



Presents:

The Best B2B Websites in SaaS of 2025

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A Few SaaS Brands You Might Recognize.

 loom

 Jasper


HubSpot

 Pitch

scale

toggl

 Retool


 zendesk

 CHILI PIPER

 Segment

 ServiceTitan

gusto

 UpKeep


 ClickUp

 GONG

 slack

 Webflow

stripe

 shopmonkey


 INTERCOM

Mutiny

mixpanel

 algolia

osano

 Notion



Our philosophy about B2B SaaS Websites.



A B2B website is more than a one-time project — it's an ongoing product. The best B2B SaaS brands know a website's journey begins after its initial launch.

Today's top B2B SaaS brands continuously evolve their website design to keep up with tech advancements, meet audience needs, and ensure their website is always as impressive as their product. Now, SaaS websites are setting new standards like never before — and we're here to talk about it.

Webstacks has seen some of the best websites in the last decade! Following the booming success of our first edition in 2023, we can't help but shout-out even more SaaS brands that leveled up their website game this past year.

Just like last time, we scoured the internet for the best B2B websites to inspire your future website enhancements. We'll explore how strategic website elements make for the best landing pages, pricing pages, interactive tools, and more to improve a brand's online presence and the customer's overall website experience.

We present The Best B2B SaaS Websites of 2024!



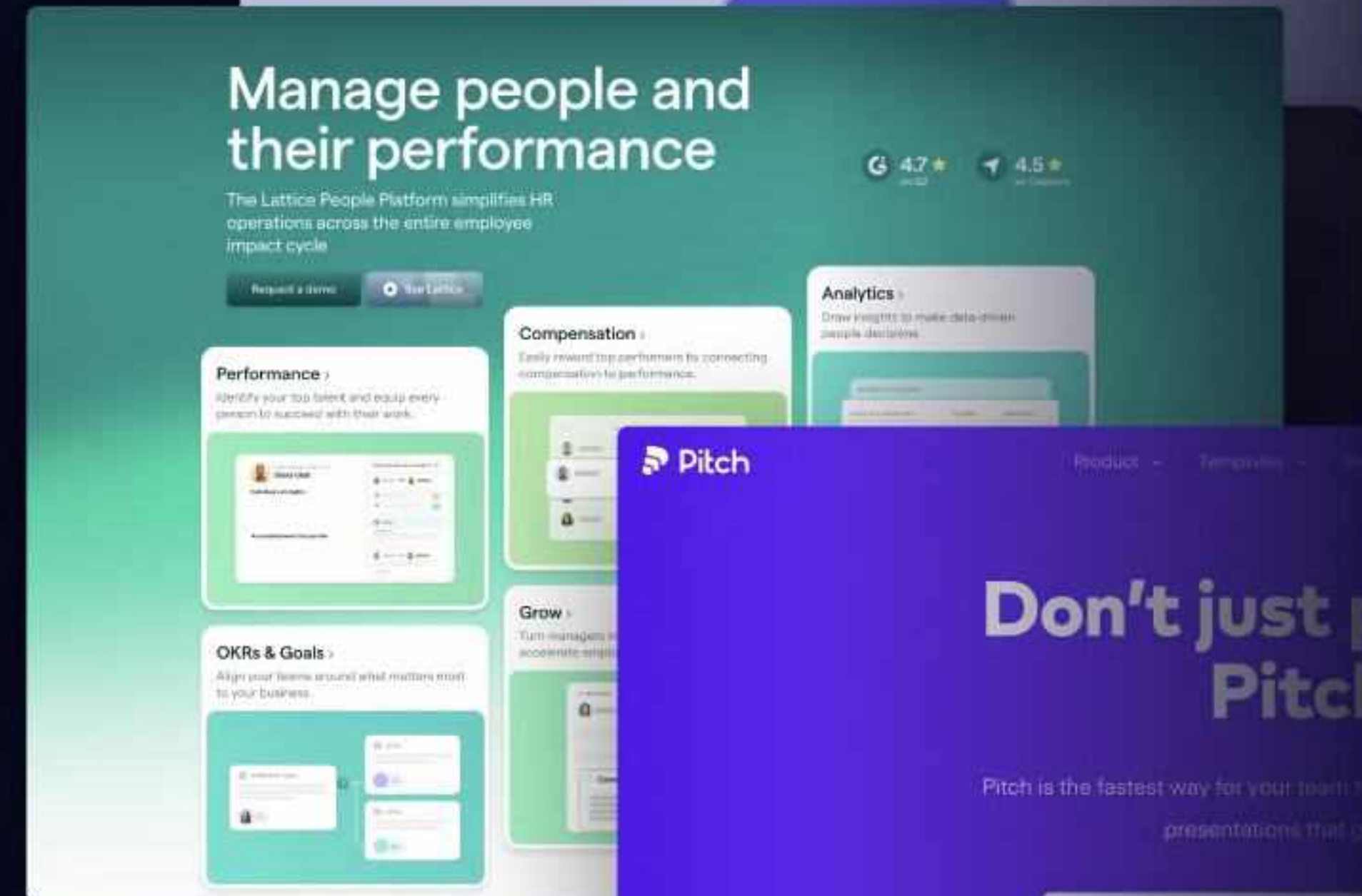
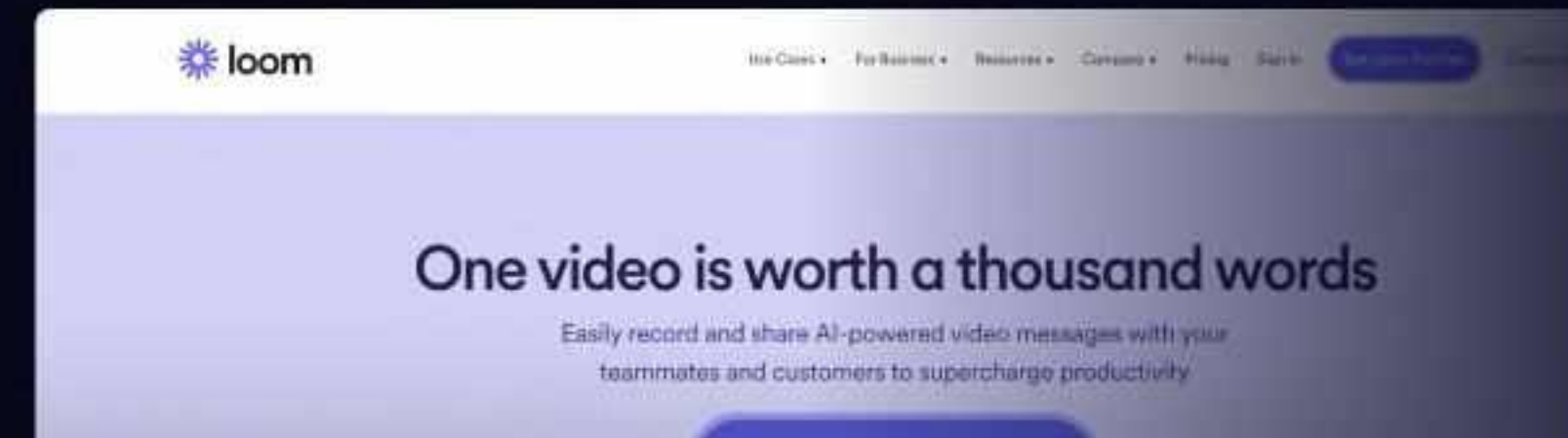
CHAPTER 1

Best Homepages

It's no secret that first impressions matter on a website. As the most visited page on a B2B website, the homepage is critical in nailing a positive first impression.

Yet, many B2B organizations miss the mark when creating a homepage that attracts, educates, and converts prospects.

Today's standout B2B homepages nail the perfect balance of eye-catching elements, functionality, and engaging content.



Best Homepage Features



Clear Value Proposition:

A clear, compelling value proposition immediately captures the visitor's attention and helps them understand your solution's unique benefits.



Micro-Interactions:

Subtle animations, hover effects, and interactive elements foster user engagement and optimize the user experience.



Captivating Illustration:

Visual elements can create positive first impressions, convey complex concepts, and ensure a memorable UX on a homepage.



Social Proof:

Having trust bars and testimonials on your homepage builds credibility, instills confidence, and validates your value proposition.



Action-Oriented CTAs:

Direct CTAs guide visitors toward specific steps, such as signing up for a trial, requesting a demo, or contacting sales.






FAQs:

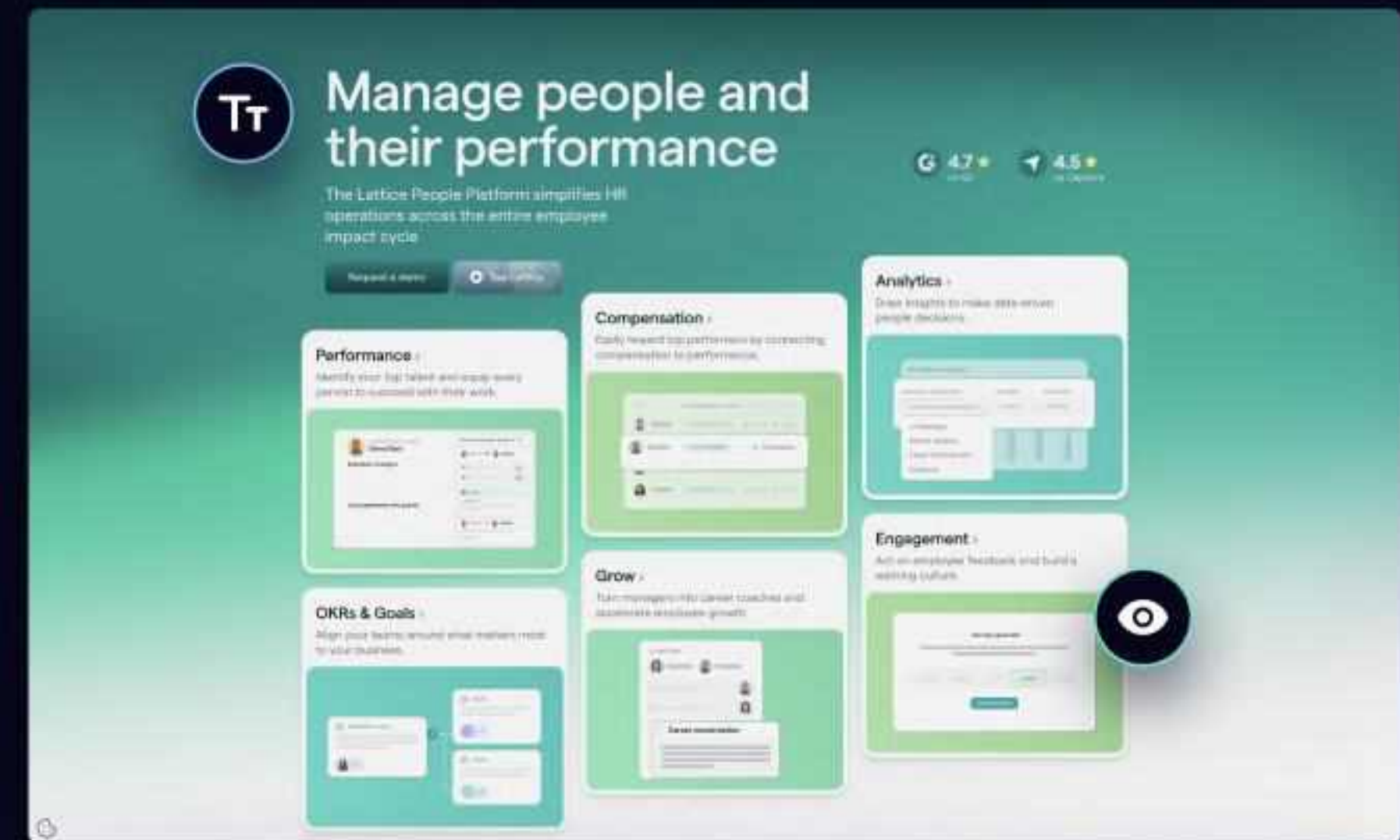
By addressing common questions, users gain a deeper understanding of your product and brand.



Lattice is a performance management platform that helps teams maximize employee experiences for peak performance. Their homepage design reflects Lattice's bold, jewel-toned branding while creatively showcasing how their products' interconnectedness creates maximum value for users.

The Highlights

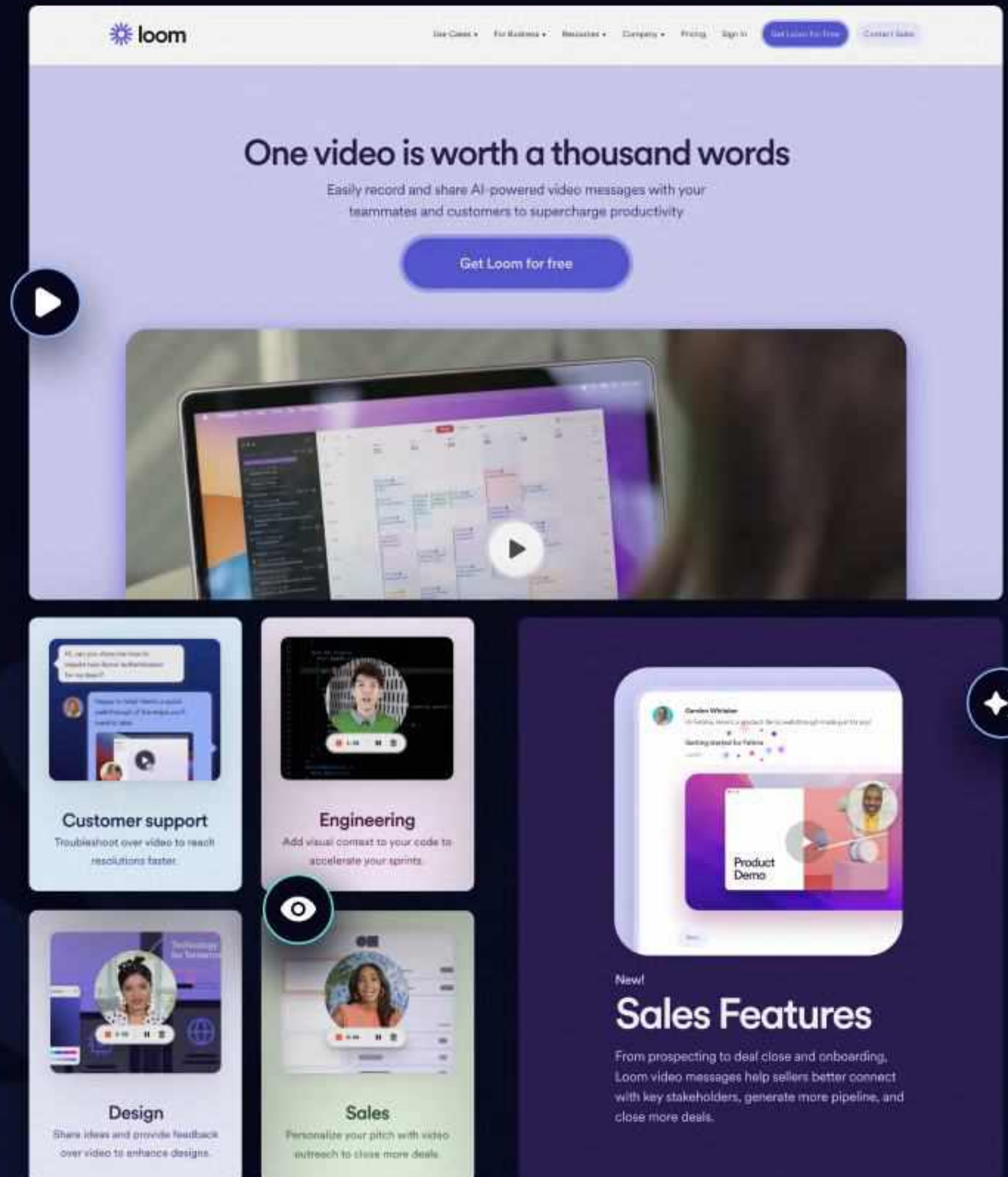
-  The homepage's main headline concisely communicates Lattice's unique value proposition. It's accompanied by an animated CTA (with an actual video playing inside) that drives users to watch a demo.
-  Lattice reimagined its homepage by placing its product benefits section high up on the page. The staircase grid tells a unified story and makes it clear how Lattice's multi-product platform helps businesses drive performance.
-  This dynamic, creative case study component captivates users and helps visually grasp the positive change Lattice users have experienced with the product.



Loom, a video communication software, crafted a product-led homepage displaying how their product works. If you're looking for a fantastic example of a sleek, light UI design, check out Loom's homepage for stylish components with fun product animations.


The Highlights


- 🌟 Loom's homepage highlights its new features with engaging product animations, compelling copy, and action-oriented CTAs. These components make great use of Loom's purple branding and draw users in to learn more.
- 👁️ These pastel use case cards are a fantastic way for visitors to understand Loom's multi-purpose video messaging solution.
- ▶️ It's fitting for a video software like Loom to tell its story with an intriguing video component right above the fold. The dark purple shadow makes the component—and all components across the site—pop against Loom's light UI.




Lavender, an email AI generator, crafted a homepage design that is just as magical and memorable as their retro branding. Their homepage is undoubtedly unique—captivating users with playful fonts, vibrant illustrations, and tons of fun interactive features!

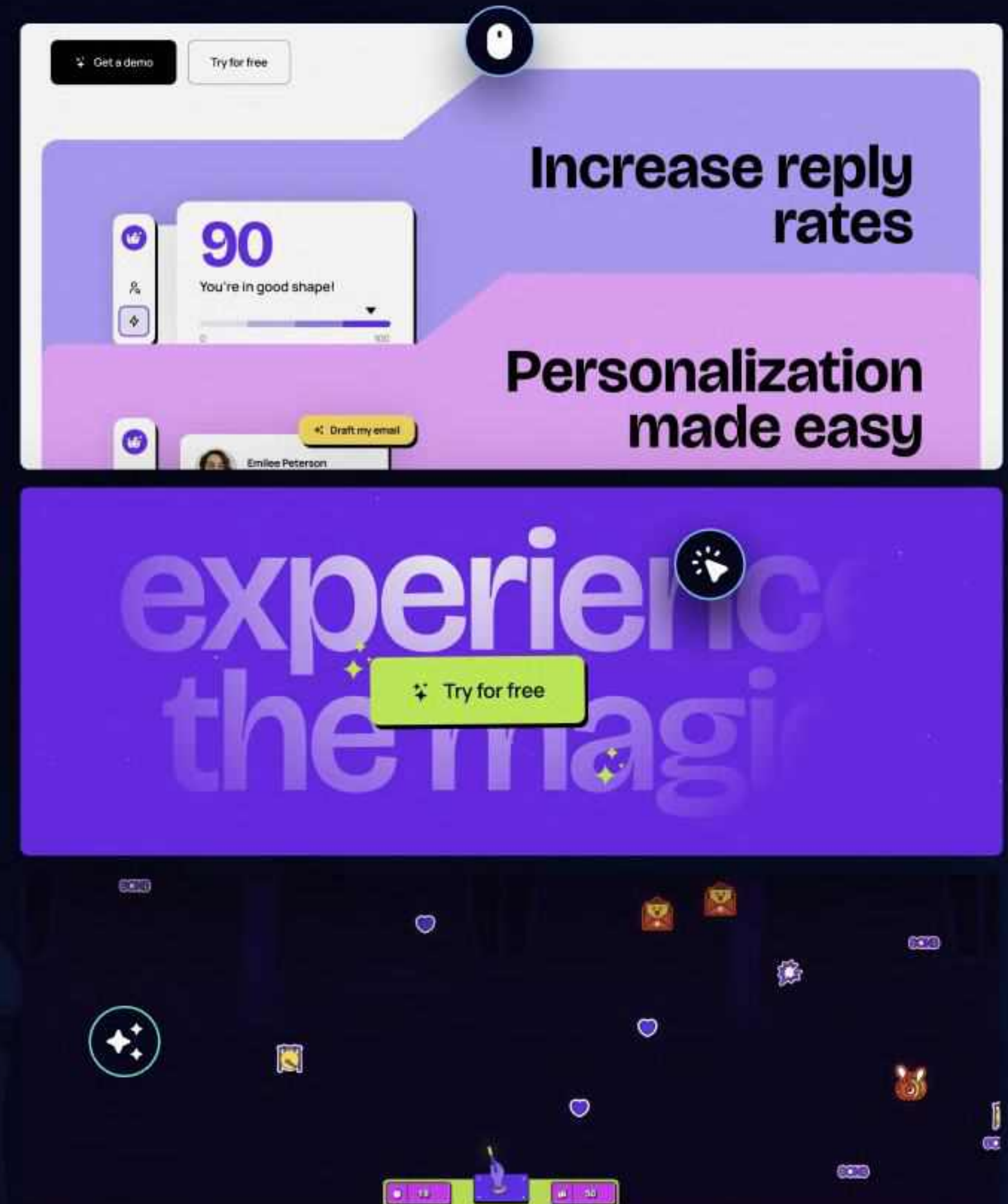
The Highlights

- 

Lavender's scrolly-telling features sections walk users through the advantages of their solutions in an engaging way. We love the use of bold colors, high-quality images, and witty copy in each component.
- 

What better way to engage site visitors with a fun, gamified experience? This mini-game captures a user's attention while conveying Lavender's mission to turn marketers into "email wizards" with their AI solution.
- 

Lavender's magical, interactive CTA section reveals an enticing message upon hover, encouraging users to try Lavender's tool for free.



If there's a company that knows how to pitch its value proposition on its homepage, it's Pitch. This presentation software enables teams to create slide decks fast! Their homepage checks off all the boxes, from a sleek layout to captivating visual elements.

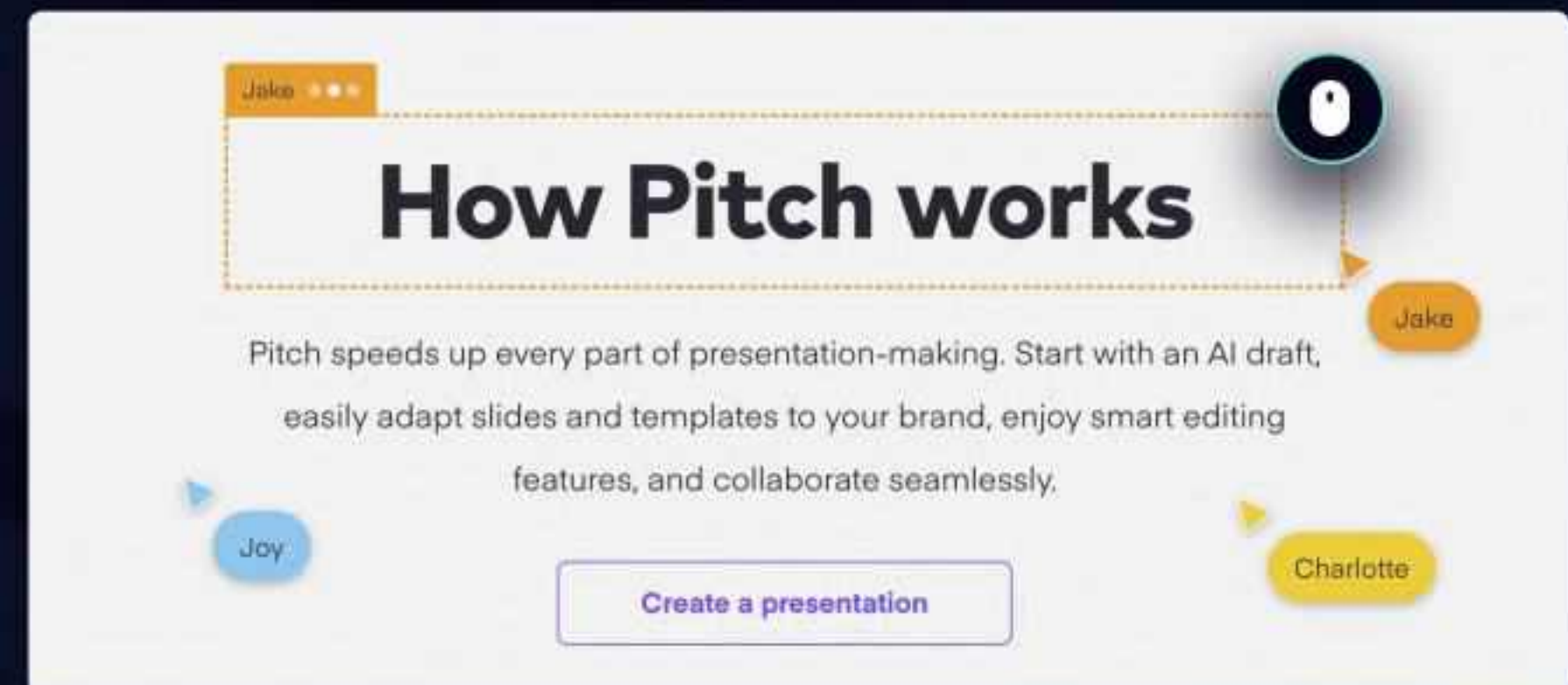
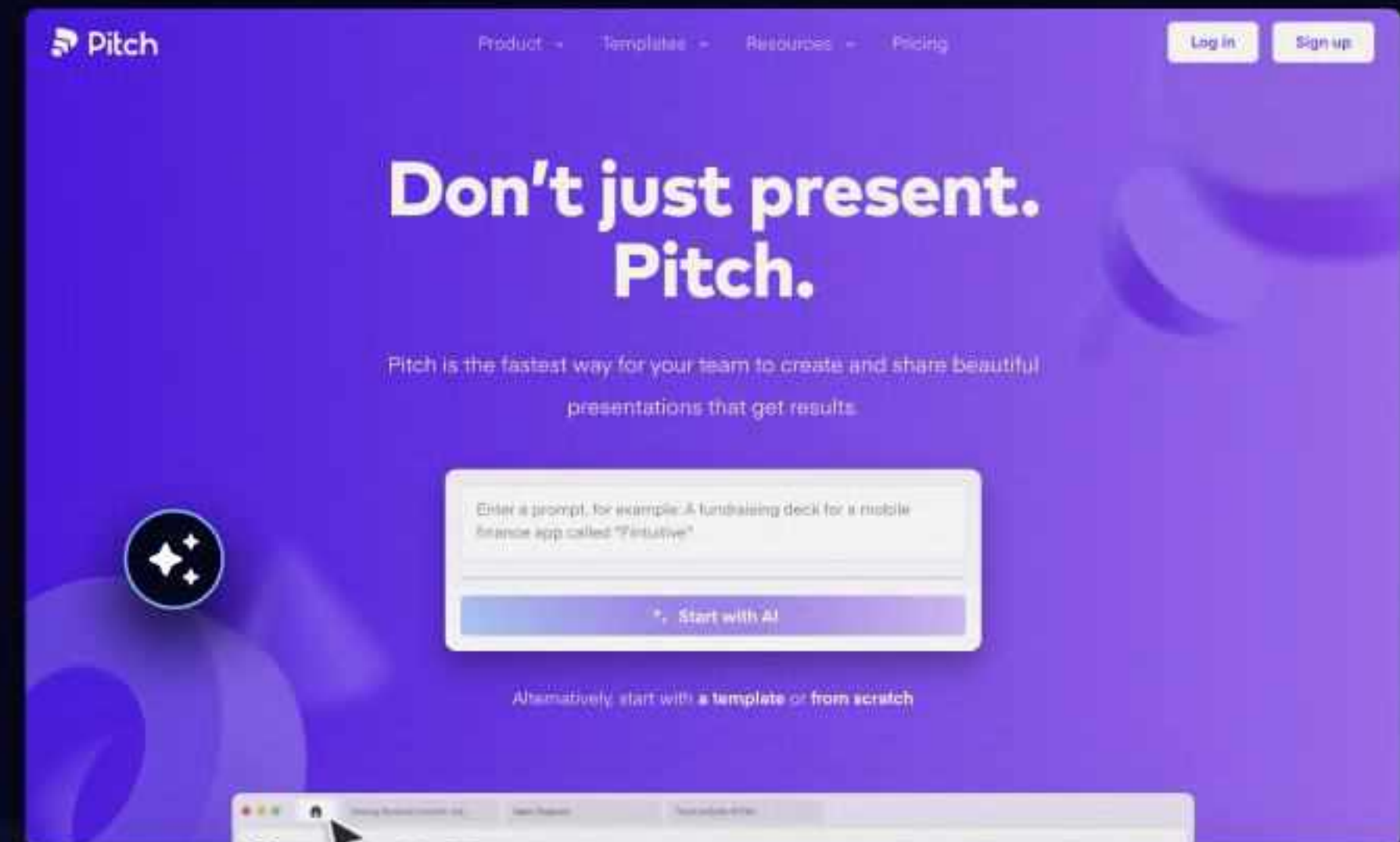
The Highlights



Pitch's homepage hero captivates users with bold copy, 3D elements, and an AI generator that shows the ease of presentation creation using Pitch's prompts or templates.



Check out Pitch's unique "How Pitch works" section — a great example of how to establish a value proposition! Viewers can scroll through to learn each step for creating sleek Pitch presentations.



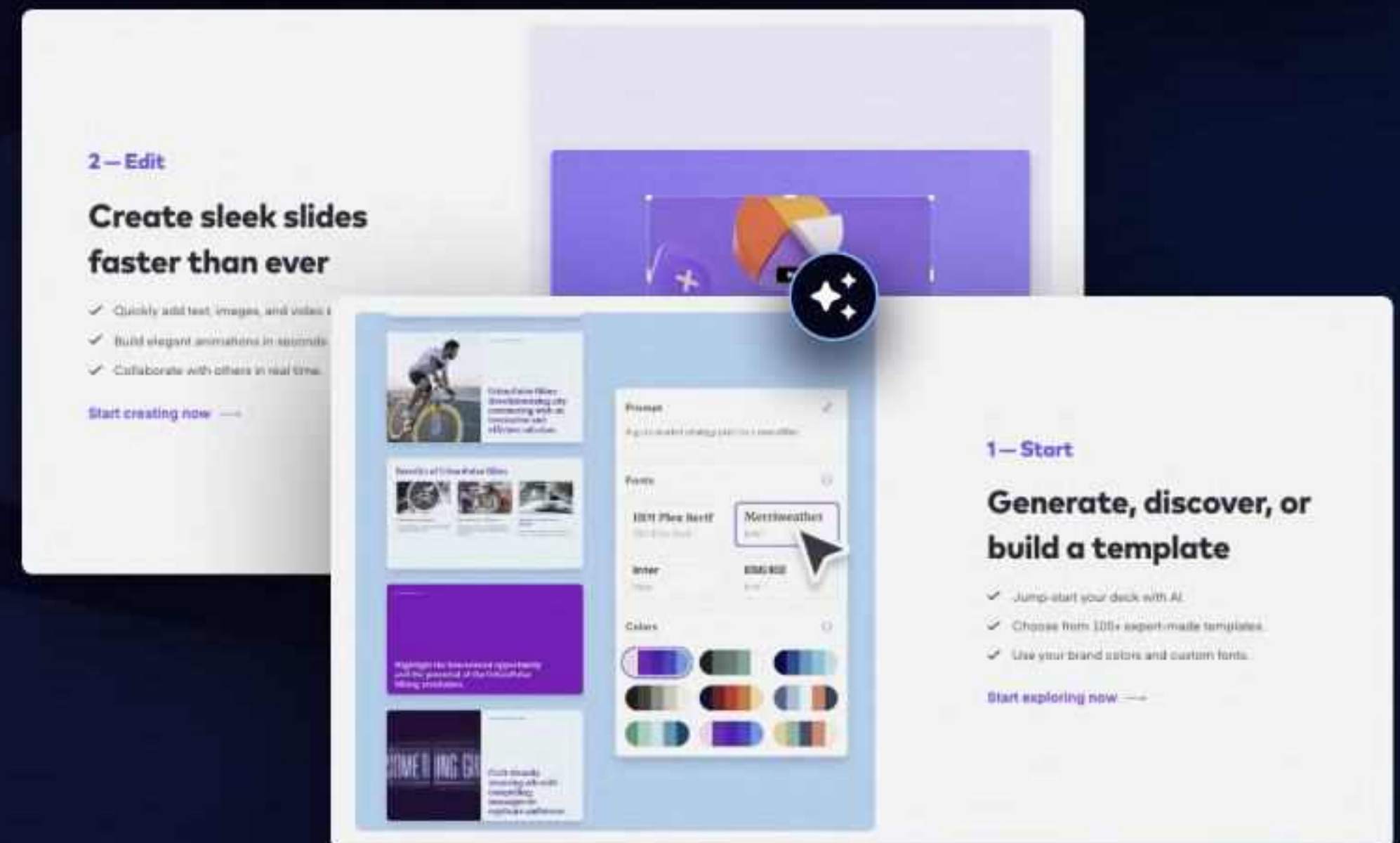
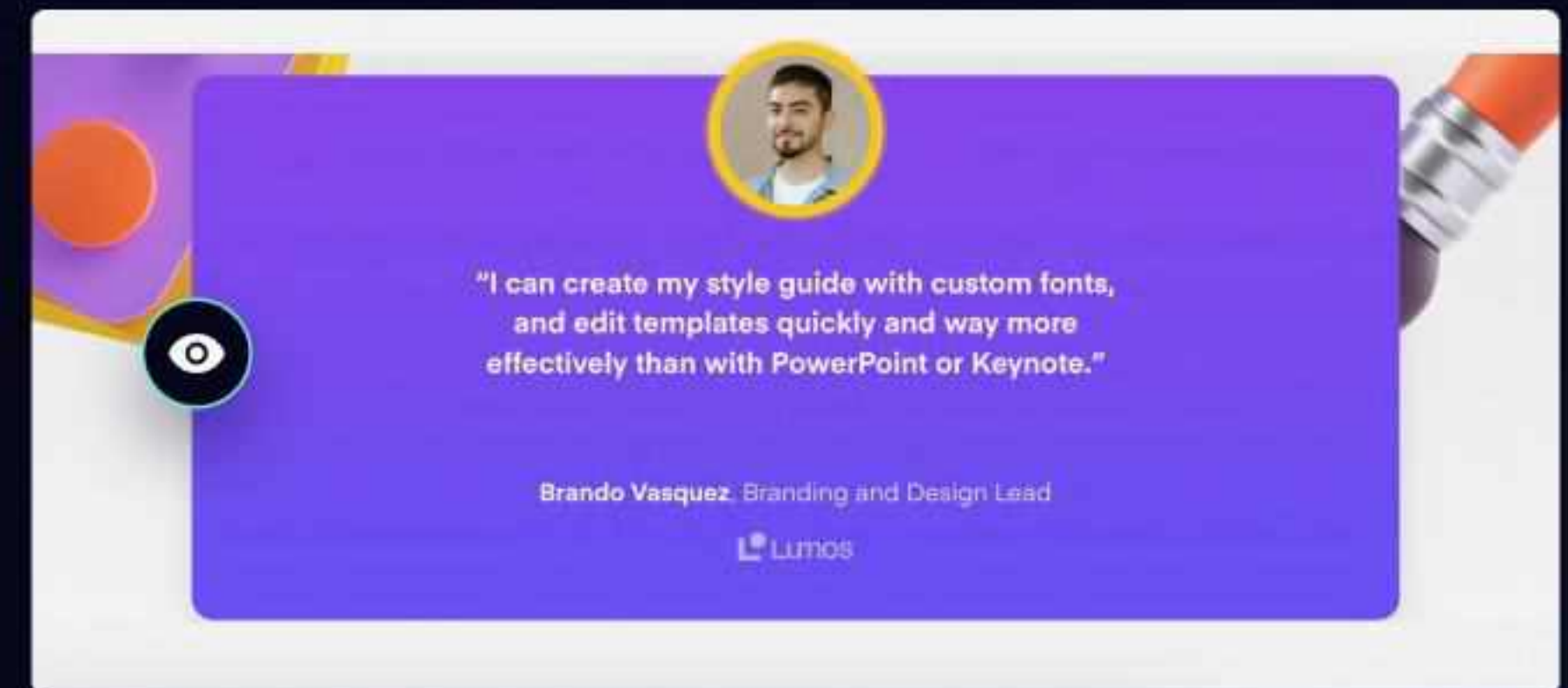
More Highlights



Pitch positions itself as the perfect presentation solution for anyone with this interactive features section. Users can explore Pitch's software versatility with this fun component paired with 3D elements and dynamic testimonials.


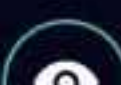



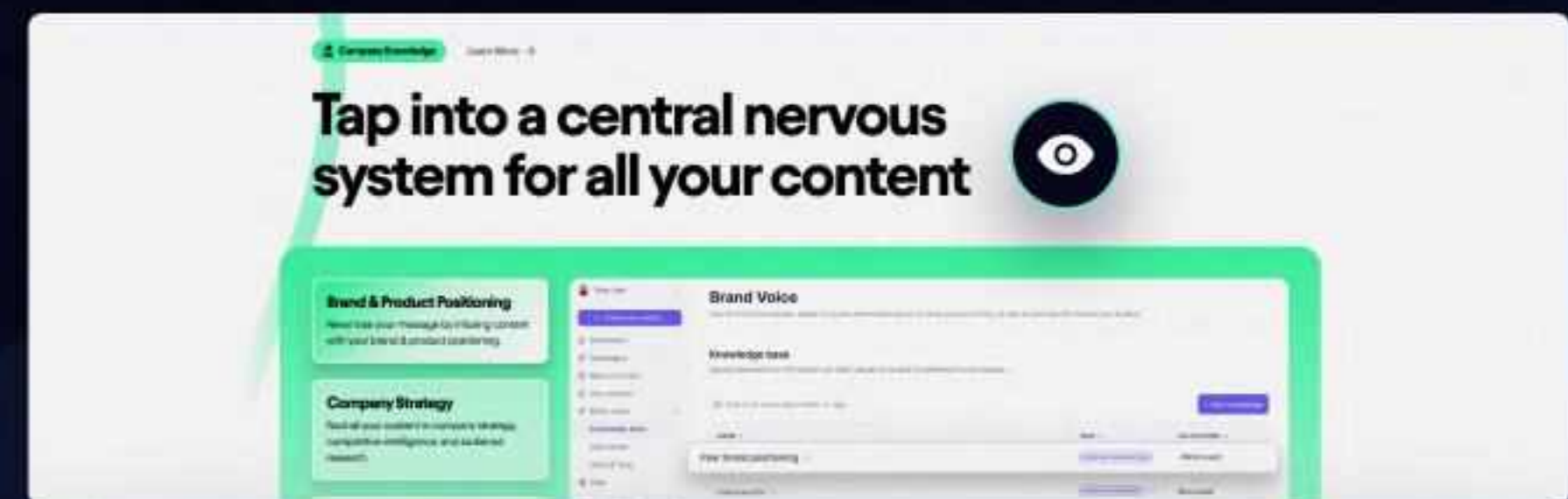
Each "How it works" section features 3D motion illustrations that show how easy it is to create presentations with Pitch.



When we came across Jasper.ai's homepage, something just clicked. From their bold social proof section to subtle scrolling animations, Jasper.ai's homepage cleverly frames their AI software as the #1 time-efficient option to boost content creation. This homepage design takes the cake as one of the most inspiring in SaaS.

The Highlights

-  Users are instantly mesmerized by Jasper's animated hero component. This uniquely presents their value proposition as the top AI copilot that helps teams achieve tasks faster and better.
-  These vibrant feature components encourage users to explore how Jasper.ai's platform works. These sections have two standout elements that help users learn more: quality platform illustrations and well-defined product benefits.
-  This awesome, bold social proof section is something we don't commonly see. Jasper.ai highlights notable customer results with striking colors and big fonts. The featured success story on the right invites users to explore how Jasper.ai's tools bring genuine results to teams.



ScaleAI is a leading generative AI platform that empowers machine learning teams to collect, curate, and annotate high-quality data. Everything about its homepage is memorable. The vibrant 3D design elements, dynamic trust bar, and interactive elements show how ScaleAI powers the world's most advanced generative data models.




The Highlights

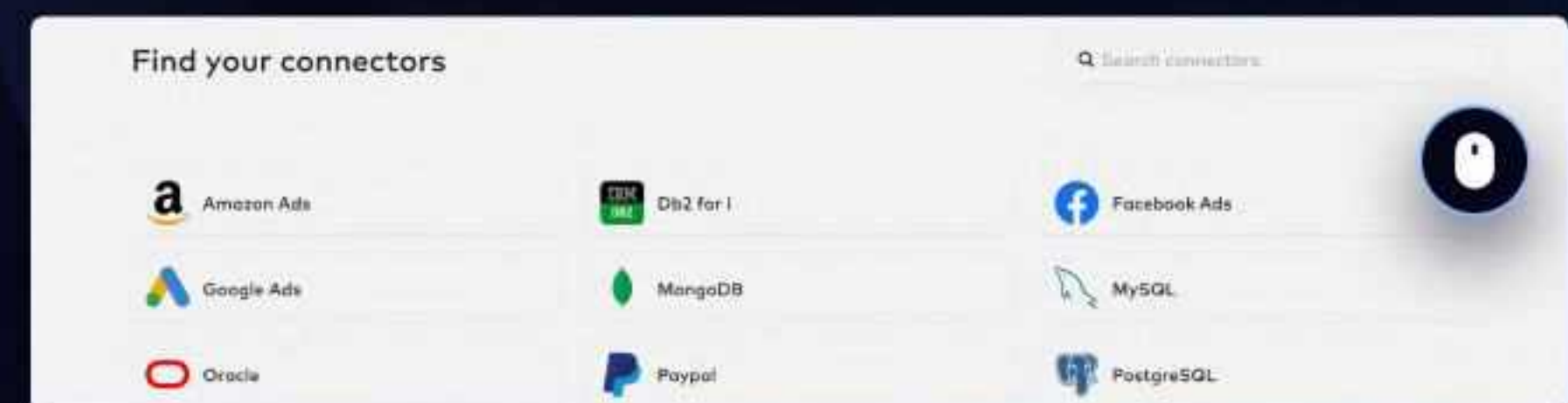
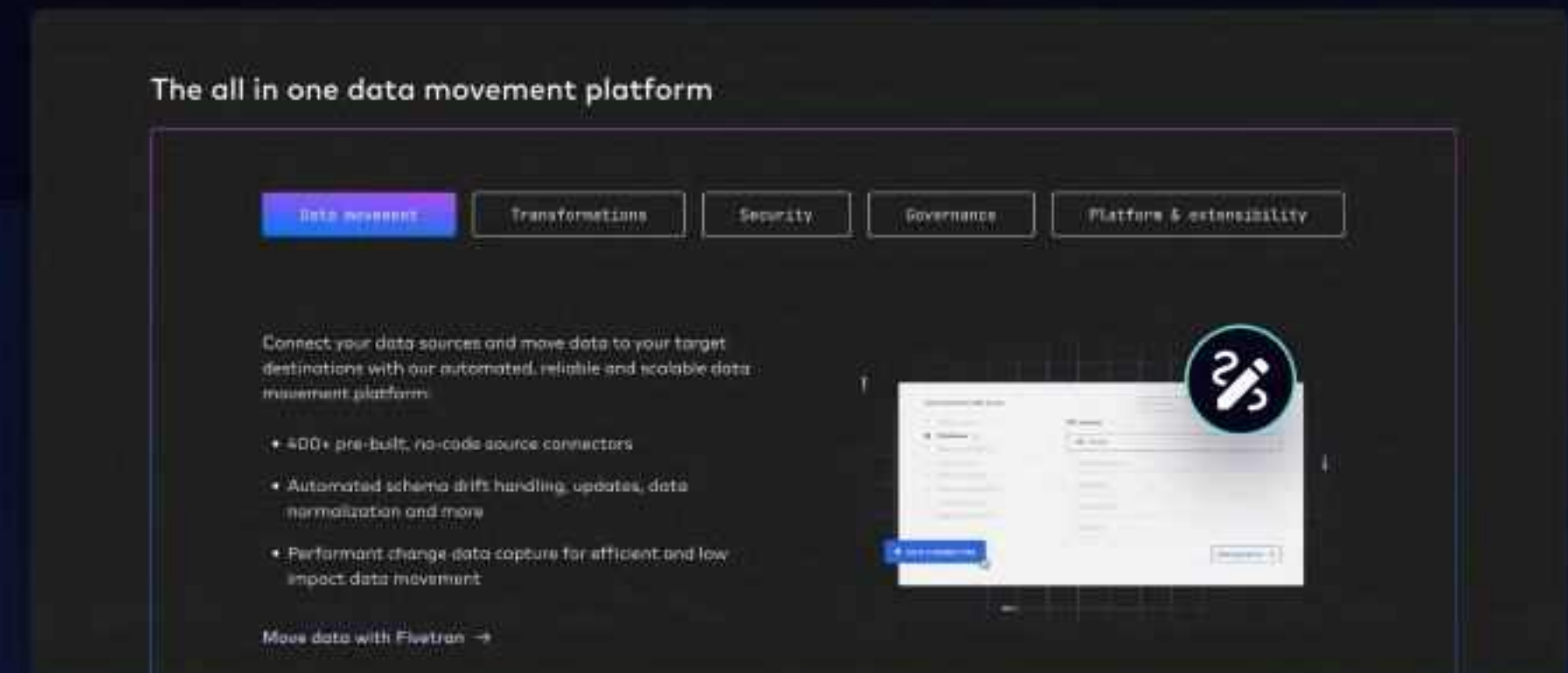
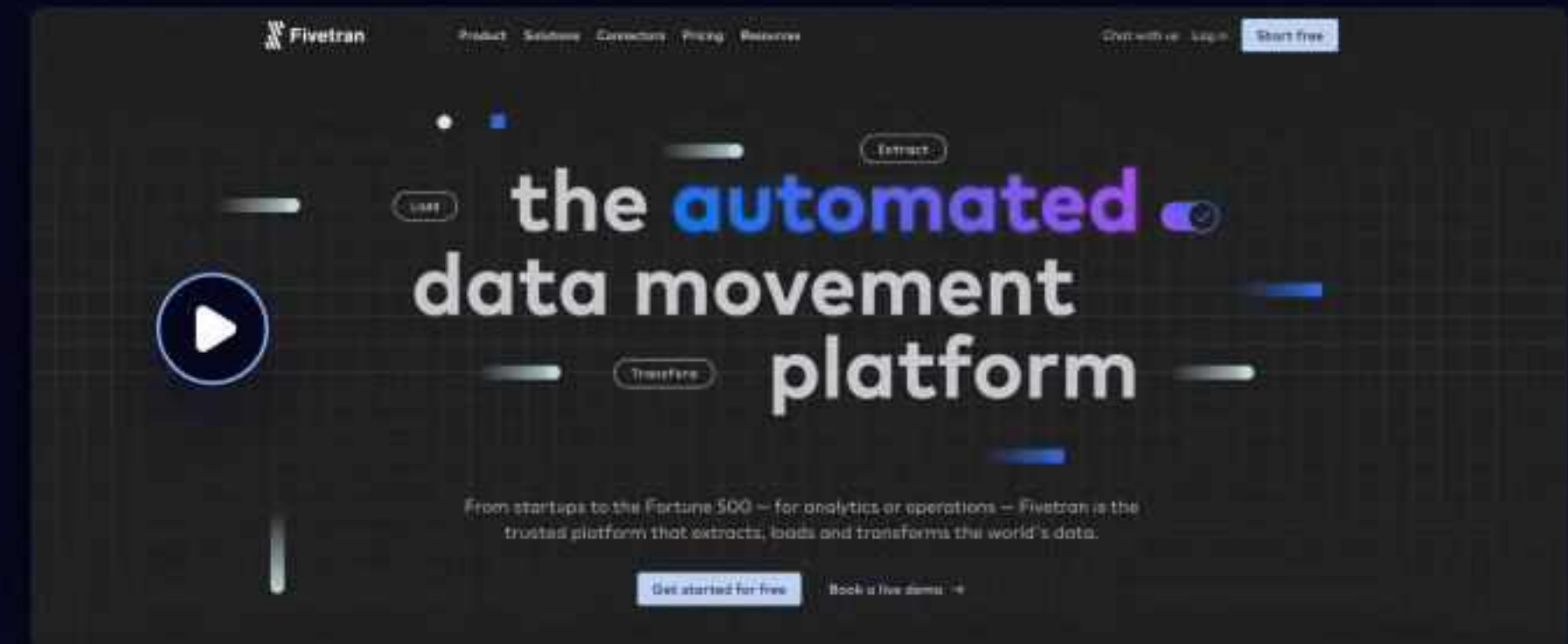
- ScaleAI's homepage embraces a futuristic aesthetic and features Web3 design elements we love, including 3D elements and colorful gradients.
- We love this scrollable "Tech Talk" section where users learn more about the future of AI from previous Scale.AI keynote speakers. It's rare to find event clips on SaaS homepages, making this component fascinating to see.
- As you scroll through this unique AI enterprise section, this dynamic illustration changes upon hover and reflects the benefits of using ScaleAI to integrate enterprise data with top-in-class models.



