9 TIPS

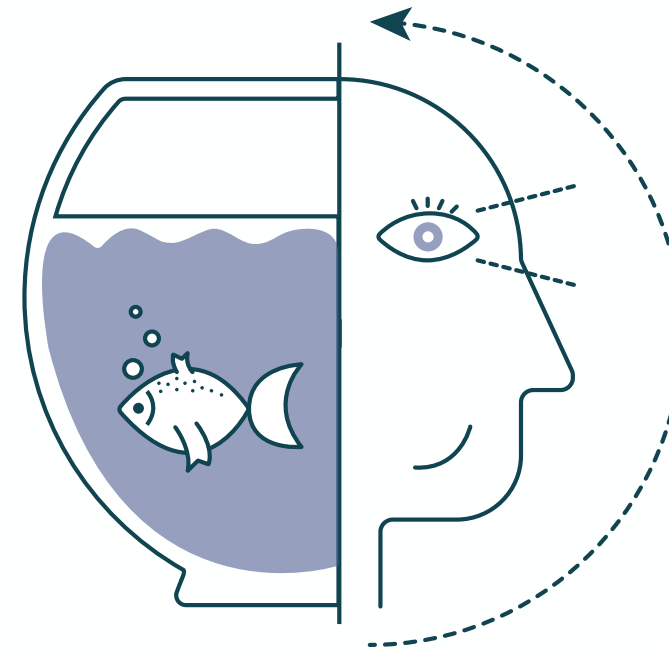## To Optimize Your SaaS Website Homepage

Insights by WebEngage

01 Ensure users scroll beyond the fold

02 Flaunt your product dashboard

03 Give users a prominent CTA

04 Videos work wonders on homepage

05 Differentiate with a tagline that resonates

06 Include trust building elements on homepage

07 Keep your content valuable. Always

08 Make contact information noticeable

09 Make good use of your homepage footer

Did you know?
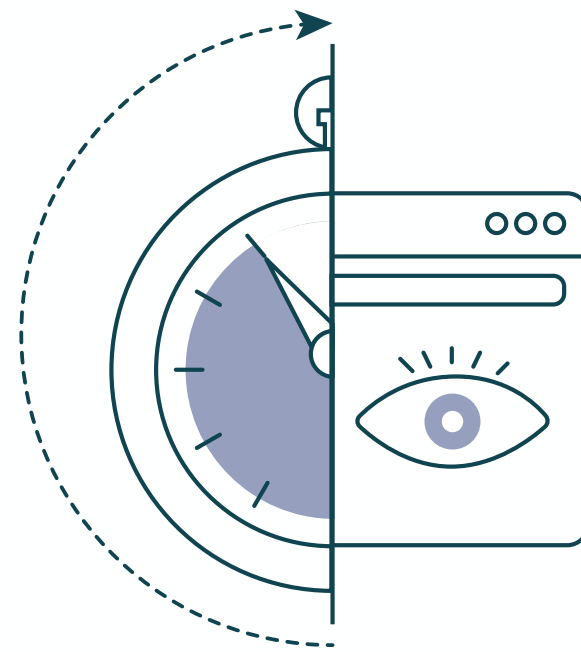
50ms
is the maximum time a website has **to make an impression** on the user

8secs
is the **average human attention span** which is 1 sec less than the attention span of gold fish

If users judge your website that quickly, it is high time you optimize the page spearheading your site i.e. **The Homepage**

Let's look at some of the
Important pointers to optimize your SaaS Homepage

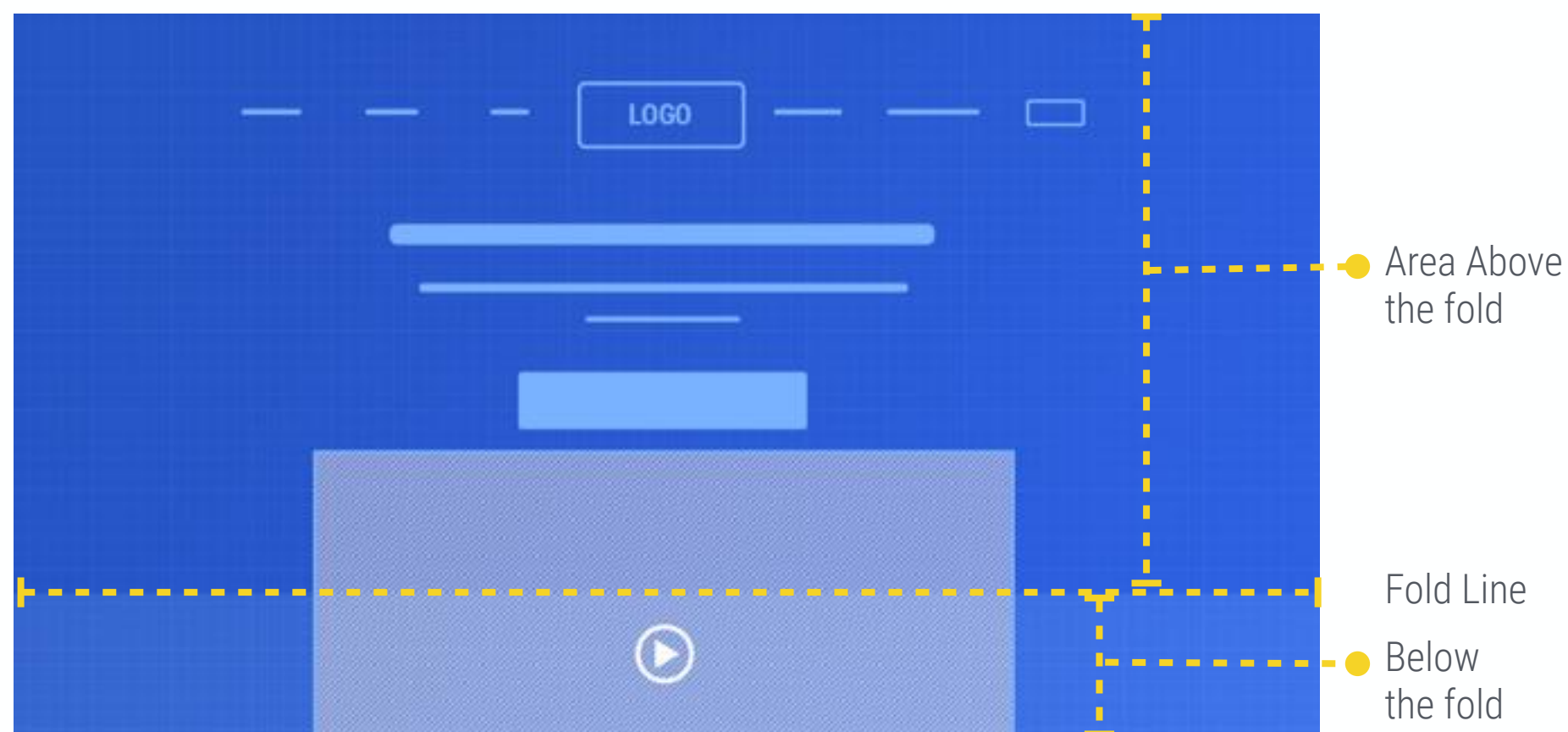# 1. Ensure users scroll beyond the fold
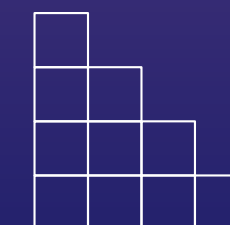
1

Users don't scroll beyond the fold

A fold is an **area that is visible without scrolling** down a web page.

Area Above the fold

Fold Line

Below the fold

84%

Users interact positively only to content above the fold than content below the fold.(source)

102%

Elements above the fold are seen more - The 100 pixels just above the fold were viewed 102% more than the 100 pixels just below the fold.(source)
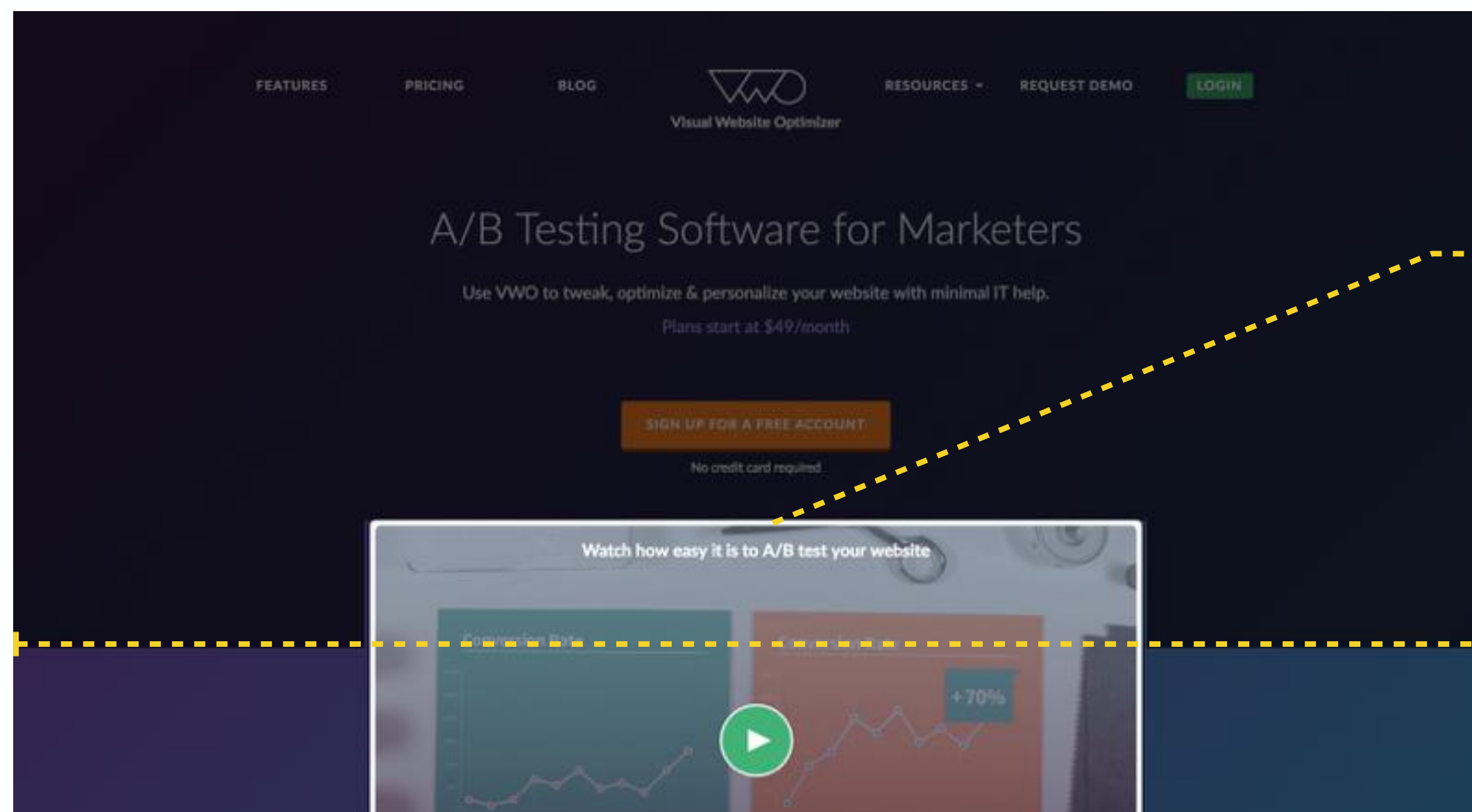
How do you make **users scroll?**

