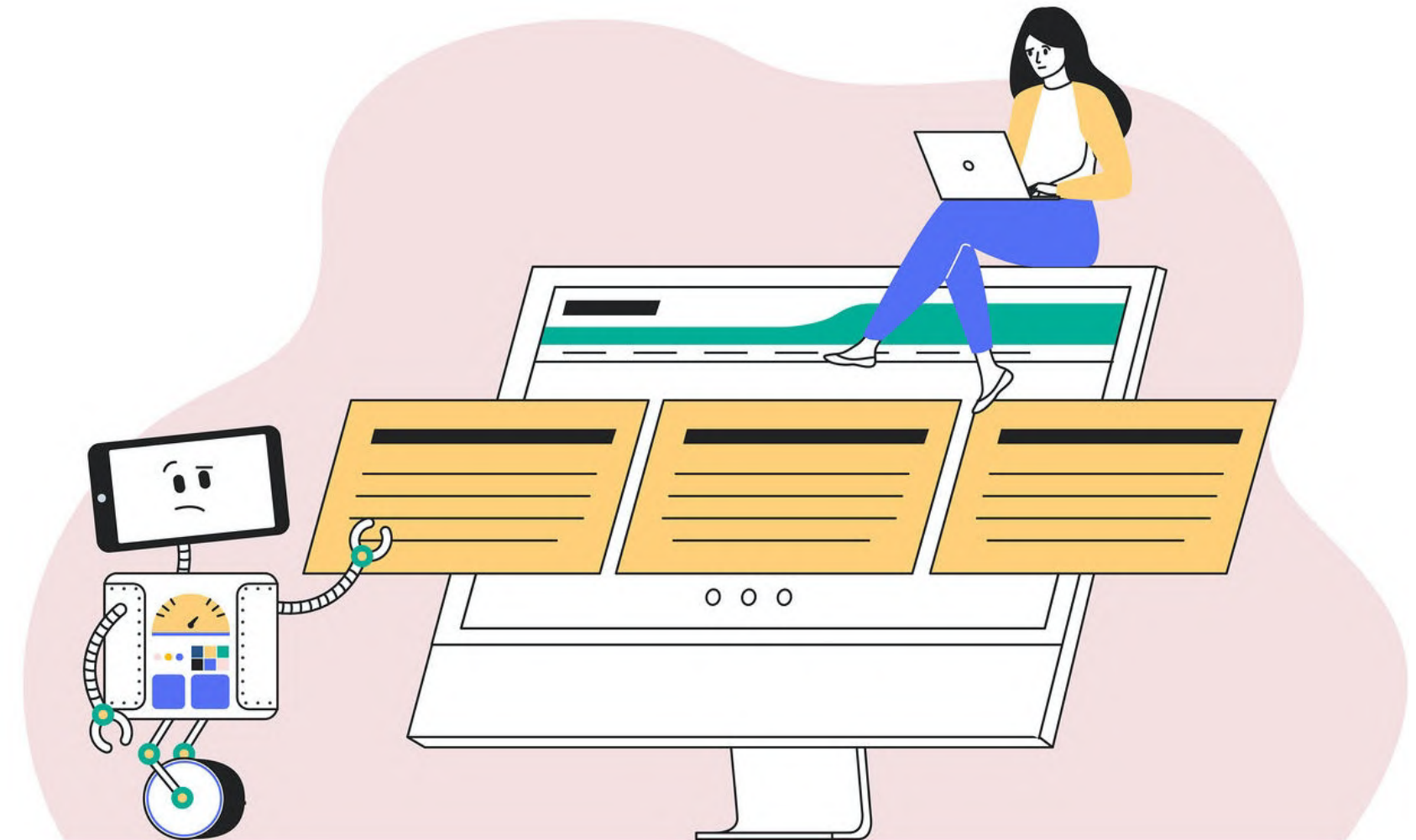
In general, the only carousel you show have on your homepage is **a testimonial carousel** and it shouldn't move automatically to the next.

Let the visitors flick through what people had to say.
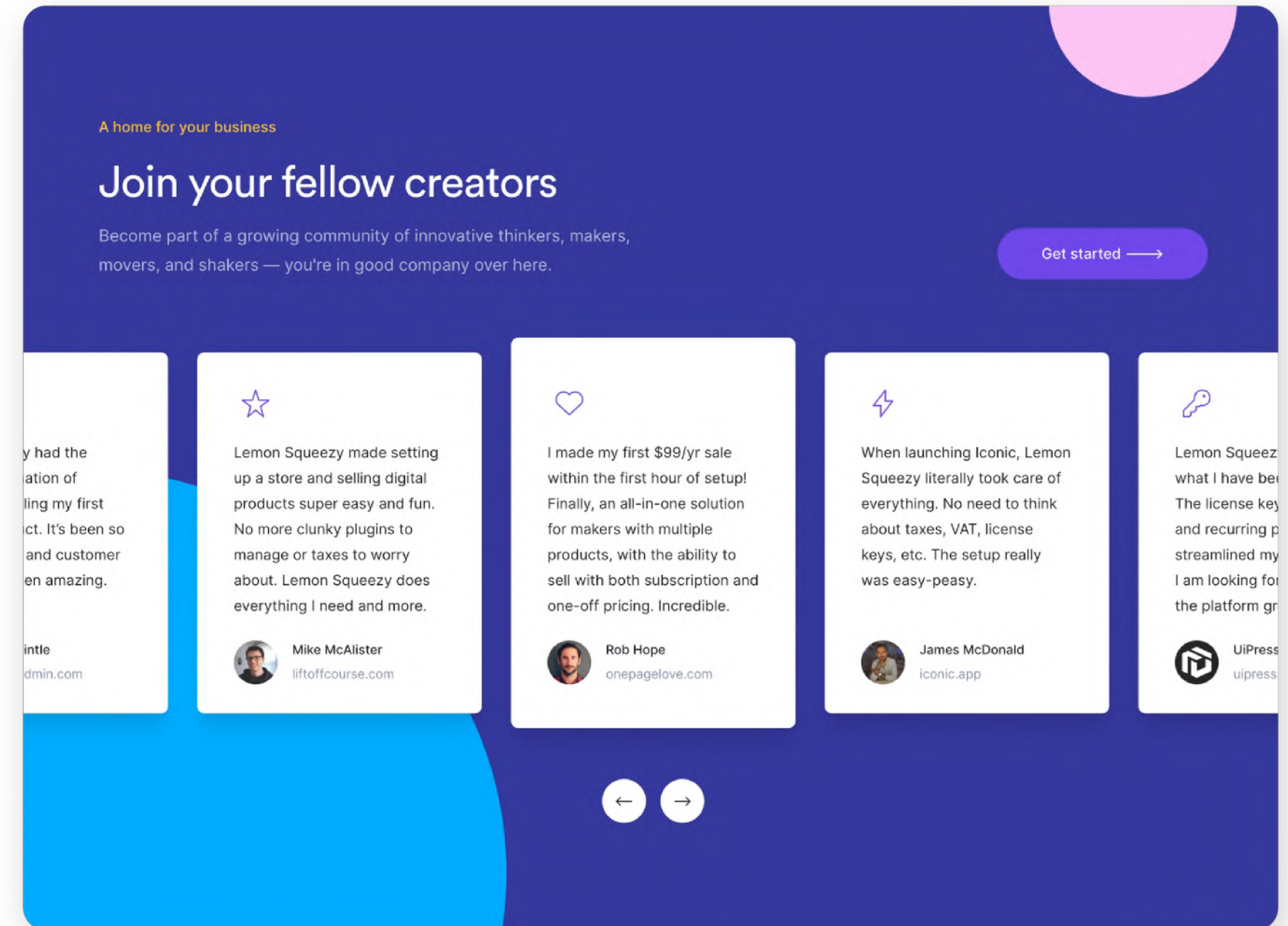
Lemon Squeezy has one carousel for their testimonials. They've enabled pagination to allow visitors to scroll though in their own time.
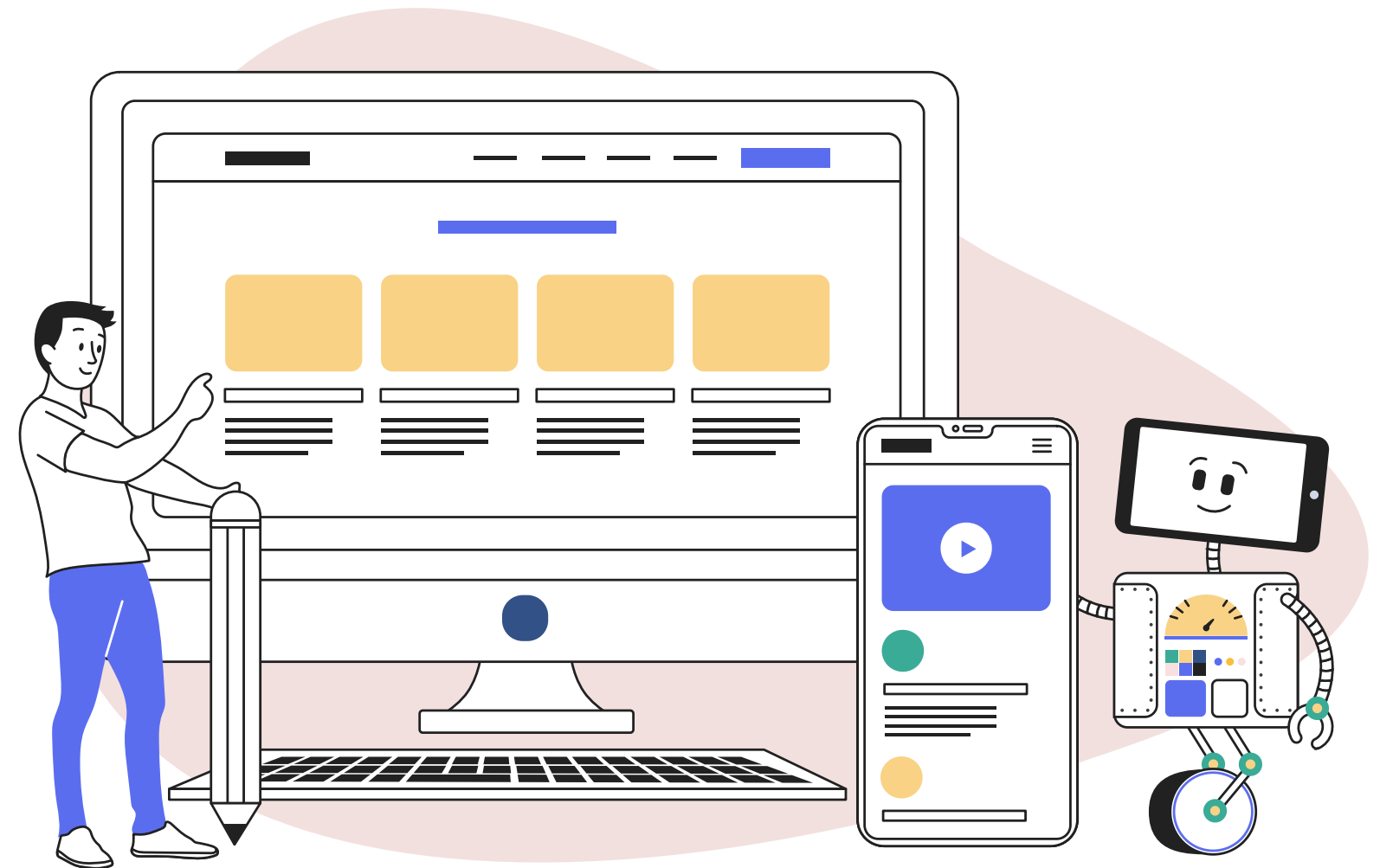
Tip 6

