

# How to Make a SaaS Website That Converts

The goal of your site:

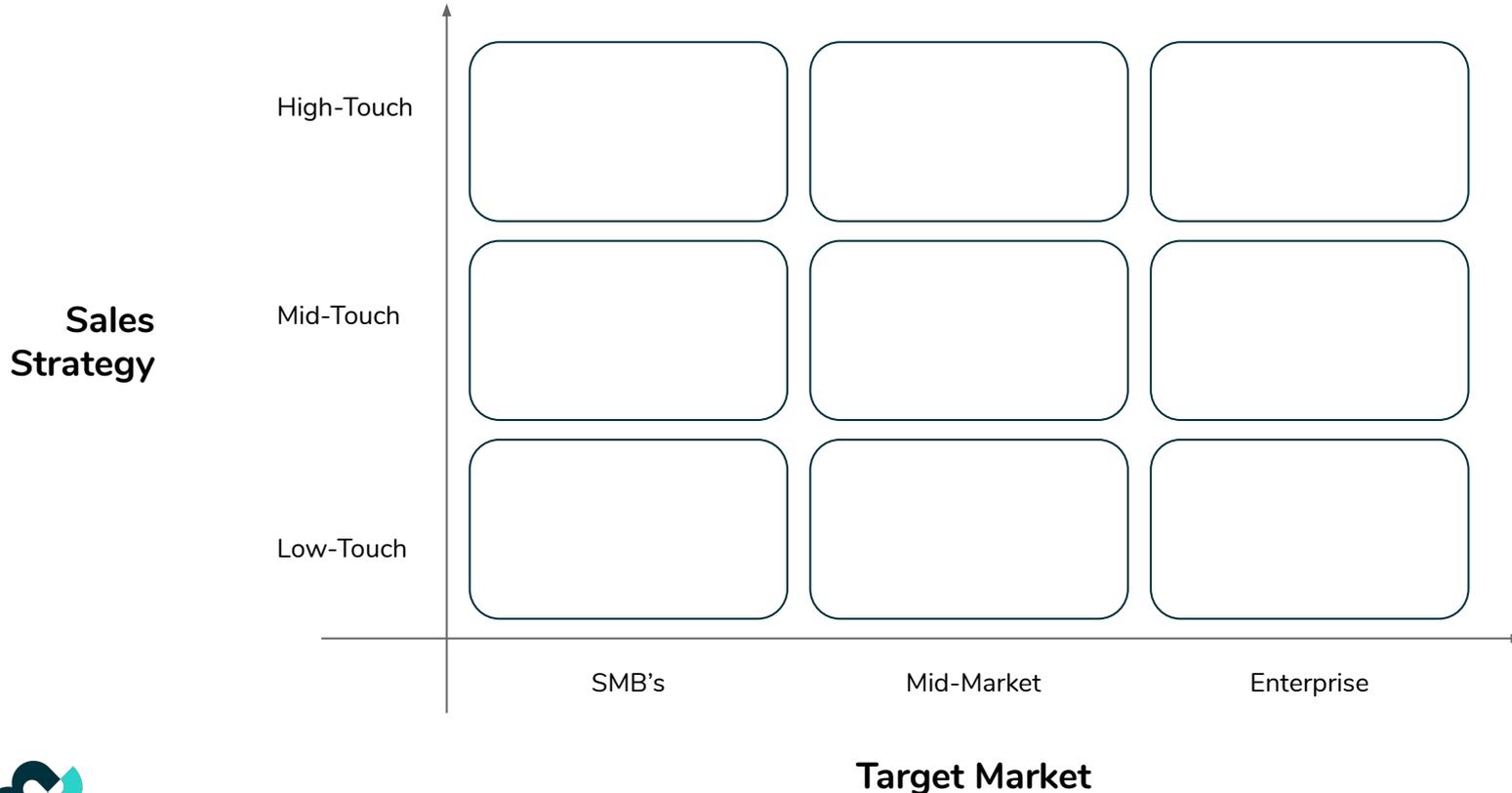
**To help you sell more software**

# 4 Guidelines to make SaaS websites that convert

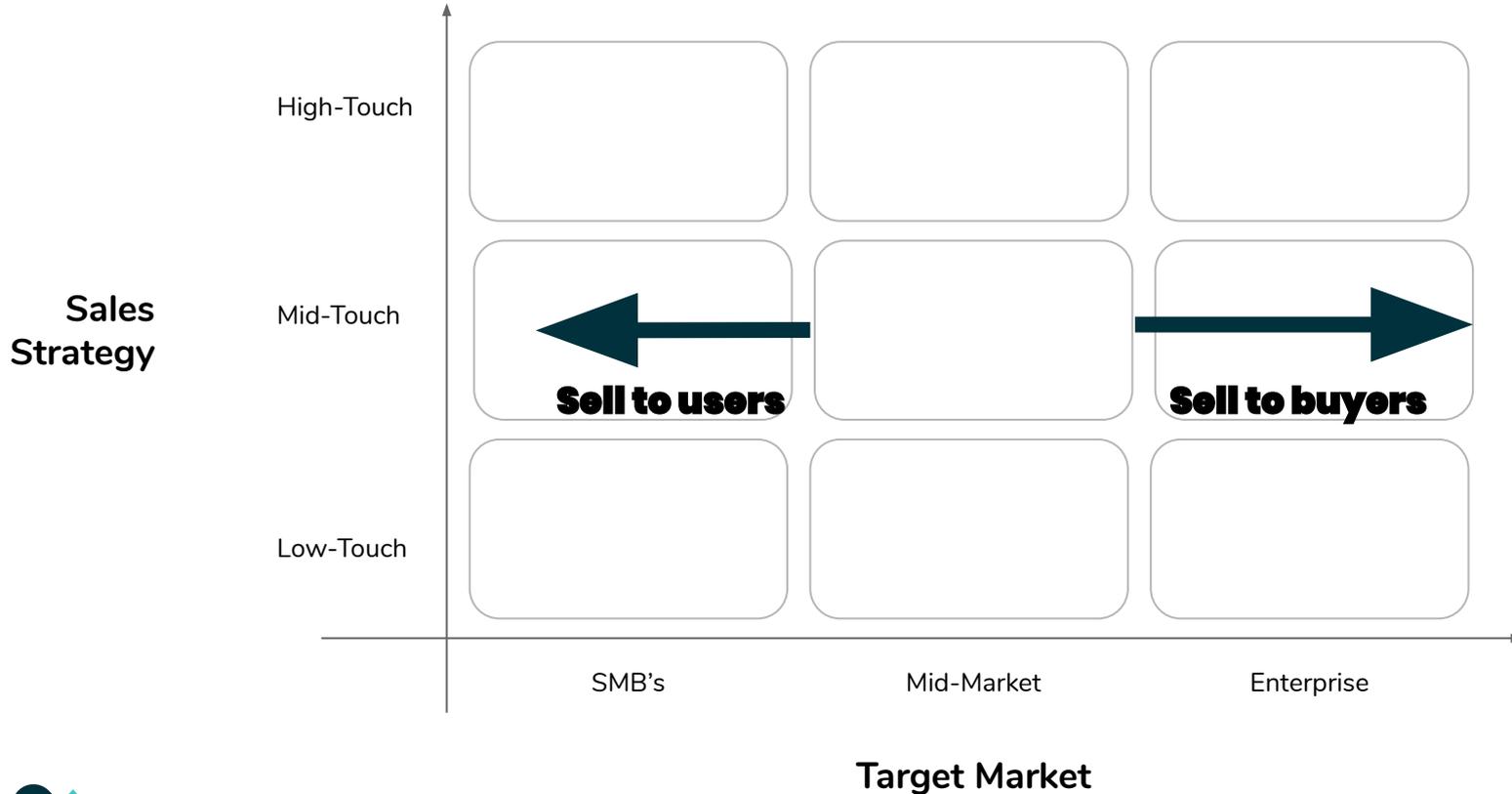
1. Find your value proposition
2. The user is the hero
3. Get their hands on the product
4. Embrace testing and experimentation

