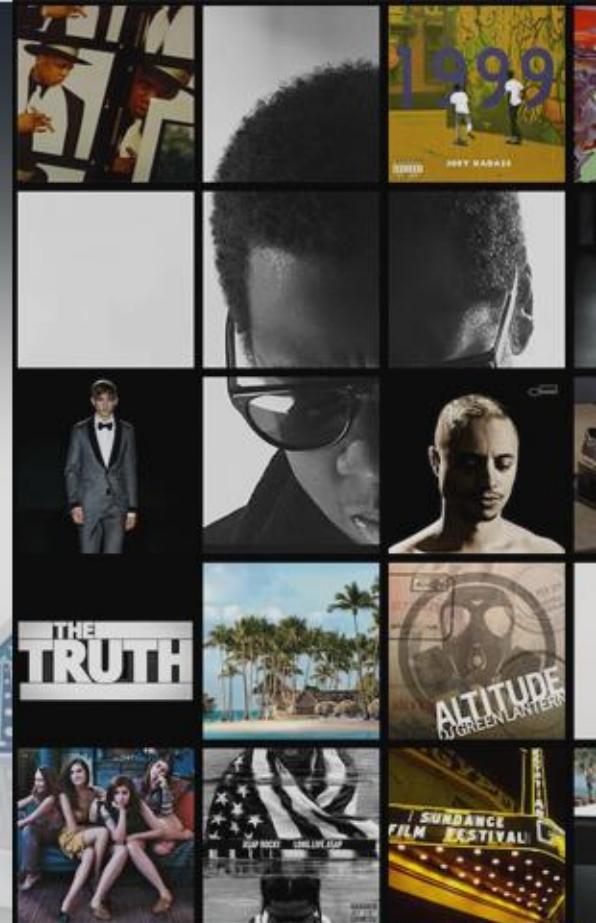


53 BRILLIANT HOMEPAGE DESIGNS.



(PLUS SIX QUICK-HITTING TIPS TO IMPROVE YOUR SITE DESIGN)

LEARNING FROM THE BEST.

You never get a second chance to make a first impression. That's why your homepage is undoubtedly one of the most important pages on your website.

If a company homepage is its virtual front door, what happens if the door is off its hinges? With an [average attention span](#) of 8 seconds online, a new visitor needs a simple, compelling reason to stick around. If your site doesn't immediately connect with them, or they don't know what to do on your page, their knee-jerk reaction is to hit the back button and just leave.

Don't let that happen. If you are considering re-vamping your website – or just want to see great design – check out these 53 examples of homepages to inspire your own site redesign, each of which does something worth learning.

SHARE COLLECTION



LEARNING FROM THE BEST 2

THE SALESMEN
ECOMMERCE EXAMPLES 4

THE PROS
GRAPHIC DESIGN EXAMPLES 16

THE BRANDS
RETAIL EXAMPLES 27

THE ENTERTAINERS
CELEBRITY AND MEDIA EXAMPLES 37

THE TECHIES
IT EXAMPLES 46

THE PROVIDERS
PROFESSIONAL SERVICE EXAMPLES 55

WHAT COMES NEXT? 69

(CLICK ON A TAB TO JUMP TO YOUR INDUSTRY)

THE SALESMEN. ECOMMERCE HOMEPAGE EXAMPLES

SHARE COLLECTION





HOME



ABOUT US



TEA & SPICES



ACCESSORIES



CONTACT



BLOG & RECIPES

SEARCH...

GO



MARRAKESH FRESH

Continue to spread the love with this...

\$4.60

[VIEW PRODUCT](#)

BUTTER ME UP

For the hedonist who doesn't compromise, butterscotch,...

\$7.40

[VIEW PRODUCT](#)

DORIAN GREY

Earl Grey's flamboyant brother. Added vanilla takes...

\$5.20

[VIEW PRODUCT](#)

LUHSE TEA.

WHAT WE CAN LEARN: Present standard information in novel ways without sacrificing function and usability. Luhse Tea, for instance, added clear-cut navigation icons that stand out, but still convey company branding and clever details (search is a blimp!).

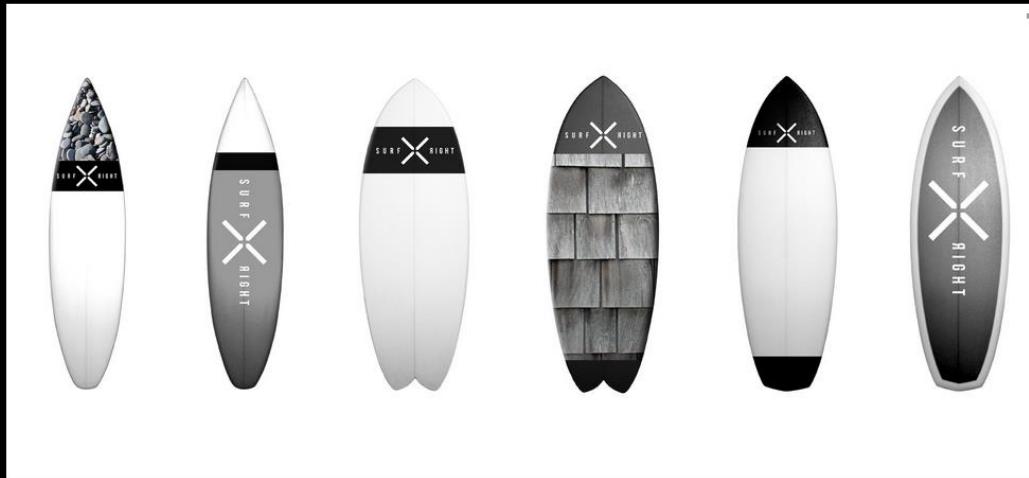
FIT FOR A FRAME.

WHAT WE CAN LEARN: Clearly present products and value statements. This site's value proposition (across the top) immediately tells you who the company is and what they do – helping the page successfully pass the blink test. Products are listed near the bottom.

Beautifully designed, large scale original screen prints.

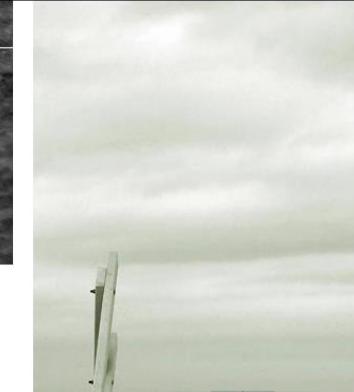
Which fit perfectly in affordable IKEA frames.



CONNECT W/ US: [f](#) [t](#) [g](#)

MISSION

INSPIRED BY COLD WATER SURFERS IN NEW ENGLAND, SURF RIGHT CELEBRATES THE RAW, REAL & READY ATTITUDE OF THOSE HARDY INDIVIDUALS WHO BRAVE THE FREEZING WATERS OF THE ATLANTIC YEAR-ROUND TO FOLLOW THEIR PASSION.



SURF RIGHT.

Created on the HubSpot Content Optimization System (COS)!

WHAT WE CAN LEARN: Easy navigation and beautiful design can (and should) work together. An interactive slider and a well-organized set of tiles make this website easy to surf (pun sadly intended).

The easiest way to sell any product online.

[Connect with Facebook](#)

or

Email address

Password

[Try it for free](#)

See it in action

Awesome T-Shirt

Learn to Code! 6 Hour Workshop

Join us on July 15th to take part in a 6 hour workshop on basic HTML and CSS. The event will be held at Hackyard in Uptown from 9am to 3pm. [View More](#)

SHOP LOCKET.

WHAT WE CAN LEARN: Simplicity trumps complexity. Shop Locket presents a simple yet charming design. Its Facebook Connect and the “Try it” buttons are both clearly visible and the rest of the site doesn’t distract visitors from taking those actions.

FEATURE PROMOS

STORE: **TERRORHORSE**

ITEM: **CD**

NAME: **Unrequited & Unscathed**

VISIT: evelmerch.com/terrorhorse



\$10

FEATURE STORE



COMEBACK KID

evelmerch.com/comebackkid

[VISIT THIS STORE](#)

WHAT'S NEW

NEW STORES

[Everlea](#)

Artist

[Misery Signals](#)

Artist

[TERRORHORSE](#)

Artist

[Smallman Records](#)

Label

UPDATES

Welcome to the New Site

We are pleased to welcome you to the brand new evelMerch site. This is only Phase One and we have a lot more in store for you in the coming months. But for the time being, go shop and support some stores...