Last but not least, we have Fivetran—a cloud-based data integration platform. With engaging visuals, concise messaging, and an intuitive layout, Fivetran’s homepage effectively conveys how its platform is made for experienced and non-technical users alike. All these elements make for a homepage that sets a high standard in the data integration industry.

The Highlights

-  Fivetran positions itself as a top-tier data movement platform with this dynamic hero animation, as well as a bold heading with eye-catching gradients.
-  You’ll find many excellent product illustrations across the homepage. Fivetran’s main product applications section is full of them, helping users understand Fivetran’s seamless data integration platform.
-  Curious if Fivetran works with your current tech stack? You can easily search or scroll through Fivetran’s variety of integrations right on their homepage with this neat integration list component.

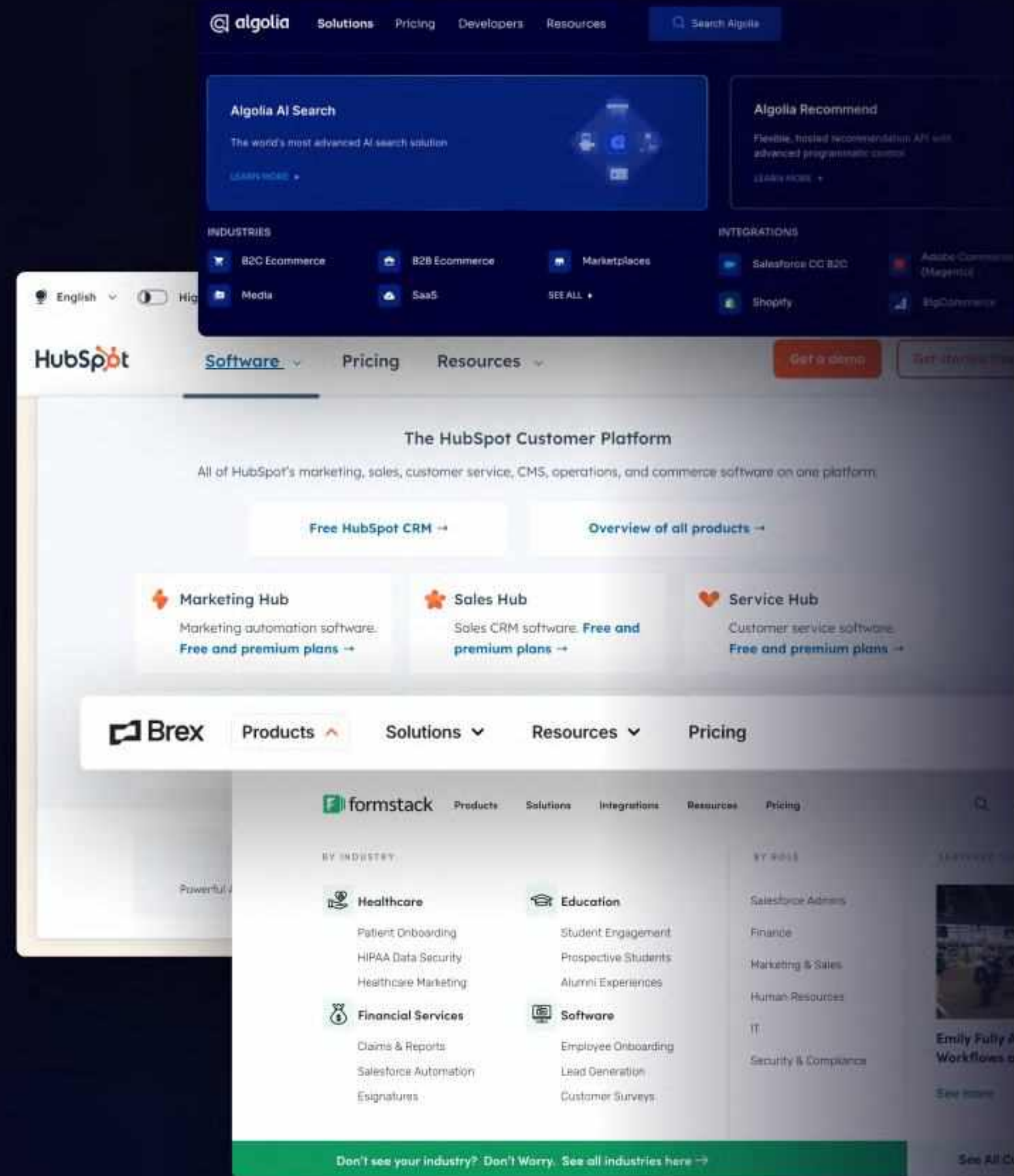


CHAPTER 2

Best Navigation Bars

Given users' short attention spans, a website's navigation bar can make all the difference in whether a user explores your content or bounces to a competitor's site.

Navigation bars serve as the website's guiding compass, pointing visitors to high-intent pages. They are easily one of the most important elements of a website, helping users effortlessly navigate a B2B brand's content.



Best Navigation Bar Features



Responsive Design:

Account for all mobile users by ensuring consistent functionality across various devices.



Micro-Interactions:

Subtle animations or feedback provide users with instant visual cues, creating a more engaging user experience.



Mega Menus:

Shows everything at a glance without creating a cluttered experience. They expand on hover or click to reveal features in a grid or column layout.



Contextual Icons:

Iconography is used to help visitors immediately find what they're looking for.



Organized Structure:

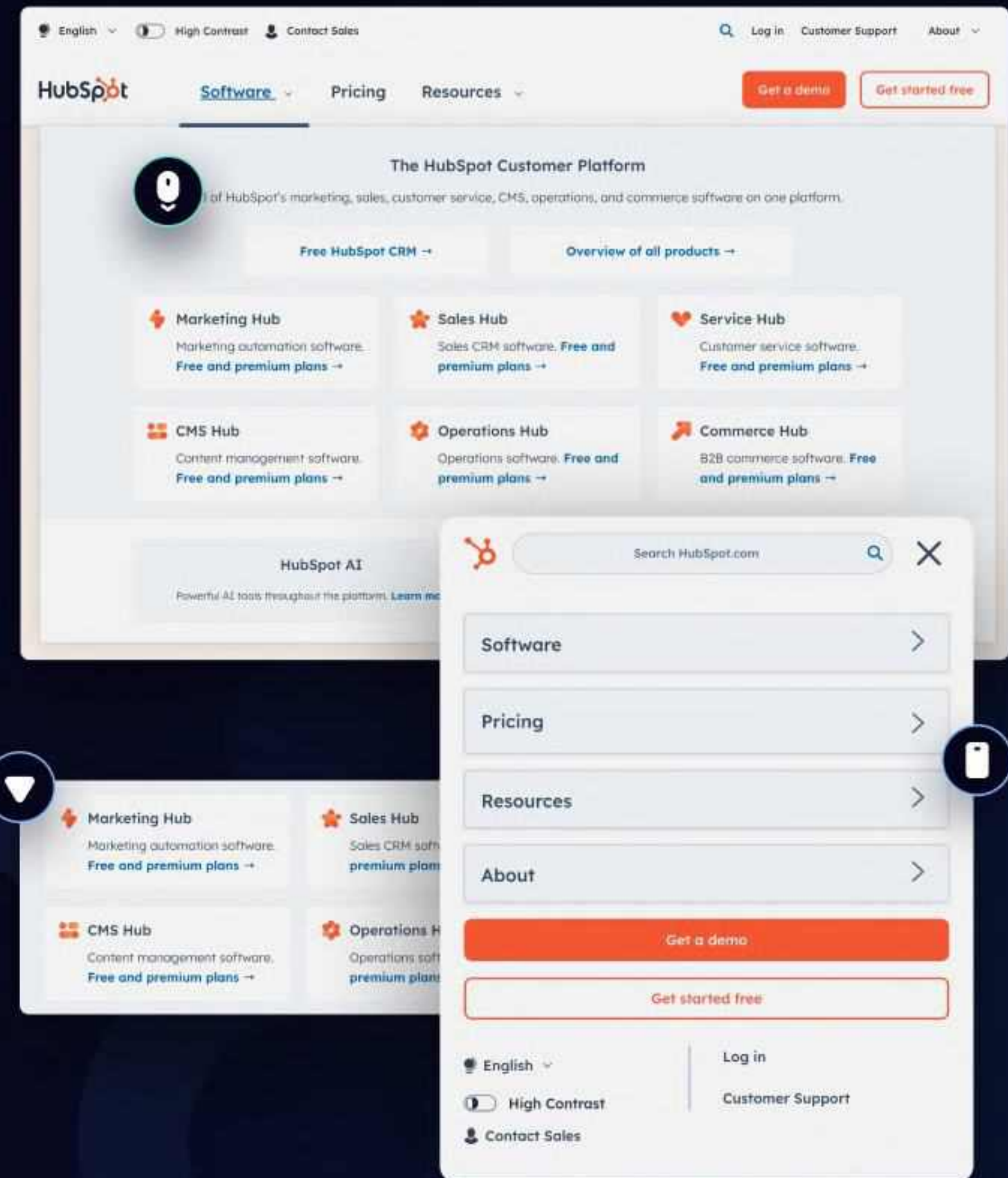
Create a seamless and intuitive navigation experience for site visitors. This includes having clear, intuitive labels to guide users to relevant sections to minimize confusion.



HubSpot, a leading CRM that helps scale marketing and sales processes, exemplifies how to effectively organize multiple features in a dropdown menu. This intuitive nav bar design makes it easy for anyone to explore all of HubSpot's commerce platforms – from their marketing hub to their operations hub.


The Highlights


- HubSpot keeps its drop-down menu simple and user-friendly with striking contextual icons, box components that highlight text, and bolded CTAs.
- This menu is a sticky component that appears upon hover, making it easy for users to reference the menu as they scroll through HubSpot's content.
- We have to applaud HubSpot's clean navigation menu mobile design. Each main nav item is featured with a collapsible drop-down menu that prevents showcasing overwhelming information at once.

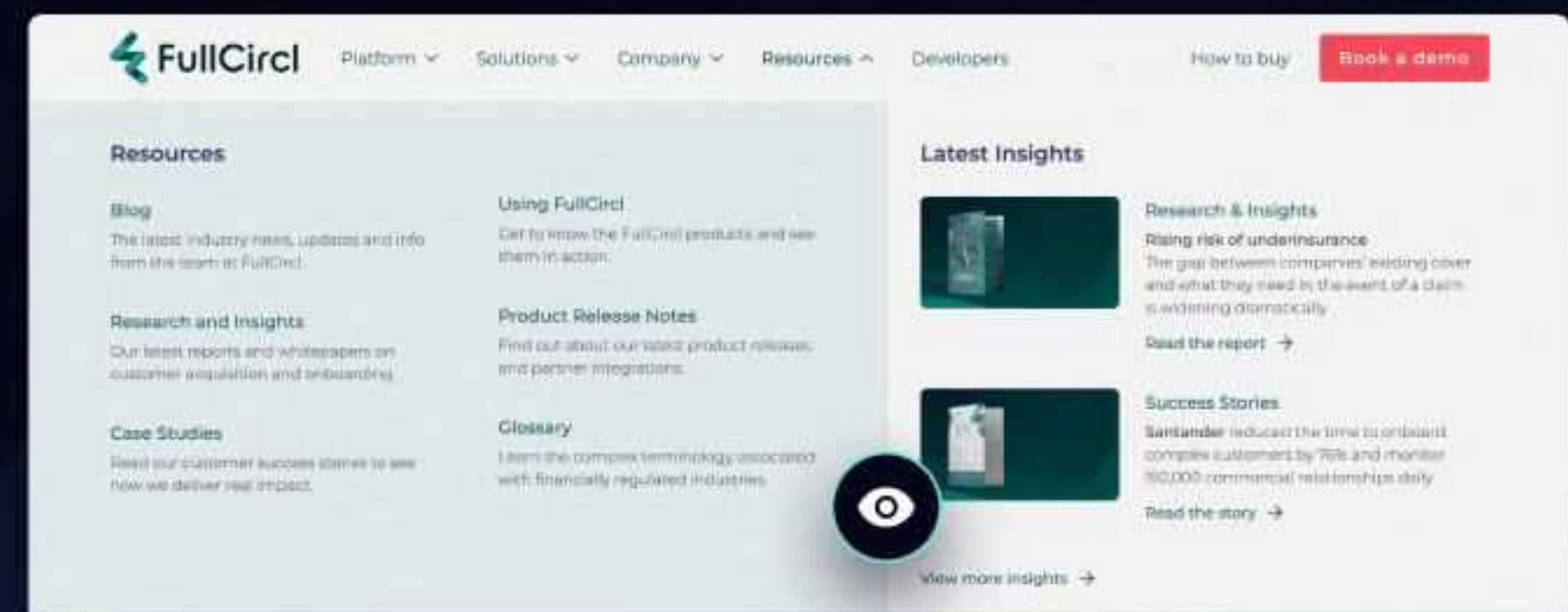
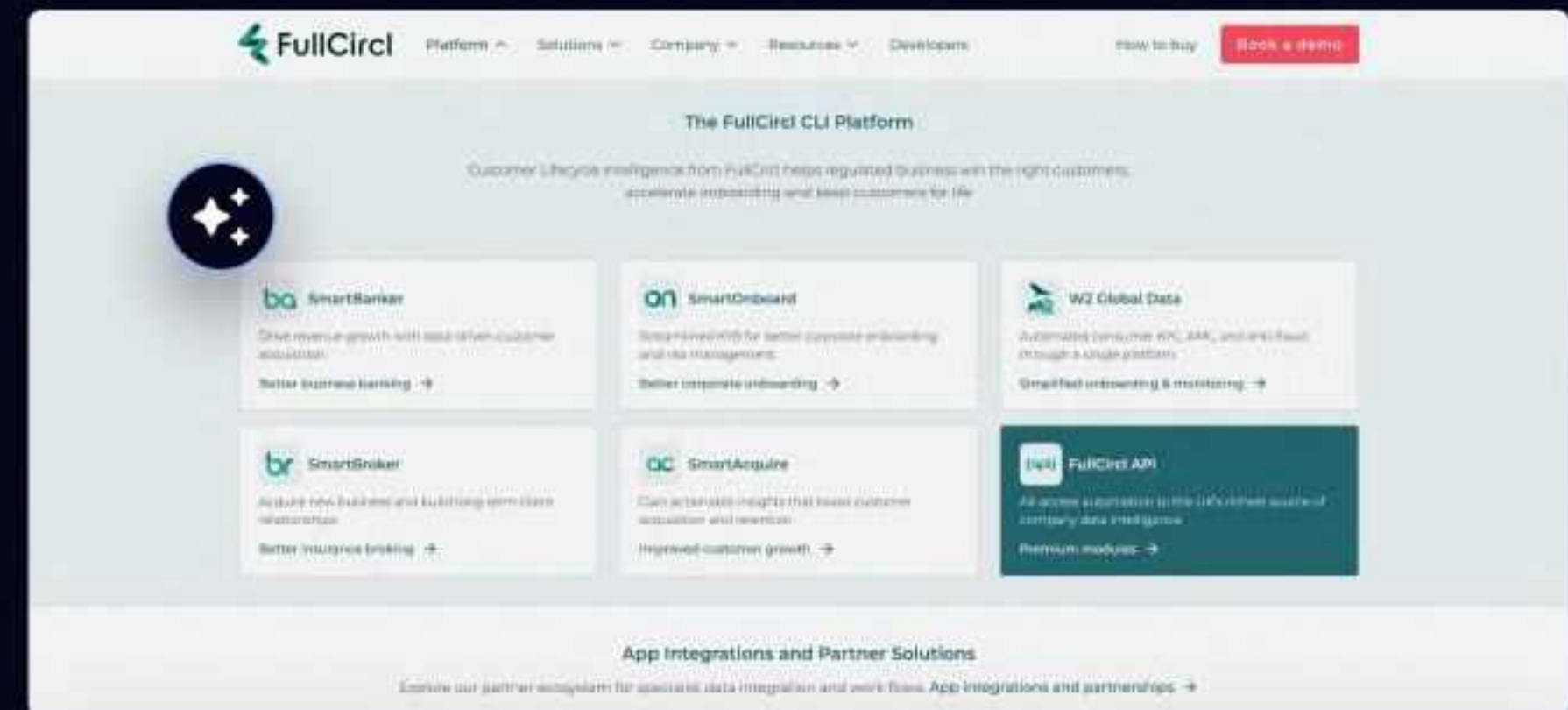


FullCirc is a customer lifecycle intelligence platform that helps regulated businesses win the right customers. Anyone who comes across FullCirc's website can quickly navigate the platform's features, solutions, and resources with their structured mega menu.

The Highlights

 FullCirc keeps its mega menu sleek and clean with color-change animations upon hover, enticing users to explore each feature.

 The use of shading and quality images in their resource mega menu emphasizes FullCirc's latest content, making it simple for users to find and dive into.

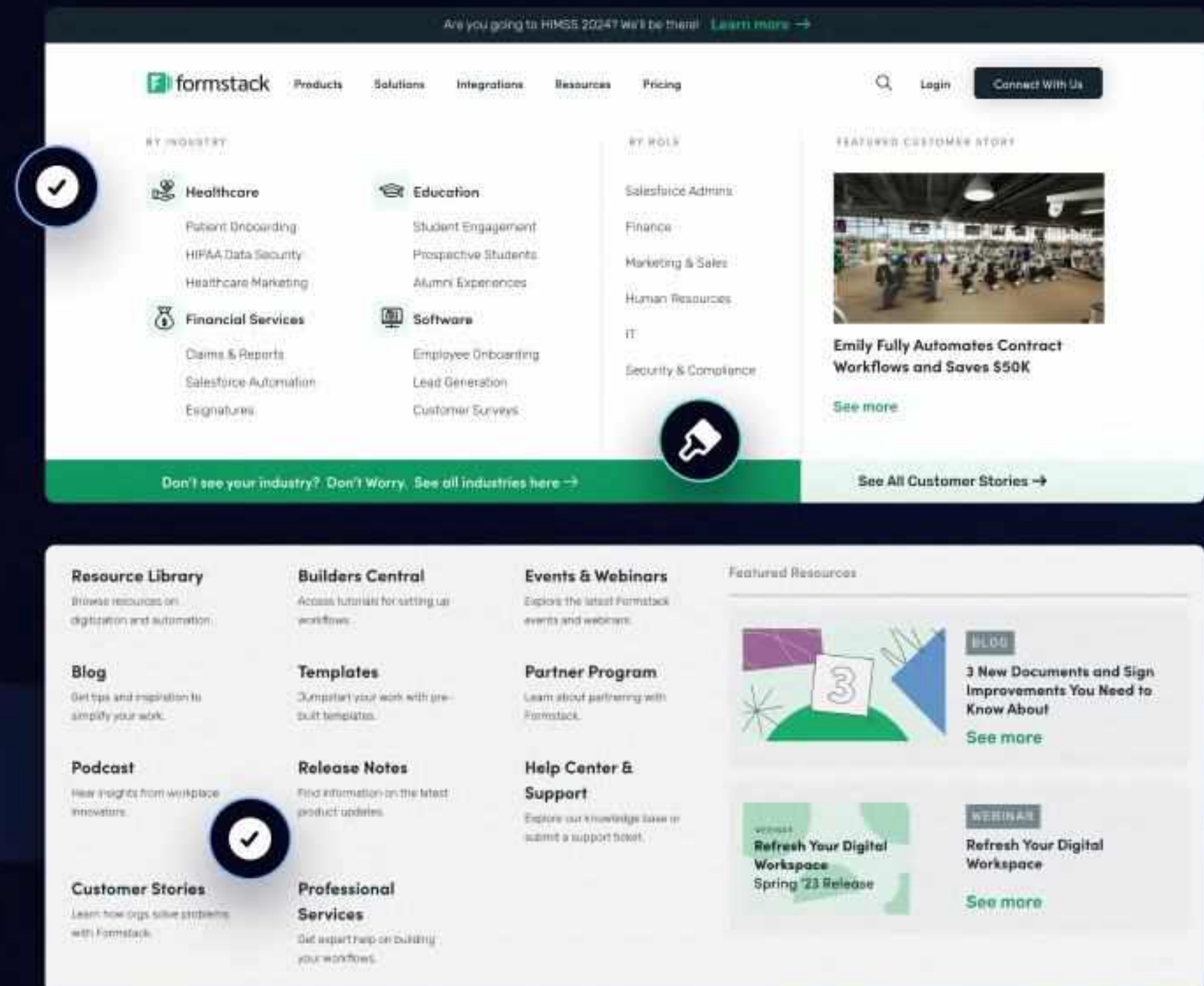


Formstack is a workplace productivity platform that lets organizations create workflows with no-code forms, documents, and signatures. When you have an extensive list of products and features like Formstack, it's best practice to rely on a mega menu to present everything beautifully.

The Highlights

These clean mega menus check off all the boxes for an intuitive design. Contextual icons? Check. Sorted by industry and role? Check.

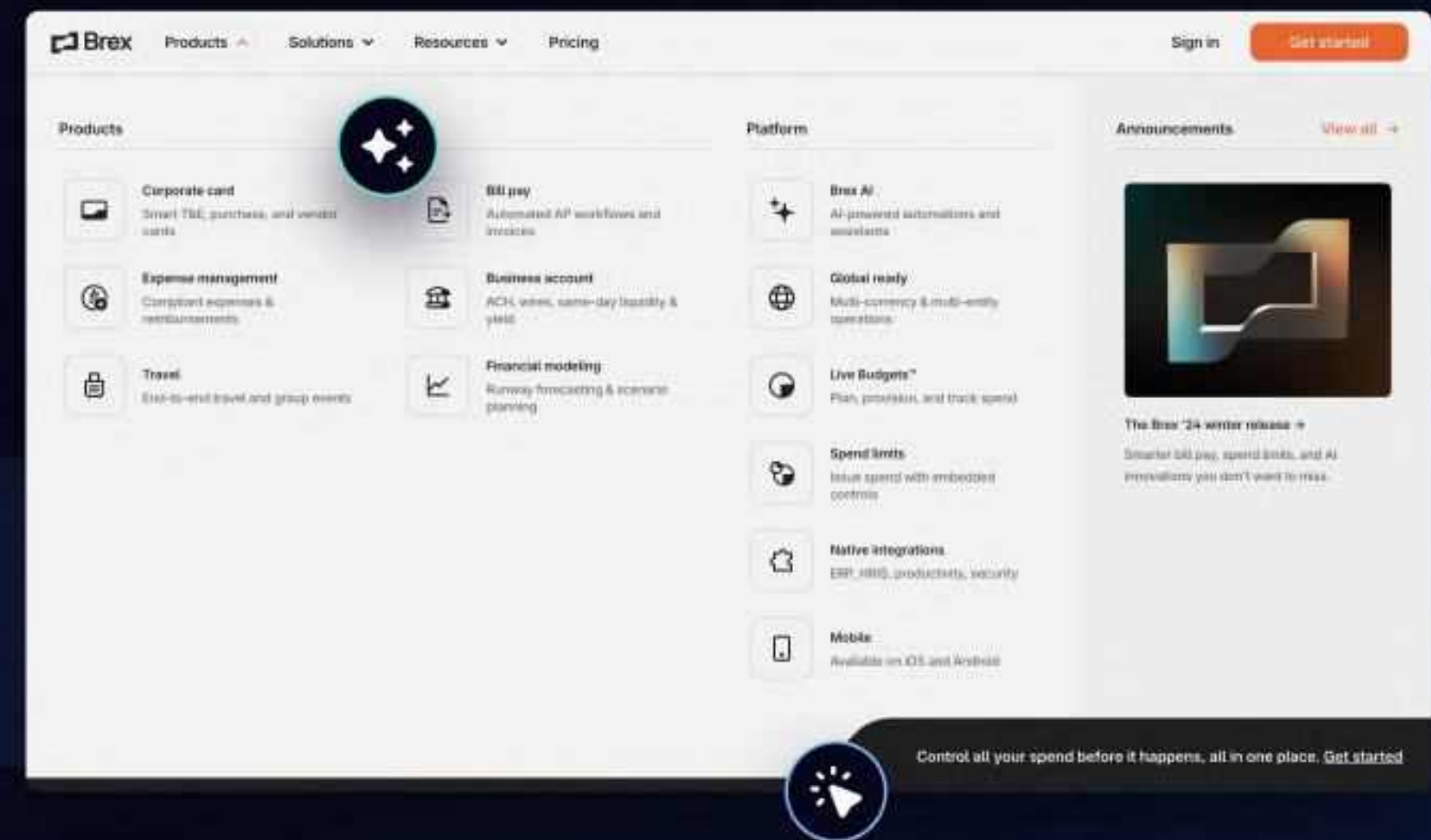
Users can conveniently access customer stories or all industry use cases at the bottom of the solutions menu navigation, which are cleverly highlighted in different colors.



Brex is an AI-powered Fintech platform that offers business credit cards and cash management accounts to technology companies. Their mega menu is just as polished as their branding and neatly presents all of Brex's content.




The Highlights

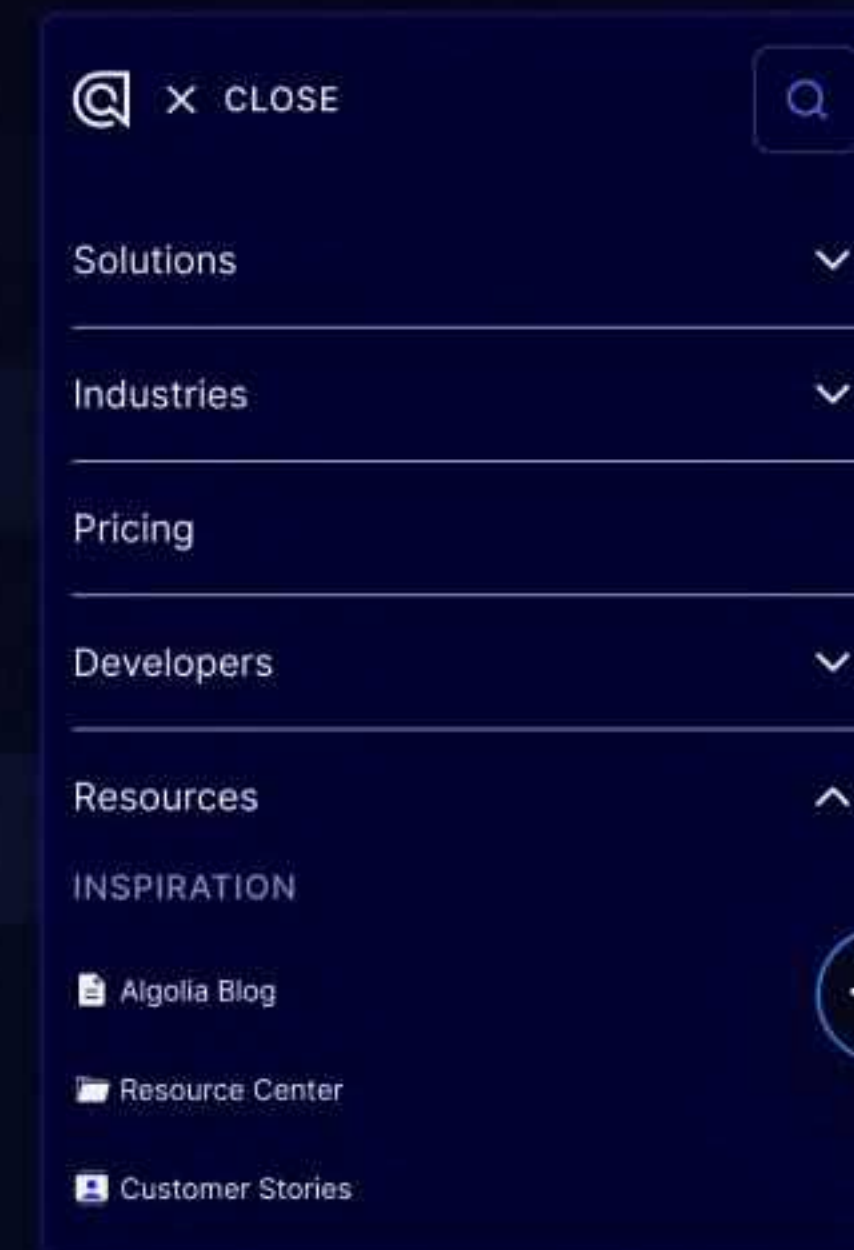
- These minimalist icon illustrations help users instantly find what they looking for.
- Brex enhances user interaction with captivating micro-interactions triggered upon hover, featuring color changes in the icons, box components, and “view all” CTAs.
- Brex drives users to sign up via this strategically placed CTA, making it always visible to users wherever they visit the navigation bar.



Algolia ensures a seamless navigation experience for anyone exploring their complex AI search-as-a-service solutions. Their centralized navigation bar houses everything new and returning visitors look for by sorting the solutions tab by industry and integration.

The Highlights

-  Algolia breaks up its solutions by industry and integration to make the search easier for users. +1 for the micro-interactions that highlight the text and change the icon's color upon hover.
-  These call-outs bring attention to Algolia's latest launches: Algolia AI search and Algolia Recommend. The use of different colors and gradient borders catches the user's eye and entices them to explore further.
-  Algolia's navigation menu is sleek no matter what device you're on. Their mobile navigation design is user-friendly, offers quick access to important pages via drop-down menus, and keeps the homepage's main CTA bolded.

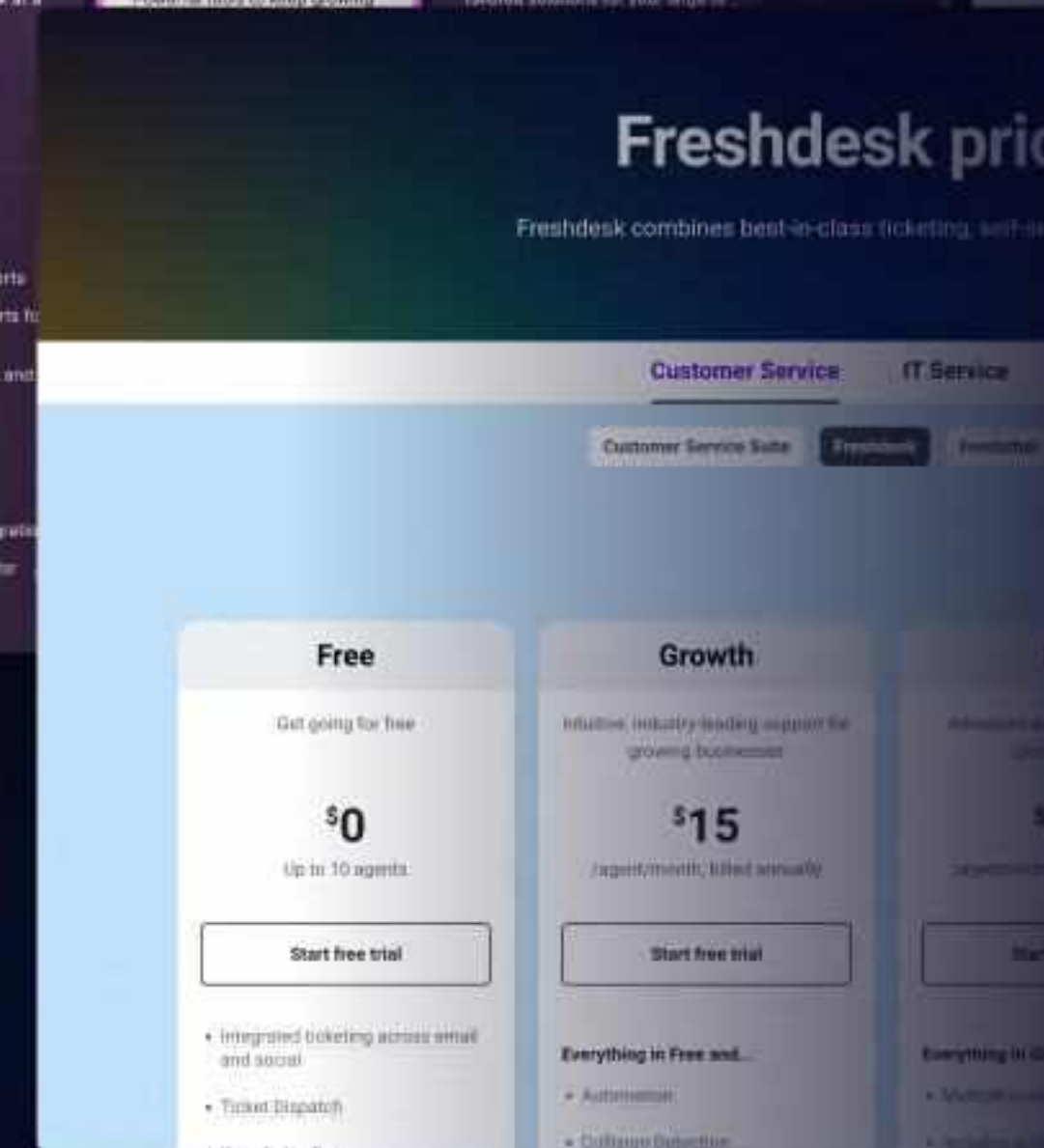
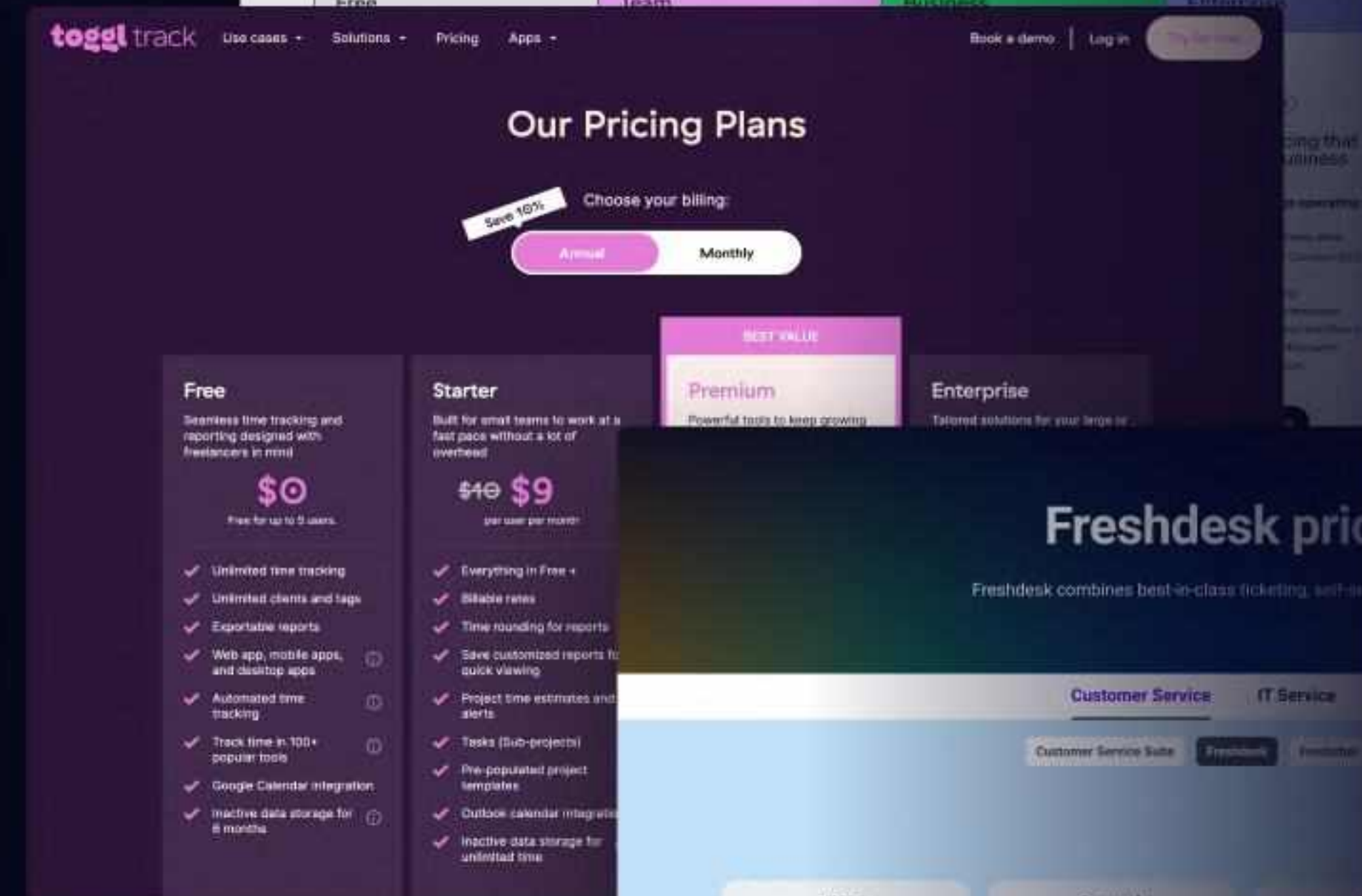
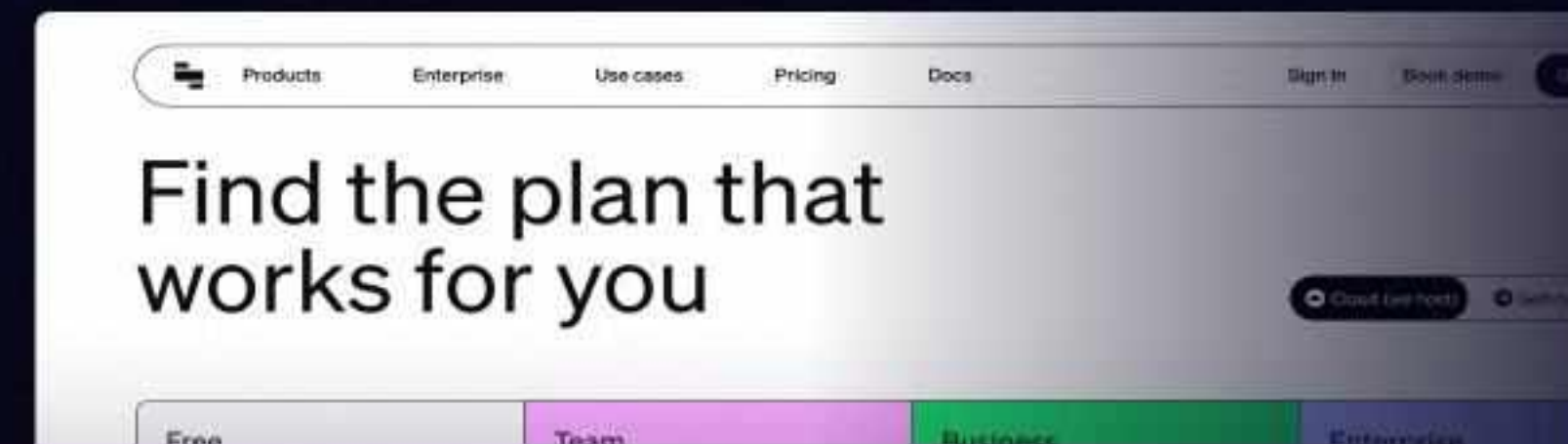


CHAPTER 3

Best Pricing Pages

Every B2B website needs a well-designed pricing page. Pricing pages provide the information prospects need to make easy buying decisions, making it crucial for brands to intuitively display their pricing models on their websites.

A common challenge on B2B pricing pages is presenting every detail of their pricing model without creating a cluttered user experience. So, what makes for a successful pricing page?



Best Pricing Page Features



Organized Pricing Table:

A structured pricing table provides a quick, comprehensive overview of pricing offerings, simplifying any potential customer's decision-making process.



Toggles And Tabs:

Adds an interactive touch that helps users explore additional details within each pricing tier—such as monthly vs annual plans



Features Comparison Table:

Users should be able to easily evaluate and compare pricing plans according to their specific requirements.



Trust Signals:

Customer testimonials, industry certifications, or recognizable client logos, on the pricing page enhance credibility.



Contextual Headlines:

Guide users through pricing offerings by providing concise and impactful headlines.



FAQs:

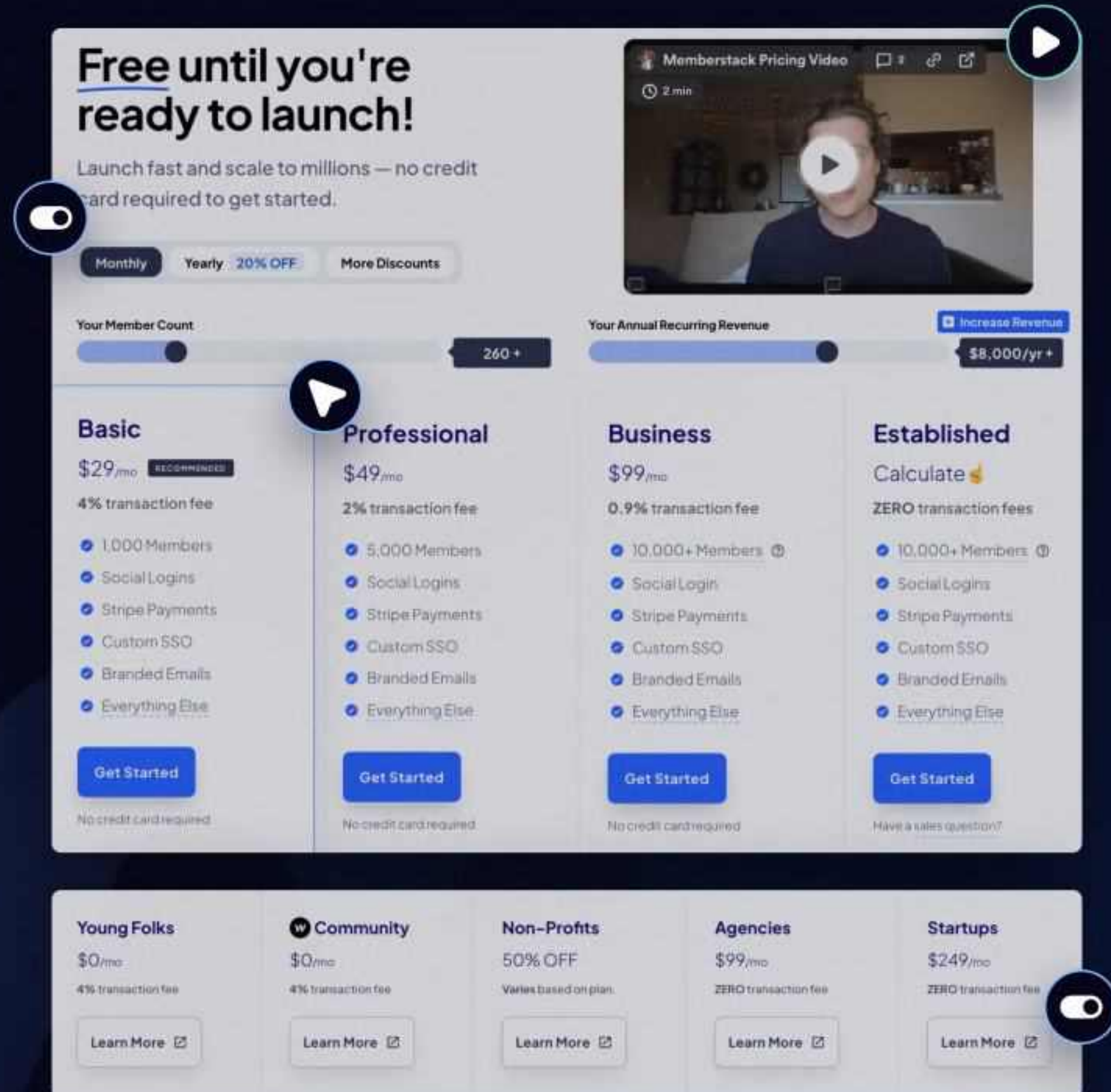
Addressing common questions resolves any uncertainties and builds trust in investing in a SaaS product.



Memberstack is an authentication and payment solution for companies building on Webflow, Stripe, and React. With this intuitive pricing page design, potential customers can easily discover the best plan according to their needs.

The Highlights

- Find the plan that suits your team's needs with an interactive scrolling member count and revenue bar. As you increase the member or revenue count, the best plan is highlighted with a drop-shadow, helping users identify the ideal choice.
- Need a quick introduction to Memberstack's pricing? Learn fast with this 2-minute explainer video without leaving the page!
- Not only can users toggle between monthly and yearly options, but they can also view any discounts for non-profits, agencies, and more!