Keep the mobile user front of mind

As of May 2022, just **over 60% of website visits were made via a mobile device** in comparison to the 40% coming from desktop users worldwide.

With many people using their mobile devices more to browse the web, it is crucial that your website is suitable for mobile.

This where the term **mobile responsiveness** comes into play.

- **Make sure your site is responsive using media queries**
  Don't just add scroll bars for your users to pan around your website or even worse – scale down your entire homepage into a tiny version.

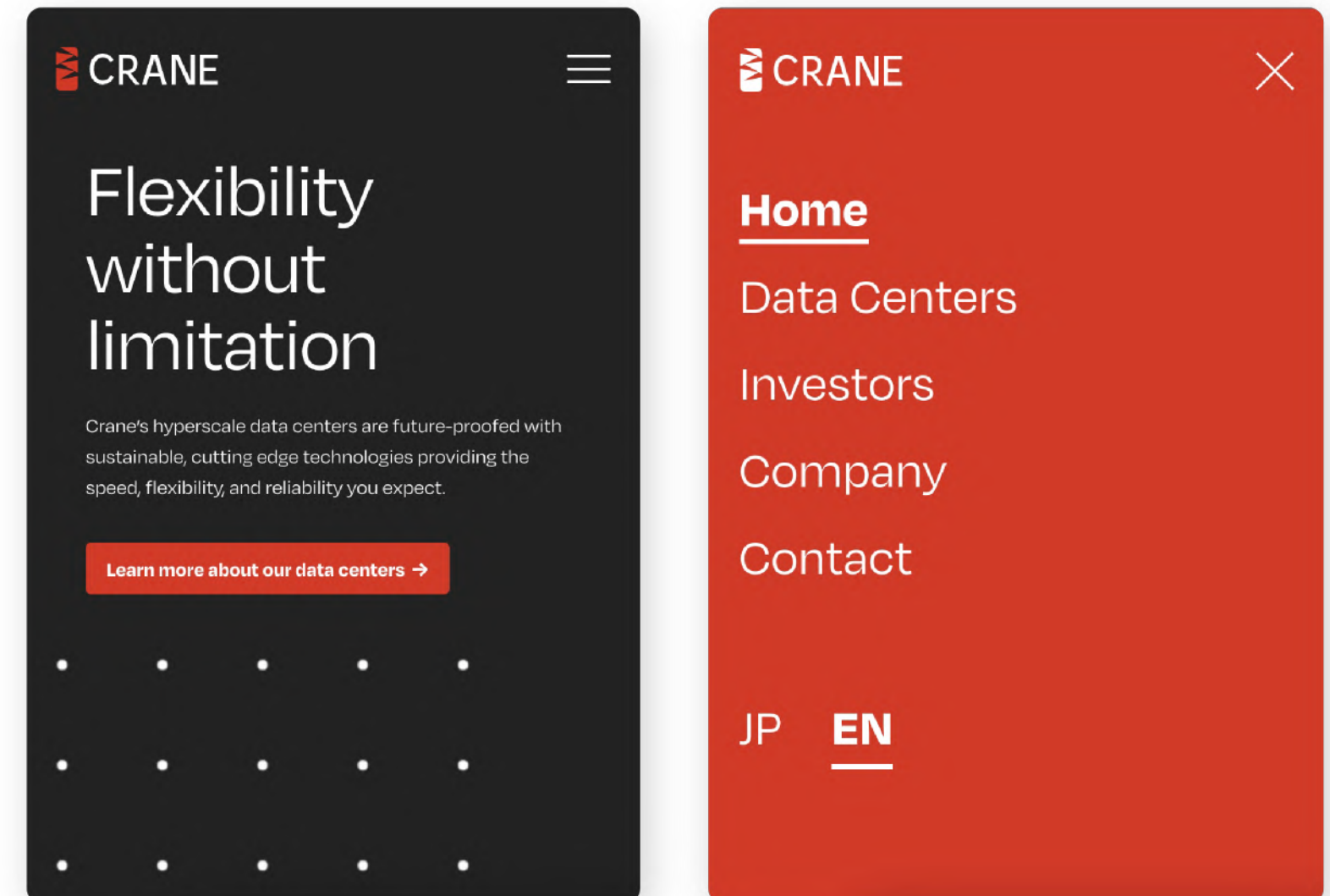- **Slim down your header navigation into a 'hamburger' menu for mobile devices**
  This avoid the header being cluttered and therefore easier to navigate on mobile devices.

- **Adjust your button to accommodate tapping**
  Make buttons and other interactive touch points slightly wider and taller to accommodate tapping with fingers and text should also scale down slightly for mobile.

- **Ensure all imagery is compressed and optimised for mobile**
  Large imagery can cause longer load times, which could increase people leaving your page before it even loads.

Crane has accommodated for mobile user by converting their header navigation into a hamburger menu on smaller screen sizes.

Pitch

Use pictures to say a thousand words

As the saying goes, a picture says a thousand words, but...

