

B2B Technology Website Homepages: The 2020 Fortune 500 Review

A design, content, and functionality effectiveness audit for America's largest companies.

INTRODUCTION

Introduction

STRESS-TESTING THE HOMEPAGES OF FORTUNE 500 B2B TECH COMPANIES.

As a digital strategy leader for B2B companies, WebEnertia is always exploring best practices and new ideas along with real-world wins. For more than 20 years, we've been helping companies ranging from emerging start-ups to the most prominent industry players define their digital impact. We are continually looking at what others are doing online to benchmark our latest design innovations, develop new content strategies, and inspire unexpected approaches.

As part of our process, we assess competitive websites to uncover new opportunities and category norms within our market. To expand our reach and help more B2B technology companies shine, we decided to use the same assessment tools and criteria to evaluate the world's largest company websites. We hope to share successful strategies and identify common pitfalls that can help improve our online approach and advance the industry.



Steve Ohanians

WebEnertia

CEO & Director of Digital Strategy

METHODOLOGY

Methodology

RESEARCH. DATA. BEST PRACTICES.

Criteria

The WebEnertia team analyzed the homepages of the top 26 Fortune 500 B2B technology firms based on the Fortune 2020 rankings released in May (excluding consulting and ecommerce companies). The evaluation used pre-established analysis areas to rank the following factors on a scale of **1 (lacking/broken) to 5 (best practice)**:

- Functionality
- Navigation
- Content
- Brand
- Design
- Interactivity
- Engagement Metrics

Tools & Data Sources

Website evaluation tools and data sources include:

- Alexa.com
- Fortune.com
- Google.com
- WooRank.com

Researchers

The review was conducted by experienced WebEnertia UX designers and researchers who regularly work on B2B tech websites and have considerable experience with best practices and page effectiveness.

- Melody Hsia - UX Designer & Researcher
- Liz Li - UX Designer & Researcher
- Steve Ohanians - Director of Digital Strategy
- Mercy Perez - Digital Project Manager

For questions, please contact research@webenertia.com.

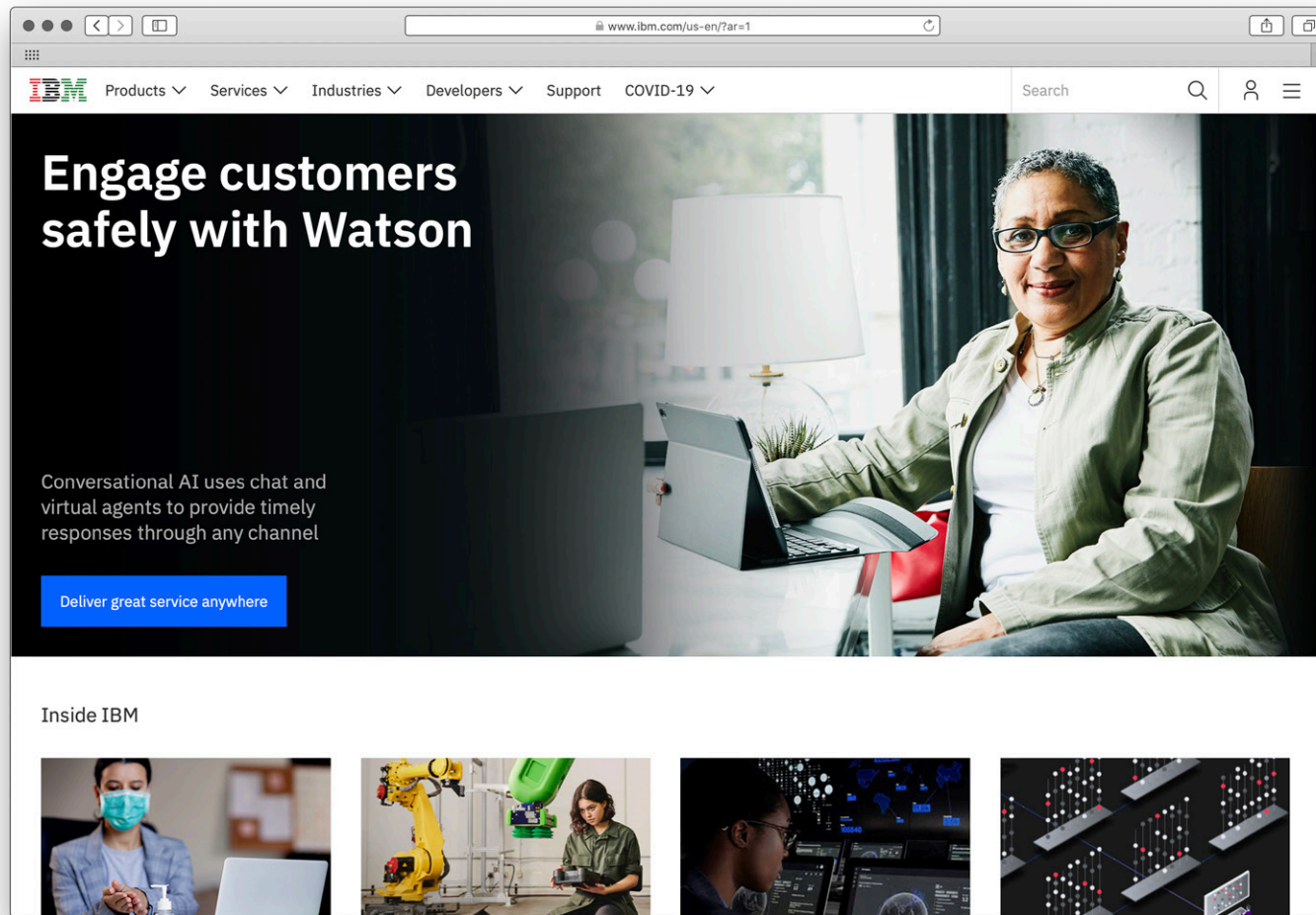
HOMEPAGE ANALYSIS SCORING SYSTEM

	0	1	2	3	4	5
	LACKING/BROKEN				BEST PRACTICE	
Functionality:	Features and UX narratives are difficult to use, nonfunctional, or disorganized, making it challenging to attain information and complete goals.				Features and UX are intuitive, functional, and well organized. There is a strong sense of narrative to help with information gathering and goal completion.	
Navigation:	Navigation is poorly planned, designed, or broken, making it difficult for users to obtain a sense of location or direction to explore the site.				Navigation is well planned and designed, providing a solid foundation for users to access the rest of the site.	
Content:	Content has little to no storytelling, point of view, or consistency. It is vague, verbose, and time-consuming to extract value from the page.				Content has a strong point of view and a consistent voice. It is short, concise, and to the point, facilitating consumption and readability.	
Brand:	Brand messaging and identity are ambiguous and unfocused in the content and visual design.. It feels unmemorable, generic, and lacks a distinct point of view.				Content and visual design delivers a clear and distinct sense of brand messaging and identity. It promotes recognition, establishes uniqueness, and builds trust.	
Design:	Inconsistent use of type, color, photography, illustration, layout, or design patterns distract from content and story. There is a lack of visual hierarchy or strategy. Imagery is of low quality.				Type, color, photography, illustration, layout, and design patterns work well together to provide consistency, hierarchy, and content enrichment. Imagery is of high quality.	
Interactivity:	Lack of interactivity and motion results in a static experience, potentially harming user engagement.				The use of dynamic and meaningful motion enhances discoverability and promotes user engagement.	

SCORECARDS

FORTUNE RANK¹: 38

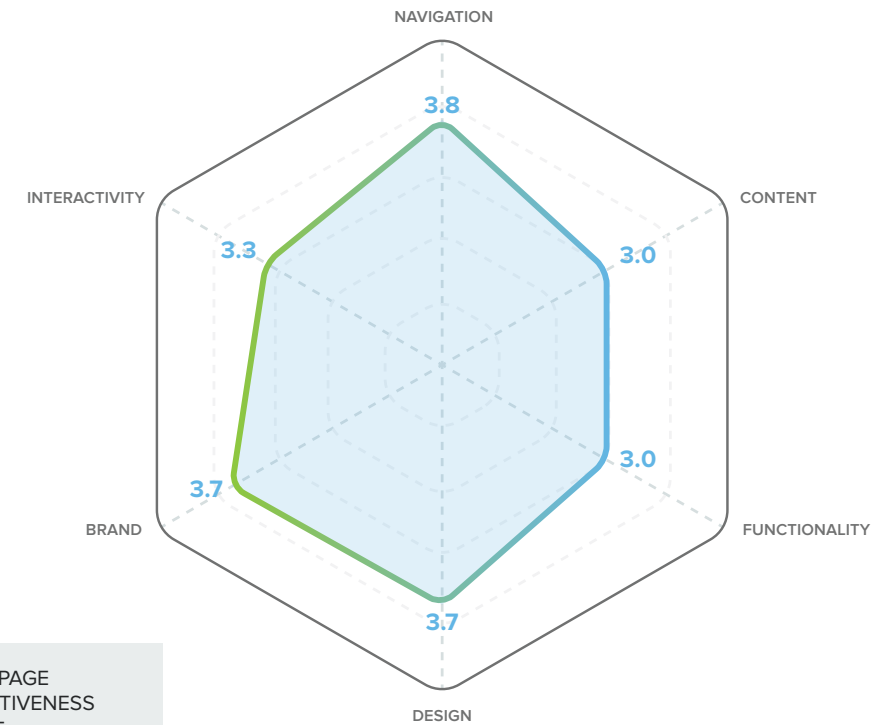
GLOBAL TRAFFIC RANK²: 819



ibm.com. © 2020 IBM Corporation. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
3.4

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	49%	61%	49%
Pages Per Visit:	4.1	2.3	3.4
Time On Site (minutes):	5:10	2:16	3:57

Researcher Scoring Notes:

Functionality 3.0

- Narrative is jumbled and lacks a clear starting point.
- Solutions are not presented in a descriptive or comprehensive format.

Brand 3.0

- Homepage messaging is relatively clear and consistent.
- Hero banner does not include a strong brand vision or differentiation statement.
- Visually, the page is engaging and cohesive, giving the home a unified look.

Navigation 3.8

- Not all IBM products are represented by solutions, which is somewhat confusing.
- Navigation groups priority links into a central, easily accessed place.
- Sticky navigation appearing on scroll up increases usability.

Design 3.7

- Clean, minimal use of colors.
- Monochromatic color scheme gives site a very corporate, *Fortune 500* feel.

Content 3.0

- Copy on IBM's homepage lacks substantial explanation of company vision or how IBM might solve the target audience's challenges.
- Copy length for headline titles and subtitles is effective.

Interactivity 3.0

- Interactivity of the primary navigation is intuitive.
- There is little interactivity outside of the hover menus and the hamburger menu in the far right corner.

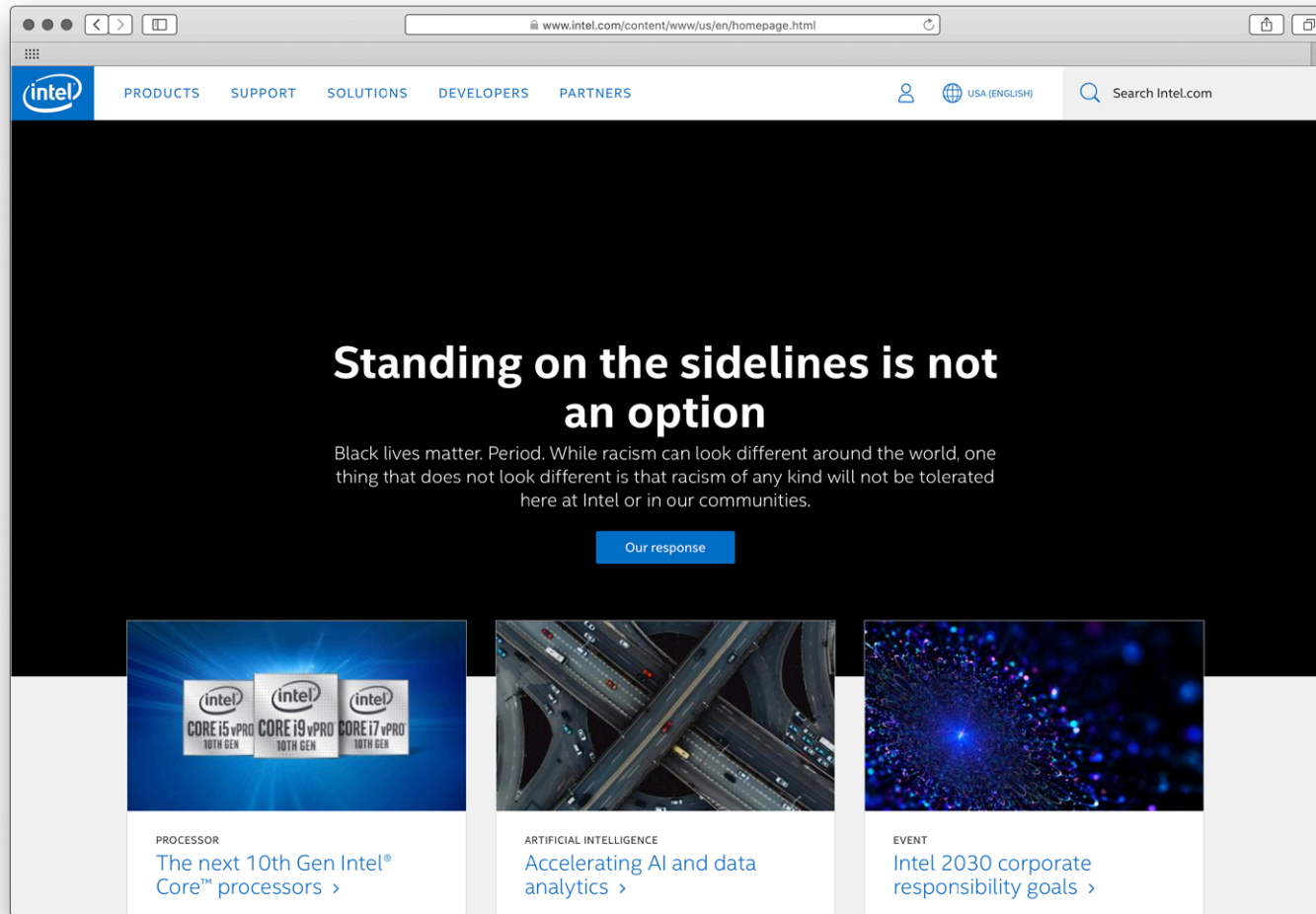
Suggested Considerations:

- Add more content to homepage, such as priority solution pages, product highlights, or resources/company insights.
- Add brand statement to hero.
- Reduce number of links in primary navigation.

INTEL

FORTUNE RANK¹: 45

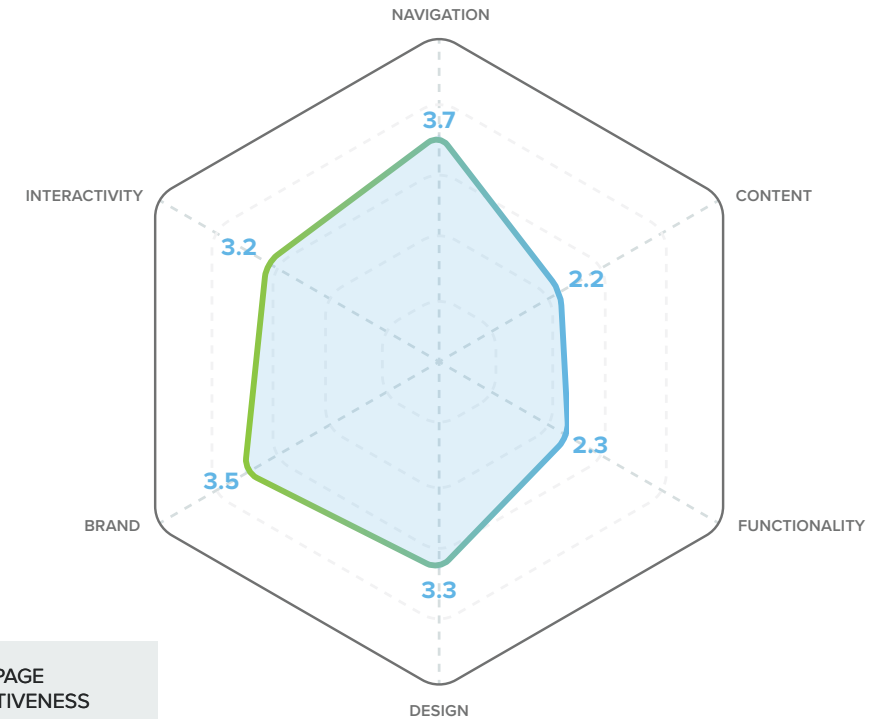
GLOBAL TRAFFIC RANK²: 904



intel.com. © 2020 Intel Corporation. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOMEPAGE EFFECTIVENESS SCORE:
3.0

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	55%	61%	49%
Pages Per Visit:	2.4	2.3	3.4
Time On Site (minutes):	3:13	2:16	3:57

Researcher Scoring Notes:

Functionality 2.3

- Missing essential narrative components such as brand statement, presentation of product or solution, and focused call to action.
- Last section may overwhelm the user with five different pivot points instead of the recommended one or two.

Brand 3.5

- Brand messaging tone is consistent.

Navigation 3.7

- Navigation is intuitive and user friendly.
- Product drop-down has an overwhelming number of links in it.

Design 3.3

- Unified, minimalist and appropriate.
- Monochromatic visual style.
- No unique or differentiating visual elements.

Content 2.2

- Very little content or messaging on Intel's homepage.
- Consists of only two blades - 'latest items' and popular resources.

Interactivity 3.2

- Homepage lacks interactivity due to minimal content.
- Drop-down animation transitions are smooth, and the pop-out sidebar for search bar demonstrates good usability.

Suggested Considerations:

- Add more content to homepage, such as priority solution pages, important products, or resources/company insights.
- Add brand statement to hero to create a more purpose-driven connection.
- Reduce number of links in primary navigation to prevent visitors from feeling overwhelmed and reduce amount of required real estate.

CISCO

FORTUNE RANK¹: 63

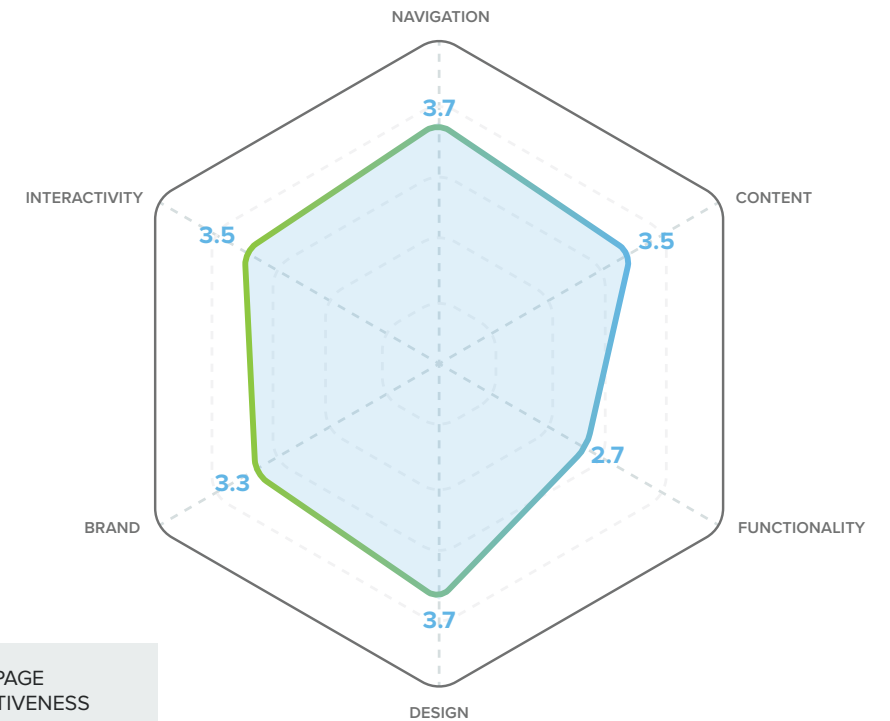
GLOBAL TRAFFIC RANK²: 883



cisco.com. © 2020 Cisco. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
3.4

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	37%	61%	49%
Pages Per Visit:	4.5	2.3	3.4
Time On Site (minutes):	4:24	2:16	3:57

Researcher Scoring Notes:

Functionality 2.7

- No sense of narrative or direction given to the user.
- Unclear what next steps should be with no final CTA at the end of page.

Brand 3.3

- Consistent use of brand color provides a cohesive experience.
- There is some messaging on the page that reflects the company's response to current issues, but no unique positioning and differentiation of their solutions/products.

Navigation 3.7

- Conventional categorization follows industry standards.
- Users can only view one slice of the site architecture at once, which can lengthen the exploration process for users who may not know what they're looking for.

Design 3.7

- Visually light and minimal. Single type family used.
- Some product screenshots and mock ups are quite small with grainy, pixelated screen images.

Content 3.5

- Majority of content is resources/tools offered. Some validation is present, but no story or products/solutions are shown.
- Not much value to be found in the homepage alone. Very little copy is used outside of one or two headers and subheads.

Interactivity 3.5

- Upon hover, imagery in cards changes color and subhead text is shown.
- Interaction with cards is promoted with these subtle animations.

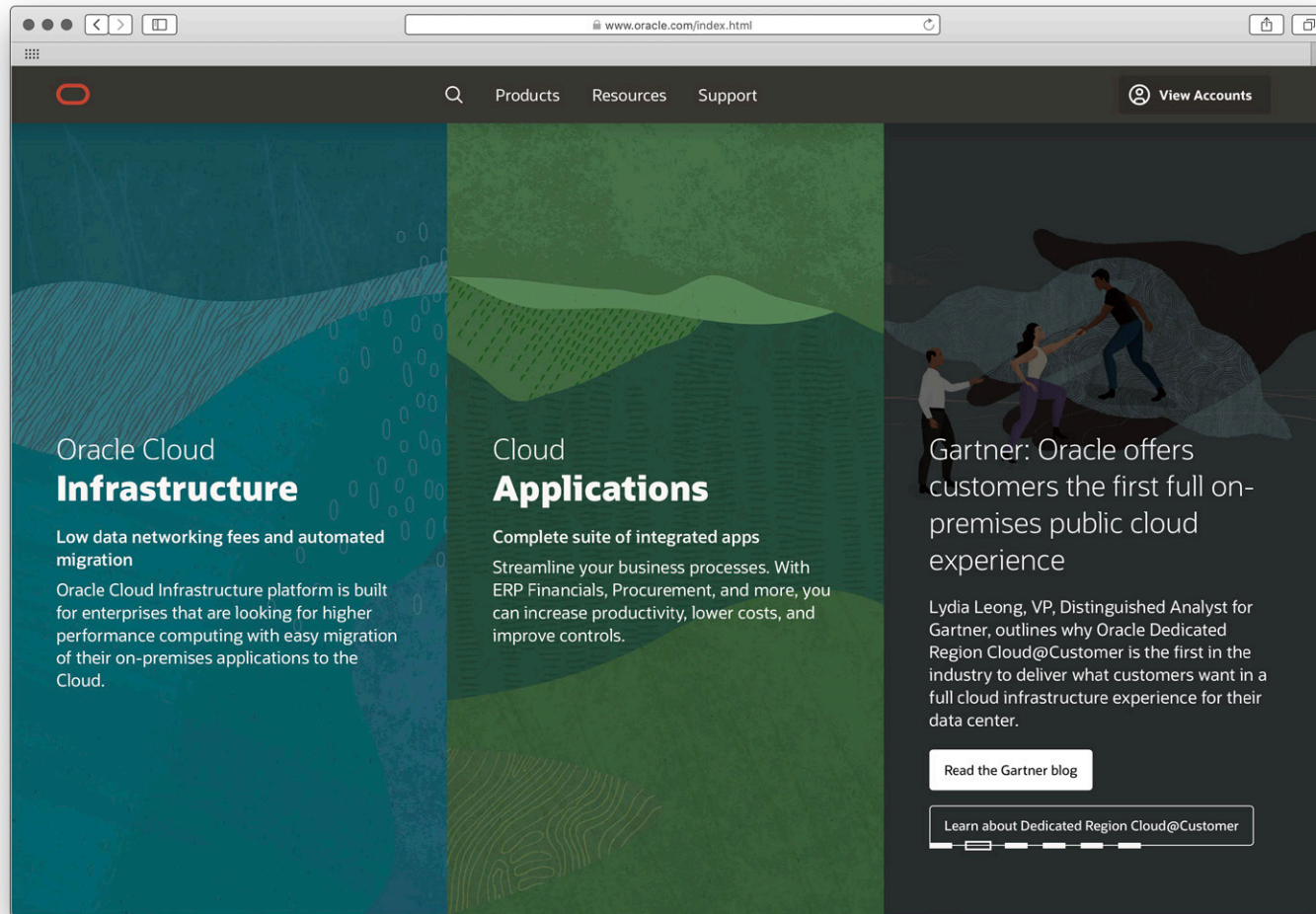
Suggested Considerations:

- A narrative to help structure the page and guide the user will facilitate exploration.
- Offer pathways for users to explore, rather than simply showing different content types. There is a huge breadth of content that feels daunting for the user to tackle on their own.
- Imagery can be touched up to strengthen supporting text.