**Without a good website  
you don't have a SaaS company**

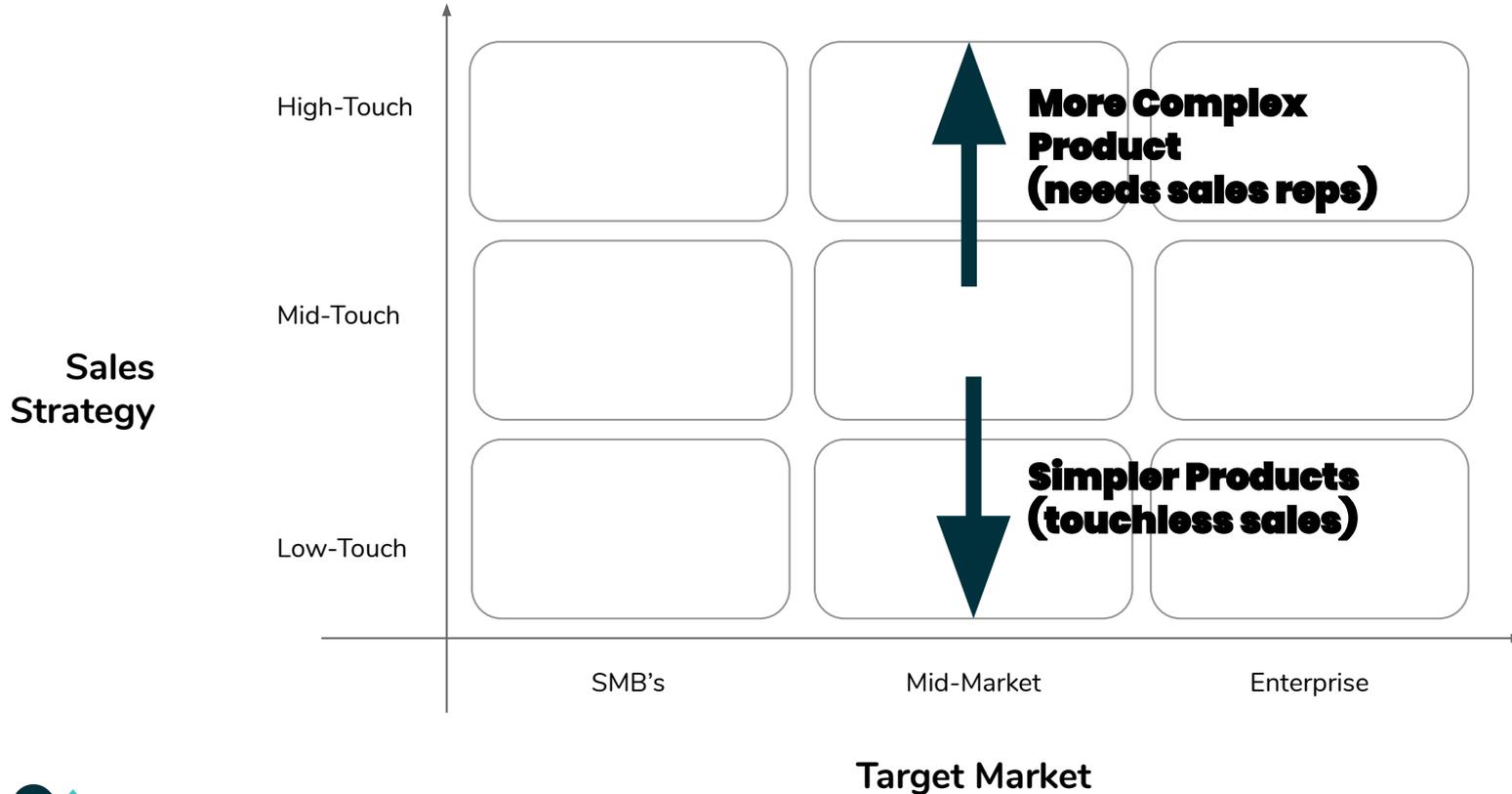
# How you communicate the value of your software depends on :



# Whom should you communicate with?



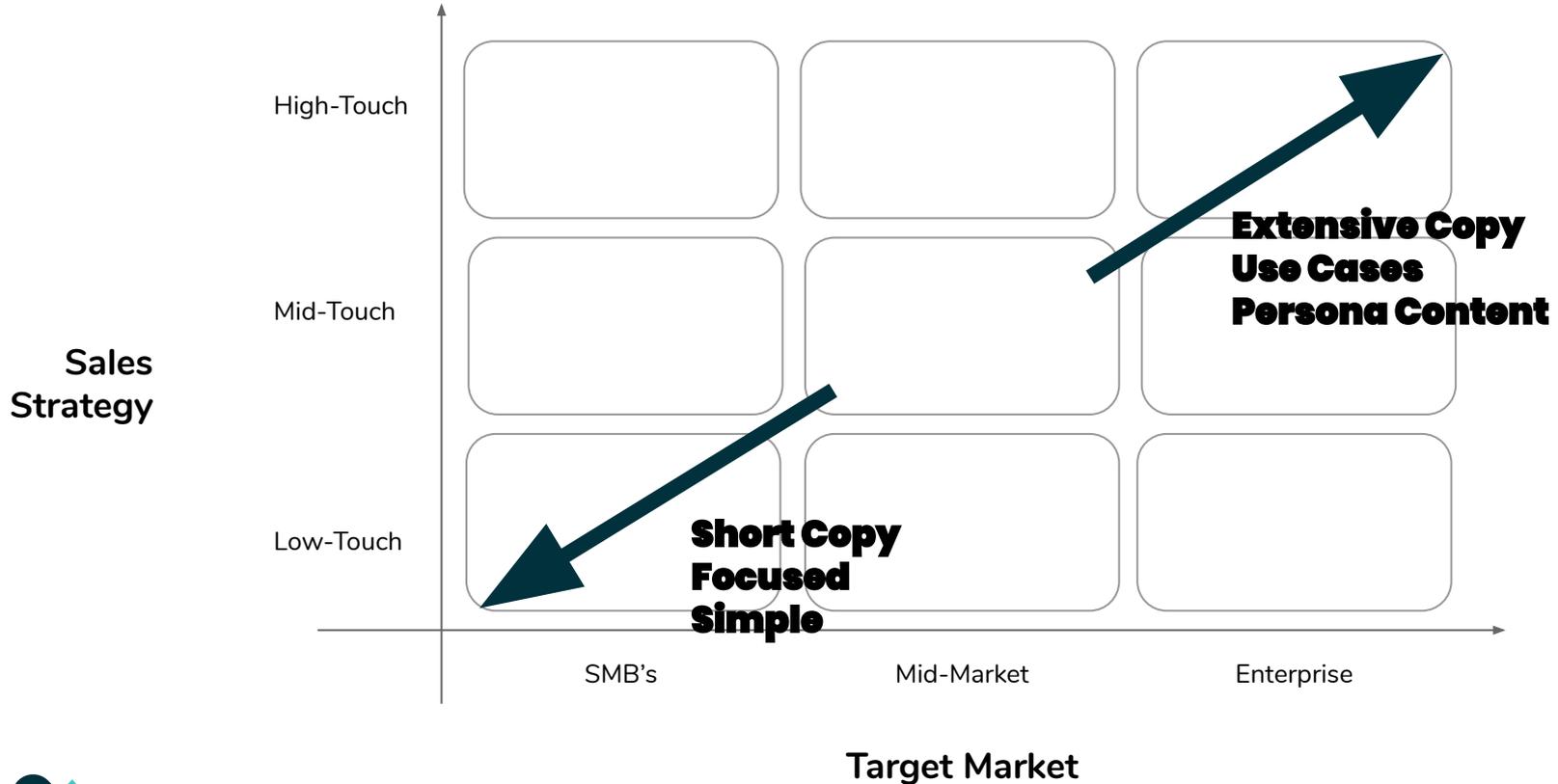
# What does it take to sell your product?



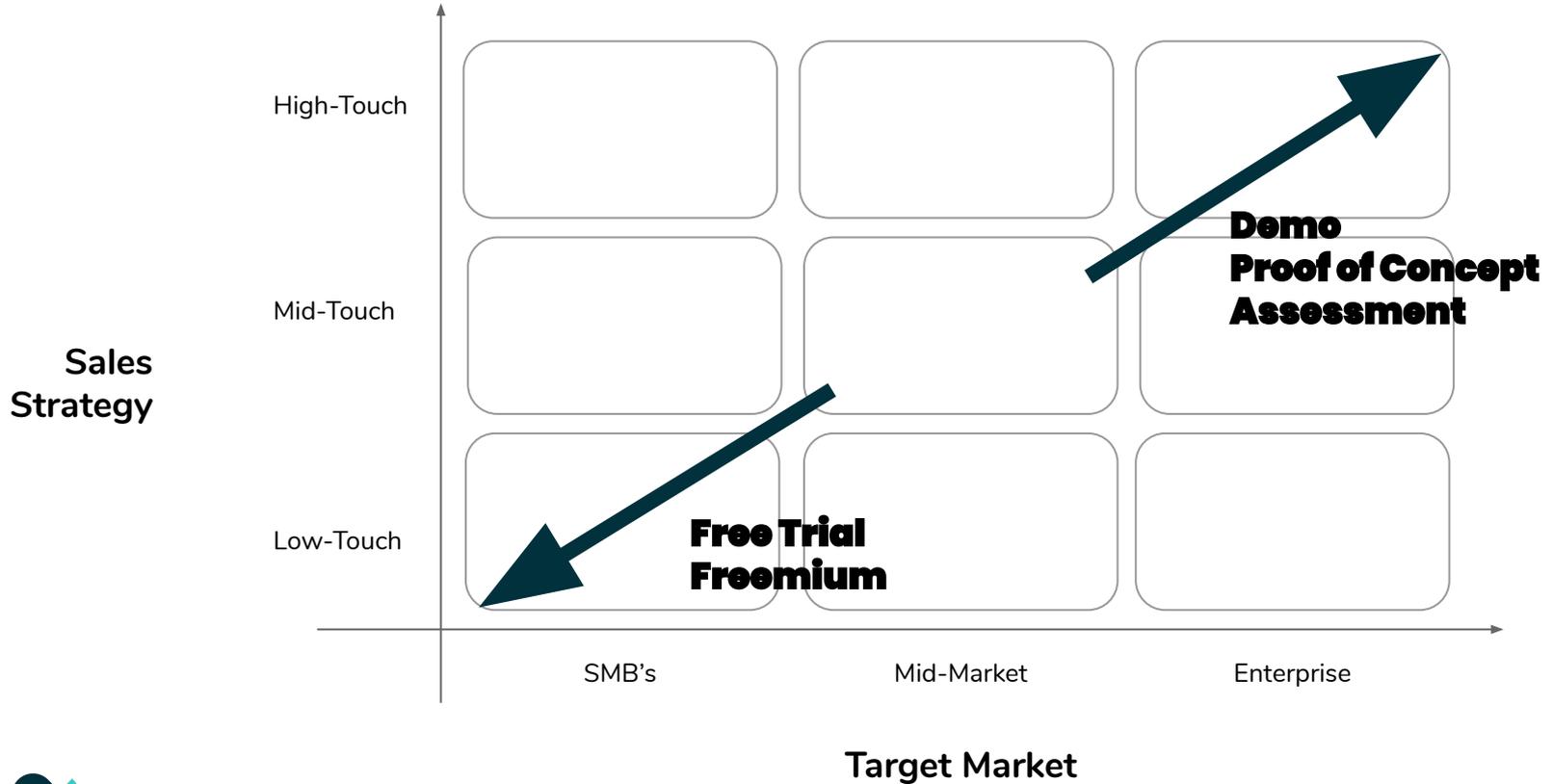
# What's the ultimate goal of your site?



