

Plexa's Blueprint for a Successful Website.

What makes a website successful?

Take a look at how we did it for 7 MSP's...

pleXa.

What makes a website successful?

It's an interesting question, because there's really no single answer. What we do know, however, is that a site's homepage can play a huge role in whether or not a visitor decides to engage.

Your homepage is the gateway to your digital presence. It needs to provide visitors with enough information – and enough value – to pique their interest, without leaving them feeling overwhelmed.

Not sure that your homepage is managing to achieve that? Don't worry. You may just be missing one or more of the critical components that make up the foundation of the most successful homepages.

At Plexa, we've carried out in-depth research into the factors that differentiate a great homepage from a mediocre one. And we're bringing them together into one simple, straightforward blueprint.

By following the plan, you can empower your homepage to drive improved outcomes. Every time.

12 Steps to Success.

Through our extensive work with managed service providers around the world, we've identified 12 common elements that most high-performing homepages all have in common. **From our research, we believe that every great homepage should incorporate as many of the following as possible:**



1. Headline



A powerful headline is more important than you may think. It's not just your chance to make a good first impression. It's a chance to filter out the higher-quality leads from lower-quality visitors who are less likely to convert. An effective headline is one that neatly summarises your business, your services, and your target audience. It rapidly tells visitors whether they're in the right place. And it helps to ensure that you're driving your efforts into engaging only with the most qualified leads.

When navigating to the Workplace IT homepage, the first thing visitors will see is the headline: 'Working together to deliver a better IT experience for your care and operational teams'. It sums up what the company does in one snappy sentence, with visitors gaining an instant understanding.



2. Video



The challenge with coming up with a headline is that you need to create an instant, powerful impact, in just a single sentence. It's tricky. That's why high-performing homepages may also feature a short video that complements and expands upon the headline's core message. Text is crucial. But with humans instinctively being visual learners, translating your text-based 'opening statement' into a more visual representation can help to further inform visitors and build stronger initial connections.

Support Key's Managing Director recorded a quick video to embed on the business' homepage. Within the first 15 seconds alone, he introduces himself, summarises the purpose of the company, and highlights the team's experience within the industry. It reinforces the message of the headline.

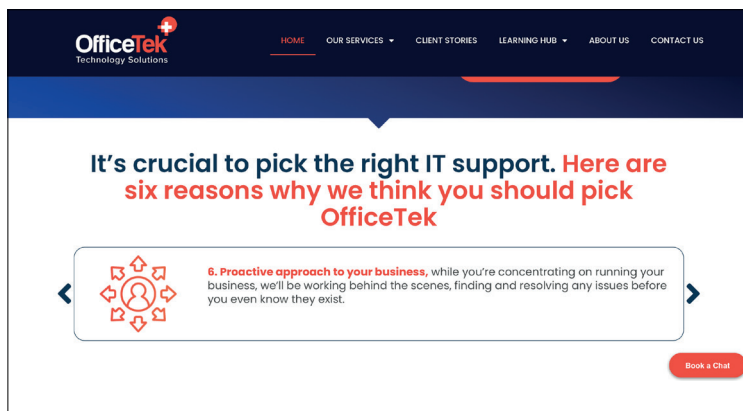


3. Visitor-focused intro text



It's often said that customers don't buy products; they buy solutions. No one buys a microwave; they purchase a way to heat food. It's the same when it comes to services. Your audience are less interested in what you do. Instead, they want to know how you can help them. So to really capture attention and interest early on, it's important to work backwards. Start by outlining the ways you're helping organisations and highlighting your value proposition, before moving on to the specifics.

OfficeTek's homepage resonates with its audience by showing that the company fully understand the challenges facing businesses today. Statements like 'while you're concentrating on running your business, we will be working hard behind the scenes...' position the company as a solution provider that understands their clients needs.