1

Users scroll for a purpose, give it to them

Place elements with valuable information that begin above the fold and ends below.

e.g.: Visual Website Optimizer Provides a play button below the fold as an incentive to scroll

e.g. **VWO** encourages users to explore further by placing the video element that starts 'above the fold' and continues below it.
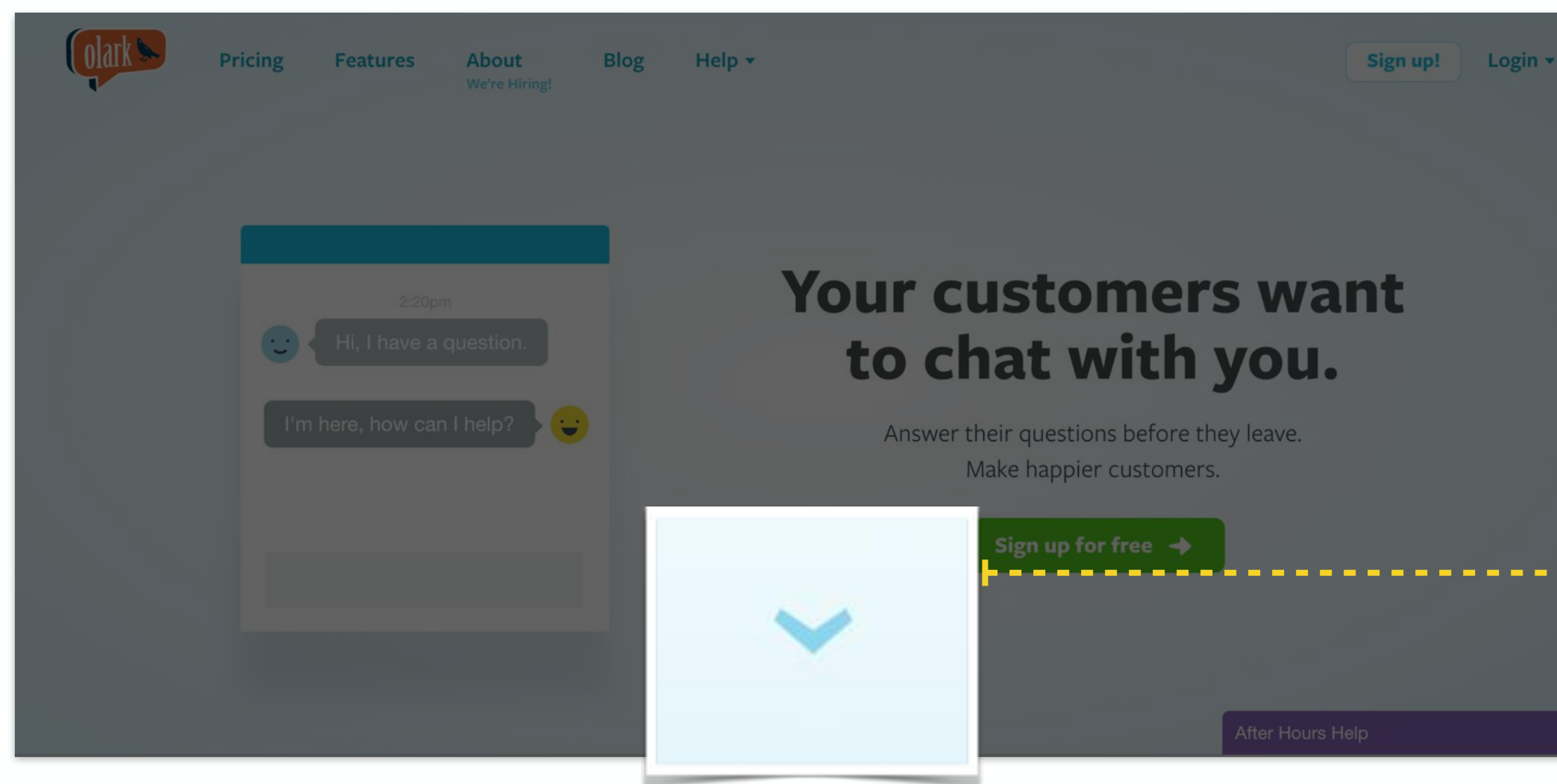
Fold ends here

1

Ensure users scroll beyond the fold

Provide a clear sign to inspire users to scroll more

Some designs show content to the full height of the fold this can create "**false floors" that make users think they've seen the full page of content**. To counter this **provide a clear sign to encourage users to scroll more**

e.g. **Olark** uses icon pointing downwards to attract the users attention to below the fold
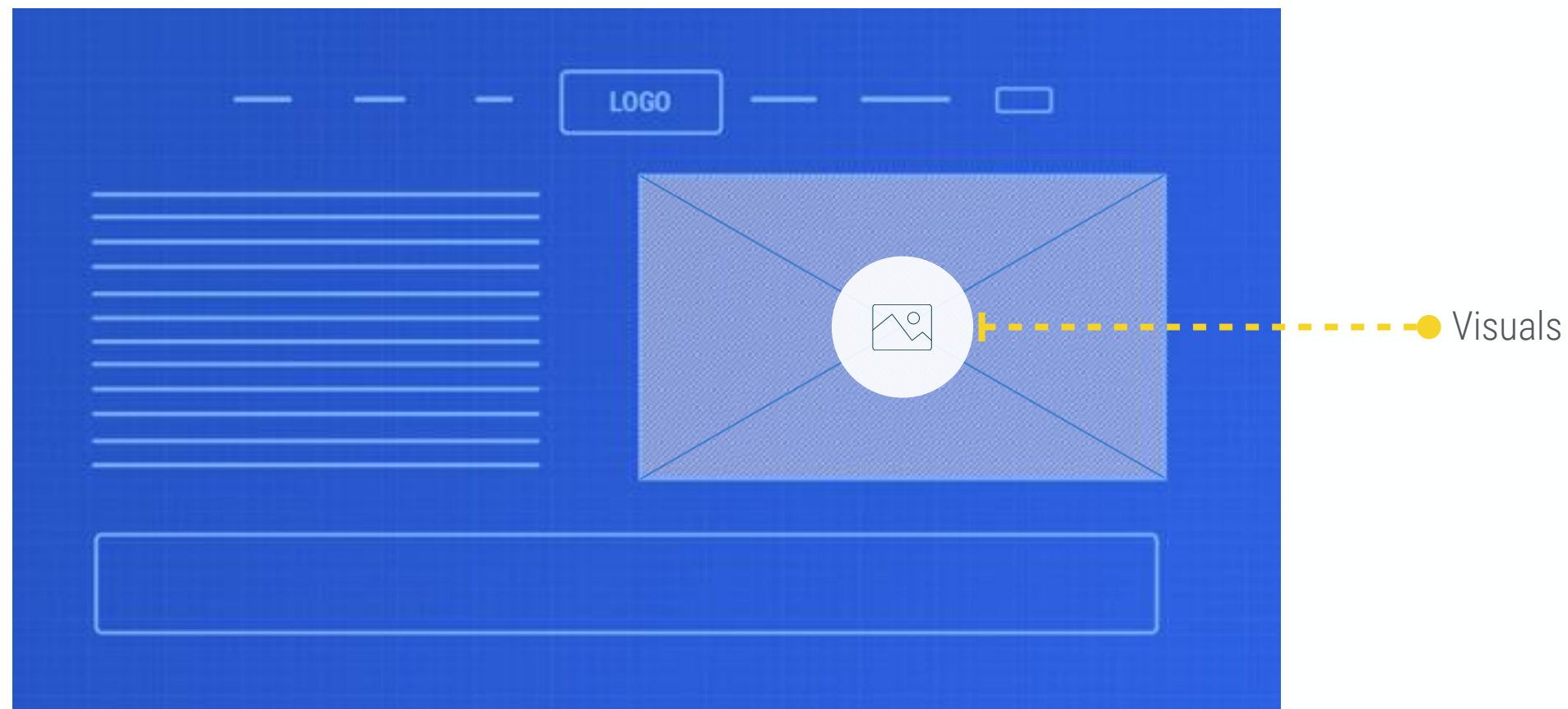
2. Flaunt your product dashboard

2

Flaunt your product dashboard

People usually don't buy anything without seeing it beforehand

Users expect to see a glimpse of your product, its interface, its UI/UX on the homepage. And, neuroscience tells us that people process images hundreds of times faster than text.