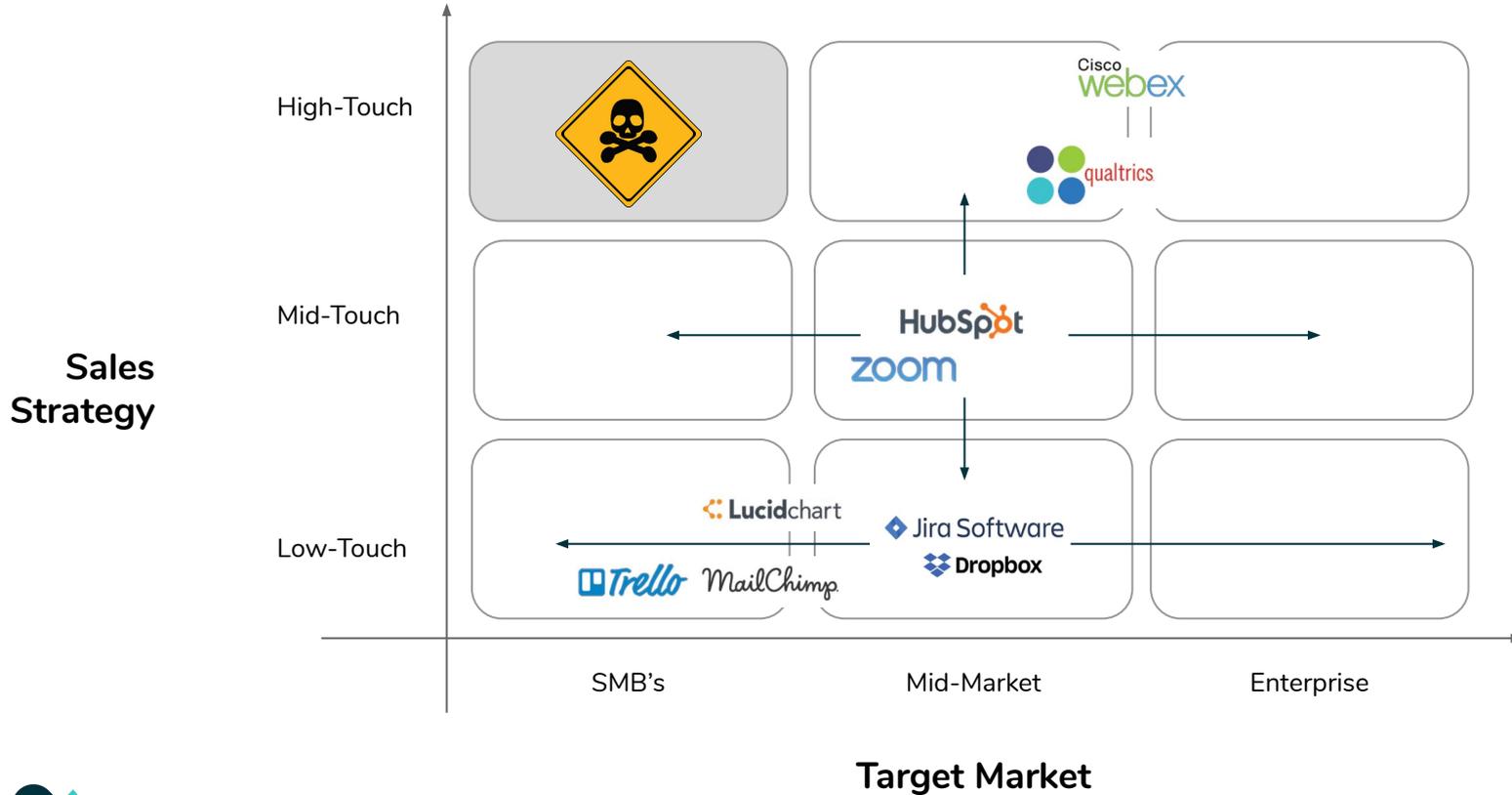
# Your ultimate conversion goal:



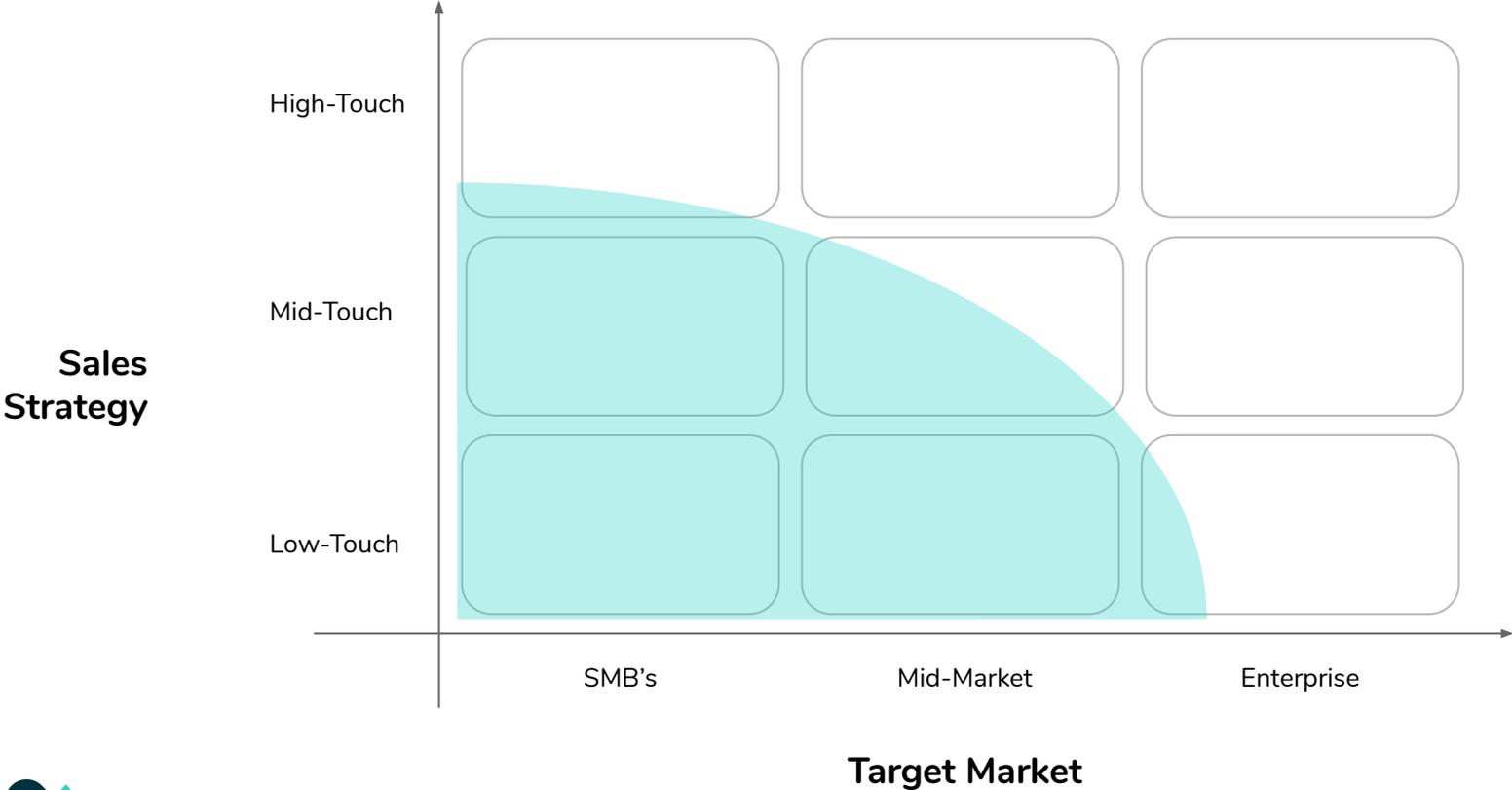
# Your ultimate conversion goal:



# Some examples:



# Today we'll focus on:



# How companies make websites that convert?

There is a science to this...

# More often than not...



So, what do you want on the homepage

Steven Jabs

We want a spectacular graphic in the banner. Let's establish the design and we will sort out the exact text later...

Cool. Great idea. And below the hero?

Steven Jabs

Something about what our customers want. For instance, "Change the future" or something close to that.

If you make the look really cool, you are going to love it

...most websites are done with ZERO validation about what the user wants

**Your website IS the means for your users to sign up**  
**Treat your site as a 1st class citizen!**

Guidelines: How to make a SaaS website that converts...

# #1 Find your value proposition

# Compare these value propositions of 2 chat software companies:

A new and better way to acquire, engage and retain customers

Modern products for sales, marketing and support to connect with customers and grow faster.

Start A Free Trial

*Focused on the ultimate benefit*



All-in-one  
Customer Support Software

Organize help center and provide customer support using all possible channels packed in one simple customer service software

GET STARTED REQUEST A DEMO

*Focused on a specific use case*

Which one is more inspiring?  
Which one tells you what it is?  
Which one is more specific?  
Which one has a more clear call to action?  
**There is no better or worse - it's just different formulas**

# 3 formulas for an effective value proposition:

## What it is?

Example: “Simple, personal messaging for businesses and their customers”

## What it does?

Example: “Have live conversations and send targeted messages to website visitors and users of your app”

## What you can do with it?

Example: “A new and better way to acquire, engage, and retain customers”

## Other elements of a killer value prop:

- **Targeted:** Clearly articulate who your solution is for.
- **Specific:** If it can apply to someone else, it is not specific enough.
- **Unique:** How is your solution different from competitors?

The #1 factor in coming up with a website that converts?