AWESOME ALBUMS



Laurel

CD - Self Titled

\$7



Comeback Kid

CD - Through The Noise

\$7



Smile Case

CD - The Weather Outside

\$6



Misery Signals

CD - Controller

\$10



Jonah Matranga/Kevin Seconds

CD - Split 7inch

\$8.75

WICKED SHIRTS



Comeback Kid

T-Shirt - Wings

\$10



TERRORHORSE

T-Shirt - Horse Of Terror

\$8



Arietta

T-Shirt - Baseball T

\$7



Red October

T-Shirt - Cityscape

\$7



Contrabandit

T-Shirt - Blindfold

\$7

EVEL.

WHAT WE CAN LEARN: Grids and columns help guide the eye. This site handles six different content blocks in a coherent, well-balanced manner. Contrary to the previous site, there are many calls-to-action. It's therefore paramount to package them neatly.



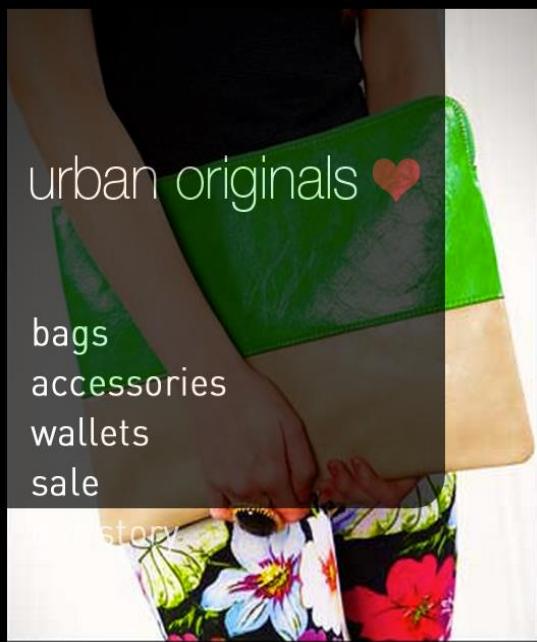
... < >

OUR FEATURED PRODUCTS



LEGA-LEGA.

WHAT WE CAN LEARN: It's okay not to show them ALL your products at once! While most ecommerce sites offer many product options right away (just look at Amazon), this site focuses the user's attention on its top products, perhaps based on popularity.



bags
accessories
wallets
sale

story



URBAN ORIGINALS.

WHAT WE CAN LEARN: This is a clean and effective homepage design. The vibrant background and a simple navigation clearly lead to important product pages.



The most magical experience for
True Fans and Collectors

FANNABEE.

WHAT WE CAN LEARN: This website uses parallax scrolling to deliver a unique user experience. Reaching out to “true fans” on the banner also subtly conveys exclusivity, compelling the audience to click their call-to-action (CTA) button and see what’s behind the velvet rope.

ENJOY RESPONSIBLY:

[MOST WANTED](#)

[GRID VIEW](#)

[RANDOM THING](#)

[UNCRATE APP](#)

SAVE STUFF YOU WANT:

[YOUR STASH](#)

[SIGN UP](#)

[SIGN IN](#)



UNCRATE.

WHAT WE CAN LEARN: Uncrate maintains a single strong aesthetic despite multiple navigation levels. Even with multiple conversion paths, it focuses on one key product.

SCOTCH & SODA.

WHAT WE CAN LEARN: The tiled look of this homepage showcases different areas of the website while branded social icons make the content easy to share. The “Latest Posts” tab offers viewers more content if they are interested in delving further into the Scotch and Soda experience.



Have you been introduced to Barfly yet?

[VIEW THE CAMPAIGN](#)



VIDEO



BLOG



NEW ARRIVALS



FOLLOW US



LATEST POSTS



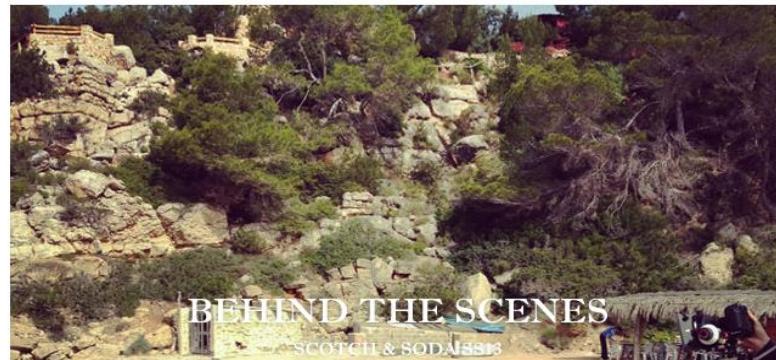
MENDO'S CHOICE

New year, new name. Welcome to the first MENDO'S CHOICE of 2013! Today, Muhammad Ali (born Cassius



PORTRAITS IS SITE OF THE DAY

The website of our Portraits campaign has been named 'Site of the Day' by our friends from [Awwwards.com](#)! We're very



BEHIND THE SCENES

SCOTCH & SODA SS13

Simplify Your Language.

Marketers often change the way they talk online and use “marketer speak” such as “Buy NOW” rather than a normal conversational tone. According to [MarketingSherpa](#), clarity trumps persuasion when writing for the web.

Don’t waste valuable online real estate trying to be clever. Instead, use your site copy to convey your company message in a clear, concise manner. For great examples of succinct copy, look at [Galpin](#), [Austin Beerworks](#) and [Ride for the Brand](#).

THE PROS. GRAPHIC DESIGN HOMEPAGE EXAMPLES

SHARE COLLECTION





WE ARE A BOUTIQUE DESIGN & ADVERTISING AGENCY IN TORONTO
WE DEVELOP BIG IDEAS THAT SELL

CLEAR NAVIGATION.



*watch our video to learn
how jib will help you get
where you're going.*



THE BIG IDEA

JIB.

WHAT WE CAN LEARN: Great use of a simple illustration, an excellent complimentary color palate, crystal clear copy and a single call to action all combine to make this website one of our favorites.

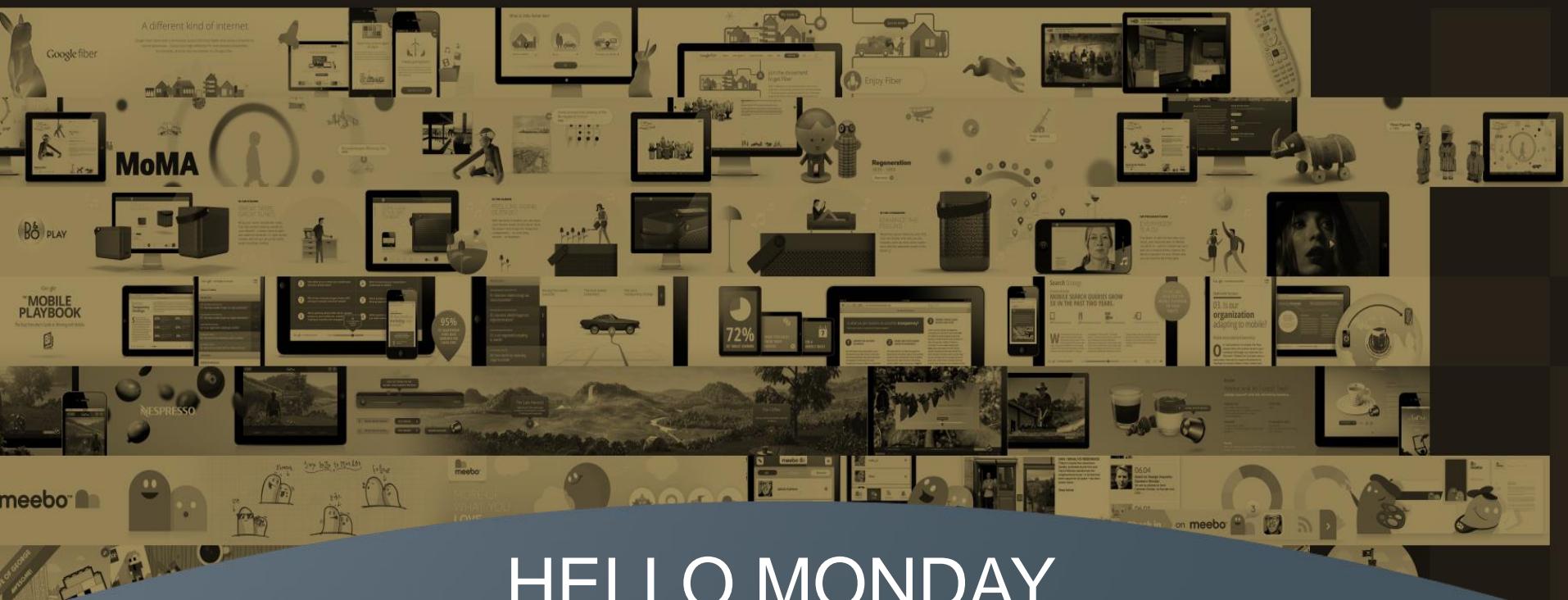
News 01 / 10 — [previous](#) / [next](#)

Site Of The Year

We are humbled to be nominated for the Awwwards Site of the Year. If you think we deserve to win, follow the link below and click (Like) on the [MoMA - Century of The Child](#).