ORACLE

FORTUNE RANK¹: 82

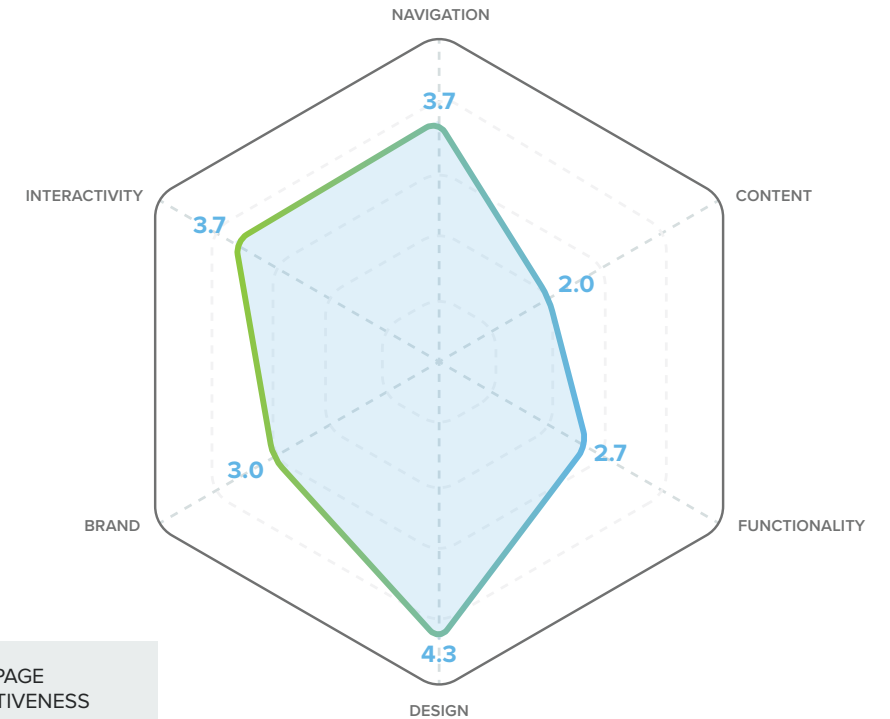
GLOBAL TRAFFIC RANK²: 495



oracle.com. © 2020 Oracle. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE EFFECTIVENESS SCORE:
3.2

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	42%	61%	49%
Pages Per Visit:	4.1	2.3	3.4
Time On Site (minutes):	4:58	2:16	3:57

Researcher Scoring Notes:

Functionality 2.7

- With no clear narrative structure or call to action, it is difficult for users to know where to go next.
- Usage of vertical module layout is fairly unconventional. Otherwise the site is structured according to industry standard.

Brand 3.0

- Homepage lacks messaging that speaks to the brand's vision or philosophy.
- It is difficult to understand what solutions Oracle offers without previous awareness of brand.

Navigation 3.7

- Navigation is hidden in a hamburger menu and opens into a megamenu.
- Ability to see entire site architecture in megamenu enhances discoverability since nothing is hidden through hover or click states.

Design 4.3

- Font choice has high readability. Variation of bold and regular text effectively establishes hierarchy.
- Visually engaging, but immediate brand identity is unclear. Artwork is illustrative, but it is not a consistent presence on other pages.

Content 2.0

- Lack of storytelling is confusing, as there is no clear direction for visitor.
- Content length is good. Sections animate and open to reveal more information as needed, with additional pathways to explore.

Interactivity 3.7

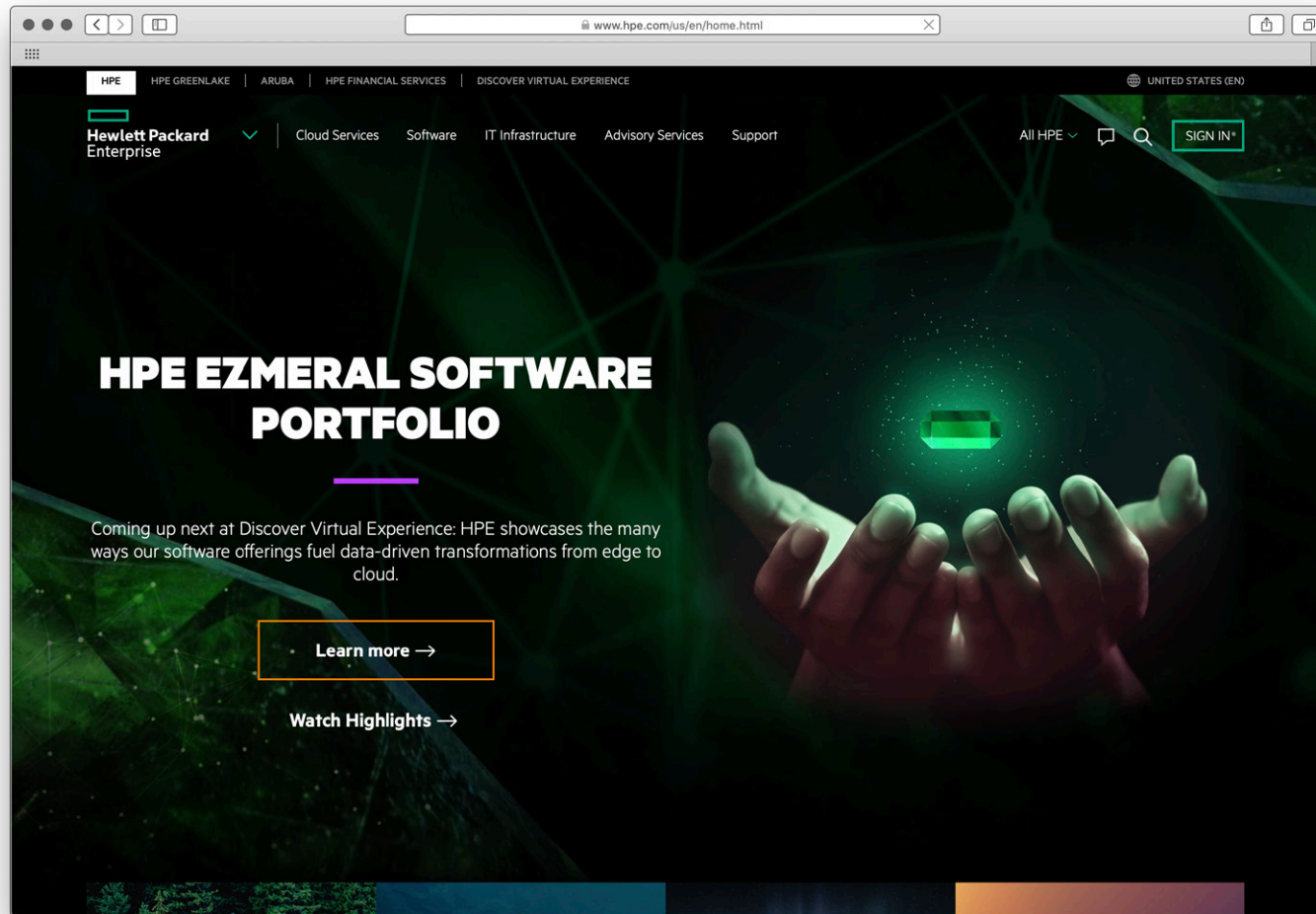
- Horizontal layout almost forces user interaction since there is no conventional scroll capability.
- Two vertical modules animate upon hover to reveal supporting content, while the last module auto-animates through a carousel with different actions to take per module.

Suggested Considerations:

- Needs a more complete narrative that explains "Who" they are, "What" value or solution they provide, and "Why" a user should trust them.
- Brand story would be strengthened by clear imagery or visual design elements that allude to their product or market position.
- The page should include a clear call to action at the end to promote user engagement.

FORTUNE RANK¹: 109

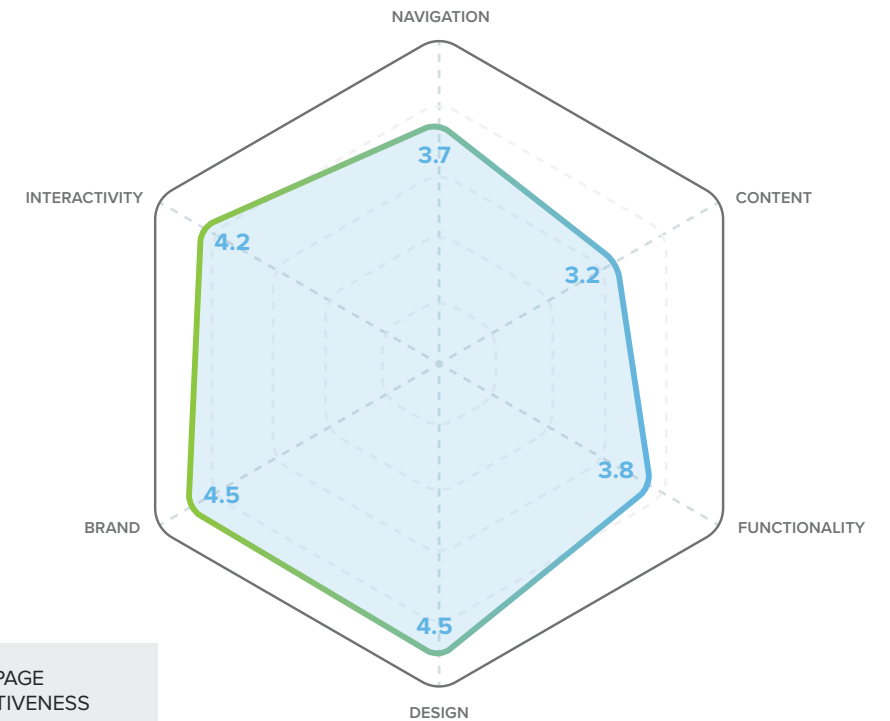
GLOBAL TRAFFIC RANK²: 5,487



HPE.com. © 2020 Hewlett Packard Enterprises Development LP. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE EFFECTIVENESS SCORE:
4.0

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	46%	61%	49%
Pages Per Visit:	3.2	2.3	3.4
Time On Site (minutes):	4:43	2:16	3:57

Researcher Scoring Notes:

Functionality 3.8

- The HPE homepage has a strong narrative.
- Focused call to action at the bottom of the page promotes user engagement with the website.

Brand 4.5

- Like many corporate brands, the site is monochromatic and utilizes few colors.
- The visual style, messaging, and colors are consistent throughout the page.

Navigation 3.7

- Navigation is user-friendly and categorized logically.
- The only drawback is that the megamenu is very large and sometimes falls below the fold.

Design 4.5

- Design and layout is cohesive, well thought out, and visually interesting.
- There is some spacing inconsistency, but generally the design is strong.

Content 3.2

- Amount of copy for homepage seems optimal and tone feels appropriate for audience.
- Validation content such as customer quotes or case studies are missing.

Interactivity 4.2

- Expanding hovers and cards are seamless and promote user discovery.
- Animations are smooth and transition well.

Suggested Considerations:

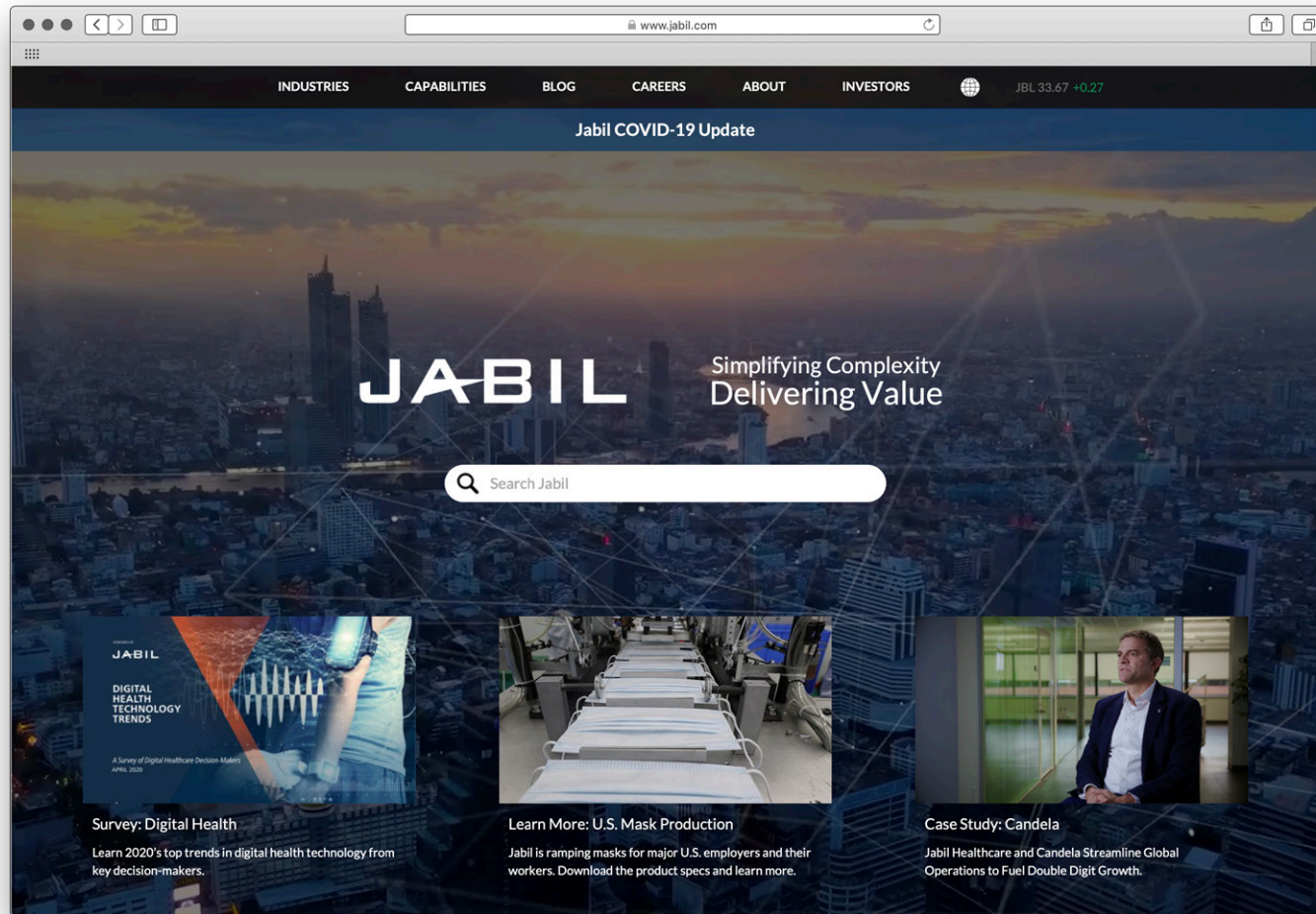
- Add validation to homepage narrative to affirm legitimacy of the company, products, and solutions.
- Reduce height of megamenu to prevent it from falling below the fold and increase usability.
- Reduce number of CTAs at the bottom of the page to focus visitors on the type of engagement they want.

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JABIL

FORTUNE RANK¹: 121

GLOBAL TRAFFIC RANK²: 123K

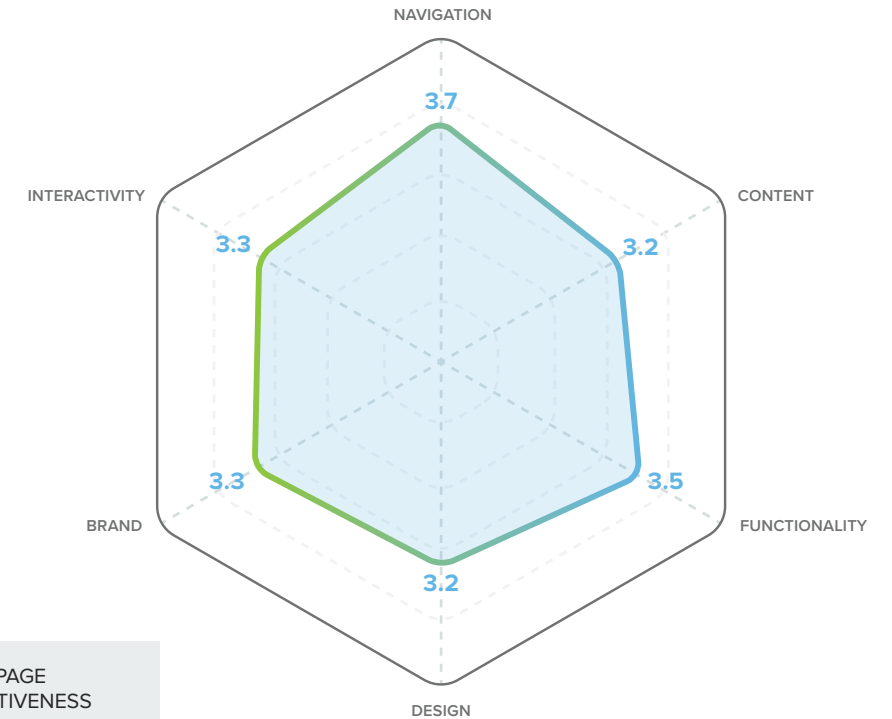


jabil.com. © 2020 Jabil Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.

2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE EFFECTIVENESS SCORE:
3.4

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	44%	61%	49%
Pages Per Visit:	2.6	2.3	3.4
Time On Site (minutes):	3:51	2:16	3:57

Researcher Scoring Notes:

Functionality 3.5

- Incomplete page narrative—unclear what solutions they provide.
- Homepage lacks call to action.
- Structure of information within the page doesn't follow typical industry practice with "Industries/ Capabilities" used in place of traditional "Solutions/ Products."

Brand 3.3

- Consistent use of the blue line as a visual element works to help create a unified and thought out brand strategy.
- Hero blade could have more detail, explaining the brand vision or positioning with greater depth.

Navigation 3.7

- Navigation header is simple, straightforward, and sticky, so users can always access it wherever they are on the page.
- Some visual distinction between secondary pages vs. category headers would be helpful, otherwise pages that seem like menu headers can be lost.

Design 3.2

- Text and photography have good contrast. Text is readable even on top of imagery.
- Photography style has consistent color and feel.
- Awkward white space between the final section and the footer.

Content 3.2

- The value proposition section is divided into digestible chunks that allow users to dig deeper with CTA links.
- The case study section is placed early in the page structure, which feels premature for new visitors to the site.

Interactivity 3.3

- Use of animation pairs with scroll to deliver content step by step and keeps user bound to the section.
- Animation in hero blade is visually engaging and complements the copy.

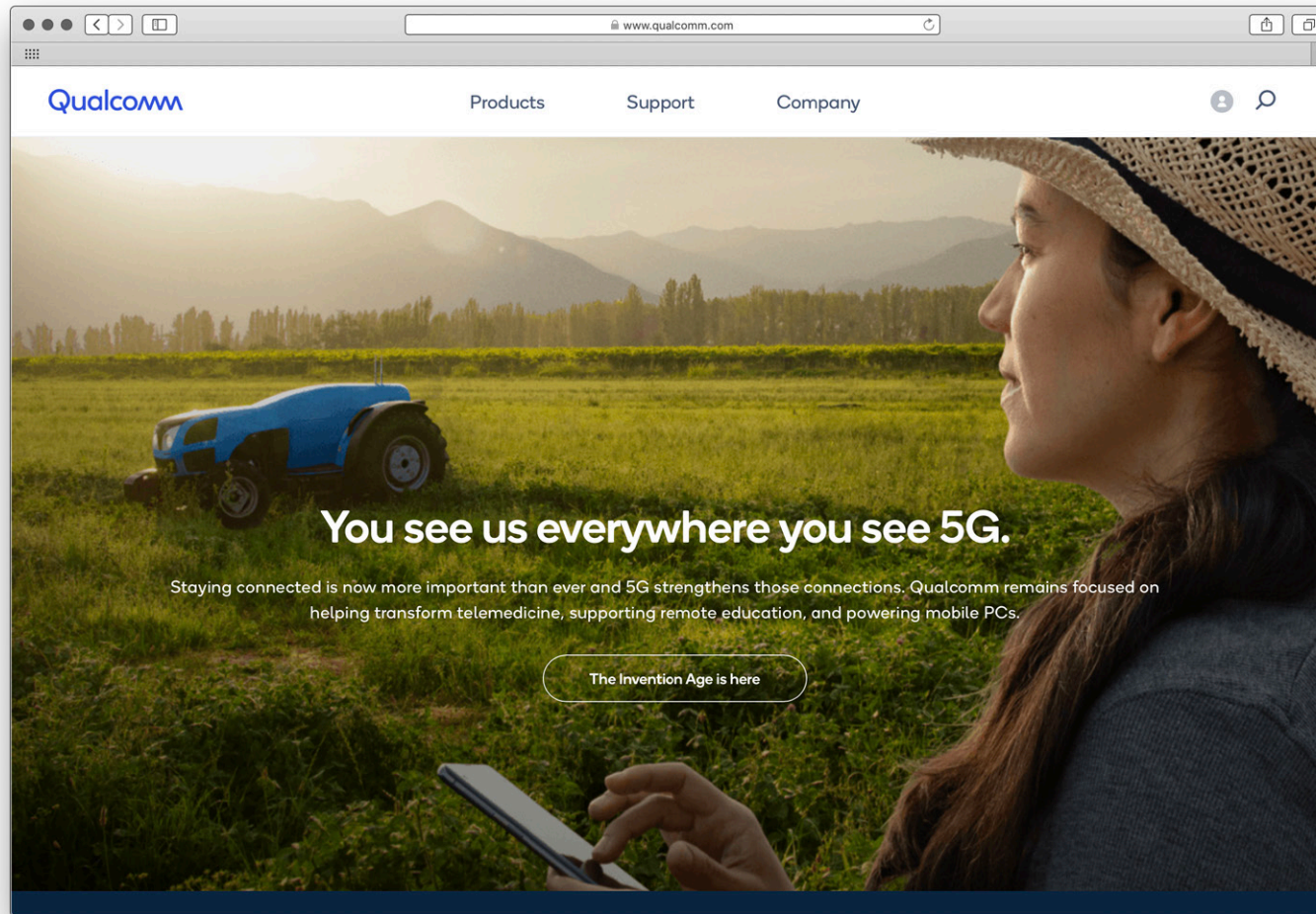
Suggested Considerations:

- Narrative needs rebuilding to form a clearer story.
- Pacing of animation between section transitions could create a more comfortable scrolling experience.
- Missed opportunity to promote engagement at the bottom of the page and direct visitor to a clear next step.

QUALCOMM

FORTUNE RANK¹: 126

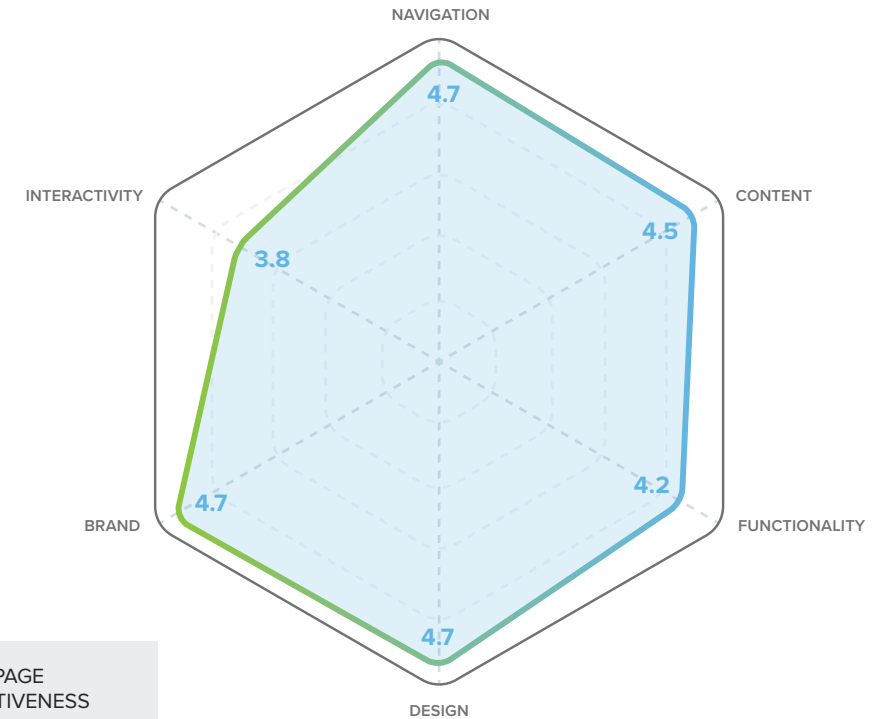
GLOBAL TRAFFIC RANK²: 13K



qualcomm.com. © 2020 Qualcomm Technologies, Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE
EFFECTIVENESS
SCORE:
4.4

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	47%	61%	49%
Pages Per Visit:	4.7	2.3	3.4
Time On Site (minutes):	4:27	2:16	3:57

Researcher Scoring Notes:

Functionality 4.2

- Site is well organized, easy to navigate, and encourages exploration with links to dig deeper.
- Each section contains a CTA to increase engagement.
- More validation could be explicitly added, rather than nesting it within resources/blog space.

Brand 4.7

- Brand identity is represented in choice of imagery, typography, and overall color palette.
- There is a sense of strategy employed, that helps form a cohesive and persuasive brand experience.

Navigation 4.7

- Navigation bar is organized intuitively and enables easy exploration.
- Simple sticky header with three categories, centered to the page and always in reach.
- Search bar is readily accessible in the top right corner.

Design 4.7

- Imagery is high quality and helps strengthen brand and persuade users.
- Choice of font is readable. Bold font styles help to establish visual hierarchy.

Content 4.5

- Content is easily digestible, sections are divided intelligently.
- Tone and style of messaging is action oriented and speaks directly to the user (e.g., “What are you designing today?”).
- Hero messaging successfully presents the brand vision.

