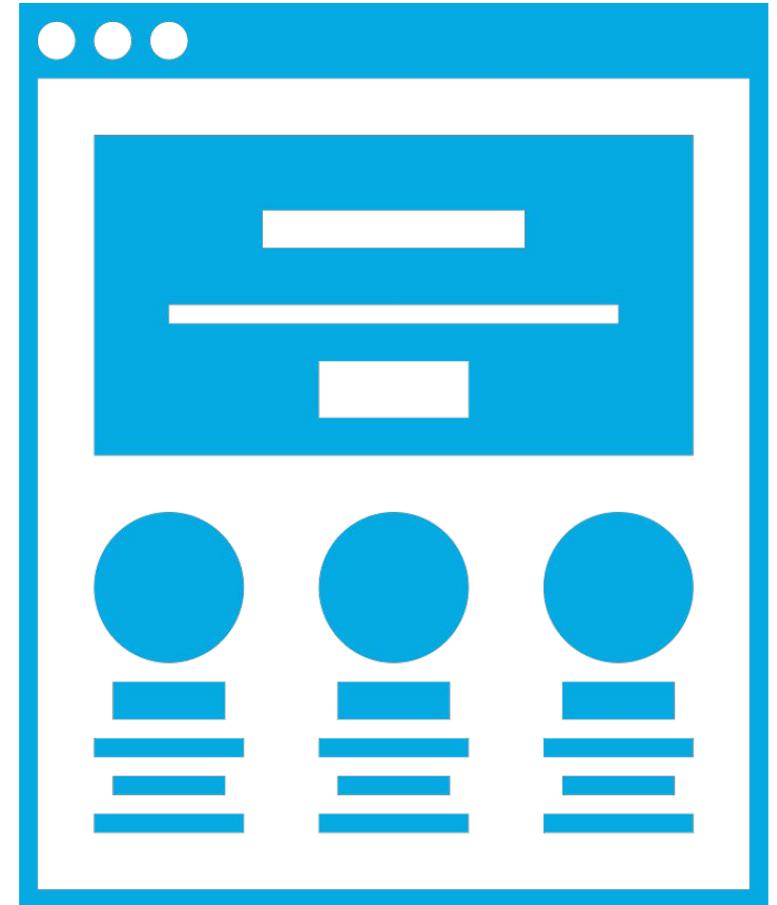


IMPROVING LANDING PAGES OF IT CONSULTING COMPANIES

See How Improvements to **Copy** and **Architecture**
Make Your Landing Page More **Customer-Centric**



A Logit Production

We optimize B2B websites for conversion and consult experienced technology companies about digital marketing strategy.

 info@logit.net
 www.logit.net



About This Teardown

We found three random companies advertising for the `it consulting services` keyword on Google AdWords.

We've analyzed their `landing pages` (the pages you see when you click the ad) from the perspective of a `first-time visitor` who is `ready to buy`.

Here are our tips on how `IT consulting companies` can make their landing pages more `customer-centric`, in order to `get more inquiries`.

Landing Pages We've Analyzed

1. Company #1: consulting.future-processing.com
2. Company #2: geotek.de
3. Company #3: infocumulus.com

Our Customer Centricity Test

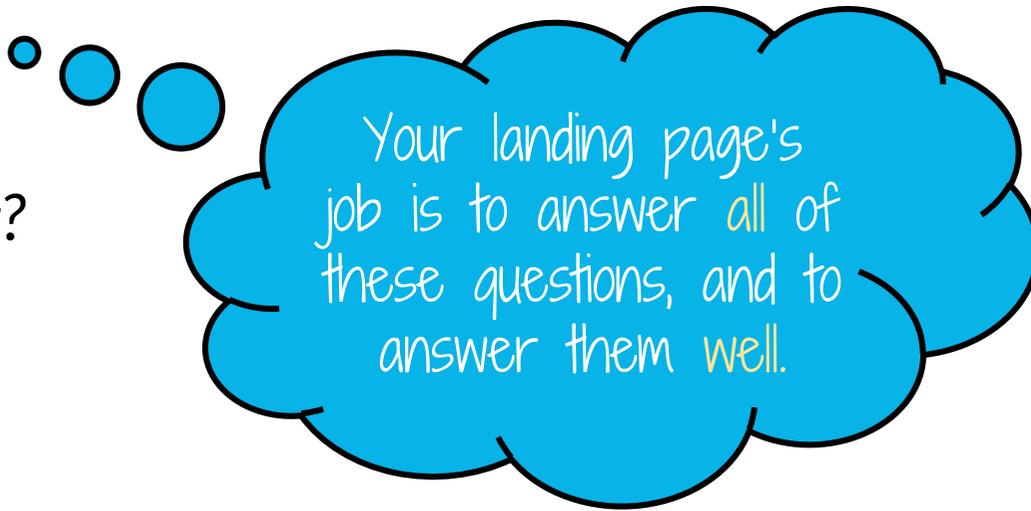
1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*