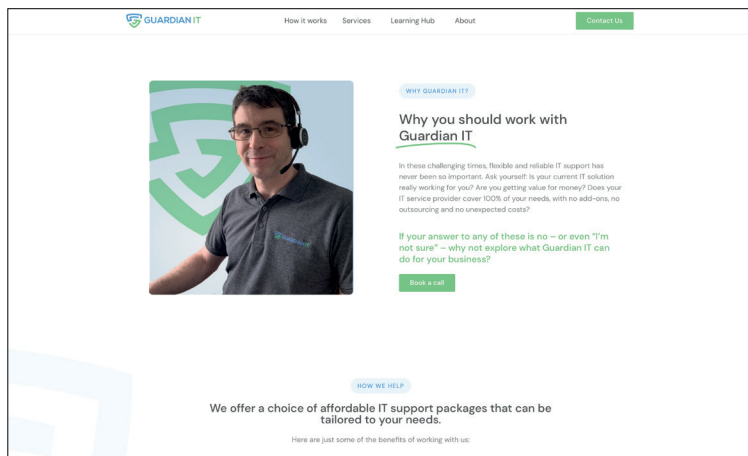


4. Business-focused intro text



If a visitor's first question is 'how can this company help me?', their second question is 'how do they do it?'. So, in addition to visitor-focused text, a good homepage should also include a section focusing more on the business itself. This may include a short summary of what the business does, what makes it stand out from the competition (the unique selling point, or USP), or the services it offers. But don't give everything away all at once; use this text to encourage visitors to learn more.

Visiting the Guardian IT homepage, you'll notice that the company talk about their 'innovative and results-driven technology solutions'. But only after communicating that they help clients get the most from their technology solutions. They start with how they help, before discussing what they do.



5. Social proof



What an organisation says about itself is important. But, from a potential customer's perspective, it's not as important as what others say about it. Social proof is a way for visitors to verify that the way a company positions itself online is an accurate representation. It provides visitors with greater confidence. It enables them to place the trust in the business that's necessary to help them move forward in the journey. It introduces trust at the start.

Inново IT have incorporated social proof into their homepage in two effective ways. Firstly, by choosing to include three customer testimonials to showcase their work with clients. Secondly, by sharing details for the company's Facebook, Twitter, and LinkedIn profiles for visitors to check out.

Using our unique 4 S's we help your employees work smarter and help your business grow

1. Simple

2. Secure

3. Scalable

4. Sustainable

[Find out more about how these work](#)

Testimonials

Paul has been fab! Even when everything was migrated, Paul checked in and carried on communicating with us so that if we had any issues, he could help us. He is very friendly and doesn't use lots of IT lingo, making things easier to understand. For Paul, there are no silly questions. He was so responsive when we contacted him, and he is always at the end of the phone.

Paige
Little Forest Folk

The value of having Paul on the team is that you can hand a project over to him knowing it's going to be completed to a high level. He consistently delivers and that kind of reliability is hard to come by. I would highly recommend Paul for any Google Workspace migration or project you have.

Fintan Murphy
Damson Cloud

Paul's service has reassured me that my systems are safe and protected from viruses and other malicious activities. Paul is great. He's very patient and despite the most ridiculous questions I ask, he always has an answer and makes me feel confident that my IT is looked after and secure. He's also showing me how I can do things better and help myself – something I find invaluable.

Joanne Parker
Pushbike B2B

Interested? Try our three-step process to find out more.



6. Team photos



Up until this point, many homepages will have focused almost exclusively on two things: the visitor, and the business. While this is good for building awareness of a brand, a different approach is needed when it comes to consideration. Customers don't want to work with companies; they want to work with people. They want to work with partners who can help them. Team photos are a simple yet engaging way to personify your organisation and introduce a more human, personal side.

The homepage of Office-Tek features a simple yet effective image of the company owner, along with other members of the team. Strategically, the accompanying text provides no further information. Instead, the photograph acts as a visual cue for visitors to click through to find out more information.