...is it a thousand words of what you wanted to say?

Too many B2B tech websites end up using very generic and abstract imagery without any context. Aim to have thought behind the imagery you add to your homepage and your website in general.

- **Unrelated imagery can do more damage than good.** Use imagery to strengthen or explain a concept, not hinder it.

- If the content is about your service or product, suggest using screenshots of the product or an image of a potential user that would use your service.

- Brand graphics may not say anything in particular, but they branch off the brand of your business and when used sparingly can reinforce your website design and make it more cohesive.
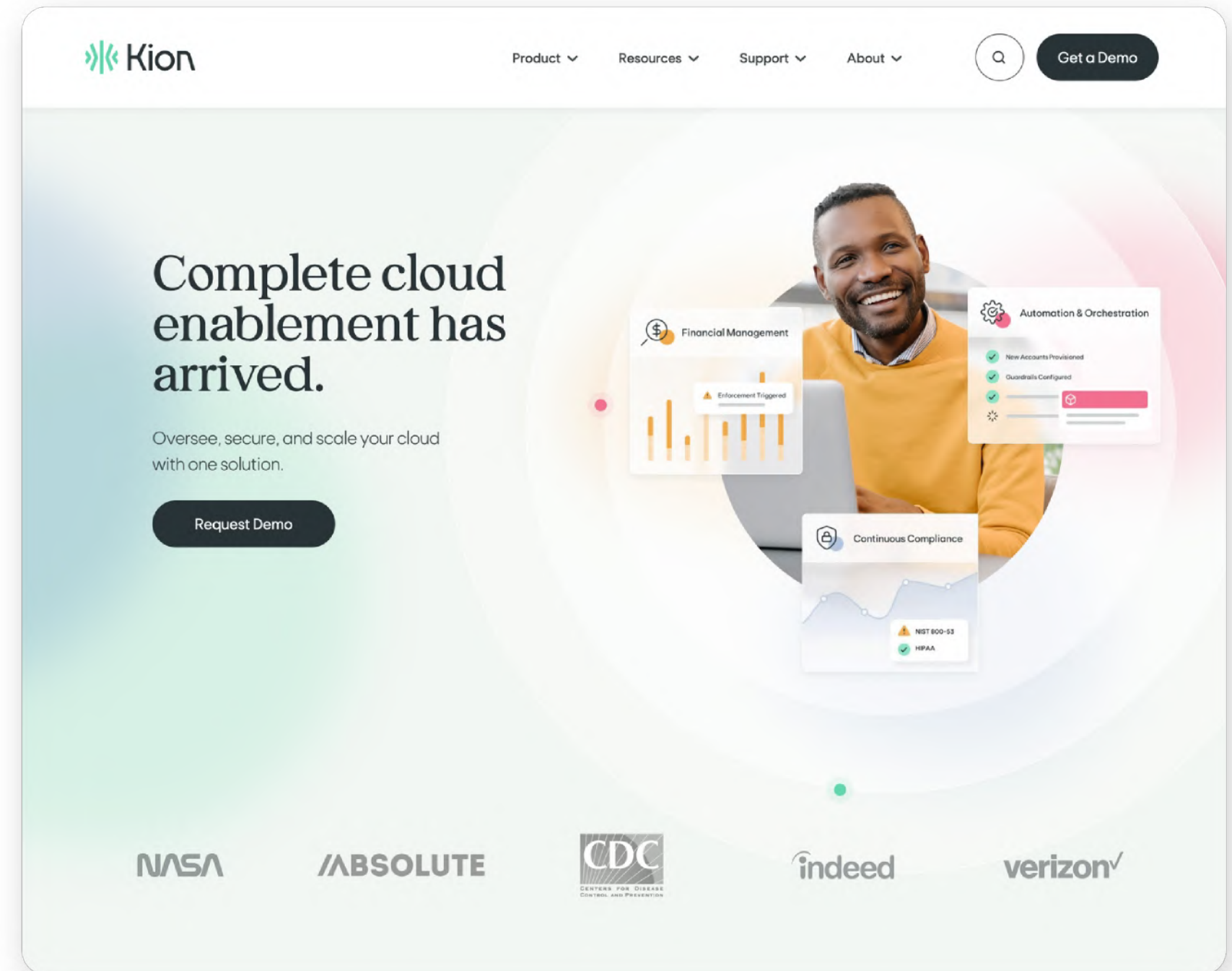

Kion uses illustrated dashboards of their products to reinforce what they do in a simple and digestible format.

Stock photography gets a bad name for being 'cheesy' and overly staged. But it isn't all bad. There are some simple ways to avoid this:

• If you are using images of people, match them to your personas: how old are they, what do they normally wear, what devices do they use?

• Try to find imagery that has captured a natural scene. No staring directly at the camera.

• Avoid using imagery with filters already applied to them. This can cause inconsistent imagery and make the pages feel disjointed.