Interactivity 3.8

- Links are clearly indicated with rounded buttons, with enticing copy in the buttons that is action-oriented and descriptive.
- No use of animation or motion. Fairly static page.

Suggested Considerations:

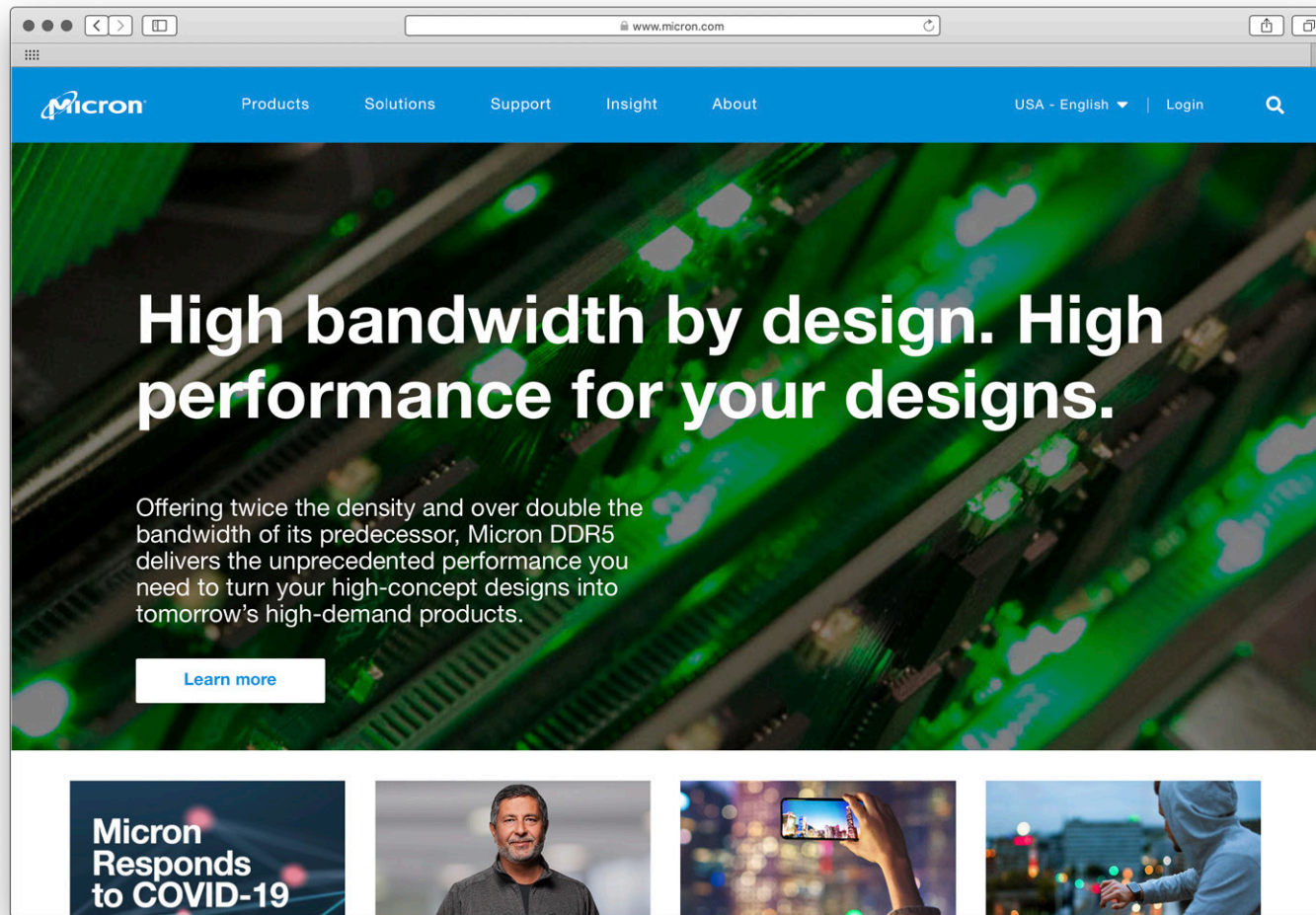
- Addition of added animation or motion can draw the user in even further and deliver a more dynamic experience.
- The ending section could offer a more direct method of engagement/lead generation by linking to methods of contacting the company/sales team or to the products page.
- Using both action- and benefit-based copy on CTAs can further promote user engagement.

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MICRON TECHNOLOGY

FORTUNE RANK¹: 134

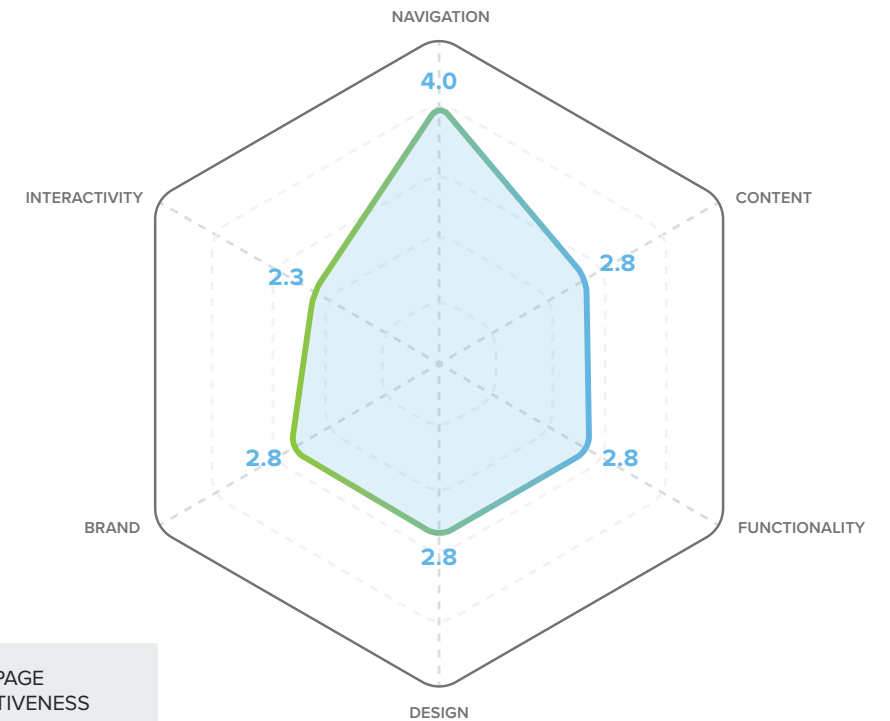
GLOBAL TRAFFIC RANK²: 38K



micron.com. © 2020 Micron Technologies Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE EFFECTIVENESS SCORE:
2.9

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	42%	61%	49%
Pages Per Visit:	2.8	2.3	3.4
Time On Site (minutes):	2:06	2:16	3:57

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MICRON TECHNOLOGY

HOME PAGE EFFECTIVENESS SCORE: **2.9**

Researcher Scoring Notes:

Functionality 2.8

- The homepage is lacking in content.
- The CTAs for lead generation are in the footer and difficult to see, hindering any user ready to participate in lead generation.

Brand 2.8

- Branding on the homepage feels bland and not distinctive.
- No purpose/vision statement in the hero.
- Tone of messaging on homepage does seem to be making a solid effort to portray Micron as relatable and personal.

Navigation 4.0

- The site is strategically organized with the menu grouped logically by products and solutions.
- Hover functionality for the menu links makes the drop-downs hard to navigate at times.

Design 2.8

- The page design lacks visual interest.
- Feels highly corporate and non-differentiated.
- Aside from some of the color added to the page from the photography, the only colors used are grey, white, and blue.

Content 2.8

- While the home page has limited content, what is available is clear and easy to read.
- However, most blades are dedicated to either the latest news/items or careers, which isn't priority content for most web visitors and makes for an inconsistent user experience.

Interactivity 2.3

- There is limited interactivity on the Micron homepage, making it visually uninteresting.
- Transition between megamenus on hover isn't very smooth and causes a flickering effect.

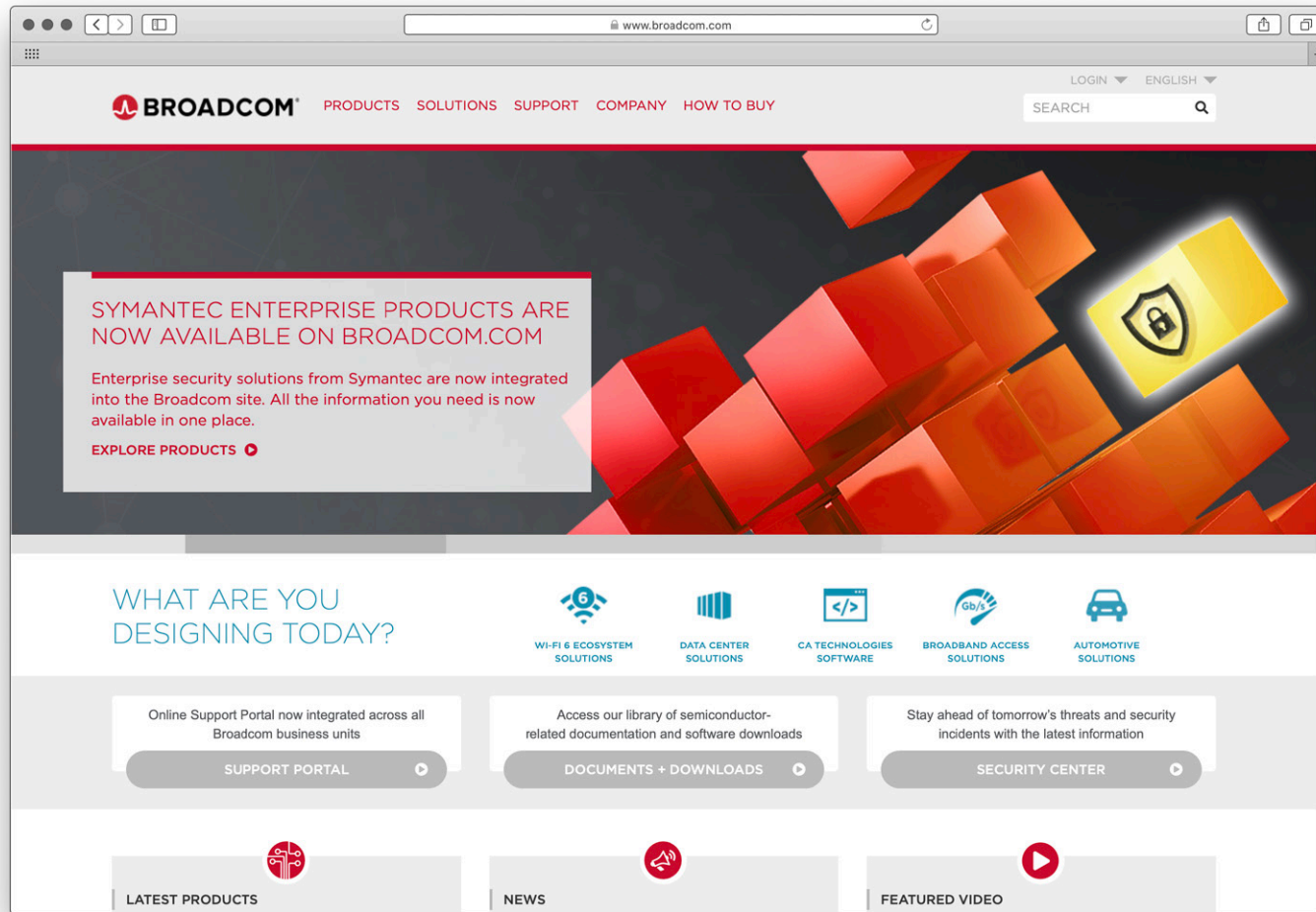
Suggested Considerations:

- Add more content to the homepage for a more immediate experience of what the company has to offer.
- Bring more visual interest to the branding on the homepage through color or branded elements
- Elevate primary calls to action to a section above the footer to improve conversion.

BROADCOM

FORTUNE RANK¹: 138

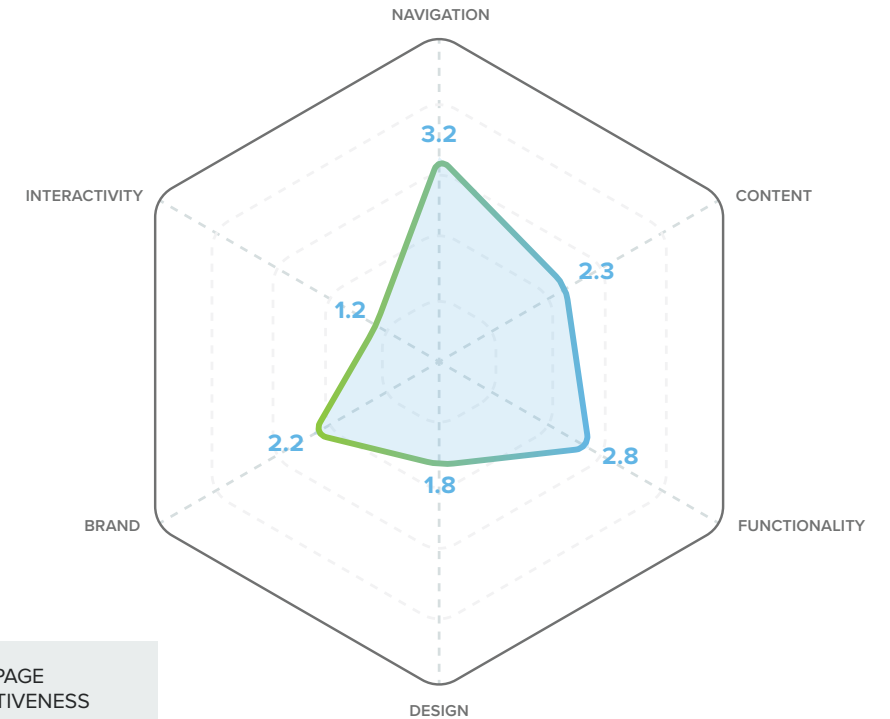
GLOBAL TRAFFIC RANK²: 12K



broadcom.com. © 2020 Broadcom. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score: **2.3**

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	64%	61%	49%
Pages Per Visit:	2.0	2.3	3.4
Time On Site (minutes):	2:24	2:16	3:57

Researcher Scoring Notes:

Functionality 2.8

- Narrative is missing a focused storyline to guide the user. No validation of products or solutions.
- Categories are divided intuitively, using conventional naming.

Brand 2.2

- No sense of brand identity beyond color choice.
- Nothing in the hero to position brand as a unique competitor, or information as to how they add value.

Navigation 3.2

- Megamenu shows only one slice of site architecture at a time, which can make it hard to find things if you're unsure where to look.

Design 1.8

- Content density and white space is unbalanced. Limited use of padding, and hero takes up majority of page making it feel visually cluttered.
- Hero imagery style feels outdated, abstract, and unrelated to the copy.

Content 2.3

- Site lacks a sense of narrative. Feels more like a resource hub with various pathways to go down
- Introduction to the company positioned at the end of the page, which seems like an afterthought.

Interactivity 1.2

- Bar below carousel indicates time left before the next slide, but the color contrast is low, making it difficult to see where to click.
- Animation does not add value to the content.

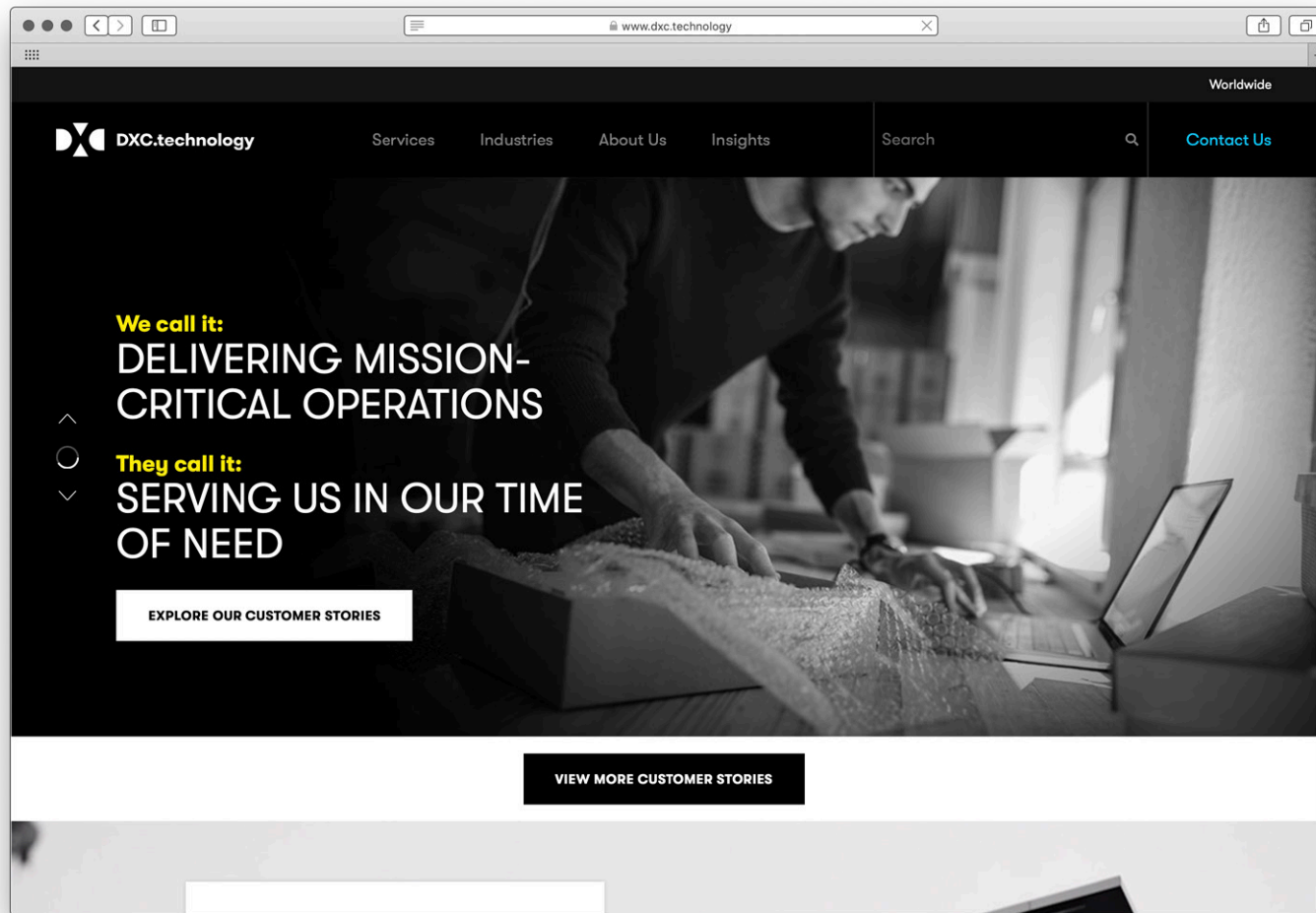
Suggested Considerations:

- Update imagery to complement accompanying text and increase brand trust, remove animation, and use interactivity only where it adds value to the content.
- Page narrative needs to include more sections about who they are, their solutions, and how they can help a user.
- Could benefit from a clear path at the end of the page to direct further exploration and engagement.

DXC TECHNOLOGY

FORTUNE RANK¹: 155

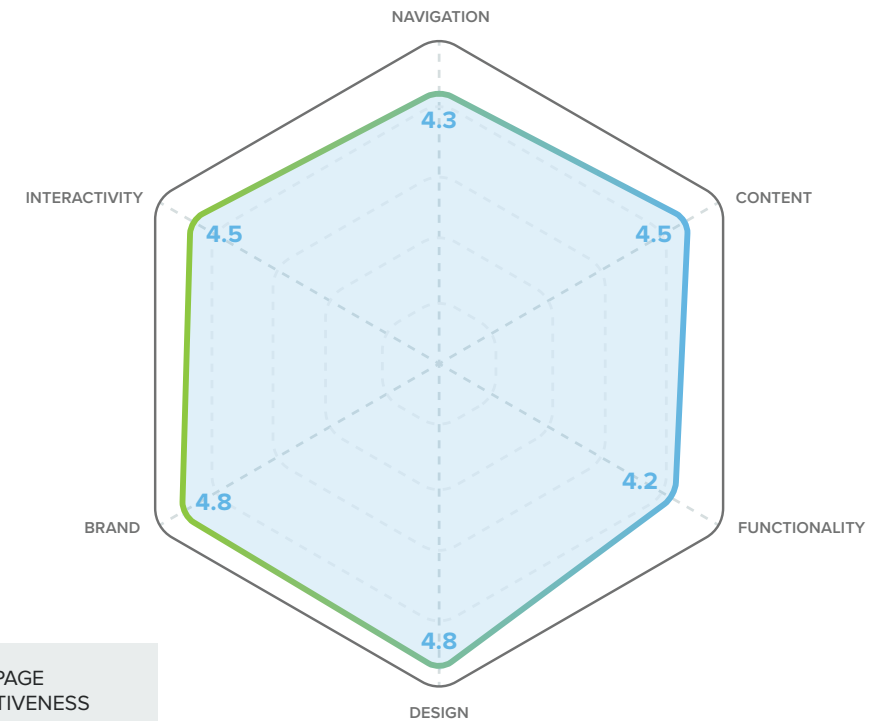
GLOBAL TRAFFIC RANK²: 37K



dxc.technology © 2020 DXC Technology Company. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
4.5

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	54%	61%	49%
Pages Per Visit:	3.0	2.3	3.4
Time On Site (minutes):	2:55	2:16	3:57

Researcher Scoring Notes:

Functionality 4.2

- Page provides a clean, comprehensive B2B narrative that smoothly moves user through the story of who DXC is and what they do.
- Page provides multiple places a user can pivot from to learn more DXC's about products and solutions.
- Narrative is somewhat diluted by the heavy focus on validation.

Brand 4.8

- Homepage provides visitors a clear picture of vision, purpose, and what the company does.
- Company purpose and vision are interwoven into customer stories in the hero banner.

Navigation 4.3

- Primary navigation is simple and understandable.
- Current navigation does not include a solutions section, aside from industry verticals.

Design 4.8

- Limited color palette and use of dark theme is effective.
- The monochromatic color scheme feels corporate and professional.
- At the time of review, the page had one broken/missing image.

Content 4.5

- Solutions are displayed in a clear, easy-to-read format that's comprehensive and sensible.
- Amount of copy presented on the homepage is optimal and laid out in a fashion that is easily understood.
- A significant amount of page real estate is dedicated to validation.

Interactivity 4.5

- The hover menu in the primary navigation is well done.
- The fixed scroll for the partnership module feels excessive for a section that isn't essential to the narrative.

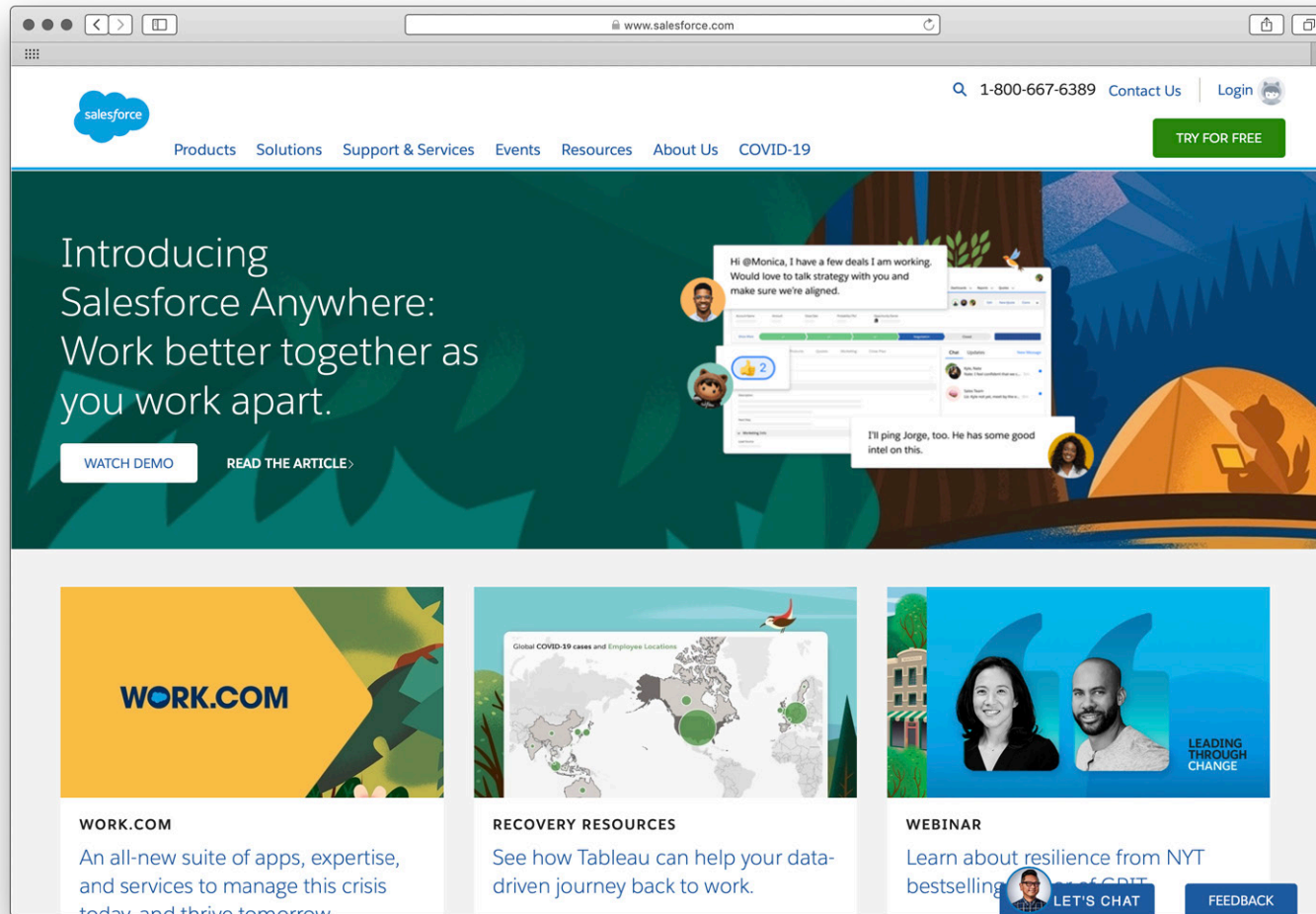
Suggested Considerations:

- Reduce the number of validation components to improve impact and page usability.
- Add more solutions to the primary navigation.
- Streamline content in the partnership section to reduce the need to scroll.