Sort work by /
Featured Web Identity Archive



HELLO MONDAY.

WHAT WE CAN LEARN: This unique design won the AWWards for Site Of The Year and focuses on the page's overall look. The minimal copy works for this design firm because their competitive advantage is best conveyed visually, but other industries may need to include a clearer company value proposition on the homepage.



ABOUT
WORK
CLIENTS
CAPABILITIES
PROCESS
CONTACT



817.768.3011

REQUEST A QUOTE



THE BEST LITTLE DIGITAL AGENCY



Est.
2010

★ IN TEXAS ★



SEE OUR WORK



AWARD WINNING WEBSITES

MADE IN FORT WORTH. NO BULL.

CAPABILITIES

We shoot you straight providing you with effective solutions and proven strategies.

WHAT DO WE OFFER?

WARNING:

Avoid snake oil salesmen!

PROCESS

OUR COMPREHENSIVE APPROACH



From a custom facebook page to an enterprise level website, we work hard to make sure the attention to usability and clean design never wavers.

VISIT US IN THE HISTORIC FORT WORTH

STOCKYARD



Eats & Treats

Delicious and delectable finds for a variety of tastes.



RIDE FOR THE BRAND.

WHAT WE CAN LEARN: This site chooses a single aesthetic and fuses it into every page element. Also notable: the continuous side-scrolling feature, which provides an interesting experience for visitors.

[ABOUT ME](#)[PORTFOLIO](#)[MY BLOG](#)[CONTACT ME](#)

I LIKE TO MAKE
WEB & PRINT
LOOK AWESOME

SINCE MOVING TO CANADA LIFE HAS GOTTEN VERY INTERESTING. MY DESIGN HORIZONS HAVE BEEN OPENED UP AND I'M READY TO MEET THE NEW CHALLENGES AHEAD! I AM A GRAPHIC/WEBSITE DESIGNER, BORN AND RAISED IN SCOTLAND, NOW LIVING IN BURLINGTON, ONTARIO. I WORK FOR THRILLWORKS AS A GRAPHIC DESIGNER.



ANDY PATRICK DESIGN.

WHAT WE CAN LEARN: This site uses rare elements including a single accent color and a “matching” off-white (check out the orange undertone). It also incorporates excellent iconography and typography for a simple but “slick” web design.



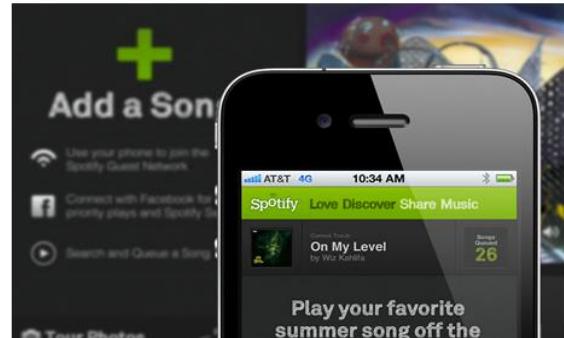
THIS IS THE BRIGADE.

WHAT WE CAN LEARN: This homepage succeeds by including a large banner to convey exactly who the company is, plus segmented sections to break up the content.

CREATE & DESTROY

The Brigade is a design studio in Portland, Oregon, with a passion for user-centered design, great art and formidable technology.

LATEST WORK



BRIGADE LIFE



GALPIN.

WHAT WE CAN LEARN: The Galpin page uses typography to showcase its character. Notice that the page focuses less on graphics, and instead uses text to convey its messaging.

HOME WORK PROCESS

ABOUT BLOG CONTACT

HARD WORK & DETERMINATION IS MY FORMULA FOR MAKING THE WEB A BETTER PLACE.



CRISP TUMBLR THEME



LOST TYPE CO-OP



CONTRAST TUMBLR THEME

WHO I AM

Galpin Industries is a web design studio with a knack for perfect pixels and concrete solutions.

Find out more.

WE SHOULD TALK.

WHAT I DO

I have a very precise process to craft exactly what you need.

Have a look.

2012.

The UI Guide | Part 2: Backgrounds, Forms, and Texture

The UI Guide | Part 1: Buttons

Jan 22 2012



01WEB SITES
*new work***02**INTERFACES
*new work***03**LOGOS & VIDEO
*new work***04**

CONTACT



About

Hello

My name is Vadim
& I am designer
living and working
in Moscow



I design web sites
& user interface
I also do retouching
work

[See my portfolio](#) ★ [Download CV](#) ★ [Contact me](#)

MADE BY VADIM.

WHAT WE CAN LEARN: The Vadim site is concise and to the point. Its navigation and CTAs are both clearly-defined, so the visitor knows exactly where to go next.

Studio

Work

Services

Blog



fullscream



business incubator



art interijeri



career shout!



daily fresh



abc interijer



mobile shop



keepwobblin



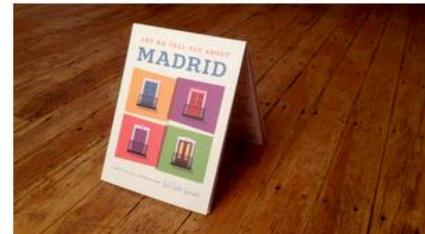
*Take
place!*

ART & CODE.

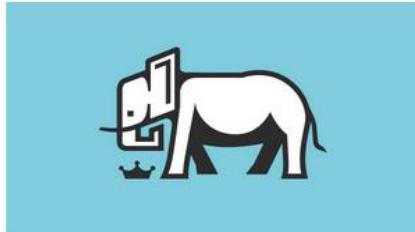
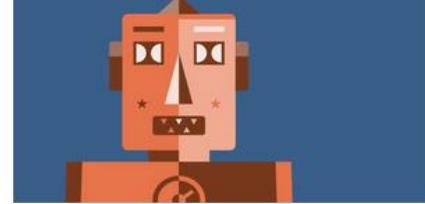
WHAT WE CAN LEARN: Sometimes, less is better. The use of non-traditional icons and a balanced layout give the Art & Code website a clean, attractive look.

WORK

Branding, Identity, Packaging, Illustration



LOGOS



RILEY CRAN.

WHAT WE CAN LEARN: Here we see another appealing tile-based website design. Setting Riley Cran apart is the fact that the entire site is set within a single page - no scrolling necessary!

Riley Cran is a Graphic Designer based in the Pacific Northwest. With a strong focus in Identity Design, Packaging and Illustration, Riley's work has been featured by Grain Edit, Design Work Life, Gestalten publishing and others.

Do you need something designed?

[SEND A MESSAGE >](#)

Copyright Riley Cran 2012 ©

riley@rileycran.com

On Twitter: [@rileycran](#)

Simplify Your Layout.

A clean design is just as important as clear copy. Your site layout should boost the overall online experience, not distract from the website's goals. Even if they're visually appealing, site elements that confuse your visitor ultimately reduce the overall effectiveness of your website.

Avoid common errors such as awkward page hierarchy, non-existent navigation or anything that creates “friction” on your page. Check out [Shop Locket](#), [Urban Originals](#) and [Madwell](#) for simple designs that still convey a strong message.

THE BRANDS. RETAIL COMPANY HOMEPAGE EXAMPLES

SHARE COLLECTION





+7

+4

+10

+2

+14

+6

+12

REI.

WHAT WE CAN LEARN: This REI homepage takes an interesting spin on user-submitted content by displaying photos in a tile-based layout. It also incorporates scrollable, interactive elements on the images, further enhancing the visitor's on-site experience.



AUSTIN BEERWORKS

BEER BREWERY EVENTS COMMUNITY CONTACT

FIRE EAGLE
AMERICAN IPA

BLACK THUNDER
GERMAN SCHWARZ

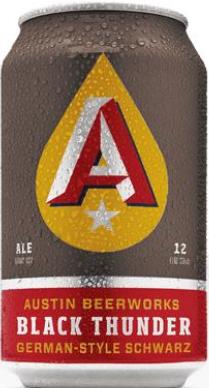
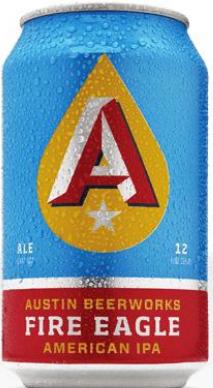
PEARL-SNAP
GERMAN-STYLE PILS

PEACEMAKER
EXTRA PALE ALE

BEER

WHY FOUR BEERS TO START?