Some helpful websites to get free stock photography from:
Unsplash, **Pexels**, **Freepik** and **Vecteezy**
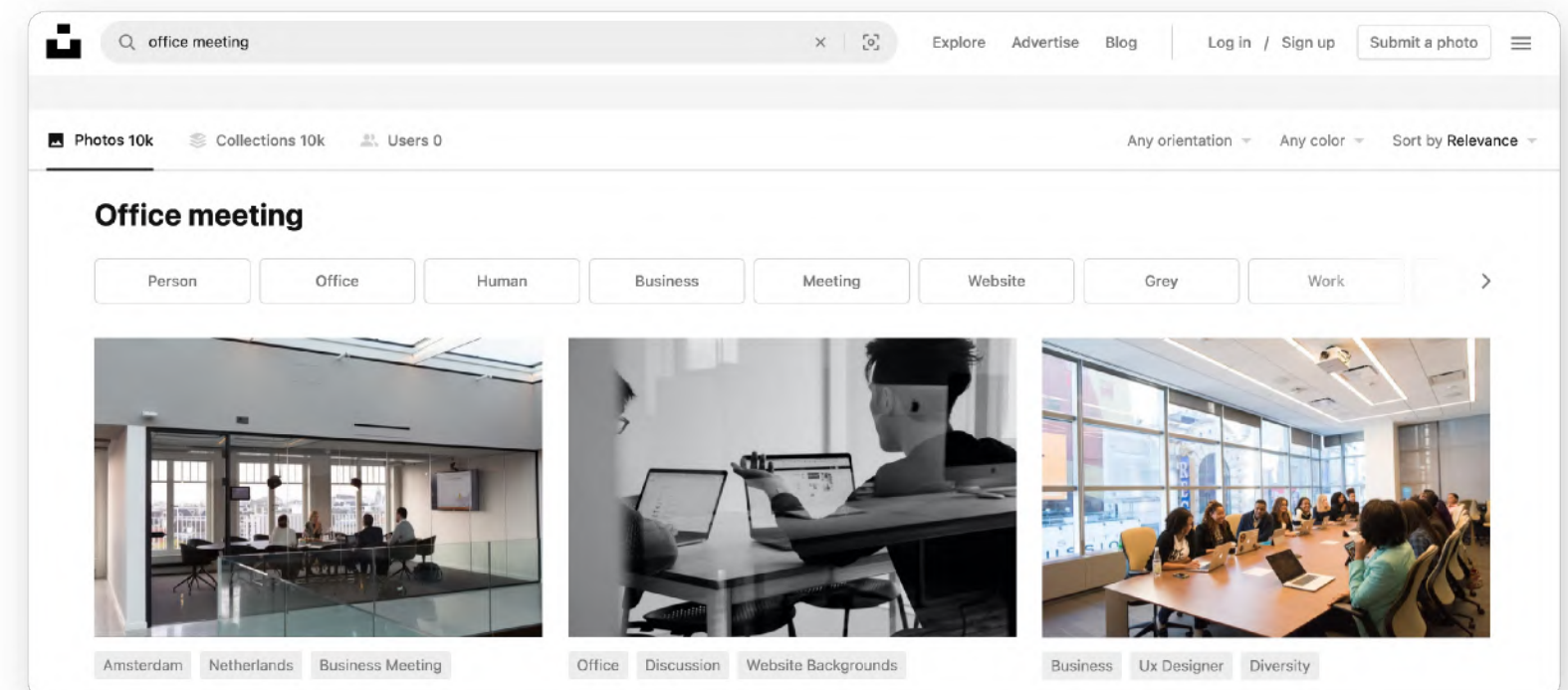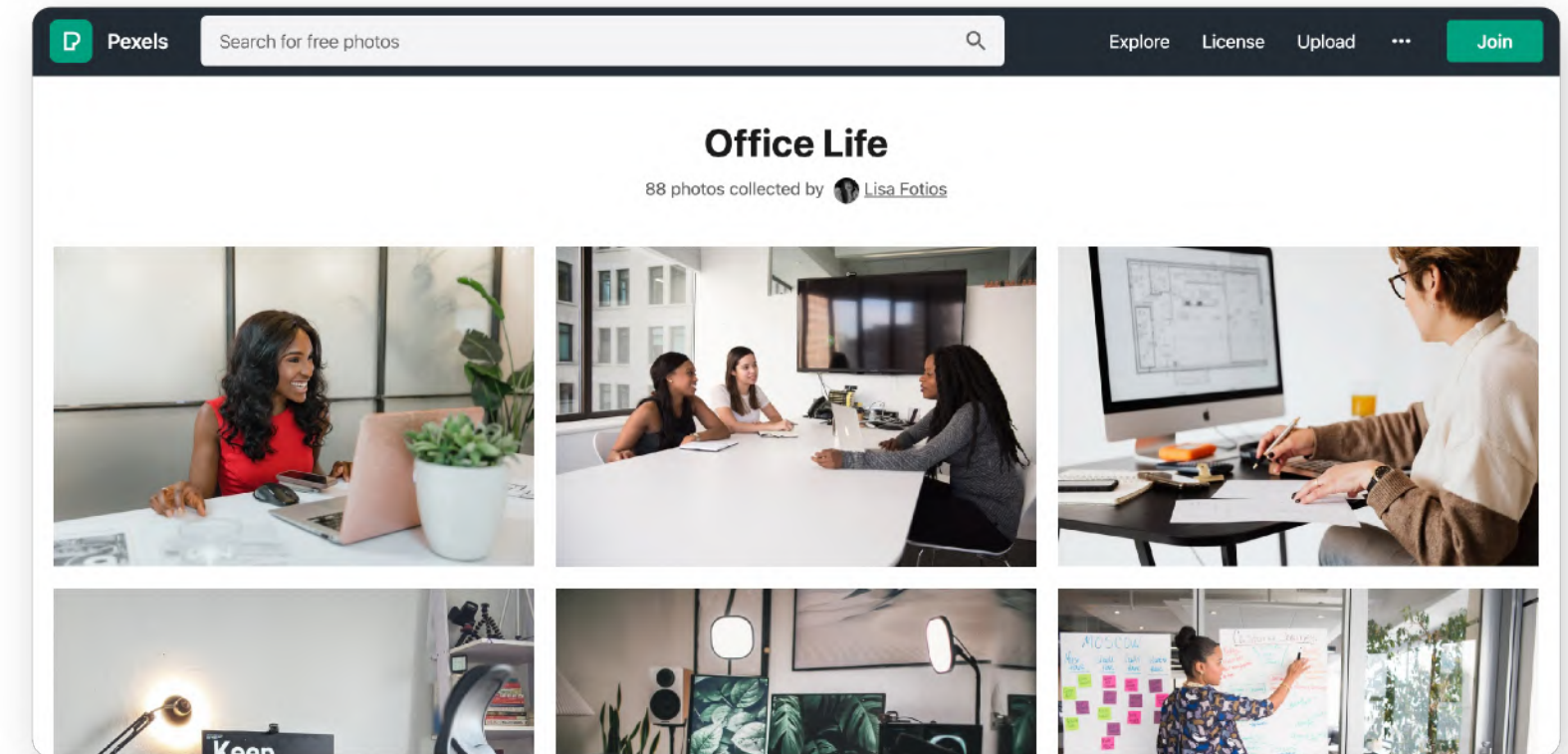
Try typing in keywords of objects/settings you want to see in your imagery. You can also find 'collections' of imagery to keep images consistent

Pro Tip:

Technology, in general, can come off as very cold at times.

If you want to humanise your business and make it more welcoming, **add more warm imagery of people** that would be your ideal prospect.

You are more likely to develop that human connection with them - people like to be around people that are similar to them.
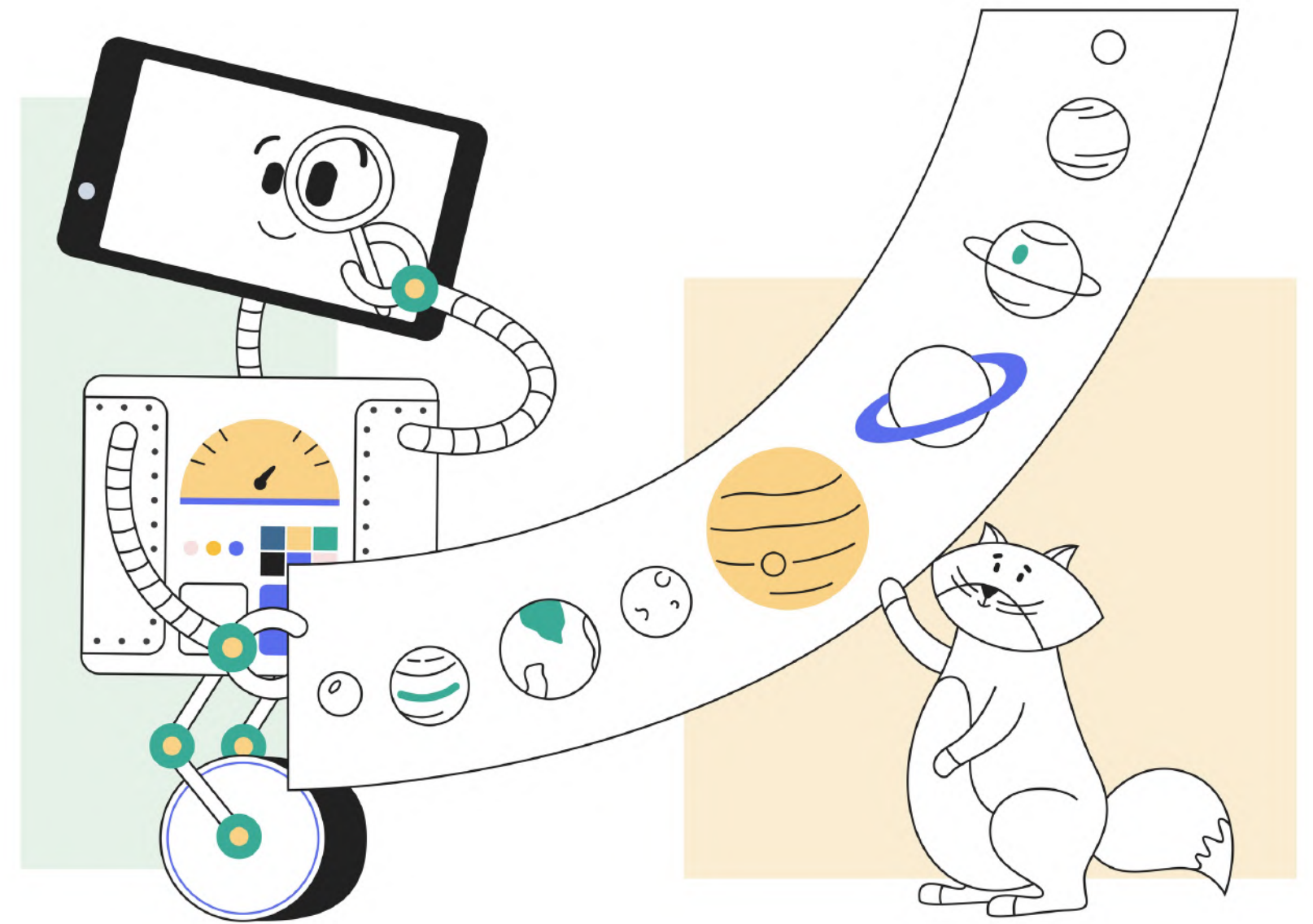
Tip 8

Look at your competitors homepages and deviate

If you want to stand out in your industry, take a hard long look at your competitors websites and see how they are presenting their homepage.

If their is a running theme between them, ask yourself:

- **Why have they all presented it in this way?**

- **Is there another way this content could be presented?**

An example could be that all your competitor homepages are using using photographs.