These are your new visitors' first thoughts when arriving at your website.

Our Customer Centricity Test

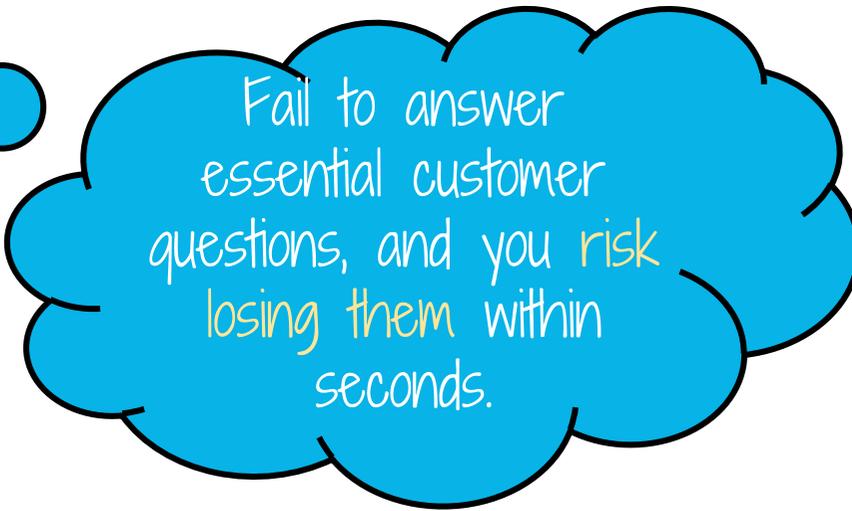
1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*



Your landing page's job is to answer *all* of these questions, and to answer them *well*.

Our Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*



Fail to answer
essential customer
questions, and you risk
losing them within
seconds.



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Quality related

Quality is central to everything we do at Future Processing. We have implemented internal quality assurance procedures, which work successfully in our projects, and what is more, are willingly implemented by our Clients in their companies. We are happy to help introduce them in your company as well.

Training

All the above-mentioned services may be supported by our training offer, which covers both: technical and soft skills.

Example courses:

- Design patterns in practice
- Elementary object modelling
- Refactoring to Patterns
- Introduction to Git for SVN User – How to learn Git and not lose your soul
- Introduction to Fast Learning
- Time Management
- Unit tests for Legacy Code
- Assertiveness
- Interpersonal communication
- Creative problem solving
- Teamwork
- Stress management

For courses longer than one day, we can provide you with our guest rooms.



Comfortable place to sleep



Our rooms are equipped with work area



Rooms also have a place to work

Who are we?

Future Processing is an experienced Polish technology company, providing software development services to companies based in Western Europe and Scandinavia, seeking reliable long-term partnerships. According to Deloitte Fast 50 ranking for Central Europe, Future Processing placed on 20th position, as one of the fastest growing companies in Europe.

The company was founded in 2000 by technology entrepreneur Jarosław Czaja. It is headquartered in Gliwice (Southern Poland). Thanks to Google Street View it is possible to take an interactive tour around one of three buildings constituting Future Processing's technology park, IPark.

Future Processing also has an office in Opole and a sales office in London, UK. Furthermore, the company has entered a strategic partnership agreement with the Norwegian company Altweb.

Quality is central to Future Processing. The company has been carrying out ambitious projects, using agile management methods.

FP specialises in Microsoft technologies (.Net and SharePoint – being a Microsoft Gold Certified Partner), Java, Mobile, and PHP. Its basic services are agile teams, producing high-quality software that meets the needs of the customer. The company pays attention to QA, to assure that requirements and goals for a service will be fulfilled.