7. Calendar



At this point in the consideration stage of the customer journey, visitors are beginning to ask questions. But at this stage, having those questions answered isn't as important as knowing that there's someone there to discuss them with, once they're ready. It may feel like a calendar belongs elsewhere on your site – at a later stage in the game. But having one right there and visible from the start shows potential customers that you're ready to get started whenever they are.

Calendar functionality is built directly into the One Technology homepage. This is a fantastic example as the accompanying text answers the three critical questions: Who? What? Why? It quickly and clearly tells visitors who they'd be chatting with, what the chat is about, and why they should do it.

The screenshot shows the One Technology homepage. At the top is a blue navigation bar with links: HOME, CASE STUDIES, LEARNING HUB, HOW IT WORKS, ENGAGEMENT, IT SERVICES, NEWS, ABOUT, and CONTACT. A logo is in the top right. Below the navigation bar is a hero image of three people smiling. Underneath the image is the text: "Ready to start your journey to success? BOOK A TIME THAT SUITS YOU". Below this is a booking widget. The widget has a sidebar on the left with the One Technology logo, a profile picture of a woman, and text: "Next Meeting - One Technology", "15 minute consultation", "15 min", "A quick 15 minute FREE get to know you consultation.", "Please book in a time and day that suits you either via phone or video call.", and "I look forward to speaking with you and learning more about your business." The main part of the widget is a calendar for July 2022. The calendar shows days of the week (MON, TUE, WED, THU, FRI, SAT, SUN) and dates. The 28th, 29th, and 30th are highlighted in blue. A location pin icon indicates "UK, Ireland, London Time (GMT+1)". A "Support" link is in the bottom right corner.

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

8. About text



Let's face it... some of your closest competitors could do what you do; they could offer the same sorts of services and support for customers. So what is it that makes you unique? Your story. No one else, no matter how similar, shares your business' story. So leverage the power of that uniqueness. Your homepage's 'about' section is your opportunity to stand out and show visitors what makes you the best solution for their needs. Keep it brief, but link through to a dedicated page with more detail.

Reliable Networks are getting this spot on. Their homepage features customer-focused text outlining what they can do for businesses – then business-focused text highlighting what they've done. Next, there's a short 'expertise' section that's 100% individual and unique to the company; it's part of their own story.

Our Expertise

At Reliable Networks, we offer a range of managed cyber security, cloud, and support services that are designed to help businesses achieve their growth aspirations. Having worked in the industry for 16+ years, we've seen first-hand how common pain points and technology challenges can have rising effects throughout an organisation. With our expertise, we help businesses tackle minor issues in their IT setups before they become major problems, and keep everything running smoothly.

Whether you operate within retail, hospitality, professional services, or other industries, we have the knowledge and know-how to deliver less risk and more reward. [Contact us](#) today to learn more.

[More about us](#)

How Can We Help?

Wherever you are in your digital transformation, we can help. Perhaps you're a new business and want to give yourself the best possible start with help from our consultancy and advisory services. Maybe you already know exactly what you need to grow in the right direction.