**A message that resonates**

... and the #1 factor in coming up  
with a message that resonates?

# Know your customer

**Guess the # of times I've  
heard a founder explain  
the product in the same  
way than his customers?**

**ZERO.**

A portrait of Stewart Butterfield, CEO of Slack, wearing glasses and a dark blue shirt, with his hands clasped. The background is a blurred grid of blue and purple lights.

## So, what is slack?

**“It’s a next generation platform to streamline communication distributing messages... blah blah blah”**

**–Stewart Butterfield  
CEO, Slack**

## So, what is slack?

“It’s the next generation platform for stream line communication distributing messages... blah blah blah”

–Stewart Butterfield  
CEO, Slack

“It replaces email inside your organization.”



Classic! Lots of websites out there are driven by founder's speak !

**My point is:  
Not sure how to say it?**

**Ask the customers!**

## **Be customer-centered**

What you believe, doesn't matter

# What you'll discover through research:

1. Why customers buy from you?
2. What problem were your prospective users trying to solve?
3. How did they realize they had a problem?
4. Which competitors did they consider?
5. What was the trigger that made them look for a solution?
6. What made them realize yours was the best solution?
7. What were they most excited about exactly?
8. What on your website is frustrating to them?
9. Where are they getting stuck?
10. When buying from you, what did they hesitate about the most?
11. What impact did they expect from buying your product?

## How to collect feedback?

- Run surveys
- Pick up the phone
- Make it part of onboarding
- Run polls
- Ask questions at specific points in their lifecycle
- Look at user behaviors on the site and inside the app

## Think it's tough to talk to customers?

Hint: You are already doing it.

**Product:** to prioritize new features

**Customer Success:** to help your users

**Sales:** If exists - to sell

**Talk to your team and share user insights!**

**Do WHATEVER it takes to get real user feedback!**

Use it to figure out your value proposition.

Then, iterate.

Guidelines: How to make a SaaS website that converts...

✓ #1 Find your value proposition

# #2

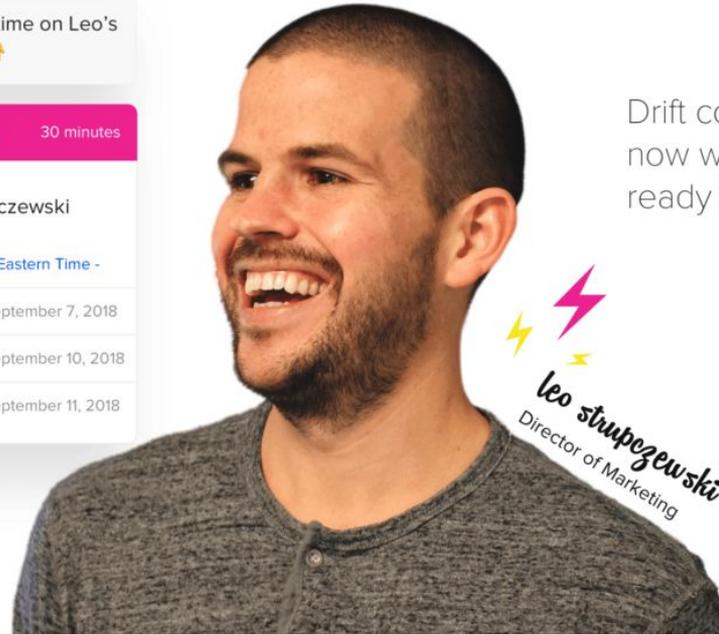
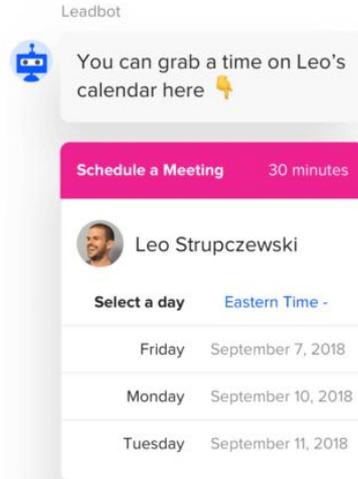
# The user is the hero:

## Help the user do his job!

# Speak to users, not buyers.

Your entire communication needs to address users:

**Whose life will be easier after using your product?**



Drift connects you now with the people ready to buy **NOW.**

# In contrast, Oracle speaks to buyers...

As a complex solution targeting enterprises, Oracle speaks to different buyer roles, as opposed to the users of the product exclusively.



ORACLE

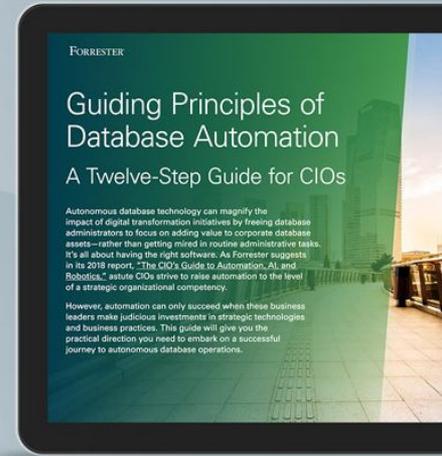


## CIO Guide: Principles of Database Automation

Forrester report urges CIOs to address real business problems, adopt technology that complements existing systems, and help stakeholders recognize the positive aspects of transformative change.

[Get Twelve-Step Guide →](#)

[Free trial: Autonomous Database →](#)



# Make it tangible

Use contrast to differentiate before and after.

Make the gap evident.

*Truly reflect how life is today*



*Paint the vision of heaven*



# A trusted friend speaks.

Your voice is that of a friend who truly wants to help.

Say: **“This is how I will solve your problem”**

*Why this works? Know your customer:*

- *Wants to create branded emails*
- *Wants to look like a pro*

EMAIL

## Create beautiful, branded emails that make you look like a pro

Keep your audience engaged with email marketing. Mailchimp's campaign builder is easy to use, packed full of features, and designed to grow with your business.

[Sign Up Free](#)



# Show different use cases

Who will benefit from using your product?

If there are different user profiles, create content that shows them how will your product solve their specific problems.

The screenshot shows the Drift website's navigation and a grid of use cases. The navigation bar includes the Drift logo, 'PLATFORM', 'CUSTOMERS', 'RESOURCES', and 'PRICING'. Two buttons are present: 'GET A DEMO' and 'CREATE FREE ACCOUNT'. Below the navigation is a dark grid with three columns of use cases. The first column is highlighted with a red box and contains 'FOR', 'MARKETING TEAMS', 'SALES TEAMS', and 'GET A DEMO'. The second column is also highlighted with a red box and contains 'FEATURES', 'BOTS', 'MEETINGS', 'ACCOUNT BASED MARKETING', and 'ANONYMOUS VISITOR INTELLIGENCE'. The third column contains 'CONVERSATIONAL LANDING PAGES', 'EMAIL FOR SALES', 'EMAIL FOR MARKETING', and 'AUTOMATED HELP CENTER'.

**Drift** PLATFORM ▾ CUSTOMERS ▾ RESOURCES ▾ PRICING [GET A DEMO](#) [CREATE FREE ACCOUNT](#)

<b>FOR</b> <b>MARKETING TEAMS</b> <b>SALES TEAMS</b> <b>GET A DEMO</b>	<b>FEATURES</b> <b>BOTS</b> Your 24/7 SDR & Demand Gen team <b>MEETINGS</b> Fill your calendar with qualified leads <b>ACCOUNT BASED MARKETING</b> Roll out the red carpet for your named accounts <b>ANONYMOUS VISITOR INTELLIGENCE</b> Give your sales team X-Ray vision	<b>CONVERSATIONAL LANDING PAGES</b> Connect to campaign leads now <b>EMAIL FOR SALES</b> Connect bots & chat with Sequences & Gmail <b>EMAIL FOR MARKETING</b> Bots & chat from your email campaigns <b>AUTOMATED HELP CENTER</b> Answer customer questions while you sleep
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# Offer TRULY helpful content

Offer content that explains:

1. Problem solved
2. How you solve it

The screenshot shows the HEAP website landing page for a whitepaper. The navigation bar includes 'HEAP', 'PRODUCT', 'SOLUTIONS', 'CUSTOMERS', 'PRICING', 'RESOURCES', 'DOCS', 'LOGIN', and a 'SIGN UP' button. The main content area features the heading 'DATA TEAMS, IT'S TIME' followed by 'Build-Your-Own Customer Data Platform'. Below this is a text block: 'Data teams are taking charge of customer data. Learn about the latest trend in building a competitive edge in infrastructure.' This text block is highlighted with a red border. Below the text is a 'GET THE WHITEPAPER' button. To the right is a whitepaper cover titled 'The Death of Web Analytics and the Rise of the Build-Your-Own Customer Data Platform' with a 'HEAP' logo at the bottom.

*Ungated content: keep focus on getting users to sign up for a free trial*

# Structure your story coherently

Example of a homepage that flows  
---->

Overall value prop

Contrast: before & after

Explain the problem that you solve

Some highlights of the solution or ultimate benefits

Next step: Call to Action

Additional educational content



Sprinkle some social proof  
Proof that it works

Guidelines: How to make a SaaS website that converts...

- ✓ #1 Find your value proposition
- ✓ #2 The user is the hero

# #3

# Get their hands on the product.

Everything else is secondary.

**Your ultimate conversion point:**  
Demo, Trial, or Freemium sign ups

Here are some formulas you can try:

# Conversion point formulas to try:

## #1 Social Proof

The screenshot shows a landing page for seoClarity. At the top left is the seoClarity logo. The main headline reads: "See How 3,500+ Companies are Improving Their Search Visibility with seoClarity". Below this headline are four logos: Under Armour, Expedia, overstock.com, and Autotrader. A dashed arrow points from the headline area towards the right. On the right side, there is a form titled "Request a Customized Demo or call 773-831-4500". The form includes fields for First Name\*, Last Name\*, Email (business email only)\*, Phone Number\*, and Website URL\*. Below the form is a checkbox with the text "Yes, sign-me up for SEO and content marketing news, product and services updates from seoClarity. [Privacy Policy](#)". At the bottom of the form is an orange button that says "Schedule My Free Demo >".