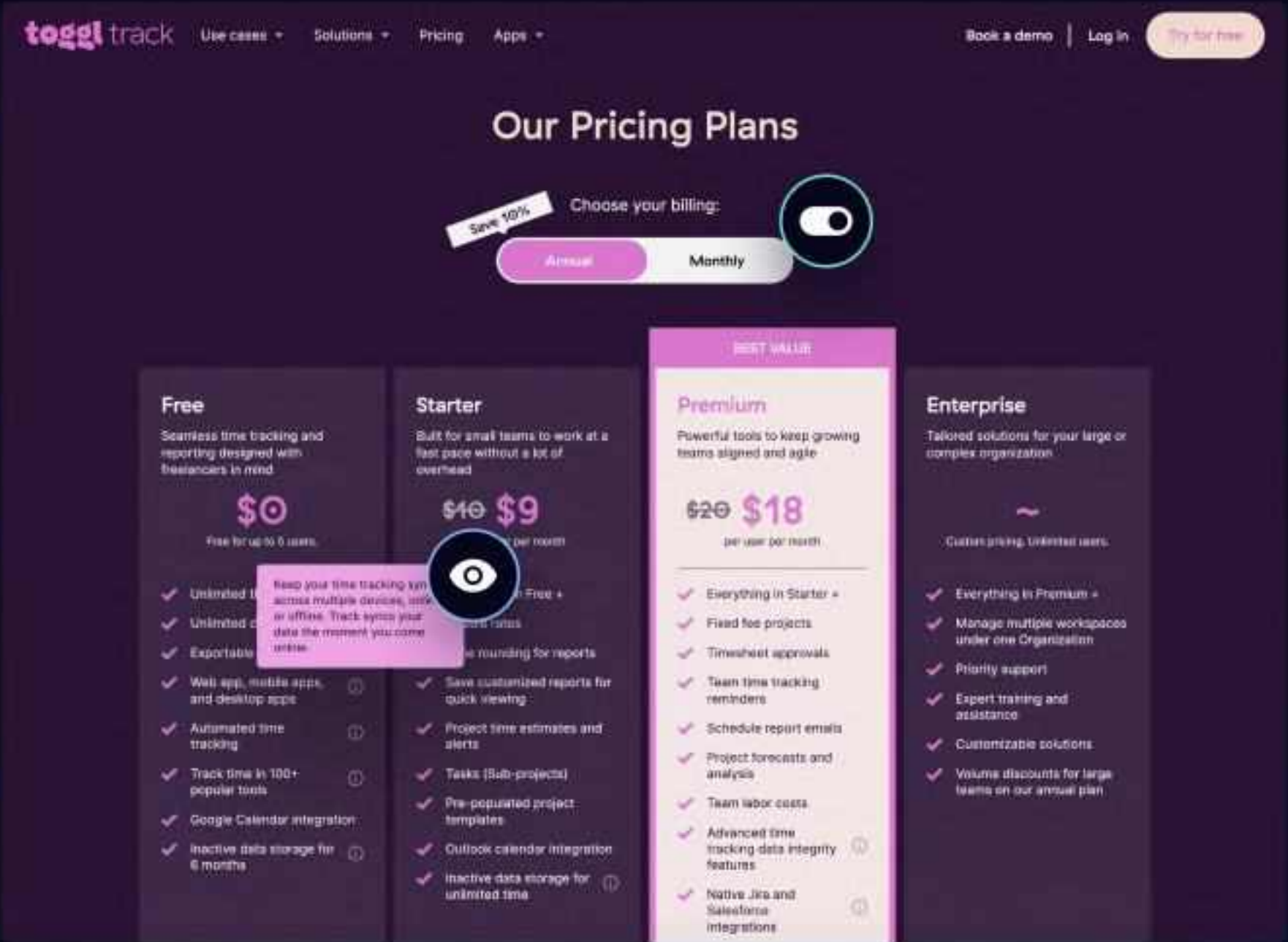
The screenshot displays the Memberstack pricing page with several interactive elements highlighted by callouts:

- Toggle Switch:** A callout points to a toggle switch at the top left, used to switch between 'Monthly' and 'Yearly' pricing options. The 'Yearly' option is currently selected, showing a '20% OFF' discount.
- Video Player:** A callout points to a video player titled 'Memberstack Pricing Video' (2 min) in the top right corner, which includes a play button.
- Interactive Sliders:** Two sliders are shown: 'Your Member Count' (set to 260+) and 'Your Annual Recurring Revenue' (set to \$8,000/yr+). A callout points to the 'Basic' plan, which is highlighted with a drop shadow as the best option for the current values.
- Plan Cards:** The page features four main plan cards:
 - Basic:** \$29/mo, 4% transaction fee, 1,000 Members, Social Logins, Stripe Payments, Custom SSO, Branded Emails, Everything Else. Includes a 'Get Started' button and 'No credit card required' note.
 - Professional:** \$49/mo, 2% transaction fee, 5,000 Members, Social Logins, Stripe Payments, Custom SSO, Branded Emails, Everything Else. Includes a 'Get Started' button and 'No credit card required' note.
 - Business:** \$99/mo, 0.9% transaction fee, 10,000+ Members, Social Login, Stripe Payments, Custom SSO, Branded Emails, Everything Else. Includes a 'Get Started' button and 'No credit card required' note.
 - Established:** Calculate! ZERO transaction fees, 10,000+ Members, Social Logins, Stripe Payments, Custom SSO, Branded Emails, Everything Else. Includes a 'Get Started' button and 'Have a sales question?' link.
- Special Offers:** A bottom section lists five categories with 'Learn More' links:
 - Young Folks:** \$0/mo, 4% transaction fee.
 - Community:** \$0/mo, 4% transaction fee.
 - Non-Profits:** 50% OFF, Varies based on plan.
 - Agencies:** \$99/mo, ZERO transaction fee.
 - Startups:** \$249/mo, ZERO transaction fee.

Toggl is a popular time-tracking software that helps teams stay aware of their time usage and boosts team productivity. You'll find many engaging elements across Toggl's pricing page that make for a scrollable and action-oriented experience.

The Highlights

-  Toggl keeps its pricing page clean by implementing tooltips that provide more context for each plan's benefits.
-  It's only right that Toggl's pricing page features a toggle button, enabling users to compare their annual vs monthly plans.
-  By making the plan options a sticky component at the top, users can seamlessly view each plan's unique perks on Toggl's full plan comparison table.



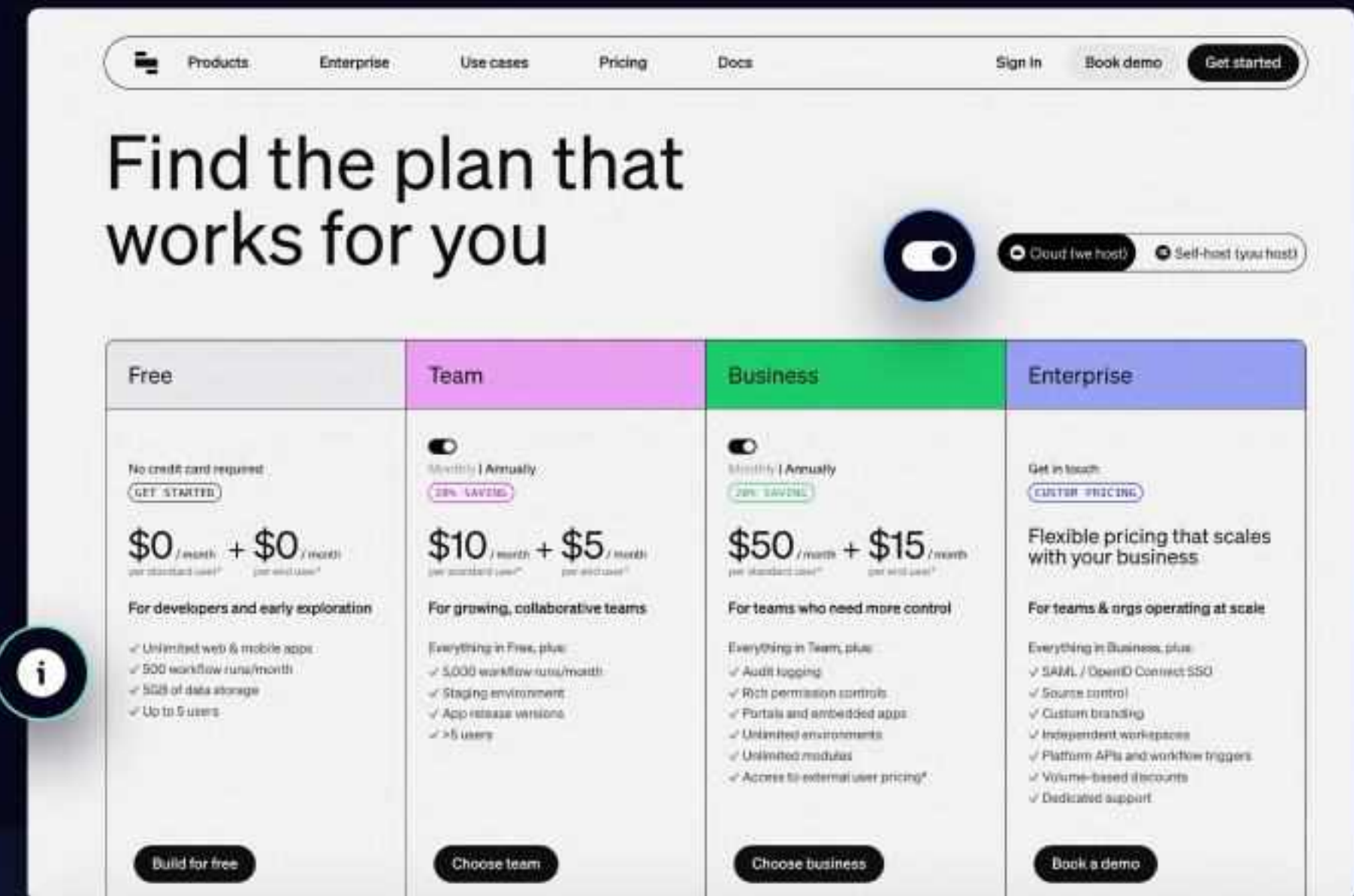
		Free	Starter	Premium	Enterprise
		Get started	Get started	Get started	Book a demo
Automated time tracking triggers	ⓘ	✓	✓	✓	✓
Personal desktop activity tracking	ⓘ	✓	✓	✓	✓
QR code scanner to start tracking time	ⓘ	✓	✓	✓	✓
Favorite time entries	ⓘ		✓	✓	✓
Inactive data storage for unlimited time	ⓘ		✓	✓	✓
Team Management					
Overview of team activity	ⓘ	✓	✓	✓	✓



It's simpler than ever to find a pricing plan that works for you on Retool's pricing page. We appreciate this interactive and vintage pricing page design — especially the use of bold text and vibrant pastels to highlight each plan. This page is exceptional at establishing authority and trust while providing a seamless user experience.

The Highlights

- Check out the toggles within each select pricing page. Users can compare each plan at a glance without having to scroll through the page.
- These descriptive subheadings clarify which plan best suits each buyer.
- Two of our favorite elements are this bright yellow call-out that showcases the irresistible offer and this sleek, scrolling feature comparison table.



The screenshot shows the Retool pricing page with a navigation bar at the top containing links for Products, Enterprise, Use cases, Pricing, Docs, Sign in, Book demo, and Get started. The main heading is "Find the plan that works for you". Below this is a toggle switch for "Cloud (we host)" and "Self-host (you host)". The pricing table has four columns: Free, Team, Business, and Enterprise. Each column has a subheading, a price, a description, and a button. The Free plan is for developers and early exploration, the Team plan is for growing, collaborative teams, the Business plan is for teams who need more control, and the Enterprise plan is for teams & orgs operating at scale. The Enterprise plan has a "Book a demo" button instead of a price.

Free	Team	Business	Enterprise
No credit card required GET STARTED	Monthly Annually 28% SAVINGS	Monthly Annually 28% SAVINGS	Get in touch CUSTOM PRICING
\$0 / month + \$0 / month <small>per standard user*</small>	\$10 / month + \$5 / month <small>per standard user*</small>	\$50 / month + \$15 / month <small>per standard user*</small>	Flexible pricing that scales with your business
For developers and early exploration	For growing, collaborative teams	For teams who need more control	For teams & orgs operating at scale
<ul style="list-style-type: none"> ✓ Unlimited web & mobile apps ✓ 500 workflow runs/month ✓ 5GB of data storage ✓ Up to 5 users 	Everything in Free, plus: <ul style="list-style-type: none"> ✓ 5,000 workflow runs/month ✓ Staging environment ✓ App release versions ✓ > 5 users 	Everything in Team, plus: <ul style="list-style-type: none"> ✓ Audit logging ✓ Rich permission controls ✓ Portals and embedded apps ✓ Unlimited environments ✓ Unlimited modules ✓ Access to external user pricing* 	Everything in Business, plus: <ul style="list-style-type: none"> ✓ SAML / OpenID Connect SSO ✓ Source control ✓ Custom branding ✓ Independent workspaces ✓ Platform APIs and workflow triggers ✓ Volume-based discounts ✓ Dedicated support
Build for free	Choose team	Choose business	Book a demo



A bright yellow call-out banner with a rocket icon. The text reads: "Are you an early-stage startup? Get started with \$25K in free credits on any plan". A button on the right says "Get your free credits".






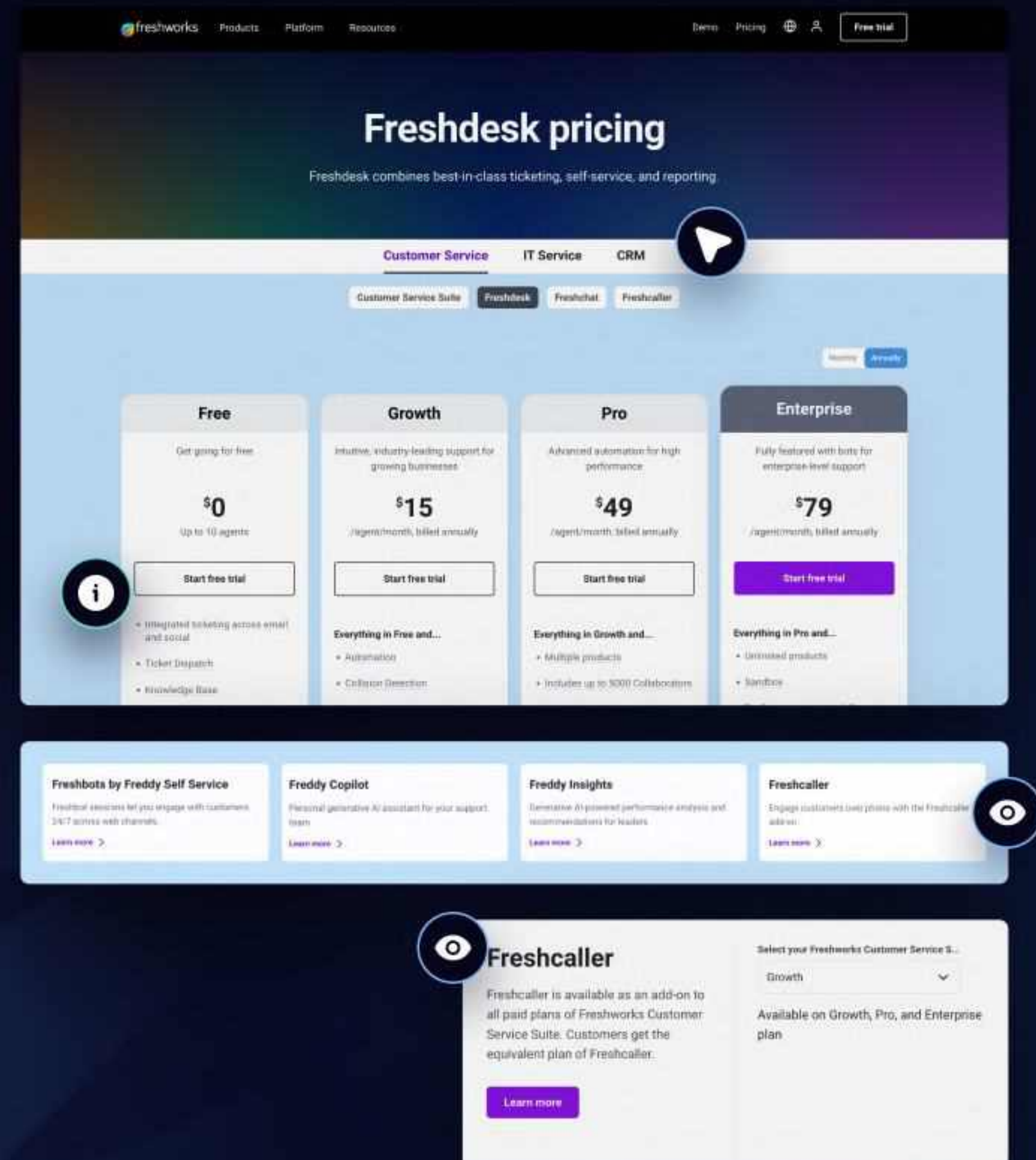
The screenshot shows a "Compare features" table with a toggle switch for "Cloud (we host)" and "Self-host (you host)". The table has five columns: Features, Free, Team, Business, and Enterprise. The rows include "Start building", "Start a free trial", "Book a demo", "Users", "Cost per standard user", and "Cost per end user".

Features	Free	Team	Business	Enterprise
Start building	Start building	Start a free trial	Start a free trial	Book a demo
Users				
Cost per standard user*	\$0/month	\$12/month (monthly) \$10/month (annual)	\$55/month (monthly) \$50/month (annual)	Custom
Cost per end user*	\$0/month	\$7/month (monthly) \$5/month (annual)	\$18/month (monthly) \$15/month (annual)	Custom

Freshworks is an intelligent customer engagement software that offers cloud-based solutions for businesses. Freshwork's pricing page builds confidence around each pricing plan with elements like a collapsible FAQ section. What sets this pricing page apart is the intuitive user-friendly elements that simplify any buyer's decision-making process.




The Highlights

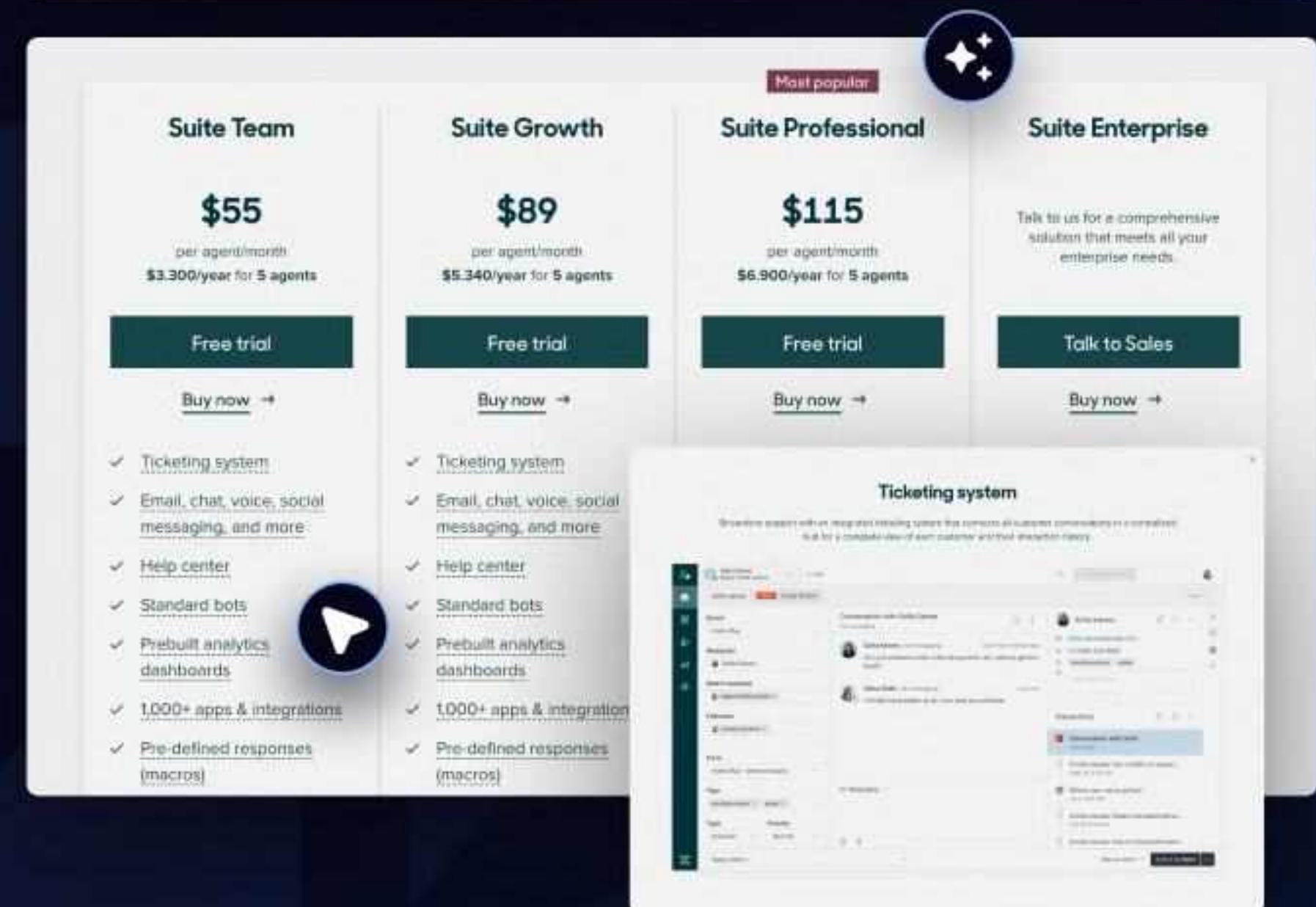
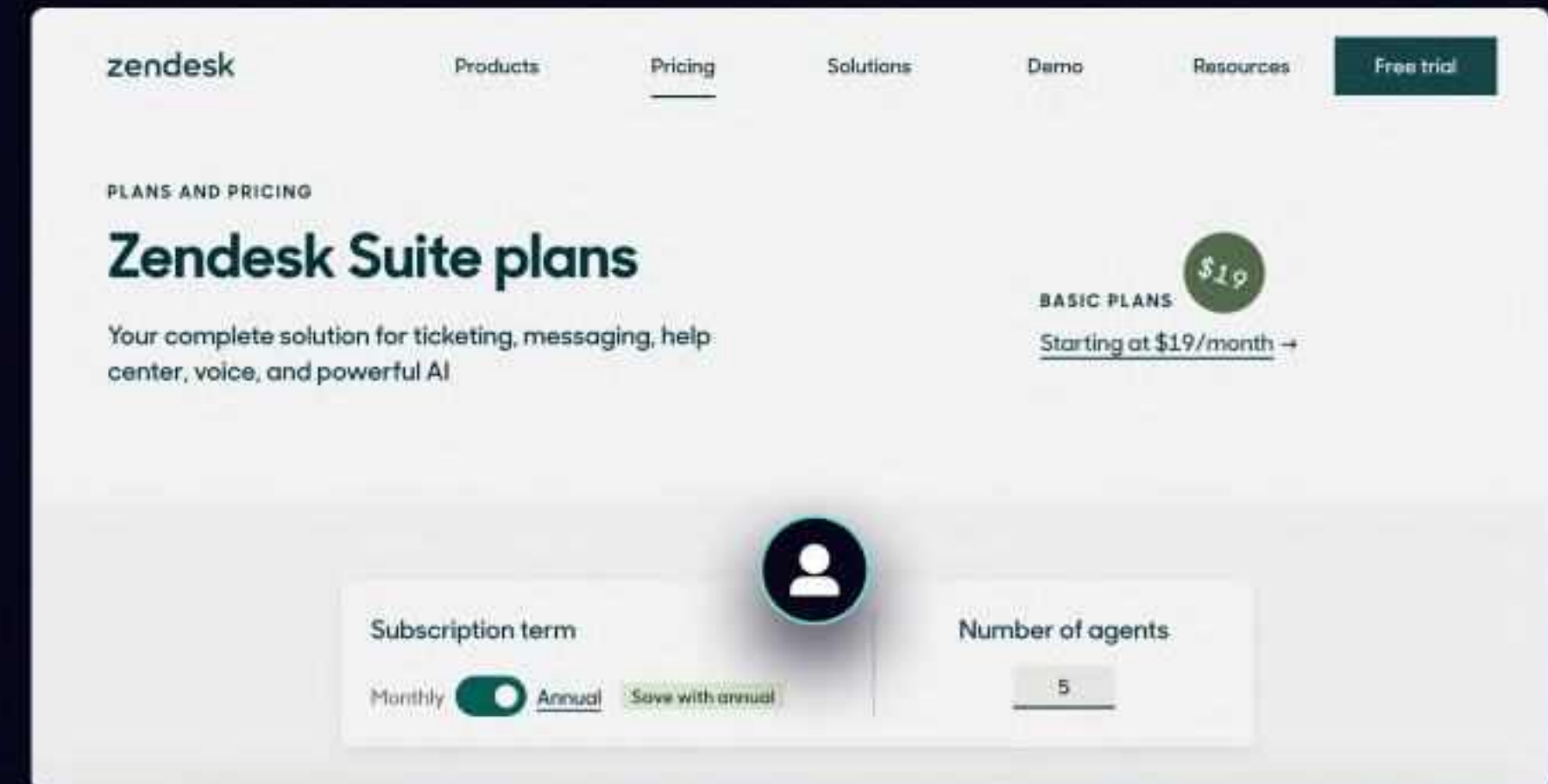
-  A sub-menu navigation isn't commonly seen on pricing pages, but it's perfectly fitting for a platform like Freshworks with a wide suite of products. Now, users can effortlessly view all of Freshwork's pricing offerings.
-  Freshworks pricing page is relatively concise, but delivers all necessary information within these pricing tiers. The features checklist, contextual descriptions, and bold CTAs make it easy for any prospect to learn which plan is best for them.
-  Easily find additional products with this neat add-on section that invites users to learn more. Click on each card to view a pop-up that provides quick details about each enhancement.



Zendesk is a customer service software company that provides a cloud-based customer support platform. Their pricing page provides a seamless user experience by categorizing each plan by suites and providing multiple CTAs —securing their spot in this category.

The Highlights

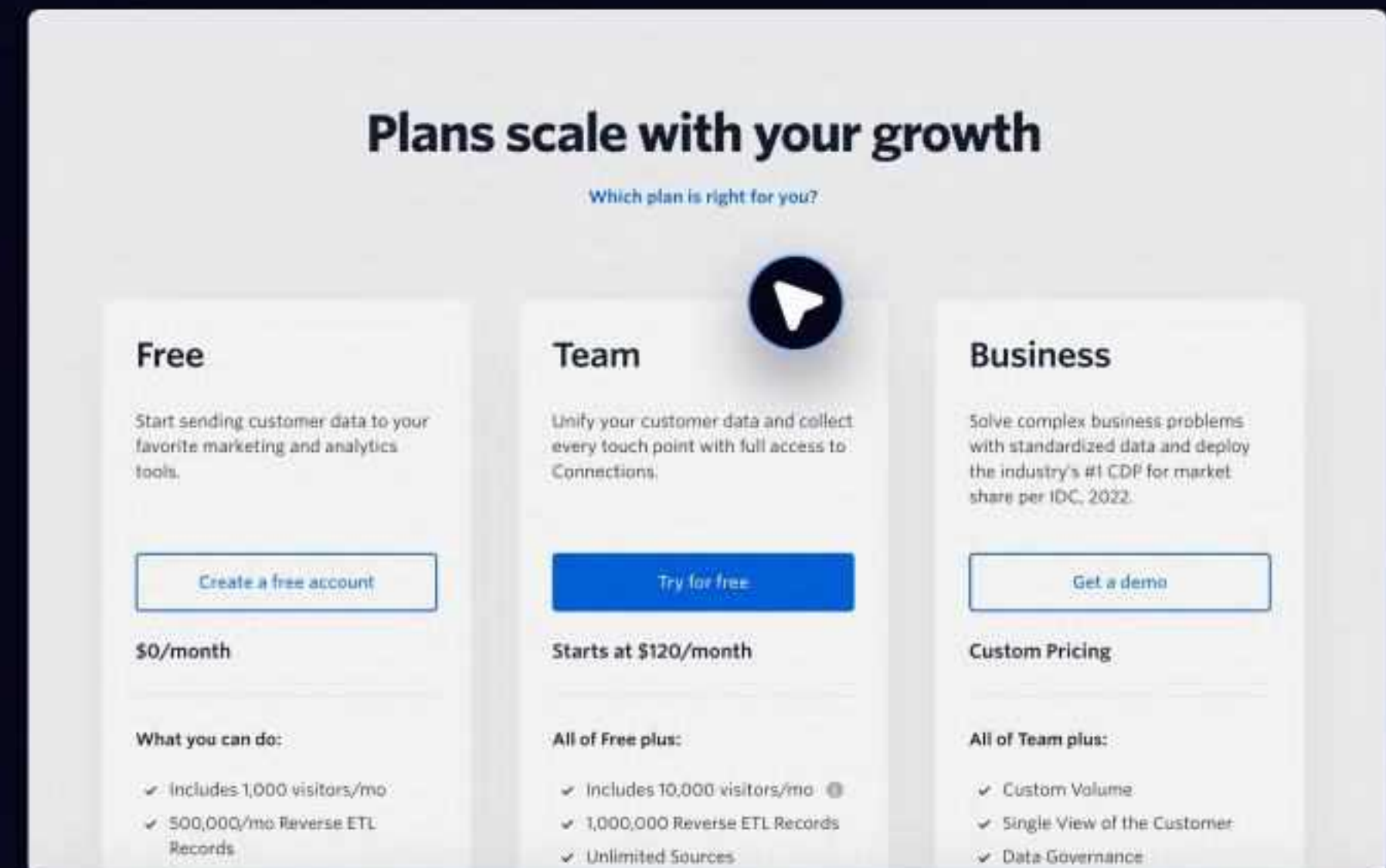
-  We love how Zendesk draws attention to their most affordable plan at the top with this eye-catching call-out.
-  Users can instantly customize each plan according to their agent count using this conveniently-placed text field at the top of the page.
-  Clicking on each plan's benefits displays a full-page tooltip with additional context and images illustrating each perk.



Segment is a customer data platform (CDP) that helps businesses collect, organize, and analyze customer data from various sources. As their pricing page's copywriting states, their layout prioritizes finding a plan that scales with your growth. The quality user experience on this pricing page deserves a spot on our list of pricing page faves.

The Highlights

- With purposeful copy and well-defined pricing tiers, users have no trouble exploring the different perks of Segment's pricing plans.
- We love how the "Free," "Team," and "Business" CTAs are sticky elements, meaning that users can always access them as they scroll down the comparison table
- Bonus points for the helpful illustrations that use branches and icons to help users visualize the perks of each plan.

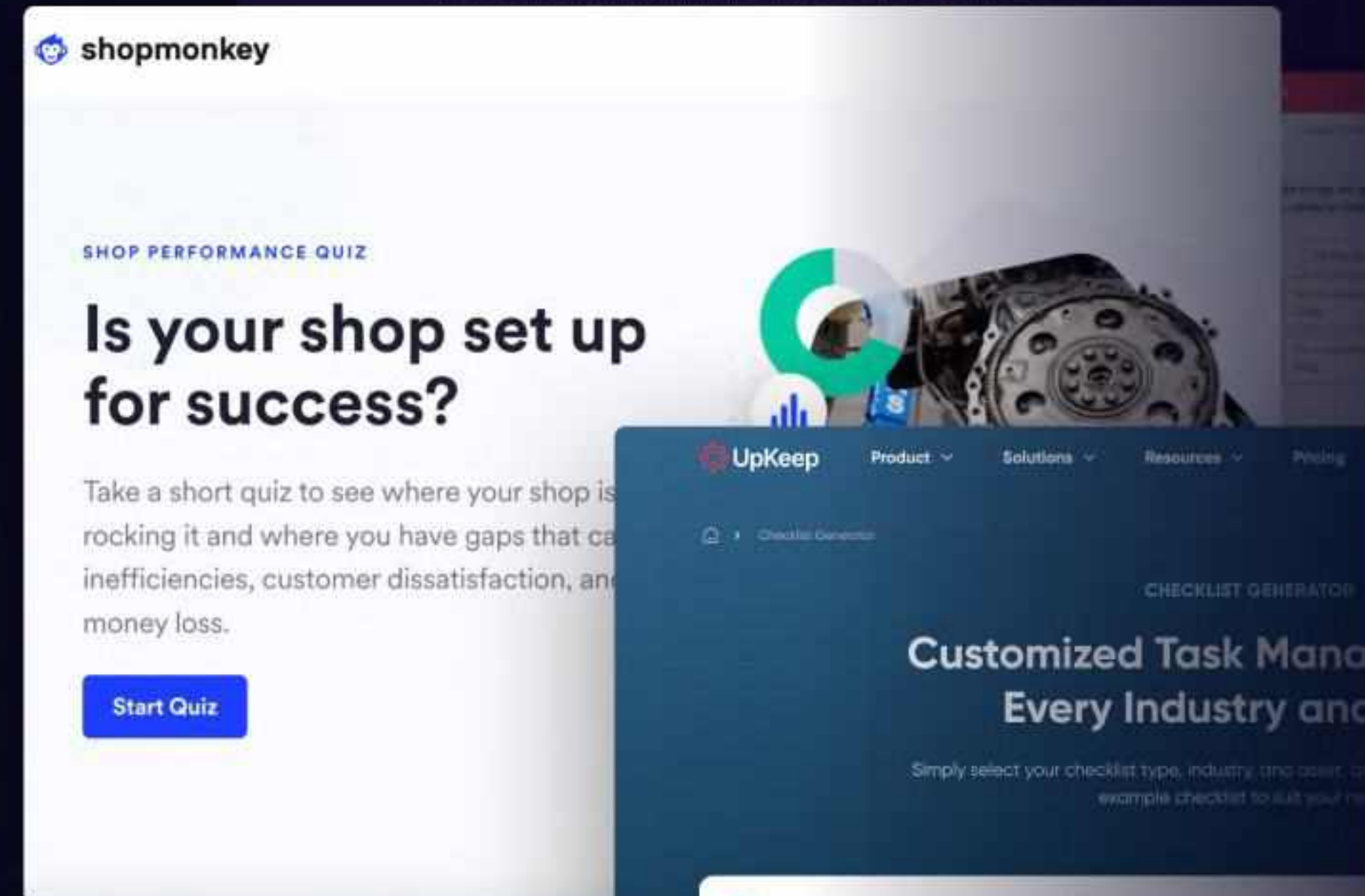


CHAPTER 4

Best Interactive Tools, A.I. & Assessments

Today's fastest-growing brands are saying goodbye to static web experiences and hello to interactive content and AI-powered tools.

Why? Because helping B2B buyers get stuff done builds emotional connection while educating them on product benefits and how it compares to other tools.



Best Interactive Tools, A.I. & Assessment Page Features



Value-Add:

Interactive tools should offer users valuable insights, address business needs, and help them discover practical benefits with B2B SaaS platforms.



FAQs:

Provide instant clarification and address any frequent concerns to reduce friction before a user starts using a tool/doing an assessment.



Explicit Next Steps:

Clearly outlining the next steps is key for guiding users through the post-engagement process. Many B2B SaaS brands use product trials, demos, downloads, etc.



Minimal Friction:

Ensuring minimal friction prevents potential users from abandoning the process due to complexity or difficulty.



Personalization:

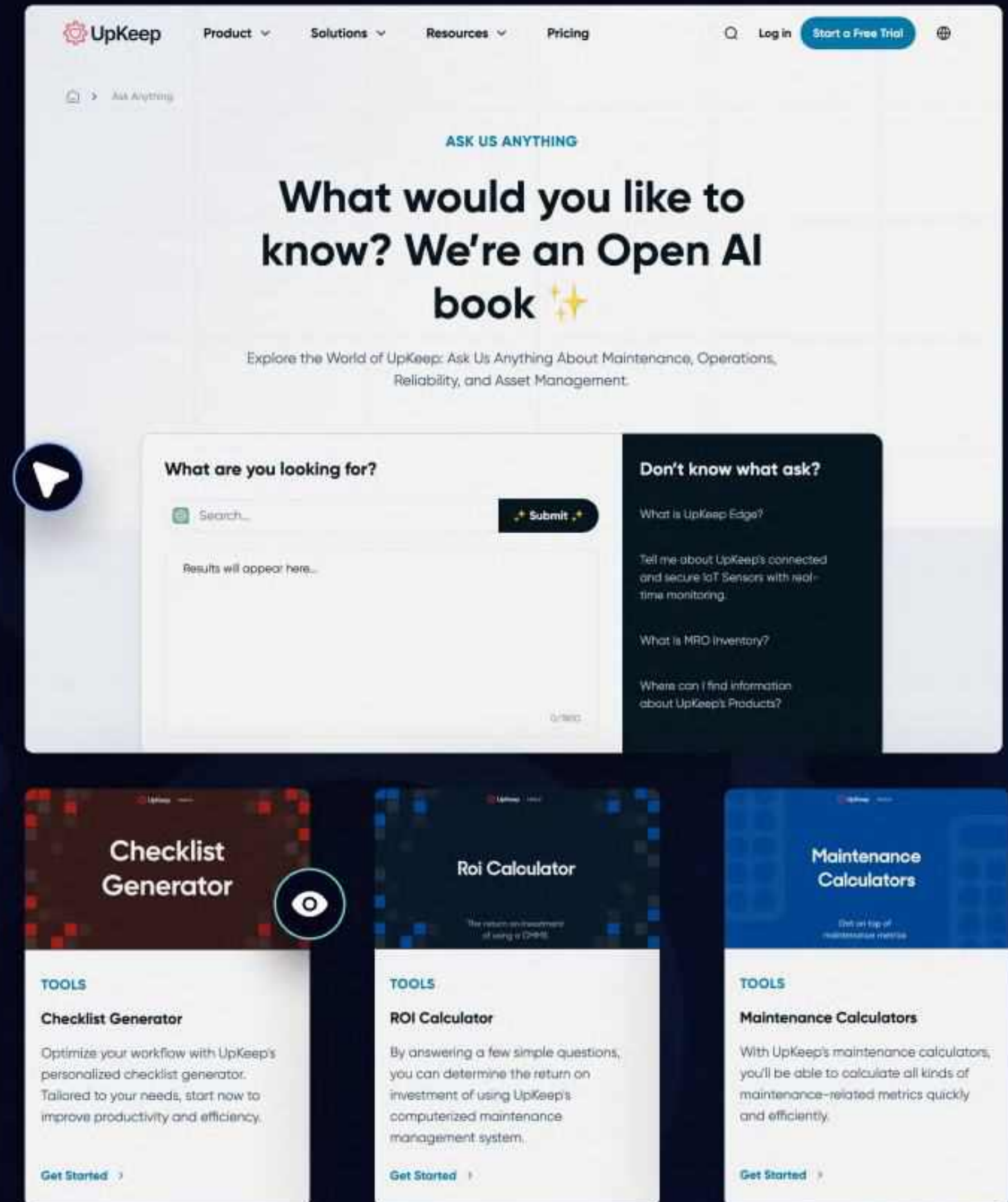
Personalization makes interactive tools directly relevant to individual users' needs, offering them a more meaningful experience. This can involve customizable settings, contextual assistance, etc.



UpKeep—a leading provider of CMMS software for manufacturing companies—elevated their Ask Anything page with a groundbreaking open AI search tool. This tool allows users to ask any questions about topics related to maintenance, operations, and UpKeep’s solutions.

The Highlights

- After users submit a question, the AI tool will generate a response and link to a related article for the user to learn more. It also suggests relevant questions based on the user’s search history to help users get started, appearing to the right of the search box.
- UpKeep continues to offer users an educational and interactive experience with this Tools showcase, prompting users to explore Upkeep’s caliber of content.



UpKeep has no bounds when launching personalized web experiences, which is evident with their Checklist Generator. By providing a task management checklist creation tool, UpKeep addresses its target audience's business needs and emphasizes the benefits of UpKeep's manufacturing software.

The Highlights



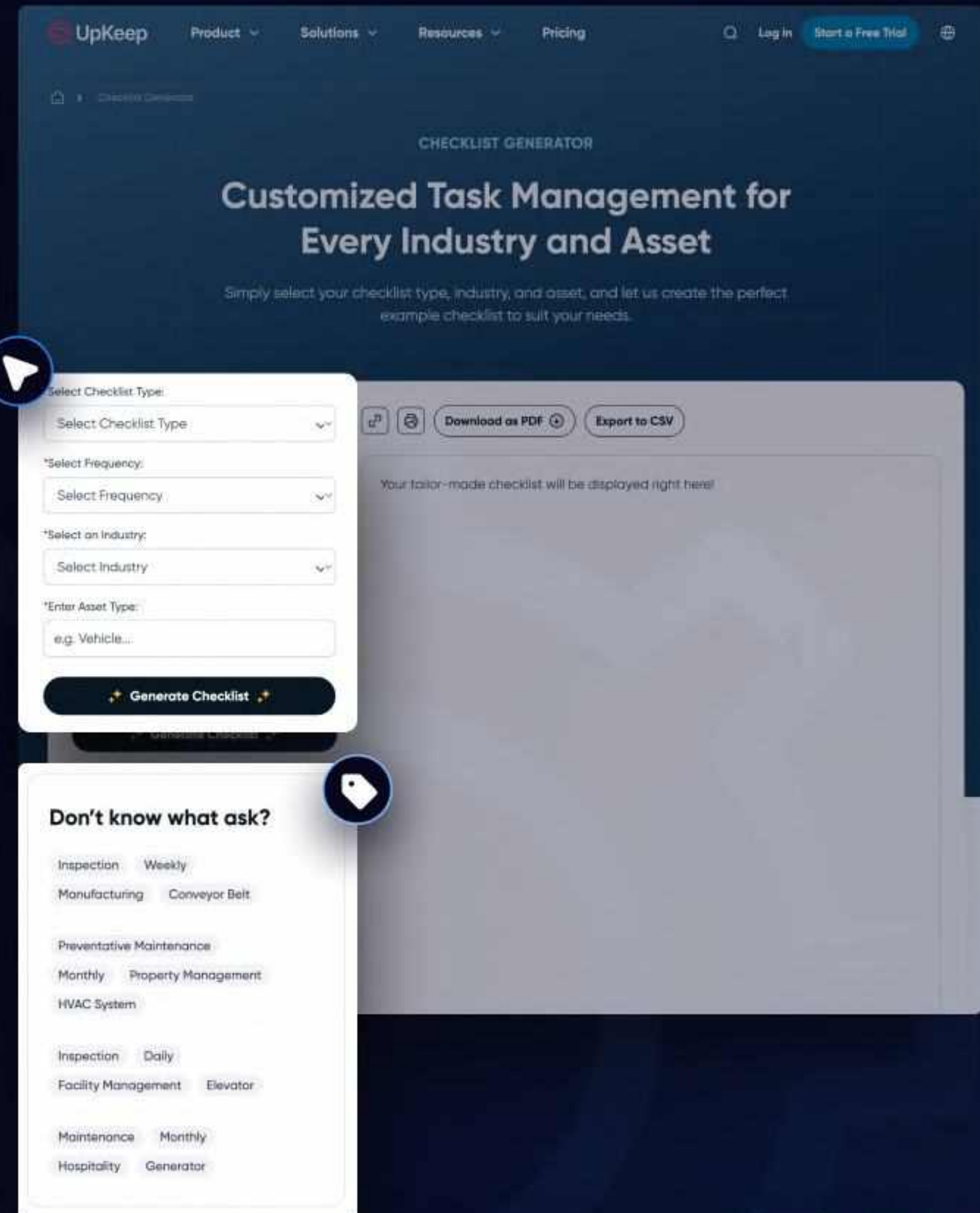
With just a few clicks, users can create the perfect task management checklist after selecting their industry, checklist type, frequency, and asset.



Users can conveniently download or export their checklist to share with their team after crafting their checklist.



Don't know what to ask? UpKeep minimizes friction by providing suggested keywords to guide users through the checklist creation process.



The screenshot displays the UpKeep Checklist Generator web application. The interface is clean and professional, with a dark blue header containing the UpKeep logo and navigation links for Product, Solutions, Resources, and Pricing. A search bar, Log In button, and Start a Free Trial button are also present. The main heading reads "CHECKLIST GENERATOR" followed by "Customized Task Management for Every Industry and Asset". Below this, a subheading states: "Simply select your checklist type, industry, and asset, and let us create the perfect example checklist to suit your needs."

The form includes several dropdown menus and a text input field:

- Select Checklist Type:** A dropdown menu with a placeholder "Select Checklist Type".
- *Select Frequency:** A dropdown menu with a placeholder "Select Frequency".
- *Select an Industry:** A dropdown menu with a placeholder "Select Industry".
- *Enter Asset Type:** A text input field with a placeholder "e.g. Vehicle...".

Below the form is a prominent "Generate Checklist" button. To the right of the form, there are two buttons: "Download as PDF" and "Export to CSV".