We're not dipping our toe into the water with a couple of safe styles. We're committed, experienced craft brewers and we came to party. We brew beers that we like to drink—and these are our favorites. So we're putting our best foot forward—we just happen to have four of them.



[FACEBOOK](#) [FLICKR](#) [TWITTER](#) [VIMEO](#)

JOIN THE BEERWORKS MAILING LIST:

[CHEERS](#)

©2013 AUSTIN BEERWORKS, ALL RIGHTS RESERVED. SITE BY HELMS WORKSHOP AND SOURCE.

AUSTIN BEERWORKS.

WHAT WE CAN LEARN: This site clearly conveys the main goals of a page – telling the visitor who the company is, and what they do. The clean, white background coupled with high resolution product images highlight the most important part of the page: the beer!



THE BIRD REPEATER

JAQUET DROZ.

WHAT WE CAN LEARN: The Jaquet Droz page relies on one workhorse visual. The rich, high resolution image draws visitors to the product - clearly the most important feature on this page.

CALAMARI MISTO

Kick up your meal with tender, hand-cut strips of calamari.



SM

MODERN ITALIAN KITCHEN



ITALIO KITCHEN.

WHAT WE CAN LEARN: It isn't often that restaurants focus on homepage design, but this site did it right. It includes a large, attractive slideshow across the top of the page and follows that up with more images of delicious food!

GREY GOOSE

POMEGRANATE SPARKLER

BRING IN THE NEW YEAR WITH A SPARKLING COCKTAIL FEATURING GREY GOOSE ORIGINAL, POMEGRANATE JUICE AND CHAMPAGNE



[SEE POMEGRANATE SPARKLER RECIPE ▶](#)



[VIEW ENTIRE HOLIDAY COLLECTION ▶](#)



[DOWNLOAD HOLIDAY RECIPE BOOKLET ▶](#)



GREY GOOSE.

WHAT WE CAN LEARN: A homepage should showcase the personality and aesthetic of a brand. For Grey Goose, it's about elegant, high resolution images and a polished layout. Mission: accomplished.

CREATE YOUR STORY
[Tweet](#) [Share](#) 8.2k 64

REAL OWNERS

THE
CAMRY
EFFECT

REAL STORIES



SORT BY

ALL

MODEL YEAR

LOCATION

CAMRY PRIDE

FEATURES

MILEAGE

DRIVING EXPERIENCE

DEPENDABILITY

STYLING

SEARCH

SEE THEIR STORIES

Hear real Camry owners tell it in their own words.



CAMRY SE SPORT LIMITED EDITION

VISIT TOYOTA.COM



OPTIONS SHOWN



1246

PEOPLE HAVE SHARED A NASCAR MOMENT.**



219



3540

CAMRY DRIVERS HAVE BEEN ON A ROAD TRIP.**



VEHICLE LIFE IS DEPENDENT ON A VARIETY OF FACTORS. TOYOTA BASIC WARRANTY COVERS 3 YEARS OR 36,000 MILES, WHICHEVER COMES FIRST. ALL OF THESE CAMRY STORIES ARE TOLD BY REAL PEOPLE IN THEIR OWN WORDS.

8 3 1 4 1

EFFECTS TO DATE

My friend owns a 1999 Toyota Camry, a 2004 Camry, and a 2012 Camry. They used to own a 1982, 1991, and a 1996 Camry. Now



PETE F.

OKLAHOMA

*VIEW DISCLOSURES

92%

OF VISITORS BELIEVE CAMRY DRIVERS CAN IMPROVE THE WORLD.**



THE WORD THAT BEST DESCRIBES CAMRY DRIVERS:**

15% NICE

30% SMART

23% RESOURCEFUL

32% RESPONSIBLE



TOYOTA.

WHAT WE CAN LEARN: Toyota created a Pinterest-like website for Camry lovers. The site's eclectic visual presentation uniquely targets a wide array of potential car buyers.

9 IN NON-STICK
tactile wood



PRESS YOUR 'A' AND 'D' KEYS
TO PLAY

0
utula
th
n talent

asured gift from a
nd, with a thoughtful
he handle that keeps
ula from getting cream
worktop.

more info

more info



Awful-looking whisk that
no special place in my head
but it does its job well.
Like toenails.



jacqui's
JOURNEY
TO THE
Perfect Cake

DRAG TO EXPLORE

JACQUI CO.

WHAT WE CAN LEARN: This homepage is one of our absolute favorites. The design creates a brilliant look and feel for the site, and its interactive elements really take this homepage to a different level.

15 THE
RELIABL

Useful to check
has been cooked
Also doubles up as
skewers (and toot





Share 15k

HALL OF
FAMEPROTECT THE
FOOTBALL

START

HOW TO
PLAYFIND NEAREST
B-DUBS®SHARE ON
FACEBOOKCHECK OUT THE
MENU

BUFFALO WILD WINGS.

WHAT WE CAN LEARN: This is a great example of a webpage built to promote a branded look and feel. The colors, design styles, and fonts all align with the sporty Buffalo Wild Wings image.

Create a Brand Experience.

Your webpage should reflect your company personality. What's the best way to reinforce your company branding? Create a single, unified aesthetic for your website and make sure every page element supports that experience. In this collection, you can find great examples of branded design from [Surf Right](#), [Uncrate](#) and [Grey Goose](#).

THE ENTERTAINERS. CELEBRITY AND MEDIA HOMEPAGE EXAMPLES

SHARE COLLECTION





CLOUDS OVER CUBA

THE CUBAN MISSILE CRISIS AND WHAT MIGHT HAVE BEEN

[ENTER THE DOCUMENTARY](#)

CLOUDS OVER CUBA.

WHAT WE CAN LEARN: Sweet and simple, this homepage effectively accomplishes its one goal – to get the visitor to watch the documentary.



READ ABOUT



PRIVET DRIVE



POTTERMORE.

WHAT WE CAN LEARN: Here Sony conveys both the look and feel of the Harry Potter franchise. They then use familiar imagery and interactive elements on the site to further engage the visitor.



heathlife

A PORTRAIT OF HAMPSTEAD HEATH

PHOTOS

EXPLORE AND ADD IMAGES

MEMORIES

LISTEN TO STORIES FROM THE HEATH

Map Satellite

SHARE ADD YOUR PHOTOS TO THE MAP

HEATH LIFE.

WHAT WE CAN LEARN: This site presents multiple interactive and visual elements (e.g., icons and a Google Maps integration) without being overwhelming. Not only does it look great; it's helpful too!