SALESFORCE.COM

FORTUNE RANK¹: 190

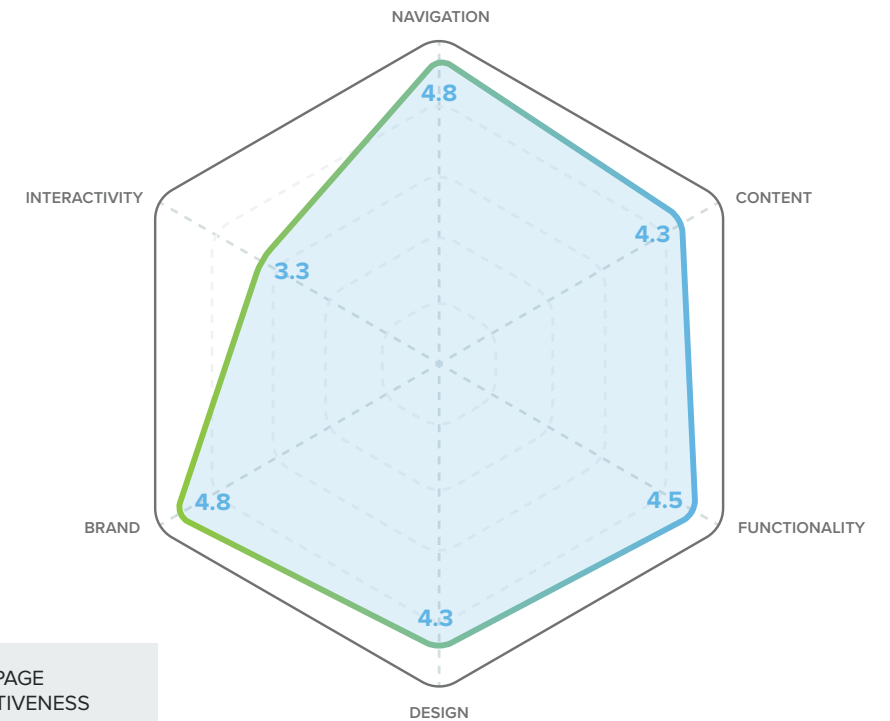
GLOBAL TRAFFIC RANK²: 125



salesforce.com. © 2020 Salesforce.com, inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score: **4.4**

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	32%	61%	49%
Pages Per Visit:	9.9	2.3	3.4
Time On Site (minutes):	13:31	2:16	3:57

Researcher Scoring Notes:

Functionality 4.5

- Site is well organized and follows best practices.
- Structure is clear and consistent, with different user goals broken down by business groups.

Brand 4.8

- Brand character is featured right away in hero, providing a sense of playfulness to the brand identity.
- Brand identity feels friendly, approachable, but appropriately enterprise.

Navigation 4.8

- Navigation is intelligently divided, with solutions grouped by business type, need, industry, for simplicity.

Design 4.3

- Good usage of typography and color for visual hierarchy.
- Color scheme works harmoniously with imagery to form a cohesively pleasing visual experience.
- Could unify with left adjusted or centered headers.

Content 4.3

- Headers and subheads begin with persuasive, action-oriented language.
- Large font content is easy to parse and enables quick scannability.

Interactivity 3.3

- Page is fairly static - no animations or hover states.
- Opportunities to watch demos, learn about solutions, and explore resources.

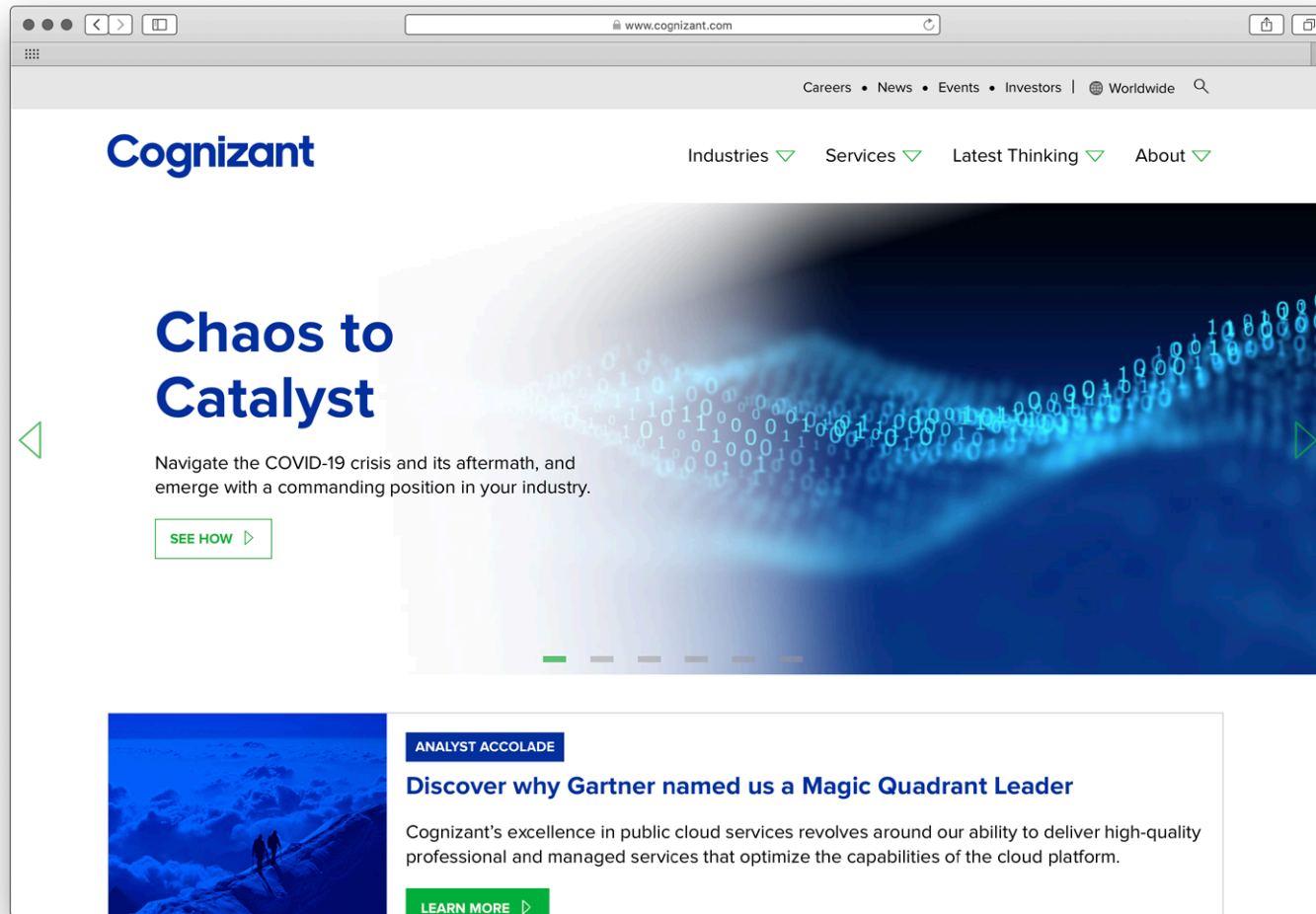
Suggested Considerations:

- Addition of more animation or motion can draw the user in even further and add dynamism.
- Extend the hero to include more content centered around “who” they are and additional detail as to why they are “the world’s #1 CRM platform.”
- Providing additional and supporting validation immediately following statement in hero of being “#1” in the world can strengthen narrative.

COGNIZANT TECHNOLOGY SOLUTIONS

FORTUNE RANK¹: 194

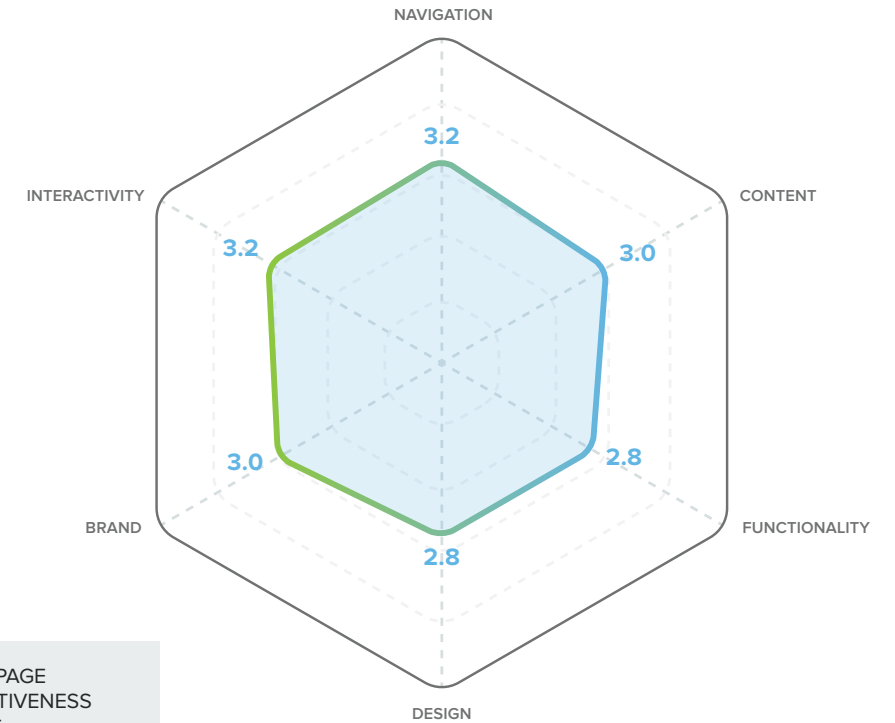
GLOBAL TRAFFIC RANK²: 3,414



cognizant.com. © 2020 Cognizant. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOMEPAGE EFFECTIVENESS SCORE: **3.0**

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	28%	61%	49%
Pages Per Visit:	4.2	2.3	3.4
Time On Site (minutes):	5:13	2:16	3:57

Researcher Scoring Notes:

Functionality 2.8

- Narrative is jumbled and somewhat diluted.
- The page does include a location where visitors can delve deeper and learn more about who Cognizant is and what they do.
- Call to action at the bottom of the page feels detached.

Brand 3.0

- The brand and color palette are clearly and consistently used.
- Hero blade does not include brand messaging or a purpose statement.

Navigation 3.2

- Primary navigation links are categorized logically, but products are missing.
- Navigation only offers industry verticals for solution topics.

Design 2.8

- Font and visuals feel oversized.
- Spacing on certain elements is too tight or poorly utilized.
- Limited palette makes the homepage less engaging.

Content 3.0

- Content on the homepage seems to focus entirely on resources, insights, and news/press.
- Page does not include dedicated product or solution sections, creating barriers for any user who may value knowing about what Cognizant sells and offers.

Interactivity 3.2

- Hover effects for the primary navigation make it more visually interesting and engaging
- Scroll-based animations on the page help boost user interest.

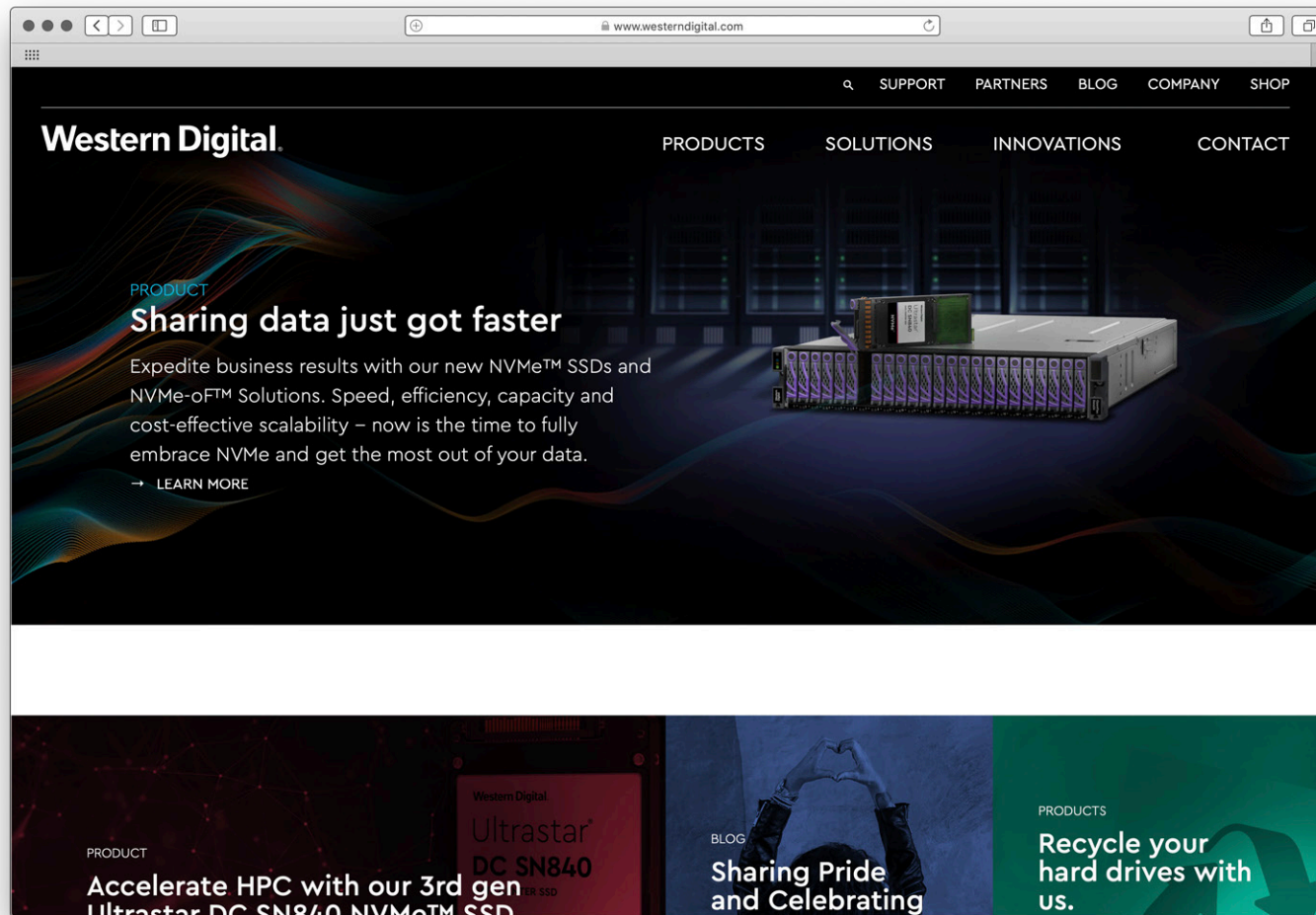
Suggested Considerations:

- Reduce the number of blades dedicated to resources and news/press to improve page narrative.
- Add product links to primary navigation.
- Include brand or purpose statement in the hero to better differentiate the company.

WESTERN DIGITAL

FORTUNE RANK¹: 198

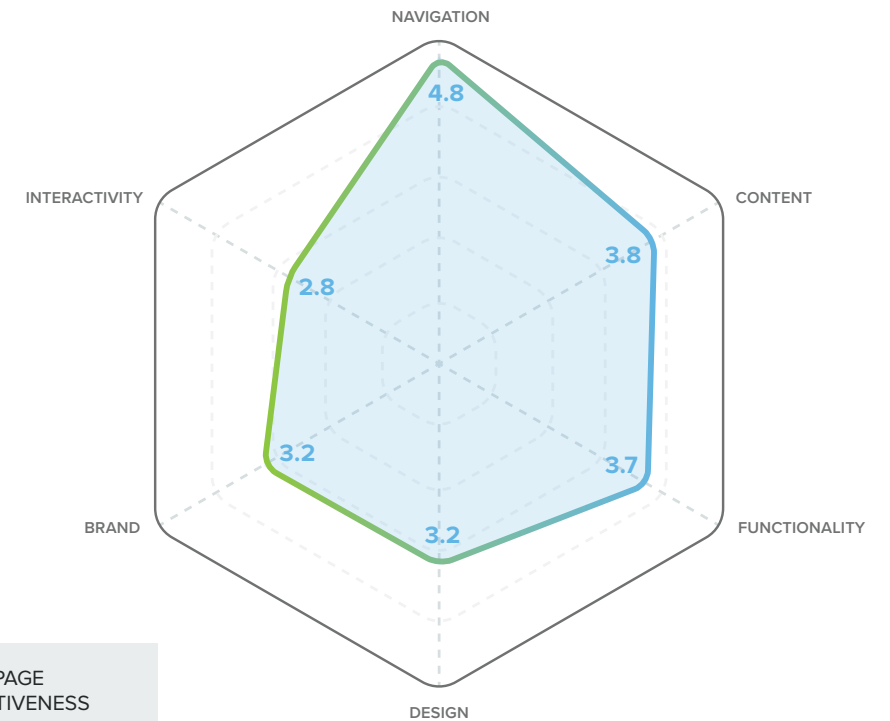
GLOBAL TRAFFIC RANK²: 9,611



westerndigital.com. © 2020 Western Digital Corporation. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
3.6

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	48%	61%	49%
Pages Per Visit:	2.9	2.3	3.4
Time On Site (minutes):	2:22	2:16	3:57

Researcher Scoring Notes:

Functionality 3.7

- Page narrative lacks a unified story.
- However, the phrasing for CTAs is engaging and focused, encouraging the user to learn more by pivoting to different parts of the website.

Brand 3.2

- Visuals and color usage seem inconsistent.
- No purpose or vision statement is included in the hero banner.

Navigation 4.8

- Primary navigation is grouped logically by solutions and products.
- Utility navigation hides on scroll down to reduce the amount of real estate required.

Design 3.2

- Spacing around text and other elements is not well utilized.
- Font size feels too big overall.
- Some of the images used are of poor quality..

Content 3.8

- While various modules showcase products, there is little specific information provided about them.
- Grouping of some sections is not logical (careers, leadership, and a non-corporate insights microsite are all placed together).

Interactivity 2.8

- Hide on scroll down within utility navigation is nice, but buggy when user reaches the top of the page.

Suggested Considerations:

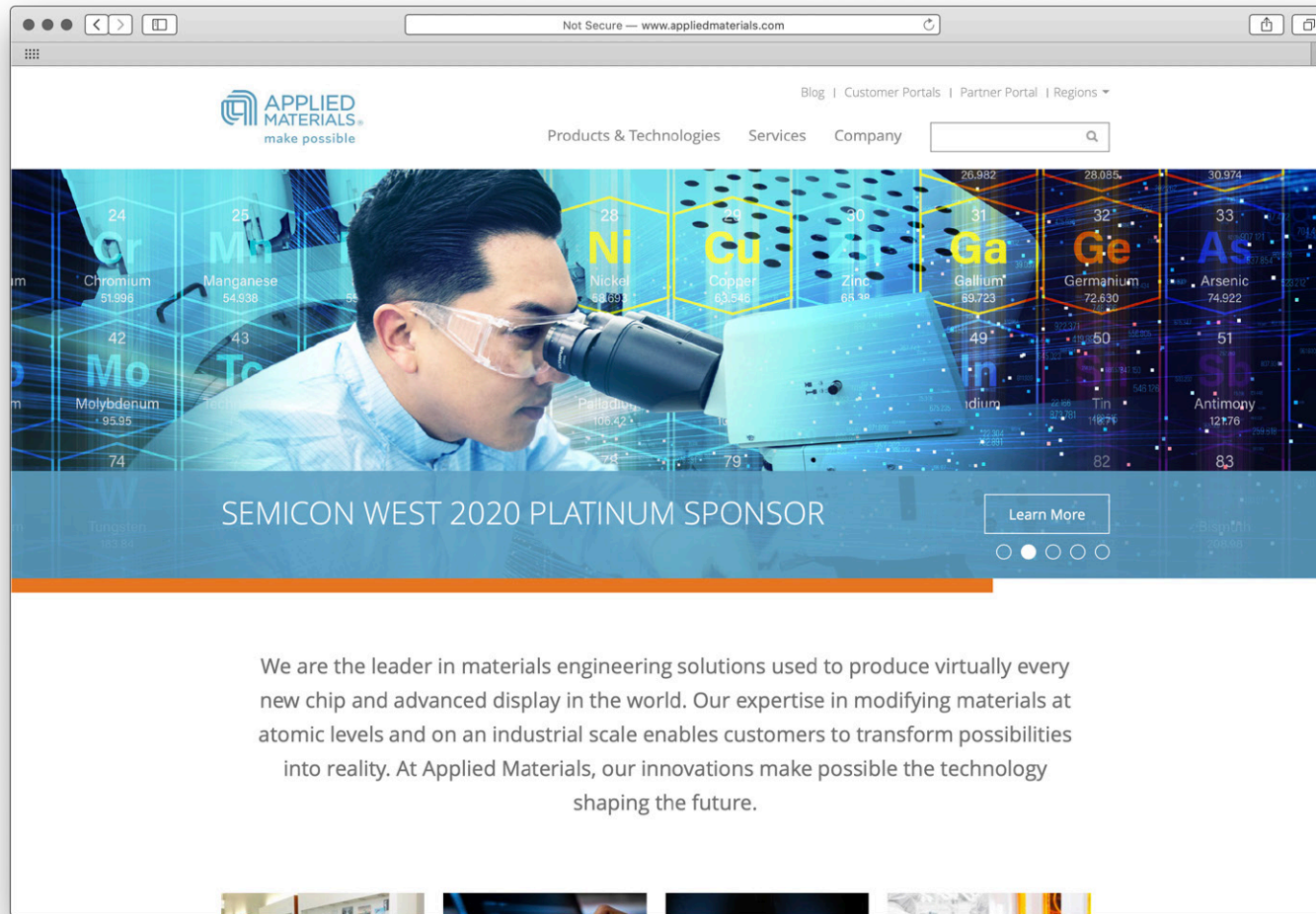
- Reduce the number of product sections and improve content by adding more descriptive copy.
- Place brand messaging, such as the corporate purpose or vision, in hero to improve emotional connection.
- Create more visual consistency to boost user interest and better differentiate the brand.

Fortune 500 / B2B Technology

APPLIED MATERIALS

FORTUNE RANK¹: 218

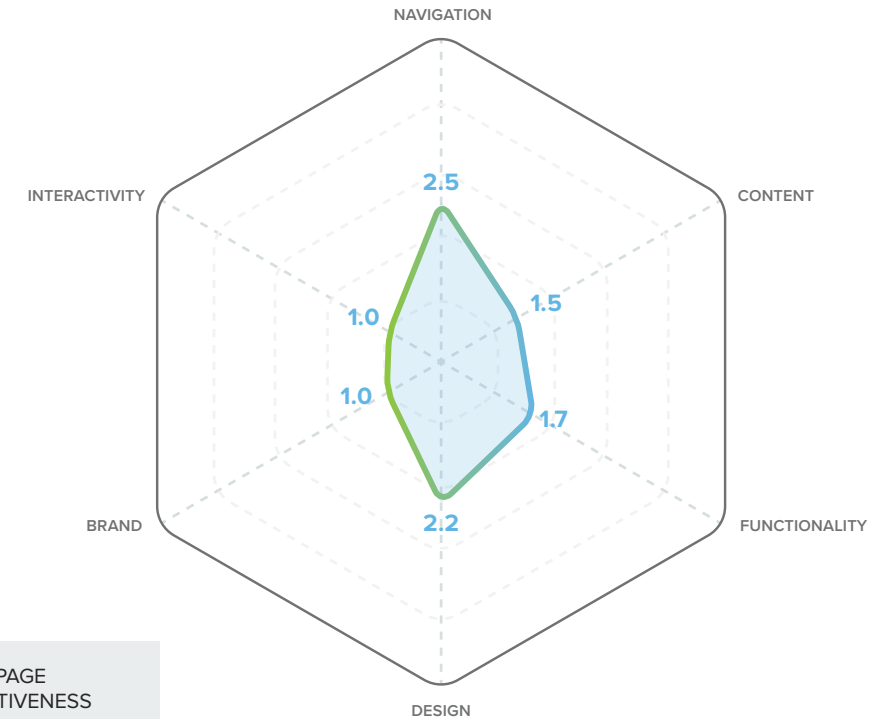
GLOBAL TRAFFIC RANK²: 205K



appliedmaterials.com. © 2020 Applied Materials, Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE
EFFECTIVENESS
SCORE:
1.6

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	58%	61%	49%
Pages Per Visit:	2.1	2.3	3.4
Time On Site (minutes):	1:44	2:16	3:57

Researcher Scoring Notes:

Functionality 1.7

- Page lacks a narrative.
- Website is not secure. Users cannot safely submit any kind of information to it.
- No call to action or any interactive elements.