Below the main form, there is a section titled "Don't know what ask?" which provides suggested keywords to guide users through the checklist creation process. The suggestions are organized into groups:

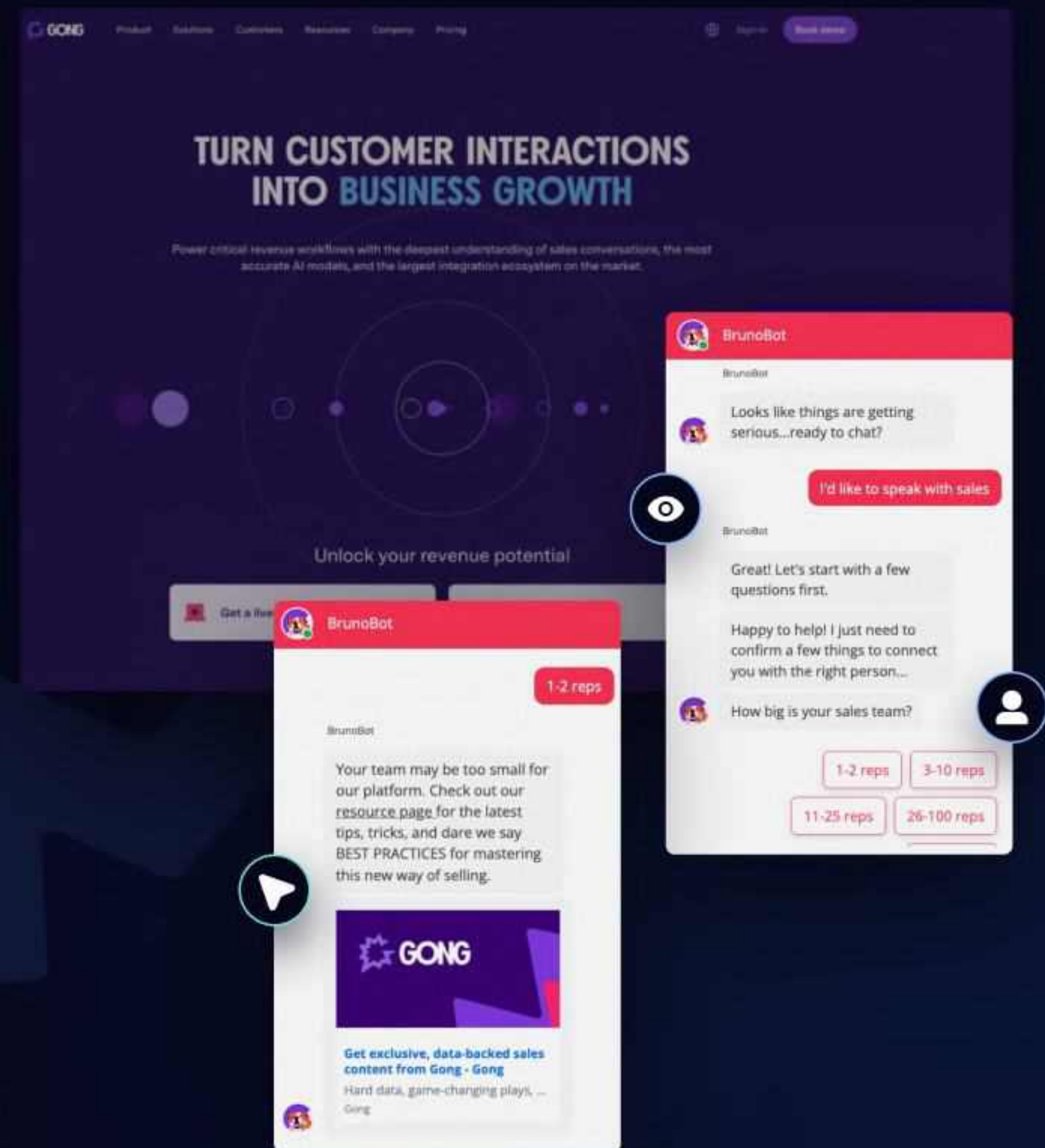
- Inspection Weekly
- Manufacturing Conveyor Belt
- Preventative Maintenance
- Monthly Property Management
- HVAC System
- Inspection Daily
- Facility Management Elevator
- Maintenance Monthly
- Hospitality Generator

Callouts highlight the cursor icon, the download/export buttons, and the "Don't know what ask?" section.

Pre-sales experiences on B2B tech websites—such as chatbots—are rising in popularity. Gong, a revenue intelligence platform for B2B sales teams, has a helpful chatbot on their homepage that guides potential customers through Gong’s solutions and content.

The Highlights

-  The light UI and use of vibrant pinks make Gong’s chatbot easy to spot on their homepage.
-  Once a user opens the chatbot, they are greeted with welcoming messages and an option to speak with different teams—from marketing to sales. This offers a tailored learning experience based on the user’s needs.
-  Based on team size, Gong’s chatbot discerns whether the platform is suited for the user and provides them with the next steps. This entails links to relevant resources or a demo link.



With multiple interactive calculator tools, ServiceTitan helps potential and returning customers plan to scale their businesses. The Business Valuation Calculator is a standout example of how ServiceTitan eases companies into their services while helping them gain valuable business insights on their valuation.

The Highlights

- These dropdown fields for industries and locations streamline the calculator's setup process, making it fast and effortless to begin.
- Then, ServiceTitan calculates business valuation through an efficient questionnaire. You'll find clear steps at the top, ensuring users know their progress and encouraging them to complete the form.
- ServiceTitan rounds out the calculator experience strong with a fun loading animation and the final step to receive the report via email. This is a great way to capture lead information for future targeted marketing efforts.

Service Business Valuation Calculator

If you've ever wondered, "how much is my business worth?", look no further. ServiceTitan's Company Valuation Calculator is a simple and FREE way to estimate the current value of your business. Whether you're preparing to sell your company or looking to track growth, you've come to the right place.

* What industry do you do the most business in?

Select Industry

* Where is your company located?

Select State

Get Started

This interactive calculator is made available to you as a self-help tool for your independent use and is not intended to provide financial advice.



1 Revenue 2 Cost of sale 3 Overhead 4 Total Assets

What was your company's revenue last year?

Company revenue includes all of the sales your company made

Revenue
\$ Enter Amount

Back

Continue

Business Valuation Completed!






Where would you like us to send a copy of your report?

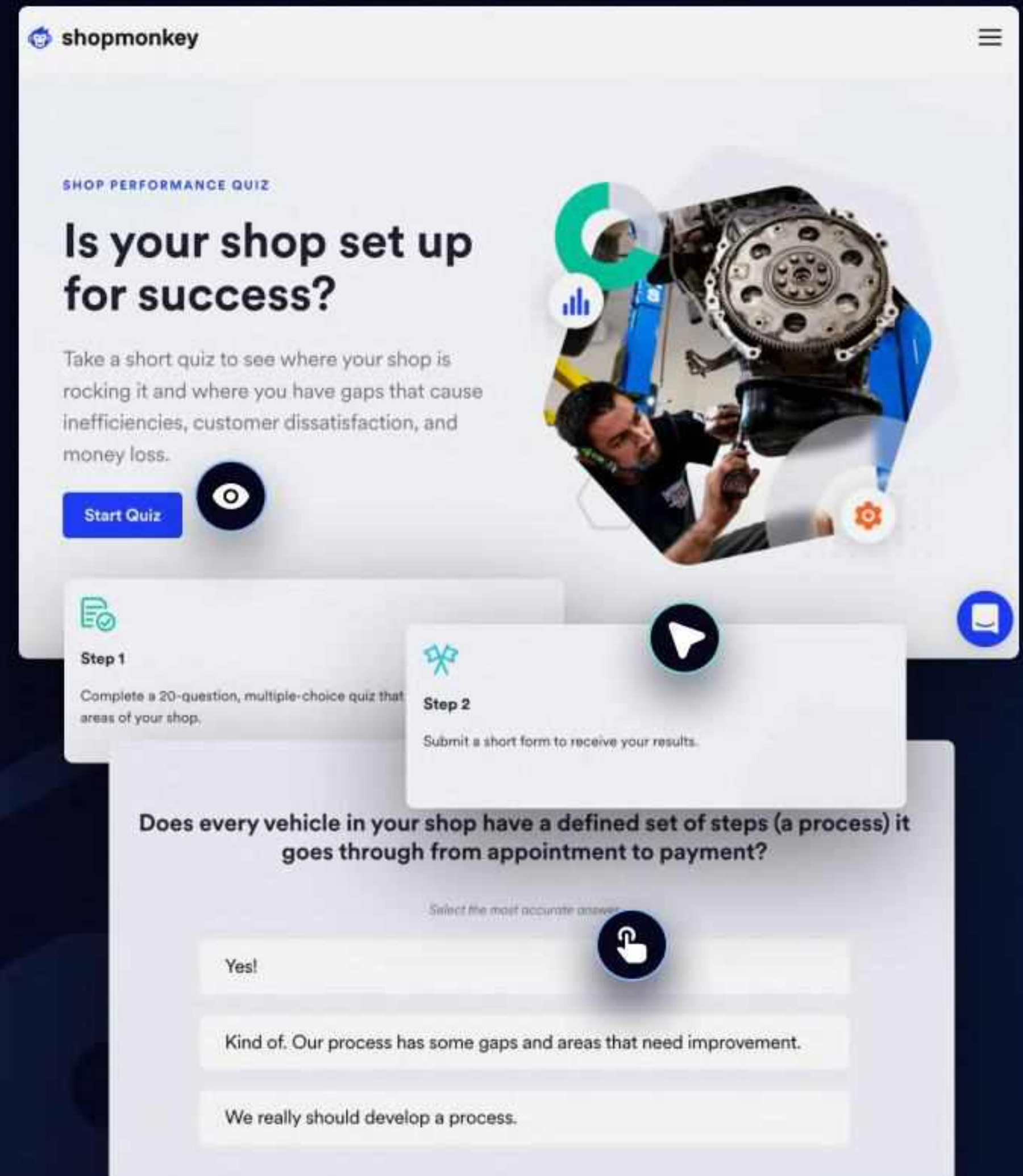
Email

Send Report

As an all-in-one shop management software, Shopmonkey helps businesses determine if they're set up for success with their Shop Performance Quiz. This personalized quiz gives users valuable business tips while establishing Shopmonkey as a leader in the automotive repair industry.





The Highlights

-  Users are invited to start the quiz with compelling copy that calls out the benefits of discovering business gaps that may be causing money loss, inefficiencies, and more.
-  Shopmonkey clearly outlines the quiz's quick 4-step process, motivating users to begin and receive Shopmonkey's personalized recommendations.
-  The quiz minimizes any friction with straightforward options and micro-copy that reminds them to select the most accurate answer.



Need help calculating paychecks? Gusto's paycheck calculator helps employers quickly determine withholdings and calculate take-home pay for their hourly employees. It's a clever way to save employers time while promoting Gusto's automated payroll solutions.

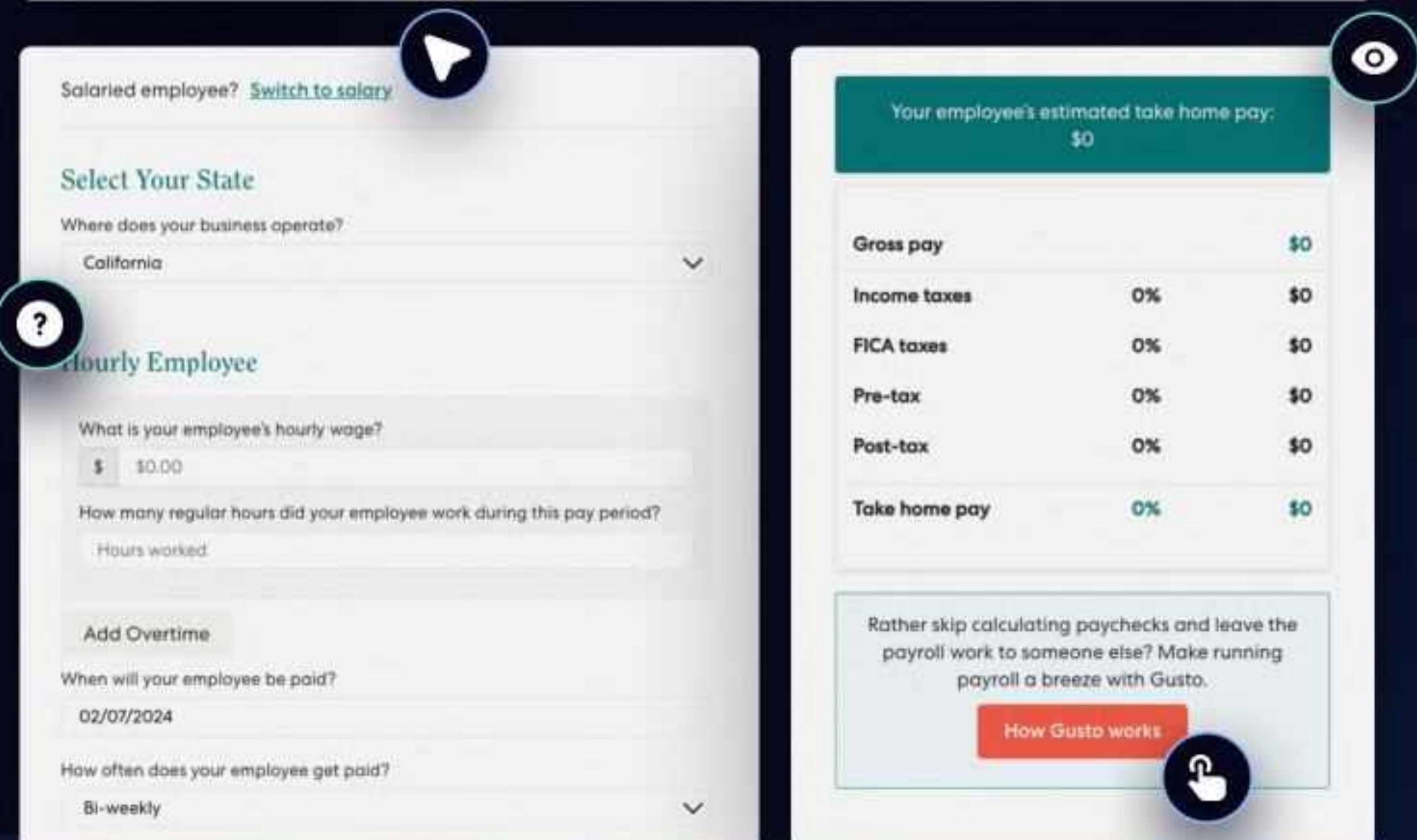
The Highlights

-  Working with hourly or salaried employees? Easily switch between both calculators with this CTA.
-  Calculating payroll is simple with Gusto's clear-cut questions and drop-down answer menus.
-  We love this highlighted CTA section that motivates users to make running payroll a breeze with Gusto's platform.
-  As the user fills out each field, they can instantly view the estimated take-home pay details on the right-hand panel.

Hourly Paycheck and Payroll Calculator

Need help calculating paychecks? Use Gusto's hourly paycheck calculator to determine withholdings and calculate take-home pay for your hourly employees.

Simply enter their federal and state W-4 information as well as their pay rate, deductions and benefits, and we'll crunch the numbers for you.



The screenshot shows the Gusto calculator interface with several interactive elements highlighted by callouts:

- Top Left:** A play button icon points to the "Salaried employee? [Switch to salary](#)" link.
- Left Panel:**
 - A question mark icon points to the "Select Your State" section, which includes a dropdown menu for "Where does your business operate?" currently set to "California".
 - A question mark icon points to the "Hourly Employee" section, which includes a text input for "What is your employee's hourly wage?" (set to "\$ 10.00"), a text input for "How many regular hours did your employee work during this pay period?" (set to "Hours worked"), an "Add Overtime" button, a text input for "When will your employee be paid?" (set to "02/07/2024"), and a dropdown menu for "How often does your employee get paid?" (set to "Bi-weekly").
- Right Panel:**
 - An eye icon points to the summary section at the top, which states "Your employee's estimated take home pay: \$0".
 - Below this is a table showing the breakdown of pay and taxes.
 - At the bottom, a hand cursor icon points to a red button labeled "How Gusto works".

Your employee's estimated take home pay: \$0		
Gross pay		\$0
Income taxes	0%	\$0
FICA taxes	0%	\$0
Pre-tax	0%	\$0
Post-tax	0%	\$0
Take home pay	0%	\$0

Rather skip calculating paychecks and leave the payroll work to someone else? Make running payroll a breeze with Gusto.

[How Gusto works](#)

UsableNet

Usablenet is a digital accessibility and optimization platform that helps businesses create and manage web experiences. Since accessibility is crucial for any website, Usablenet developed a personalized quiz to help organizations determine the best approach to accessible web experiences.

This assessment is a perfect example of how a company can add value to its audience's lives, establish itself as an industry leader, and promote its services all in one.

The Highlights

- Ready to learn which accessibility approach is right for you? Usablenet showcases the quiz's three outcomes before the user begins, piquing their curiosity and motivating them to discover which outcome they align with.
- Users encounter multiple micro-interactions that guide them through the assessment, such as color changes upon hover. The "Next" button isn't highlighted until the user chooses an option, encouraging them to click one and move on.
- You can always track your progress through the 6-step quiz at the top of the page, which reduces the likelihood of abandoning the quiz midway due to uncertainty or frustration.

How to Make a Website Accessible

Which approach to accessibility is right for me?

Creating an accessible website can be difficult without having the right people, expertise, and tools in place. Depending on your unique circumstances and needs, UsableNet recommends one of three approaches:



Managed service to make your website accessible with UsableNet's experts, technology, and legal support.

Accessibility management and testing software for designers, developers, testers, and compliance.

Expert guidance and technology to empower your stakeholders to create and maintain an accessible website.

[Begin the Quiz](#)

How to Make a Website Accessible

1 of 6

How would you handle accessibility, ideally?

☐ An expert would handle accessibility for us.

☒ My team can handle accessibility with support.

☐ We haven't decided.



[Next](#)

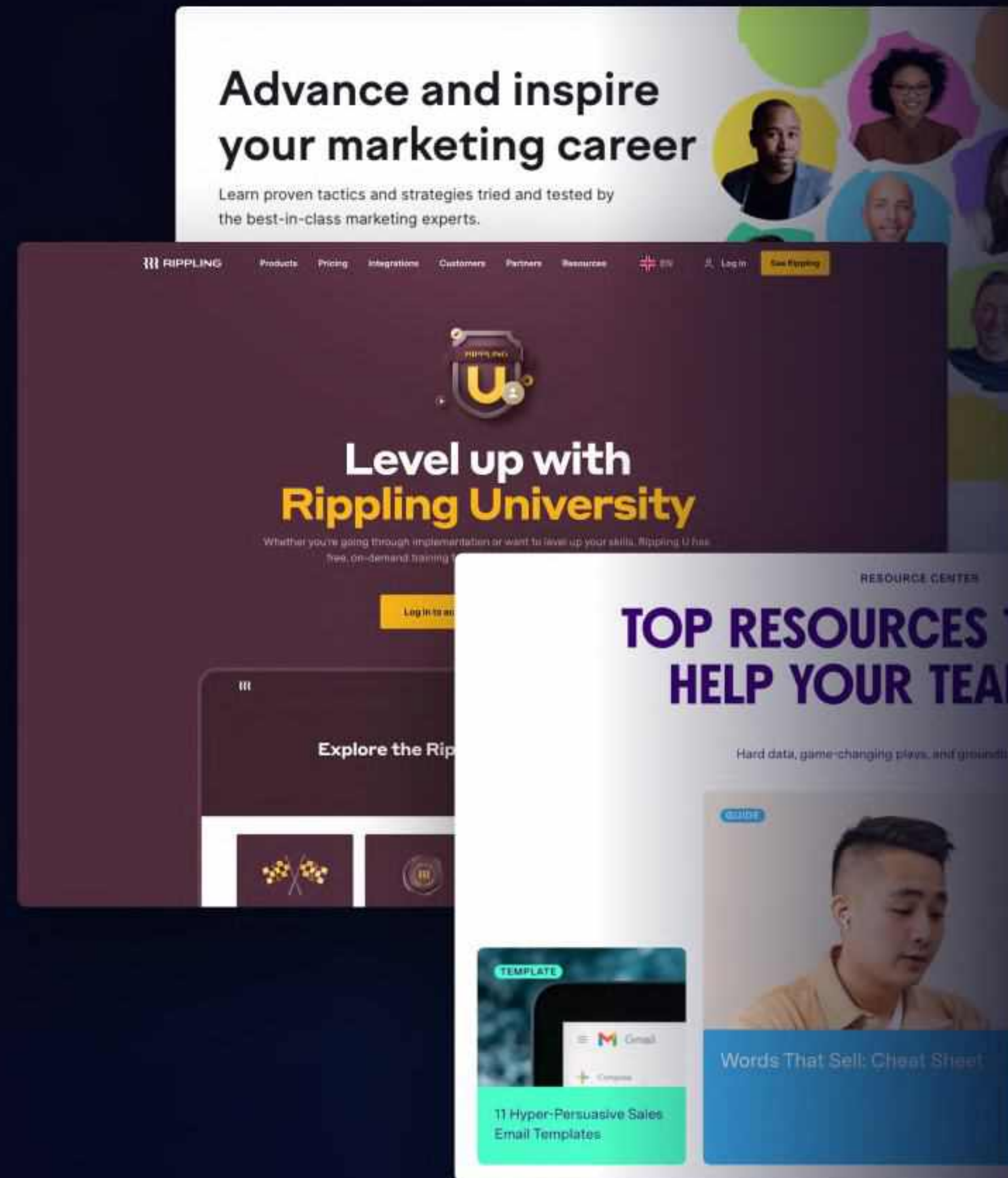


CHAPTER 5

Best Content Hubs

Content remains a top growth channel for B2B companies. For a brand's content to scale, its website must have the proper infrastructure to organize all its resources (blog articles, educational courses, guides, etc).

With a well-designed content hub, businesses can empower customers and prospects with valuable insights that establish credibility and nurture customer relationships.



Best Content Hub Features



On-Brand Creative:

A content hub should be consistent with the brand's visual identity to create a cohesive presentation of all content.



Categorization:

Keeping information organized with filters, based on industry or topic, helps users quickly find relevant content. This includes sorting everything from product tutorials and industry insights to customer testimonials and support documentation.



Visual Hierarchy:

Establishing a clear visual hierarchy guides users through an extensive content library, emphasizing key information and creating an intuitive experience. Several B2B SaaS brands do this by differentiating content with clear formatting, color schemes, and strategic placement.



Search Functionality:

Save users time with a search bar that allows them to easily find specific content in a resource library.



Aspire helps field service companies of all sizes—from lawn care and landscaping to janitorial and beyond— operate more efficiently. To house its expansive library of field service resources, they designed an intuitive resource center perfect for users to explore Aspire’s guides, case studies, and more

The Highlights



We love this subscription CTA placed above the fold to encourage users to stay in the loop with Aspire’s content



These animated subheadings catch the user's eye while highlighting each content’s topic.



+1 for this search filter to help users easily locate relevant resources by industry.



You can easily swipe through sliding components to explore Aspire’s articles, news, guides, etc. Kudos to the clean layout, dynamic subheadings, and quality images.



As a leading home and commercial services platform, ServiceTitan created the Toolbox to centralize and organize an ample amount of content related to the service industry. This tidy content library is just what they needed to properly house their resources and scale their content.

The Highlights



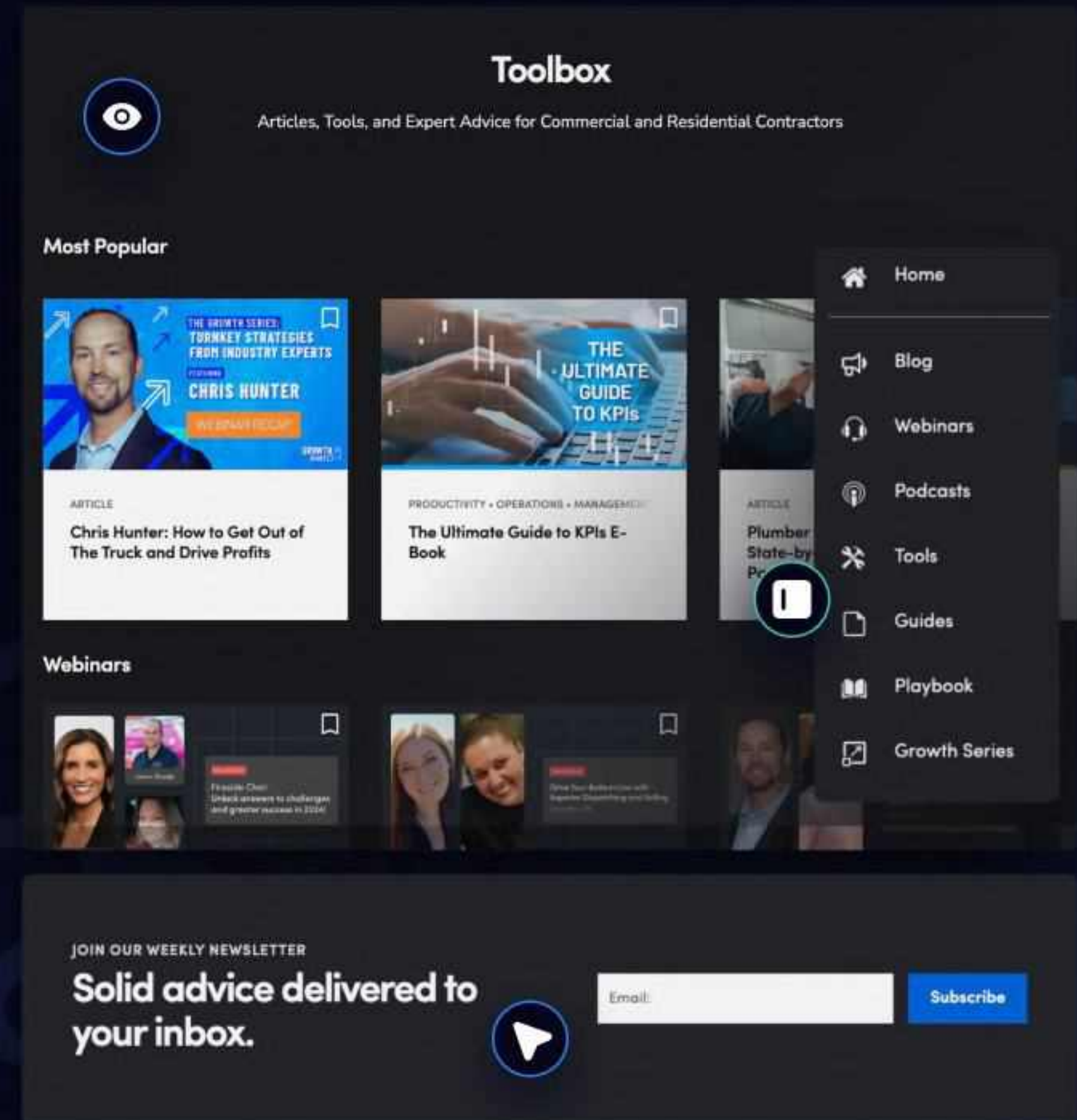
Kudos to this modern dark UI design featuring bold headings and a clean layout. We love how every card component gives users the ability to bookmark content for future reference.



This sidebar categorizes all ServiceTitan resources for quick user access as they scroll down the page. We appreciate the contextual icons that come in handy as a user looks for specific content.



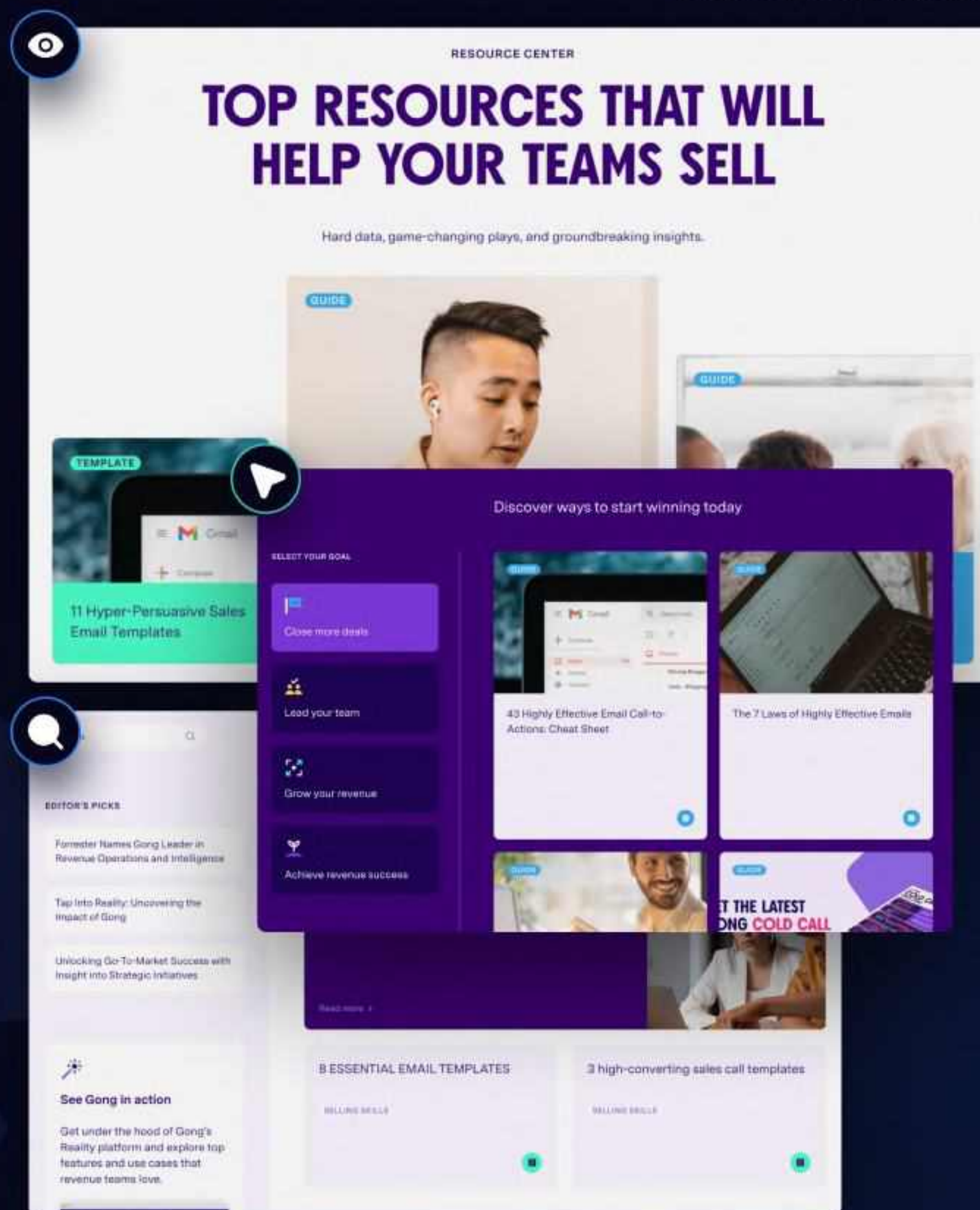
ServiceTitan keeps users eager for more content with this newsletter subscription call-out. By keeping the form simple, ServiceTitan makes converting hassle-free.



For many SaaS brands like Gong, a well-designed resource center plays a major role in establishing a company as an industry leader. Gong's user-centric resource center positions it as a B2B revenue industry leader by intuitively organizing all its content to support sales teams.

The Highlights

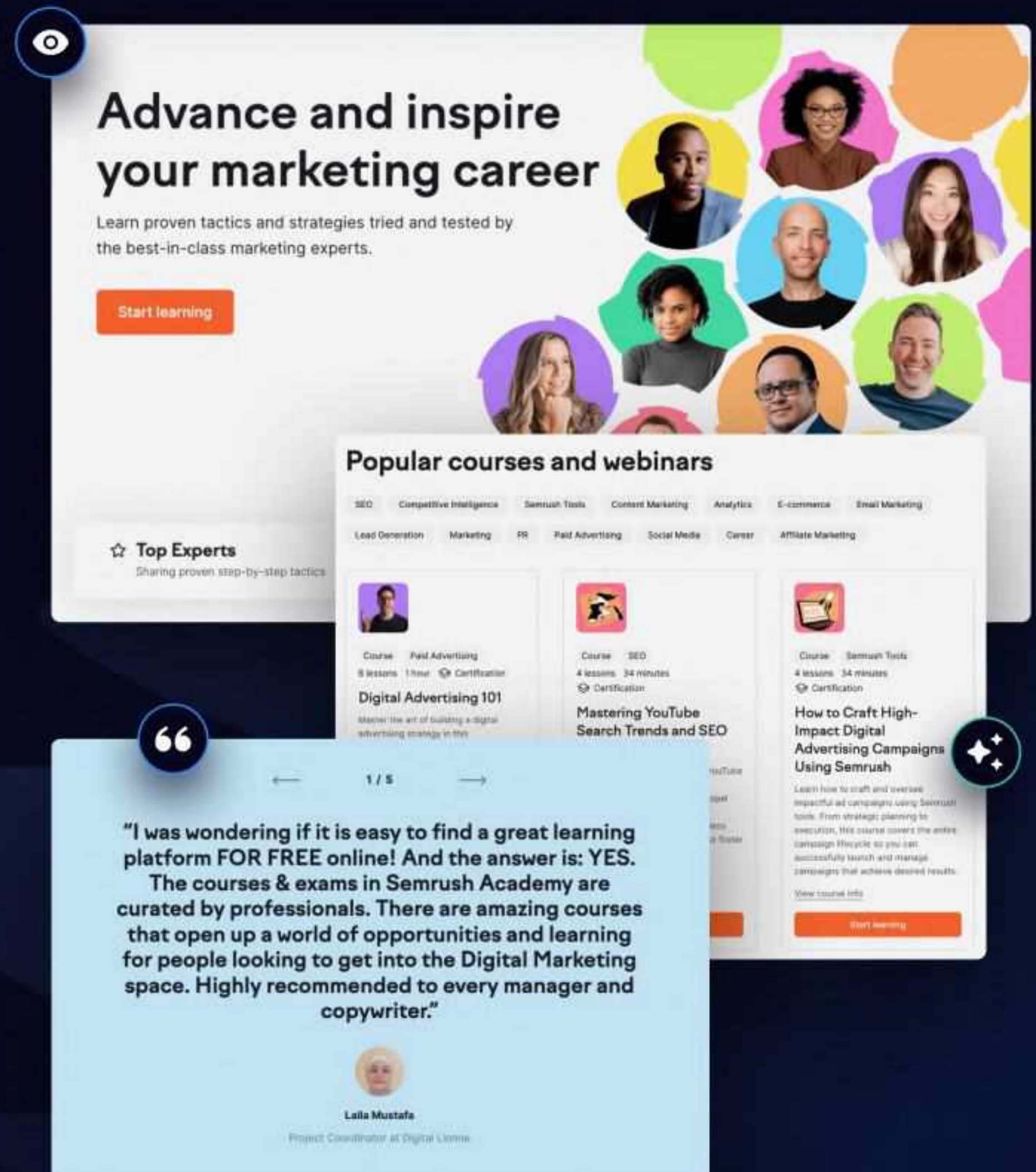
- Gong entices users to dive into their resource center with a bold heading and vivid card components that highlight their top resources.
- Looking for resources that'll help you reach a specific goal? Use this clever sidebar to filter Gong's content by a particular revenue goal.
- Scroll further to find a helpful search bar, editor's picks, and a call-out to demo Gong's newest features. All of the above are subtle yet impactful ways Gong guides users to relevant content.



Any user looking for resources to enhance their marketing skillset can effortlessly find them on Semrush's Academy page. Their educational hub and course listing pages are designed to assist users in finding their ideal course in just a few clicks.





The Highlights

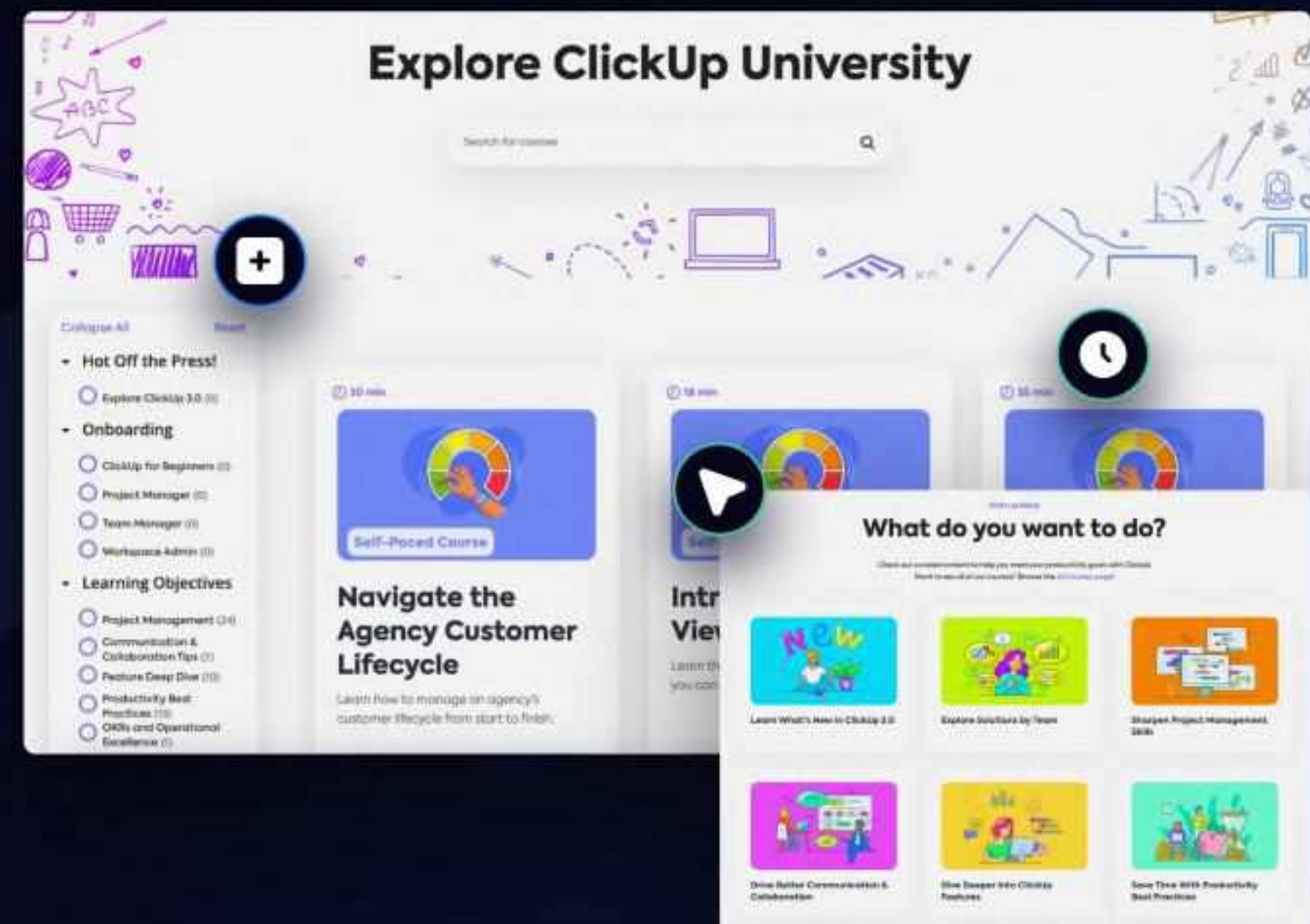
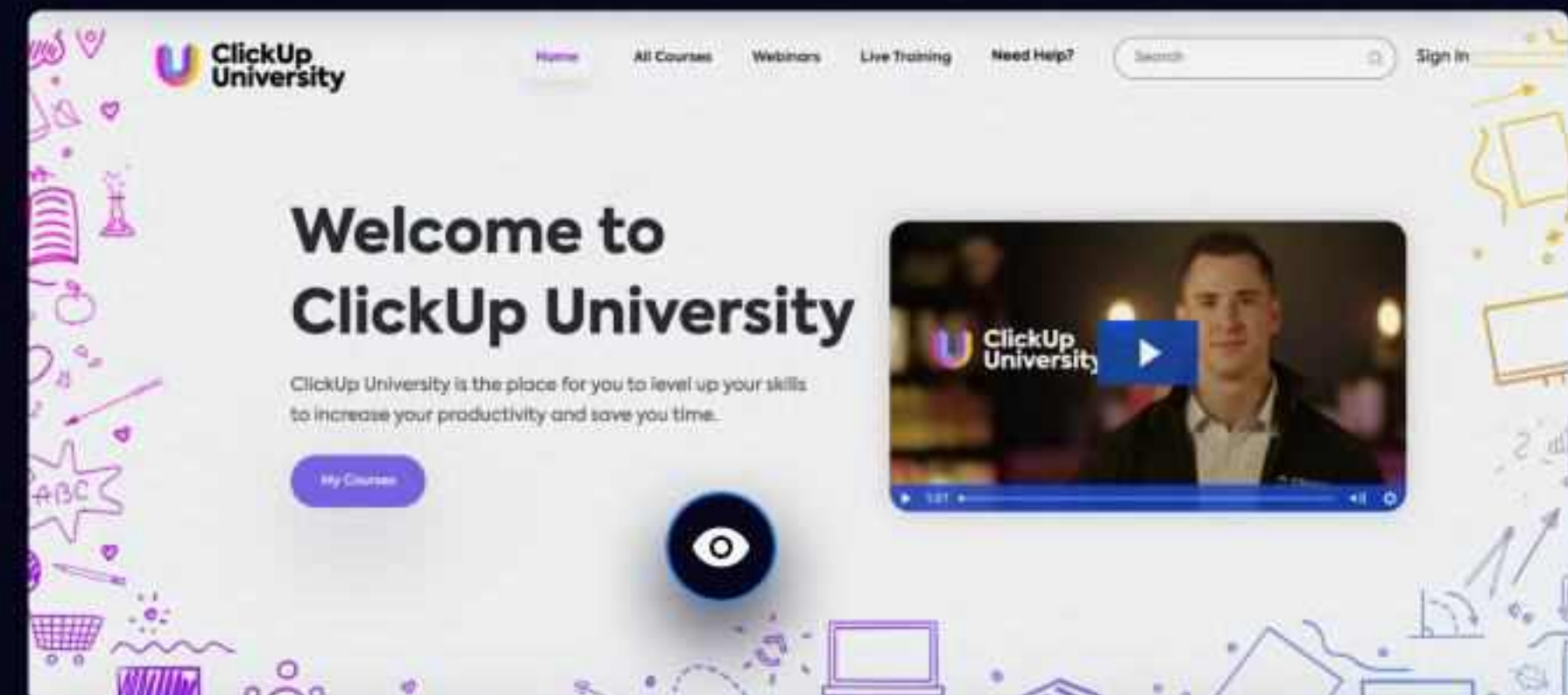
-  Semrush Academy's compelling copy and striking course expert illustration beautifully complement each other. Both convey how Semrush's courses offer proven tactics from the best marketing experts.
-  Semrush gives users a place to start by highlighting their popular courses and enabling filters based on topics.
-  Through student testimonials, Semrush showcases the success achievable through its programs and fostering trust with potential students.



As a top product management software, ClickUp offers a library of courses to help users meet their productivity goals. ClickUp University displays all its content with a sleek layout complemented by playful creative and innovative elements that motivate users to level up their skills with ClickUp.

The Highlights

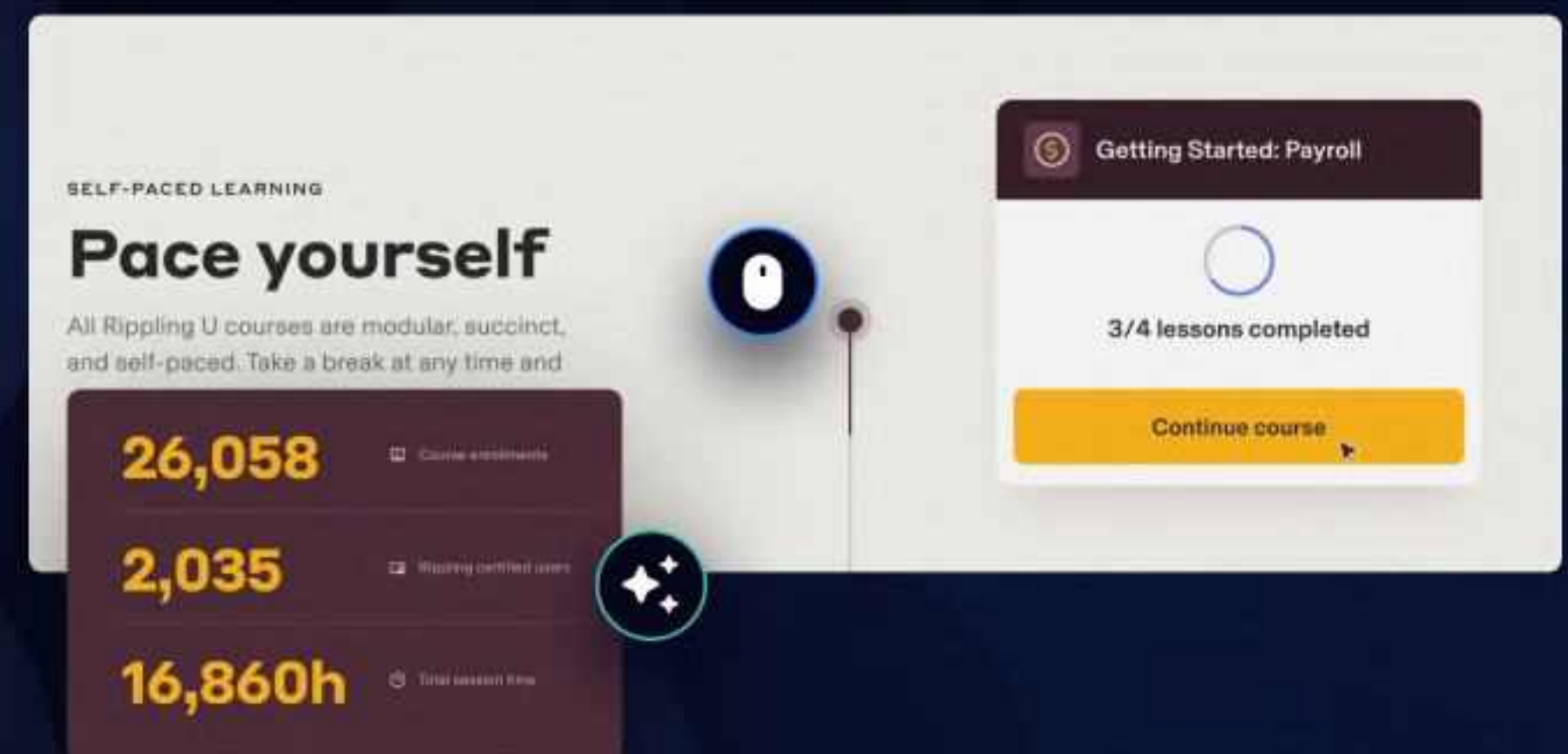
-  Users are welcomed to ClickUp University with bright, cheerful illustrations and a short video that introduces them to the learning hub.
-  Users can begin their learning journey by selecting one of these vibrant card components that direct users to courses tailored to their needs — from boosting productivity skills to mastering ClickUp’s features.
-  With this collapsible filtering sidebar and search bar, users save time finding specific content.
-  ClickUp University calls out the course’s length and self-paced option to help users choose the right course.



For new Rippling users looking to maximize the work management software, Rippling University is a safe haven. Rippling University isn't a typical content hub - yes it has loads of lessons and certifications. What makes the hub unique is the way Rippling positions the university as a place to really earn your Rippling stripes.