MAGIC LEAP TIME 11:03:00 AM | VERSION# 000001.102



FIELD NOTES

TEDx 12.12.12



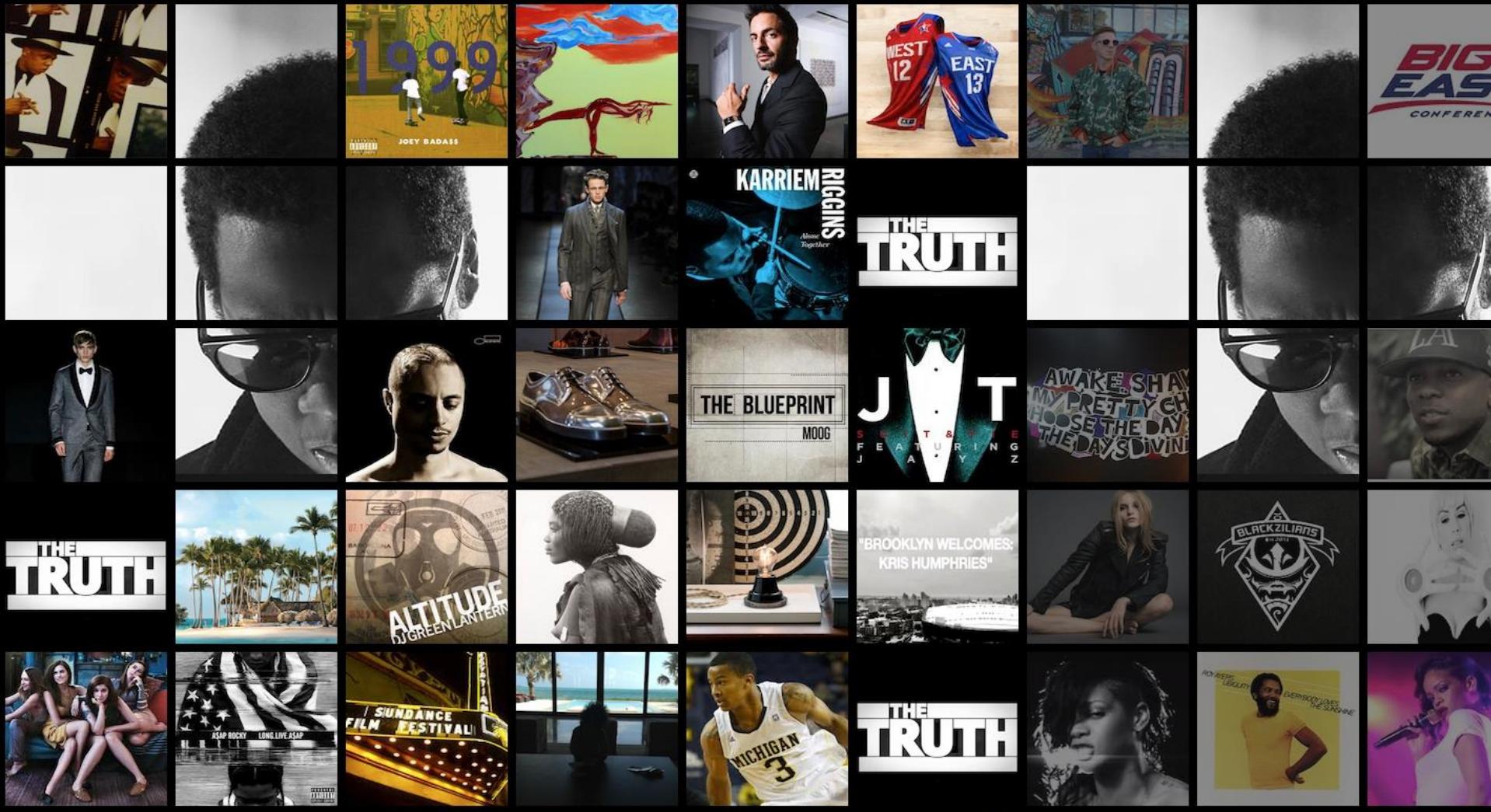
INNER SPACE TRAVELS WITH THE CREATIVE ROBOT: OUR FUTURE SYNTHESIS OF IMAGINATION AND SENSORY MACHINES

INTEGRATING ELEMENTS OF NEO-DADAISM AND TECHNOLOGICAL SURREALISM, THE UN-TALK WILL TAKE VIEWERS THROUGH AN AUDIO-VISUAL SENSORY BLITZ OF OUR PRIMORDIAL HISTORY, HUMANITY'S ASCENSION TO THE HEIGHTS OF TECHNICAL PROWESS, AND THE ANSWER TO EVERYTHING.

EXPLORE

MAGIC LEAP.

WHAT WE CAN LEARN: Despite Magic Leap's apparent simplicity, this page presents vivid images and well-designed typography that draw visitors into this website.



ALL STYLE LEISURE ART & DESIGN TECHNOLOGY MUSIC SPORTS ROUNDTABLE DECODED JAY'S I SEARCH

< >

LIFE+

LIFE AND TIMES.

WHAT WE CAN LEARN: If anyone knows how to entertain, it's Jay Z. The eclectic nature of his personal website mirrors his real-life brand in this interactive tile-based homepage.



DON'T FUMBLE AROUND WITH TV SAFETY

Did you know
EVERY THREE WEEKS
A CHILD IS KILLED
from a tipping TV?
Learn more below...



Read our storybook about TV safety and see TV
tip-over data firsthand.

[READ OUR STORY](#)



Enter your zip code to read about TV injuries
and deaths that happened near you.

[THE MAP](#)



Learn about all the solutions available to protect
your family and your TV.

[SIMPLE SOLUTIONS](#)

TV SAFETY.

WHAT WE CAN LEARN: The animation-style visuals on this page work as a counterbalance to the serious nature of this message, presenting important information on TV safety in an approachable manner.



He already has a lot of friends . . .

IMPRESS A PENGUIN.

WHAT WE CAN LEARN: Graphically, this website feels like a storybook, attracting attention by coupling interesting graphics and smart text. While this minimalism will work for some audiences, carefully consider your market before eliminating a clear value proposition that explains what your company does.

DESIGN TIP 4

Get Creative.

Good design is a terrific way to set your company apart from the other 633 billion websites in the world. Experiment with creative ways to present standard information without sacrificing function or usability. [Luhse Tea](#), [Art & Code](#) and [Sagmeister Walsh](#) are all great examples of non-traditional designs that elevate their company pages.

THE TECHIES.

IT HOMEPAGE EXAMPLES

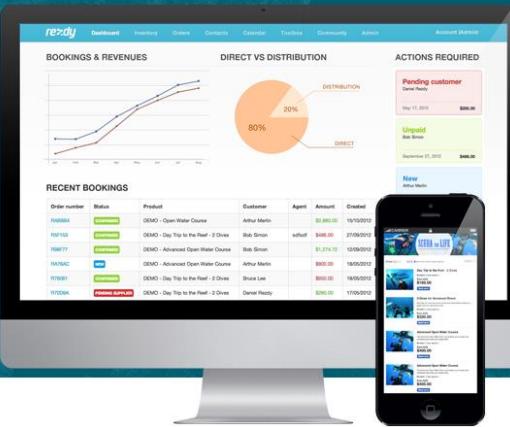
SHARE COLLECTION



Online Booking Software

Rezdy is the easiest way to take online bookings for tours, activities, rentals, charters, shuttles & tickets.

- ✓ Quick set up. Accept online bookings the same day you start your free trial.
- ✓ Simple to use. Update your prices and availability in minutes.
- ✓ Easy payment. Straight into your bank account.

[FREE TRIAL](#)
[REQUEST A DEMO](#)


Created on the
HubSpot
COS!

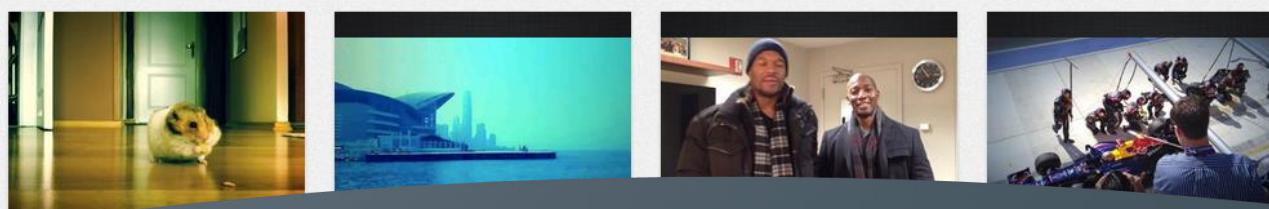
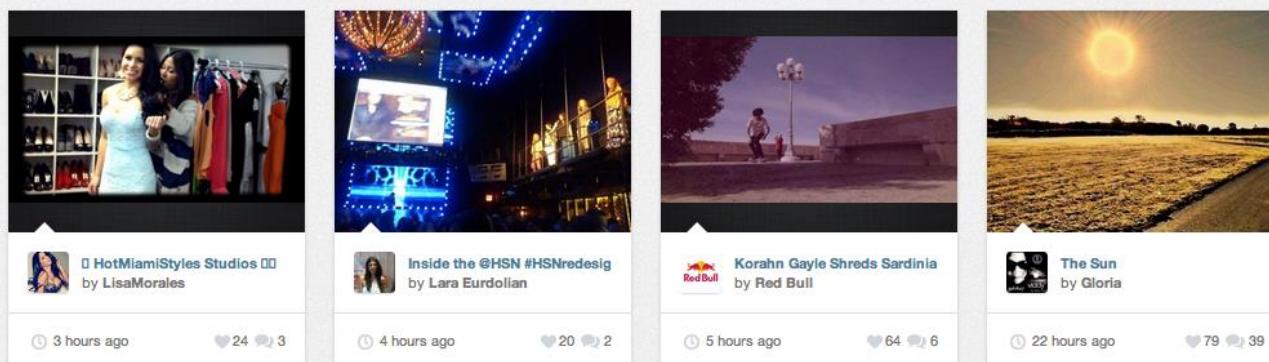
HOW REZDY WORKS

Rezdy is a web-based platform that gives you everything you need to run and grow your business.



REZDY.

WHAT WE CAN LEARN: Rezdy's use of visual elements such as icons and arrows allow the company to clearly explain the purpose of its product without having to rely on heavy copy.