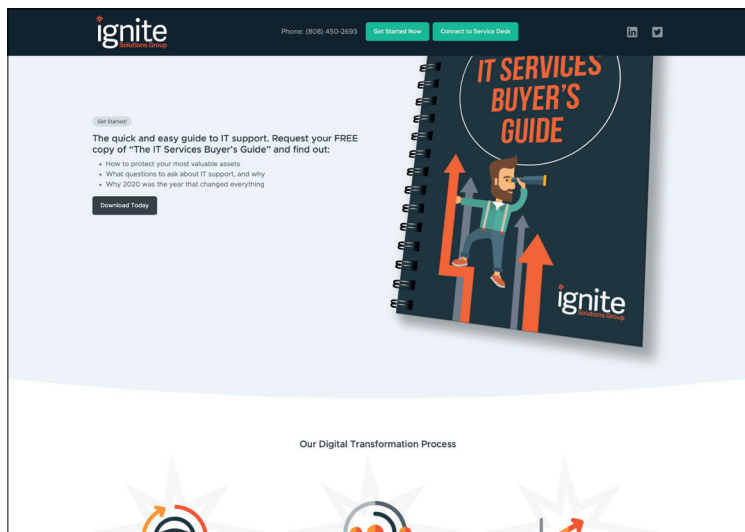


9. Data capture



As visitors edge towards the bottom of the page, there'll be one of two outcomes. Either they'll be ready to move forward to the decision stage of the customer journey or they won't. Trust badges – which we'll get to next – deal with those ready to keep moving forward. Data capture deals with those that aren't. Data capture is a way to collect details so you can nurture and build the relationship. But it's a two-way street; you'll need to offer something – like a download – in return.

Ignite Solutions Group are doing data capture right, in a number of ways. Firstly, they're offering something of huge value to their audience, in exchange for contact details. Secondly, they're keeping it short and sweet. And thirdly, they're clearly communicating the benefits of downloading the guide.

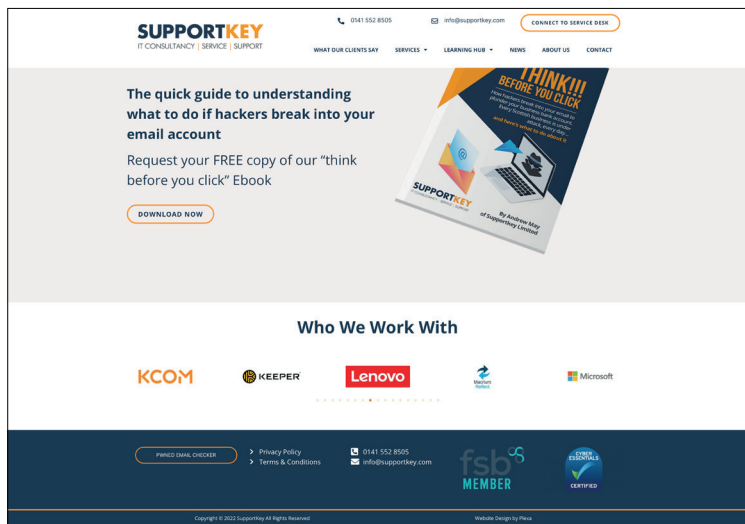


10. Trust badges



A great homepage will already have provided visitors with social proof. But as visitors spend more time on the page, and become higher-quality leads, businesses really need to generate trust and build confidence as they edge closer towards the finish line: conversion. Greater social proof is needed at these later stages, and trust badges are an effective and efficient way to provide it. These badges show you're supported by industry professionals, and dedicated to best practices.

Towards the end of the Support Key homepage, you'll see a Federation of Small Businesses badge and a Cyber Essentials Certified logo. When visitors are on the fence – trying to decide between Support Key and a competitor – badges provide the peace of mind they're making a good decision.



11. Case studies



Case studies can be used alongside trust badges as yet another form of social proof; another way to build confidence and generate trust. Case studies are interesting because they work in two distinct ways. Firstly, they highlight your potential value. They show visitors exactly what you're capable of, and translate your services into real results. Secondly, they show visitors what they're missing out on; what they stand to lose if they decide not to move forward. Can they afford *not* to work with you?

One Technology approach this in an innovative way. Rather than using standard case studies on their homepage, they instead feature a customer success bar which shows how much businesses are saving by using their services, how businesses are changing, and the benefits they're experiencing.

The screenshot shows the One Technology website homepage. At the top, there's a navigation bar with the company logo, a support number (1300 669 220), an online store button, and a list of menu items: HOME, CASE STUDIES, LEARNING HUB, HOW IT WORKS, ENVIRONMENT, IT SERVICES, NEWS, ABOUT, and CONTACT. A 'CUSTOMER SUCCESS' badge is also visible. The main heading reads 'See how our clients have grown #CUSTOMERSUCCESS'. Below this, three case studies are featured, each with a photo, a title, a brief description, and a 'Read article' link.