The Highlights

- Ready to join Rippling University? Rippling nails its branding assets - from awesome logo design that mimics an elitist university to value-driven copywriting.
- Rippling's branded illustrations are on point with the use case. These sleek illustrations match the look and feel of the university landing page.
- We love a progression bar! This encourages Rippling users to continue scrolling down the page and learn what the university has to offer.
- Rippling let's their numbers do the talking. Establishing the university's popularity is important - especially when the page's goal is to get new and current Rippling users to register. Well done, Rippling!



If your software is used widely across the world for human resources (HR), then you must have the resources on deck! The Lattice Library is not flashy but it's seamless to navigate. What we admire is the simplicit, properly using tags for HR departments to quickly find unique use cases from top brands leveraging Lattice.

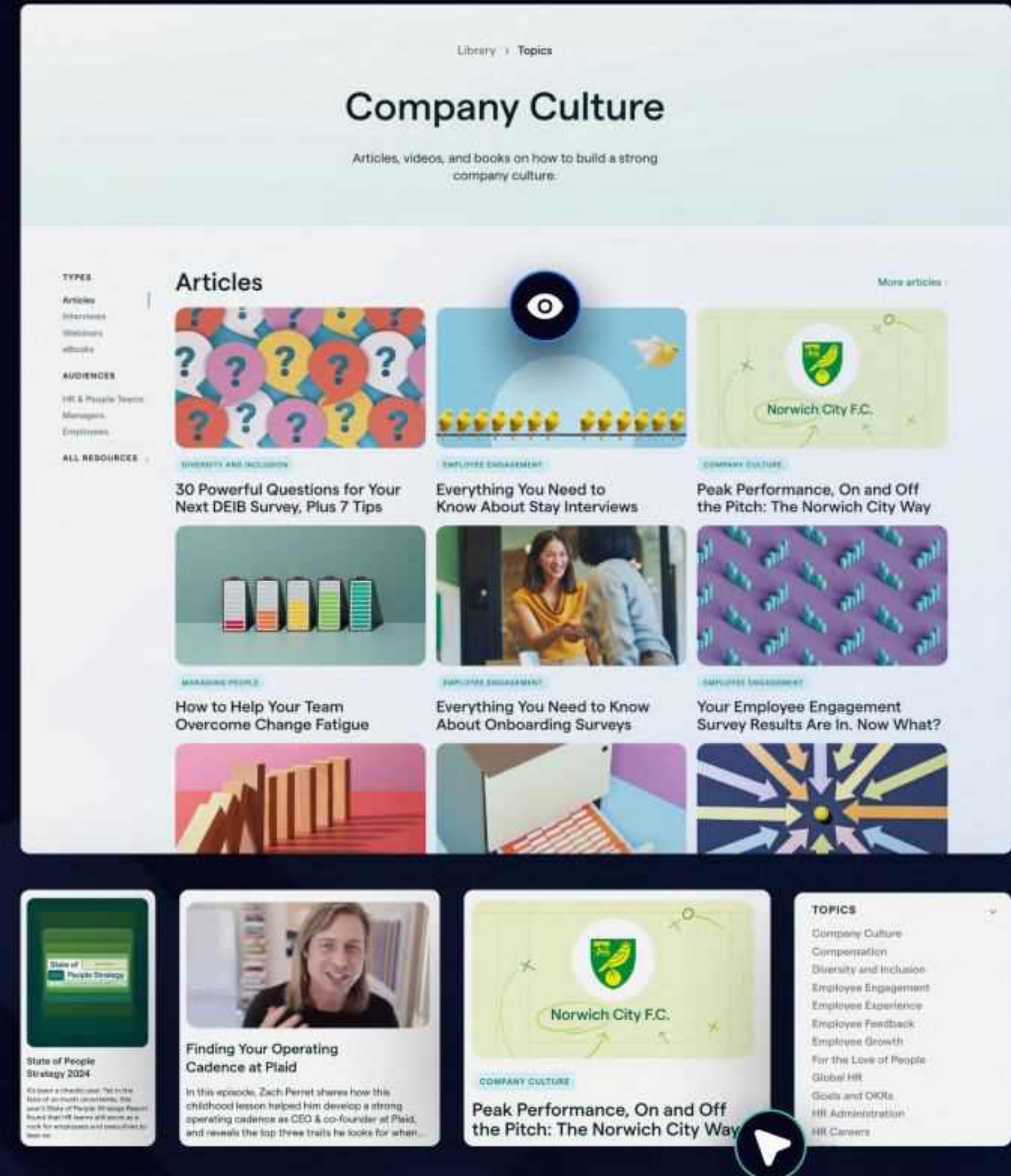
The Highlights



The Lattice library has a multitude of resources! The subnavigation menu organizes all the content types they publish - articles, webinars, and more - and are sorted by topic and audience.



Like we said - Lattice has all the HR resources on deck! The card decks are unique, establishing a clear distinction between all content types using tags, categorization, and custom featured images.

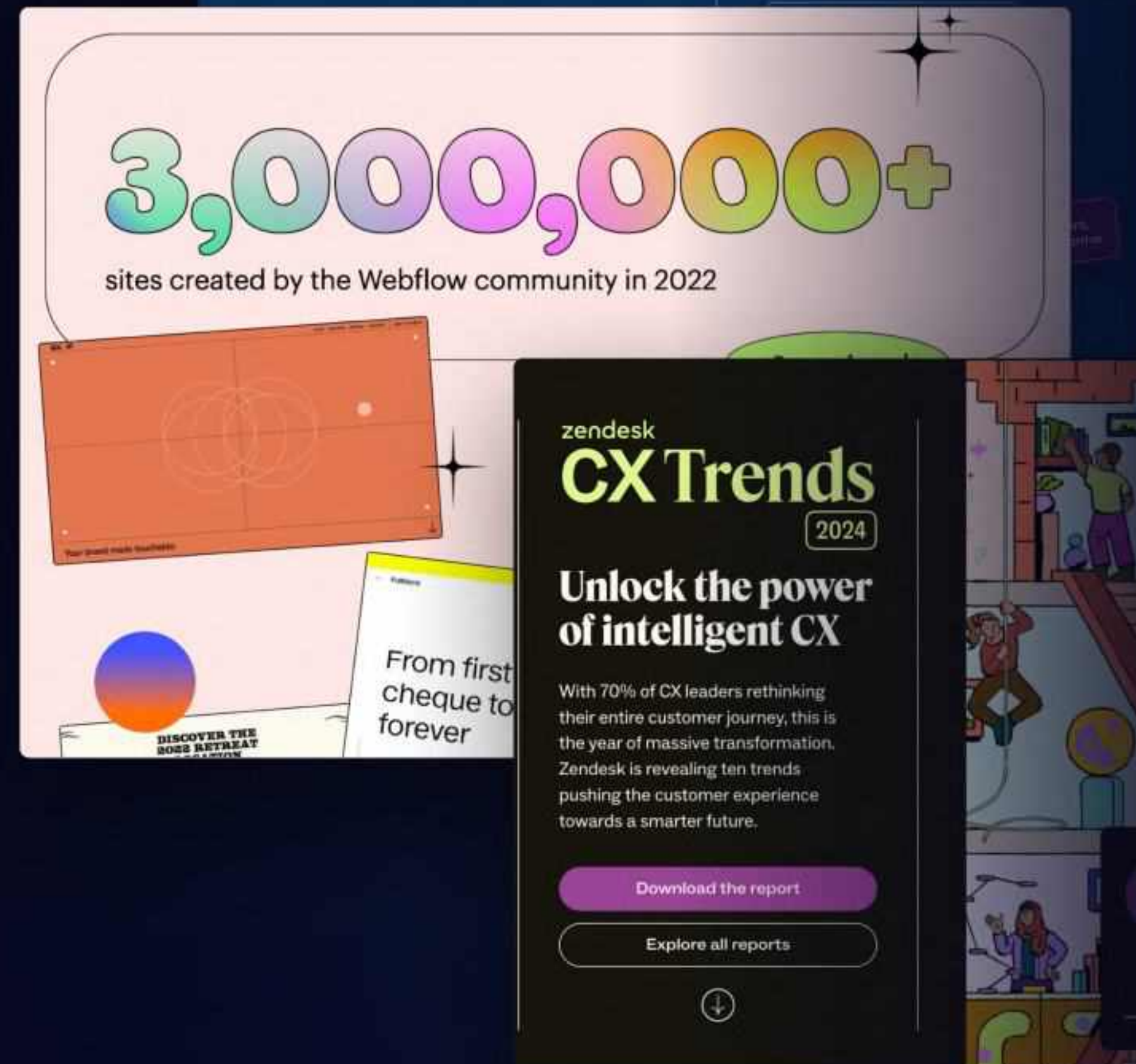


CHAPTER 6

Best Landing Pages

Raise your hand if you've experienced a confusing, unattractive, or cluttered landing page. Ours is certainly raised — so we're here to cover landing page essentials that won't cost you valuable leads and conversions.

For SaaS landing pages, ensuring clear value propositions, intuitive navigation, compelling visuals, and concise forms are essential.



Best Landing Page Features



Offer/Hero:

A great landing page hero section establishes a positive first impression with a clear value proposition and engaging visuals.



Form Capture:

Forms collect user data that businesses can use to nurture leads, personalize marketing campaigns, and gather insights to create tailored offerings.



Features and Benefits:

A clear features and benefits list informs potential customers of a platform's capabilities and why a SaaS product is worth their consideration.



Social proof:

Instill trust in potential customers by showcasing testimonials, reviews, endorsements, etc.



Optimal UX:

Providing an intuitive and seamless user experience ensures visitors can easily navigate the content.






Call to action:

Clear, strategically-placed CTAs guide visitors towards taking a desired action, such as signing up for a trial.



1Password's password management software helps users around the world access passwords across multiple platforms. This "vision of the future" landing page offers a uniquely immersive experience that emphasizes how 1Password makes signing in better for everyone.

The Highlights

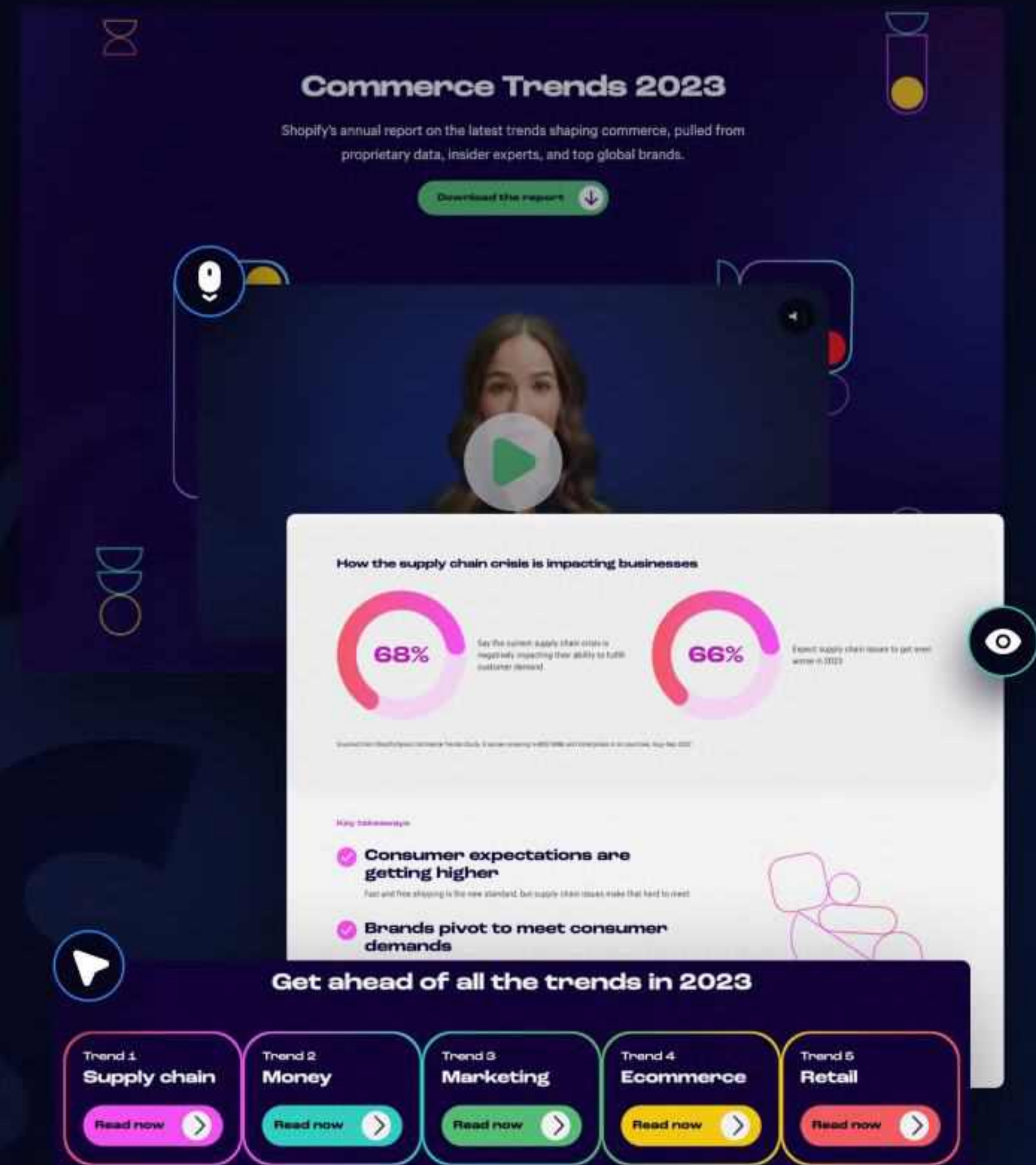
-  We love how this prominent CTA is always visible at the top and drives users to the main conversion point: try their platform for free.
-  This captivating timeline features pop-ups and scrolling animations that convey the growing pains having multiple passwords, emphasizing how 1Password eliminates the hassle. These immersive elements entice users to learn more about 1Password's convenient password features.
-  This scrolling features bar showcases proven business outcomes with 1Password, empowering teams with proper security solutions.



In 2023, Shopify, a leading e-commerce B2B platform, released its annual trend report curated by industry experts and global brands. They created compelling landing pages to drive downloads, highlighting the importance of staying current with trends for business owners. Each chapter has a dedicated landing page that features impactful visualizations, key insights, and many opportunities to download the report.




The Highlights

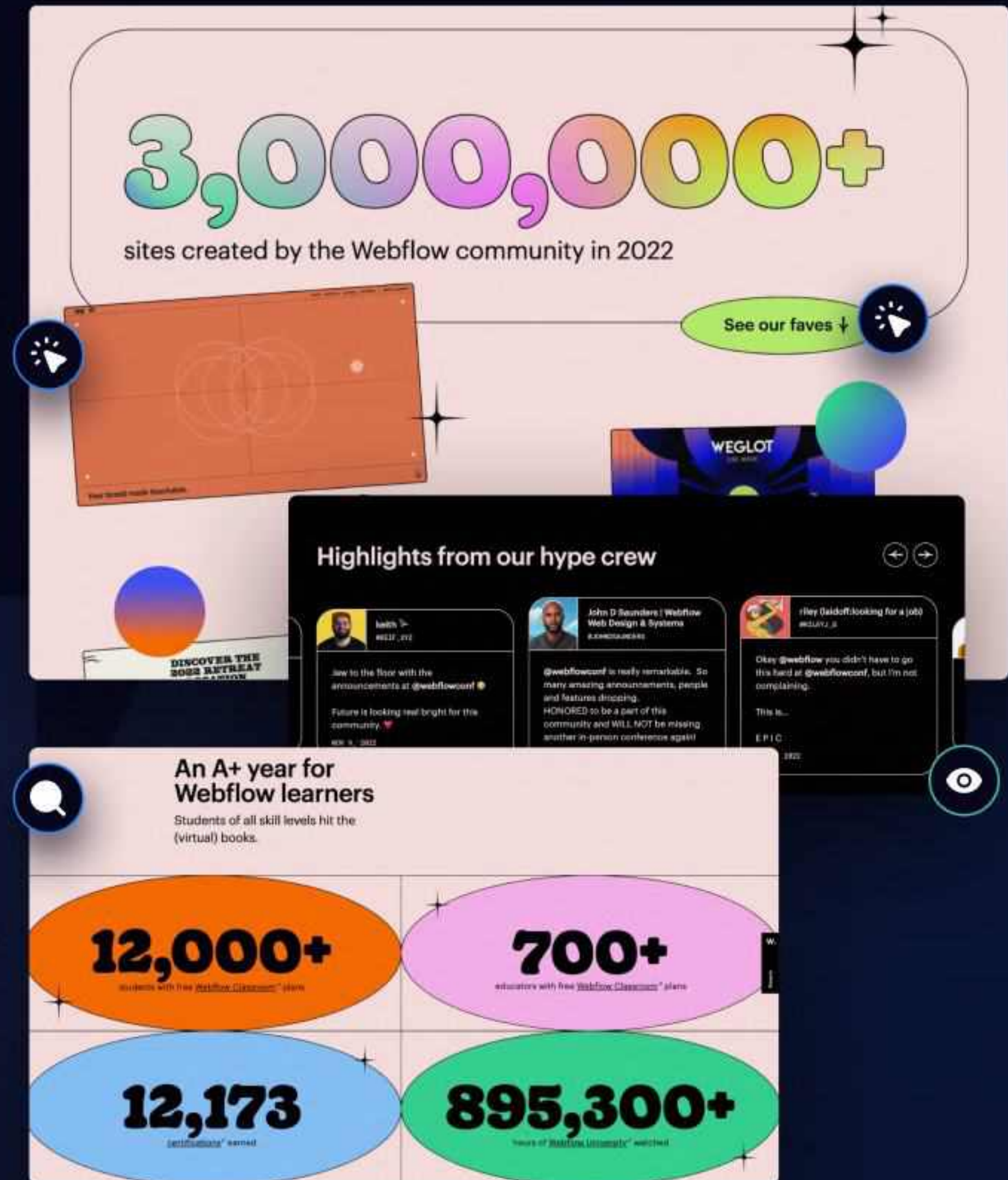
- Before diving into the report, visitors are welcomed by this professional explainer video that summarizes the unique benefits and insights in Shopify's report.
- We're fans of the crisp data visualizations that inform potential readers about the current state of businesses and show why Shopify's industry report is worth their consideration. The vibrant gradients and fun shapes add a neat visual touch too!
- This engaging call-out offers an overview of all report trends while using vivid gradients and micro-interactions to entice visitors to explore further. Informative, engaging, and amazing!



Every year, Webflow highlights its community's web design and development achievements on a creative landing page that's full of fun and artistic components. This year-in-review page from 2022 stands out by embracing a retro aesthetic with colorful visuals and loads of immersive elements that appear as the user scrolls through.





The Highlights

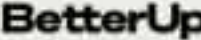
-  This neon green CTA catches the user's attention, and the interactive images take you to top websites designed on Webflow.
-  Webflow reinforces the effectiveness of its platform with this scrollable bar of user testimonials, complemented by witty copy.
-  Not only do these interactive Webflow Classroom highlights show Webflow's notable outcomes, but they direct users to Webflow University and keep them exploring Webflow's resources.




BetterUp offers personalized digital coaching and counseling services for leadership, career growth, and well-being. To educate audiences on the importance of coaching culture, BetterUp launched an insights report with this stunning landing page.

The Highlights

-  The use of captivating gradients and vivid colors perfectly reflects BetterUp's lively branding.
-  You'll find many well-distributed CTAs and persuasive copy that drives users to download the report.
-  These animated, eye-catching data visualizations convey key insights and enhance the page's user experience.
-  BetterUp demonstrates the ripple effect of a positive coaching culture with this contextual illustration.


INSIGHTS REPORT 2023

[Download the report](#)



Unlock performance with a Coaching Culture.

One-size-fits-all solutions don't result in ongoing organizational change. But a strong Coaching Culture is the key to it all.

[Download the report](#)

And we have the data to back it up.

We studied more than 850 organizations spanning various industries across the globe comprising 30,000+ individuals — to evaluate the current state of business in the workplace. And those who've instilled a strong Coaching Culture have seen significant improvements in key metrics improve dramatically to pre-pandemic levels of performance.

IMPACT OF COACHING CULTURE DURING CHANGE AND UNCERTAINTY

Metric	Improvement
Resilience	13%
Engagement	16%
Strategic planning	-

You need a Coaching Culture.

An integrated mix of coaching that aligns everyone toward learning, growth, and performance. Coaching Culture is an actual culture. It informs everything we do to cause a ripple effect through an entire organization.






The result: a workforce that feels safe to take risks, push themselves, and stay the course even through bouts of uncertainty and change.

[Download the report](#)

Zendesk, a popular customer service software, went all out with this spectacular landing page design for their CX Trends of 2024 report. Across the page, you'll find Zendesk's comic-like illustrations, eccentric visual elements, and tons of animated illustrations that keep users locked into the page.

The Highlights

-  This amazing hero features a dynamic illustration and interactive stats section that gives a sneak peek of the CX trends in the report.
-  Zendesk allows users to see all the report topics before they dive in with this "search by topic" section. It's intuitively designed with plenty of CTAs driving users to explore the full report.
-  +1 for these artistic motion illustrations that complement the perks of uncovering Zendesk's report insights.



CHAPTER 7

Best Partner Pages

Is your website effectively attracting and fostering new partnerships? A robust partners page is crucial for B2B companies to showcase their esteemed collaborations and integrations, enhancing their products and services's value.

Additionally, partners pages serve as an invaluable platform for highlighting implementation and technical partners. They provide visitors insights into the breadth and depth of your business's network and expertise.

APP PARTNER PROGRAM

A partnership to accelerate your growth

Your Intercom app is just the start. Partner with us today to unlock revenue-driving sales and



Delight, retain & grow your B2B clients with Mutiny

Mutiny is the conversion platform of choice for marketers. Earn with each referral, and re by running Mutiny on their behalf.

[Become an agency partner →](#)

PARTNERSHIPS

Building a better way to work starts with Slack

Join leaders in software, security and consulting as they teams unlock their productivity potential and transform businesses with Slack.

[PARTNER WITH SLACK](#)

Interested in becoming a consulting partner?
Sign up through the [Salesforce Partner Community](#).



Best Partner Page Features



Partner Benefits:

Helps potential partners understand the value proposition and incentives of the partnership, encouraging them to join.



Directory:

An organized marketplace makes it easy to explore various partnerships and find solutions that complement your products.



Application form:

A simple, painless application form is a crucial part of any successful partner page.



Branded creative:

Compelling, on-brand visuals are important to highlight your unique program offerings and differentiate your brand from competitors.



Intuitive layout:

Empower partners to easily access partner resources and learn about partnership programs without any confusion.







Partner Profile Cards

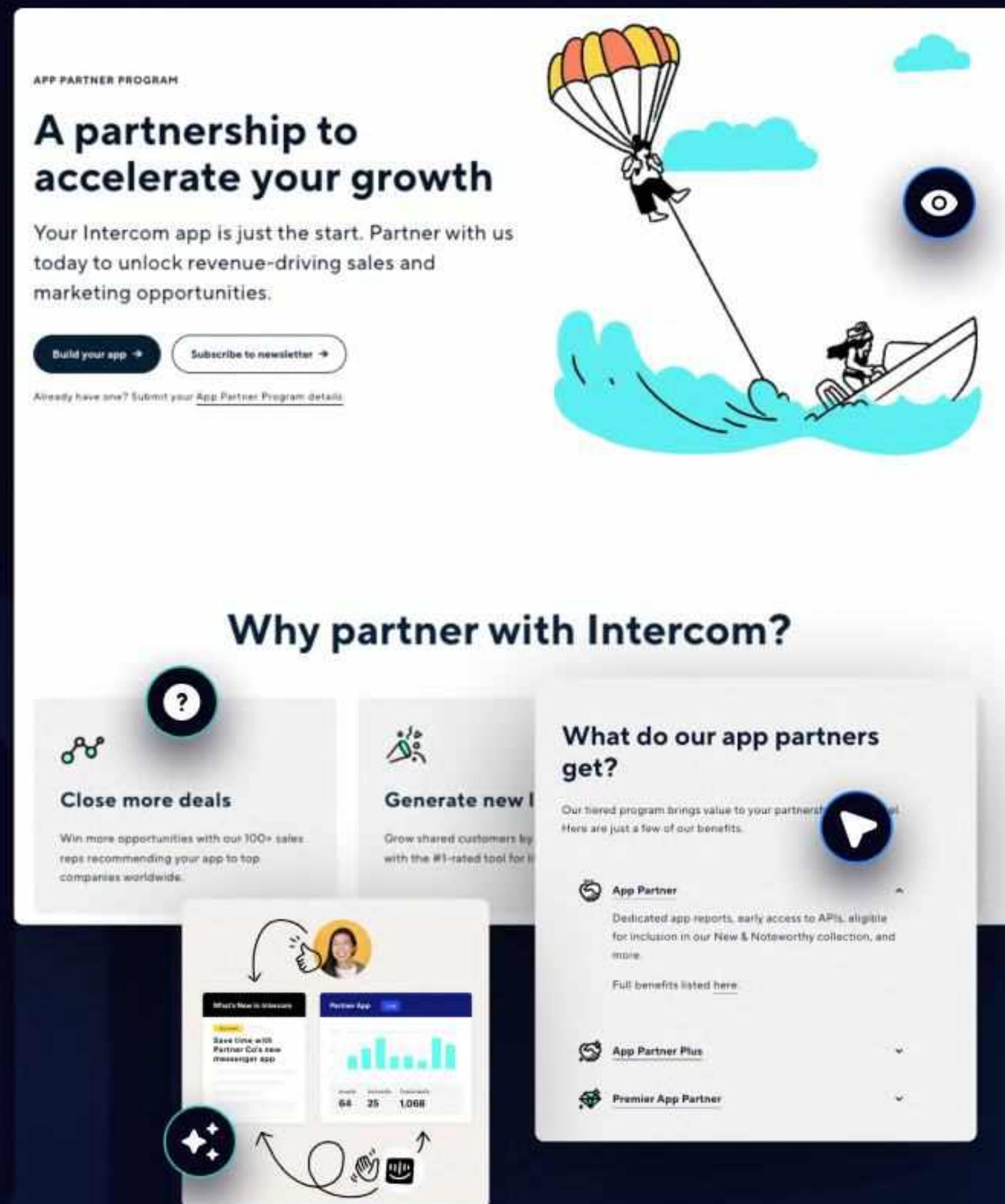
Provides an overview of each partner's offerings and expertise, allowing potential partners to quickly evaluate compatibility.



As one of today's popular customer messaging software, Intercom designed its App Partner Program page with fun and creative elements we appreciate. The page offers engaging content while offering ample social proof that reaffirms the value behind Intercom's partner program.

The Highlights

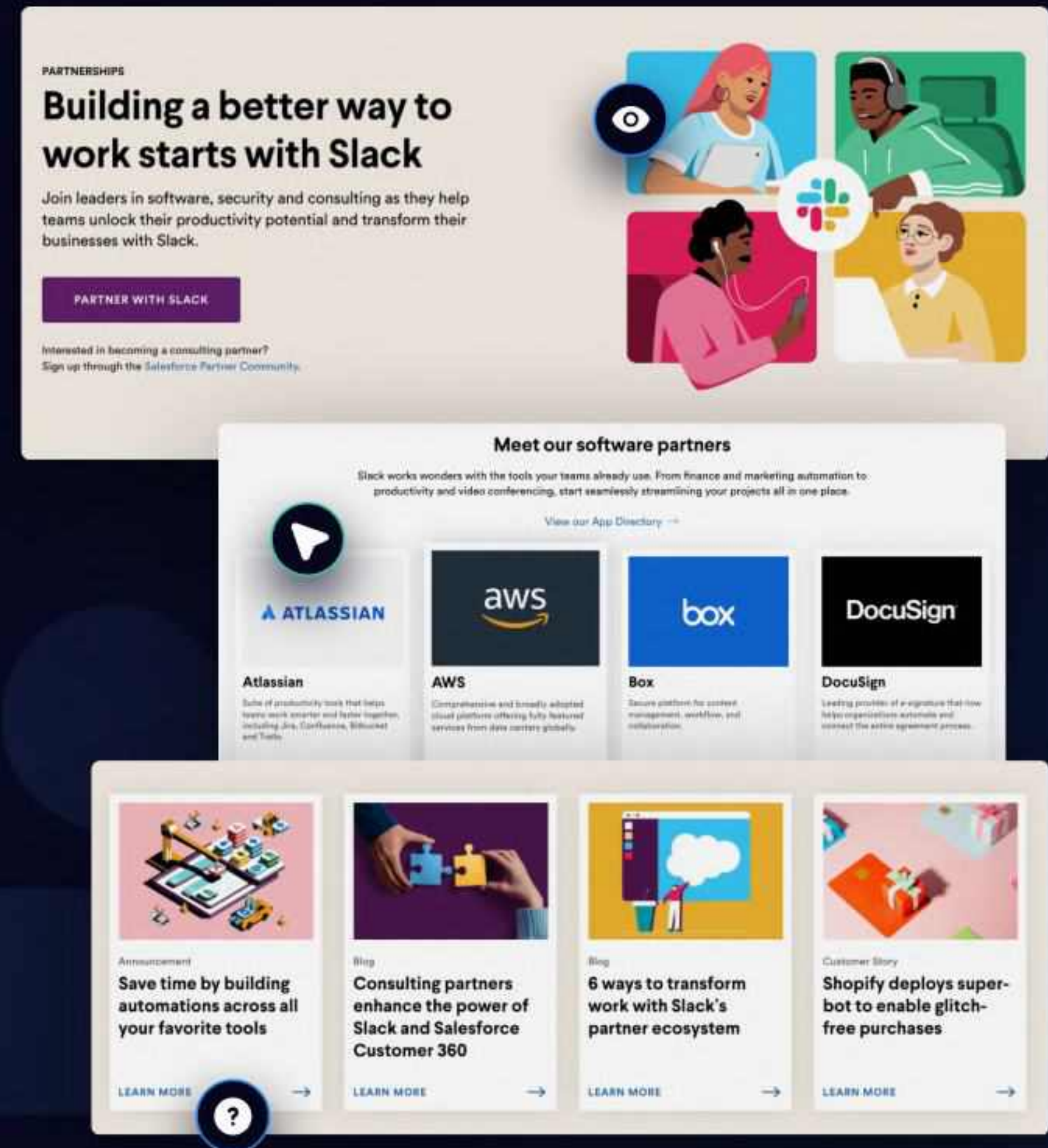
-  You'll find these fun illustrations and colorful icons across Intercom's partners page, which reflect Intercom's bright branding and captivate visitors.
-  Why partner with Intercom? Learn the three perks of Intercom's partnership program with these informative benefits cards.
-  This partner benefits section keeps users engaged with an interactive drop-down list that includes strategically placed CTAs for viewers to learn more about each partner incentive.
-  Intercom includes branded illustrations across the partners page similar to this one showcasing a feature from their performance dashboard.



Slack's partners page is a unique use case in that the page features 100+ partnerships! Their partners page excels in design layout, especially for a page featuring hundreds of partners — from software to consulting. Each category is well organized along with links to the Slack App Directory, making for an intuitive design.




The Highlights

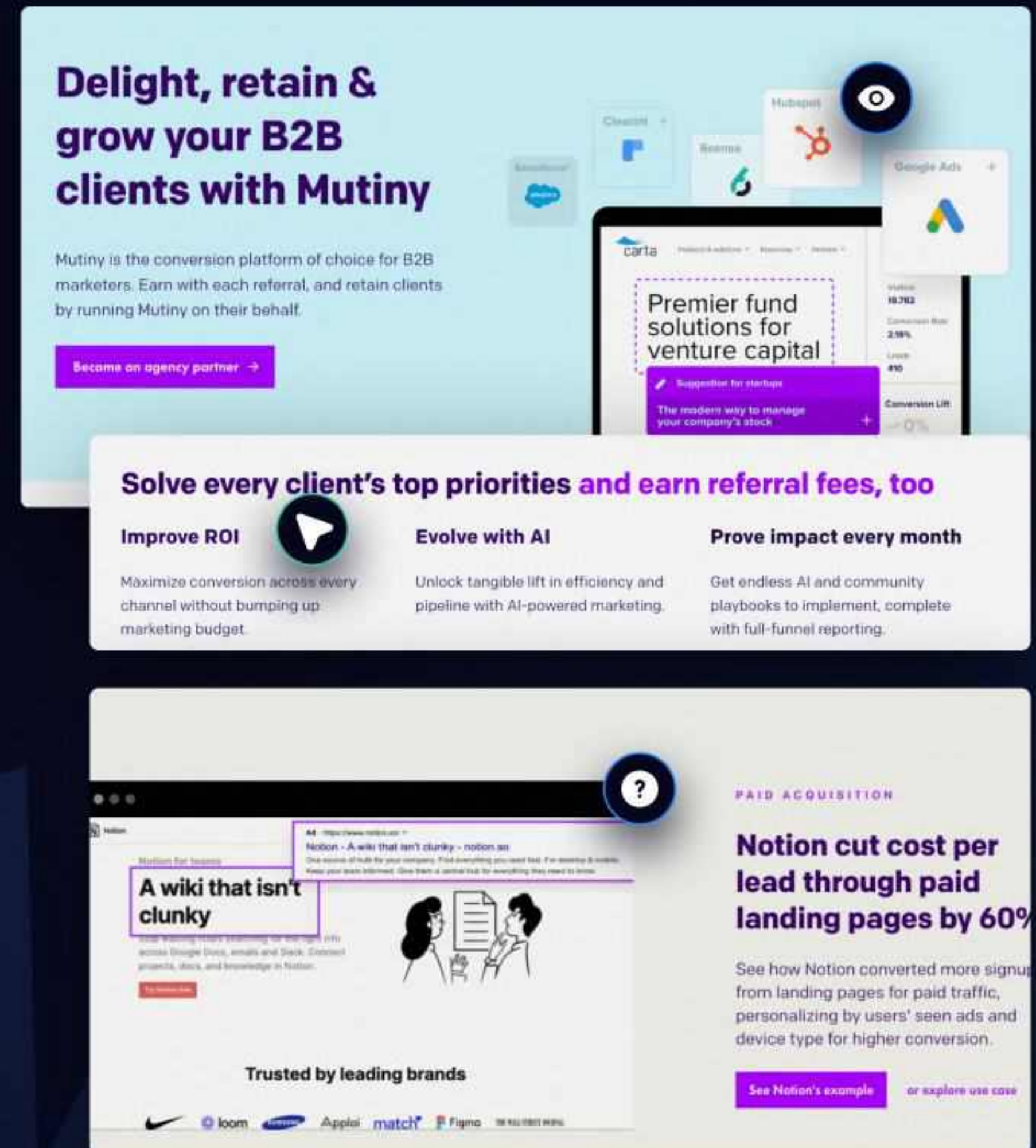
- Slack's hero illustration beautifully presents Slack's mission to build a better way to work with multiple businesses. A great illustration that is eye-catching!
- Slack organize detail cards in rows of four. If you don't see the partner you're looking for, viewers can click the 'load more' button to see the rest of the partners. A clean and simple design layout from one of the most popular communication platforms!
- Looking for social proof? Check out how current partners are finding value with Slack's partnership program by exploring the customer story card deck.



Mutiny, a website personalization tool, utilizes its Agencies landing page to effectively attract B2B marketing partners. The design aligns with Mutiny's vibrant branding, features lively animations, and provides multiple CTAs to maximize user conversion opportunities.

The Highlights

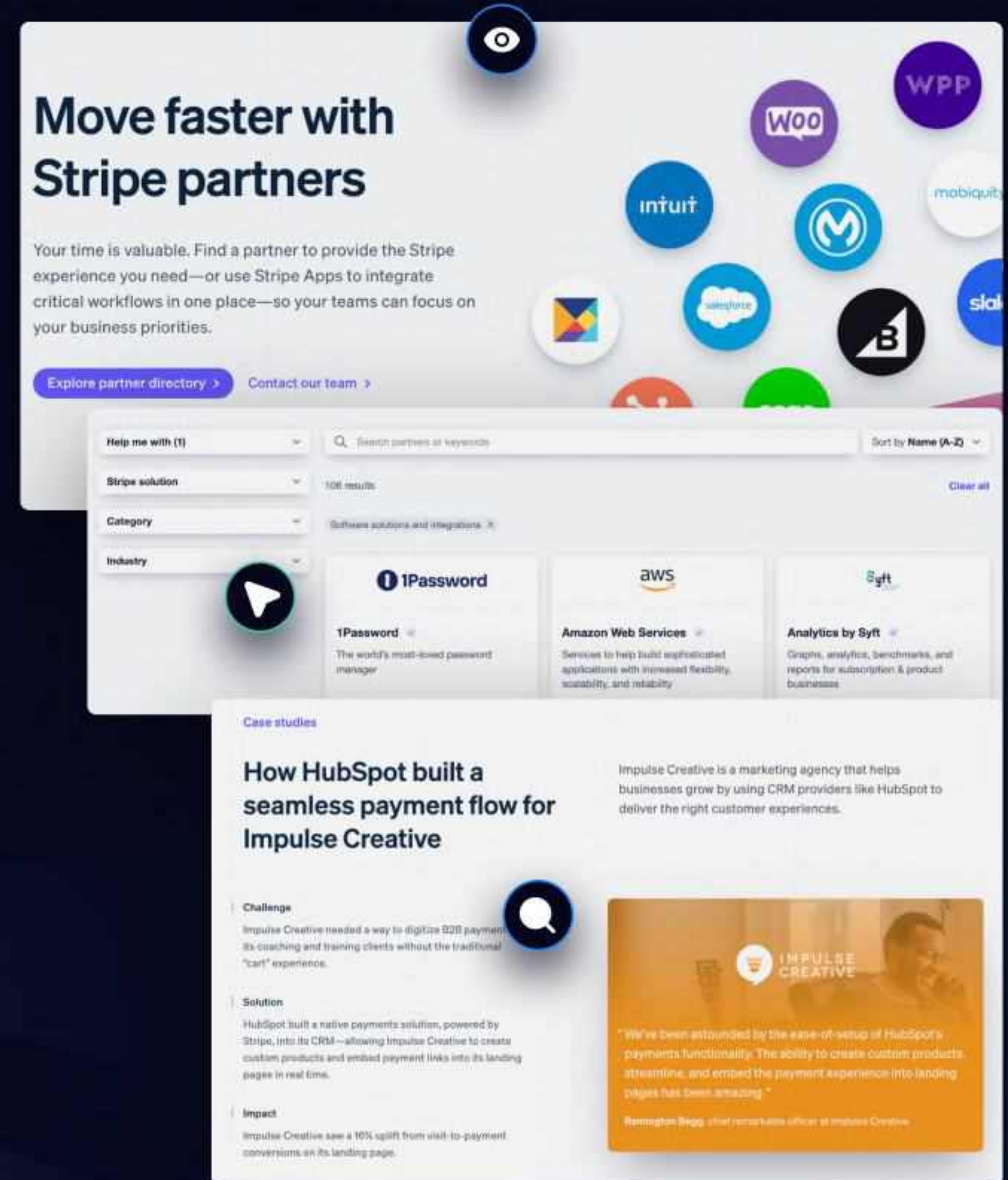
-  Mutiny doesn't shy away from showcasing its partnerships in this quality hero illustration, which features renowned partner icons to establish their partner program's credibility.
-  Mutiny makes their partner program's benefits clear as soon as any visitor lands on the page with this call out. The main incentive is emphasized in purple to entice potential partners (because who doesn't love a referral bonus?).
-  Learn how companies use Mutiny with this inviting use case section that features scrollable animations and prominent CTAs that take users to customer story content.



Stripe—a leading payment processing platform—has a winning partners page that boasts a strong alliance of technology and consulting partners. We love how each partner has a concise landing page with a company description and details, helping users grasp Stripe’s partnership benefits.





The Highlights

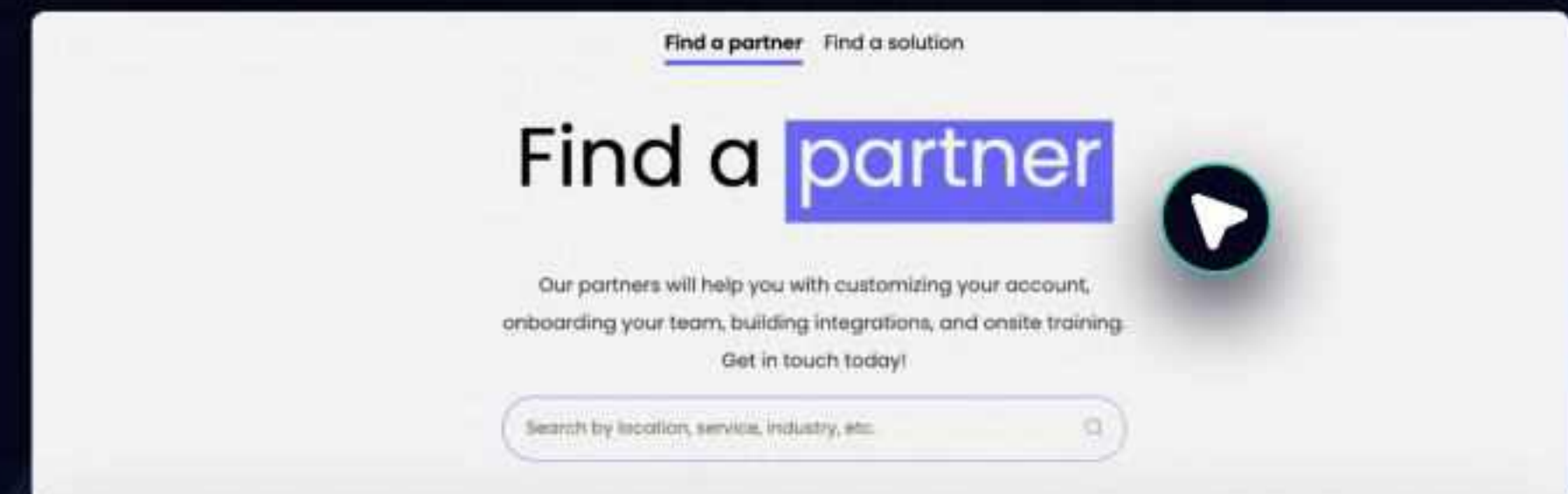
- Stripe draws users in with vibrant design elements and strategically displays reputable partner logos, enhancing the credibility of their partner program.
- Users can seamlessly browse Stripe’s comprehensive partnership directory by searching or filtering by product, location, industry, and partner type.
- As social proof, Stripe includes an interactive case study component. Viewers can click through to learn about the challenges, solutions, and impact Stripe users have experienced with their partner program.



If your SaaS company has a complex partner program like Monday, take note of its layout and site architecture. Their easy-to-navigate layout allows visitors to find the program best suited for their needs – all in one glance. With this unique partner page, we have to shout out the menu filter and mesmerizing visuals that showcase how partners grow their businesses with Monday.

The Highlights

-  This dynamic, bright hero animation illustrates the limitless growth possibilities offered to Monday's partners.
-  Whether you're looking for a partner or a solution, you'll quickly find it in this intuitive directory with this search bar. Finding a partner or solution is made easy with a toggle component at the top.
-  How dope is this filtering menu? Users can easily sort through Monday.com's extensive partners and solutions list by region, service, industry, etc.
-  This partner card design is super sleek and uniquely features elite partner badges on the side of the partner's description. What a great display of social proof that adds a layer of prestige to Monday.com's partner program!

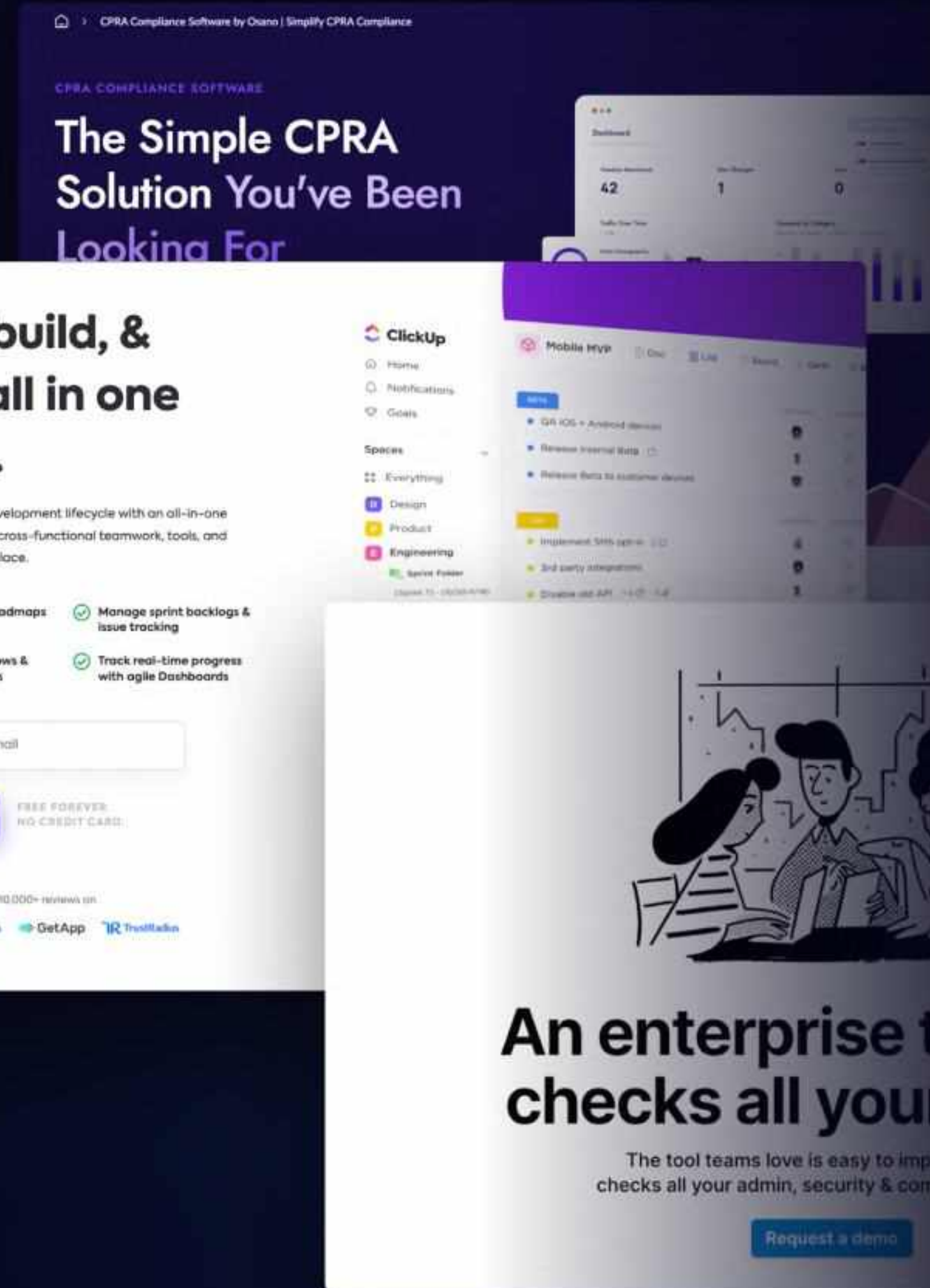


CHAPTER 8

Best Solutions Pages

Solutions pages are often confused with product pages, so let's clear the air. Solutions pages focus on the pain points of target audiences and showcase product benefits by industry, team, or function-specific applications.