See How 3,500+ Companies are Improving Their Search Visibility with seoClarity

UNDER ARMOUR. Expedia overstock.com Autotrader

Enterprises need to know how flexible, how robust and how powerful seoClarity is. If you tried to pin it up against any other platform, there's just no comparison.

 **David Cockburn**  
Director, Marketing Analytics & Digital Strategy  
RealPage

Request a Customized Demo  
or call 773-831-4500

First Name\*

Last Name\*

Email (business email only)\*

Phone Number\*

Website URL\*

Yes, sign-me up for SEO and content marketing news, product and services updates from seoClarity. [Privacy Policy](#)

Schedule My Free Demo >

# Conversion point formulas to try:

## #2 Recap of benefits

Start a 15-day FREE online store trial today

The ecommerce platform of choice for over 25,000 online retailers

Your Name

Your Email

Your Phone

We'll send your 3dcart trial account details via email.

[Create your store now](#)

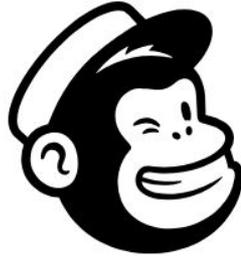
- ✓ 100% hosted solution, **nothing to install**
- ✓ Up and running in 5 minutes!
- ✓ Over **200 built-in features**, no additional apps required
- ✓ 50+ **free & mobile-ready** themes
- ✓ Connect with Amazon, eBay, Google, Facebook & more
- ✓ Zero transaction fees!
- ✓ **No credit card needed for trial**

After your 15-day trial ends, choose any of our [unlimited plans](#) starting at just **\$19/month** and get your business up and running.

# Conversion point formulas to try:

## #3

## Just get started



## Get started with a free account

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's marketing tools. Already have an account? [Log in](#)

Email

Username

Password

 Show

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 characters minimum

Get Started!

By clicking this button, you agree to Mailchimp's [Anti-spam Policy & Terms of Use](#).

# Conversion point formulas to try:

## #4 In-line sign up



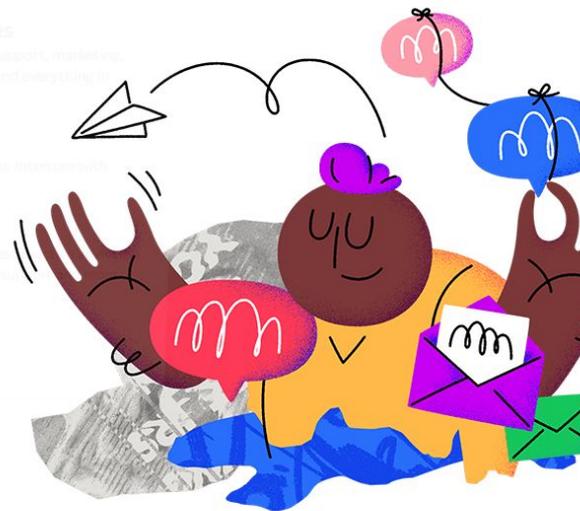
Solutions Why Intercom Resources Pricing Log in

Enter your email [Get Started](#)

A new and better way to acquire, engage and retain customers

Modern products for sales, marketing and support to connect with customers and grow faster.

Enter your email [Get Started](#)  
Free 14-day trial • Easy setup • Cancel any time



Trusted by the world's most innovative businesses – big and small

Sotheby's

New Relic

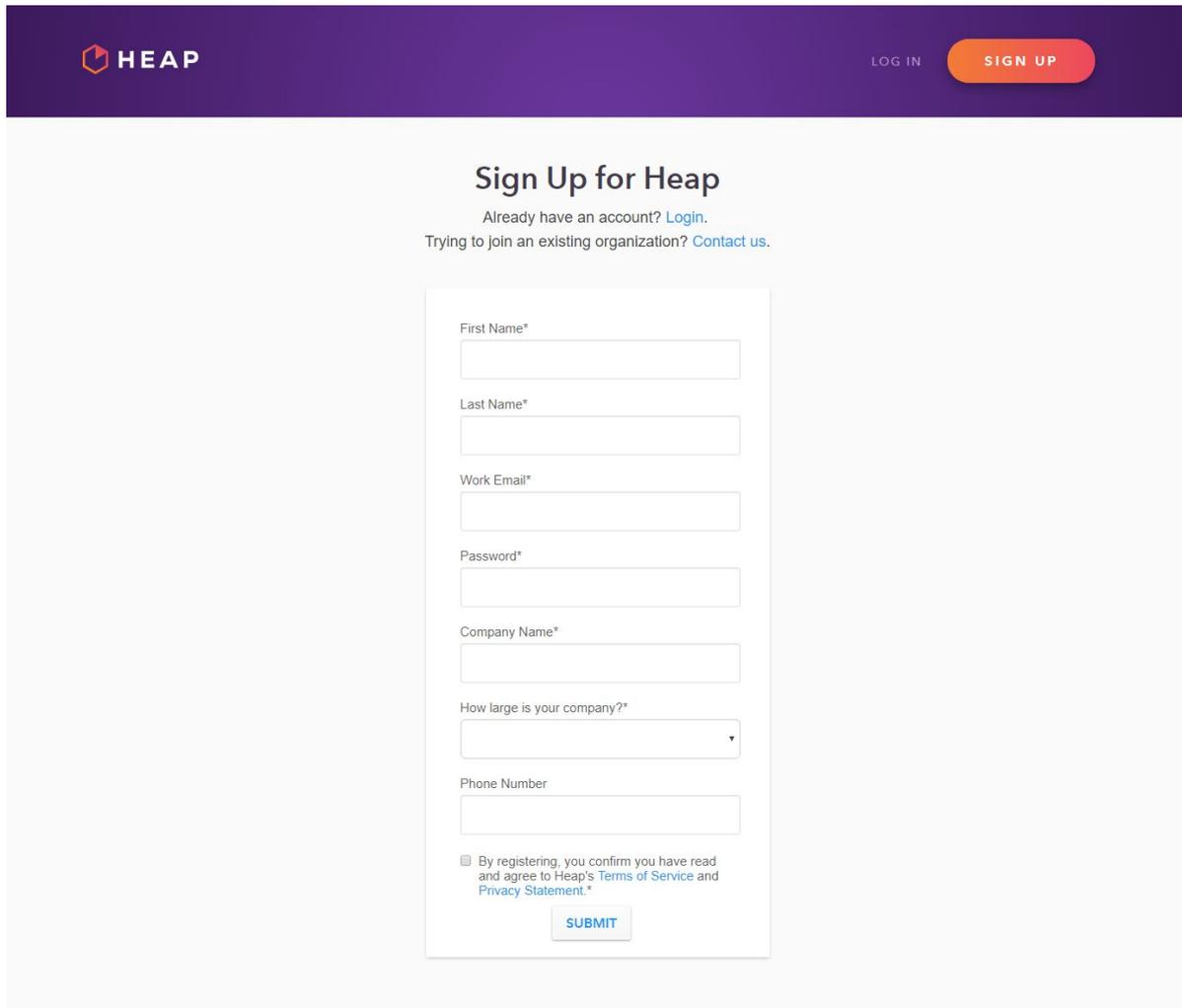
ATLASSIAN

shopify

Combinator

# Conversion point formulas to try:

#5  
Plain vanilla

A screenshot of the Heap website's sign-up page. The page has a purple header with the 'HEAP' logo on the left and 'LOG IN' and 'SIGN UP' buttons on the right. The main content area is white and features the heading 'Sign Up for Heap'. Below the heading are two lines of text: 'Already have an account? [Login.](#)' and 'Trying to join an existing organization? [Contact us.](#)'. The sign-up form is a vertical stack of input fields: 'First Name\*' (text), 'Last Name\*' (text), 'Work Email\*' (text), 'Password\*' (text), 'Company Name\*' (text), 'How large is your company?\*' (dropdown menu), and 'Phone Number' (text). At the bottom of the form is a checkbox with the text 'By registering, you confirm you have read and agree to Heap's [Terms of Service](#) and [Privacy Statement.](#)'. Below the checkbox is a blue 'SUBMIT' button.

How do you get their hands on  
the product?