- Mining and Exploration Company**
Aris Resources
Aris Resources got in touch because they were acquiring a new mine site. One Technology was already in operation, and now Aris needed to take over the IT systems from the original owner and integrate them into their own infrastructure. By identifying and...
[Read article >](#)
- Global Mining Services Provider**
Mining Plus
We've been providing Mining Plus with all their IT support for a while when they approached us for help, so we knew their situation. They had been employing just one IT engineer, who changed their role for an understanding level of support. They were also reliant on an external data centre...
[Read article >](#)
- Property Developer**
Cellus Group
When Cellus came to us, they'd been quoted over \$5K for upgrading their infrastructure and moving their mail services to the cloud, all while trying to ongoing IT support. We analysed their situation thoroughly and decided to keep the current server. We also moved their mail services to the...
[Read article >](#)

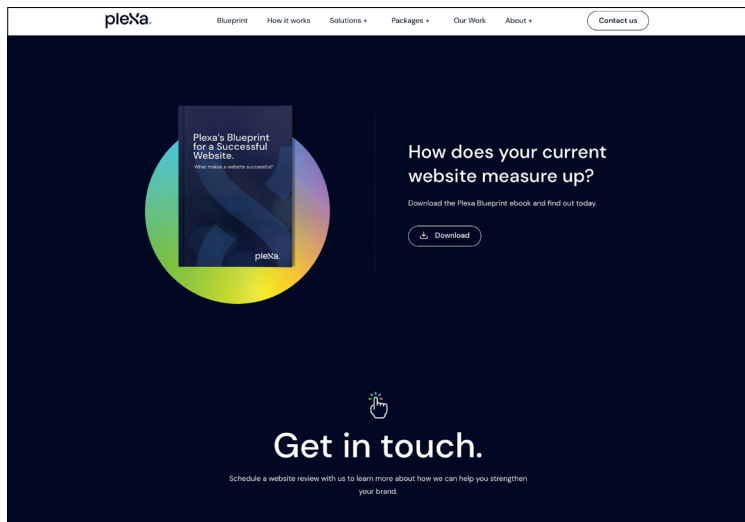
At the bottom, there's a fourth case study:
Real Estate Agency
Bellcourt Property Perth
When we met Bellcourt they were in the process of becoming independent and needed help with...
[Read article >](#)

12. CTA



There's one more element that every good homepage should have: a call to action. A CTA is used to guide your visitor towards the next step in the process. Whatever that step is – getting in touch, browsing services, selecting packages, or anything else – a CTA should make it clear what is expected of the visitor. Sometimes, this isn't clear. Visitors don't know what to do next. So they leave. Don't fall at the final hurdle. Don't be afraid to help your visitors understand how to move forward.

At Plexa, we wanted our CTA to be inclusive. We wanted to empower our new clients to take control and move forward in their own journey, in a way that suits them. That's why our CTA invites visitors to get in touch with us in whatever way they feel comfortable: telephone, email, or social media.



Plexa's Blueprint for a Successful Website.

So how does your website measure up?

☐

1. Headline

☐

2. Video

☐

3. Visitor-focused intro text

☐

4. Business-focused intro text

☐

5. Social proof

☐

6. Team photos

☐

7. Calendar

☐

8. About text

☐

9. Data capture

☐

10. Trust badges

☐

11. Case studies

☐

12. CTA

Does your homepage feature all 12 of the elements?

If not, we're here to help.

Perhaps your homepage does align with the blueprint, but you're still not seeing the results you'd like?



Get in touch.

We're here to help managed service providers get more value from their online presence, ensuring your website attracts, engages, and delights the right people, at the right time.

01603 673337
hello@plexa.co.uk