Future Processing believes that a qualified and motivated team is the key to success, since people are considered to be the most valuable resource. That is why, the company gives their employees opportunities to develop, as well as new challenges to complete.

As of 2013, Future Processing employs over 500 people

Contact us: consulting@future-processing.com



Landing Page #1

consulting.future-processing.com
(Poland)

The AdWords ad:

IT Consulting services - future-processing.com

Ad consulting.future-processing.com/

Organizational, application, technology, qualitative, trainings.

The Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*

1. What is this website selling?

"Software" is the first keyword that captures visitor's attention.

So, they probably offer... software consulting services?

Or do they offer software development? It's not clear.



POLSKI ENGLISH



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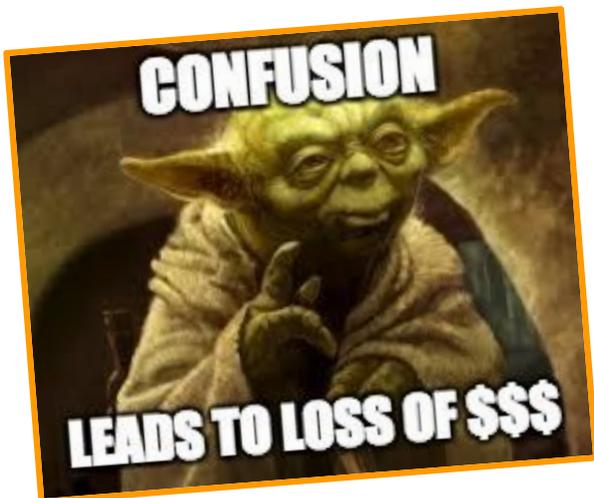
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1. What is this website selling?

(If the visitors are not looking for consulting services related to software, they'll become **confused** since the AdWords ad conveyed a different message.



POLSKI ENGLISH



Future Processing
Great software...
because we put people first

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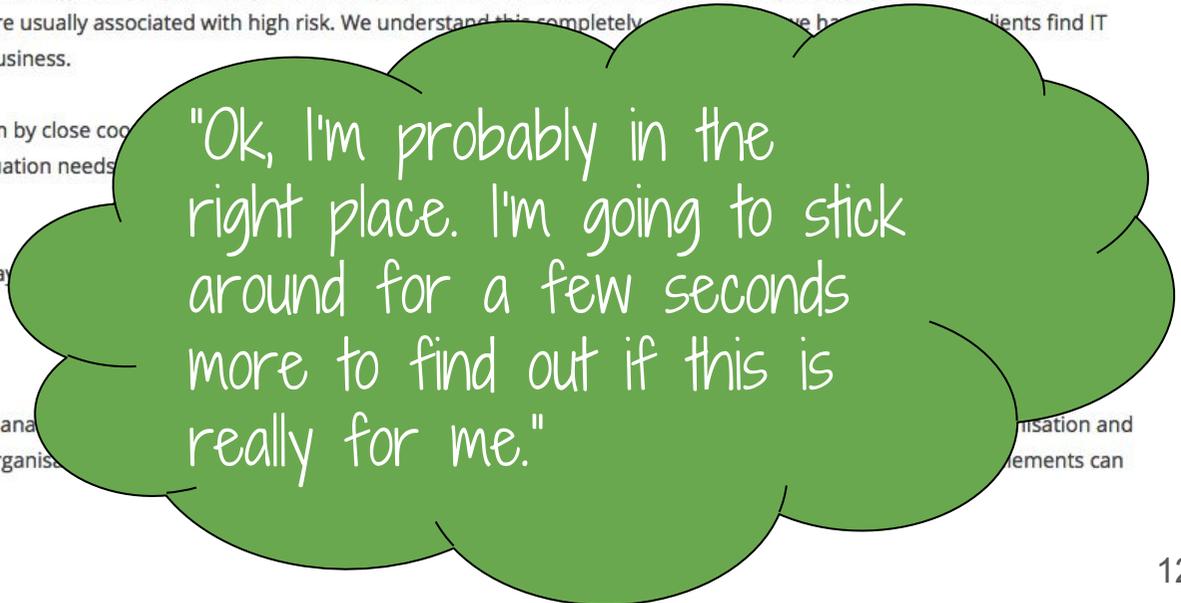
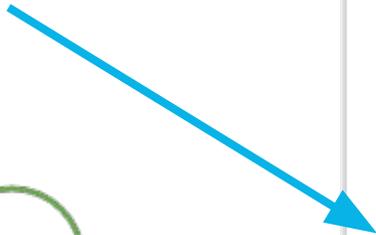
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1. What is this website selling?