LOGO

Visuals

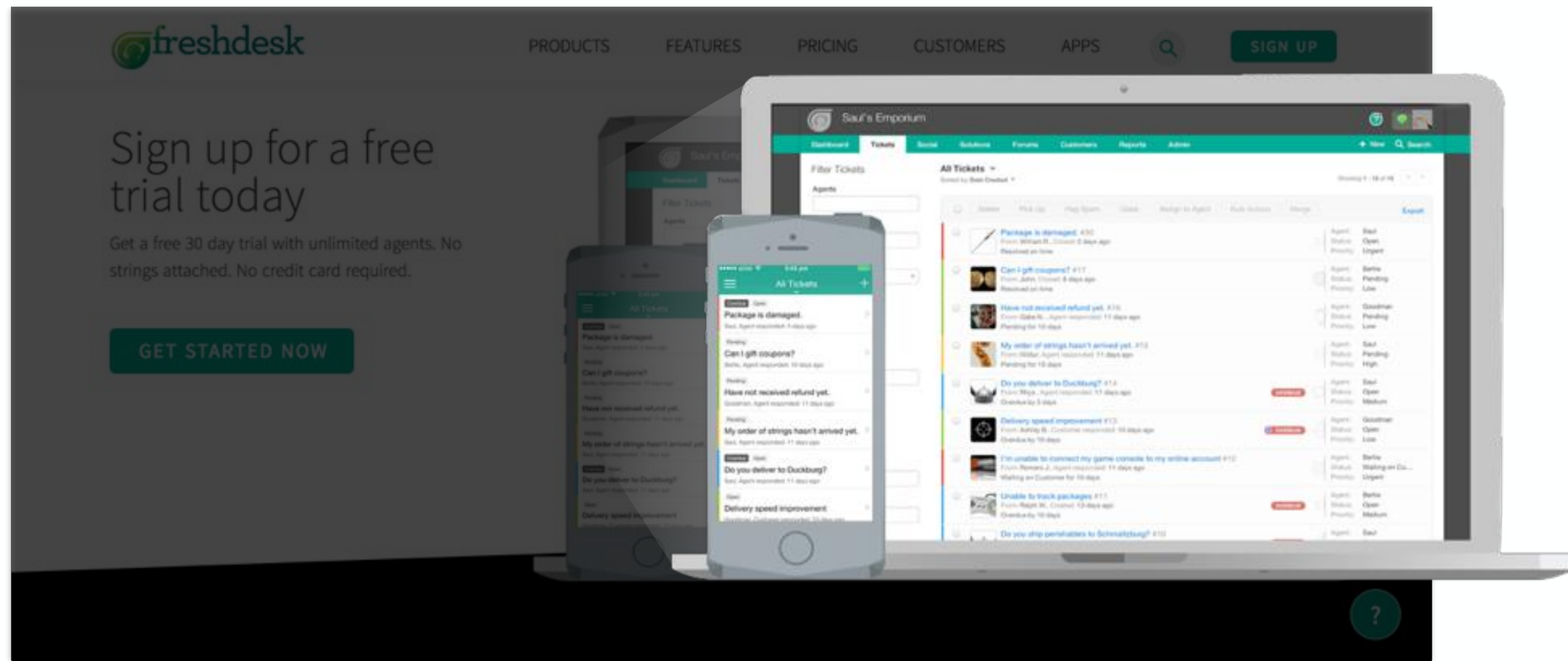# How to give a product **sneak-peek to users?**

2

Flaunt your product dashboard

Visually highlight critical aspects of your product

Provide a sneak-peek visual that highlights critical aspects of your product. It sets a tone as to what exactly your product is going to be like.

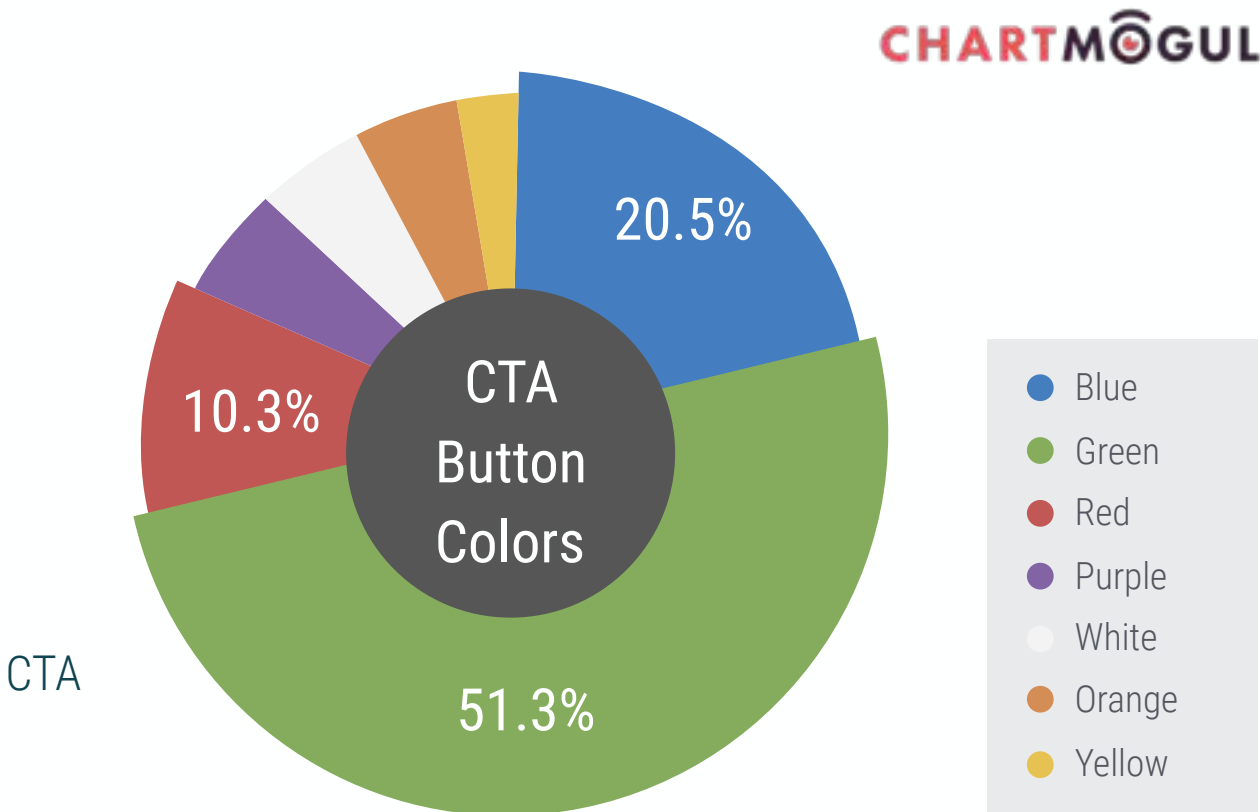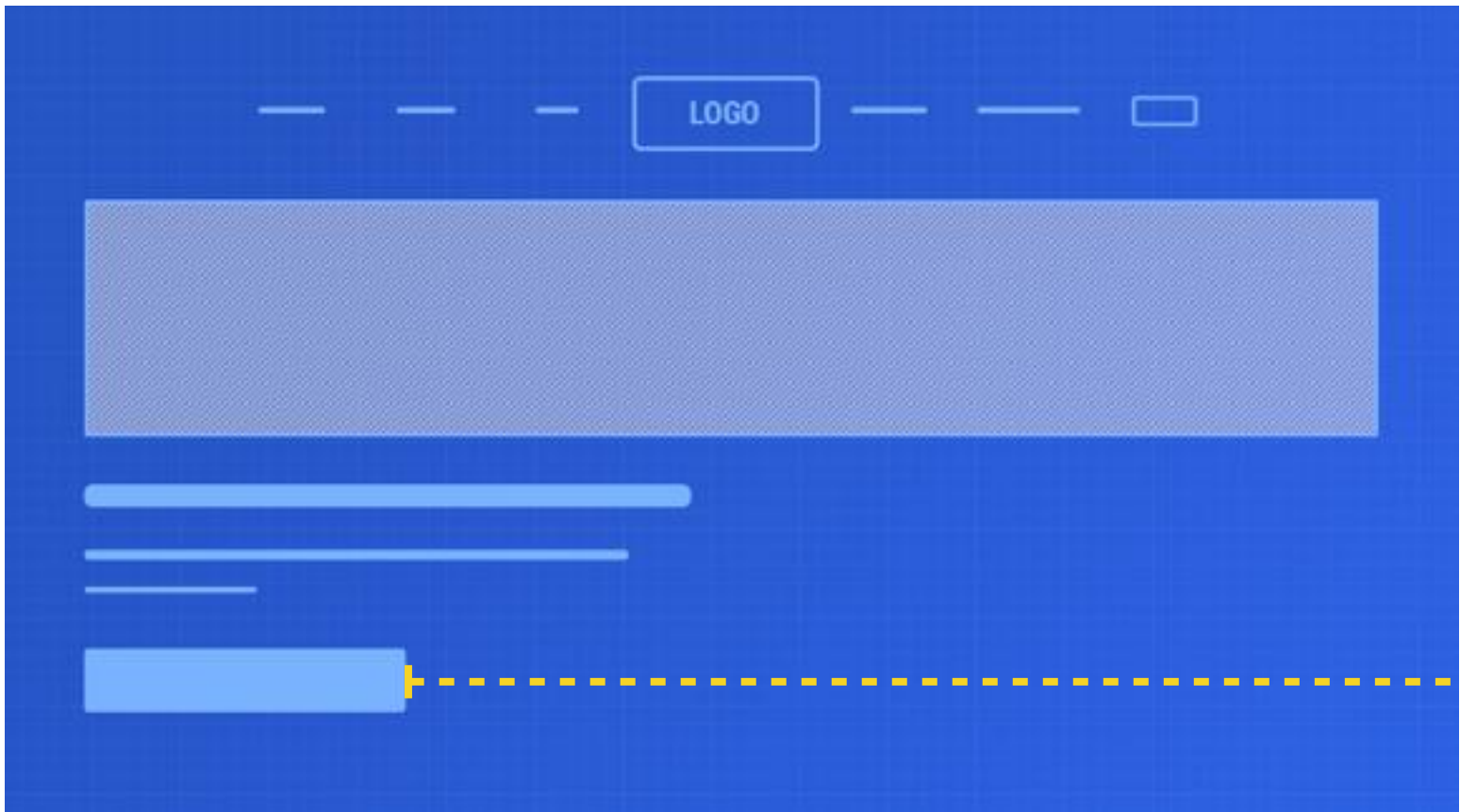# 3. Give users a prominent CTA

3

There's a reason some CTA's get clicked more

When it comes to 40 major SaaS companies, **Green** dominates the choice of color for CTA
button. (source Chartmogul)

CTA

CHARTM⊚GUL

CTA
Button
Colors

20.5%

10.3%

51.3%

- ● Blue
- ● Green
- ● Red
- ● Purple
- ○ White
- ● Orange
- ● Yellow

How do you make **CTA** click worthy

3

Give users a prominent CTA

Use CTA that encourages action

The homepage or a part of the Homepage should logically conclude with a CTA. The user should cognitively perceive **CTA as something to act upon**.