# Kill friction points

Design

User flow

Navigation

Show the product

# The role of good design

**Beauty makes you trustworthy  
And your partner, tolerant**



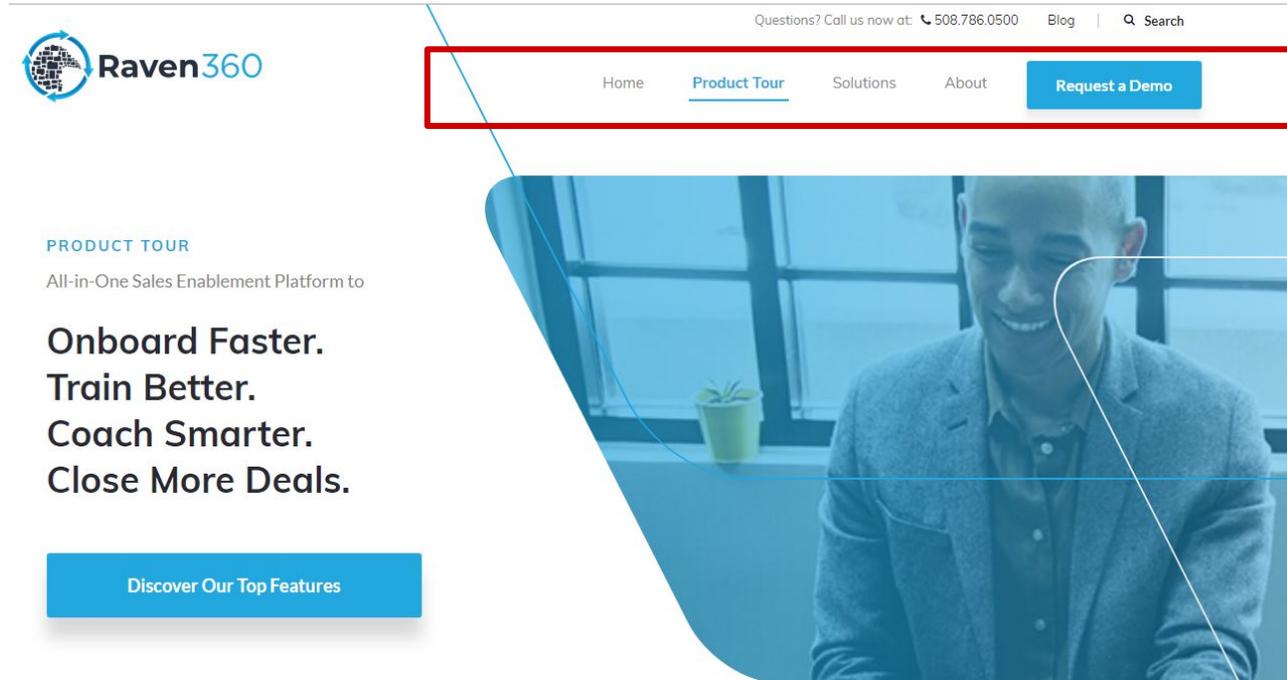
# What is beauty? – website-wise

1. Prototypicality
2. Visual complexity

\*Javier Bargas-Avila, Alexandre N. Tuch, Eva Presslauer, Markus Stoecklin and Klaus Opwis

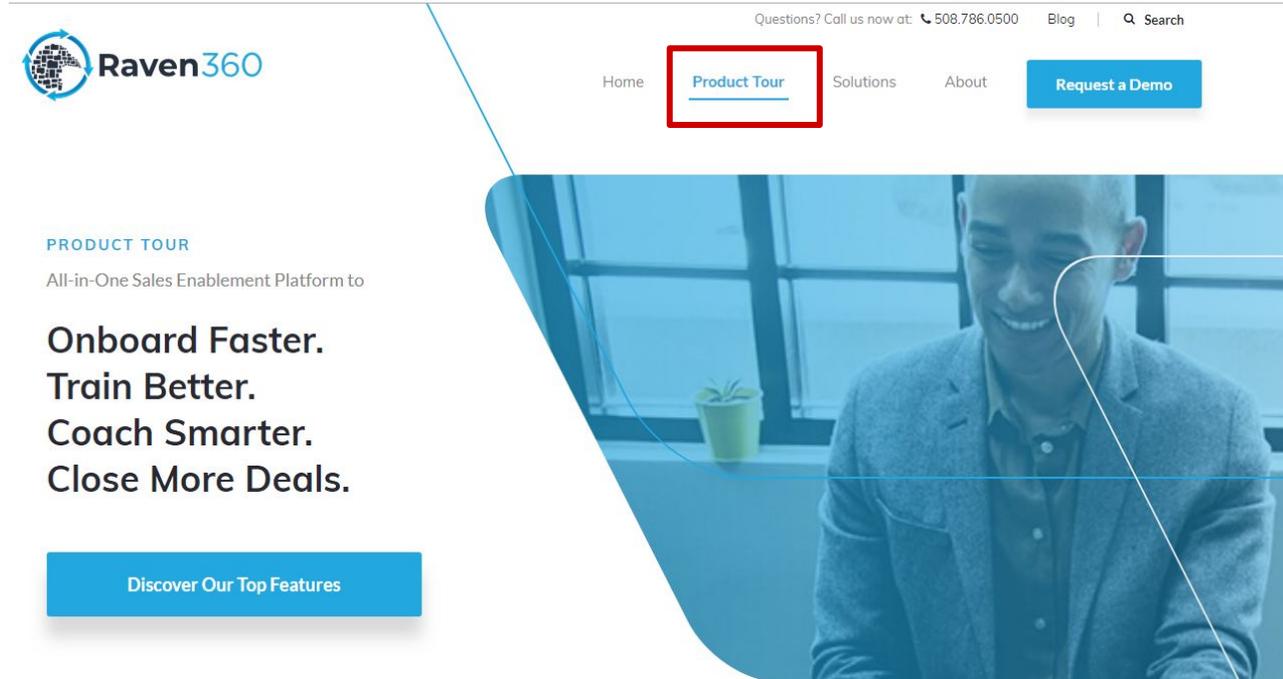
International Journal of Human-Computer Studies

# Prototypical: Follow conventions that users are already familiar with



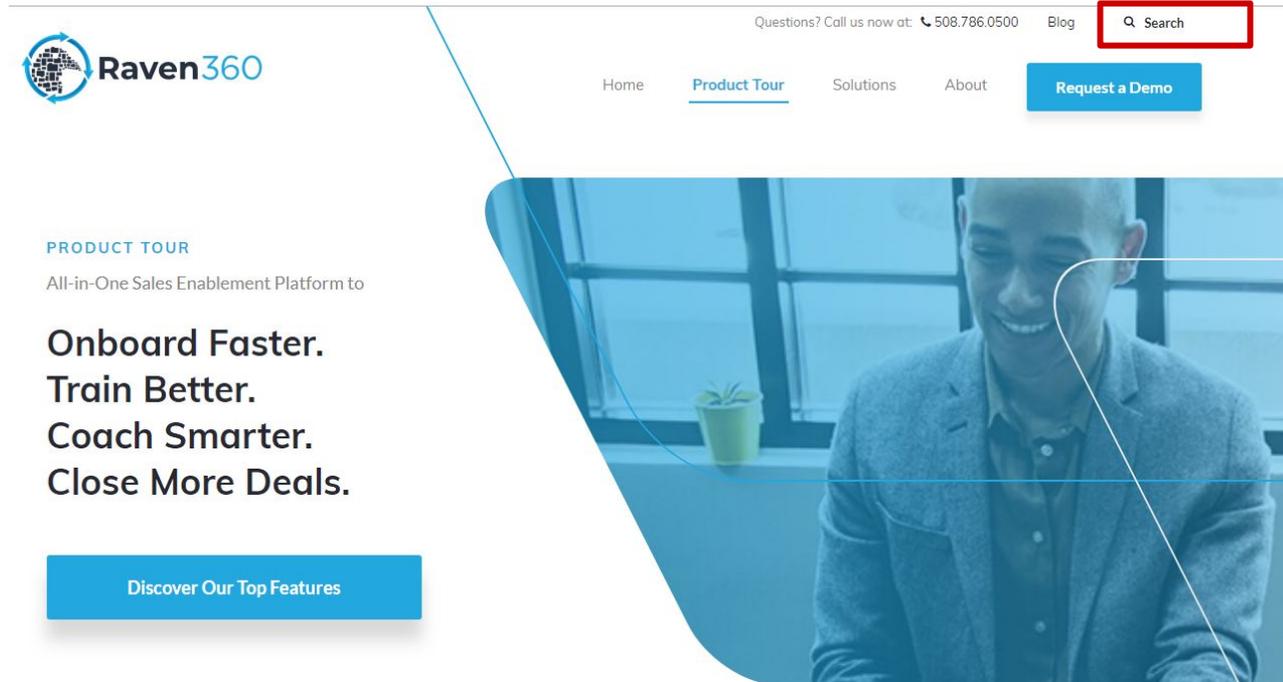
Menu at  
the top

# Prototypical: Follow conventions that users are already familiar with



Active menu shows where you are

# Prototypical: Follow conventions that users are already familiar with



Search in the  
top right

# Prototypical: Follow conventions that users are already familiar with



Questions? Call us now at: 508.786.0500 | [Blog](#) | [Search](#)

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## PRODUCT TOUR

All-in-One Sales Enablement Platform to

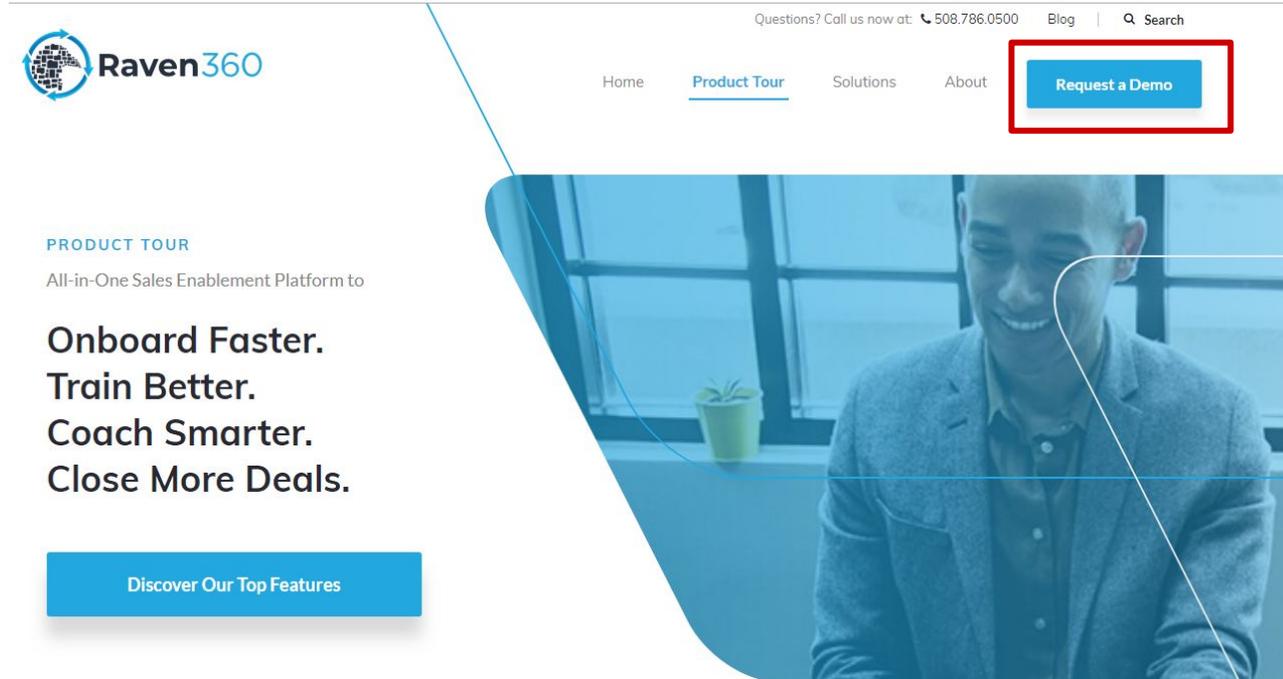
**Onboard Faster.  
Train Better.  
Coach Smarter.  
Close More Deals.**