Could you use **custom illustrations** to provide the same context, solidify your brand and therefore differentiate from your competitors in this way?
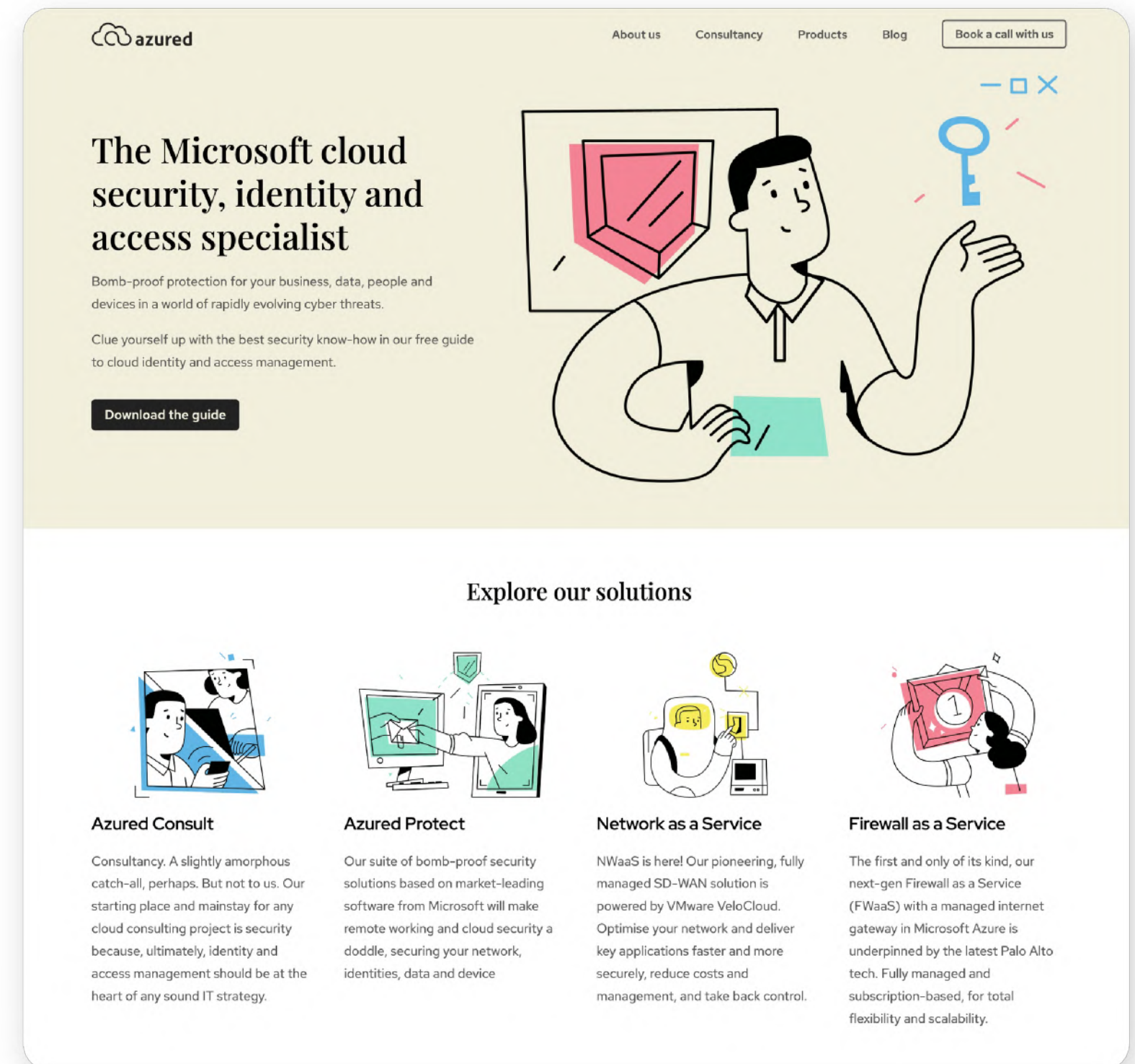

One of our clients, Azured, requested custom illustrations to stand out from the generic, abstract imagery they found their cloud competitors used.

But a word of caution, **don't get tied up in website design trends**.

Something that is deemed trendy can become outdated very quickly and fall flat. There is also the chance that you can deviate too far from what is deemed 'acceptable' in your industry and push away potential prospects.

- For example a magazine-esk website might not fit well for a B2B tech company.

If you ever get stuck on the look and feel of your website, suggest getting in contact with a website designer or agency to give you guidance on what would work best for you.
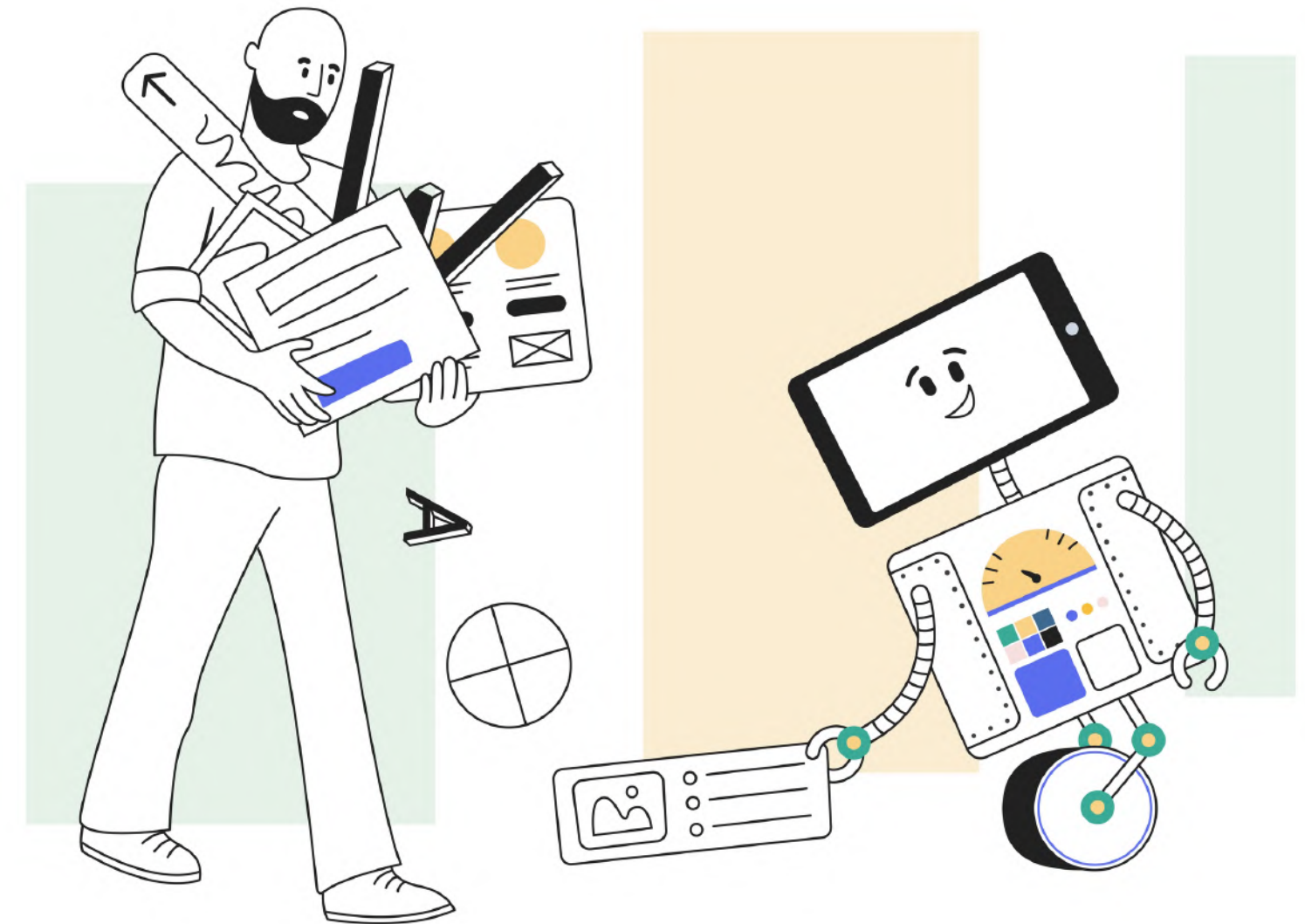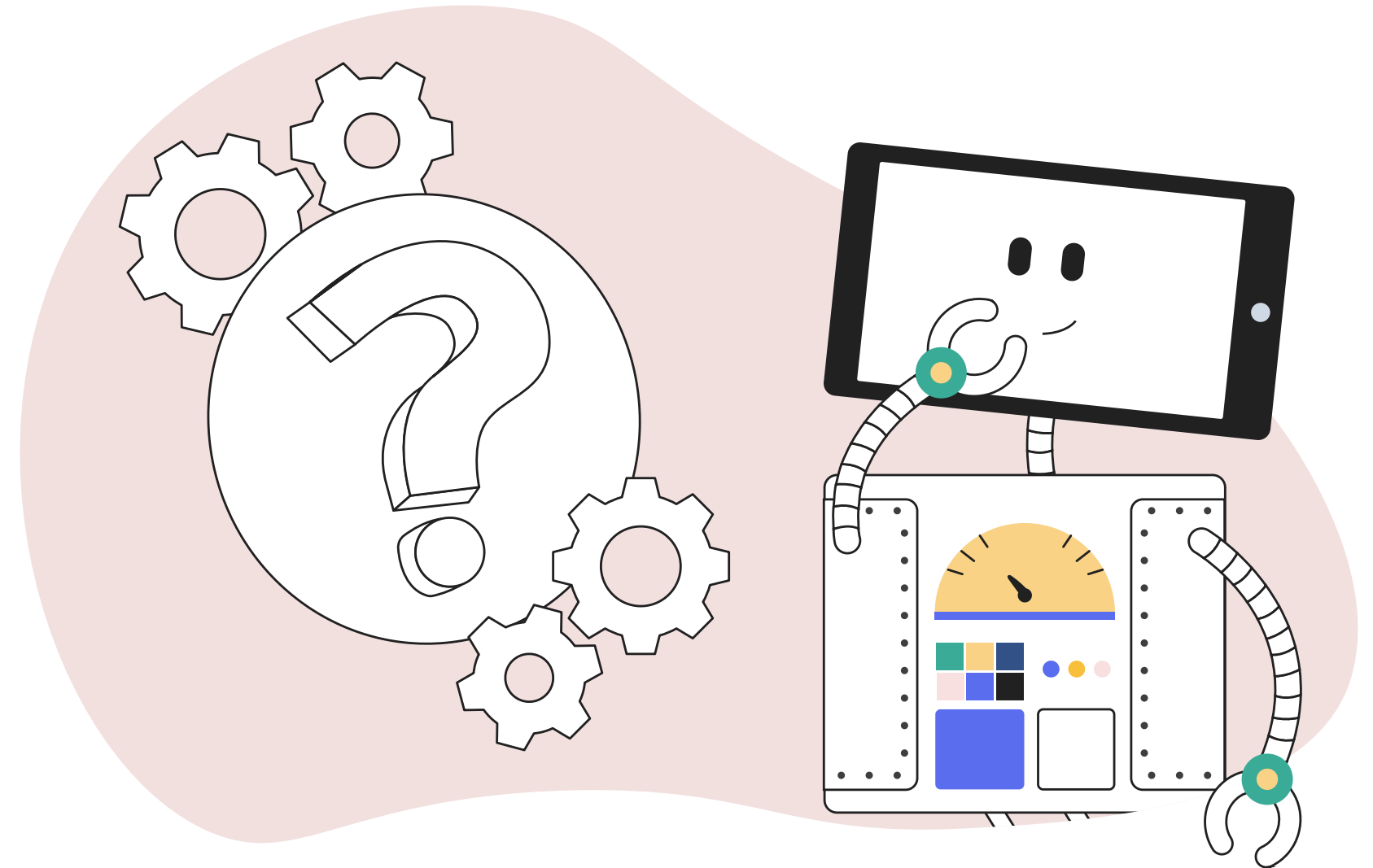
Tip 9