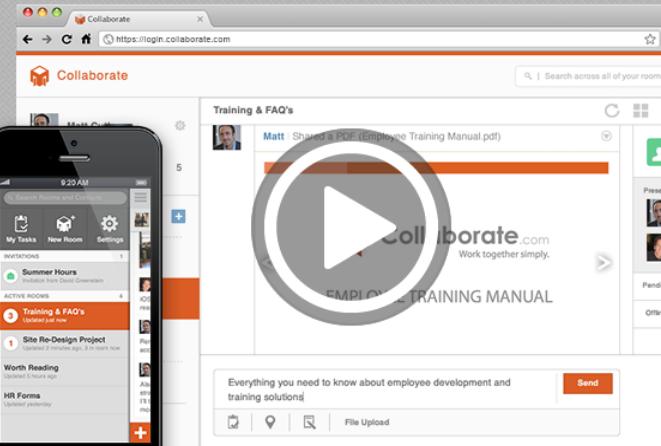
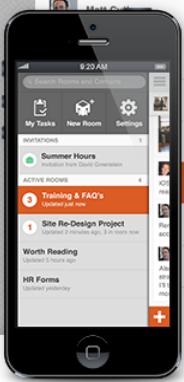


VIDDY.

WHAT WE CAN LEARN: Viddy effectively presents a clear value proposition and a strong call to action, which combine to direct visitors through its site registration process.

Instant teamwork.

Manage your team just like you manage your life.

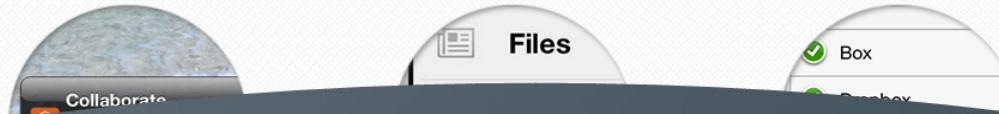


Collaborate helps you get real work done, without getting in the way. See for yourself - for free!

[Get Started](#)

Created on the
HubSpot
COS!

Collaboration, condensed. For today's fast-paced projects.



COLLABORATE.

WHAT WE CAN LEARN: The layout of this website effectively handles several different user stories by presenting three different CTAs without having them compete with one another.

[Sign up now](#) or [Sign up](#)

Prezi is a presentation tool that helps you organize and share your ideas. [Watch the video >](#)



"Prezi is helping reinvent the art of presentation. Farewell, one-dimensional thinking. Welcome instead the power of inter-connection, flexibility, and the unexpected 'Aha!'"

— Chris Anderson, TED Curator

Year-over-year growth

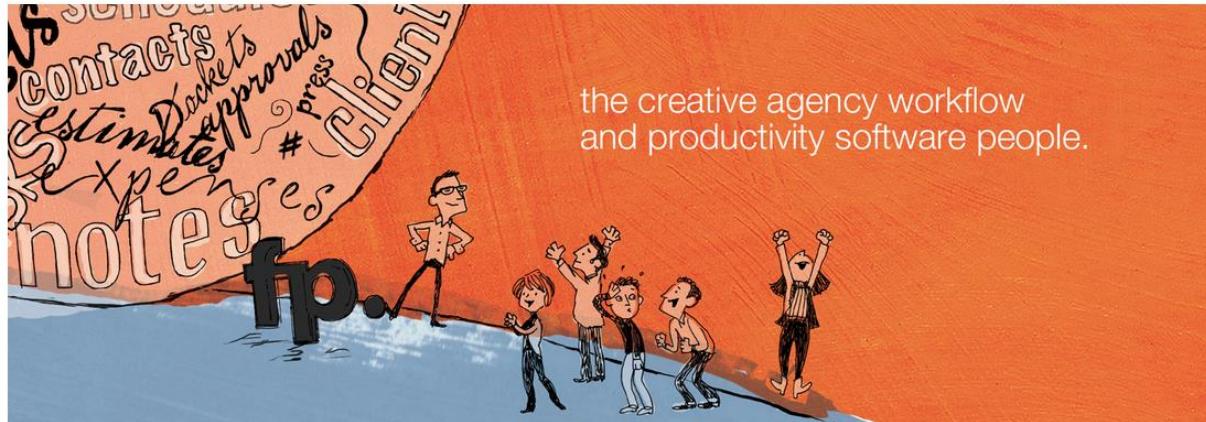
Over

250+ million
Prezis viewed online

PREZI.

WHAT WE CAN LEARN: This page sets up a clear information hierarchy and thought sequence. Everything that you need to know is provided in a few pixels via a video, company tagline and clear CTA. The video is also a smart addition if Prezi's target audience will want deeper information.

Created on the
HubSpot
COS!



the creative agency workflow
and productivity software people.

The easy-to-use, all-in-one, cloud-based productivity system that's designed specifically for advertising & creative agencies.

From the moment you first talk to your client to the final invoice and onward, we've got you covered. Finally – a whole solution for the whole cycle.

Briefs, Jobs & Projects | Schedules & Tasks | Expenses & Invoices | Timesheets | Client Portal

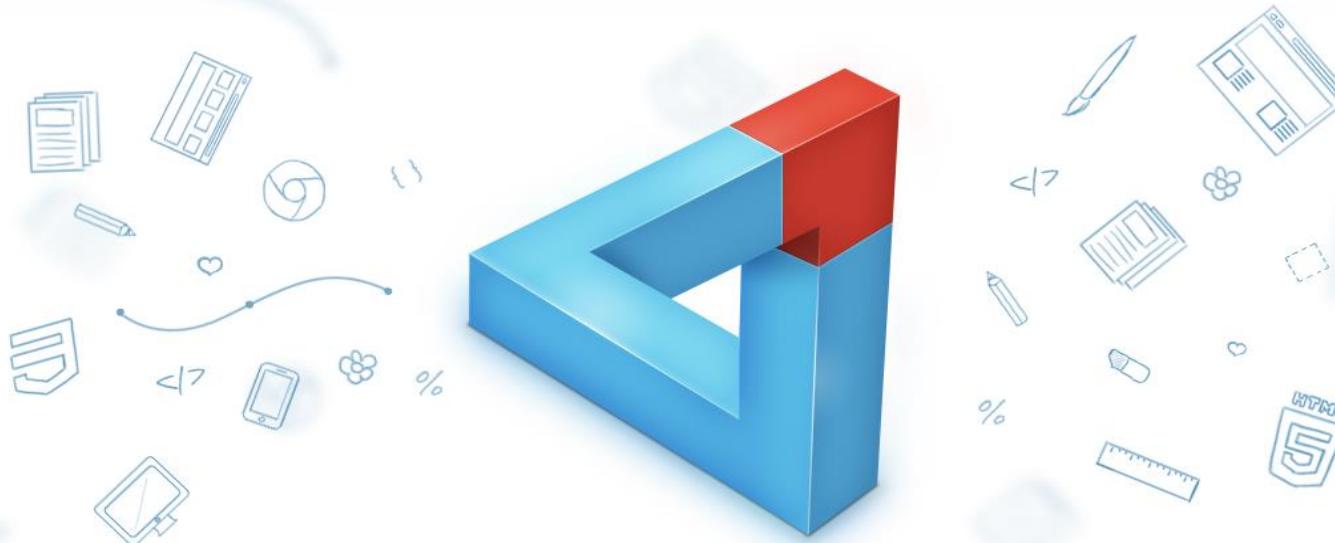
60 Day
money-back
guarantee!

Click to get a
free copy of
the agency
workflow
newsletter

QuickBooks
integration

FUNCTION POINT.

WHAT WE CAN LEARN: Function Point's website maintains a consistent look and feel across all of its design elements. The site's illustration, style and choice of colors also help enhance the design and build a visual hierarchy.



CSS Piffle / Pitch deck.



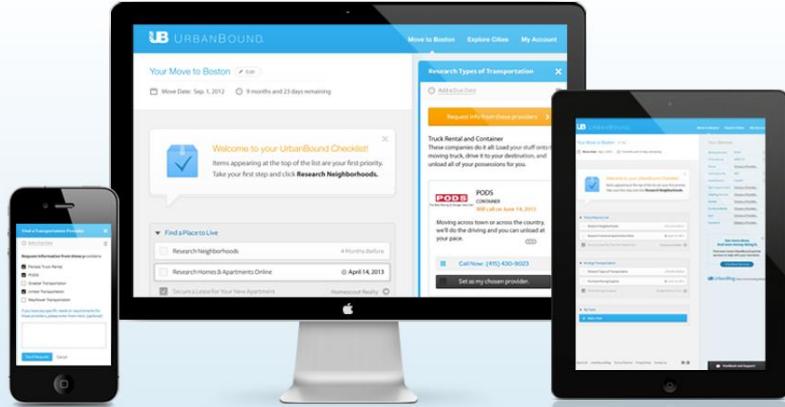
CSS PIFFLE.

WHAT WE CAN LEARN: The sole CTA on this page (the floating red button) draws the visitor's attention and leads them to click the icon. While optimization experts are divided on using the color red for CTAs, it works here in conjunction with the overall site color palette.