They should answer the following question: "How does this product solve my problem?" That is why a high-quality solutions page can be the determining factor in a prospect's purchasing decision.



Best Solutions Page Features



Benefits Description:

Without clearly explaining the benefits and outcomes of your SaaS solution, potential customers won't be compelled to learn about your offerings.



Problem/Solution statement:

Potential customers should immediately recognize what your solution is and clearly understand what problems it solves on your solution's page.



Captivating Illustration:

Eye-catching illustrations not only engage website visitors, but they can also help visualize your solutions in practice.



Intuitive page design:

A seamless user experience allows visitors to quickly grasp your solution's features and benefits.



Social proof:

Sometimes, buyers need to see it to believe it. It's essential to include real-life examples of your solution delivering positive results to clients.



Categorization:

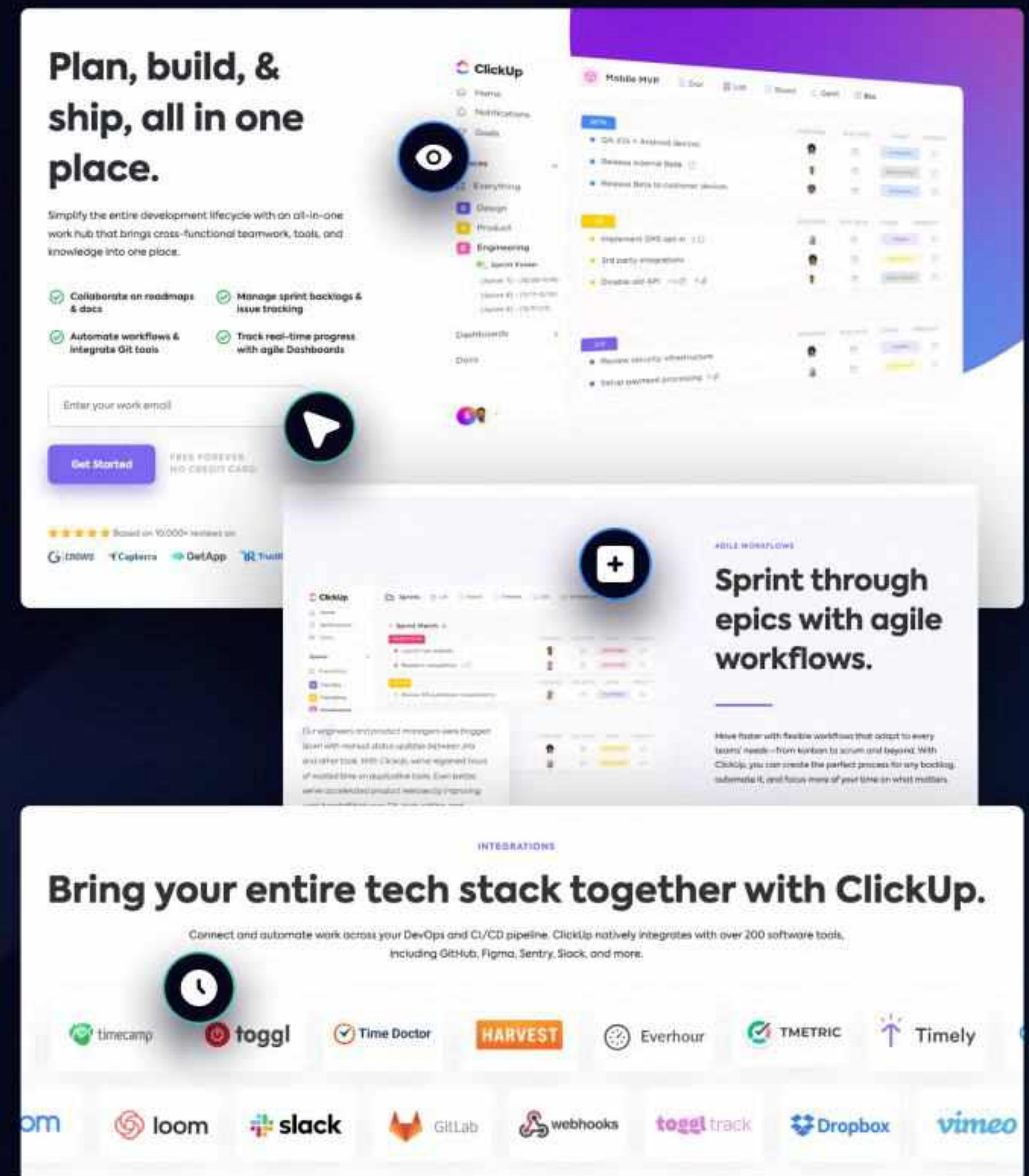
Sorting your solutions pages by discipline allows prospects to quickly locate the most relevant content.



ClickUp shows how their all-in-one productivity platform is built for all organizations with captivating solutions pages sorted by company type, teams, and use case. Each page's minimalist layout and stunning visuals, accentuated by ClickUp's colorful branding—makes for an engaging experience that deserves a spot on our shortlist.

The Highlights

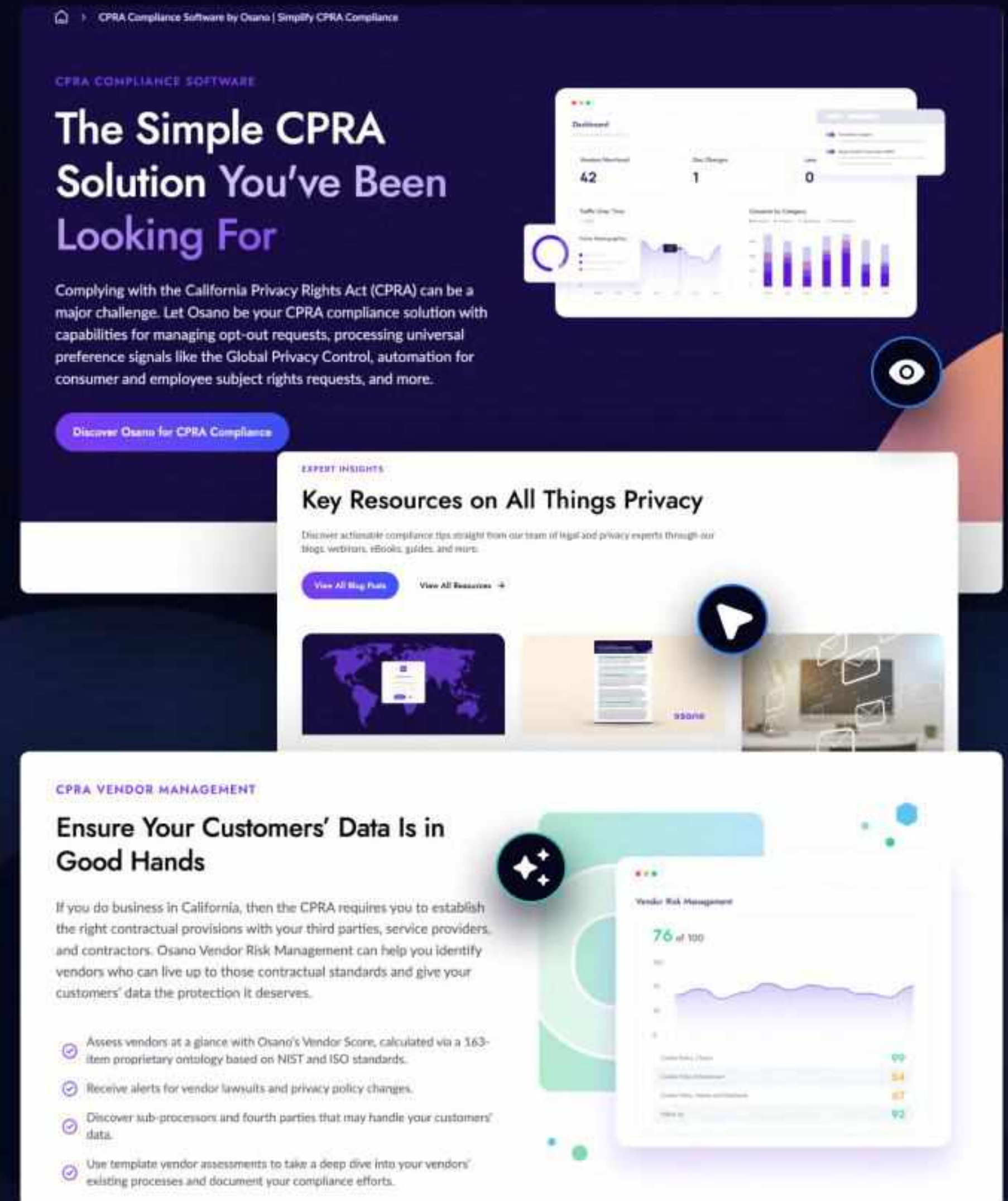
-  These intriguing motion illustrations demonstrate ClickUp's versatile productivity solutions for different use cases, like collaborating on a roadmap or managing sprint backlogs.
-  Lead capture forms are conveniently placed at the top with a list of solution benefits tailored to each audience's needs. This example shows software developers what they gain from ClickUp's productivity solutions.
-  Users can instantly understand how ClickUp solves any productivity hurdle with these benefits sections, establishing ClickUp as a top productivity solution for each audience.
-  With this integration scrolling bar, ClickUp conveys how specific audiences can easily connect their tools to their current tech stack. This component calls out ClickUp's DevOps integrations on their Development Solutions page.



Osano is a data privacy platform that helps businesses build, manage, and scale their privacy programs. Site visitors can find their solutions on stylish pages that are organized by regulation, organization type, and use case. Each solutions page is beautifully tailored to address the unique concerns of various businesses and compliance requirements.




The Highlights

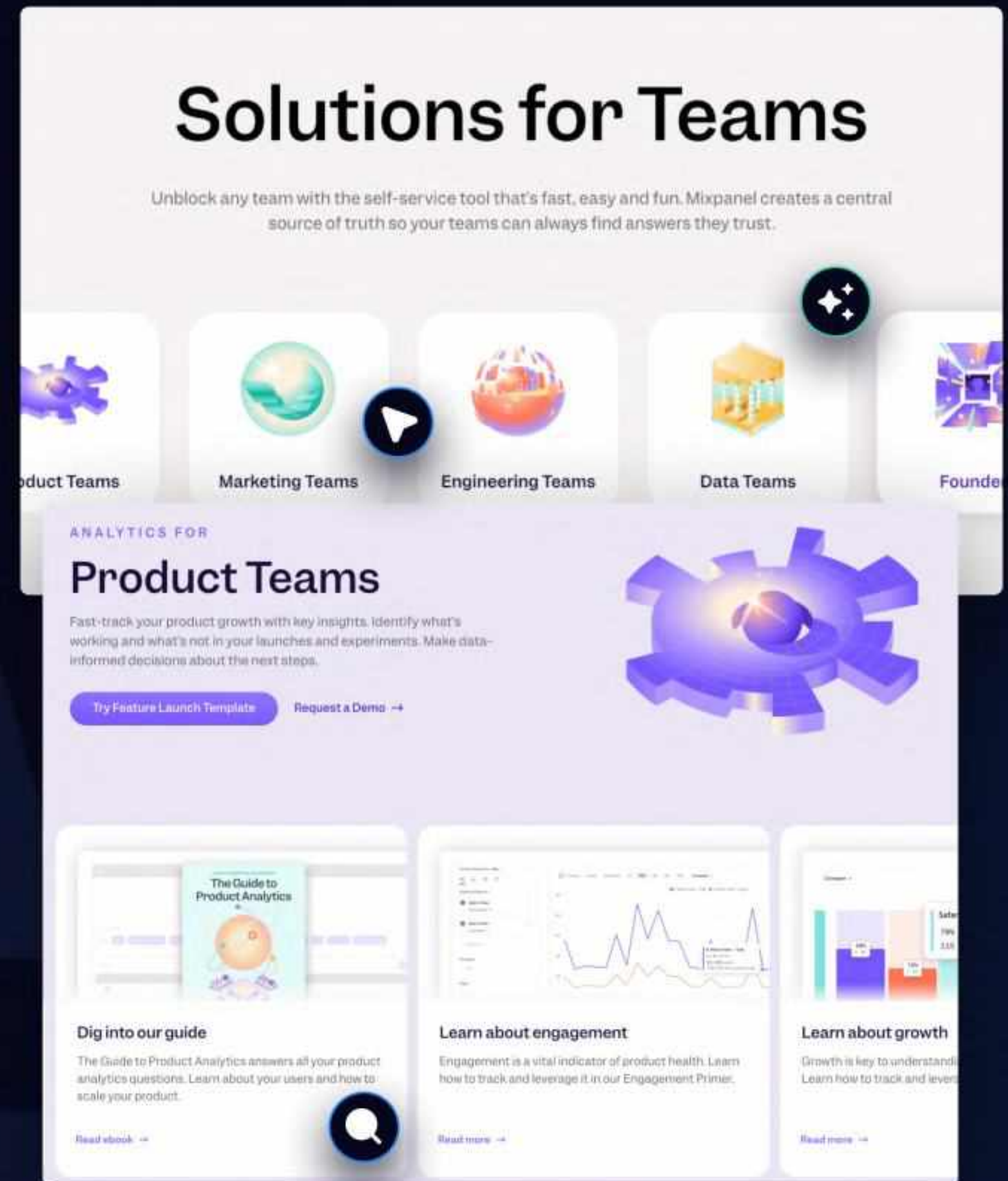
- Osano's solutions pages consistently use vibrant gradients in its headings, CTAs, and illustrations to stay true to their branding. To build confidence in their solutions, they also include a prominent trust bar right above the fold.
- Each benefits section is accompanied by attention-grabbing platform illustrations that help users visualize their easy-to-use platform in relation to a specific solution. You can easily skim through each benefit with the help of these purple icons.
- Osano showcases helpful resources in sleek card decks on every solutions page, enticing users to explore their expert insights.



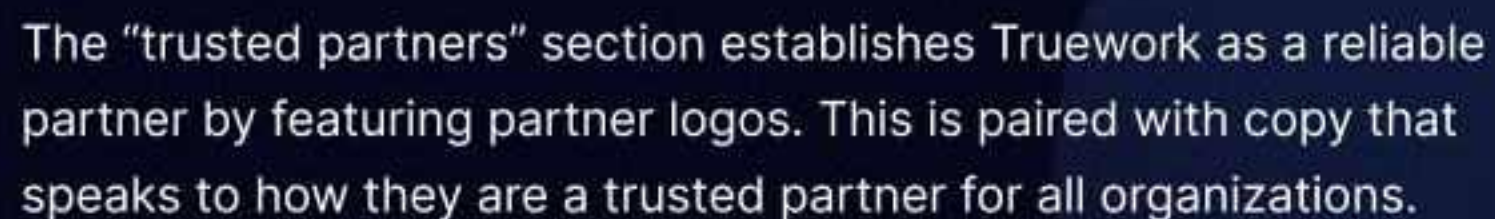
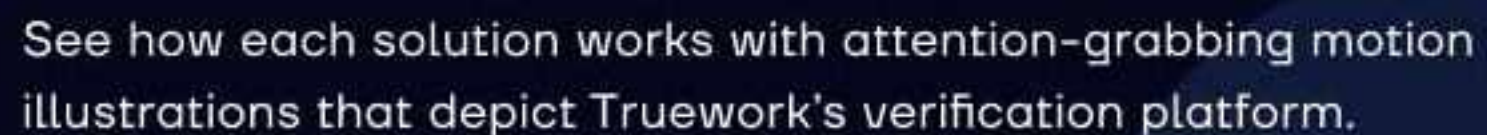
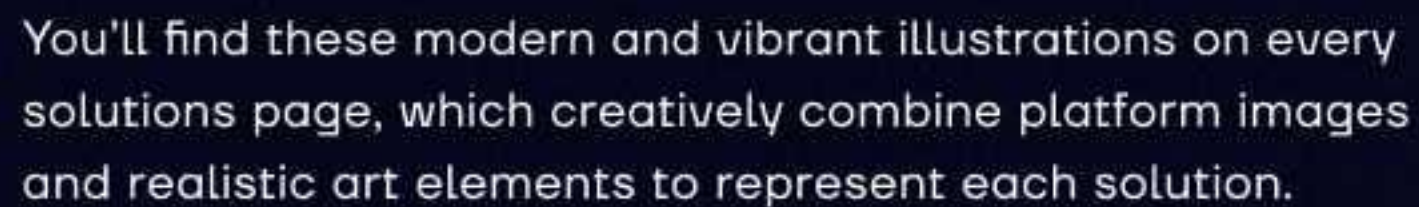
Mixpanel's solutions pages mirror the impressive capabilities of their real-time analytics platform, showcasing how it optimizes user engagement across diverse industries. For one, there's an ample amount of case studies and detailed solution descriptions that position Mixpanel as a leading analytics solution. We can't forget about their vivid 3D illustrations that match their whimsical branding—amazing!

The Highlights

-  Mixpanel positions its solutions as beneficial for all teams and industries with these interactive components. Click on any category and instantly be taken to each team's respective page to learn more.
-  These vibrant 3D icons provide visual cues for each category and while reflecting Mixpanel's playful branding, making it easy for users to navigate through each solution per team.
-  Mixpanel includes a scrolling card deck for users to sift through relevant resources speaking on features for product teams. The component is neat, leveraging branded featured images to get users to click to learn more.



The Highlights

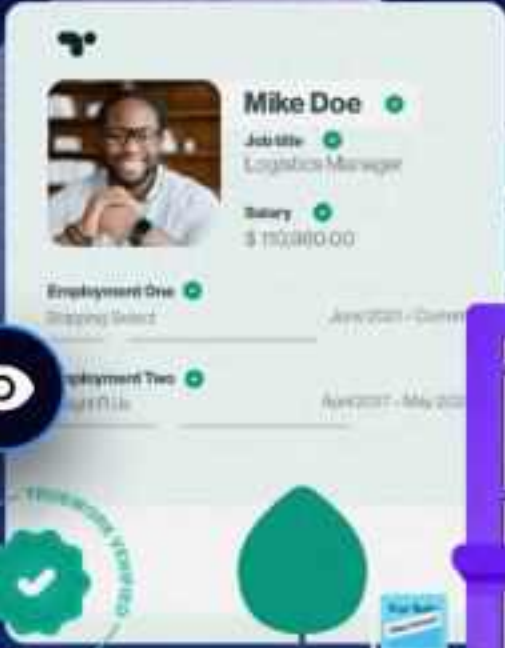


MORTGAGE

Maximize verification coverage & cost-savings

Verify any borrower. Easy integrations and a user-friendly platform help loan processing teams eliminate the hassle from VOI/E.

[Talk to sales →](#)
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HOW IT WORKS

Every verification method you need

A single integration via API, web app or LOS gives your team access to a robust VOI/E platform powered by multiple verification methods. Lenders are increasing pipeline capacity and reducing spend by automating verification workflows.

[Explore platform →](#)



A trusted partner for all

Truework is one of the first authorized report suppliers to offer automated income and employment verification reports for Fannie Mae's Desktop Underwriter® (DU®) validation service, a component of Day 1 Certainty® for mortgage lenders.

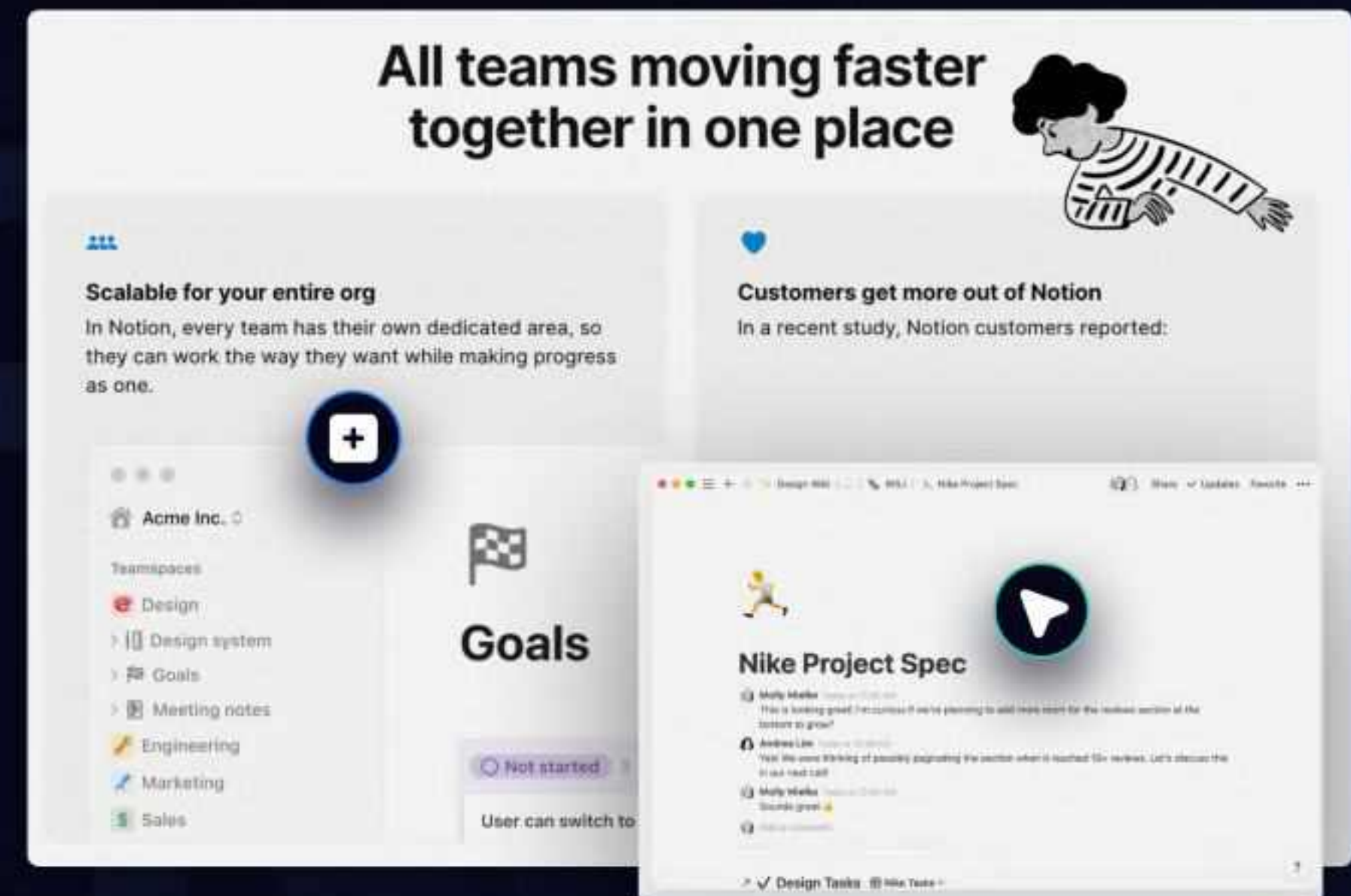
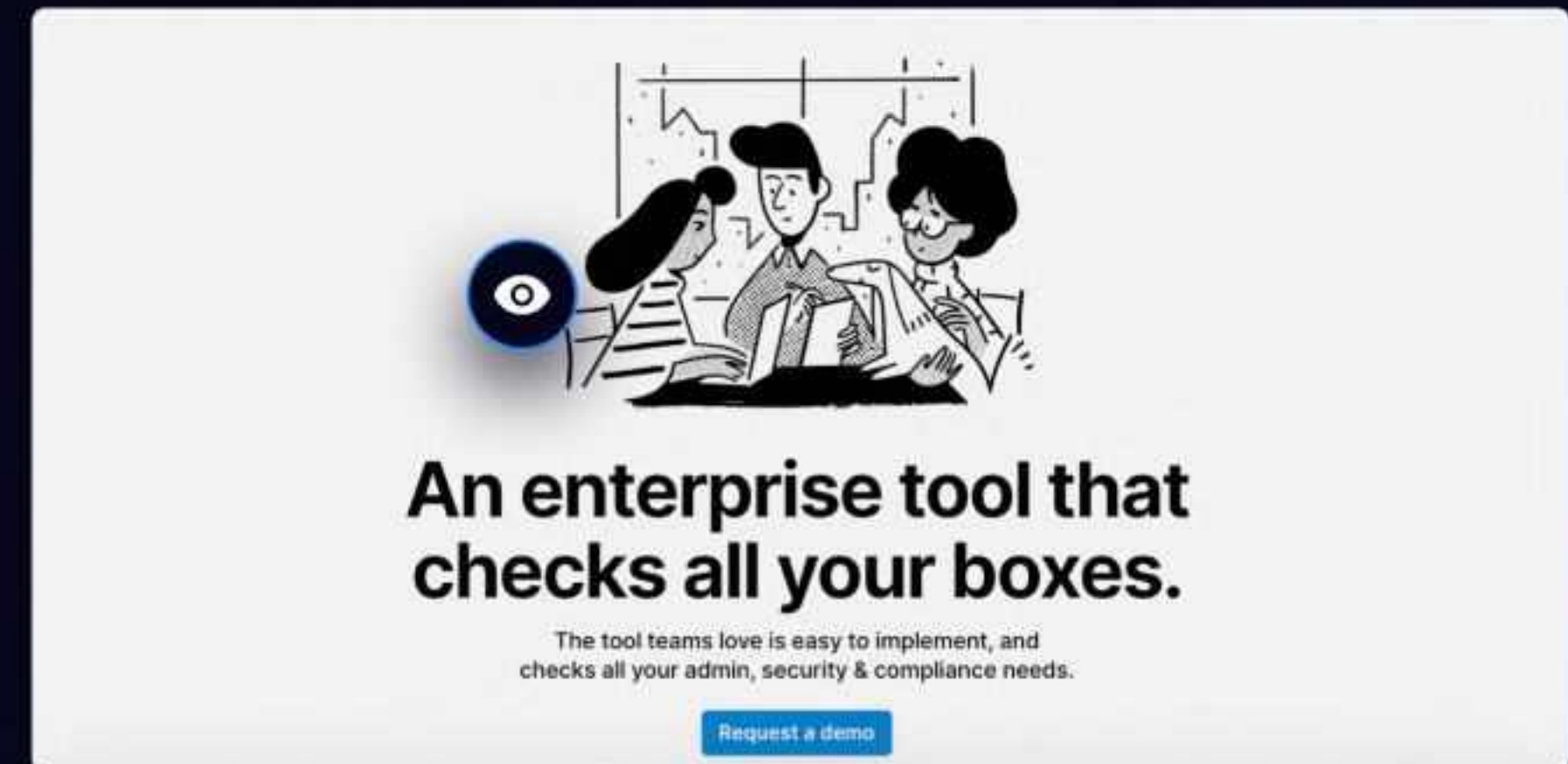
We operate as a Credit Reporting Agency under the Fair Credit Reporting Act (FCRA), providing verifiers with accurate information while allowing consumers to easily request changes to their reports if discrepancies are ever detected.

[Learn more →](#)

Notion has one of the sleekest UIs among SaaS product management tools, and it's impressive to see that carry over to their solutions pages. While Notion has product pages covering their specific tools, their solutions pages focus on how their tools help teams—based on function, size, or type—overcome distinct pain points.



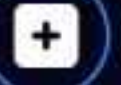
The Highlights

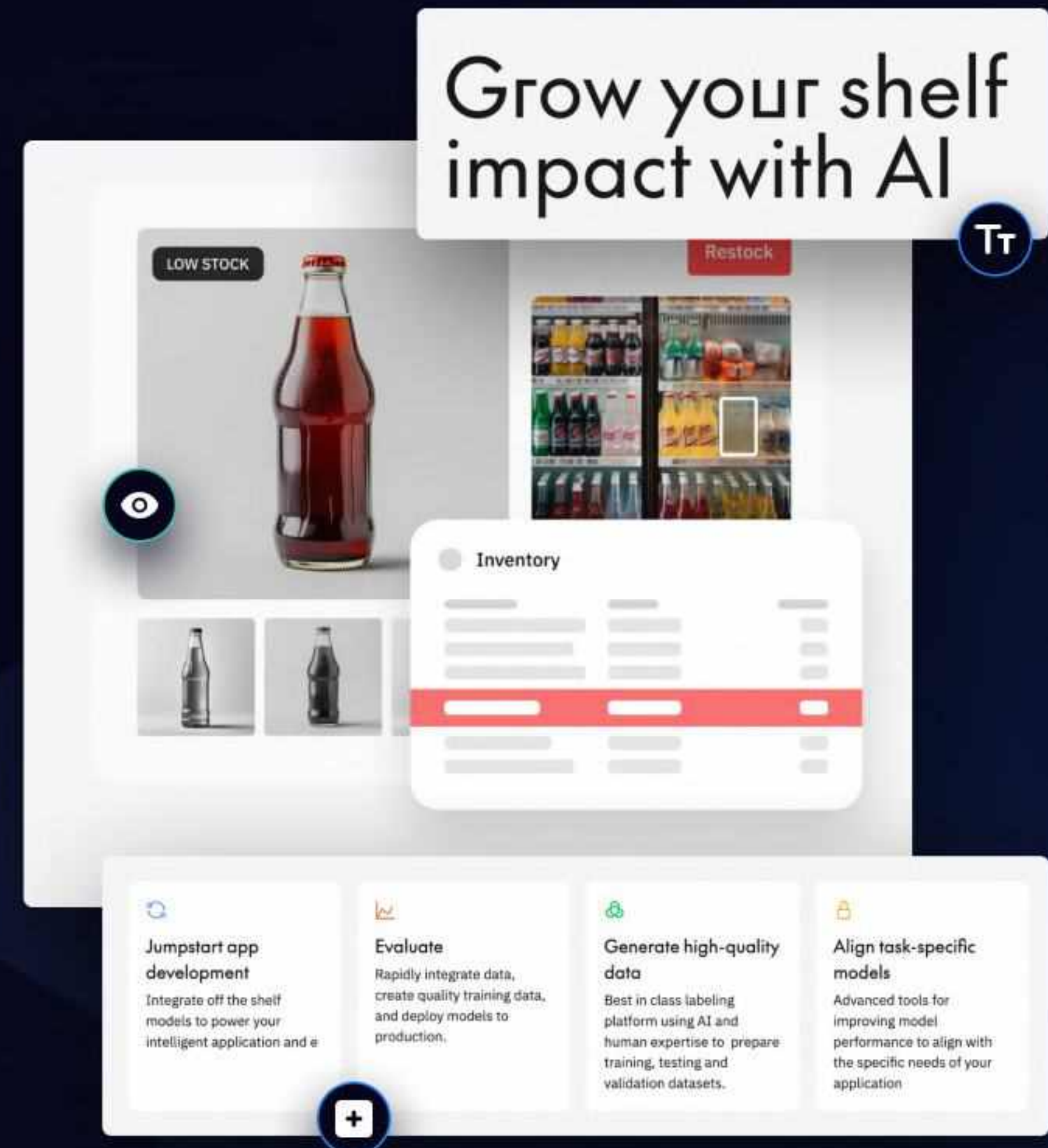
-  You'll find Notion's playful illustrations with cartoon-like characters scattered across their solutions pages. These fun drawings help users visualize each solution in practice.
-  With these motion platform UI illustrations, users can see firsthand how Notion is a top management solution for specific use cases—from organizing design processes to managing projects as a startup!
-  Many of Notion's solutions page organizes its benefits with a bento box grid, offering a clean and visually appealing structure that's easy to navigate.



Labelbox is a data annotation platform that provides tools for creating, managing, and labeling data for machine learning projects. With the emergence of AI, Labelbox launched a new feature for their retail/ecommerce solution. Though it's not the flashiest page, the copywriting builds a strong case for brick-and-mortar companies looking for actionable shelf strategies.

The Highlights

-  It seems like everyone is launching a new artificial intelligence (AI) feature. Knowing this, LabelBox used value-driven headlines to state exactly what users should expect when using the retail/ecommerce feature.
-  The headlines compliment the simple illustrations used across the page. Labelbox creates relatability by flashing typical retail items and showing how AI would function in everyday operations.
-  LabelBox closes out the page with additional value-props using a neatly organized card deck containing custom logos for visual cues.

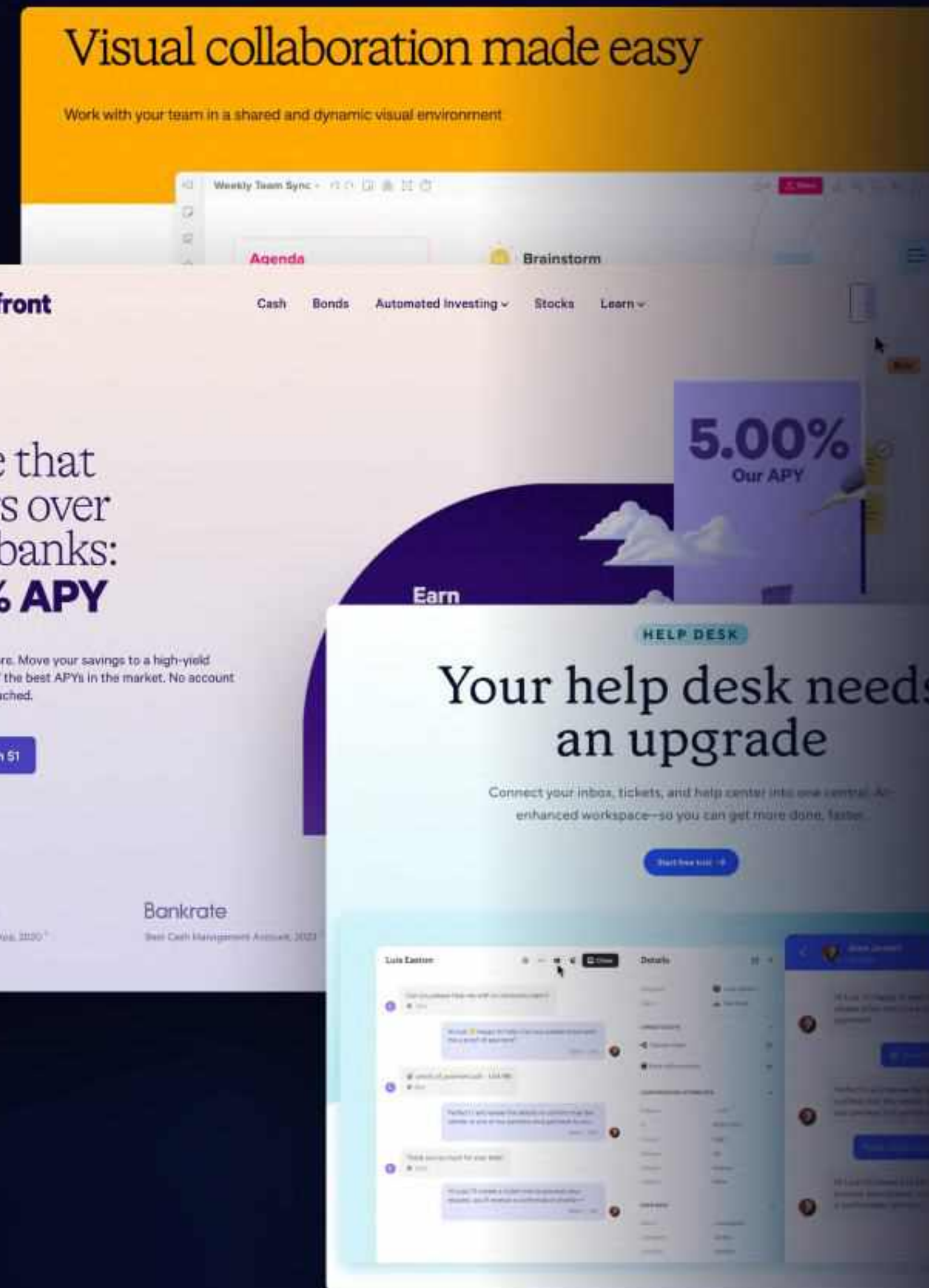


CHAPTER 9

Best Product & Service Pages

Product & service pages focus on a specific offering and answer the question: “What does your product do?” They do this by showcasing in-depth product features, product demos, or product trials.

With a proper product & services page, potential buyers will clearly understand the functionalities of the offering and have the information they need to make informed buying decisions.



Best Product & Service Page Features



Product Illustrations:

Captures attention and visually communicates the product's purpose and functionality.



Explainer Videos:

Provide dynamic demonstrations that engage users and offer clear explanations of the product's features and benefits.



Product tour/demo:

Offers an interactive experience, allowing potential users to explore the product's functionality firsthand.



User-Centric Messaging:

Speaking directly to the needs and pain points of a brand's target audience makes the product more relatable.



Benefits Overview:

Help users quickly grasp your product's benefits by clearly outlining your product's advantages and unique value propositions.






Feature Highlights:

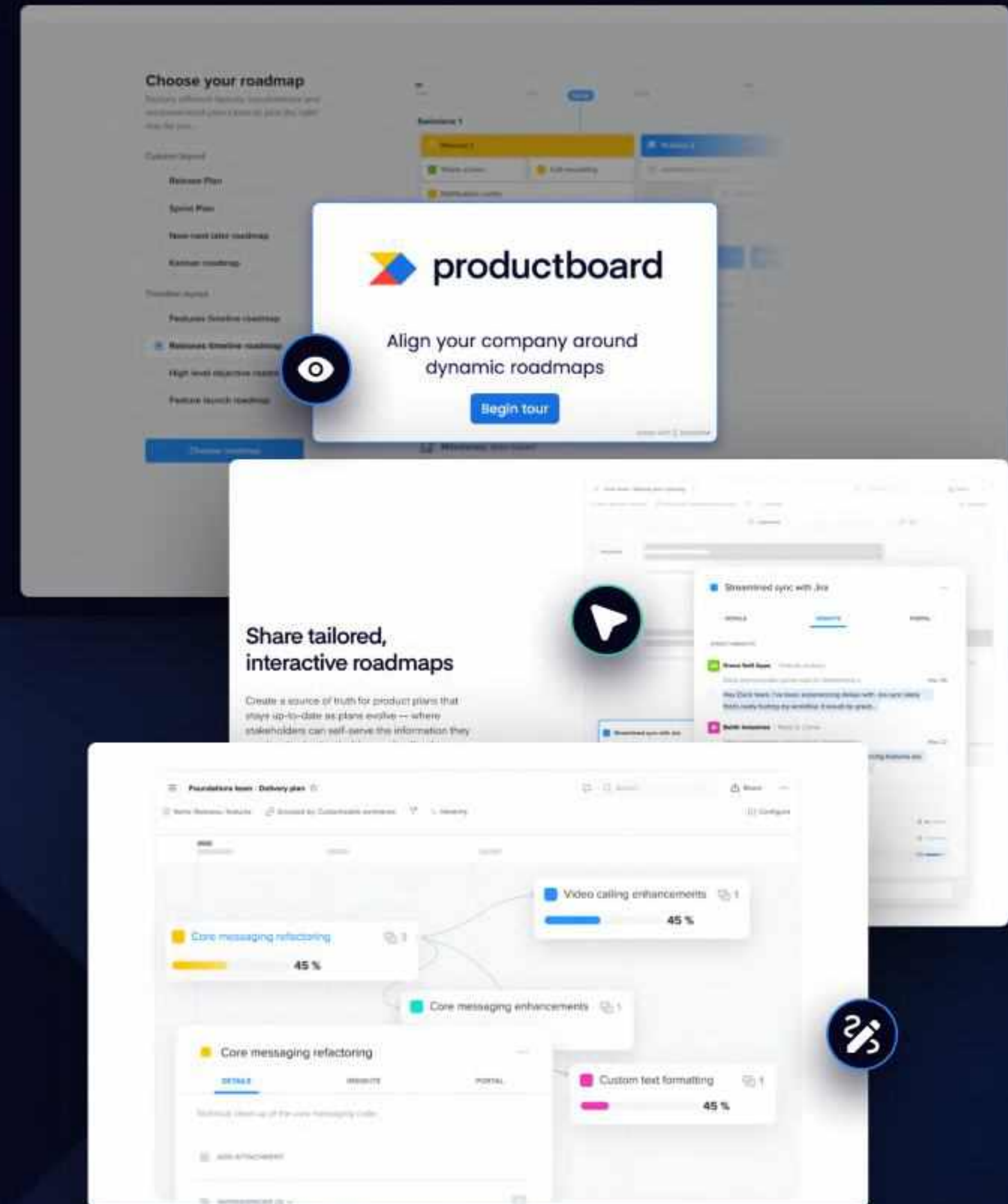
Showcase the specific functionalities and capabilities of the product, demonstrating its versatility and usefulness.



Productboard is a product management software platform that helps teams organize, prioritize, and collaborate on product development. As a PLG company, it makes sense why the product tour experience and sleek product illustrations landed them in this category.

The Highlights

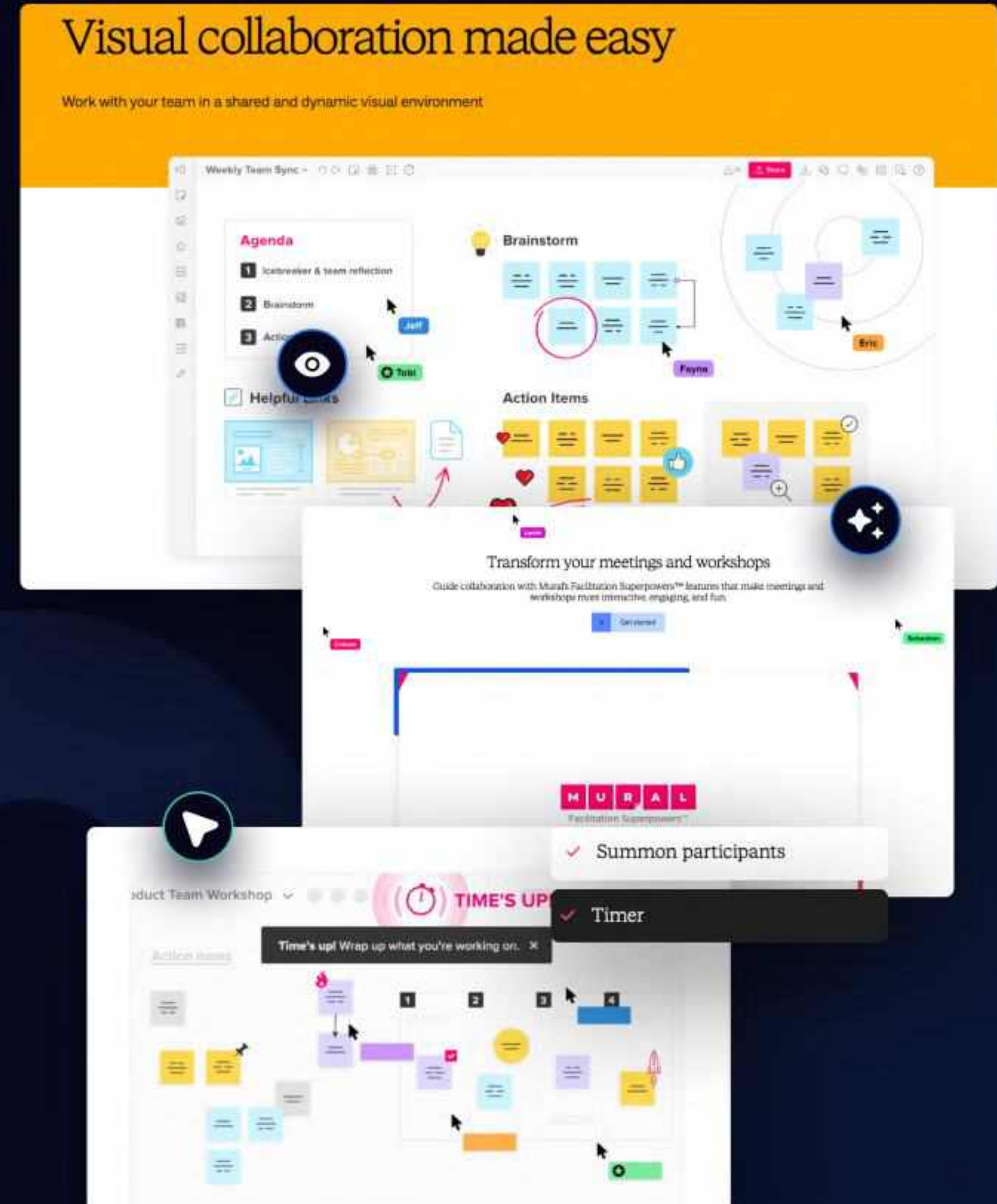
-  Productboard offers a tour for website visitors to learn more about their roadmap feature. Including this PLG tour above the fold improves clicks and conversion, allowing Productboard to learn from visitor engagement.
-  Productboard does a great job of including product illustrations that match the heading copywriting. In this case, the branded illustration shows how product roadmaps can move along while stakeholders can view and add any valuable information.
-  Productboard's illustrations are exactly what they should be - illustrations that are not complicated and show exactly how the feature works.



Mural is a collaborative platform enabling teams to visually brainstorm, ideate, and work together in real-time – and Miro's product features page shows visitors what that means in real-time through sweet motion illustrations paired with user-centric copywriting.