In CTA Copy:

Benefit + Relevance = Better CTR

3

Give users a prominent CTA

Benefit driven CTA copy

Fitness World, a major chain of gyms in Scandinavia, changed its CTA copy from
"Get membership" to "Find your gym & get membership" and got 213% increase in CTR.(source)
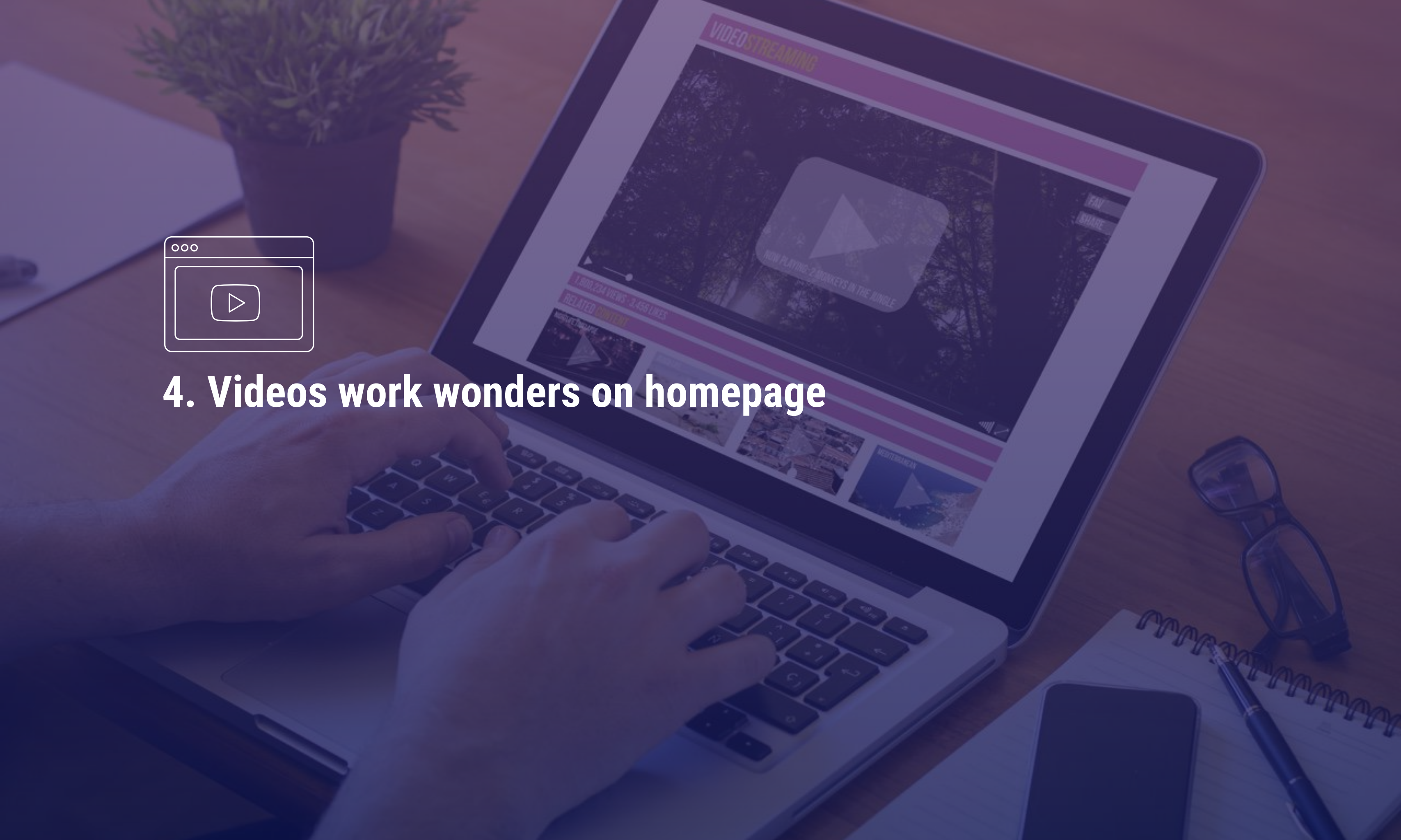
Get your membership

→

Find your gym & get membership

↑ **213.16%** Increase in CTR
(Statistical Confidence:**99%**)

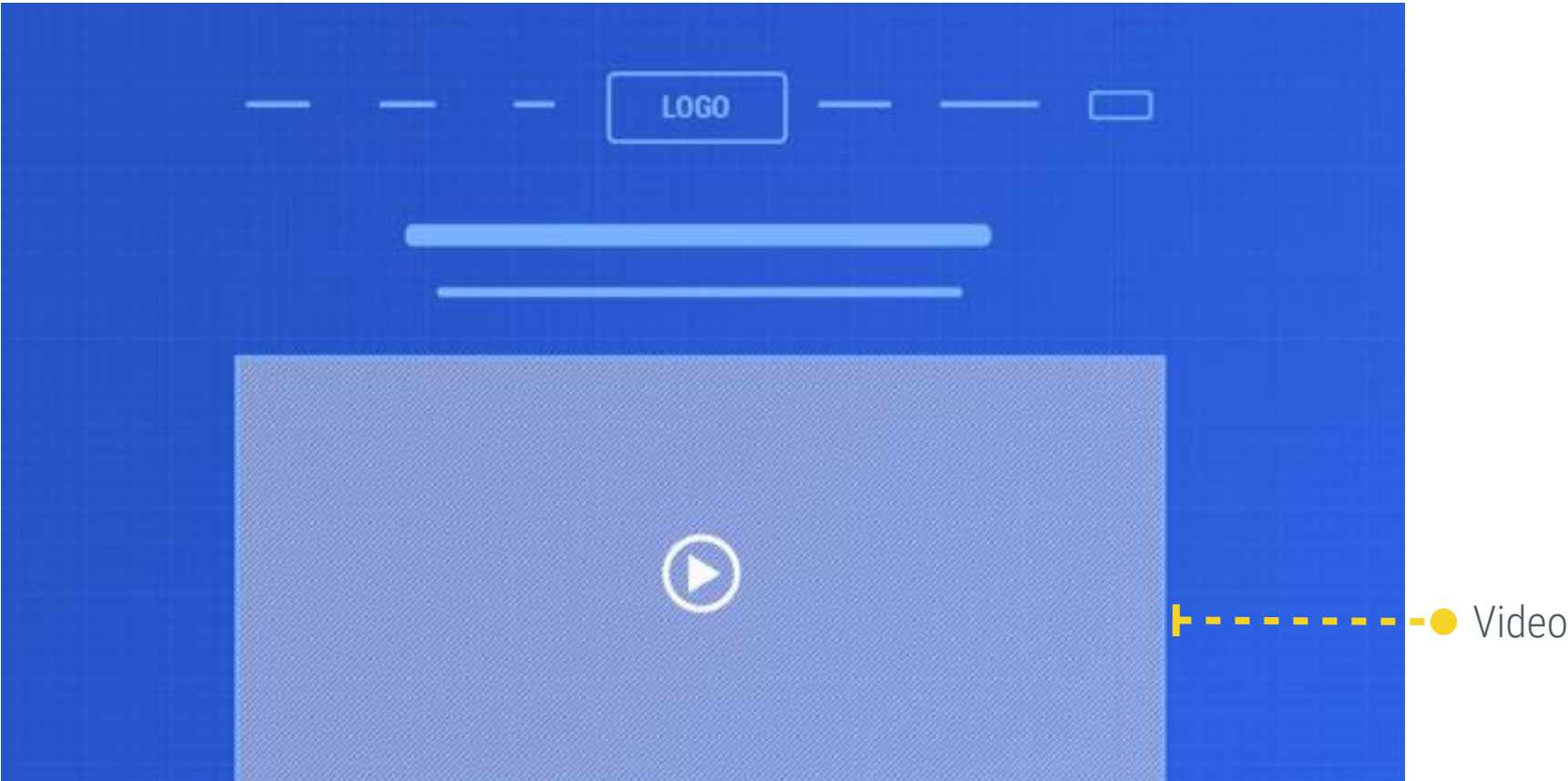**4. Videos work wonders on homepage**

4

Videos work wonders on homepage

Why are videos more effective?

Videos are processed by the brain **60,000 times faster** than text.

LOGO

•----- ● Video

96%

of B2B marketers are now using video, according to Web Video Marketing Council.
(source)

73%

marketers confirm that video has positively impacted marketing results

Where to place **videos?**

4

Videos work wonders on homepage

Place video in the first fold

At **54%**, videos in the first fold have higher play rate than videos elsewhere on the page. (Source)

5. Differentiate with a tagline that resonates

5

Why focus on tagline (value proposition)

Value Proposition answers most of the questions users have within a few seconds.
Like, what is this site about? How can it be of use? Etc.

Tagline
(Value
Proposition)

2.6 sec

for a user's eyes to scan an entire webpage and land on the area that influences their first impression.(source)

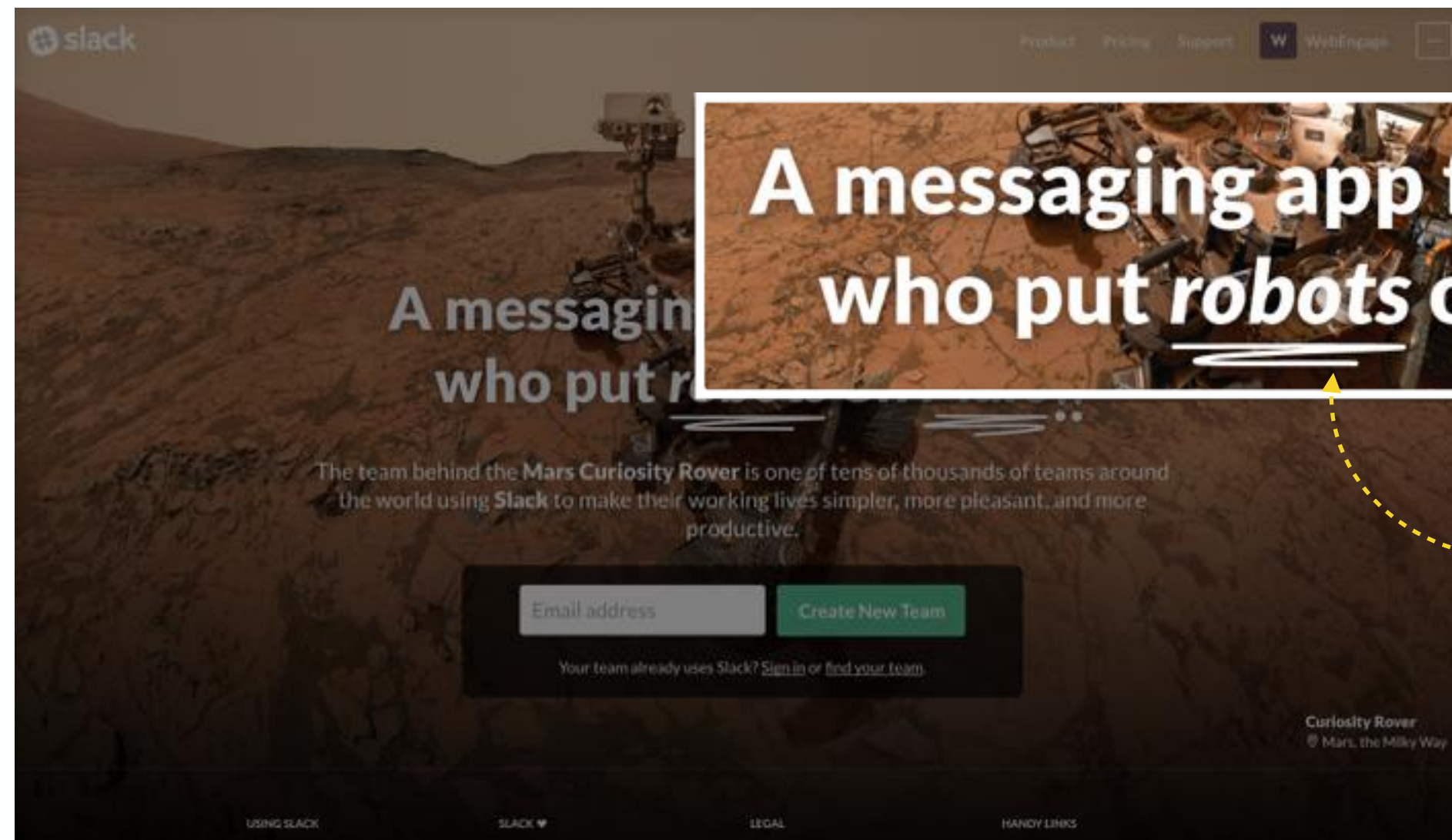# How to make the **tagline** memorable?