ONBOARDING MADE EASY

Discover why the world's best employers are WOW-ing their new employees by utilizing UrbanBound to help organize their relocation, learn about their new city, and save money.

[Request A Demo](#)



The days of scrambling for answers are over

With UrbanBound, you are providing your new employees with access to a robust web-based platform that has the tools they need to make their transition a breeze. From our moving checklist and progress tracking system to our neighborhood and moving guides, your employees will have the answers they need wherever and whenever they need them.

Stop managing vendors, start onboarding employees

With so much buying power, UrbanBound has put together all of your vendor options into a single platform for you.
Take Vendor Management off your plate.

URBAN BOUND.



WHAT WE CAN LEARN: Putting the CTA front and center, as Urban Bound does here, is another great example of a web design focuses its most important information in the center of the page.

Created on the
HubSpot
COS!

Optimize for the User.

Every part of your website should be designed for the person at the *other* end of your screen – your visitor. There are a number of design tools you can employ to accomplish this, including grid layouts (check out [Scotch and Soda](#)), arrows and icons to guide the viewer's eye path (which [Rezdy](#) does well), and interactive elements to engage the reader (just like [REI](#)).

THE PROVIDERS. PROFESSIONAL SERVICE FIRM HOMEPAGE EXAMPLES

SHARE COLLECTION





WE ARE



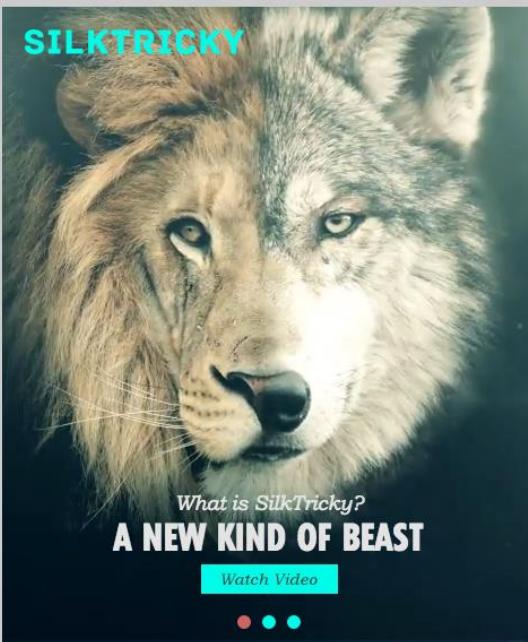
wildlife

Let's *Get Wild*

WHO IS WILDLIFE.

WHAT WE CAN LEARN: This site focuses almost entirely on its branding. Both the strong, visually unique image and the non-traditional CTA copy match the site aesthetic. One slight improvement we might suggest: Clarify for the visitor what “getting wild” will actually *get* them.

SILKTRICKY



Rich Media Campaign SPRINT NASCAR

Interactive Rich Media units with streaming video and interactive 3D goodness.



Website & iPhone Game BANK RUN GAME

One of the first experiences to bridge the gap between mobile and desktop. Bank Run is an interactive short film and companion iPhone game.

Website & Mobile App SCIENCE OF IMITATION MILK

A Live Action desktop and mobile experience delivered via HTML5 and Flash, Websockets and Node.js enabled over the air, real-time...

[View](#)[View](#)

Rich Media Campaign OLD SPICE POWER

Four products, one professional football player, explosions, volcanoes, and more. Old Spice knows what makes for an eye catching campaign.

[View](#)

Rich Media Campaign HP CORDS TAKEOVER

A 3D, Rich Media take-over for HP highlighting the every day battle for open outlets and the advantage of long battery life.

[View](#)[View](#)

Website GOTMILK.COM

The portal to all things Got Milk? SilkTricky created a 3D and Box2d physics enhanced Flash site for the desktop and HTML5 site for mobile.

[View](#)

Website SPRINT NEXUS S 4G

A Microsite Featuring a custom 3D animation, the kitty chorus mixer and video generator.

[View](#)[View](#)

Rich Media Campaign SONY 3D WORLD TAKEOVERS

A Rich Media campaign for Sony which takes the concept of a 3D world to the home pages of several largest sites on the web.

SILKTRICKY.

WHAT WE CAN LEARN: Another example of content organized into visual tiles is Silktricky. Notice the use of a carrot visual element (the white triangle in the text boxes) to unobtrusively connect the site's text and visuals for the reader.



Navigate



SAGMEISTER WALSH.

WHAT WE CAN LEARN: This page offers a truly unique way to address site navigation. Called augmented reality, each element on the floor can be clicked to advance the reader through the site, a visual that definitely sets it apart.

NOW PLAYING IN WINDOWS 8

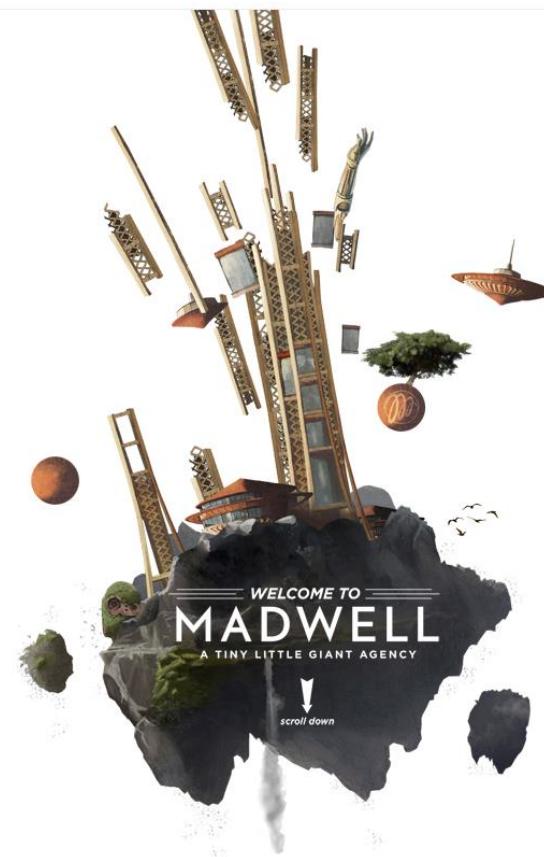


ULTIMATE DASHBOARD

FOR MARKETERS

CAPTAIN DASH.

WHAT WE CAN LEARN: The mock movie poster is fantastic! Although some might wonder what the company does at first (which isn't the *best* site optimization strategy), this design makes you want to learn more about this intriguing Captain Dash.



MADWELL NYC.

WHAT WE CAN LEARN: Using excellent graphic and design work, Madwell presents a clean homepage experience that simply, yet effectively, showcases the quality of the company's portfolio.



WOODWORK

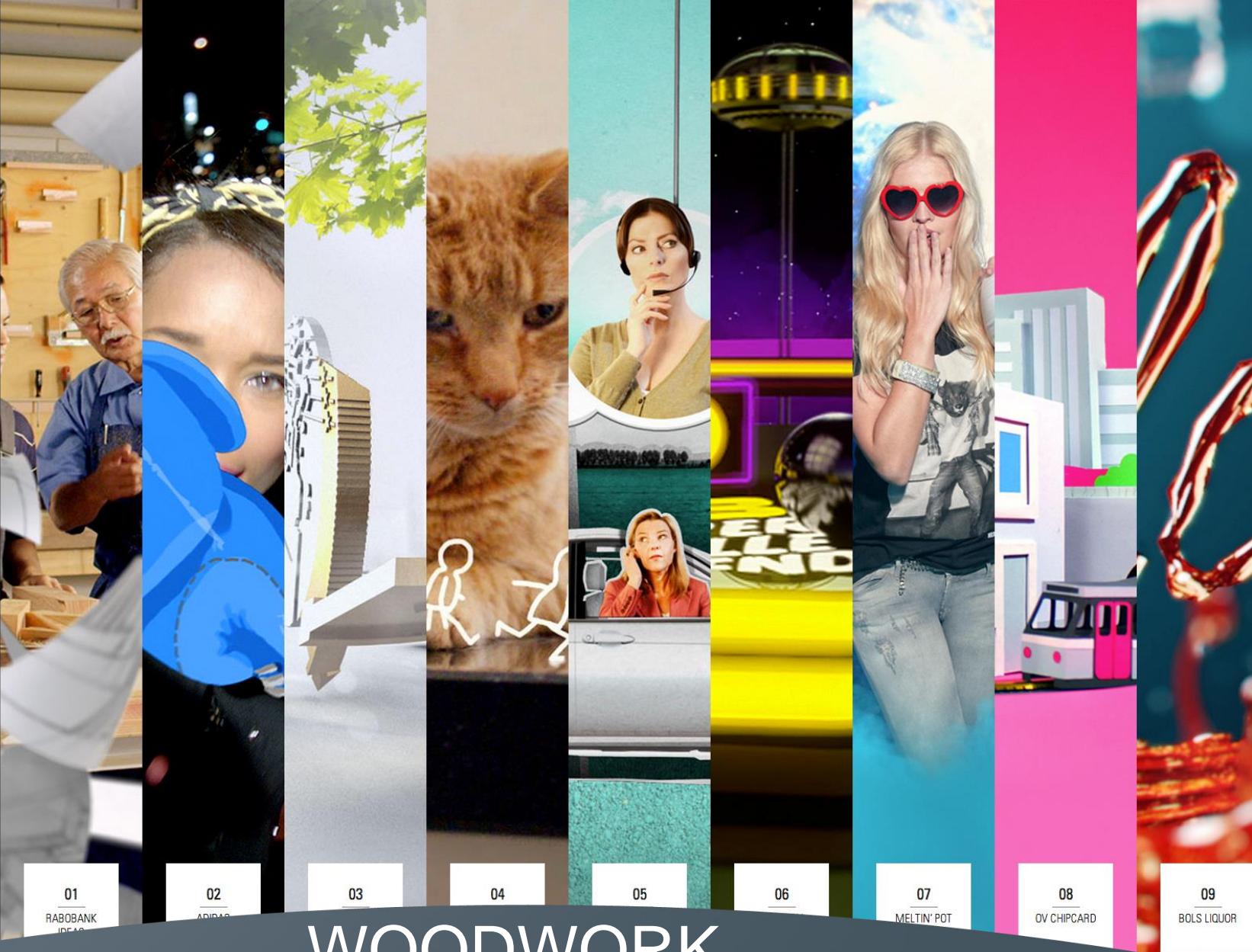
24 FRAMES PER SECOND
ONE DETAIL AT A TIME