Here the website mentions "IT Consulting Services" again.



POLSKI ENGLISH



Future Processing – IT Consulting Services

The issues of information technology and programming are challenging for most enterprises. These areas may be highly profitable for the company, but investments are usually associated with high risk. We understand this completely... clients find IT solutions suitable for their business.

We diagnose... problem by close cooperation... process. Moreover, if the situation needs... provided IT solution.

Our IT consulting services may...

Organisational

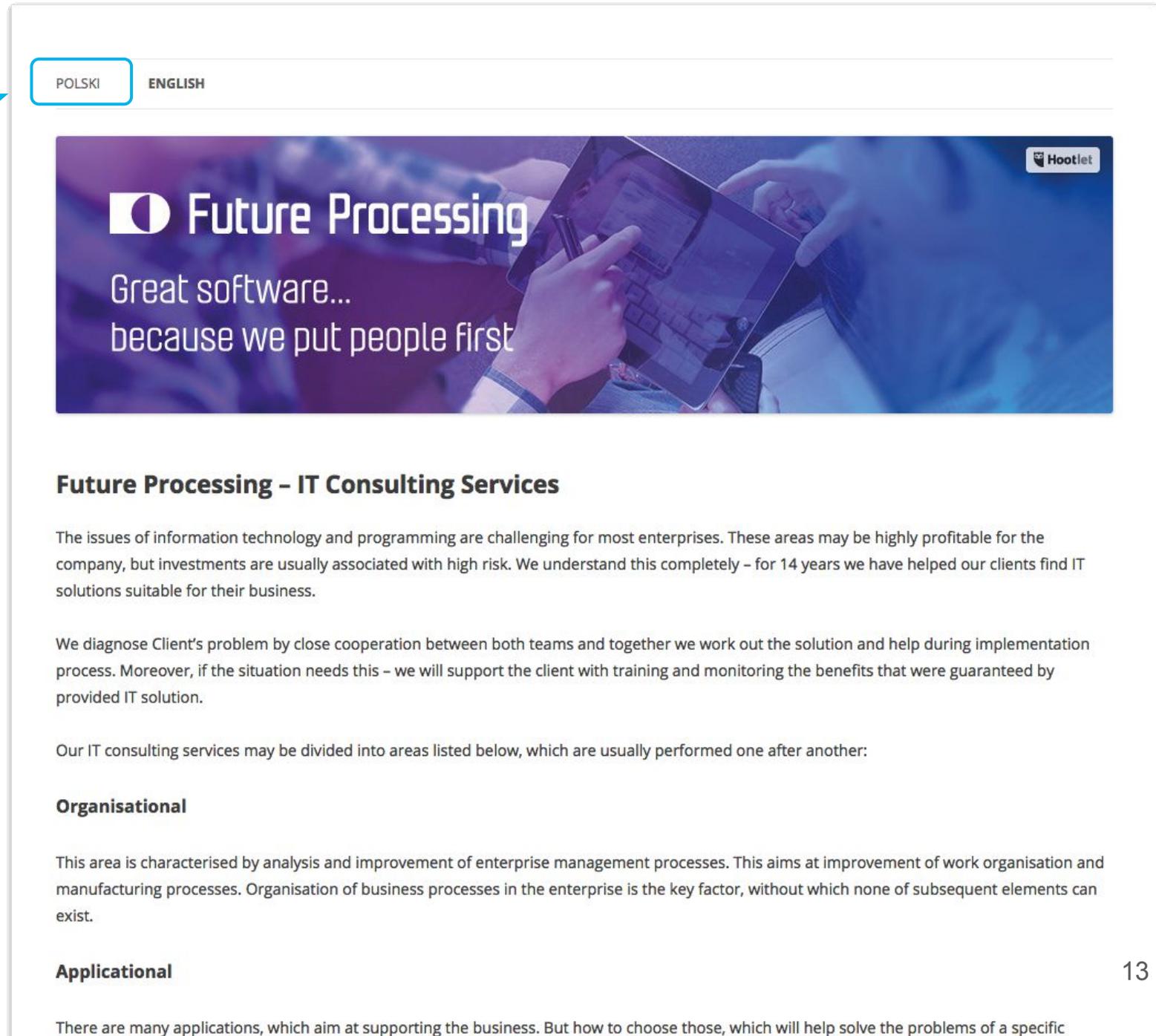
This area is characterised by analysis... manufacturing processes. Organisational... elements can exist.