5

Differentiate with a tagline that resonates

Use a tagline that clearly articulates the benefits you offer

Write a tagline that is **Succinct, Distinct, Memorable** and **Desirable**.

The one line that expresses your business to the world.

6. Include trust building elements on homepage

6

Include trust building elements on homepage

Why place trust building elements on the homepage?

Social proof influences the purchasing decision of online buyers and helps in building trust.

Testimonial

15%

Good testimonials on Homepage increase conversions by up to 15%. (Source)
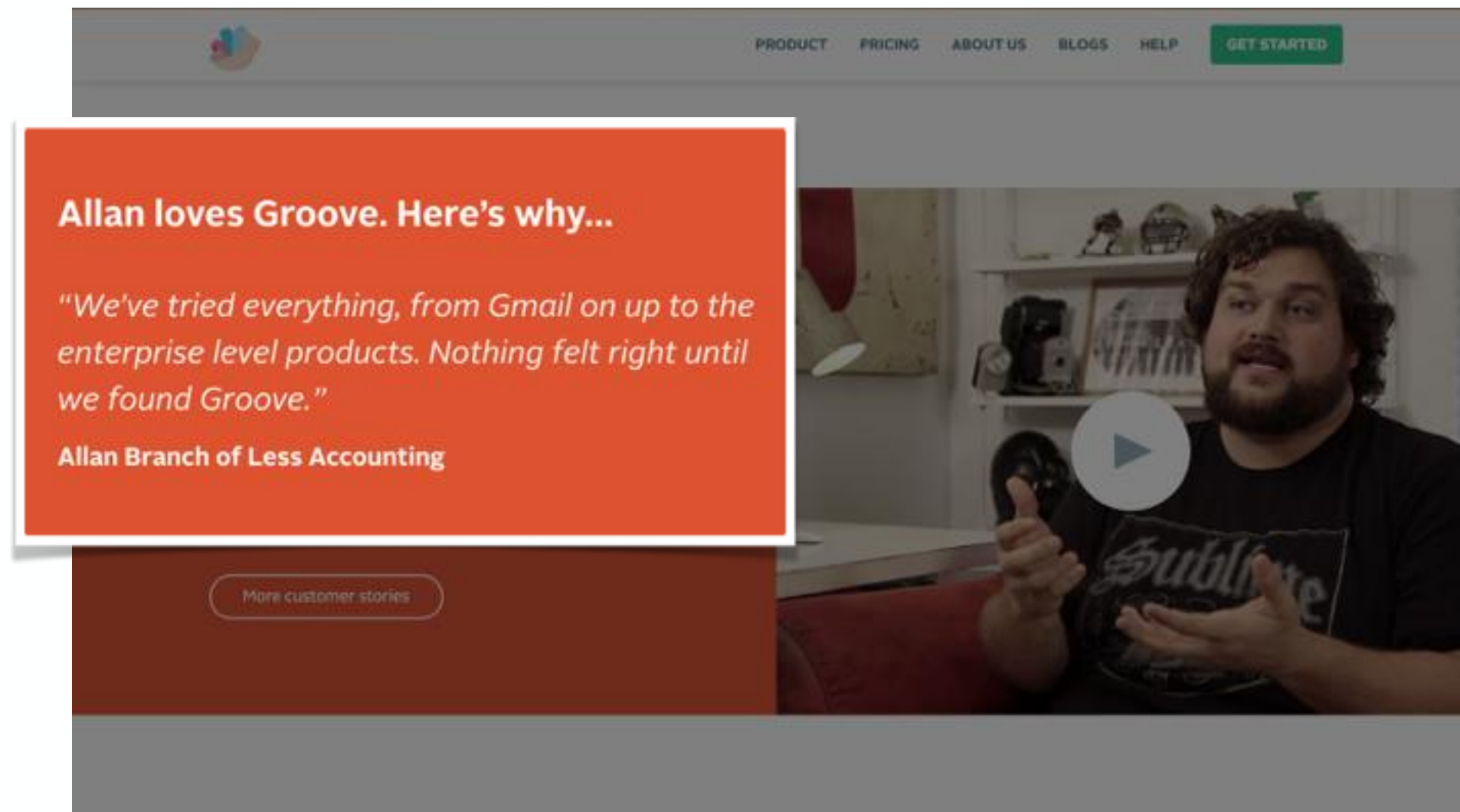
How to instil **trust** in users?

6

Include trust building elements on homepage

Build trust through client testimonials

Build a connect with prospects by showing success stories of existing customers.
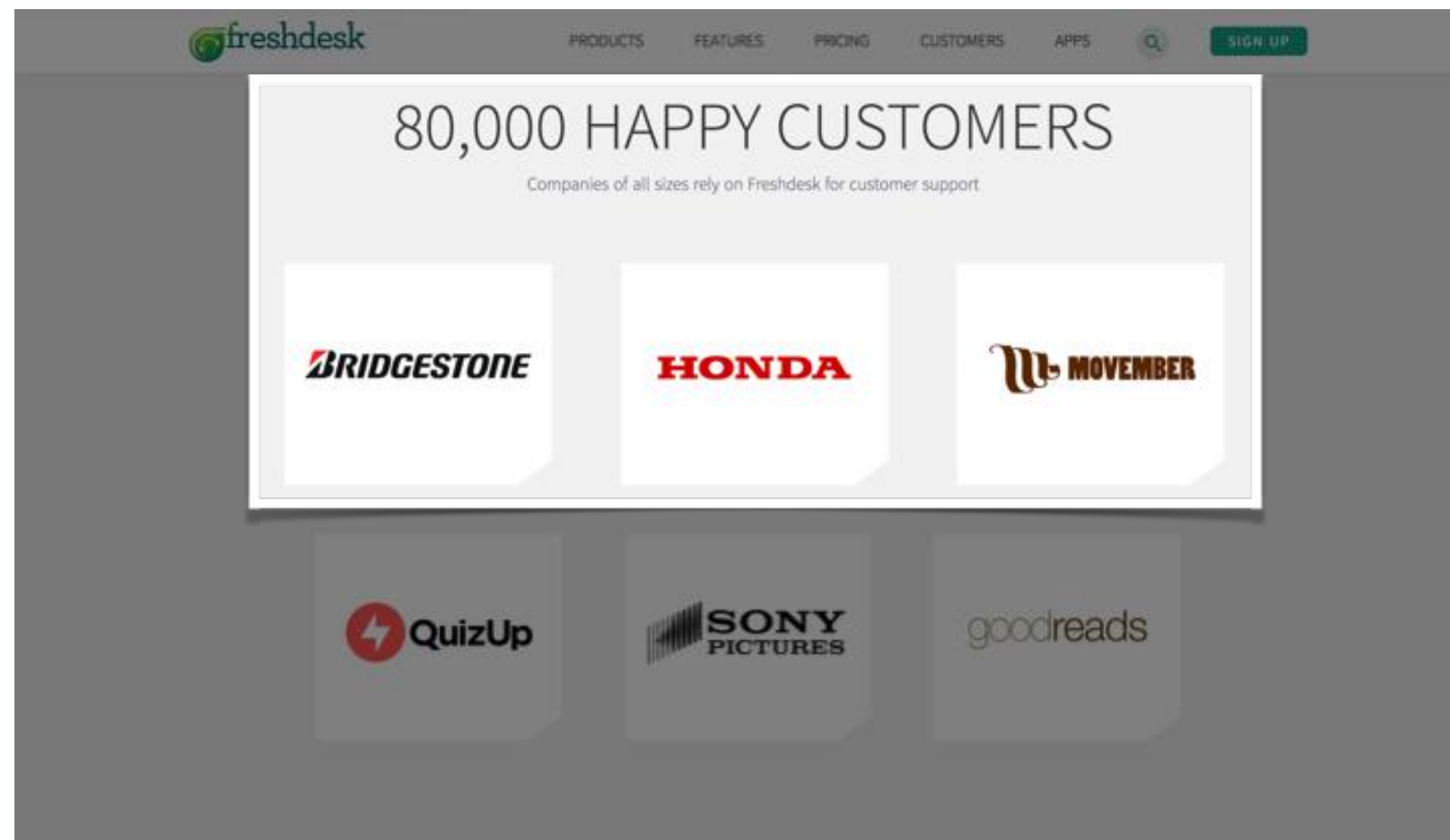
6

Include trust building elements on homepage

Showcase client logos

Showcasing logos of esteemed clientele, testimonials praising your product always go a long way.

7. Keep your content valuable. Always

7

Keep your content valuable. Always

Users tend to read site content in F pattern (source)

Users first read in a horizontal movement, forming the F's top bar.

Next, users move down the page reading horizontally covering a shorter area forming the F's lower bar.