The Highlights

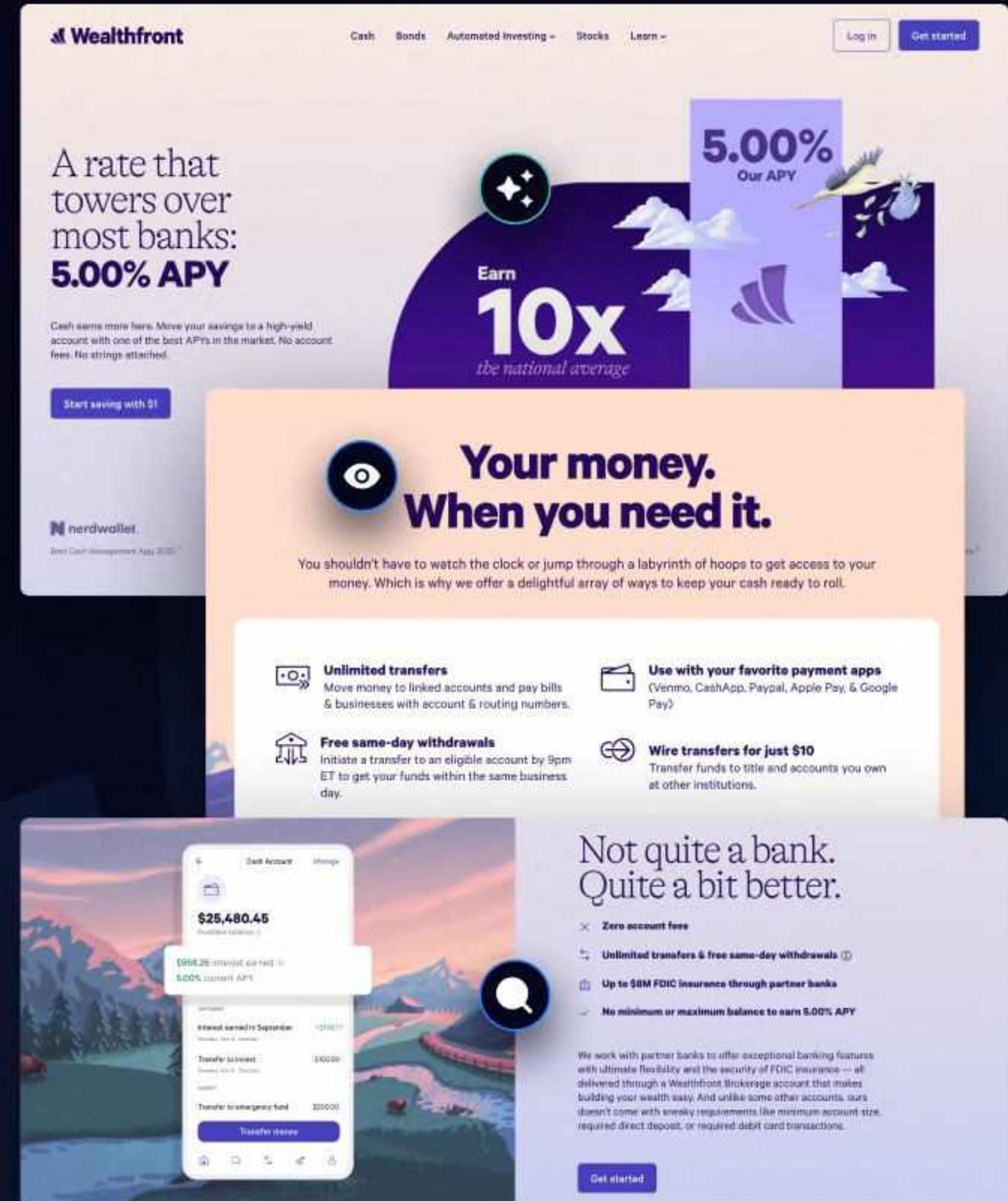
- Now this is a product illustration! Mural has entire product pages dedicated to showcasing its collaboration tool. The hero illustration encapsulates what the product stands for: visual collaboration made easy.
- Mural's feature highlights is a beautiful, interactive section that includes a clickable switcher that shows engaging illustrations showing how it works. The call to action in this section is marvelous (see next callout).
- Those enticed by the switcher who click on the CTA are taken to a marvelous 'Superpowers' product page. This page includes a collection of explainer videos going in-depth on the best Mural features. Well done on a great product experience to increase conversions.



Wealthfront, an automated investment service, doesn't have a traditional product page. The design elements are unconventional but keep any visitor invested in the website content with large, bold copy, scrolling animations, and a sloth on a jet pack - we're not kidding.

The Highlights

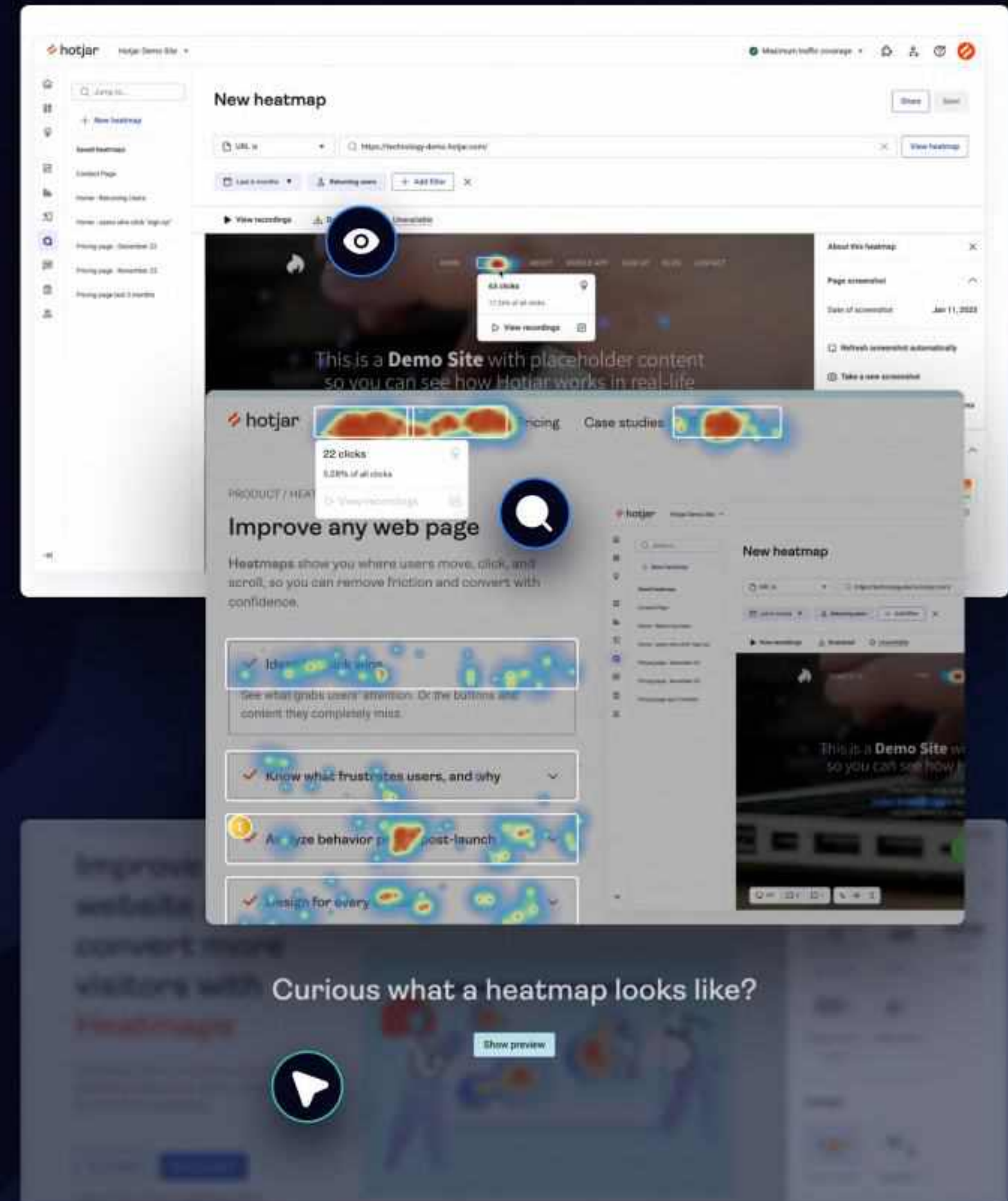
- Big headings are only great when the copy is a masterpiece. For Wealthfront, it's the subtweet of the century directed to banks. Wealthfront's bold copy positions its product as the solution for banks who fall short as a HYSA provider.
- Wealthfront's graphic illustrations are not what we're used to seeing on investment platforms' websites. The addition of animals and natural geographic locations exude tranquility - a feeling Wealthfront users enjoy with their low APY and zero account fees.
- Wealthfront's page experience is unconventional and not a common feature page you'll see. The messaging across the page is exactly what someone considering a HYSA account wants to hear.



Like their product, HotJar's heatmap product page will have you clicking left and right with the number of interactive elements. HotJar includes a unique experience enticing visitors to get a sneak peek of the actual heatmap feature, allowing them to use it on the actual product page itself.




The Highlights

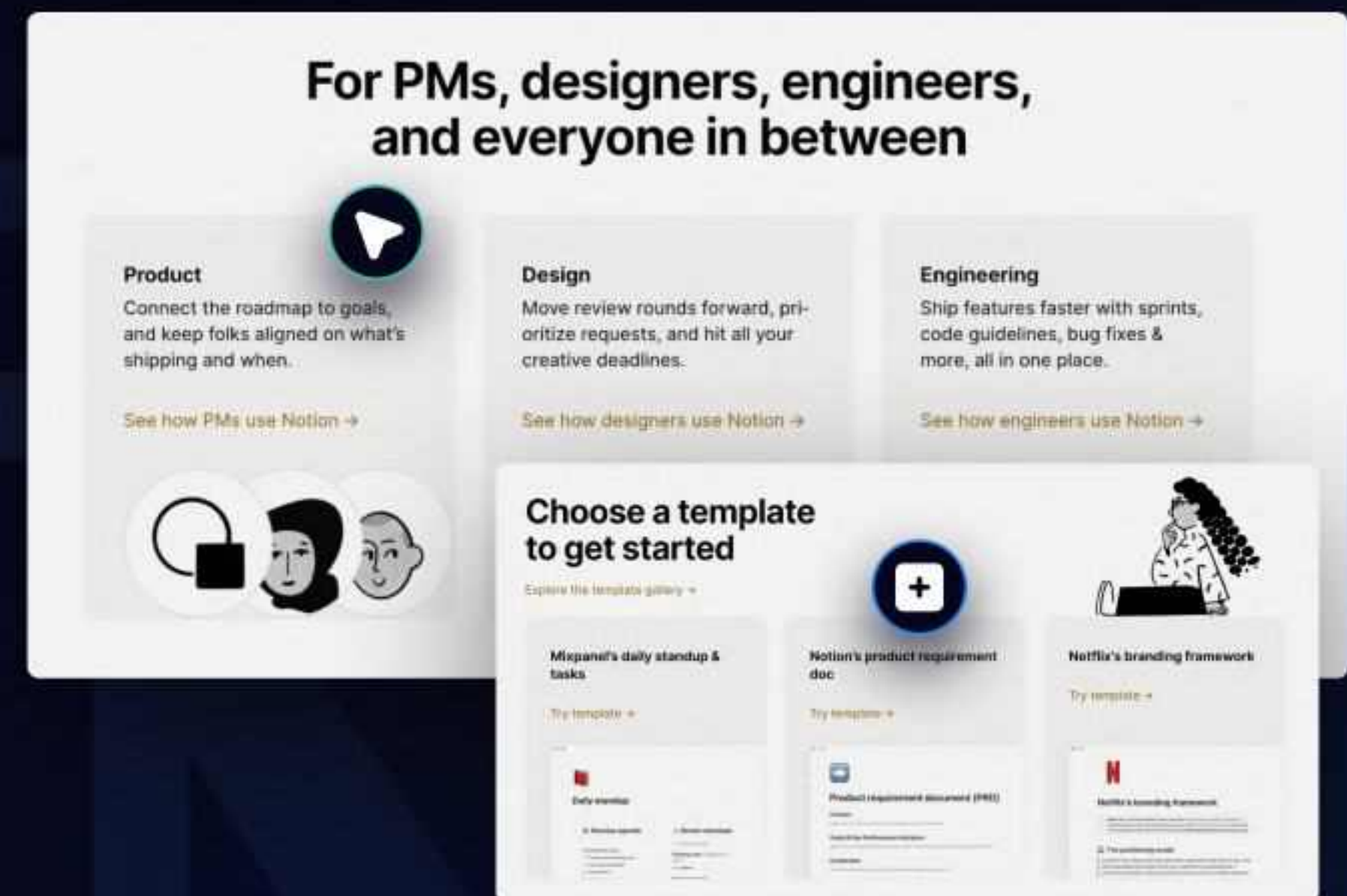
- Usually, you'll find interactive features highlighted below the fold. HotJar features this section in the hero, making it the first thing website visitors see. The accordion style is a great way to showcase a specific feature with detailed product illustrations.
- HotJar is another example of a PLG website that features a product tour. In the case of HotJar, they lead with a catchy headline that offers a quick preview of their most notable feature: heatmaps.
- HotJar doesn't just give a quick preview; they offer a full product feature experience that allows users to apply the heatmap feature on the product page they're on. This is a win for HotJar because they showcase exactly how the heatmap feature works. Talk about a sweet product feature tour!



Notion's product pages give a glimpse into how the tool is leveraged across departments in various ways - note-taking, task management, and internal collaboration. By including tab switchers, illustrated cards, and templates, Notion creates a fun, adventurous product page experience that invites users to explore its functionalities.


The Highlights

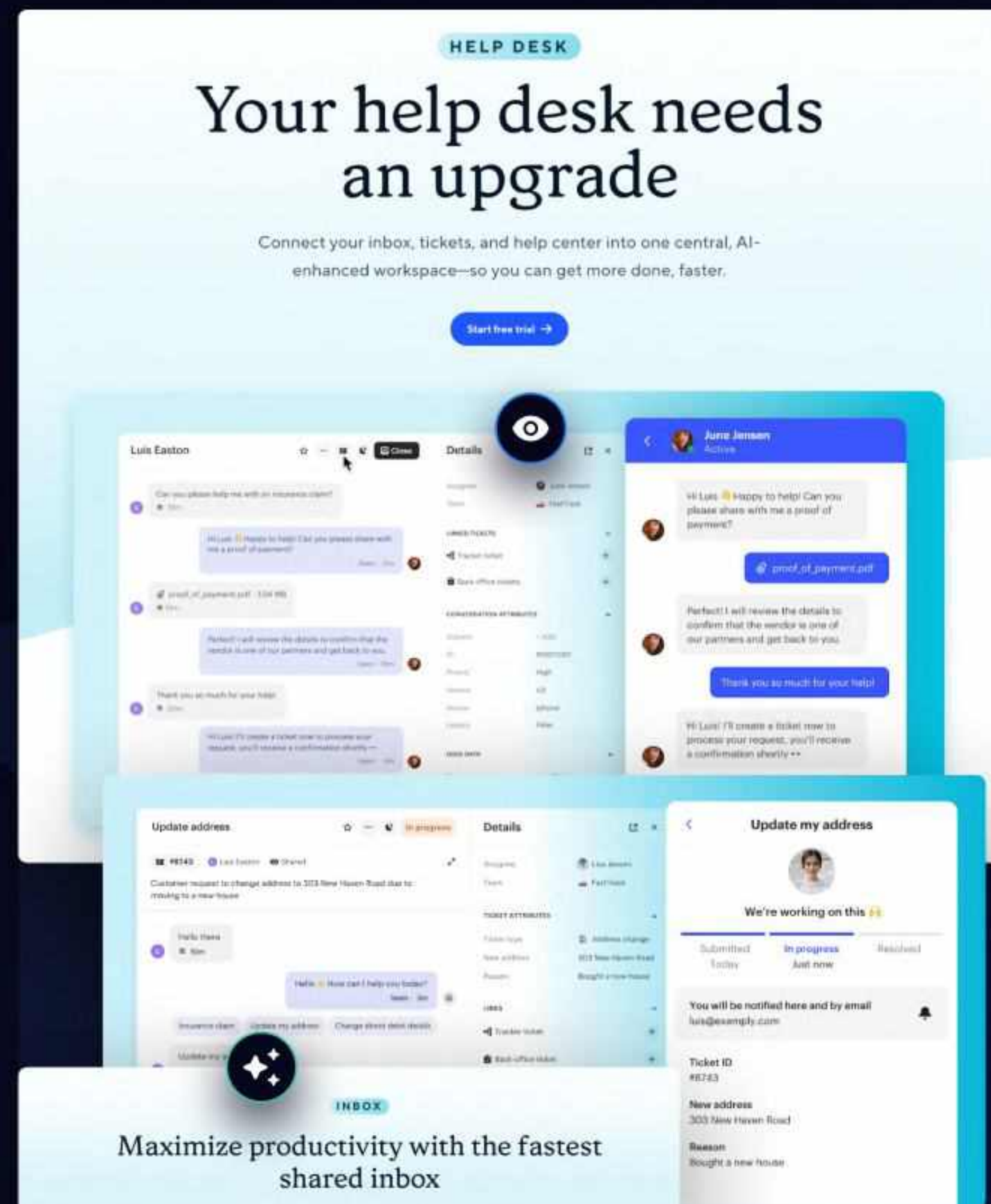
-  Since Notion centralized its style brand guide, everyone can now pinpoint a Notion character. These illustrations are fun and not flashy - the perfect style to feature across these user-centric product pages.
-  For teams looking for a viable solution in place of Docs, Notion crafts an informative product page with specific use cases for its docs feature. Website visitors can explore multiple use cases and instantly use the Notion template.
-  First, Notion's card decks are neatly organized and incorporate sweet branded illustrations. What we like the most about these card decks is that one set is broken down into disciplines and the other features case studies from notable brands. What a great way to get website visitors to explore further!



When you pair eye-catching motion illustrations with gleaming gradients, the end product is a product page like Intercom's. Intercom's 'help-desk' product page is like a product demo walkthrough on a page. The beautiful design keeps visitors engaged and at the end of it, are very familiar with the messaging platform.

The Highlights

-  Intercom's product illustrations throughout the page are designed neatly. The gradient used across the page makes the product message legible for website visitors to understand the feature being showcased.
-  Intercom features motion design graphics paired with value-driven headlines and subheading copy. The motion graphics make the benefits more impactful because website visitors can see in real-time how the feature works.



CHAPTER 10

Comparison Pages

The fastest-growing B2B SaaS brands understand the importance of differentiating themselves from their competitors. Enter comparison pages.

These dedicated pages present a side-by-side analysis of a company's product against alternative solutions in the market. With the right design, they convey a SaaS solution's unique selling points and entice prospects to consider them in their buying decision-making process.

	Deepgram	OpenAI Whisper
FEATURES AND CAPABILITIES		
Batch process (hr of audio)	~30s	~230s (large model)
Accuracy (WER)	8.4	11.2
Distortion (seconds per speaker)	Up to 10	Not available

See why ClickUp is the future of work.

ClickUp gives teams everything they need to plan, organize, and collaborate on work—all in one place.

Views | Customization

ClickUp	Asana	Jira
✓ List	✓	✓
✓ Board	✓	✓
✓ Box	✗	✗
✓ Calendar	✓	✓

Software Comparison Library

Picking software to run your business is not a decision you should make alone. Use these head-to-head comparisons to find the right solution for your business.

Salesforce vs HubSpot

Compare two of the top-rated CRM platforms to help you decide which CRM and sales software is right for your business.

[See more](#) → @ 10 mins read

Mailchimp vs HubSpot

Compare two of the top-rated marketing automation platforms to help you decide which email marketing solution is right for your business.

[See more](#) → @ 10 mins read

Sort By: Popular, Featured

Salesforce vs HubSpot



Best Comparison Page Features



Comparison Table:

Offers a quick and easy way for users to compare the features, pricing, and other key aspects of multiple SaaS products side by side.



FAQs:

Address common questions and concerns potential customers may have about your products compared to competitors.



Why "X" Section:

Provides detailed explanations of why each SaaS product is a strong choice, helping users understand the unique value propositions.



Prominent CTAs:

Increasing conversion rates, by guiding users towards taking action, such as signing up for a free trial or requesting more information.



Compelling Visual Elements:

Charts, graphs, and other data visualizations help users digest complex information easily. Adding these visual elements make it simple for users to understand key differences between SaaS products.



Deepgram has a collection of comparison landing pages for putting its platform head-to-head with alternative AI platforms. These pages are strategically designed to draw in organic search traffic and convert users who are actively contemplating a purchase decision.

The Highlights

- Tables are a staple of SaaS competitor comparison pages, effectively displaying data and insights to help users see the difference between you and alternative solutions.
- Deepgram makes a compelling case for users to make the switch to their platform. They mention the ease of switching, include a “Start Free” CTA, and promote a few different trust signals.
- To help users easily compare, Deepgram outlines their platform’s unique advantages with a vivid gradient that pops against the website’s dark UI.

	Deepgram	OpenAI Whisper <small>Fully managed by Deepgram</small>
FEATURES AND CAPABILITIES		
Batch process (hrs of audio)	~30s	~230s (large model)
Accuracy (WER)	9.4	13.2
Diarization (separate per speaker)	Up to 10	Not available
Tailored speech models	✓	✗
Word level timestamps	✓	✗
Deep Search (audio)	✓	✗
Paragraphs	✓	✗
Custom Vocabulary (keyword boosting)	✓	✗
Redaction	✓	✗
Summarization	✓	✗
Punctuation	✓	✗
Profanity Filter	✓	✗
Numerical Formatting	✓	✗
PRICING		
Pre-recorded per minute		
Streaming per minute		

Switching to Deepgram is easy

Getting started with Deepgram is easy with our API Playground, detailed guides, and clear documentation. Go ahead. Take it for a spin and get \$200 in free credits.

[Start Free](#)

Deepgram offers a technically excellent product, the only reason we ultimately chose them over competitors. We liked working with them and they are extremely knowledgeable about the space.

— **Ben Englewer**, CEO, **podlights**

"Most other speech-to-text vendors' word error rates (WER) fell consistently between 75% and 80%, whereas Deepgram's WER is consistently 90% to 92% for us."

— **Ravi K. Kamesh**, CEO, **Nyro.ai**

"As we've begun to roll out Deepgram to our customers, we've noticed the platform's distinct ability to quickly and accurately transcribe product and company names."




— **Adam Larsen**, CTO, **Tethr**

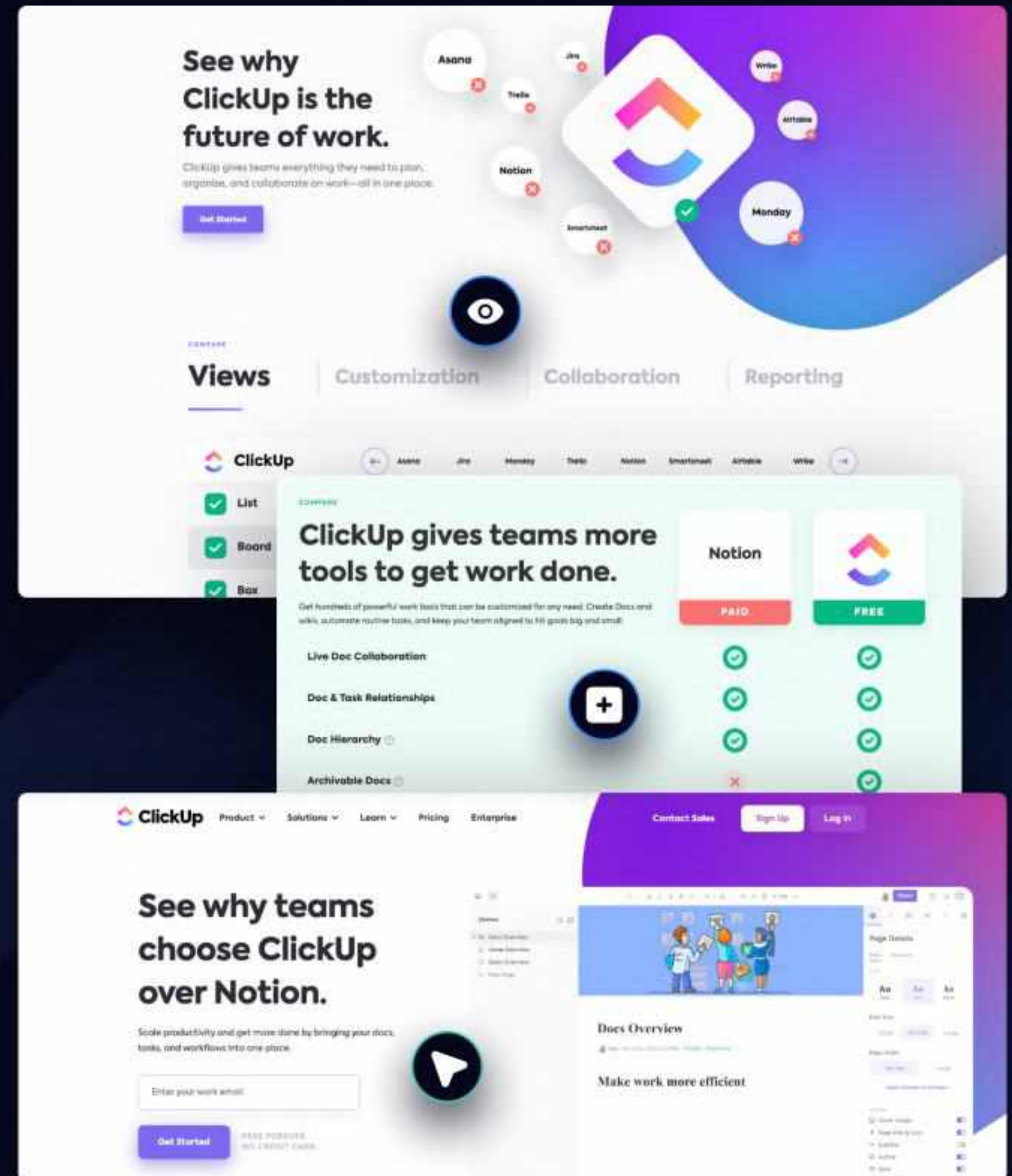
"Deepgram's ability to create custom models make the decision to bring their technology partner a no-brainer for us."

— **Adam Settle**, VP of Product, **Shogun**

ClickUp has an entire hub dedicated to explaining the features and capabilities of every project management software on the market. Additionally, there are landing pages that demonstrate how ClickUp stacks up against each alternative. This content provides users with an exceptional amount of value, helping them make an important decision for their organization.

The Highlights

-  ClickUp designed a very unique table featuring a tab system, sliders, and scrolling, which allows them to stuff a ton of competing platforms and their features into one screen.
-  Want to see how ClickUp compares to other tools? With these sleek individual comparison pages, users can compare pricing, features, and benefits directly against ClickUp competitors.
-  ClickUp's head-to-head table is remarkably simple, and utilizes tooltips to hide additional relevant text to preserve the UI's minimalism.



If you are curious how Gusto's payroll and HR software for small businesses matches up against other platforms, check out their comparison tool. While the pages are the most aesthetically dynamic, they present a ton of valuable data to show how Gusto outshines its competitors. Users can effortlessly compare Gusto to 9 other leading platforms, and contrast over 30 data points.

The Highlights

- Want to know why 300,000 businesses choose Gusto? You can immediately see Gusto's impressive satisfaction outcomes with this eye-catching chart illustration
- The product comparison tool utilizes a simple drop-down menu, instantly repopulating with the data from the selected competitor. Colorful icons helps users instantly discern the differences between Gusto and their competitors.
- Gusto also created dedicated pages for SEO purposes. This way, Gusto ranks in Google for branded, head-to-head keywords in the format of "Gusto vs [competitor]".

Compare Gusto to the competition.

G2's fall 2023 reviews are in, and Gusto holds the top spot in satisfaction for small business payroll and HR implementation! Want to see why 300,000 businesses partner with us to hire, pay, and manage their teams? Compare features, prices, and more below.

[Compare](#) [How Gusto works](#)

99/100 Payroll Satisfaction

Market Performance

Contenders Leaders

Niche High Performers

	Gusto	ADP Run	Paychex	QuickBooks Payroll	Square Payroll	Justworks	Rippling	OnPay	BambooHR	Wave
Pricing										
Monthly fee	Starting at \$40/mo + \$5/mo per person									
Setup fee	Free									
Payroll										
Unlimited payrolls	✓	Pay per payroll								
Automated federal and state tax filing	✓	✓								
Direct deposit	✓	✓								
File W-2s	✓	Extra fees								
File 1099s	✓	Extra fees								
Multiple pay rates and schedules	✓	✓								
Multiple states	✓									
Contractor payments	✓									
E-sign I-9 and W-4	✓									
Lifetime access for employees	✓									
Household employer payroll	✓									

Gusto vs ADP

Payroll software makes it easier to pay and support your team. But how do you decide which software is best for your business?

Below, you can compare Gusto with Run Powered by ADP, ADP's payroll and HR solution for small businesses. See how both platforms stack up in payroll, benefits, HR tools, customer service, and more.

[Create account](#) [Get the facts](#)




92 ADP **99 gusto**

G2's #1 in Payroll Satisfaction — 8/16/23

We're thrilled to be ranked G2's #1 in Small Business Payroll Satisfaction and HR Implementation (Fall 2023)

In the competitive market of SEO tools, Ahrefs stands as one of the most popular solutions for keyword research, technical SEO, and much more. Their “VS” page is a popular one, as many marketers have a tough decision to make when it comes to adopting a new SEO platform.

The Highlights

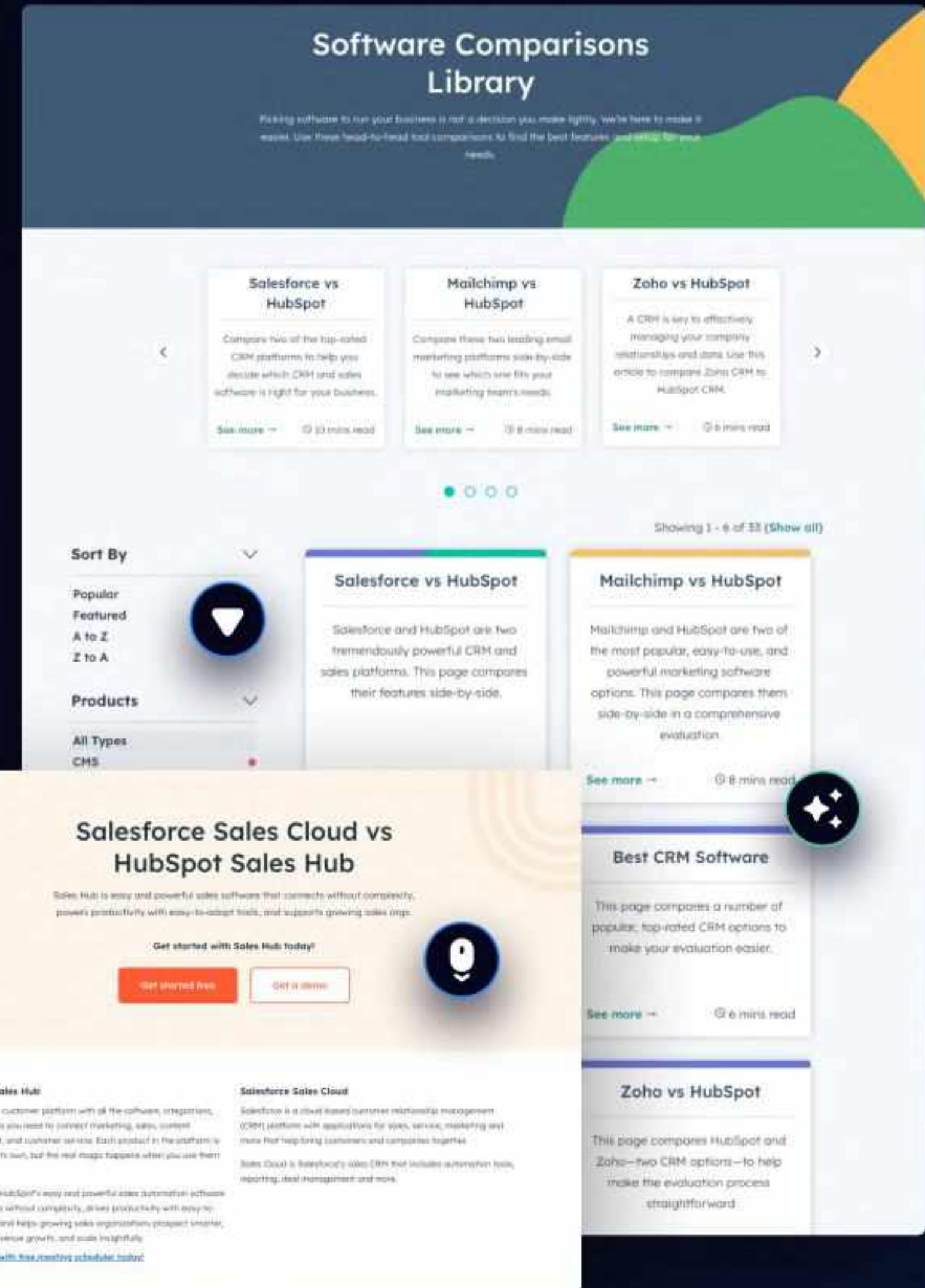
-  Rather than using a table, Ahrefs decided to take a different route by describing the aspects that make their platform different from SEMrush and Moz.
-  Each “Unique Thing” is made up of many different components, including an eyebrow, a bold heading, supporting copy, a statistic, and a product illustration.
-  Ahrefs’ X (Twitter) trust bar carousel is a unique way of presenting social proof. Click a tweet and viewers can see what the Twitter community has to say about Ahrefs.



HubSpot boasts a robust library of content that compares its software to other CRMs. These pages serve as significant sources of organic traffic, and create many new entry points for potential customers.

The Highlights

- ❖ The comparison listing page includes various categorization filtering and pagination, making it easy for the user to click through HubSpot's competitors.
- ✦ We love how each product type is color-coded and reflected on each comparison's preview card, which adds neat visual cues for users.
- 🗎 Head-to-head content pages utilize several different CTAs to attract users at different levels of interest, including "get started", "get a demo", "talk to sales" and "calculate your return."



GitLab is known for its web-based platform for managing and streamlining software development projects. Knowing the competition in the DevOps space, GitLab's comparison page clearly communicates how it differentiates itself from GitHub – their #1 competitor.

The Highlights

-  GitLab immediately positions itself as a top competitor in the space to give credit where it's due. Before diving into the comparison, GitLab mentions the additional features their platform has that GitHub cannot offer.
-  GitLab includes a mini navigation for visitors to quickly view how GitLab compares to GitHub. Adding this function saves visitors time, offering a neat UX that entices users to interact with the switcher.
-  Visual cues are important for comparison pages. They help viewers quickly see which platform stands out for a particular function or feature. GitLab's color and pill-shape choice match perfectly with the rest of the elements across the page.
-  The presentation of GitLab's uses a split-column format. This is the best organization for a comparison page, helping viewers scan side-by-side feature details. +1 for adding an additional mini navigation to go more in depth on specific features.

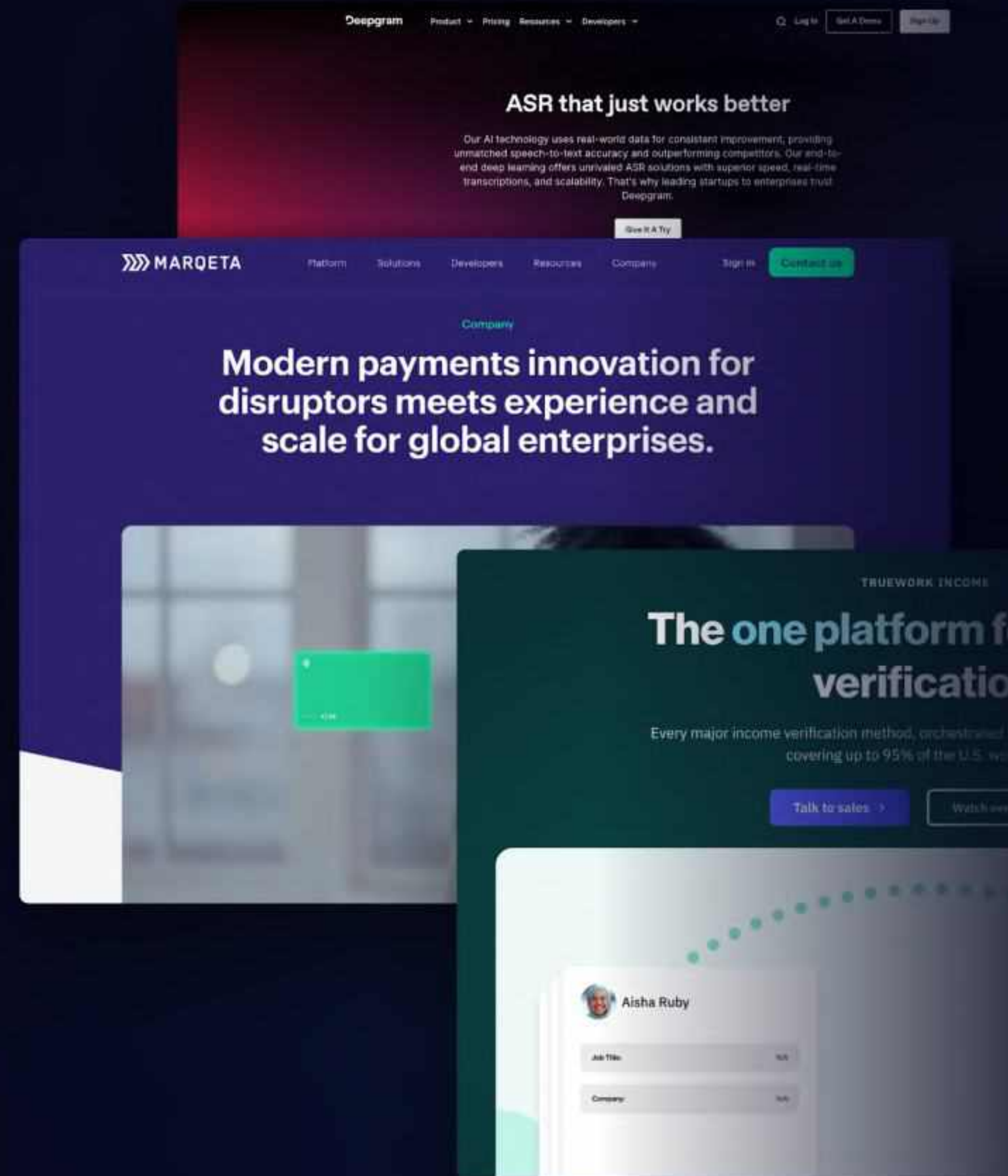


CHAPTER 11

Why Us Pages

If potential customers can't decipher your unique value proposition on your website, they're likely to move on to an alternative solution.

That's where "Why Us" pages come in. "Why Us" pages help frame product and brand positioning on B2B SaaS websites. They are more narrative-driven, aim to build an emotional connection with audiences, and provide a comprehensive overview of a brand's key differentiators.



Best Why Us Page Features



Evident Value Proposition:

Users need to easily grasp the unique benefits and advantages of your SaaS product, and a “Why Us” page is the perfect place to do so.



Illustrations:

Visually enhances the page, reinforces the value proposition, and makes it easy for visitors to understand complex concepts



Key Capabilities Section:

Highlights core product features and functionalities, demonstrating how it meets specific user needs, using clear descriptions, enticing visuals, and interactive elements.



Product Demo:

Show prospects why a product can add value by offering a firsthand look at the product in action with a demo.



Storytelling/Brand Narrative:

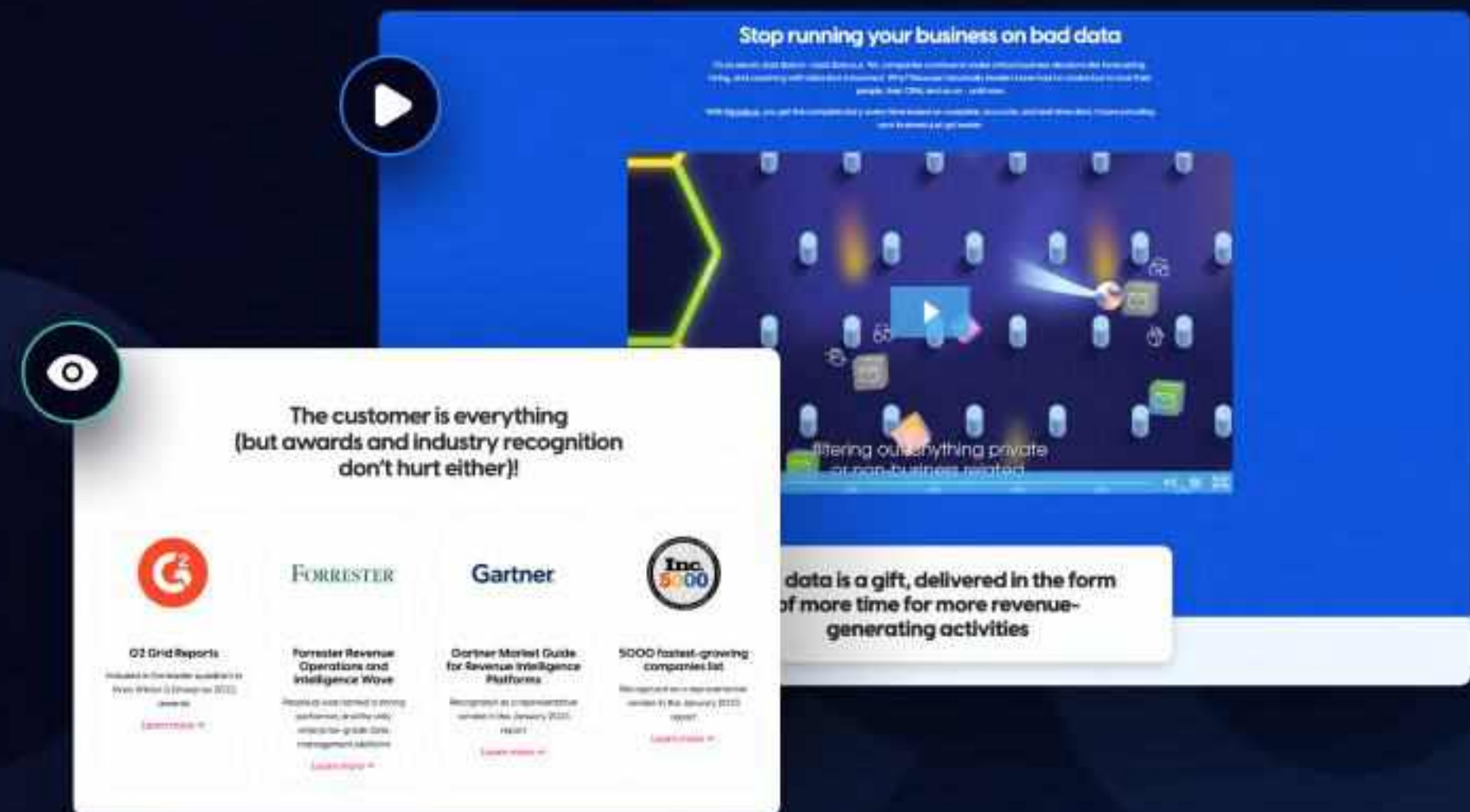
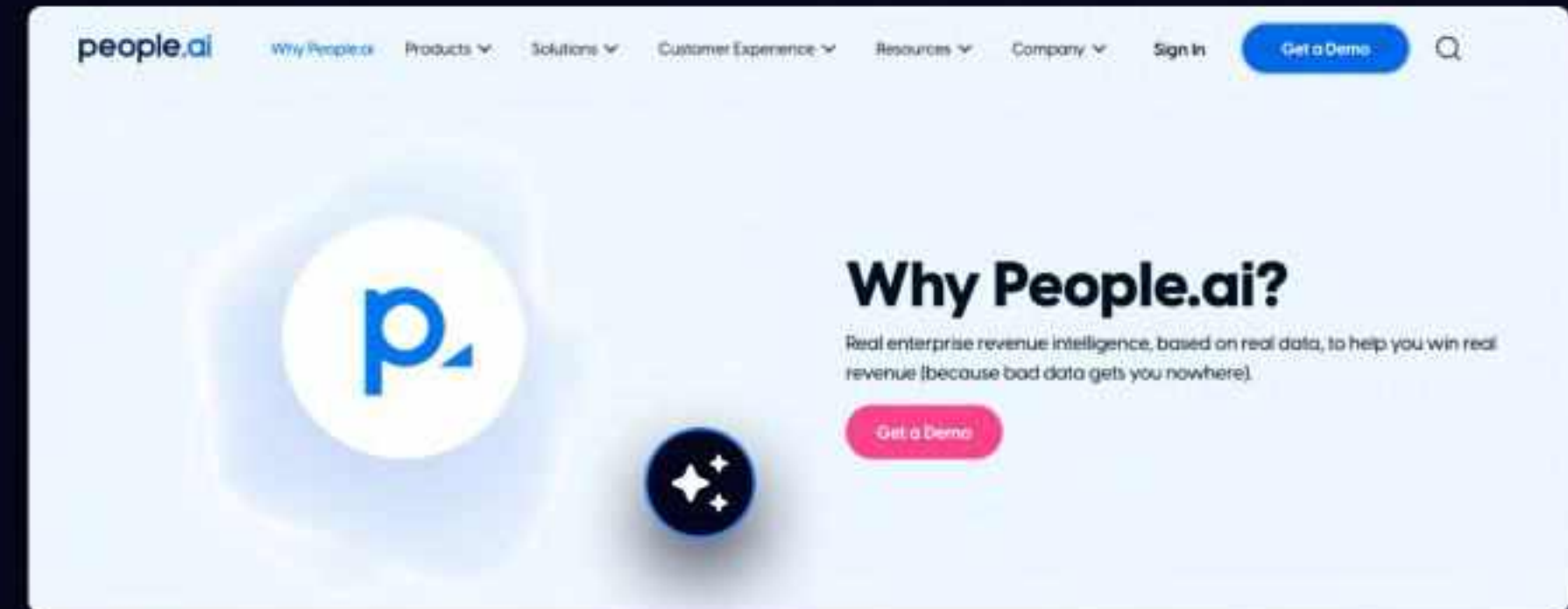
A brand's narrative is a key element of brand positioning, and displaying it on this page creates an emotional connection with site visitors. Adding compelling testimonials and customer success stories can help convey a brand's narrative.



An AI platform for enterprise sales, marketing, and customer success, People.ai puts forth a simplistic yet compelling “Why” page. Most notably, their modest use of colors, conversational tone, and bold headings create an inviting experience that gets visitors interested in learning more about their predictive sales management solutions.