Applicational

There are many applications, which aim at supporting the business. But how to choose those, which will help solve the problems of a specific

1. What is this website selling?

(Oh, look, it seems they're from Poland! That could be a benefit if visitors are looking for a service provider in their time zone, or within the EU.)



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1. What is this website selling?

Visitors are now **scanning** the subheadings to figure out what this company does. They're **not reading every word**.



Remember, people won't read everything on your page. Research shows that people read websites in **F-patterns**, which means your customers will **scan** and **skim** your content.

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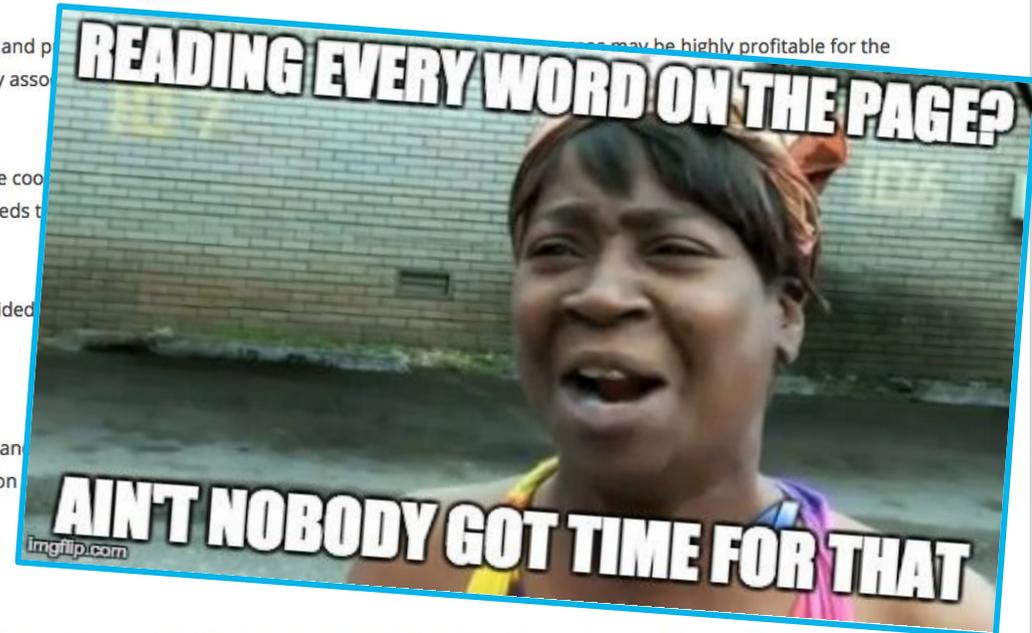
Quality related

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Training

All the above-mentioned services may be supported by our training offer, which covers both: technical and soft skills.

Example courses:



1. What is this website selling?

Unfortunately, these subheadings do not capture visitors' attention. Their meaning is too generic, it lacks context.