Finally, users scan the content's left side in a vertical movement.

www.useit.com

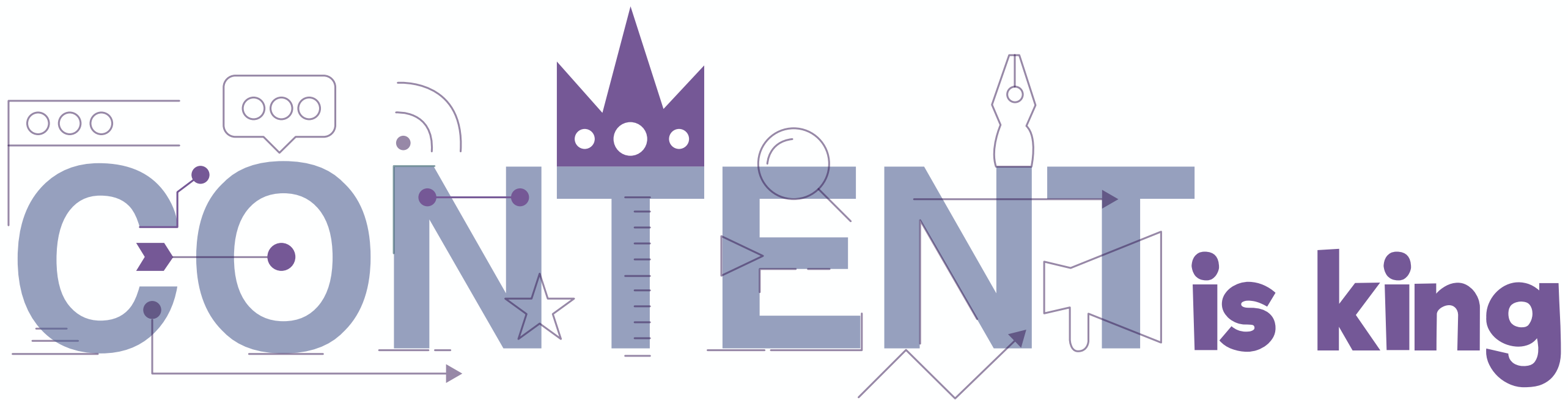# How to make **site content** compelling?

7

Write content that is easily scannable

Write content using:

- **Highlighted keywords**
- **Meaningful sub-headings**
- **Bulleted lists**
- **One idea per paragraph**
- **Use inverted pyramid style, beginning with conclusion**
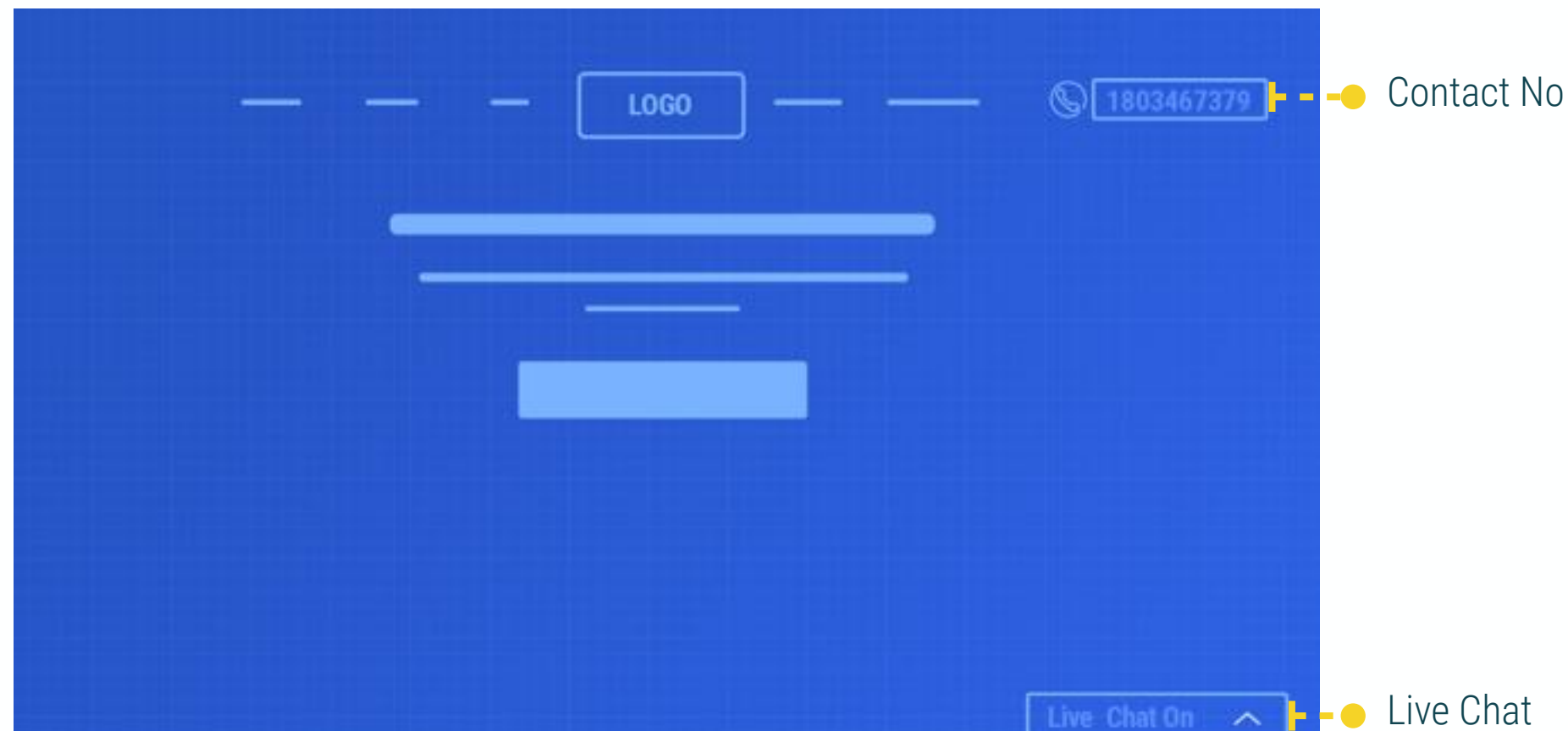- **Build a story**

And remember that,

CONTENT is king

8. Make contact information noticeable

8

Make contact information noticeable

Users want their concerns addressed quickly

Customers do not want to wait; they want instant answers to queries. And, being accessible is the first step in serving customers better.

LOGO

1803467379 — Contact No

Live Chat On — Live Chat

83% of consumers require some degree of customer support while making an online purchase. (source)

45% of US consumers will abandon an online transaction if their questions or concerns are not addressed quickly. (source)
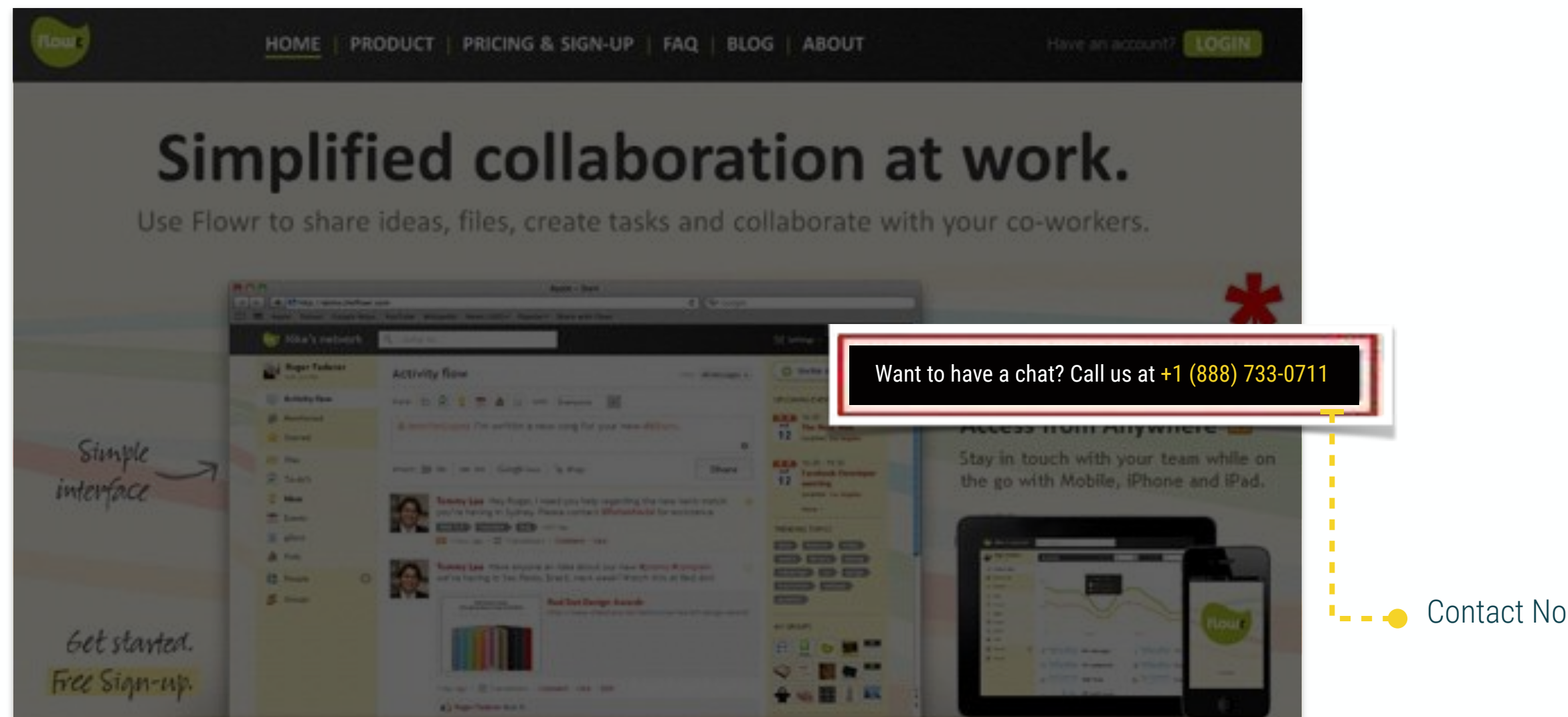
How to always be **accessible to users?**