• OUR WORK •

SHOWREEL

ABOUT

CONTACT



WOODWORK.

WHAT WE CAN LEARN: Despite the potentially overwhelming visuals on this page, clear navigation and layout (shown here) ensures that the user isn't overwhelmed.

RYAN
EDY



RYAN EDY.

WHAT WE CAN LEARN: As a professional photography website, the design plays well into what its visitors expect: A stunning image. The site also offers simple navigation and showcases a series of pictures to let the visitor see more work.

—
Commissioned
Places
People
Awards
News
—
+44 (0) 7966 123456

Streamlined Branding

Accelerate your new brand in the market, uncover your bold claim and position your B2B organization to be a new breed of competitor.

[Find Out More](#)



Created on the
HubSpot
COS!



Streamlined Branding

Accelerate your brand, drive revenue and position your company for success.



Digital Onboarding

Increase the ROI of your marketing investment.



Website Redesign

Your website should be your best salesperson.



Inbound Marketing

Attract customers, convert more leads and drive revenue.



Online Visibility

Turn your company's news into revenue.



Sales Enablement

Arm your sales team with the tools they need to turn leads into customers.



Lead Management

Nurture & manage your leads through the buyer's journey.



Digital Support

We are here to support all of your web needs.



NEW BREED.

WHAT WE CAN LEARN: New Breed's website effectively balances its different buckets of content and presents it all in a well-organized, easily-digestible page.



THINK

11 Ways for Salespeople to Maximize LinkedIn

Read these steps to put the B2B social network to work

[READ ARTICLE →](#)

SELL IT.

Oliver Russell can help. We deliver marketing programs that use originality and creativity to inform, motivate, and drive qualified leads to your most valuable asset: your sales team.



ABOUT

WE HELP SALES TEAMS SELL.

Put us to work, and we'll go beyond getting you a few new leads. We'll arm your team with a comprehensive marketing approach that reaches prospects and customers before, during, and after the pipeline is filled.

INTERNAL EDUCATION

Whether you need to deliver product knowledge, promote a new service, or convey sales strategies, we make your message resonate, with materials that support your sales effort from the inside out.

LEAD GENERATION

In the sales world, it's all about the lead. Using a powerful pairing of strategy and creativity with meaningful offers and incentives, we deliver campaigns that make phones ring, clicks happen, and doors open.

OLIVER RUSSELL.

WHAT WE CAN LEARN: The color and subtle design elements in the page background make this webpage a great example of how to use attractive visuals that don't take away from the core content on the page.

[HOME](#)[VIDEO](#)[AUDIO](#)[ABOUT](#)[CLIENTS](#)[CONTACT](#)

A large, semi-transparent rectangular overlay covers the top half of the page. It features a blurred, close-up photograph of a woman's face with dark hair and smoky eye makeup. Overlaid on this image is the word 'BAZAAR' in large, white, serif capital letters. Above the letter 'A', the word 'Harper's' is written in a smaller, white, serif font. To the left of the main image is a small black circular button with a white left-pointing arrow. To the right is a similar black circular button with a white right-pointing arrow.

BAZAAR



Harpers Bazaar
feat. Nicole Richie

QUARTER REST STUDIOS.

WHAT WE CAN LEARN: This homepage is essentially one large slideshow paired with a simple top navigation. It gives the visitor a limited, but useful set of options – presumably ideal for the magazine's visual-based target market.



FANCYRHINO



est. 2010

FANCY RHINO.

WHAT WE CAN LEARN: Here's another website that showcases their company with an embedded video on the homepage. The navigation and sidebar are simple enough to stand out, while not detracting from the video – clearly the primary goal of the page.





BLIND BARBER.

WHAT WE CAN LEARN: This website does a great job at focusing the visitor on the most important aspect of the site – the button on the center of the page. This headline/CTA combo draws the eye and inspires visitors to learn more about this Blind Barber.

Step Back.

Once you finish your site design, take a final step back. Does your website pass the blink test? In three to five seconds, can someone look at your page and know: who your company is, what you do, and what you want the visitor to do on the page?

If not, revisit both your copy and design to highlight those important messages. Want to check out some blink test winners? Click to [Jib](#), [TV Safety](#) and [Italian Kitchen](#).

WHAT COMES NEXT?

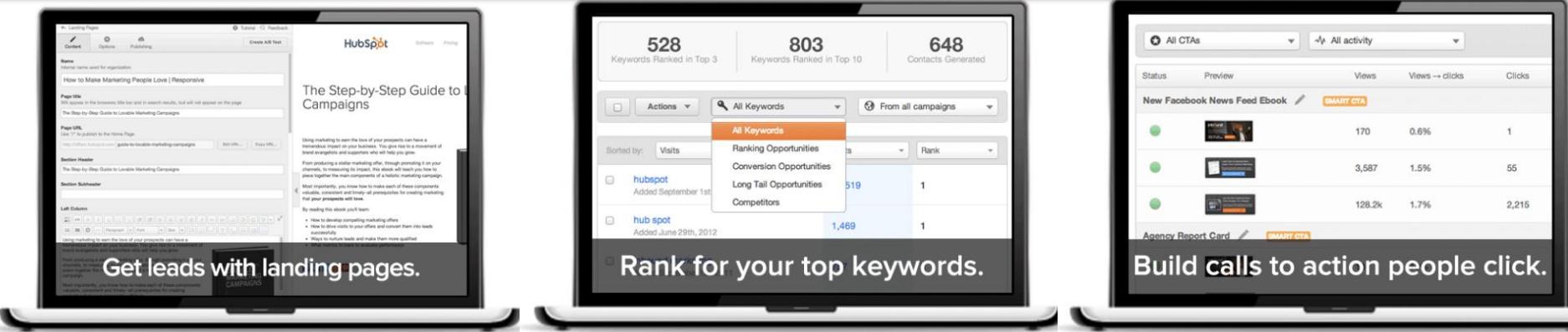
We hope these examples help inspire you to find a style that represents *your* brand.

An effective website does three things well: it explains who the company is, what the company does, and offers a clear directive - through a single CTA or well-defined options - that tell the visitor what they're supposed to do on your site.

Keep these goals in mind when developing your own online experience. First, select a style that mirrors your company branding. Then, answers the questions above. Finally, consider the user at every stage of your design.

There is a person on the other side of your screen. Clearly meet their needs, and you will have a truly brilliant homepage.

Start Building Beautiful, Dynamic Mobile-Ready Web Pages in Minutes



Get your [30-Day Free Trial](#) of HubSpot's new Content Optimization System (COS).

- ✓ **Build SEO-friendly and mobile-optimized webpages and blog posts - no IT required**
- ✓ **Create personalized and remarkable experiences using "smart" dynamic content**
- ✓ **Integrate your website with every marketing channel for greater reach**
- ✓ **Generate more traffic and leads using targeted landing pages**

Start Your Free Trial Today!