Add social proof

Imagine you are buying a new product that you've never used before. **What would you normally do?**

- Buy it without getting confirmation on whether the product is good for my issue.

- Look at the product reviews to see what other people like you thought about it and if you agree, buy it.

★★★★☆

Great product!

John Doe

★★★★★

I loved this, highly recommend!

Jane Smith

★★★★☆

Very intuitive and easy to use

Adam Peters

In most cases, you would probably look at the product reviews to confirm it is good and fits your needs.

This is a form of **social proof**.

Pitch

As humans, we are compelled to find out what others like us think about something before we make a purchase. This is to avoid any risks associated with it and be confident that it is worth investing into.

In the context of B2B, we normally associate social proof in the form of **client testimonials, case studies and logos for accreditations, partners and clients**.

These forms of social proof also double-up as ways to develop credibility and trust with prospects.
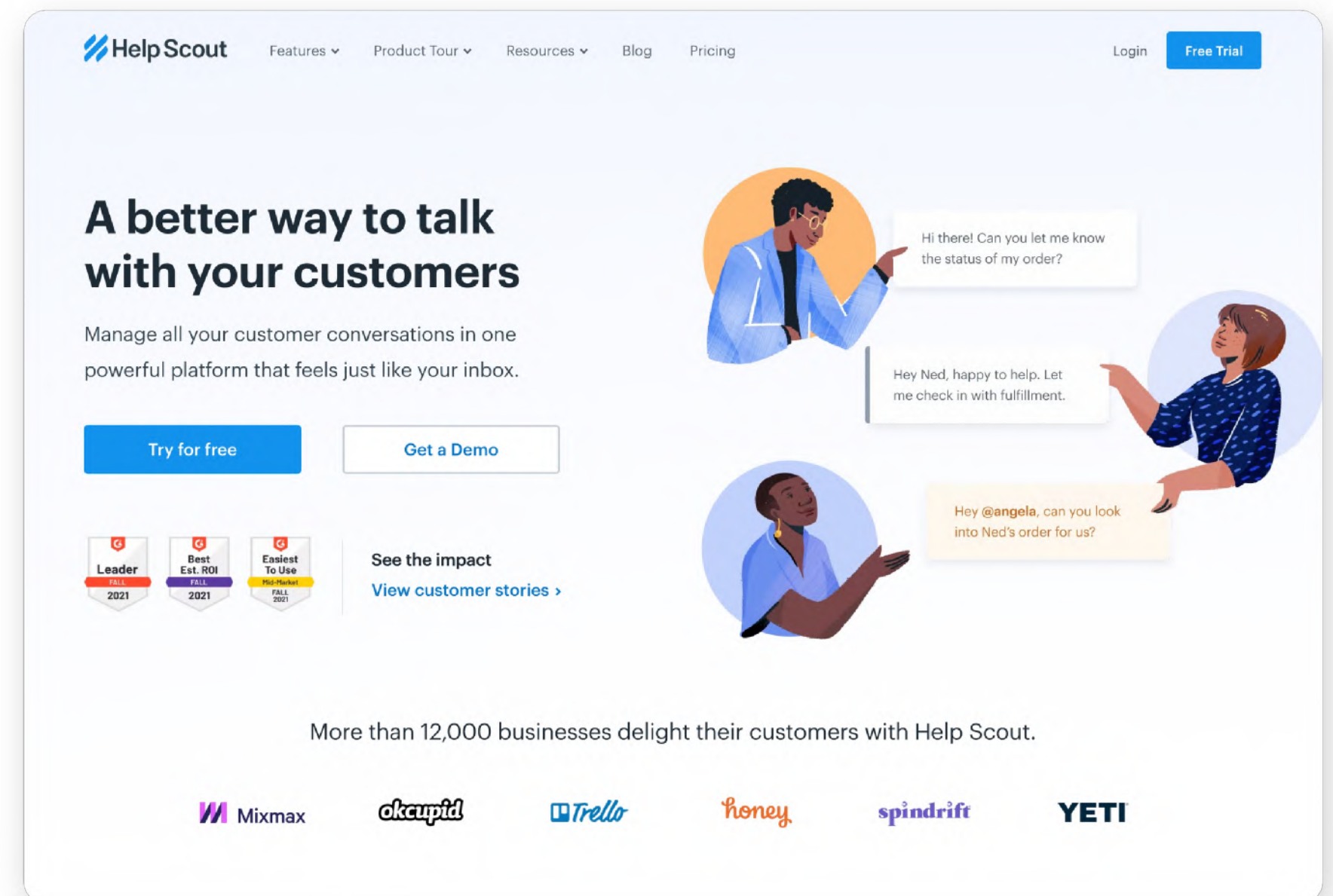
Help Scout uses social proof in their homepage hero, in the form of accreditation logo and client logos to build up trust from the get go.