8

Make contact information noticeable

Show your contact number on Homepage

In an A/B test conducted using Kissmetrics, more than half, **53.96%** of sign-ups for theflowr.com originated from the home page variation with the phone number.(source)
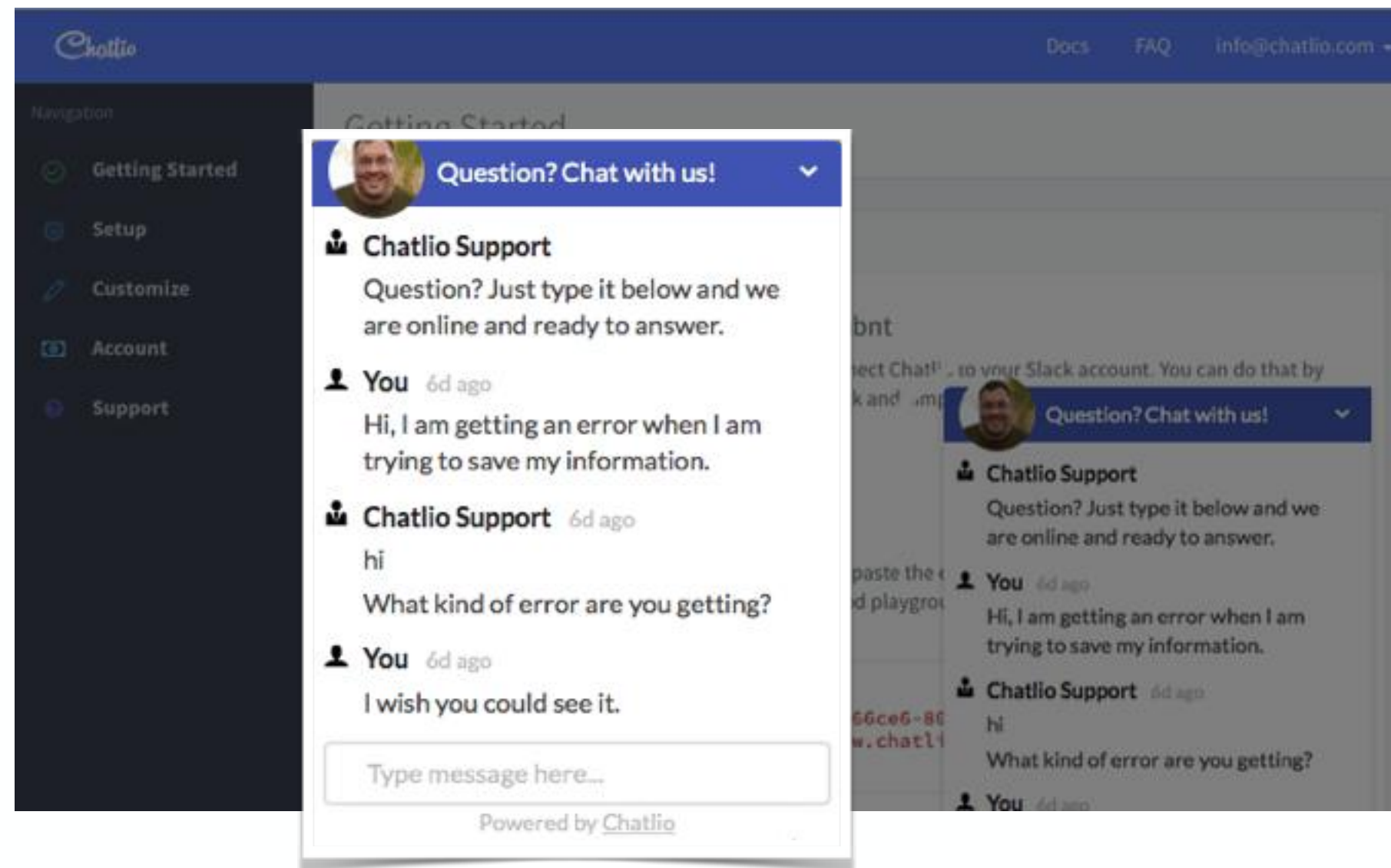

Want to have a chat? Call us at +1 (888) 733-0711

Contact No

8

Make contact information noticeable

Use live chat

Live chat can help resolve urgent queries and reduce post purchase dissonance for customers.
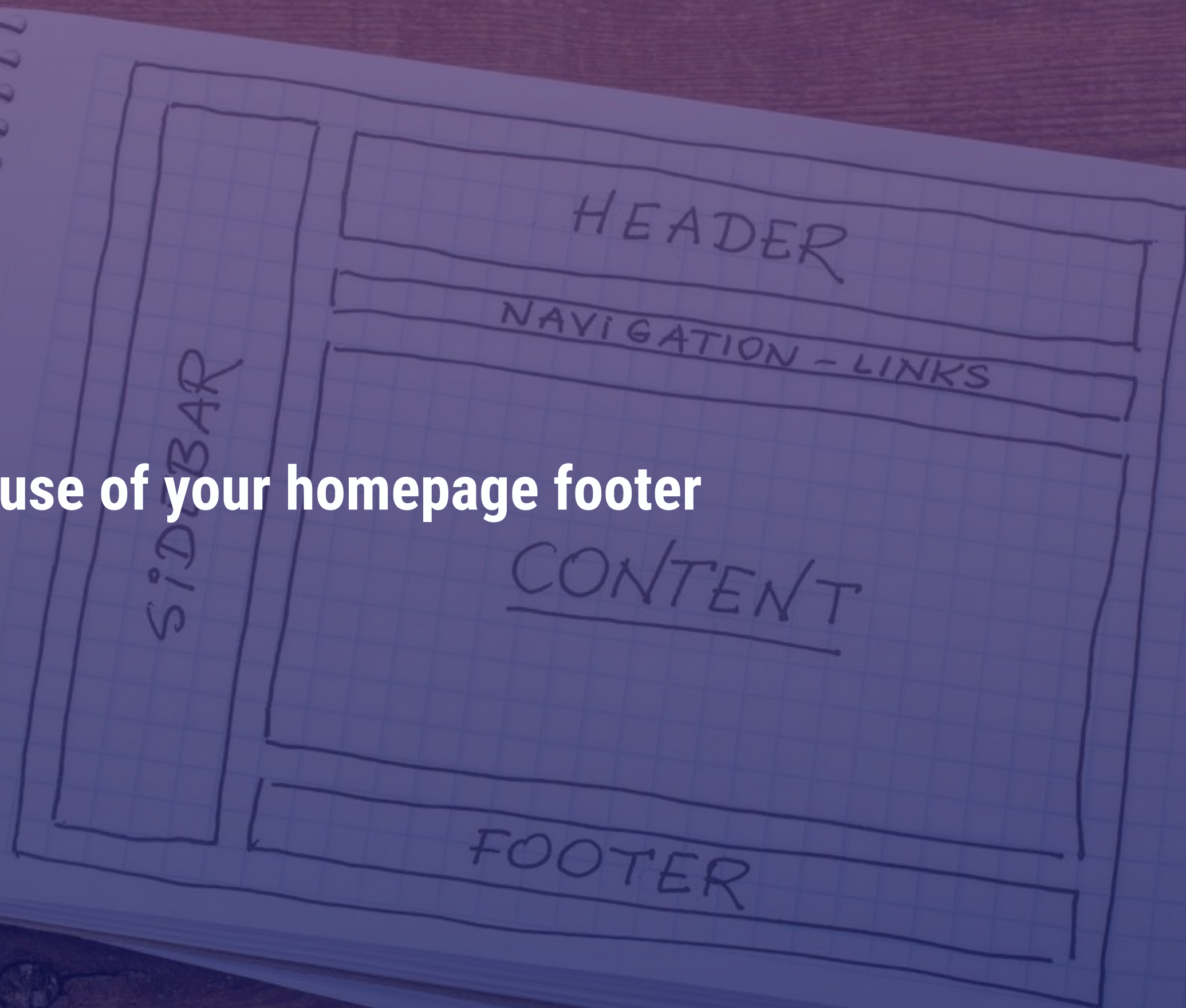

92%

Live Chat drives highest customer satisfaction.(source)

63%

of respondents said they are likely to return to the site after chatting once using Live Chat.(source)

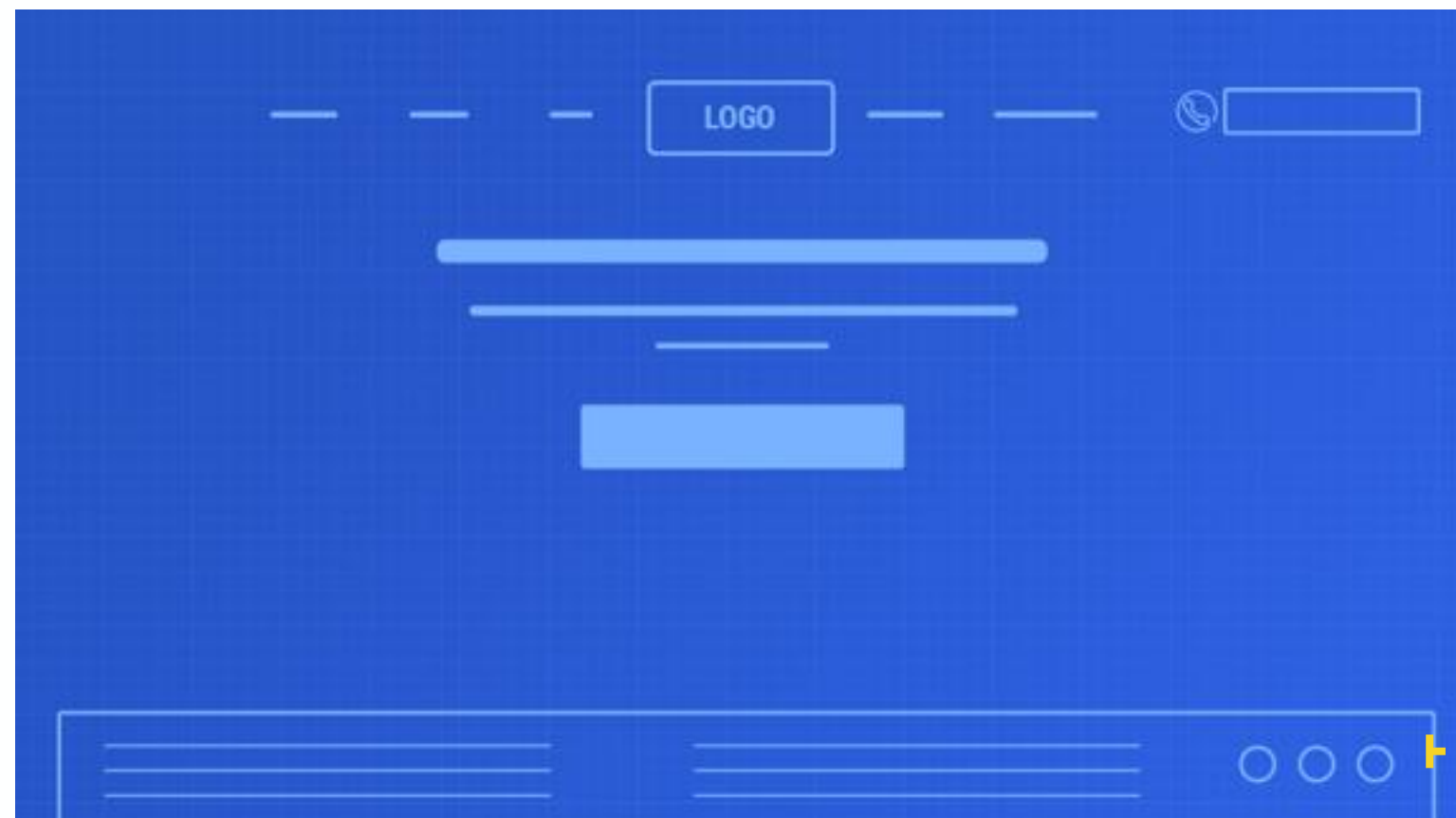**9. Make good use of your homepage footer**

9

Make good use of your homepage footer

Why focus on the bottom of the page (footer)?