[Discover Our Top Features](#)



Value prop is  
the first thing  
you read

# Prototypical: Follow conventions that users are already familiar with



Omnipresent  
most wanted  
action, for return  
visitors

# Prototypical: Follow conventions that users are already familiar with



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Company

## PRODUCT TOUR

All-in-One Sales Enablement Platform to

**Onboard Faster.  
Train Better.  
Coach Smarter.  
Close More Deals.**

[Discover Our Top Features](#)



# Visual complexity:

**Simpler = more beautiful**

White space



mailchimp

[Why Mailchimp?](#)

[What You Can Do](#) ▾

[Pricing](#)

[Resources](#) ▾



[Log In](#)

[Sign Up Free](#)

## Your business was born for this

Become the brand you want to be with smarter marketing built for big things.

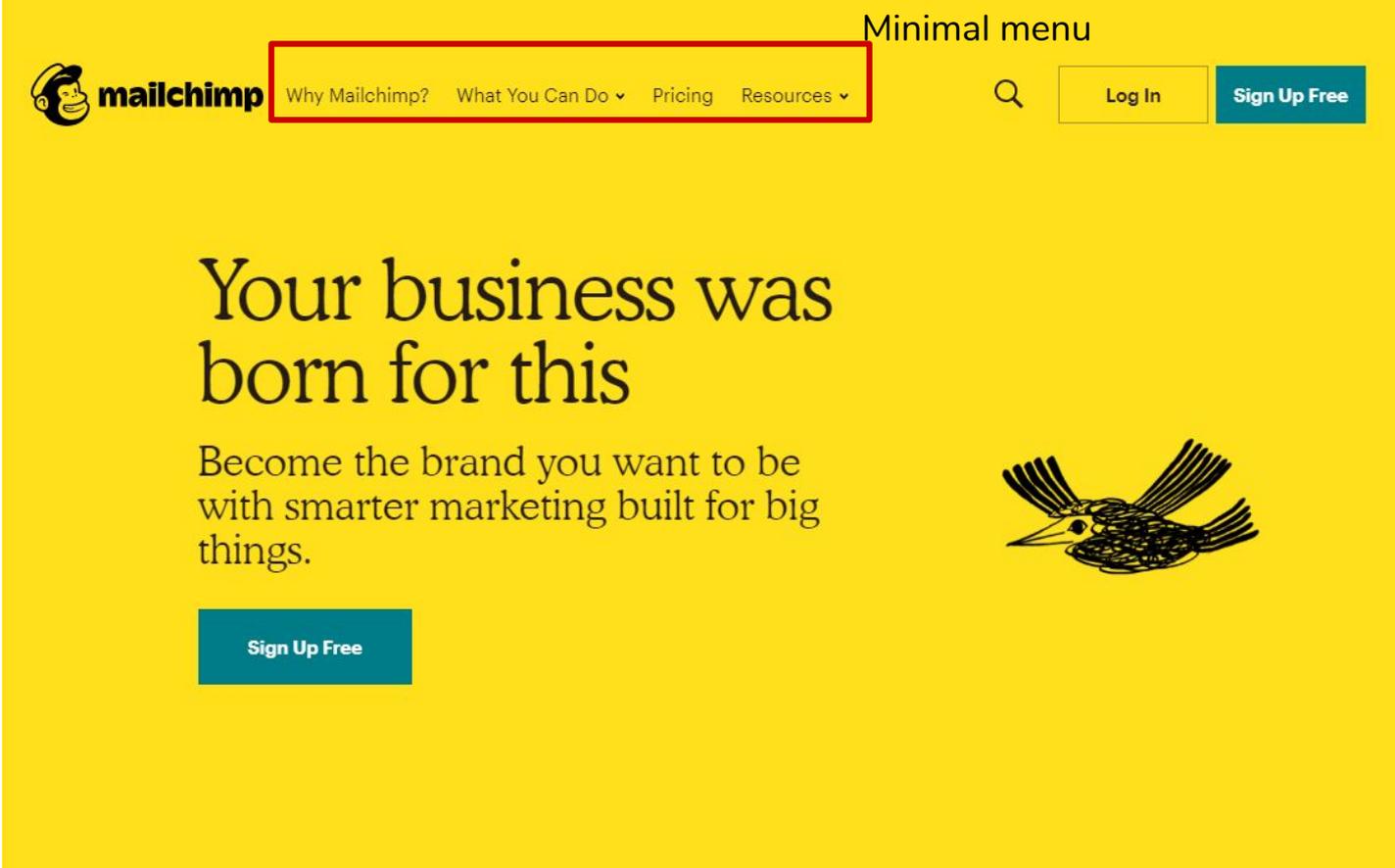


[Sign Up Free](#)

# Visual complexity:

**Simpler = more beautiful**

Minimal menu



**mailchimp** Why Mailchimp? What You Can Do ▾ Pricing Resources ▾

Log In Sign Up Free

## Your business was born for this

Become the brand you want to be with smarter marketing built for big things.

Sign Up Free



# Visual complexity:

**Simpler = more beautiful**

Limited actions  
----->



**mailchimp**

[Why Mailchimp?](#)

[What You Can Do](#) ▾

[Pricing](#)

[Resources](#) ▾



[Log In](#)

[Sign Up Free](#)

## Your business was born for this

Become the brand you want to be with smarter marketing built for big things.

[Sign Up Free](#)



# Visual complexity:

**Simpler = more beautiful**

Concise language  
---->



**mailchimp**

[Why Mailchimp?](#)

[What You Can Do](#) ▾

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[Sign Up Free](#)



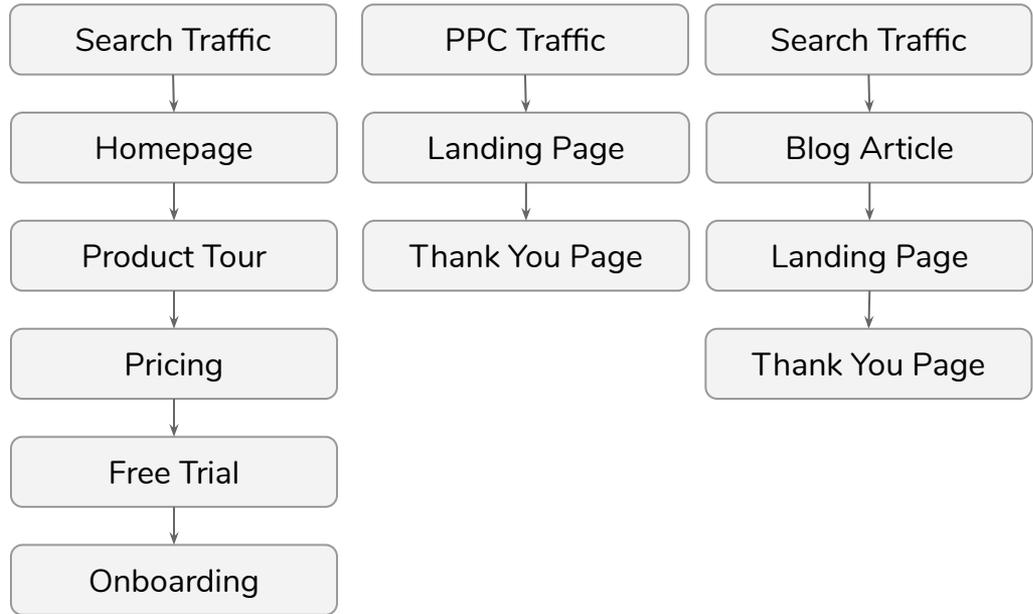
## So to make your site beautiful:

- Follow conventions - don't be overly original to the point of being confusing.
- Simpler is better - avoid cluttering the space with design elements.

# Think user flows

# What do you want the user to do when landing on your site?

Plan how your user will discover how your product solves his problem and want to try it



# User paths:

Keep the user focused on the next step

Want to learn more about email marketing? We've got you covered.

[Email Marketing Field Guide](#) →

[Email Design Guide](#) →

[Email Design Template](#) →

Next steps at the end of the page ---->

## Start for free

It's easy to get started. And it's free. Two things that are pretty great.

[Create Your First Email](#)

Avoid friction points

# STP – Show The Product

# STP Principle:

# Show The Product

Get the user to  
get a feel for  
your product

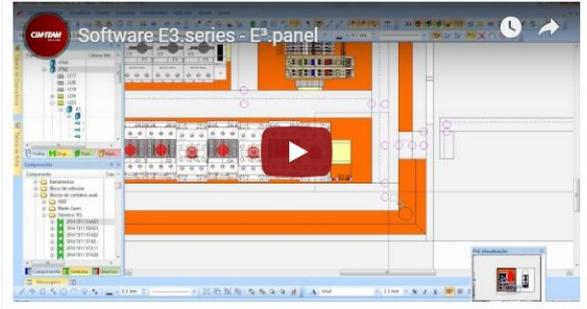
## CREATE A PHYSICAL DESIGN OF YOUR ELECTRICAL CONTROL PANELS

Create the physical representation of panels in 2D or 3D without the need of understanding M-CAD tools.