Brand 1.0

- Page lacks distinctive branded visuals or content.
- Does not include brand messaging that differentiates Applied Materials from competitors.

Navigation 2.5

- Primary navigation links are logical, but language of secondary links is unclear.
- Only a limited number of solutions and products are listed.

Design 2.2

- The page lacks color or interesting visuals.
- Visual design feels bland and unappealing.
- Font choice feels dull and cookie-cutter.

Content 1.5

- Lack of content makes it difficult to form a clear opinion about the company.
- Page offers no context for Applied Materials products and how they solve problems.

Interactivity 1.0

- The homepage lacks interactivity except for the hero banner click through.

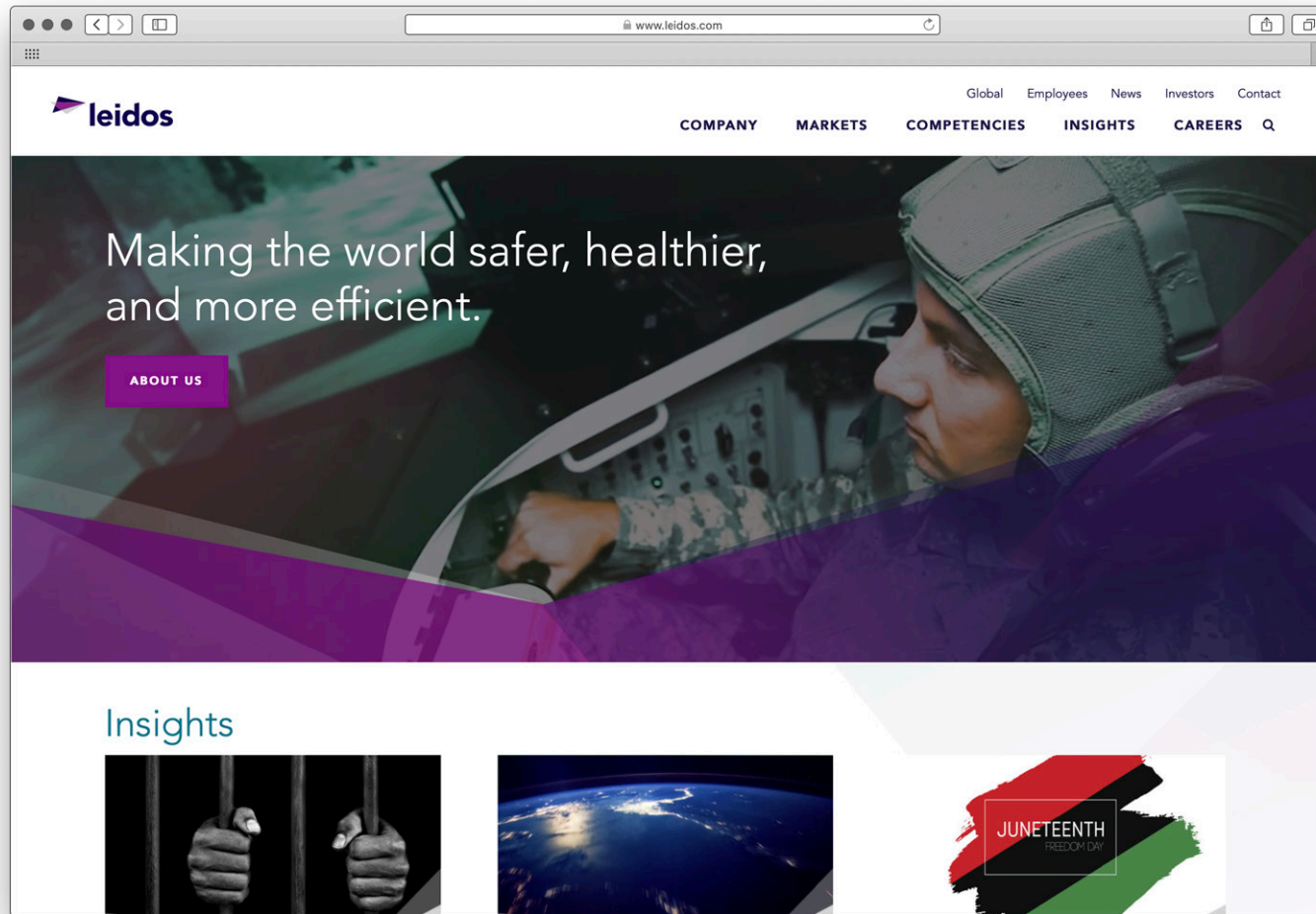
Suggested Considerations:

- Deepen content and add comprehensive narrative to support better engagement.
- Add call to action at the end of the page above the footer.
- Secure website URL to make visitors feel safer submitting data.

LEIDOS HOLDINGS

FORTUNE RANK¹: 289

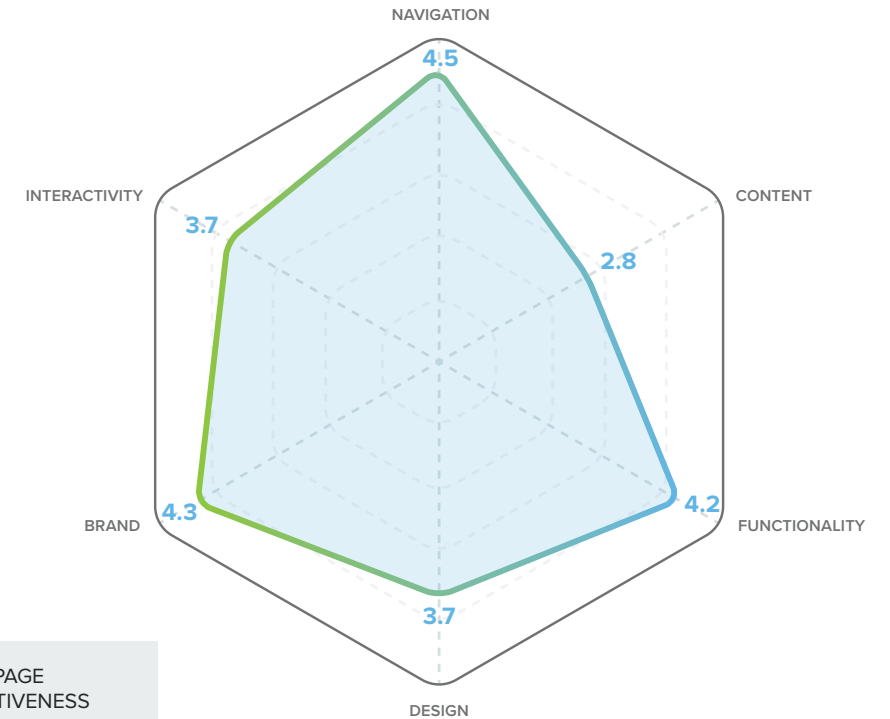
GLOBAL TRAFFIC RANK²: 55K



leidos.com. © 2020 Leidos. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
3.9

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	29%	61%	49%
Pages Per Visit:	7.4	2.3	3.4
Time On Site (minutes):	9:52	2:16	3:57

Researcher Scoring Notes:

Functionality 4.2

- Narrative structure is lacking and incomplete. No solutions or validation are provided.
- Site does a good job organizing a heavy site architecture into explorable menus with supporting copy.

Brand 4.3

- Brand identity is clearly communicated through consistent color usage throughout.
- Logo is consistently referenced by using geometric designs to overlay modules and cards, adding a visual sense of depth while reaffirming the brand identity.

Navigation 4.5

- Navigation takes up full width of page, maximizing the real estate with supporting text, images, and a secondary side navigation to parse through the content-dense site architecture.
- Search bar suggests search queries which is especially helpful since content is abundant.

Design 3.7

- Imagery used in Insights section feels inconsistent with the rest of the visuals used on the page.
- Hover states in the Insights cards have underutilized negative space that could be filled with more text.

Content 2.8

- Minimal body text shown. Headers and subheads draw in most attention, but not much information is revealed.
- Narrative is missing information about the product portfolio. Can be difficult for first time visitors to extract value from the homepage, forcing them to explore other pages to get this information.

Interactivity 3.7

- Video animation in hero is interesting and engaging.
- Users are encouraged to explore hover states which reveal additional supporting text to cards and images.

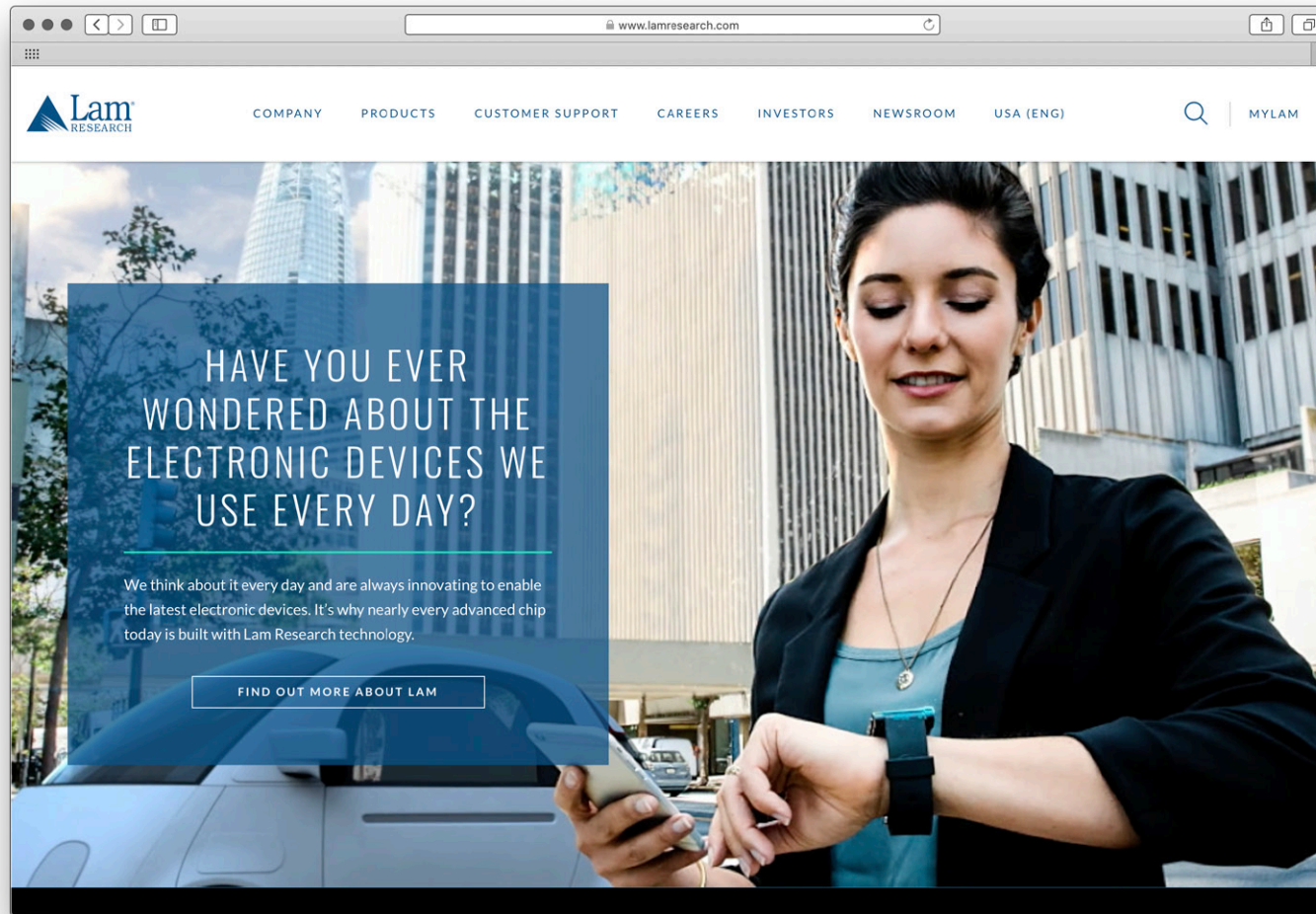
Suggested Considerations:

- Imagery used in Insights section feels inconsistent with the rest of the visuals used on the page.
- Hover states in the Insights cards have underutilized negative space that could be filled with more text.

LAM RESEARCH

FORTUNE RANK¹: 331

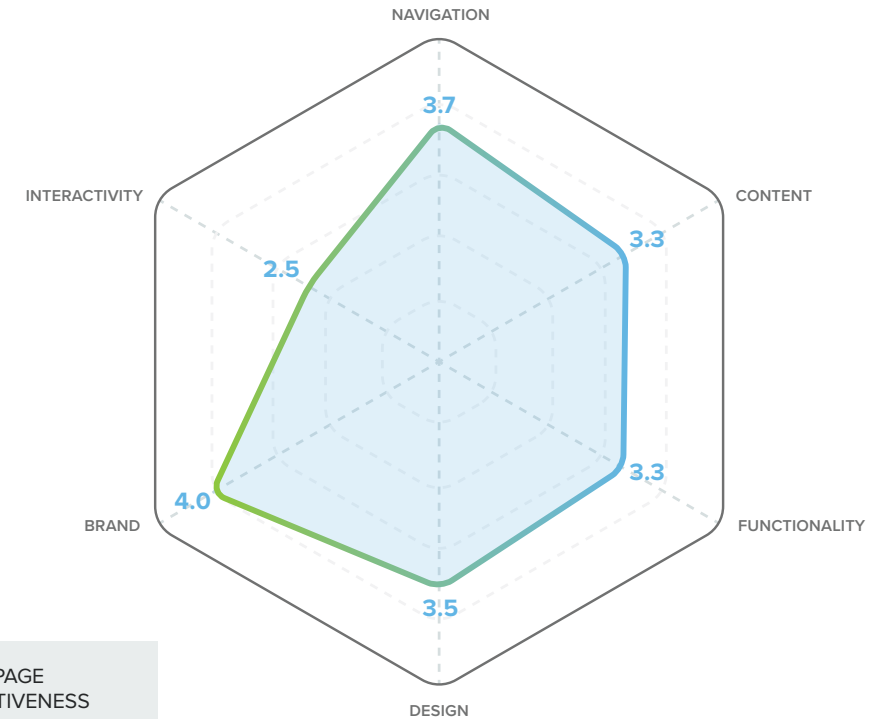
GLOBAL TRAFFIC RANK²: 66K



lamresearch.com. © 2020 Lam Research Corporation. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
3.4

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	65%	61%	49%
Pages Per Visit:	1.8	2.3	3.4
Time On Site (minutes):	2:12	2:16	3:57

Researcher Scoring Notes:

Functionality 3.3

- Site is well organized, follows conventional practices.
- Structure of homepage feels scattered, without a focused story line for first time visitors to follow.

Brand 4.0

- Hero content and messaging addresses the user directly, piquing interest and offering supporting content to dig deeper for first time visitors.
- Brand identity is clearly communicated through distinct color palette and imagery.

Navigation 3.7

- Navigation is divided up intuitively. Search bar and account login is easily accessible to the right.
- Navigation sticks to the top of the page and is readily accessible.

Design 3.5

- Color and type contrast well on dark sections, though are slightly hard to read on lighter backgrounds.
- Overall, the type, color, and layout work together harmoniously.

Content 3.3

- Digestible chunks of text paired with bold, easy to read and attention grabbing headers.
- Flow of narrative starts off strong, but loses sense of story halfway through with premature Customer Support module and Careers module at the end.

Interactivity 2.5

- Page is static - no animations or hover states.

Suggested Considerations:

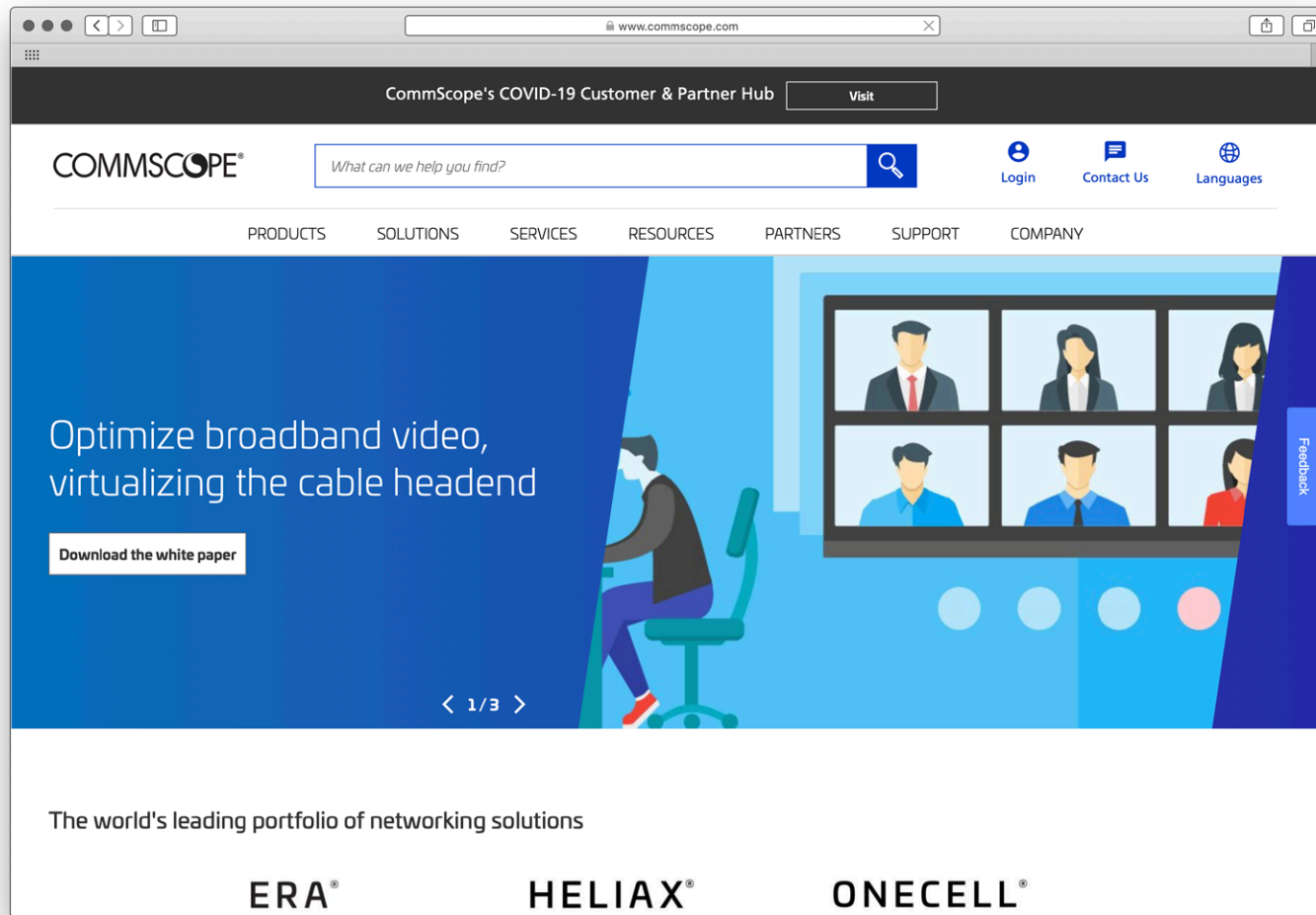
- Content and narrative needs to be restructured to provide a more logical, clear, and unified story.
- More consistent image editing to unify photography styles.
- Lead generation isn't being used and the page fails to serve users that are ready to engage.

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COMMSCOPE HOLDINGS

FORTUNE RANK¹: 347

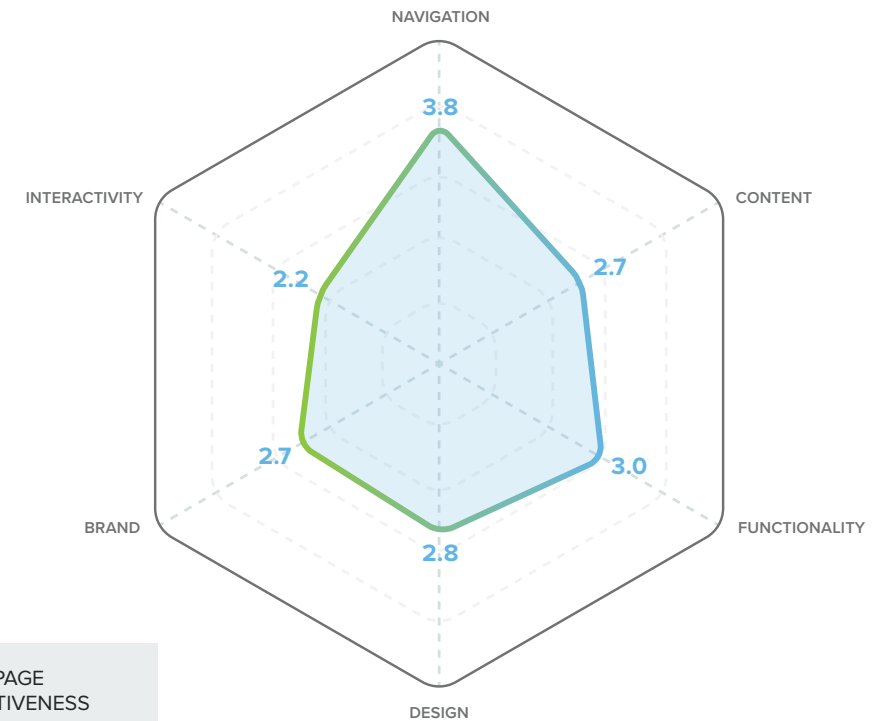
GLOBAL TRAFFIC RANK²: 50K



commscope.com © 2020 CommScope. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
2.9

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	54%	61%	49%
Pages Per Visit:	2.1	2.3	3.4
Time On Site (minutes):	2:33	2:16	3:57

Researcher Scoring Notes:

Functionality 3.0

- It is not obvious that product logos are clickable and allow you to go deeper into the website to learn more about CommScope and its offerings.
- Too many calls to action, too early in the narrative is distracting.

Brand 2.7

- The CommScope brand as presented on the homepage doesn't feel unique.
- Color usage isn't very consistent.
- There is no brand statement in the hero.

Navigation 3.8

- Primary navigation is organized intuitively.
- The megamenu is easy to use.
- Style of navigation does not make it obvious that the categories on the left side of the menu have sub-categories.

Design 2.8

- Many of the links and page elements are not aligned properly.
- Contrast between font sizes makes the visual experience jarring.
- The spacing of elements on the page feels off.

Content 2.7

- Page includes very little information about products or solutions.
- Elements like news, insights, and latest assets that are not critical to the narrative take up a lot of real estate.

Interactivity 2.2

- There is very little interactivity on the homepage, aside from the carousel in the hero and the section dedicated to solutions.
- The scrolling interaction in the solutions carousel is not very smooth or consistent.
- Many of the links and elements on the page do not have a hover state.