Links in page footer provide additional navigational options to users.

Footer

5.25sec

users spent at the bottom of the website.(source)

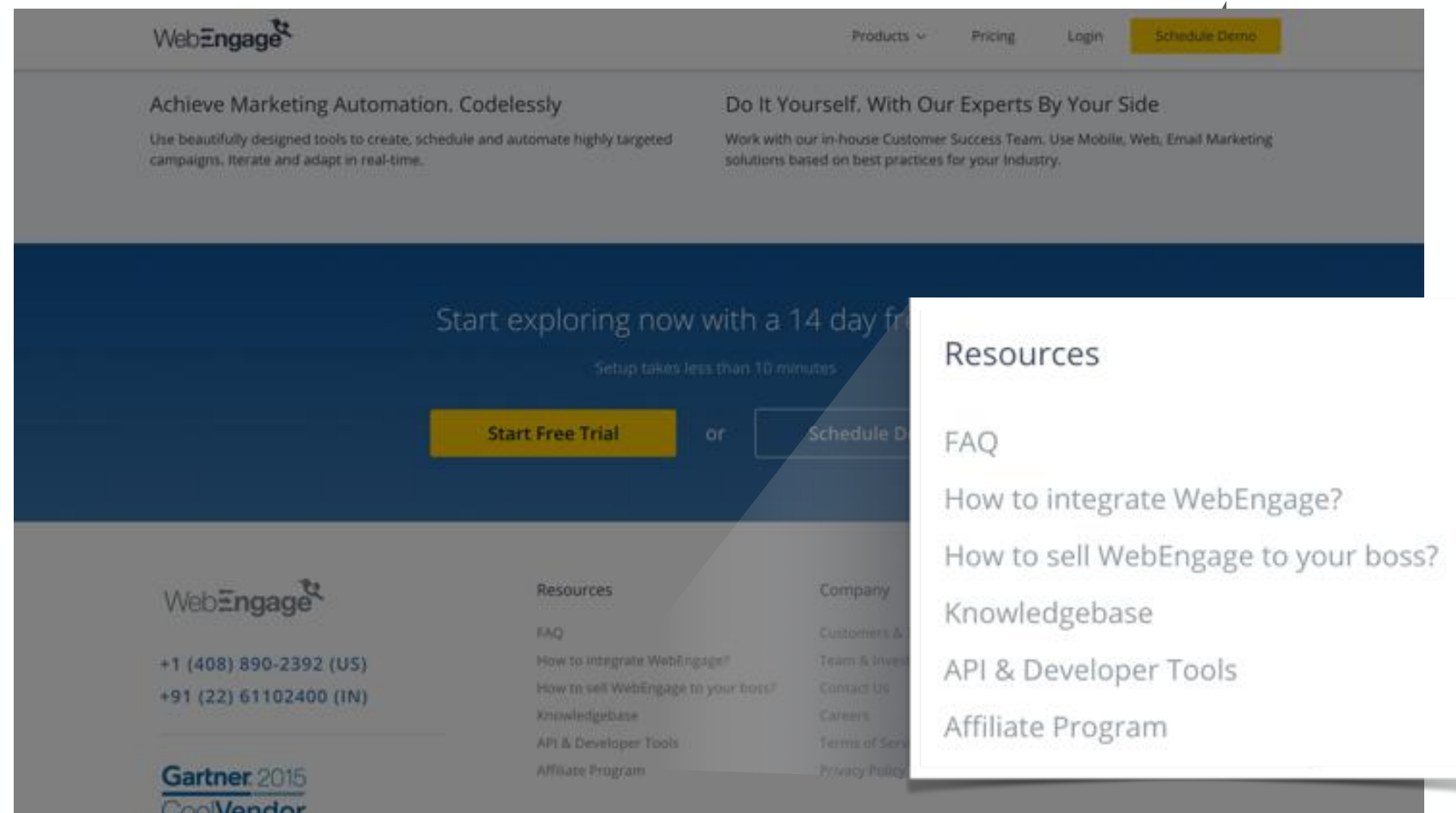# How to put **page footer** to better use?

9

Make good use of your homepage footer

Place important links in page footer

The Footer also helps drive significant traffic to key landing pages and other important pages.
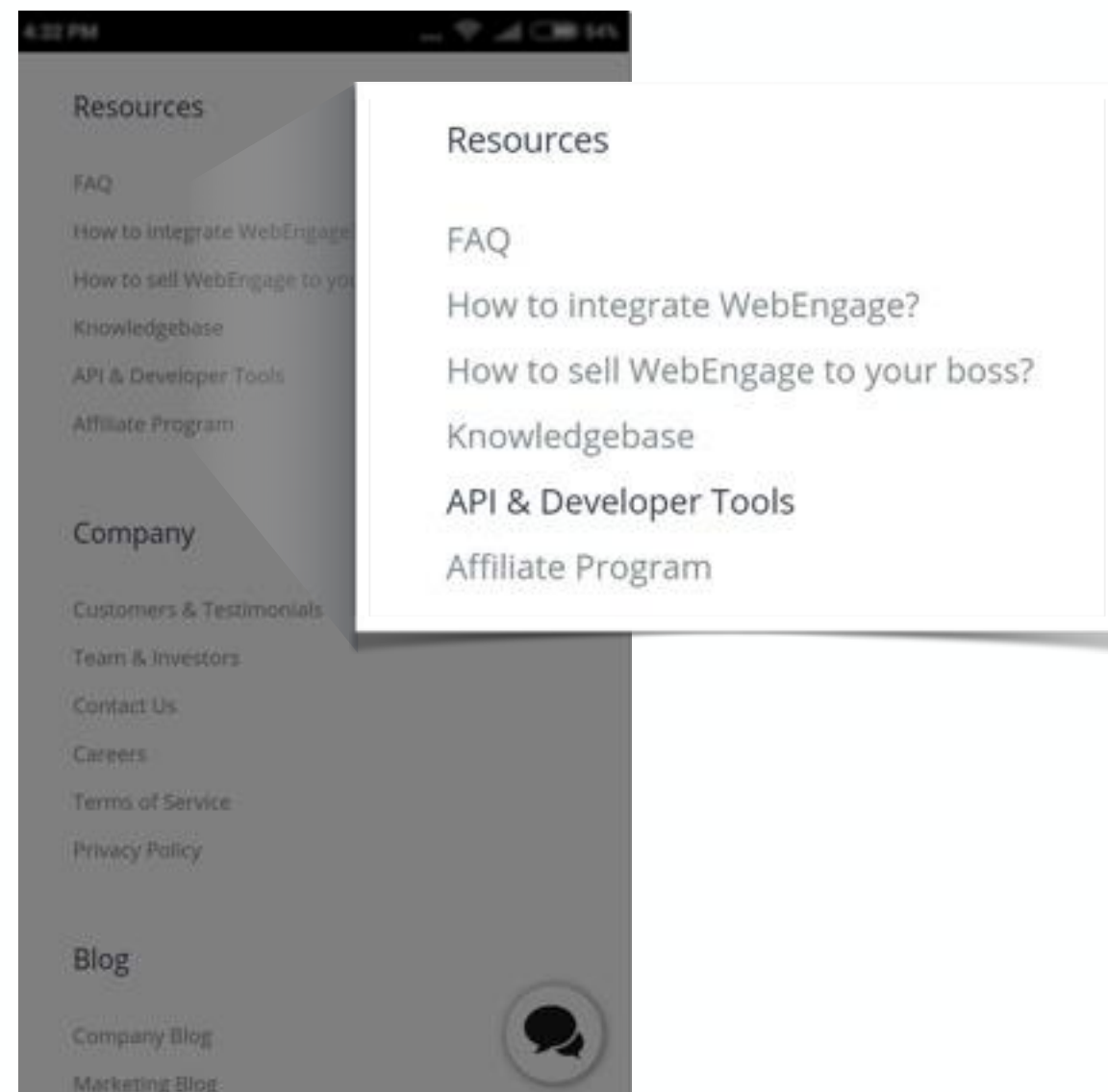
9

Make good use of your homepage footer

Place important links in page footer (mobile site)

Links in the footer are more important for the **mobile site**, as users have to scroll all the way back to the top to delve deeper into the site when compared with desktop site.

Conclusion

The process of SaaS Homepage Optimization is an ongoing process of learning from doing. There is no rule book to it but only methods that you can adapt. There is no one size fits all solution, what works for some site may not work for yours. The next time you decide to **revamp your SaaS Homepage** use these pointers to get it right. Keep improving.
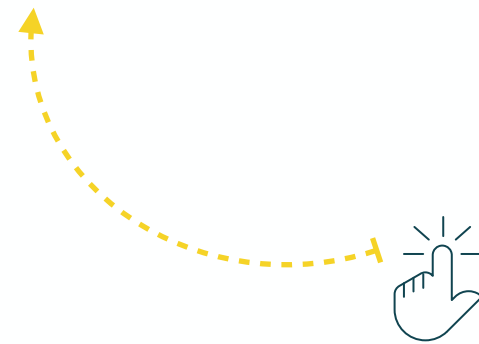
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WebEngage

WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages.

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