The Highlights

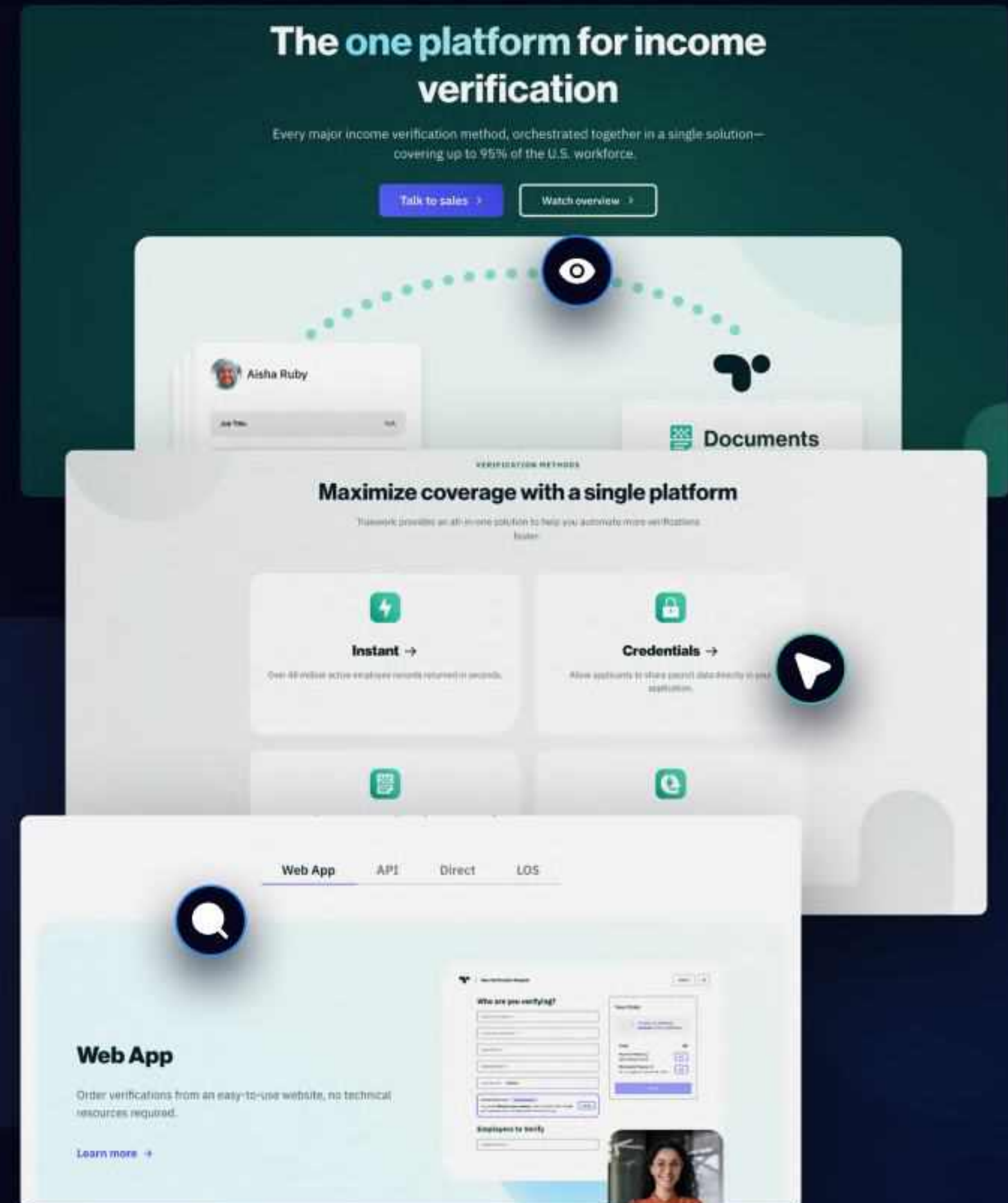
- People.ai’s Why page is simple but powerful. Users are immediately welcomed by a compelling mission statement and a bold call-to-action for a free demo.
- Social proof is a major component of showcasing why someone can trust you and your products. People.ai utilizes great placement of trust bars and awards on this page.
- Explainer videos are an effective way to help prospects visualize your product, and fit seamlessly into Why pages.



In their Why page, Truework explains how they make it easy for employers to streamline the income verification process. Their web design is bolstered by rich green gradients, bold headings, and fun iconographies.

The Highlights

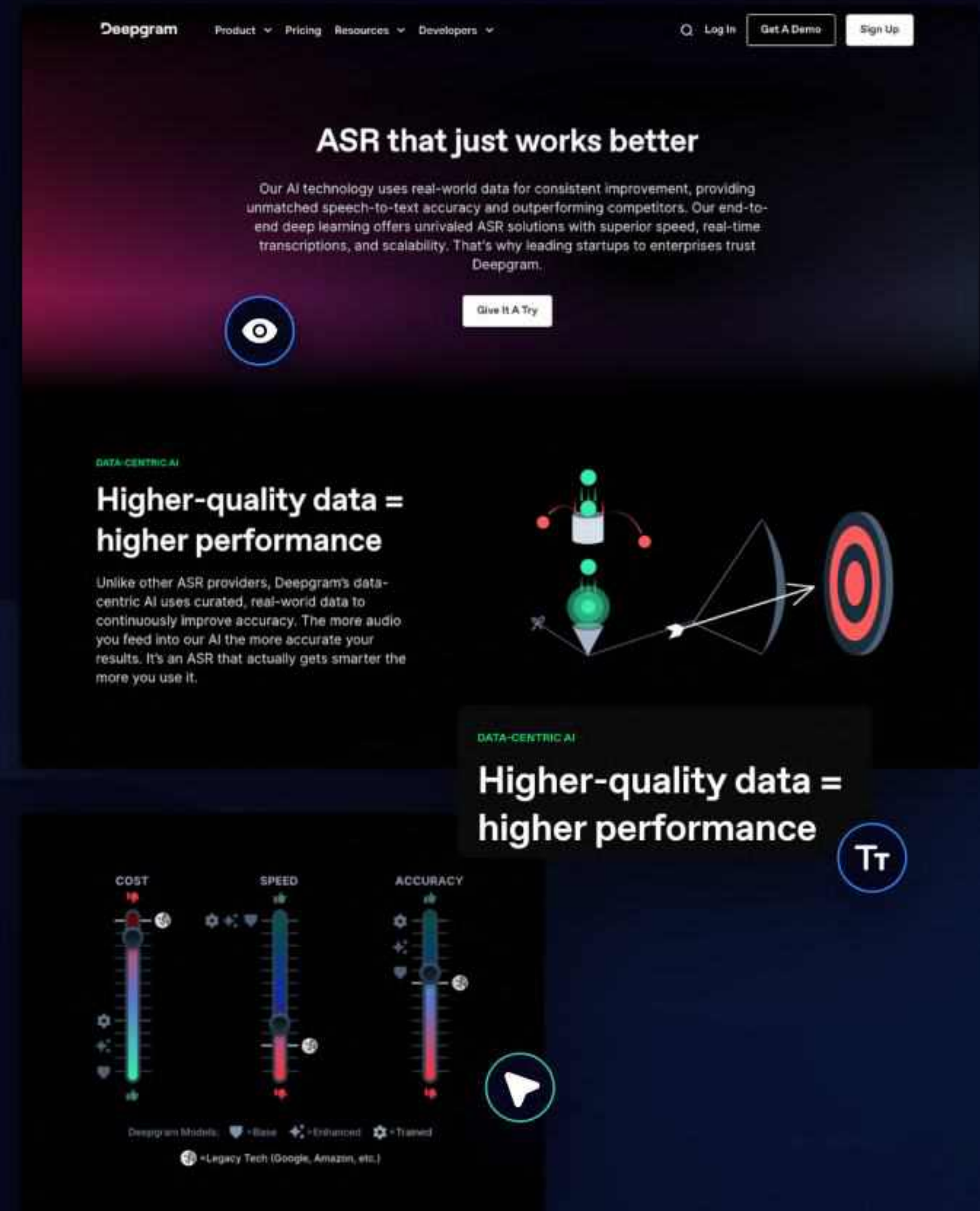
-  The hero contains a subtle yet intriguing animation that helps users visualize how Truework reviews and verifies applicants' documentation.
-  Truework internally links to its product pages from its Why page, allowing users to easily access more specific use cases.
-  Whether a tool fits within your current processes or not can be the deciding factor for any potential buyer. Truework positions its platform as a multi-purpose income solution with this interactive benefits component.



Deepgram, an AI speech recognition and transcription startup, leverages their why page to describe their innovative technology and how it drives better results for your business.

The Highlights

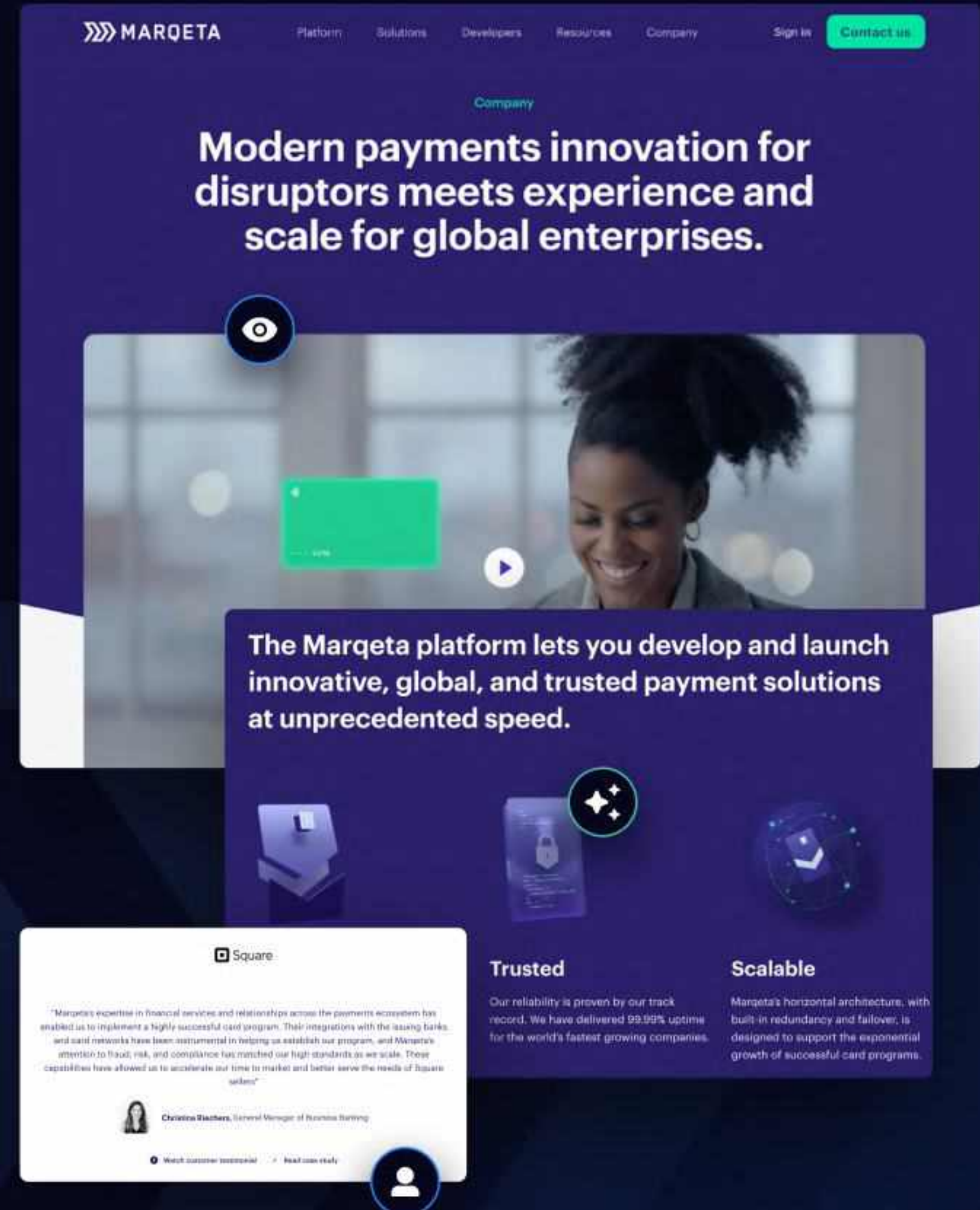
- Deepgram embraces a futuristic, gradient-filled color palette that gives their website a distinctive identity.
- Switchbacks contain dynamic, animated illustrations to add visual queues that speak to their unique product capabilities.
- Each section features concise, captivating headings that showcase why Deepgram is a top-tier speech-to-text AI platform.



The card issuing platform, Marqeta, has an immersive Why page that includes unique layouts, exceptional use of color contrast, and ample trust signals. You'll find their logo cleverly incorporated throughout the page, as well as sleek 3D illustrations that convey each aspect of Marqeta's distinctive payment solutions.




The Highlights

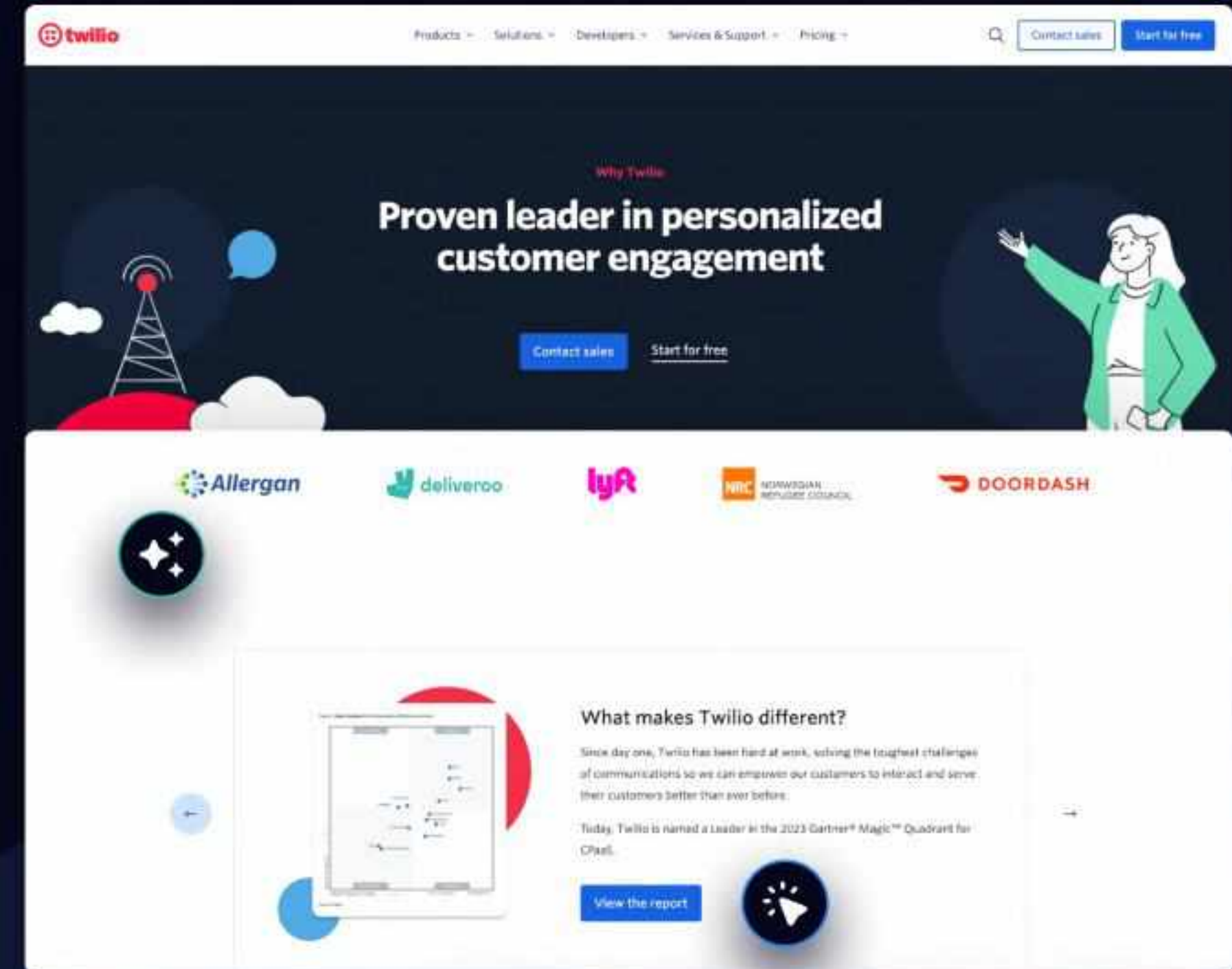
- With this featured video above the fold, users can learn how real people interact with Marqeta as soon as they land on the page.
- In Fintech, it's crucial to position your SaaS solutions as simple, trusted, and scalable. Marqeta frames itself as all three with this amazing benefits section that features 3D elements and informative copy.
- This page includes a powerful customer quote, and links out to more of the testimonial to extend the user journey.



Twilio is a cloud communications platform that provides software developers with tools to add messaging, voice, video, and authentication features to their applications through web service APIs. To display their expertise in personalized customer engagement, Twilio created a Why page under their “Solutions” navigation item.

The Highlights

-  A downloadable marketing asset that shares data and insights explaining why prospects should choose Twilio.
-  Twilio is trusted by today’s biggest enterprises and proudly showcases them with a trust bar featuring renowned customers like Lyft and DoorDash.
-  An interactive quote carousel features praise from some of the most prominent companies in the tech industry.

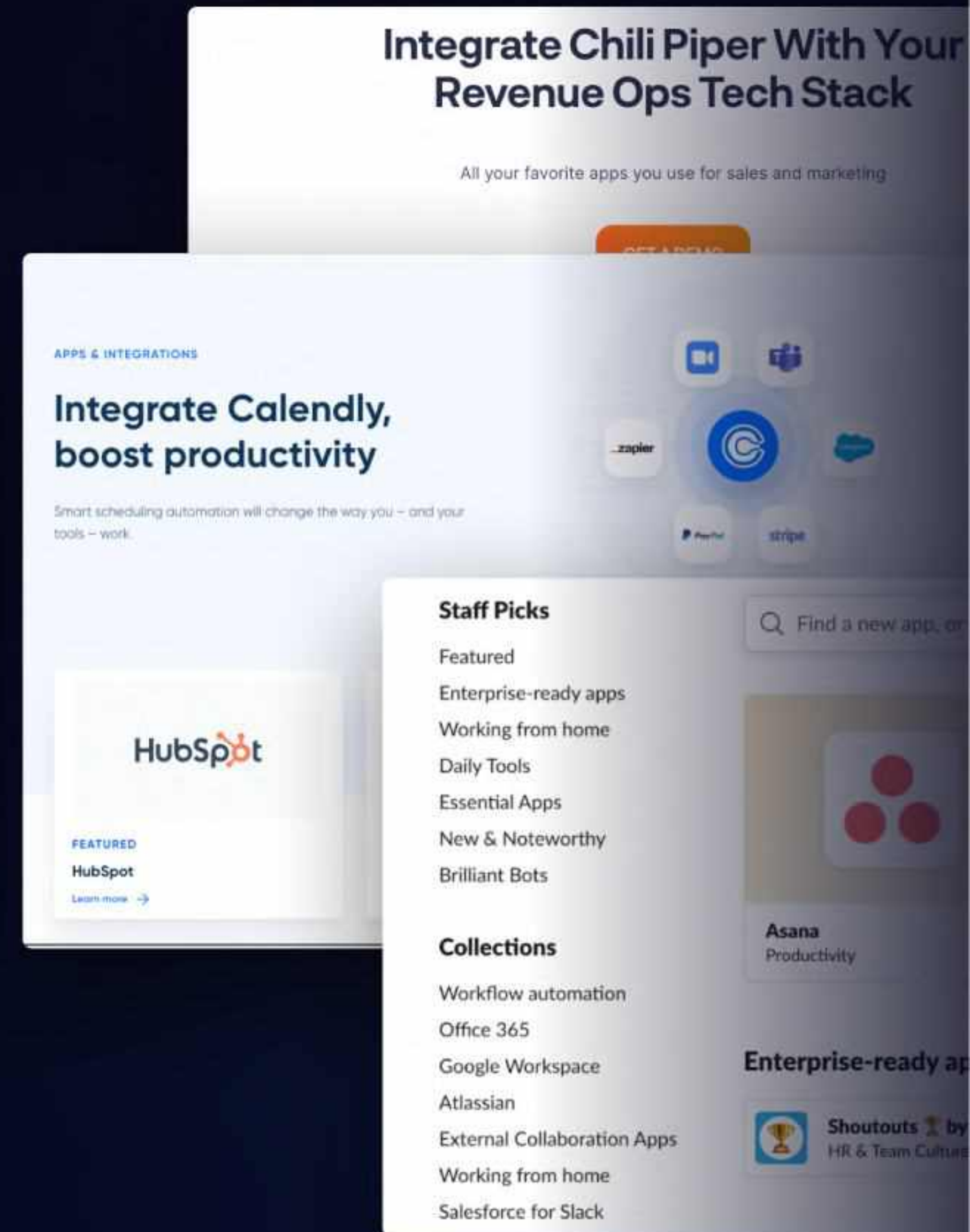


CHAPTER 12

Best Integration & Enablement Pages

Can your product integrate with other tools? Do you have a page dedicated to showing which tools your product can integrate with?

B2B SaaS buyers are always looking to learn if tools they're considering can integrate with their current tech stack. The first place they go to seek this information is a company's integrations or enablement listing page.



Best Integration & Enablement Page Features



Categorization/Filters:

Enable users to effortlessly browse and find any integration based on specific needs, use cases, or disciplines.



Brand Icons:

Provides visual recognition of familiar brands, helping users easily locate relevant integrations in a comprehensive app directory.



Integration Directory:

An organized directory offers users a centralized resource for exploring and evaluating a platform's integrations.



Preview detail cards:

Offer concise summaries of each integration, providing users with essential integration details at a glance.



Use Case Scenarios:

Illustrate real-world applications of each integration to show users how a product can easily work with their current tech stack.






Search Functionality:

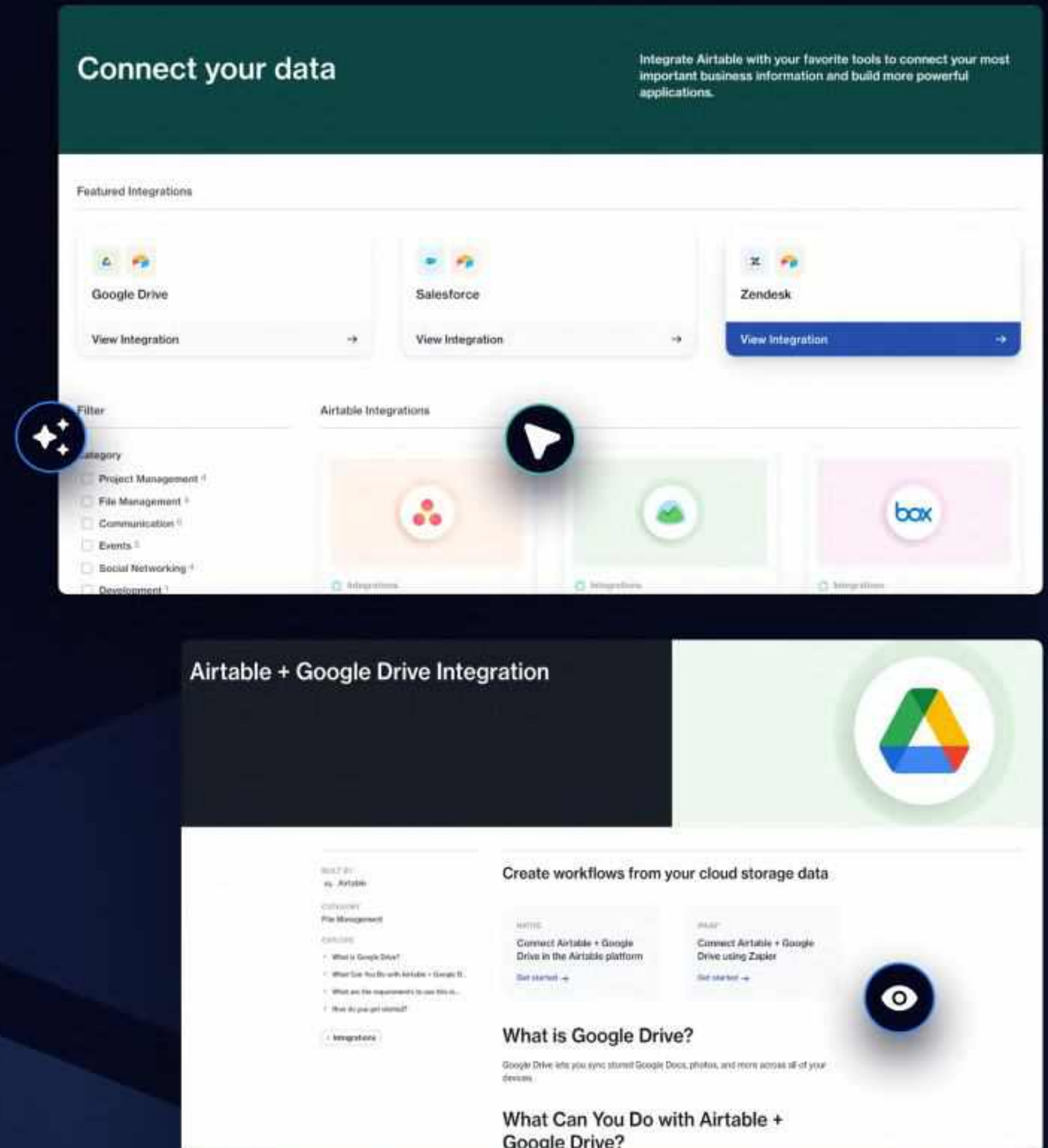
Provides a convenient way for users to find desired integrations, enhancing accessibility and efficiency.



No one has the time to sift through countless app integrations. A great integration listing page like Airtable's saves users time by sorting integrations into categories and maintaining a sleek layout that's simple to navigate.

The Highlights

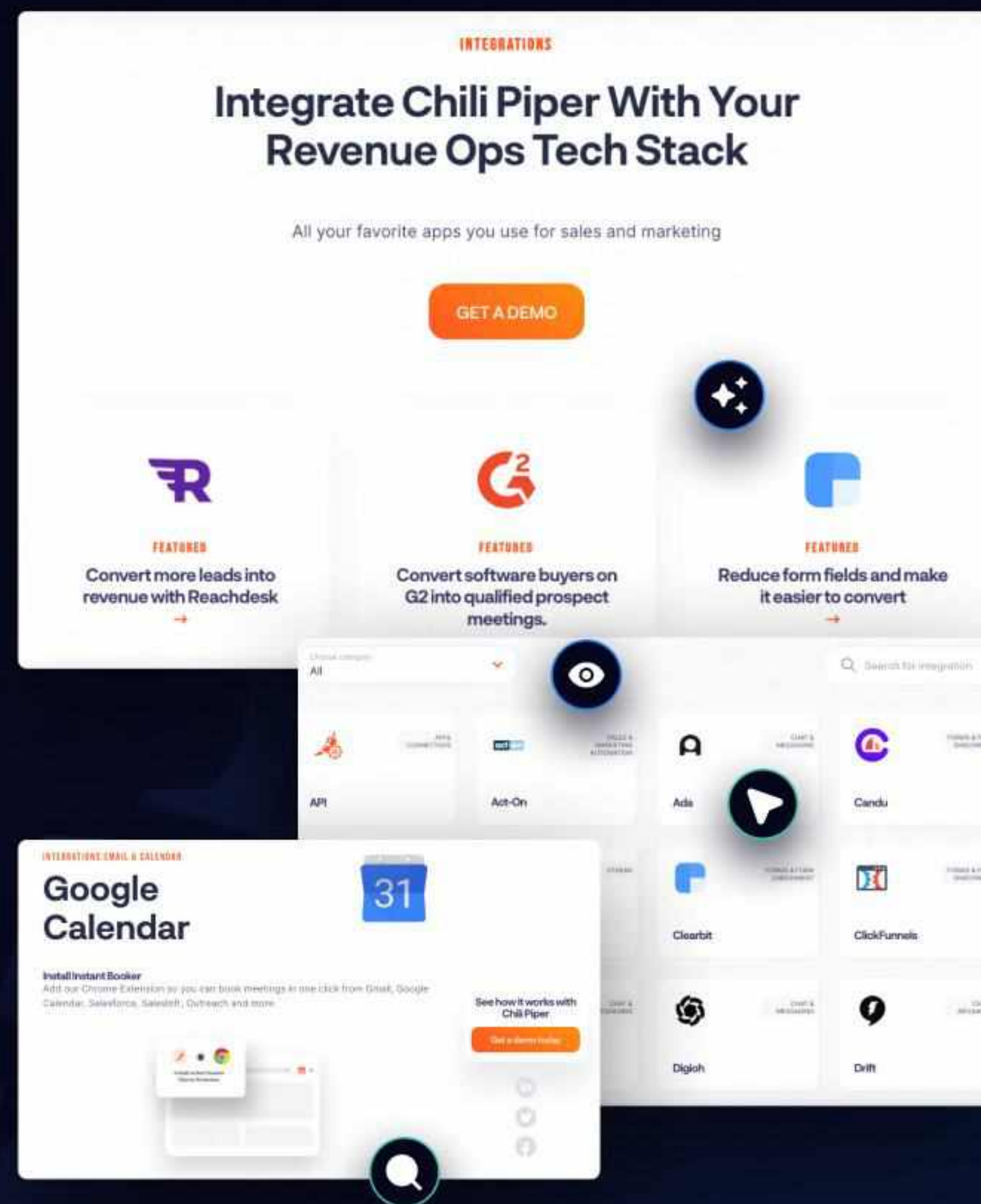
-  Whether you're seeking seamless connections with productivity tools or communication platforms, you can view multiple integrations by category, all at the same time using Airtable's filter menu.
-  Hover over any app preview card to find subtle micro-interactions that prompt users to click and learn more about each integration. Brownie points for the use of each brand's colors to make the cards pop on the page!
-  The "Explore" menu enables users to quickly find information conveniently all on each integration listing page—from integration requirements to related integrations.



Chili Piper, a scheduling and routing software for B2B revenue teams, ensures users can connect their favorite apps with their revenue operations platform. Their integrations directory is full of intuitive elements for easy navigation, including their neat preview cards with micro-animations and vibrant orange CTAs

The Highlights

- Chili Piper simplifies access to popular marketing & sales integrations by highlighting them above the fold.
- Each integration is displayed on crisp preview cards with brand logos and category subheadings, creating an effortless navigation experience.
- This drop-down menu is always visible as the user scrolls down the page, allowing users to quickly filter through Chili Piper's variety of integrations.
- Every integration listing page features a comprehensive description, a list of benefits, and a compelling CTA that drives users toward a free demo trial.





As a leading collaboration platform, Slack allows users to integrate countless amount of tools with their workspace and build custom apps for unique needs. Slack's noteworthy App Directory is just as sleek as its platform's UI and offers multiple sorting and search functionalities to help users find any app.

The Highlights



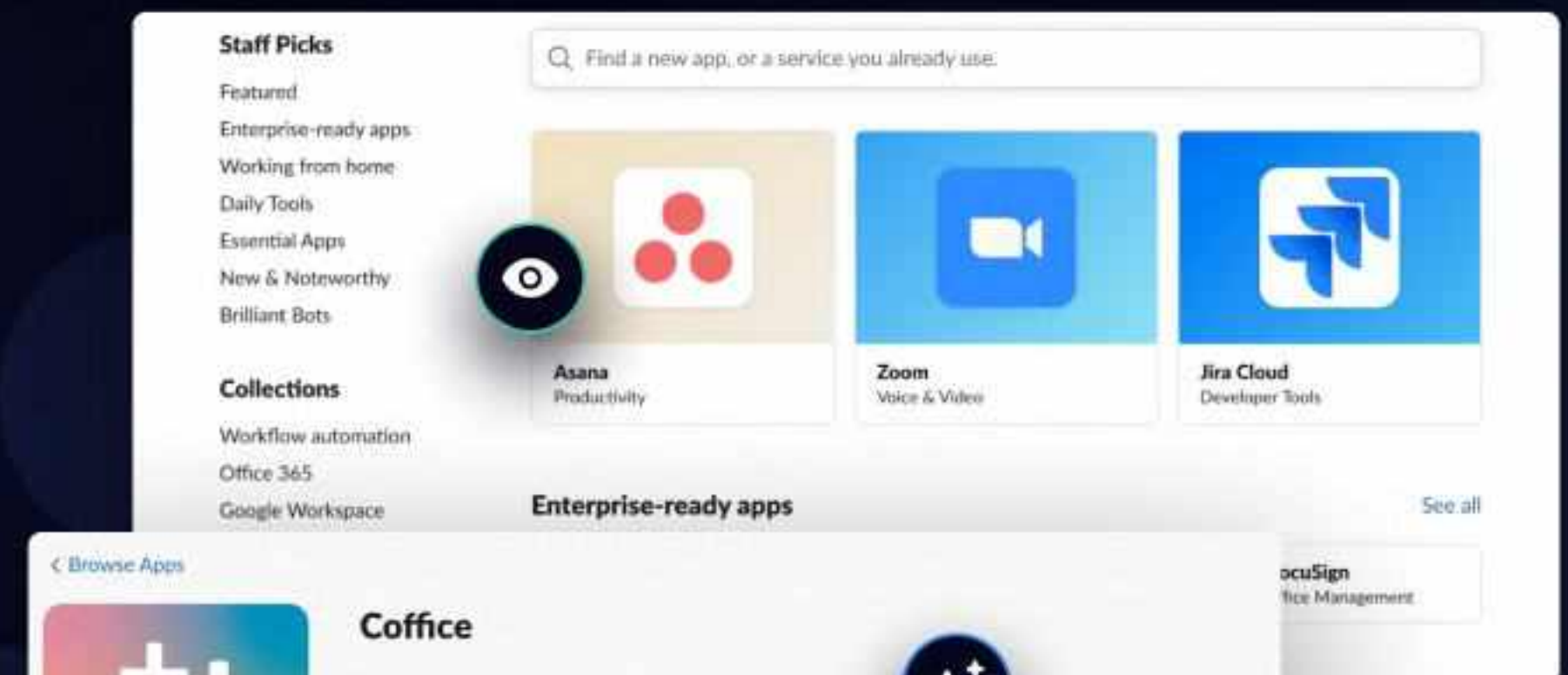
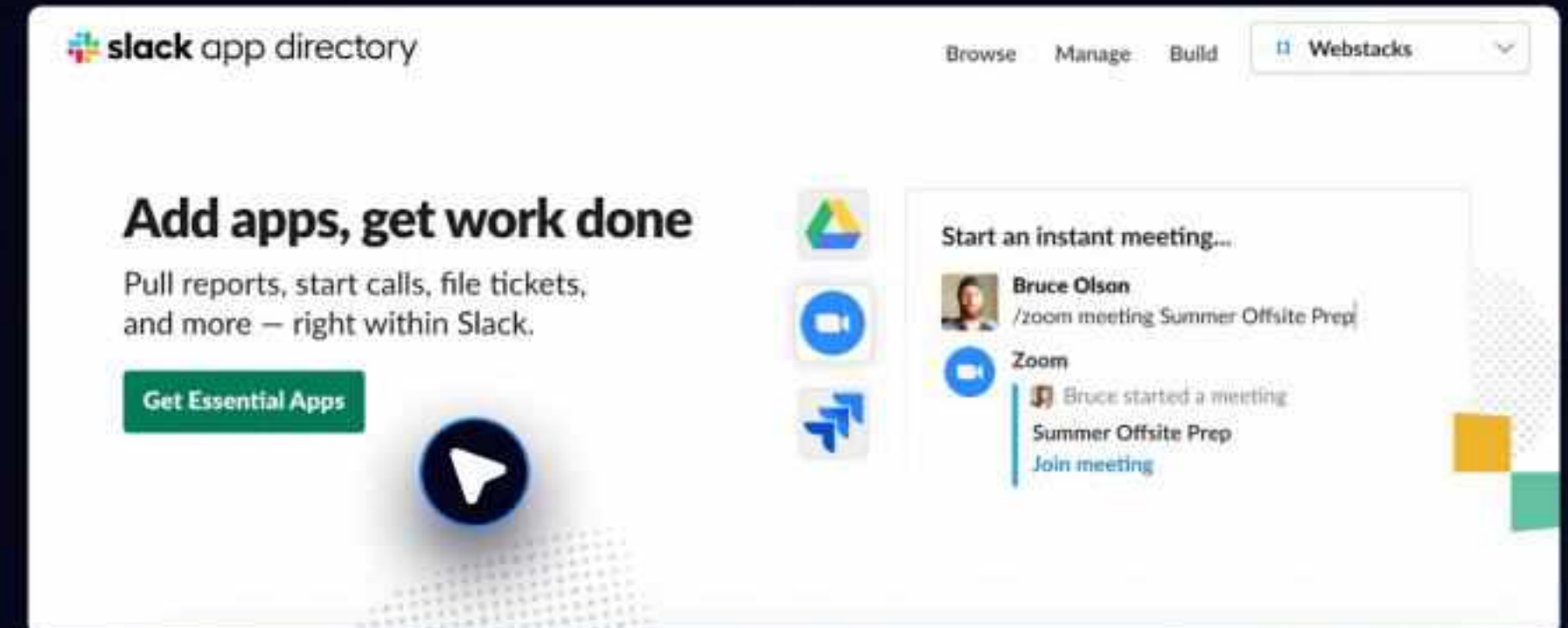
When a user clicks on this interactive hero illustration, they can see how Slack seamlessly integrates with today's essential apps like Zoom and Jira.



Slack sorts its integrations in many different ways—from staff picks to productivity collections. You can easily find any app using a search bar and filing through their sleek preview cards with logos.



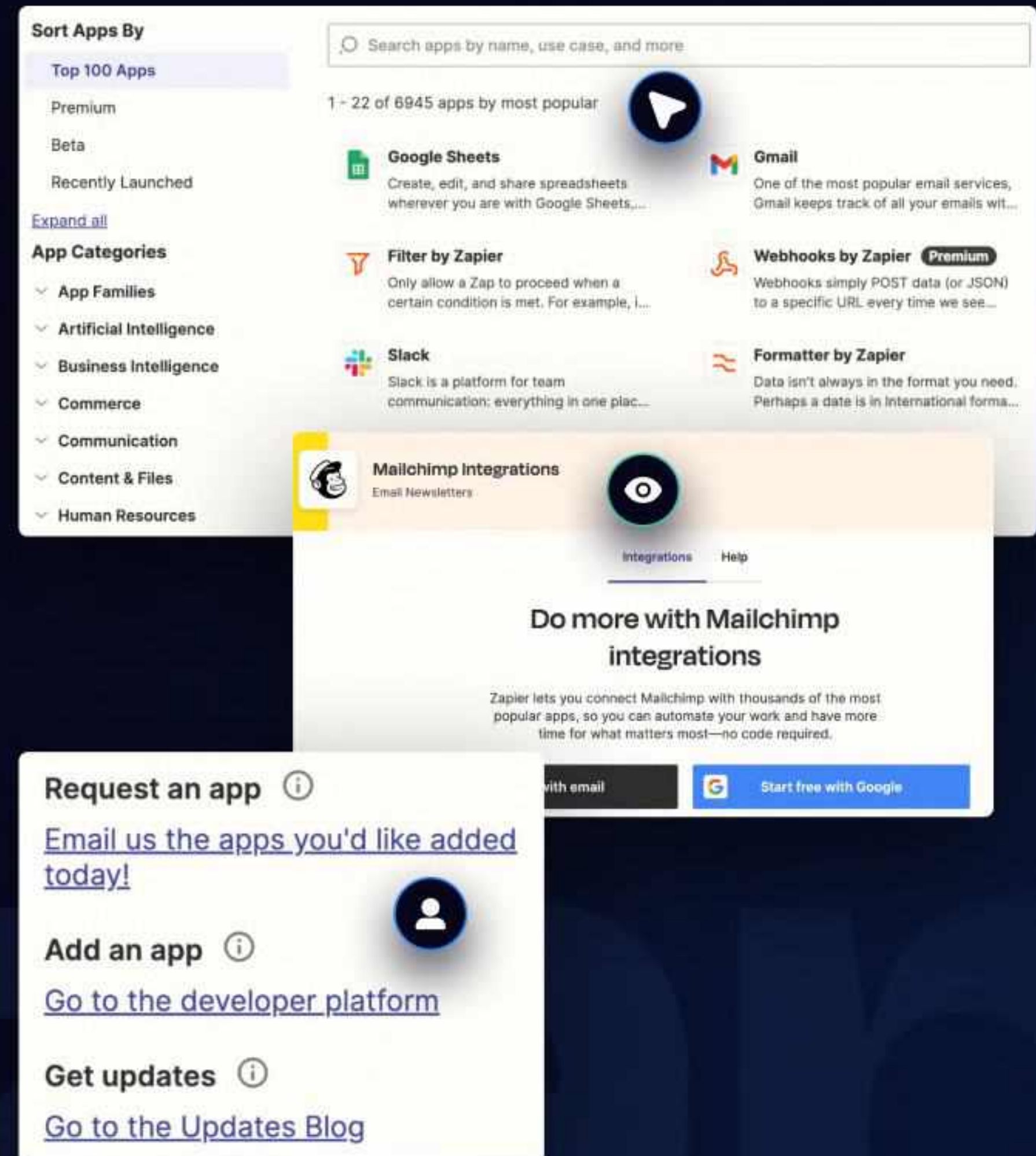
Each listing page showcases integration capabilities with fun copy (and emojis) and allows users to add the app to Slack without exiting the page!



This list would not be complete without mentioning Zapier's phenomenal integration listing page. From its organized structure to contextual preview cards, Zapier's app directory offers anyone an effortless way to learn about Zapier's integrations.




The Highlights

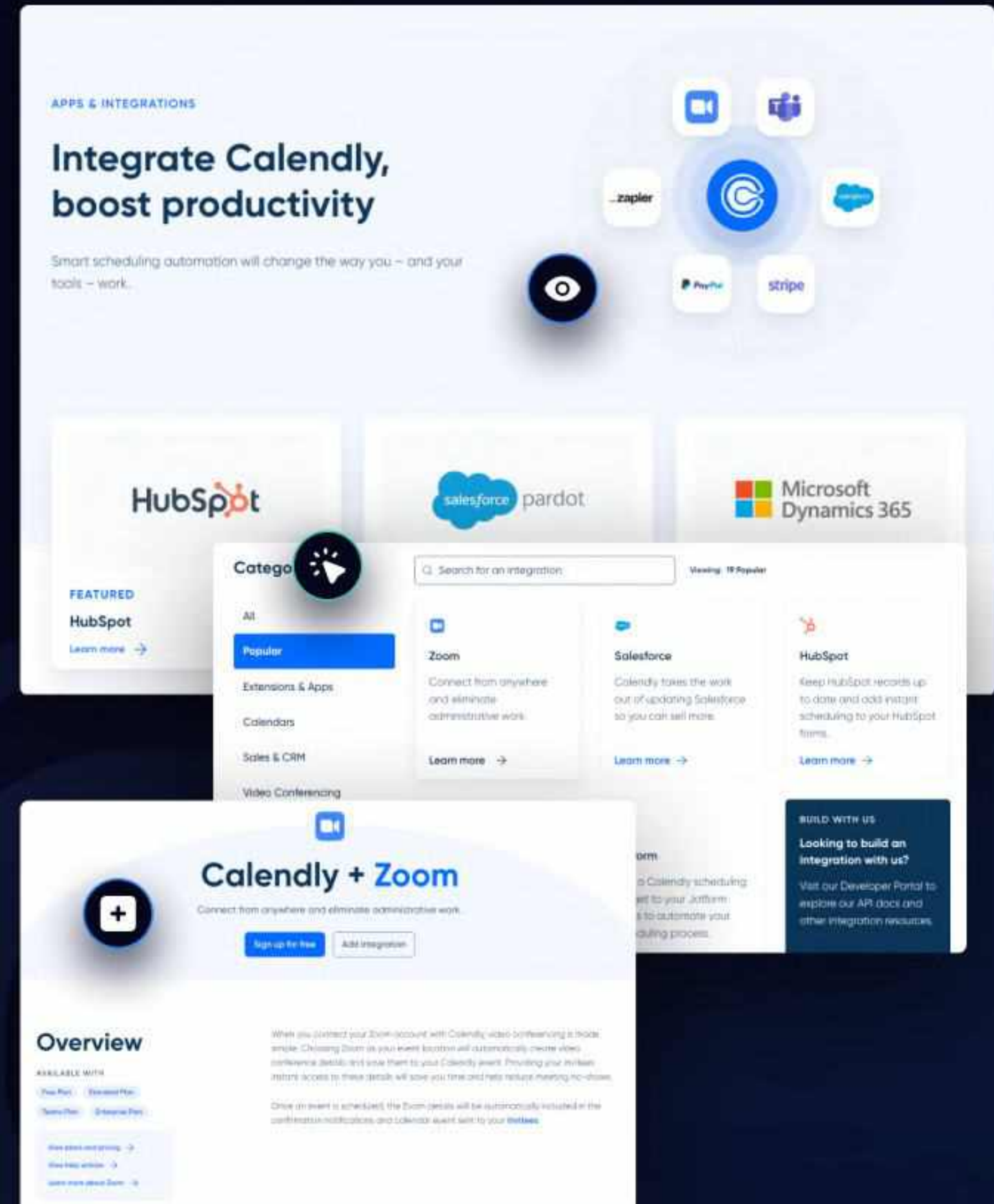
- Given that Zapier's automation tool connects with 100+ apps, this listing page sorts each one by category and provides a search bar so users can easily find a specific one.
- Click on any app integration and explore more information about the app, more apps it can connect with, and a simple form to get started for free.
- One of the coolest parts of this page is how users can request new apps or add an app to the development platform, showing Zapier's limitless ability to integrate with any app!



Calendly's meeting scheduling platform has countless app integrations to help users boost productivity no matter what tools they use. Their listing page goes above and beyond by breaking up the integrations into categories such as most popular, extensions, calendars, and more.

The Highlights

-  This listing page impresses with an illustration showcasing Calendly's integration capabilities and prominently featured integrations.
-  Calendly organizes its extensive list of integrations with a side nav bar for easy navigation, as well as sleek preview cards that maintain a clean design to avoid overwhelming users.
-  Individual preview pages highlight everything you need to know about each integration— from plan availability to pricing and helpful resources.



Your website is never done.

Though many of these features can seem like the result of a one-time project, it's crucial to understand that a great marketing website is in an endless life cycle.

The most successful B2B SaaS companies understand the value of constantly evolving their website, and now you can do the same.

With 100+ cutting-edge elements from today's elite B2B SaaS brands, you're ready to continuously elevate your marketing website to align with your brand's growth and business goals.

Keep our guide handy as you consistently iterate, strategize, and invest in your website's evolution to turn it into your greatest marketing asset.

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