- ✓ 1:1 scaled panel drawing
- ✓ Prevent collisions with breakout and height restrictions
- ✓ Place parts in their correct location with intelligent snap points

 REQUEST A FREE TRIAL

See a quick intro in just about 5 minutes



 Download Product Sheet

# STP Principle:

# Show The Product

Structure for software tour pages --->



Core functionality value prop with video and key calls to action

Aspirational benefits

How is it done specifically? Make benefits tangible.

Social proof

Next steps

The screenshot shows the E3 Schematic website with several key sections:

- Core functionality value prop with video and key calls to action:** A section titled "CREATE & DOCUMENT YOUR ELECTRICAL SCHEMATICS EFFICIENTLY" with a video player and a "REQUEST A FREE TRIAL" button.
- Aspirational benefits:** A section titled "E3 SCHEMATIC MAKES ELECTRICAL DESIGN SMARTER. HERE'S HOW" with sub-sections for "ELIMINATE ERRORS" and "REDUCE DESIGN TIME".
- How is it done specifically? Make benefits tangible:** A section titled "Prevent Errors with E3's Built-In Design Rules" and "Design with a vast library of pre-designed, pre-approved and tested components".
- Social proof:** A section featuring a testimonial from Jean Carlot de Souza, CEO of Soutz, stating a 50% reduction in project time.
- Next steps:** Two buttons: "Request FREE Trial" and "Questions?".

E3's key functionality page

Guidelines: How to make a SaaS website that converts...

- ✓ #1 Find your value proposition
- ✓ #2 The user is the hero
- ✓ #3 Get their hands on the product

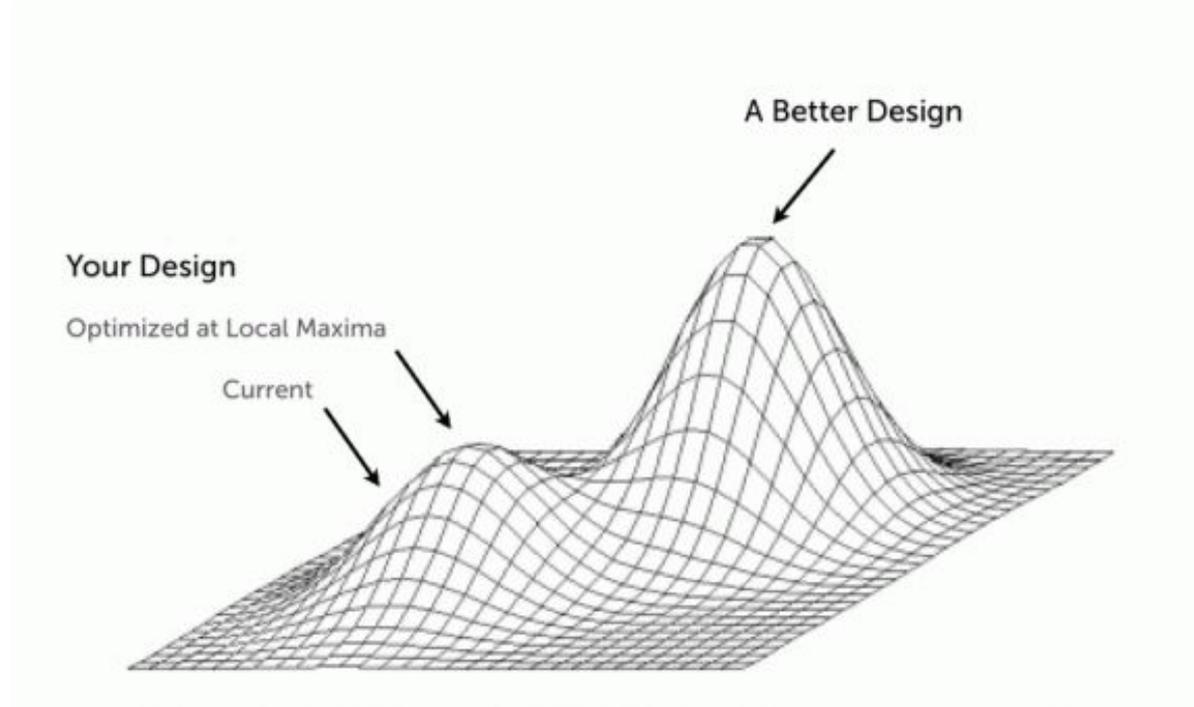
# #4

# Testing and experimentation as a culture

# Radical vs. Iterative



# ABT - Always Be Testing



Source: [Metrics Driven Design, Joshua Porter](#)

## Things that you should always be monitoring and testing:

(not a comprehensive list)

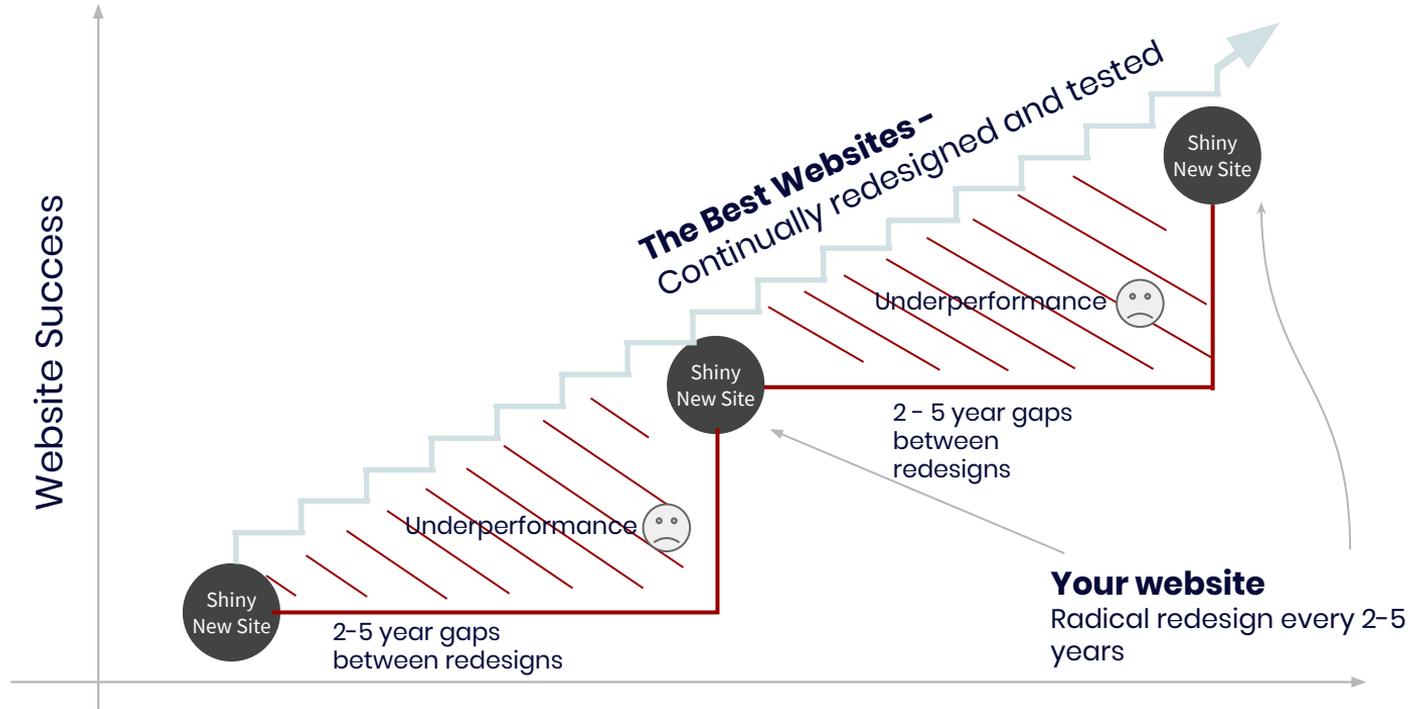
1. Homepage Value Proposition
2. Demo / Trial / Freemium signup points
3. Calls to action to sign up
4. Homepage flow
5. Product tour flows
6. Pricing page
7. High traffic landing pages
8. Email subject lines / body text

# Growth-driven design methodology primer

Fact: you are dealing with evolving:

- Markets
- Products
- Customers
- Competition

Unless you have a method to gather data and pick up signals, and then use these to update your website, it will quickly become obsolete and conversion performance will suffer.



## Recap:

1. Get your value proposition right
2. Put your customer at the center. Ask them!
3. Your content's purpose is to help your users do their job
4. Focus on getting the user's hands on your product
5. Eliminate friction points that impede #4
6. Embrace testing and experimentation as culture
7. Continually monitor your site performance

Thank you!

# Eduardo Esparza

CEO & Founder, Market 8



If you want to continue learning about How to Make a SaaS Website that Converts, feel free to reach out to me:

email: [eduardo@market8.net](mailto:eduardo@market8.net)

twitter: [@lamDoubleE](https://twitter.com/lamDoubleE)

[www.market8.net](http://www.market8.net)

**Get the slides to this pres:**

[www.market8.net/SaaSConversions](http://www.market8.net/SaaSConversions)

# To find out why your site isn't converting and how to fix it..

I'm offering a FREE 20-minute  
Live Website Evaluation

To request one, go to  
[www.market8.net/siteevaluation](http://www.market8.net/siteevaluation)

Thanks for joining me today!