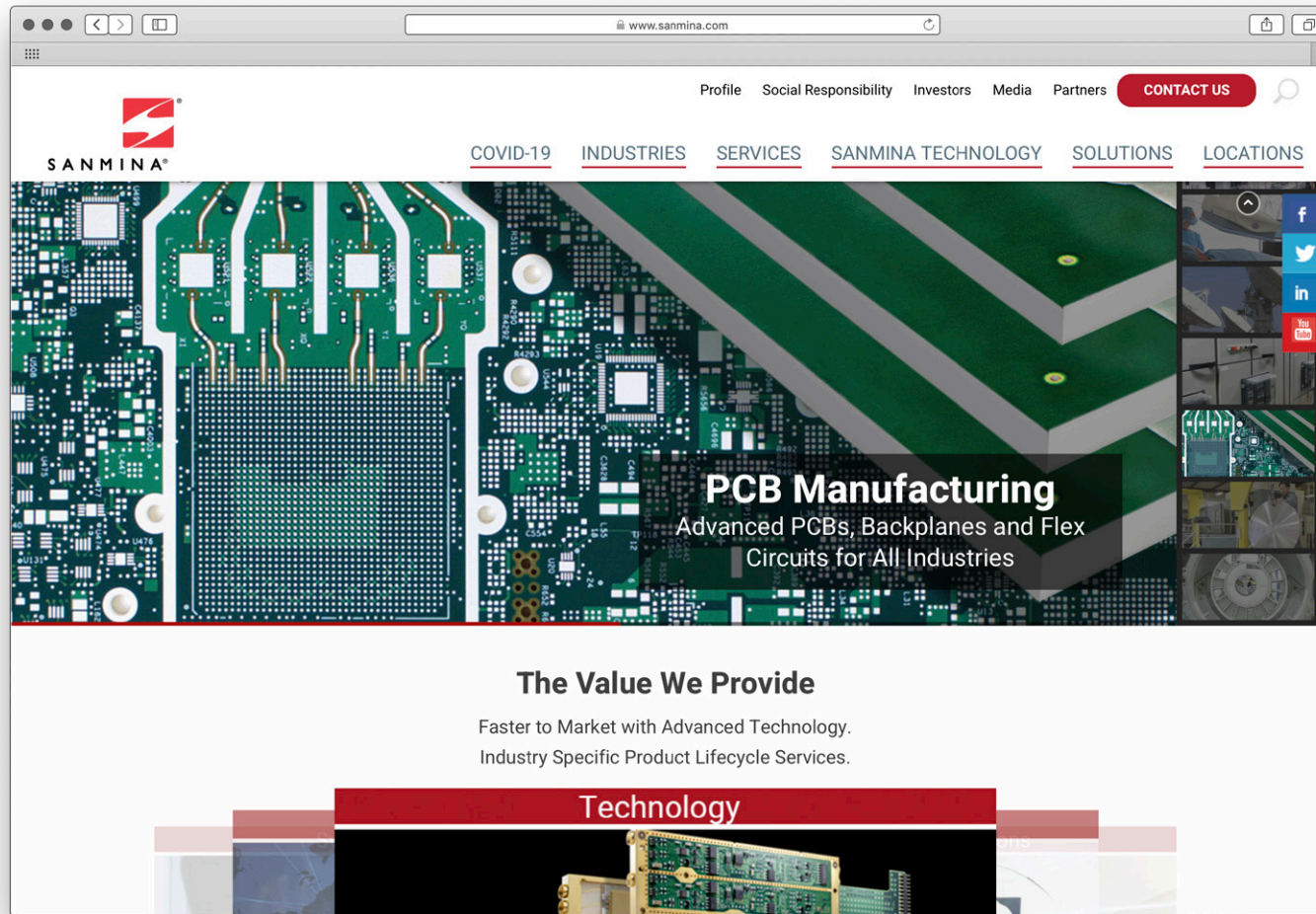
Suggested Considerations:

- Add more content surrounding products or solutions for a more complete story.
- Add brand or purpose statement to the hero to help differentiate the company and build an emotional connection.
- Create a purposeful direction for brand and design

SANMINA

FORTUNE RANK¹: 385

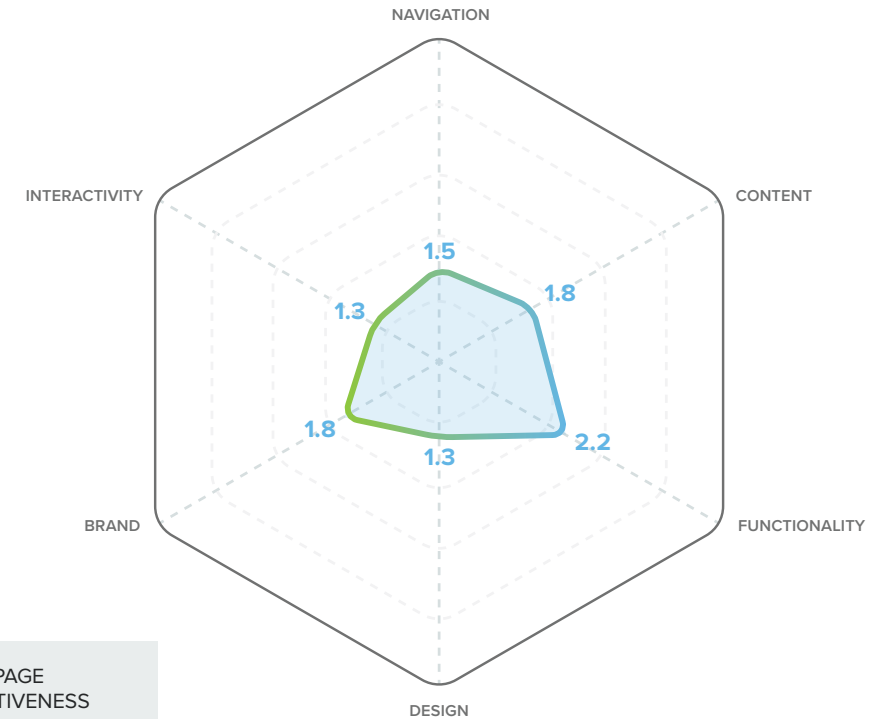
GLOBAL TRAFFIC RANK²: 50K



sanmina.com. © 2020 Sanmina Corporation. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score: **1.7**

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	36%	61%	49%
Pages Per Visit:	6.2	2.3	3.4
Time On Site (minutes):	5:33	2:16	3:57

Researcher Scoring Notes:

Functionality 2.2

- Lack of complete narrative leaves first time visitors lost and unsure of where to go next.
- Too much content is condensed into carousels.

Brand 1.8

- Value proposition is seen right away below the hero.
- Red accent color is used consistently throughout to match the company logo.
- No other brand messaging or established tone.

Navigation 1.5

- Nested drop-down menus sit awkwardly over the menu, but don't seem to harm the usability.
- "Profile" category name doesn't follow industry convention (usually reserved for the user, rather than the company overview)

Design 1.3

- Site has some sense of visual hierarchy, but could be improved.
- Text seems randomly adjusted and doesn't fit the space seamlessly.

Content 1.8

- Content from the carousel should be extracted to live on the page and enhanced with supporting copy.
- The narrative structure starts off strong with "What We Do" and "The Value We Provide" sections, but concludes with a grid of links to other pages, which feels incomplete.

Interactivity 1.3

- It is not intuitive how to rotate the second carousel. Arrows are faintly visible upon hover, but otherwise easily dismissable.

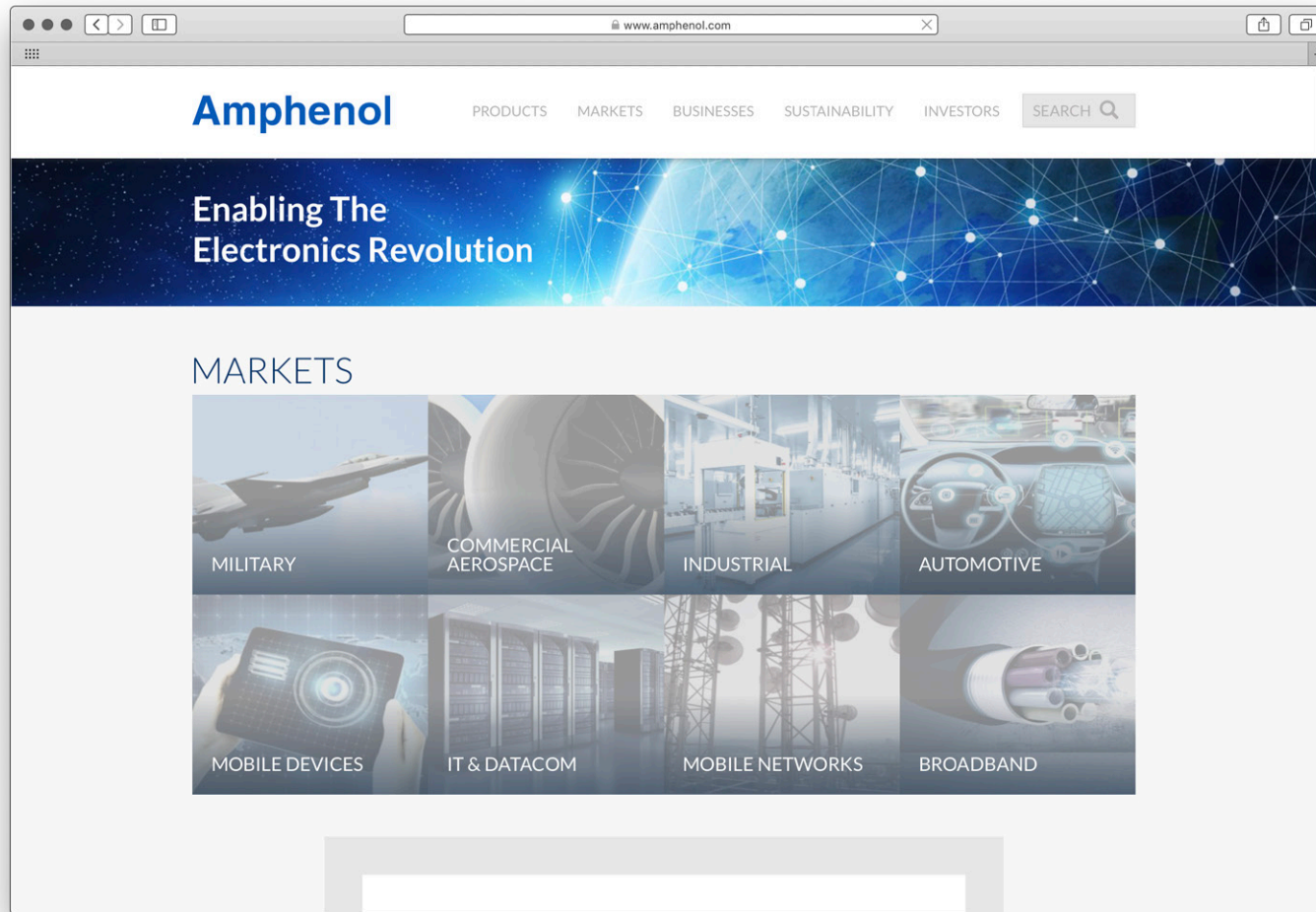
Suggested Considerations:

- Build a more complete narrative with additional content that better speaks to how they solve challenges and validation to support these claims
- Site would be improved by relying less on carousels as the main method of displaying information. Implementing a different kind of interactivity would cause less confusion for the visitor.
- Should use standard naming conventions in main navigation to reduce confusion and increase usability.

AMPHENOL

FORTUNE RANK¹: 386

GLOBAL TRAFFIC RANK²: 283K

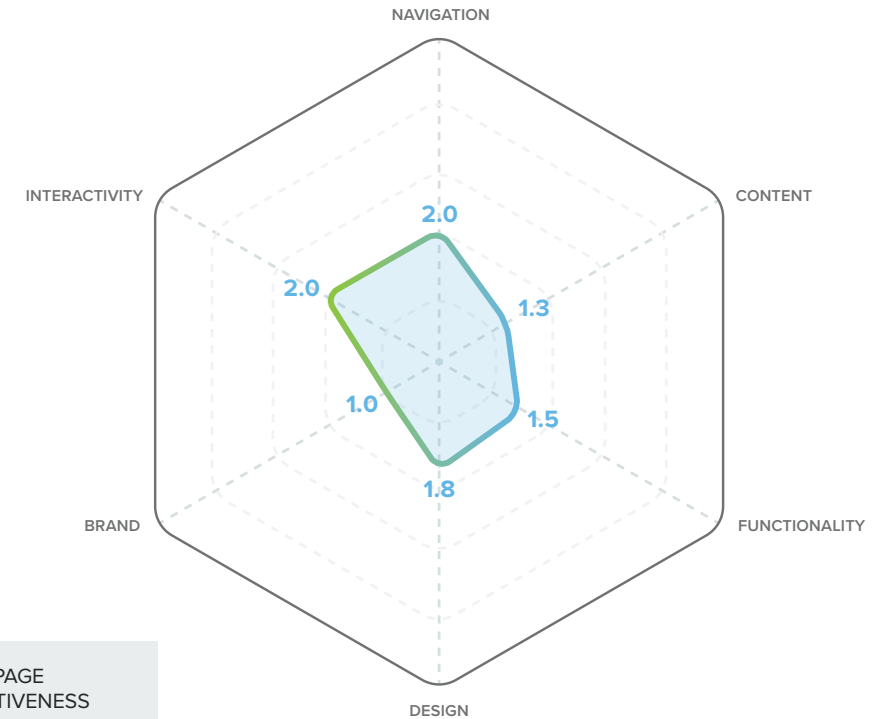


amphenol.com. © 2020 Amphenol Corporation. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.

2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOMEPAGE EFFECTIVENESS SCORE:
1.6

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	53%	61%	49%
Pages Per Visit:	1.7	2.3	3.4
Time On Site (minutes):	1:41	2:16	3:57

Researcher Scoring Notes:

Functionality 1.5

- Lack of narrative or content harms the experience with no intentional pathway for users to follow.
- It is difficult to know where to go next or glean any information about the company from the homepage without relying on other pages.

Brand 1.0

- No brand statement or messaging on the page.
- Lack of distinctive identity.

Navigation 2.0

- No drop down menus, or sense of what each page might contain without actually leaving the homepage.

Design 1.8

- Grid of images has been treated with some level of color tinting to make it feel uniform.
- No sense of design strategy beyond color consistency.

Content 1.3

- Very little content and short page length.
- No sense of narrative or story. Very difficult to extract meaningful value from the page.

Interactivity 2.0

- Carousel of images and resources offer some interaction, but lack story to tie everything together.

Suggested Considerations:

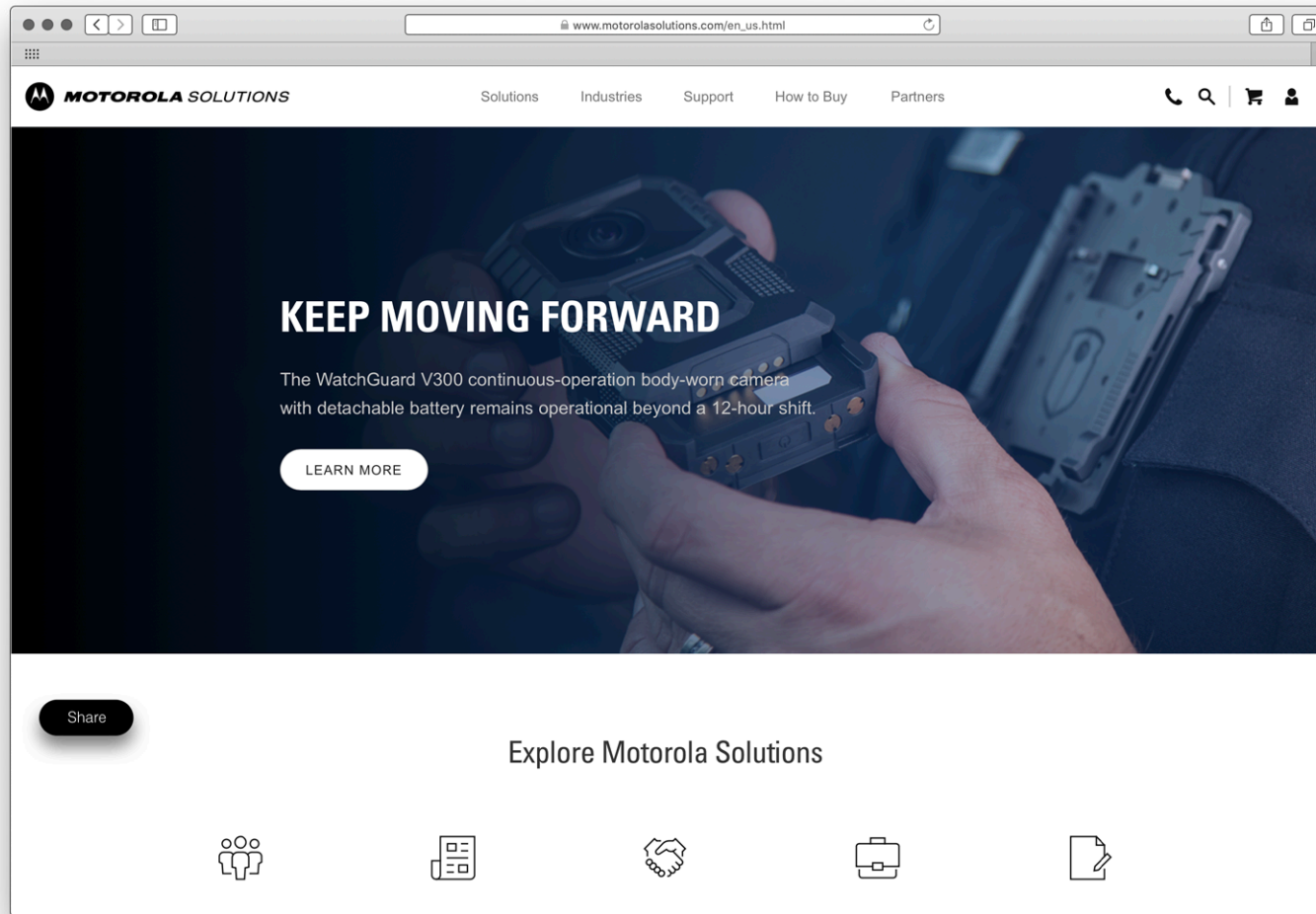
- More content is crucial to create a narrative, generate brand identity, and provide a base point for users to explore from.
- With a clear story in place, it will be important to offer visitors ways to further engage with the company and promote lead generation.
- Use imagery that strengthens and supports the content.

Fortune 500 / B2B Technology

MOTOROLA SOLUTIONS

FORTUNE RANK¹: 403

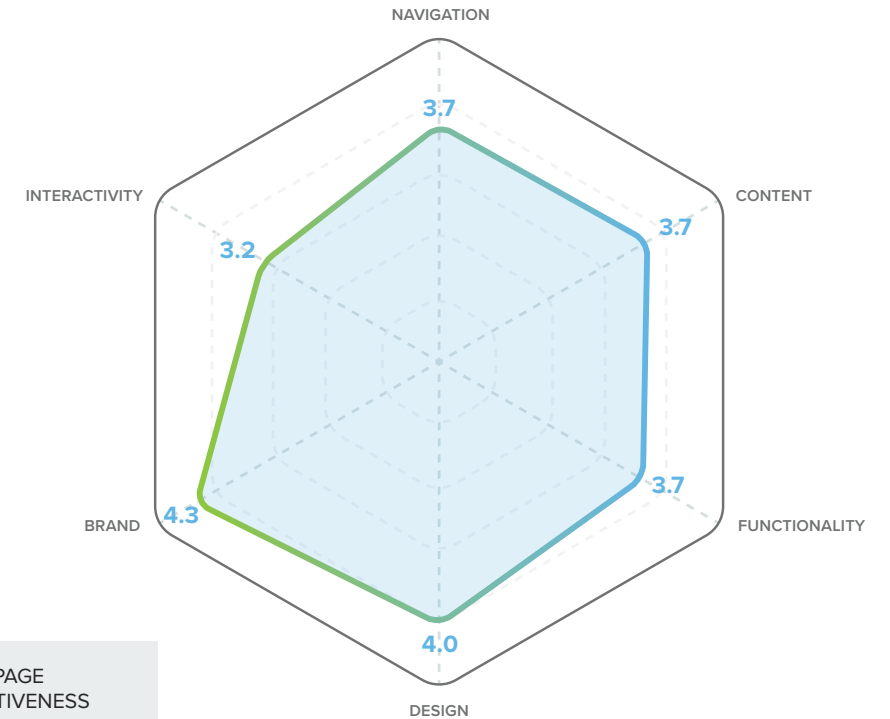
GLOBAL TRAFFIC RANK²: 17K



motorolasolutions.com. © 2020 Motorola Solutions Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
3.8

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	47%	61%	49%
Pages Per Visit:	2.0	2.3	3.4
Time On Site (minutes):	2:21	2:16	3:57

Researcher Scoring Notes:

Functionality 3.7

- Fairly well organized narrative provides users with a good base point to explore from.
- Pulling ‘What We Do’ section higher on the page would better set the narrative.

Brand 4.3

- Brand messaging is clear and consistent throughout.
- Brand identity can be sensed through the content, copy, and imagery chosen.

Navigation 3.7

- Primary navigation opens into megamenu, revealing the entire site architecture for easier exploration.

Design 4.0

- Clean, minimal aesthetic. Good sense of visual hierarchy.
- Content is structured well. Negative space and padding feel thought out and provide a pleasant scroll experience.

Content 3.7

- Copy provides enough detail and is easy to digest.
- Slight edits to the organizational positioning of certain sections can strengthen the overall narrative.

Interactivity 3.2

- Some cards appear clickable upon hover, but this is the only level of interaction with visual elements on the page.

Suggested Considerations:

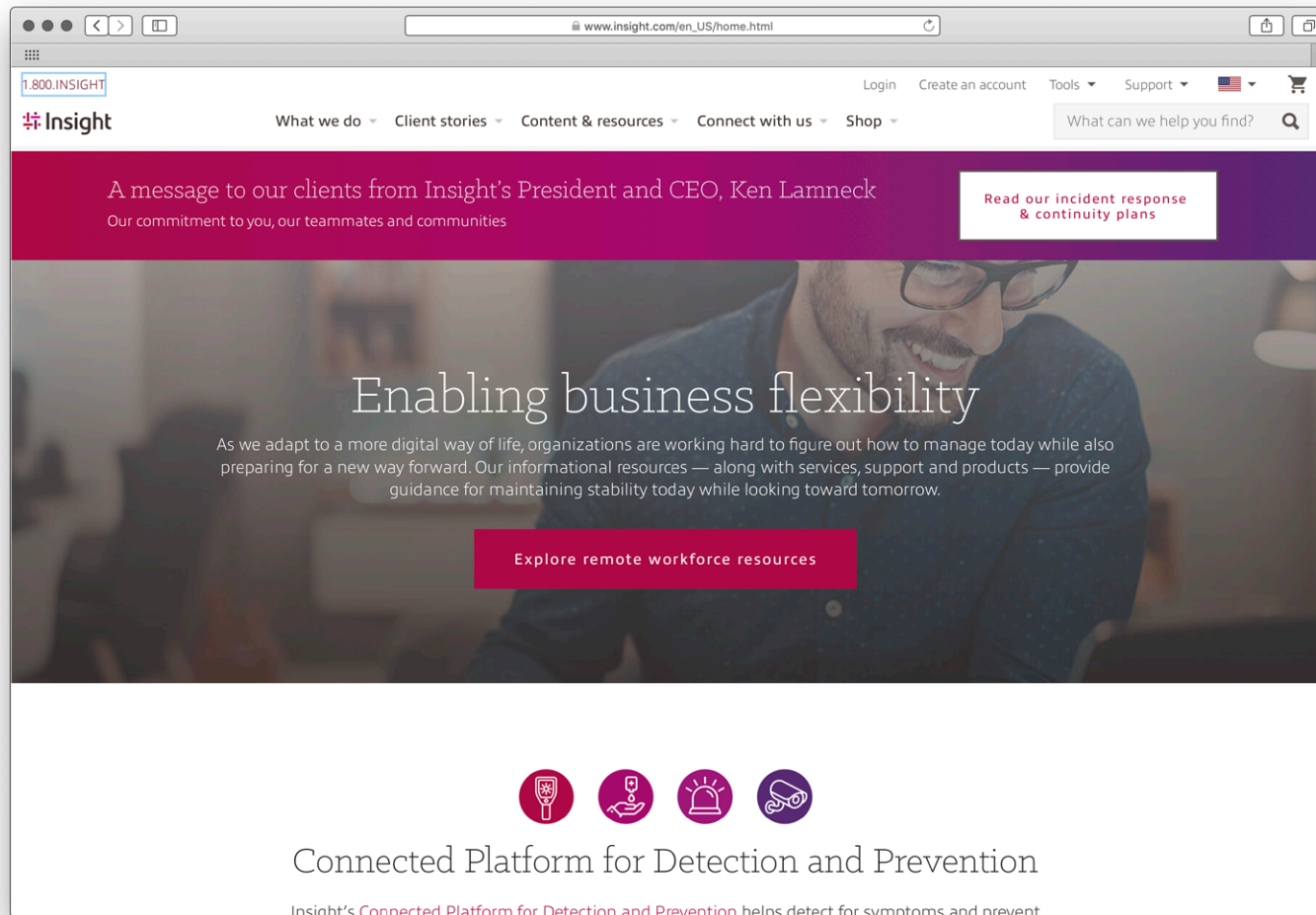
- Restructure some sections to form a more complete and intuitive story.
- Replace the misleading header on the second blade or replace the links to Solutions. This mislabeling is very prominent on the homepage (above the fold) and feels sloppy.
- Maintain the same monochromatic coloring throughout and keep use of colors limited to stay true to the branding.

Fortune 500 / B2B Technology

INSIGHT ENTERPRISES

FORTUNE RANK¹: 409

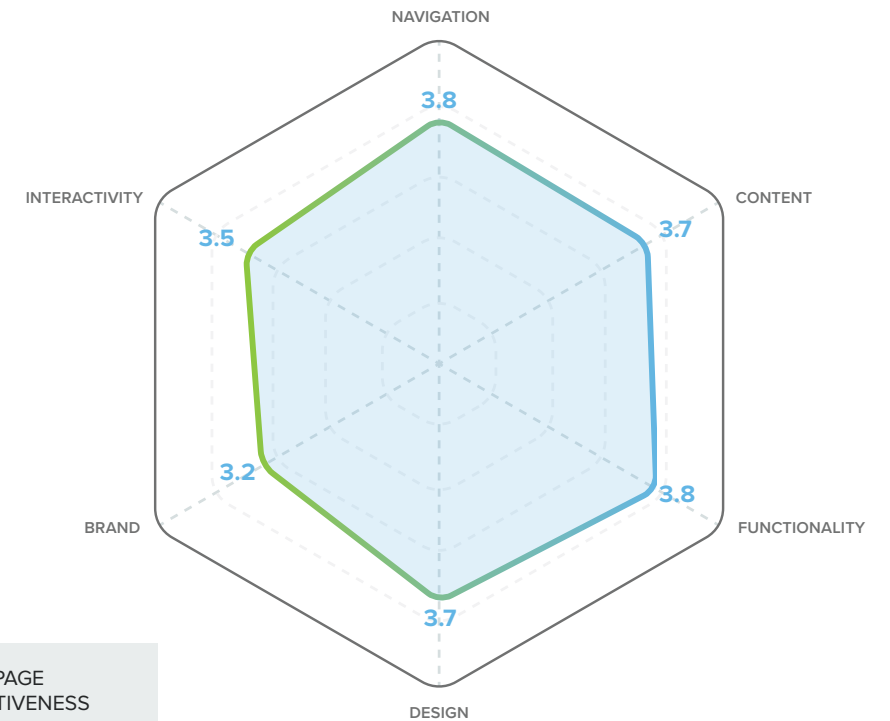
GLOBAL TRAFFIC RANK²: 22K



insight.com. © 2020 Insight. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOMEPAGE
EFFECTIVENESS
SCORE:
3.6

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	54%	61%	49%
Pages Per Visit:	3.0	2.3	3.4
Time On Site (minutes):	3:33	2:16	3:57

Researcher Scoring Notes:

Functionality 3.8

- Provides a strategic and comprehensive narrative.
- Page is very long and feels cluttered with extraneous resources and assets which may distract a user from their goals.