Tip 10

Promote your content

If you have a blog and are not promoting it on your homepage - **add a section showcasing your most recent posts as soon as you can!**

Content published by you is a great way of showcasing yourself as a leader in your industry and help build up credibility and trust with your prospects.
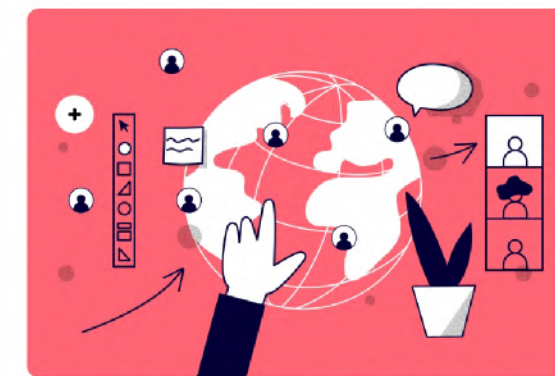
Resources

Buyer's Guide

Get best practices and interactive comparison tools to identify the best whiteboard tool for you.

Download the ebook →

Collaboration tips for enterprise teams

Create a single source of truth by streamlining tools and practices.

Read the article →

Hybrid collaboration field guide

Explore templates and step-by-step guides to prepare for hybrid work.

Read the guide →

Miro does a fantastic job of not only promoting their content but also branding it with their custom illustrations and colour schemes.

It also can be a great way for visitors to delve into your content and further guide them through the inbound methodology and their stage in the cycle.

Content that fits this category could be **blog posts, webinars, guides, whitepapers or eBooks**.

Tip 11

Add embedded interactivity

Embedded interactivity can come in many forms but the most commonly used ones are **interactive calculators, embedded tools or product/service selectors.**

They are great ways to encourage your visitors to interact with your business/industry in a personalised manner, where they can input their preferences and receive a useful result.

It is rare to see this implemented on most websites, but they can be a **huge opportunity** if your business can utilise it.

Obviously AI has an embedded calculator on their homepage to help educate visitors on how their products and services save them time.

Here's an example from **RACO**, *where we designed and built them a product selector using Typeform*

Pitch

Typeform

A tool we recommend using to get started is **Typeform**.

You can build out a set of questions to ask a visitor and provide them with a tailored recommendation at the end. Then, you can set up the logic depending on which questions are answered and then copy the embed code to add to your homepage.
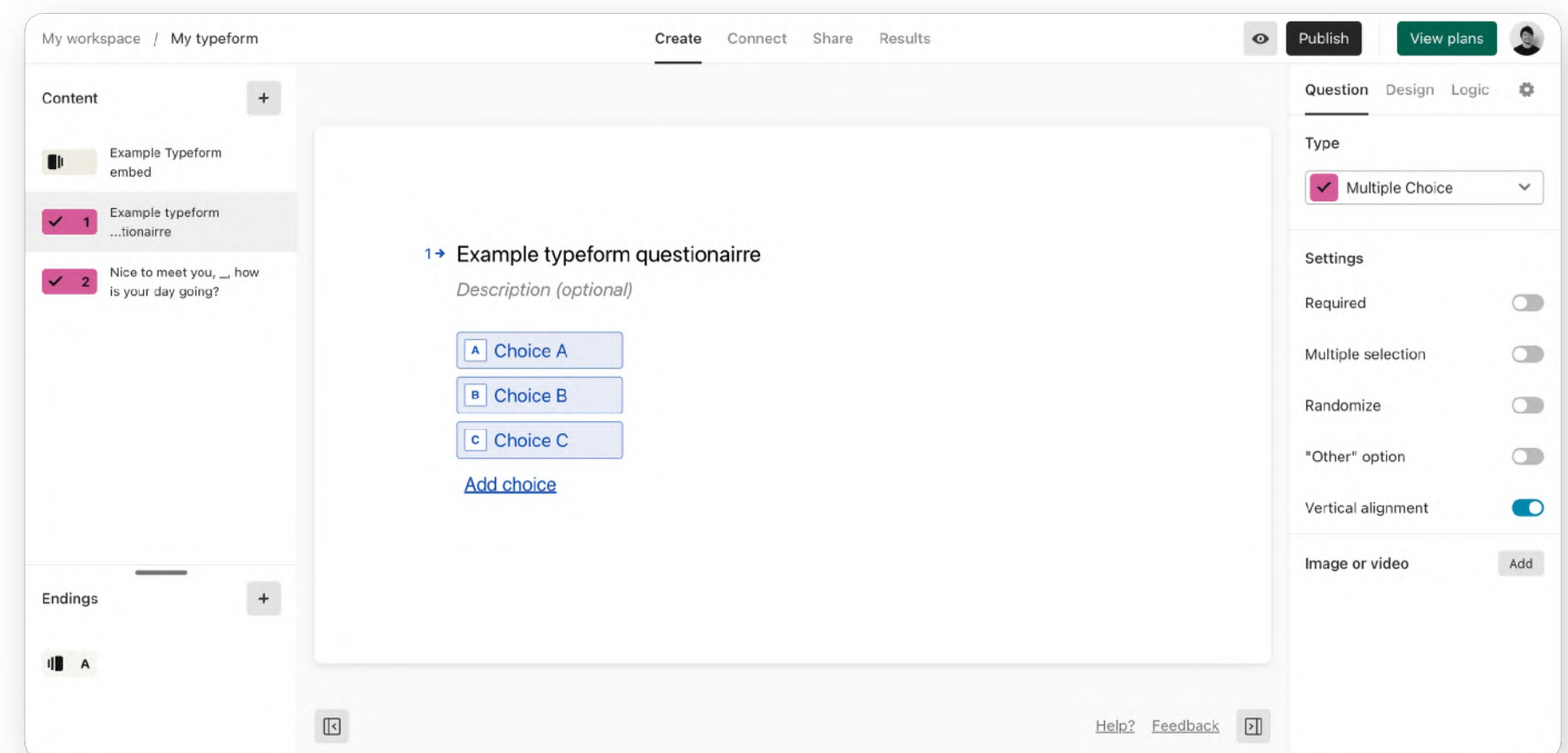

In Typeform you can create slides for questions, create logic to filter visitors to different pages and embed it on your homepage.

Pro Tip:

Once a visitor starts answering questions and filling out details they become invested in finding out the result.

You could provide a form for them to enter in some details to receive the result via email to pass onto their peers.