Brand 3.2

- Unclear if the statement in hero reflects the company's brand or purpose.
- Execution of the brand isn't very creative. Patterning for the usage of colors and visual elements feels strict and makes the page seem like a template.

Navigation 3.8

- Categorization is clear and makes sense.
- Similar to the content on the homepage, the navigation feels organized primarily for the needs of B2C visitors.

Design 3.7

- Dark visual theme aligns well with the products being offered and the target audience.
- Colors and visuals are consistently used across the homepage, giving the homepage a unified feel.
- Spacing between sections is sometimes awkward.

Content 3.7

- Relies heavily on usage of imagery and not descriptive copy to present products or offerings.
- Seems highly sales oriented, with direct links to purchasing products from the homepage.

Interactivity 3.5

- Not much interactivity on the homepage aside from hover effects.
- Many of the CTA hover effects are inconsistent in style and color.

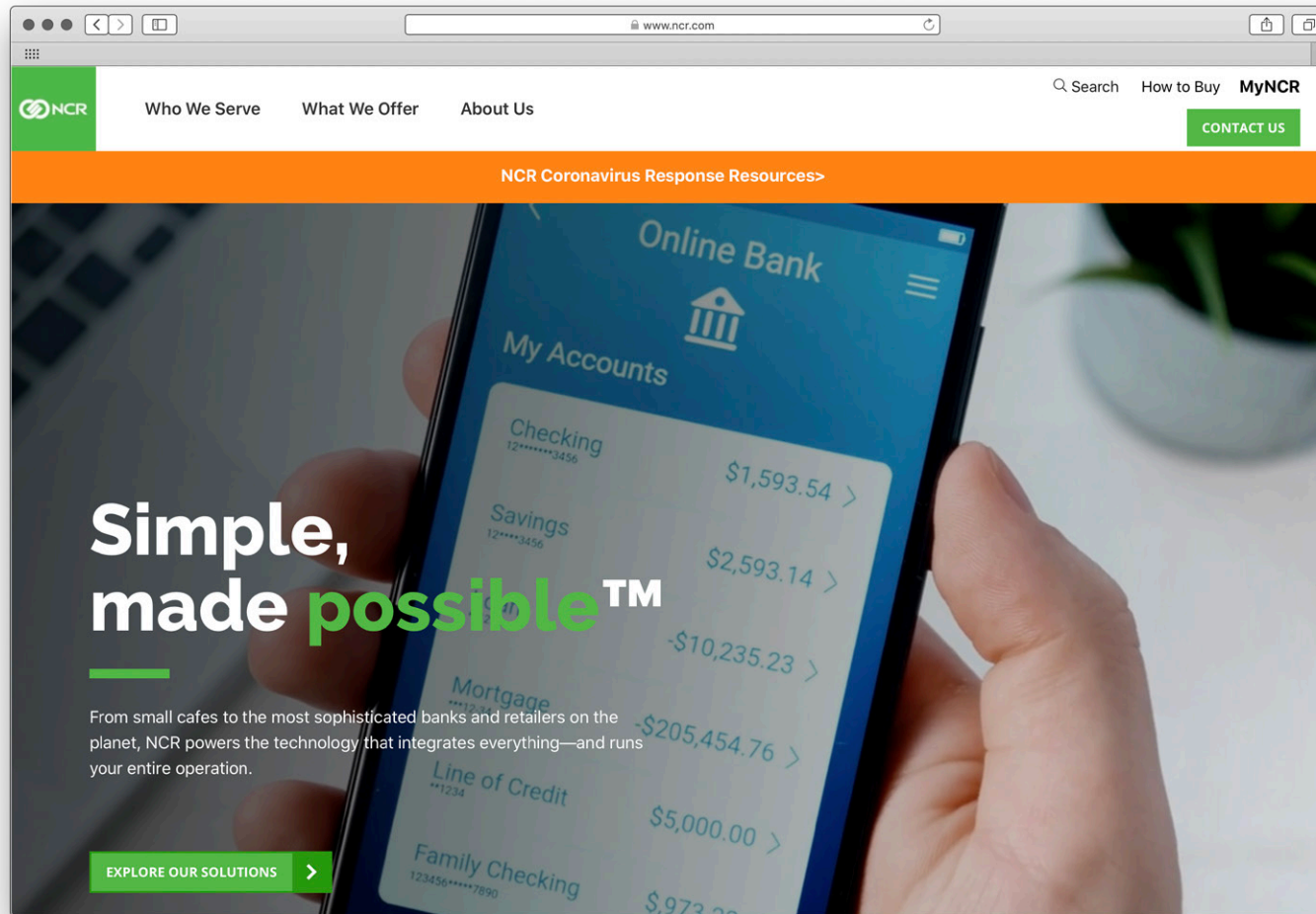
Suggested Considerations:

- Optimize navigation to appeal to both B2C and B2B audiences by creating separate user journeys.
- Reduce number of resources and gated assets to create a more manageable experience.
- Streamline calls to action to help visitors choose their journey more efficiently.

NCR

FORTUNE RANK¹: 439

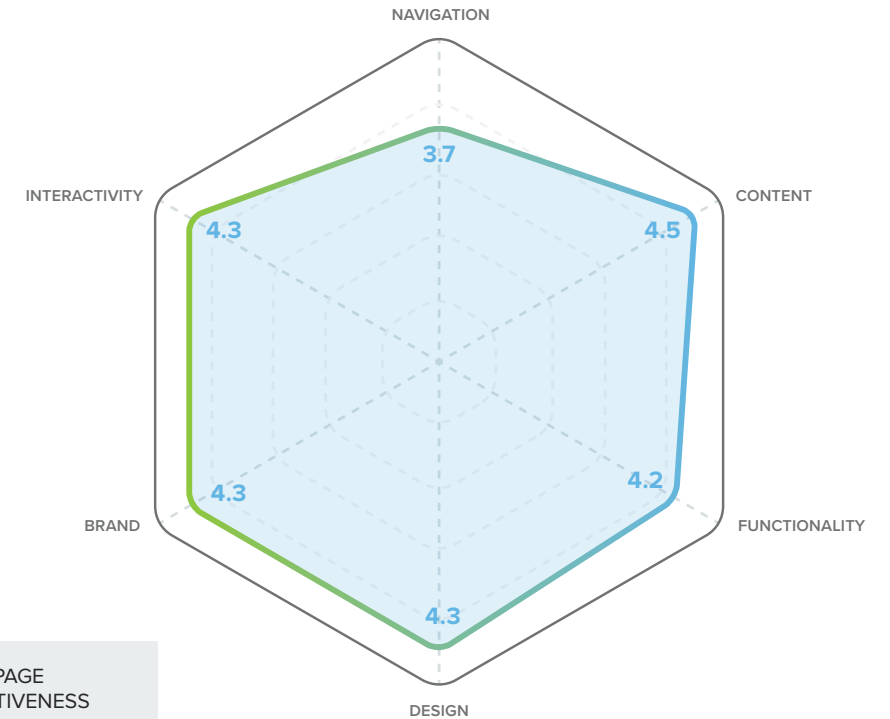
GLOBAL TRAFFIC RANK²: 67K



ncr.com. © 2020 NCR Corporation. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
4.2

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	51%	61%	49%
Pages Per Visit:	2.9	2.3	3.4
Time On Site (minutes):	4:16	2:16	3:57

Researcher Scoring Notes:

Functionality 4.2

- Narrative is well organized and tells the brand story well by showcasing the solutions and products offered in a clear fashion.
- The buttons linking to other relevant parts of NCR's website are clear and encourage users to explore and learn more.
- Bottom of the page lacks focused call to action to promote user engagement.

Brand 4.3

- Purpose statement in the hero banner clearly defines NCR's company vision.
- Visual style feels unique and appropriate for NCR.

Navigation 3.7

- The difference between the "Who We Serve" and "What We Do" drop-downs is vague. Some of the links displayed in both drop-downs are the same.
- The simplicity of the menu allows products and solutions to easily be found.
- There are duplicated links in the "What We Do" drop-down.

Design 4.3

- Consistent use of limited color palette, visual elements, and photography style.
- Fonts chosen feel modern and very legible, albeit oversized.

Content 4.5

- Descriptions of solutions and products are clear and comprehensive.
- Amount of copy on the page seems optimal, except within the solutions section.
- Showcases the names of big companies NCR works with as validation.

Interactivity 4.3

- Slight animation on button hovers are subtle, but help bring visual interest.
- Hover effect for the menu drop-downs is intuitive and user friendly.

Suggested Considerations:

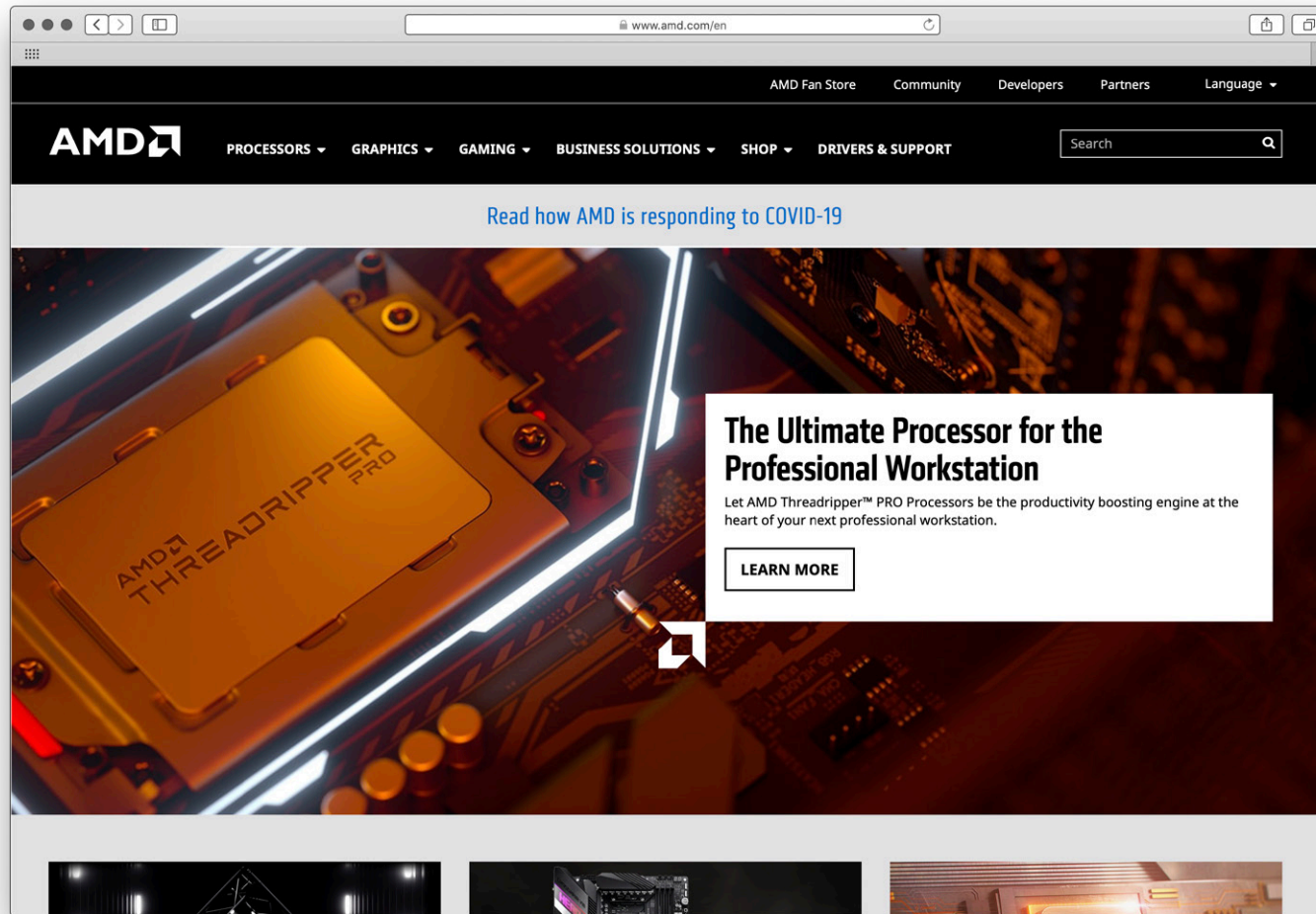
- Show clear distinction between "Who We Serve" and "What We Offer" drop-downs.
- Remove duplicated links within 'What We Do' drop-down.
- Integrate more types of lead generation, like gated assets or event registration, to help more users convert.

Fortune 500 / B2B Technology

ADVANCED MICRO DEVICES

FORTUNE RANK¹: 448

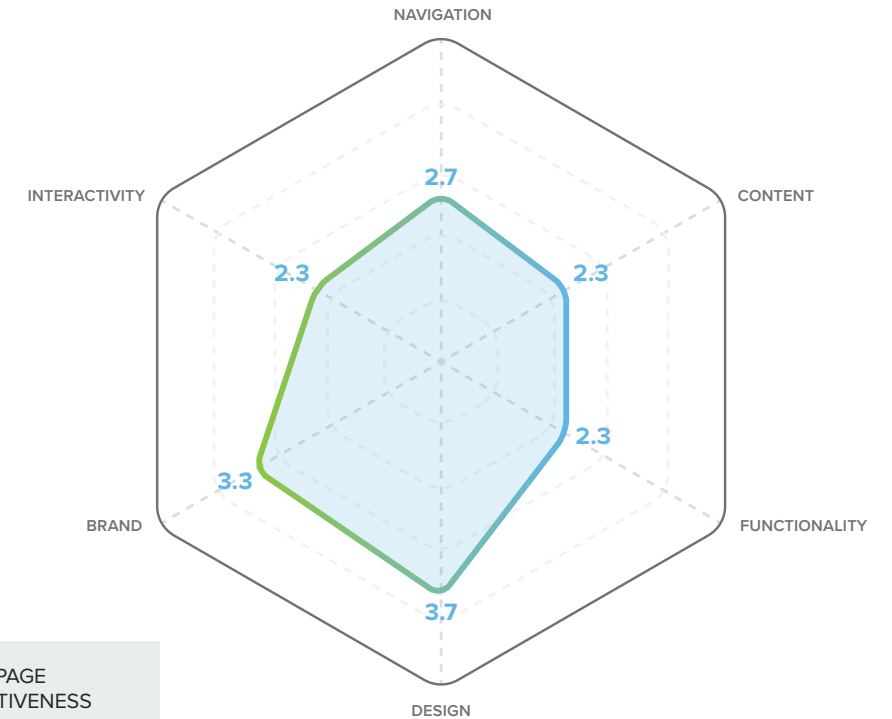
GLOBAL TRAFFIC RANK²: 2K



amd.com. © 2020 Advanced Micro Devices, Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE
EFFECTIVENESS
SCORE:
2.8

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	51%	61%	49%
Pages Per Visit:	2.3	2.3	3.4
Time On Site (minutes):	2:44	2:16	3:57

Researcher Scoring Notes:

Functionality 2.3

- The current homepage is almost entirely dedicated to products and lacks a narrative to guide the user through the website experience.
- The page seems very focused on the B2C niche with limited content for the B2B audience.

Brand 3.3

- No brand or purpose statement in hero or top-level messaging.
- The messaging present on the homepage is concise and to the point, which feels appropriate for the product they are advertising.

Navigation 2.7

- Categorization is clear and makes sense.
- Similar to the content on the homepage, the navigation feels organized primarily for the needs of B2C visitors.
- Partially transparent background of drop-downs decreases readability and usability of primary navigation.

Design 3.7

- Colors and visuals are consistently used across the homepage, giving the homepage a unified feel.

Content 2.3

- Relies heavily on usage of imagery and not descriptive copy to present products or offerings.
- Seems highly sales oriented, with direct links to purchasing products from the homepage.

Interactivity 2.3

- Not much interactivity on the homepage aside from hover effects.
- Many of the CTA hover effects are inconsistent in style and color.

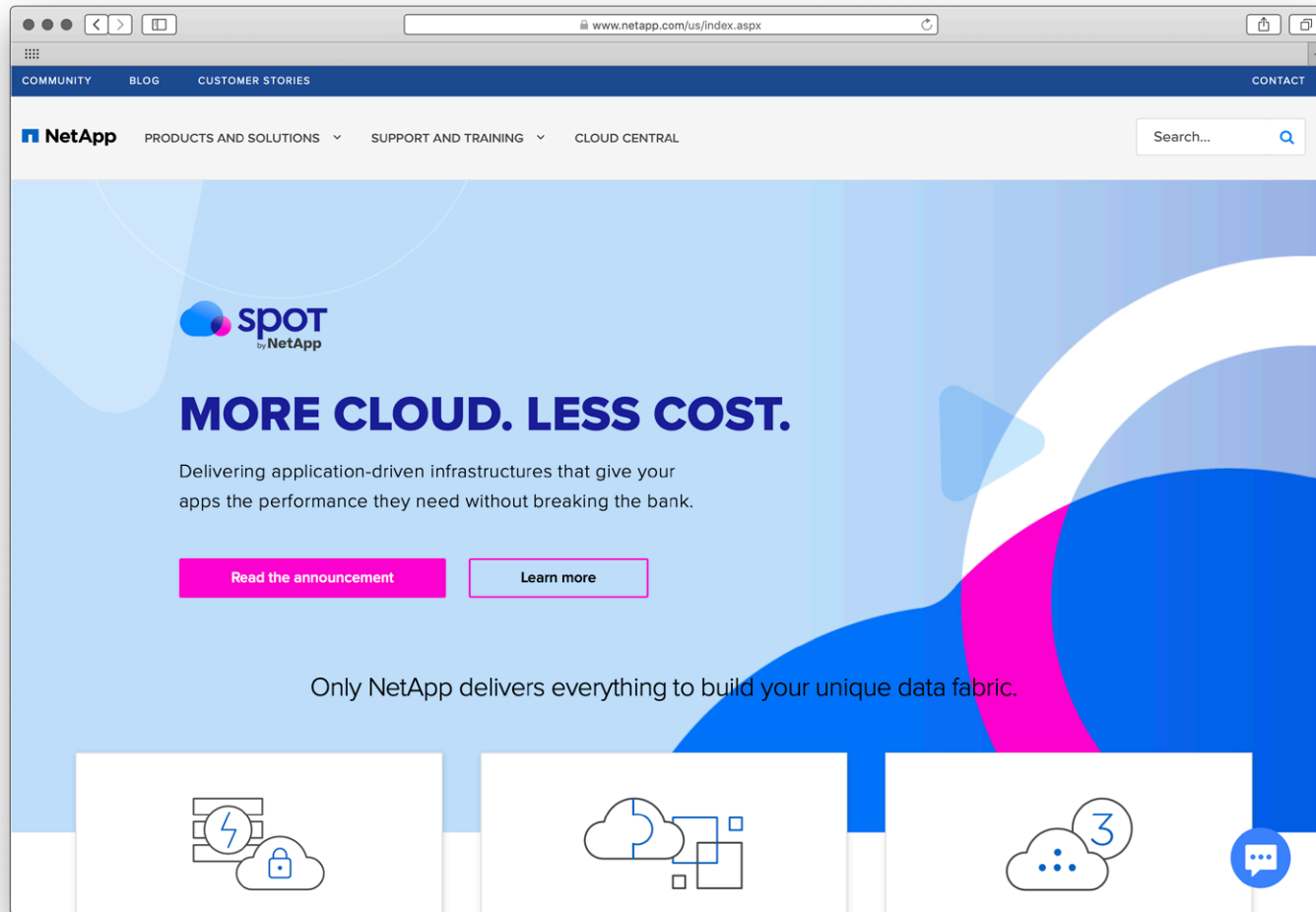
Suggested Considerations:

- Optimize content navigation for both B2C and B2B.
- Add lead generation to improve engagement.
- Add more descriptive copy for sections about products and solutions.

NETAPP

FORTUNE RANK¹: 478

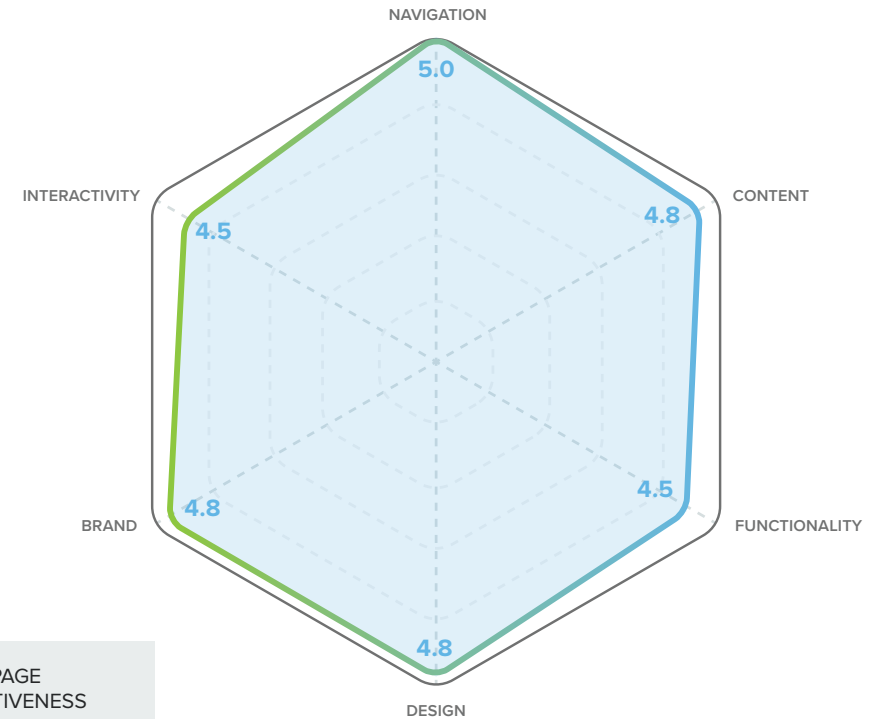
GLOBAL TRAFFIC RANK²: 24K



netapp.com. © 2020 NetApp. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
4.8

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	67%	61%	49%
Pages Per Visit:	2.2	2.3	3.4
Time On Site (minutes):	2:15	2:16	3:57

Researcher Scoring Notes:

Functionality 4.5

- Strong narrative with clear value proposition and product and solution breakdown.
- Supporting testimonials, case studies, and partners strengthen the story and build trust.

Brand 4.8

- Consistent use of corporate blue, including in typography and imagery.
- Convincing, clearly stated brand vision and positioning.

Navigation 5.0

- Fixed header opening into a large mega menu improves information architecture.
- Products and solutions groupings and organization by need helps manage breadth of content.

Design 4.8

- Imagery is high quality and reflects brand color family and treatment.
- Clean, minimalist aesthetic, feels professional, iconography, style, and color are friendly.

Content 4.8

- Content is well structured, offering digestible chunks of text with easy to scan headers and subheads.

Interactivity 4.5

- Card states are animated with color or appear lifted on screen upon hover to inspire clicks.
- Motion effects promote engagement.

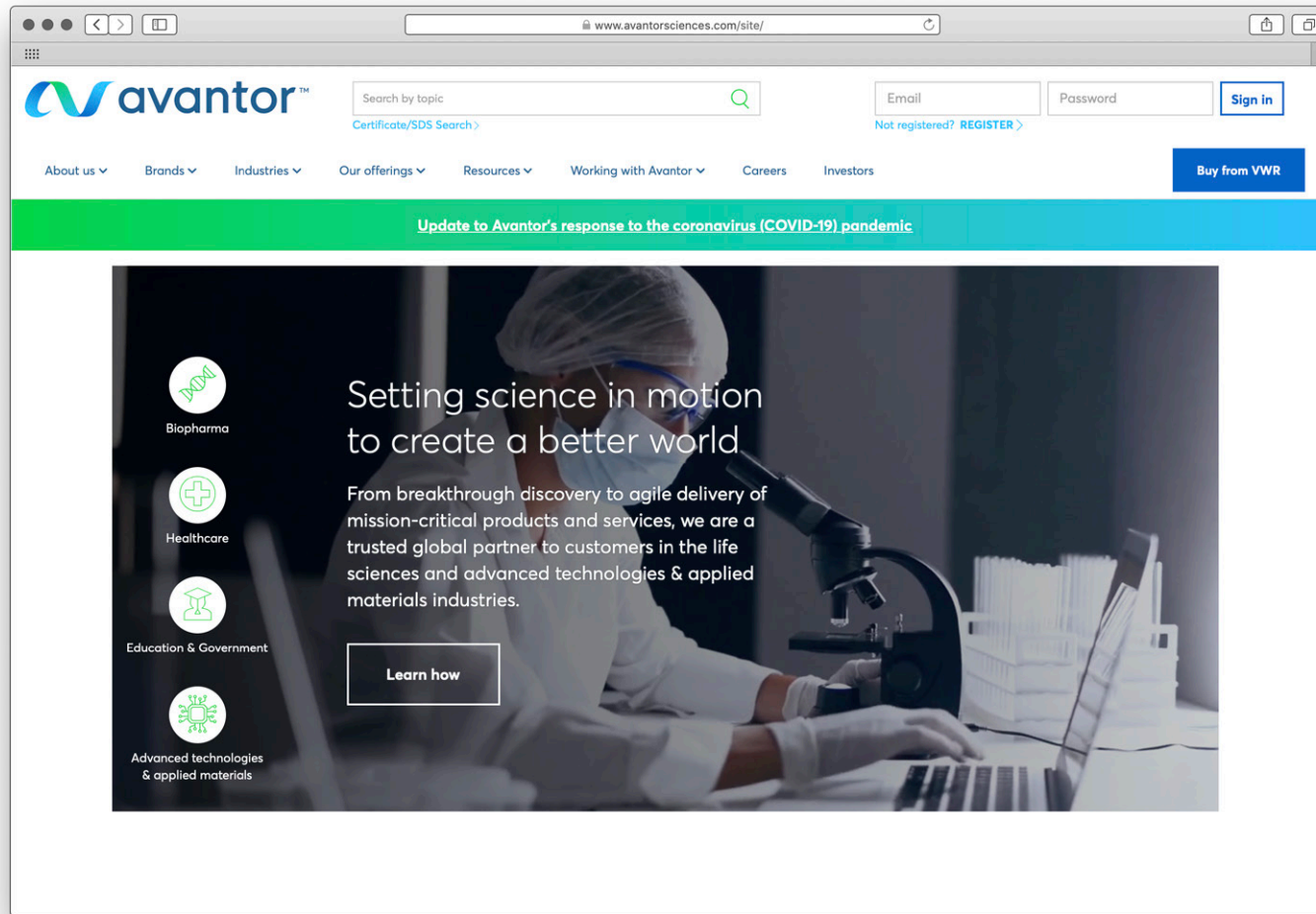
Suggested Considerations:

- Sizing of the news cards could be reduced to match card proportion in hero blade for balance.
- The addition of animation and motion to icons could add more dynamism to the page.
- Page could benefit from additional information about the company to strengthen the narrative.