This can be **a great way of capturing potential leads** who are interested in your business.
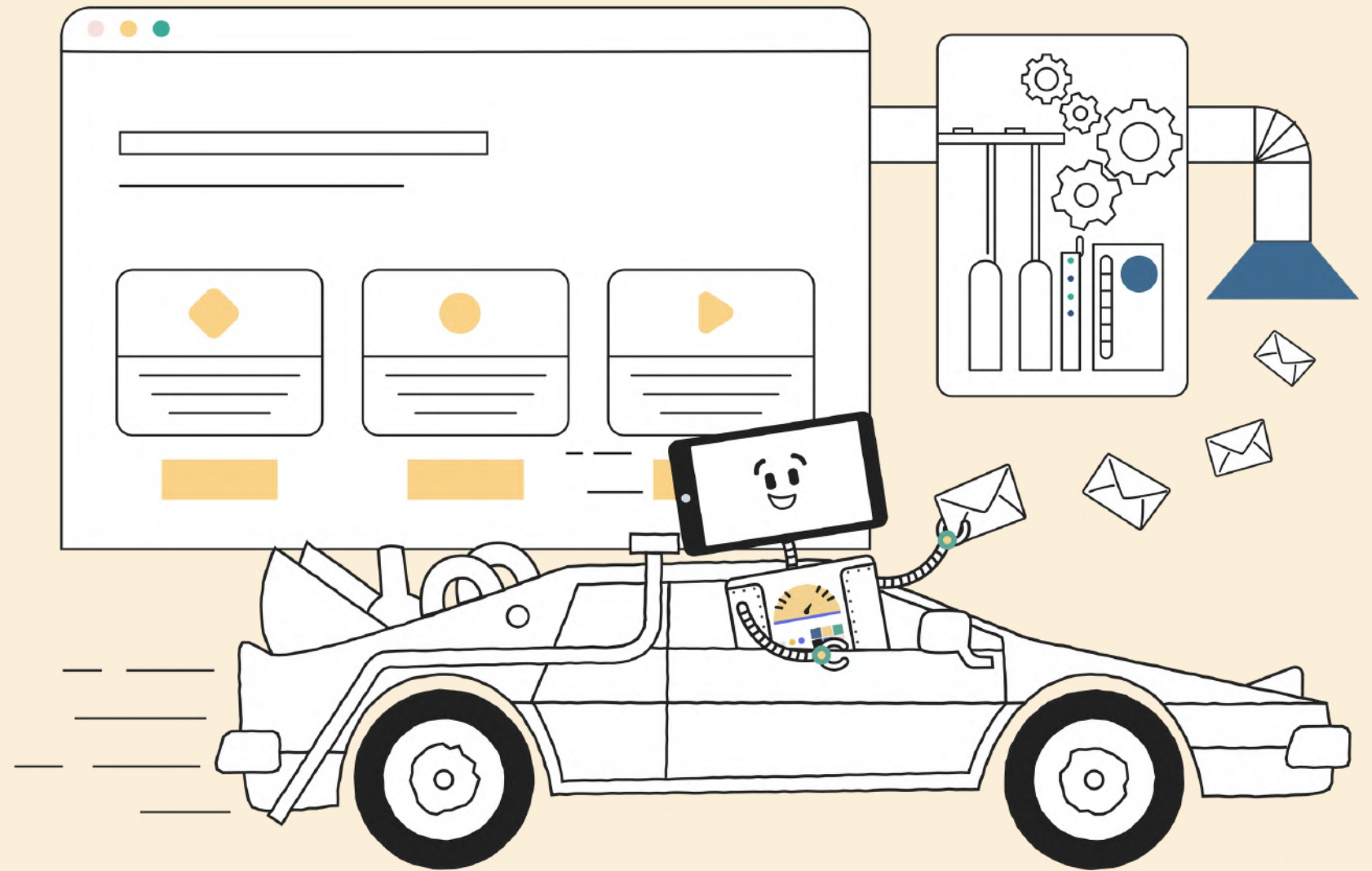
Tip 12

Use animations sparingly and with a purpose

Website animations can look cool, but in most cases they are used way too much and can impact the user experience **heavily**:

- Too much animation can end up being disorienting for a visitor as they are using your website and can end up being more of a frustration than a delight.

- Animations can also be distracting, which can take your visitors gaze of the important content/offer you are promoting for your business.
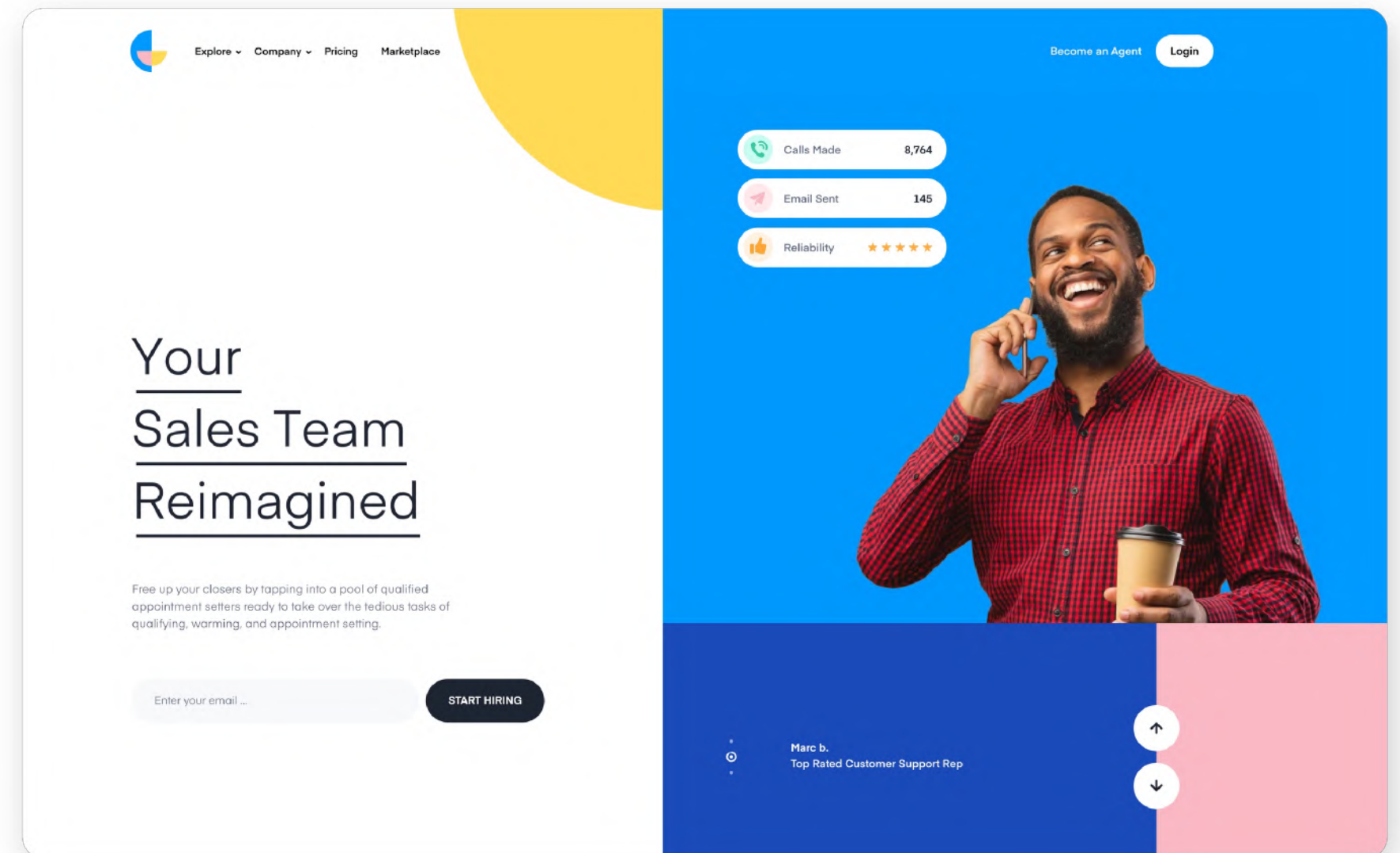
Overpass *has a great brand, but their website is very over animated, causing a lot of distractions. If they removed the unnecessary animations, there would be more focus on the content.*

As a rule of thumb, **only add animations that improve the user experience and make your interactions more intuitive to use**.

It could be to show if something is clickable or interactive like a button hover. This is the best way to reduce the appetite to make everything animated, keep things clean and provide a smooth user experience.
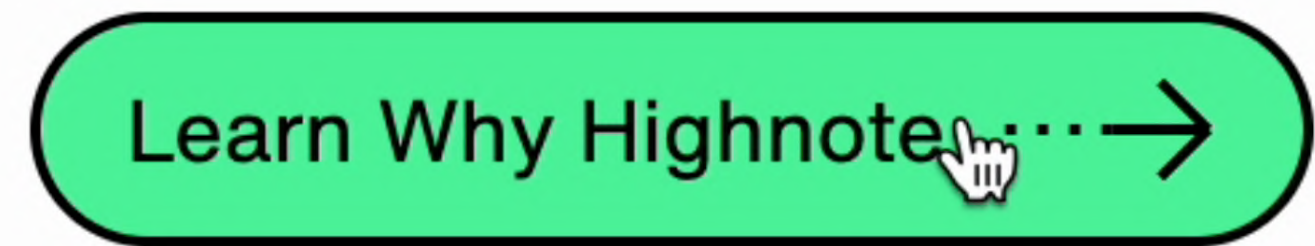
So, to recap...

12 tips for B2B tech homepages

1. Design your hero around your value proposition

2. Use your homepage as a 'hub' for main pages

3. Layout your copy into legible, digestible chunks

4. Sprinkle and track call-to-actions

5. Bin the slideshow carousel

6. Keep the mobile user front of mind

7. Use pictures to say a thousand words

8. Look at your competitors homepages and deviate

9. Add social proof

10. Promote your content

11. Add embedded interactivity

12. Use animations sparingly and with a purpose

Pitch

Thank you

Any questions?