AVANTOR

FORTUNE RANK¹: 484

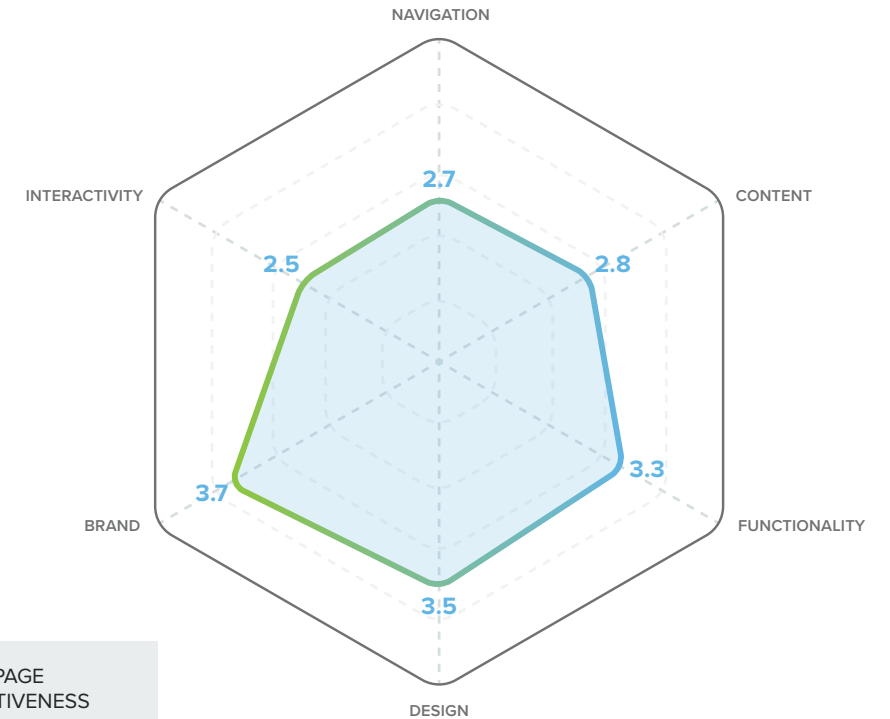
GLOBAL TRAFFIC RANK²: 341K



avantorsciences.com. © 2020 Avantor, Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



Homepage Effectiveness Score:
3.1

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	70%	61%	49%
Pages Per Visit:	2.1	2.3	3.4
Time On Site (minutes):	1:47	2:16	3:57

Researcher Scoring Notes:

Functionality 3.3

- Narrative lacks focus, but offers jumping off points to supporting content.
- No clear direction at the end of page.

Brand 3.7

- Brand color usage has been applied consistently throughout.
- Corporate mission statement is in hero, but could be more compelling.

Navigation 2.7

- Number of categories (currently eight) could be reduced by nesting.
- Navigation sticks to the top of the page while scrolling, hiding the search bar and registration fields.

Design 3.5

- Content lacks color and visual differentiation.
- Imagery is good quality, with consistent color treatment.

Content 2.8

- There is no clear beginning to the narrative.
- Content in the first blade is partially hidden, reducing narrative clarity.
- Copy is short and divided into digestible bites.

Interactivity 2.5

- Page includes very subtle hover states, with some buttons that don't change.
- Page is quite static, lacking any animation or motion.

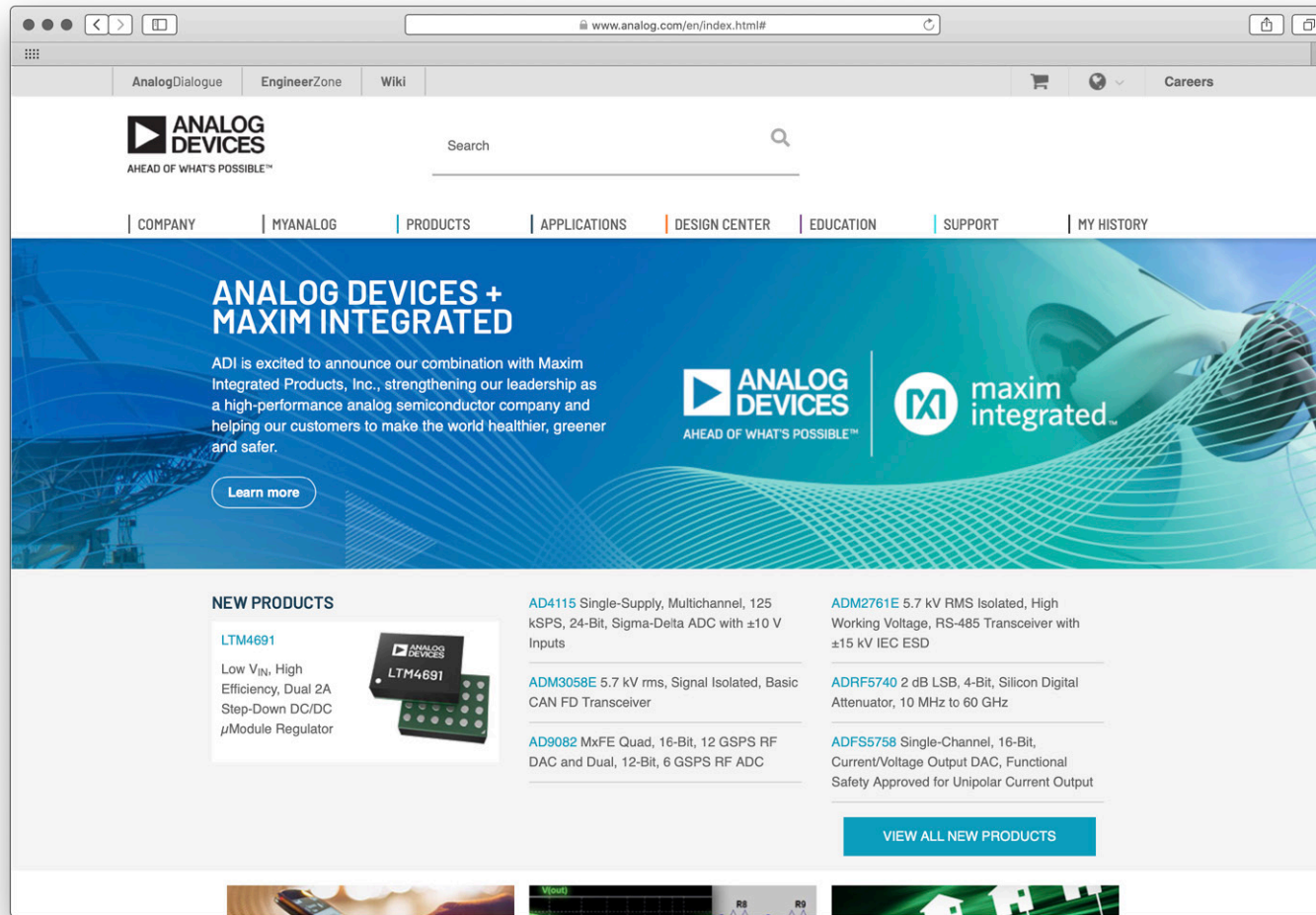
Suggested Considerations:

- Better clarify the narrative by pulling out the content that is hidden within the first section.
- End the page with a clear next step to improve pages visited.
- Add animation or motion to draw the user in even further and add dynamism to an otherwise static page.

ANALOG DEVICES

FORTUNE RANK¹: 487

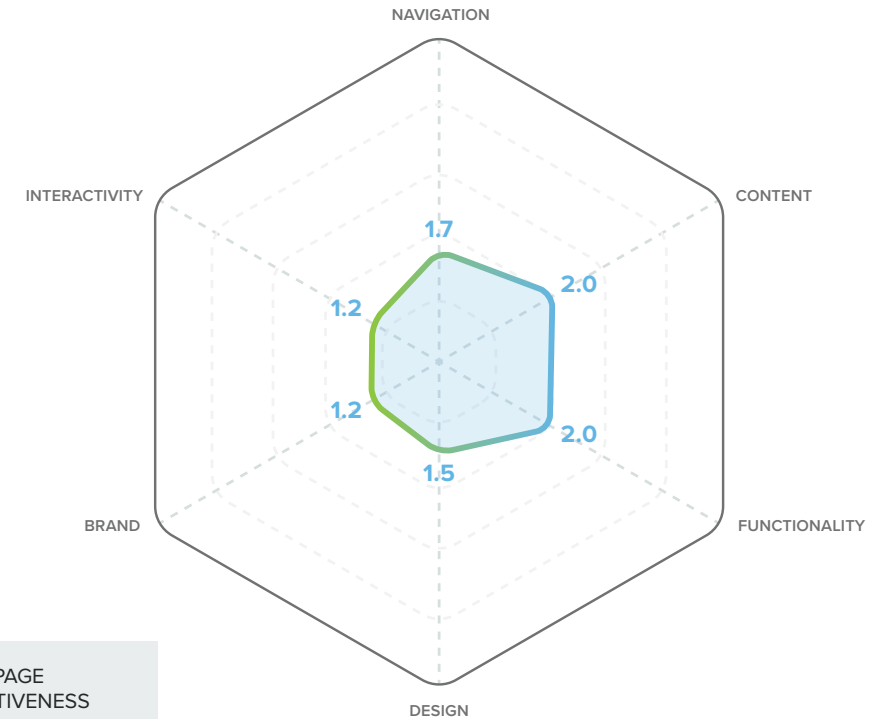
GLOBAL TRAFFIC RANK²: 22K



analog.com. © 2020 Analog Devices, Inc. Retrieved July 2020.

1. Fortune.com. *Fortune 500 Rankings 2020*. Accessed July 2020.
 2. Alexa.com. *Site Research Tool*. Accessed July 2020.

Scorecard:



HOME PAGE
EFFECTIVENESS
SCORE:
1.6

Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2020 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	58%	61%	49%
Pages Per Visit:	2.4	2.3	3.4
Time On Site (minutes):	2:57	2:16	3:57

Researcher Scoring Notes:

Functionality 2.0

- Page lacks a narrative.
- Products are presented in an unengaging, disorganized manner.
- Lacks call to action at the bottom of the page, which acts as a deterrent for users ready to participate in lead generation.

Brand 1.2

- Brand does not feel distinctive.
- Hero banner lacks a brand/purpose statement.

Navigation 1.7

- The number of links in the products menu is overwhelming.
- Framing solutions as “applications” could be confusing, as an application can be mistaken for a product.

Design 1.5

- Poor utilization of white space.
- Font is often very small in places where legibility is important, like the primary navigation.
- Color usage is limited and does not engage users.

Content 2.0

- Very text heavy and visually dull.
- Does not describe products or solutions well.
- Content is disorganized.

Interactivity 1.2

- Little to no interactivity on the page. Buttons don't even have hover states.
- Only some of the links in the product drop down appear to have hover states.

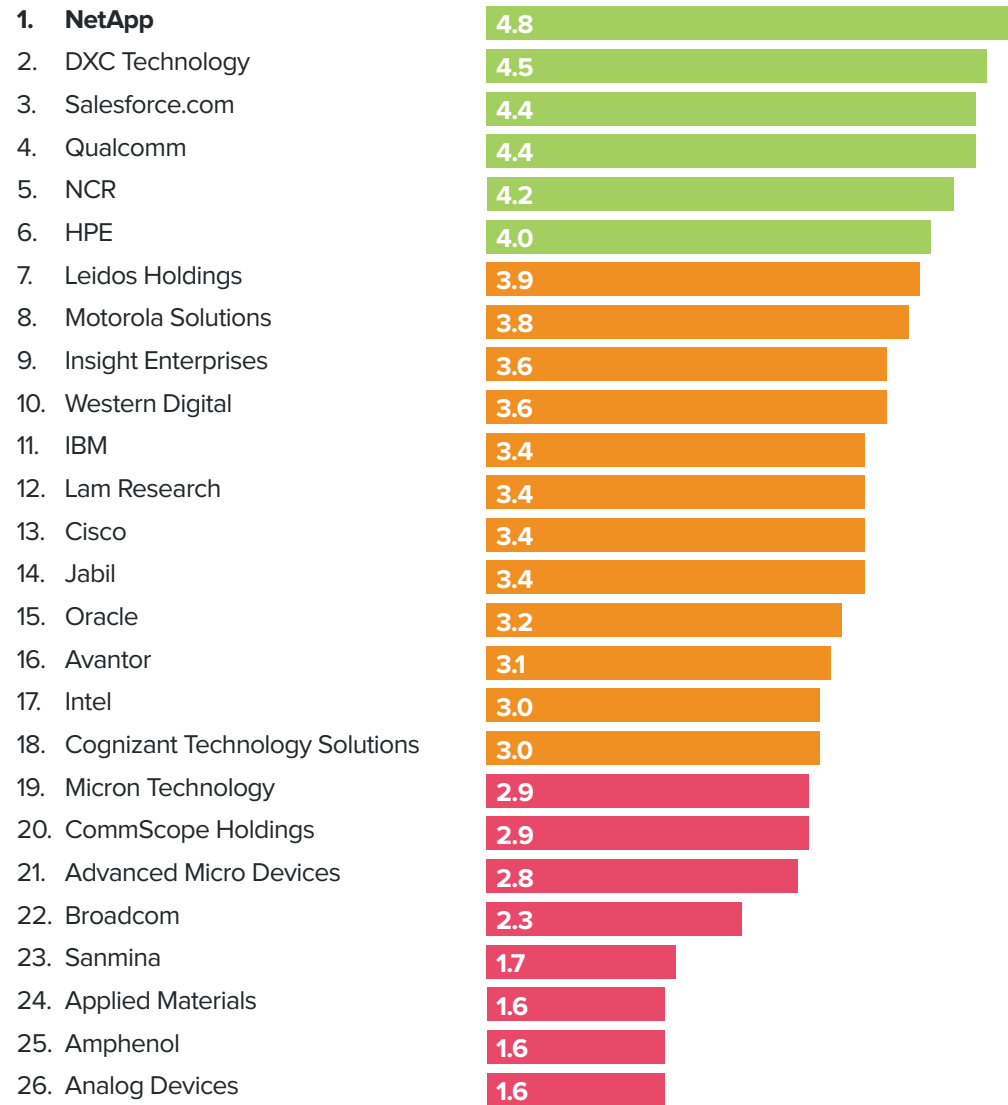
Suggested Considerations:

- Use content to create a more cohesive narrative about who the company is and the challenges they can solve for customers.
- Organize navigation more strategically by streamlining links and implementing a more user-friendly information architecture.
- Integrate a better brand connection by elevating messaging currently in the footer throughout the page

KEY OBSERVATIONS

Key Observations

HOMEPAGE EFFECTIVENESS RANKINGS



NetApp's website has the **most effective homepage** based on the evaluation criteria.

NetApp's homepage also scored the highest in every assessment category, including Functionality (4.5), Navigation (5.0), Content (4.8), Brand (4.8), Design (4.8), and Interactivity (4.5).

Key Observations

TOP 10 RESULTS PER ASSESSMENT AREA

Top 10 in Functionality:

	SCORE:
1. NetApp	4.5
2. Salesforce.com	4.5
3. Qualcomm	4.2
4. Leidos Holdings	4.2
5. DXC Technology	4.2
6. NCR	4.2
7. Insight Enterprises	3.8
8. HPE	3.8
9. Western Digital	3.7
10. Motorola Solutions	3.7

Top 10 in Navigation:

	SCORE:
1. NetApp	5.0
2. Salesforce.com	4.8
3. Western Digital	4.8
4. Qualcomm	4.7
5. Leidos Holdings	4.5
6. DXC Technology	4.3
7. Micron Technology	4.0
8. Insight Enterprises	3.8
9. IBM	3.8
10. CommScope Holdings	3.8

Top 10 in Content:

	SCORE:
1. NetApp	4.8
2. Qualcomm	4.5
3. DXC Technology	4.5
4. NCR	4.5
5. Salesforce.com	4.3
6. Western Digital	3.8
7. Insight Enterprises	3.7
8. Motorola Solutions	3.7
9. Cisco	3.5
10. Lam Research	3.3

Top 10 in Brand:

	SCORE:
1. NetApp	4.8
2. DXC Technology	4.8
3. Salesforce.com	4.8
4. Qualcomm	4.7
5. HPE	4.5
6. NCR	4.3
7. Motorola Solutions	4.3
8. Leidos Holdings	4.3
9. Lam Research	4.0
10. IBM	3.7

Top 10 in Design:

	SCORE:
1. NetApp	4.8
2. DXC Technology	4.8
3. Qualcomm	4.7
4. HPE	4.5
5. NCR	4.3
6. Salesforce.com	4.3
7. Oracle	4.3
8. Motorola Solutions	4.0
9. IBM	3.7
10. Leidos Holdings	3.7

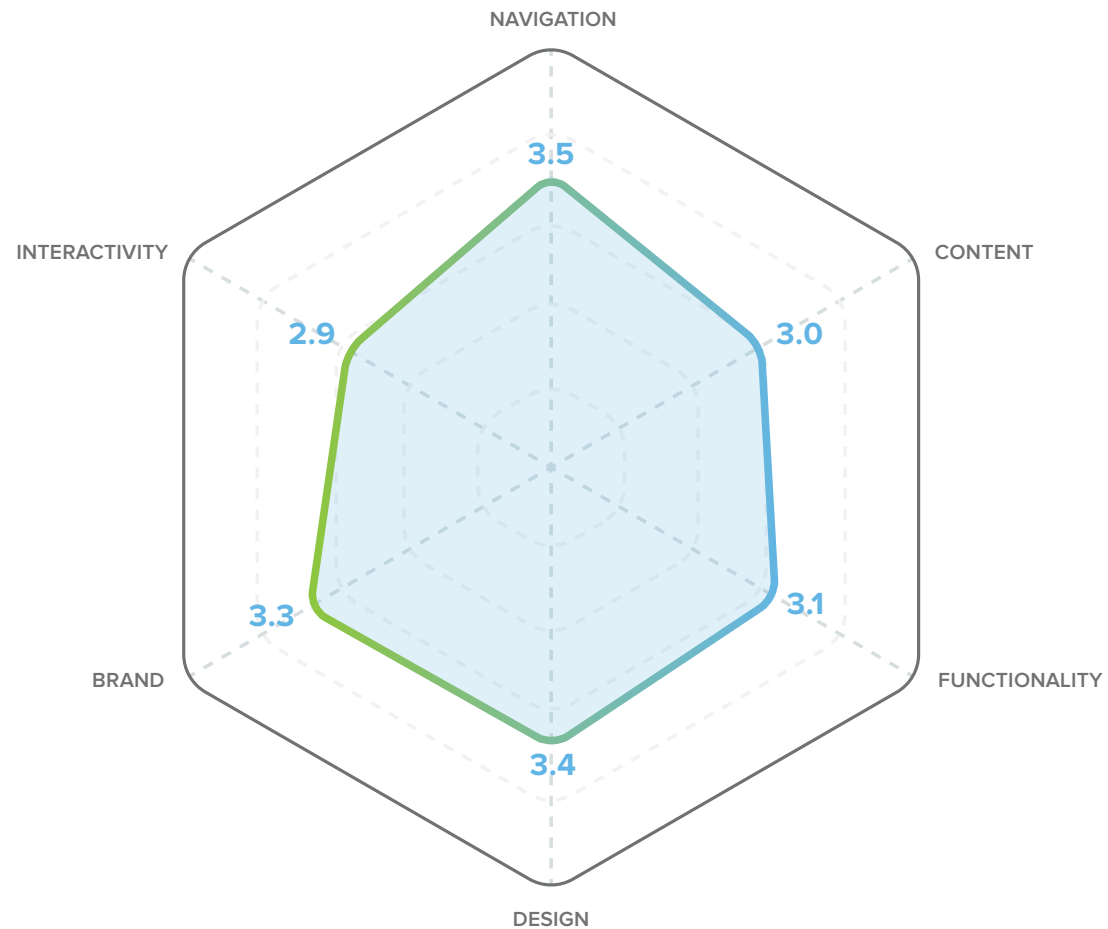
Top 10 in Interactivity:

	SCORE:
1. NetApp	4.5
2. DXC Technology	4.5
3. NCR	4.3
4. HPE	4.2
5. Qualcomm	3.8
6. Oracle	3.7
7. Leidos Holdings	3.7
8. Cisco	3.5
9. Insight Enterprises	3.5
10. Salesforce.com	3.3

Key Observations

DATA ANALYSIS

Fortune 500 B2B Tech Company Average Scores:



Sites in Top 1000 Global Traffic Rank:

	GLOBAL TRAFFIC RANK:	FORTUNE 500 RANK:	HOMEPAGE EFFECTIVENESS SCORE:
Salesforce.com	125	190	4.4
Oracle	495	82	3.2
IBM	819	38	3.4
Cisco	883	63	3.4
Intel	904	45	3.0

Salesforce.com homepage was the **highest scoring of the Global 1000 Traffic websites.**

Salesforce.com's homepage was also in the top 10 of all assessment categories, including top 5 for Functionality (4.5), Navigation (4.8), Content (4.3), and Brand (4.8).

Key Observations

DATA ANALYSIS

Biggest area of homepage success:

Navigation

70% OVER 70% OF COMPANIES SCORED PROFICIENTLY (HAVING SCORES GREATER THAN OR EQUAL TO 3).

Biggest area of homepage need:

Content

46% ONLY 46% OF COMPANIES SCORED PROFICIENTLY (HAVING SCORES GREATER THAN OR EQUAL TO 3).

Fortune 500 companies have much higher engagement metrics than the average B2B tech company:

	FORTUNE 500 B2B TECH AVERAGES	B2B TECH INDUSTRY AVERAGES
Bounce Rate:	49%	61%
Pages Per Visit:	3.4	2.3
Time On Site (minutes):	3:57	2:16

The top 5 most effective Fortune 500 homepages had much higher engagement metrics than the bottom 5:

	TOP 5 AVERAGES	BOTTOM 5 AVERAGES
Bounce Rate:	50%	54%
Pages Per Visit:	4.5	2.9
Time On Site (minutes):	5:28	2:51

Key Observations

2020 TRENDS TO WATCH

1. Well-structured page narratives are critical.

A thoughtful and complete page narrative is crucial to establish brand awareness, generate trust, and provide a base or exploration for first-time visitors. Sites that clearly explain what the company or its products and solutions do, and what the website visitors can do from the homepage are more engaging and do a better job of supporting user journeys.

2. Quality, meaningful content deepens engagement.

While content like resources, news, press releases, and validation are essential to a website's overall narrative, it is necessary to remember that no one part of a story should be over-weighted. Repetitive use of these types of modules can dilute the narrative and distract a web visitor from engaging with your website in a meaningful way.

3. More opportunities for lead generation result in higher engagement metrics.

Pages with limited lead generation opportunities often result in lower engagement metrics such as time and pages per session. Ending the page with a focused action for the user to take keeps them engaged and promotes exploration.

4. Strong, consistent branding builds awareness and generates trust.

Including a brand statement in the hero helps differentiate the company from competitors, conveys the unique value add of their business, and reinforces why the user should trust them.

5. Visual elements and motion graphics can significantly impact content.

Animations or motions such as blade transitions and carousels need to be appropriately designed to promote exploration, instead of taking away from the overall page experience. When done well, visual elements can add value to the page by strengthening content and impressing users with an aesthetically beautiful experience.

6. Healthy balance between content density and white space is visually important.

Pages with multiple sections and a pleasant scroll experience deliver a more impactful impression than those that are tight, cramped, and visually cluttered.

7. Clarity, simplicity, and strategic organization of primary navigation guides visitors.

A website's primary navigation should be simple, intuitive, and easy to navigate and use. It is critical to remember to design for the lowest common denominator within any given target audience. When it comes to information architecture, less is often more. Decreased usability of a vital element like the navigation can reduce the amount of time a web visitor is willing to spend on a website.

WebEnertia is a full-service Silicon Valley digital agency with offices in San Jose and San Francisco. With 20+ years of experience in delivering award-winning results for its clients, WebEnertia specializes in building strategic digital brand and web experiences for B2B technology companies. Clients include Cisco Systems, Intel, McAfee, and Riverbed.