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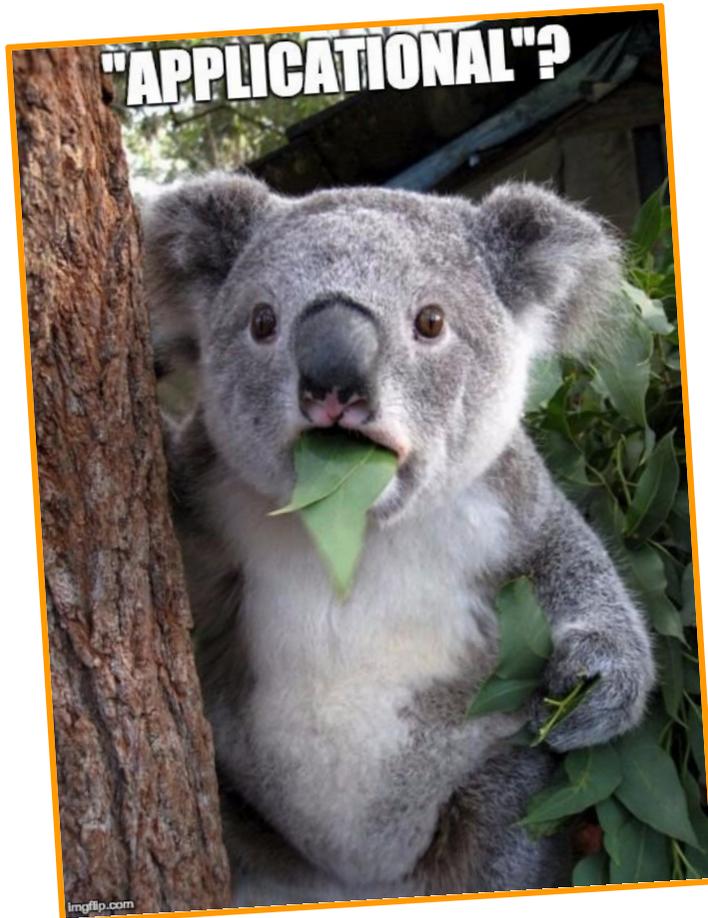
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1. What is this website selling?



What an **unexpected** word – this is probably not how customers talk.

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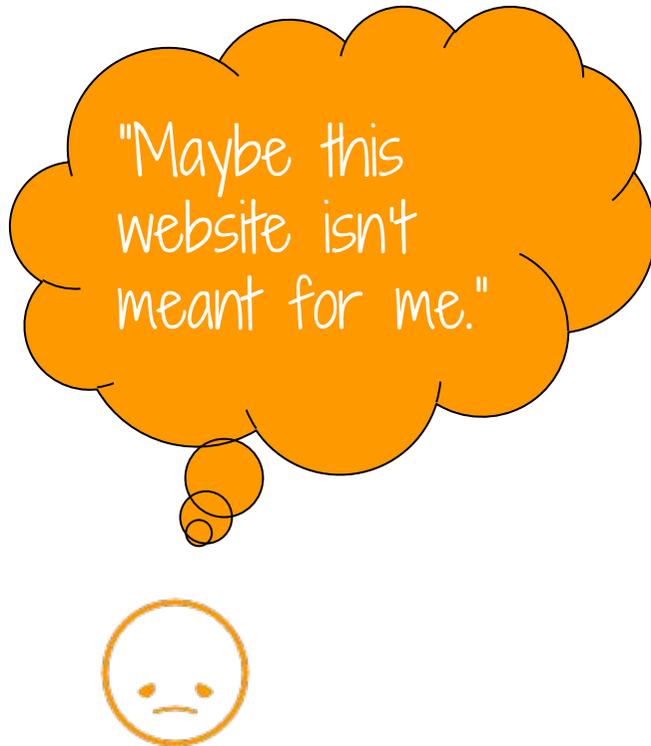
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Example courses:

1. What is this website selling?

If you **start** the subheading with keywords such as CRM and ERP, you are helping your ideal customers to find those words faster, which will motivate them to read everything you have written.



Starting with the most important content is called **front-loading**. Always front-load your sentences, paragraphs, pages.

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CRM / ERP Software Consulting



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1. What is this website selling?

Don't forget to emphasize the most important part of the paragraph, too. **Bold** is the easiest and the fastest way* to add emphasis to any part of the text.

*Easiest and the fastest - YES, but not always the best. Read on.

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The Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*

2. Is this for me?

It's not immediately obvious who the ideal buyer for this website is. The website forces visitors to read every word in order to find the clues which are scattered across the website copy.

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Example courses:

- Design patterns in practice
- Elementary object modelling
- Refactoring to Patterns
- Introduction to Git for SVN User - how to learn Git and not lose your soul
- Introduction to Fast Learning
- Time Management
- Unit tests for Legacy Code
- Assertiveness
- Interpersonal communication

2. Is this for me?

Given the clues:

- enterprise
- CRM / ERP
- Git / SVN
- unit tests

...we can safely assume that...

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- Introduction to Fast Learning
- Time Management
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- Interpersonal communication

...this website tries to speak to CTOs or leaders of software development teams in enterprises.



2. Is this for me?

(We chose not to visit this company's main website, future-processing.com, to find out more about their ideal customers. A regular first-time visitor would not do that either. This landing page must succeed on its own.)

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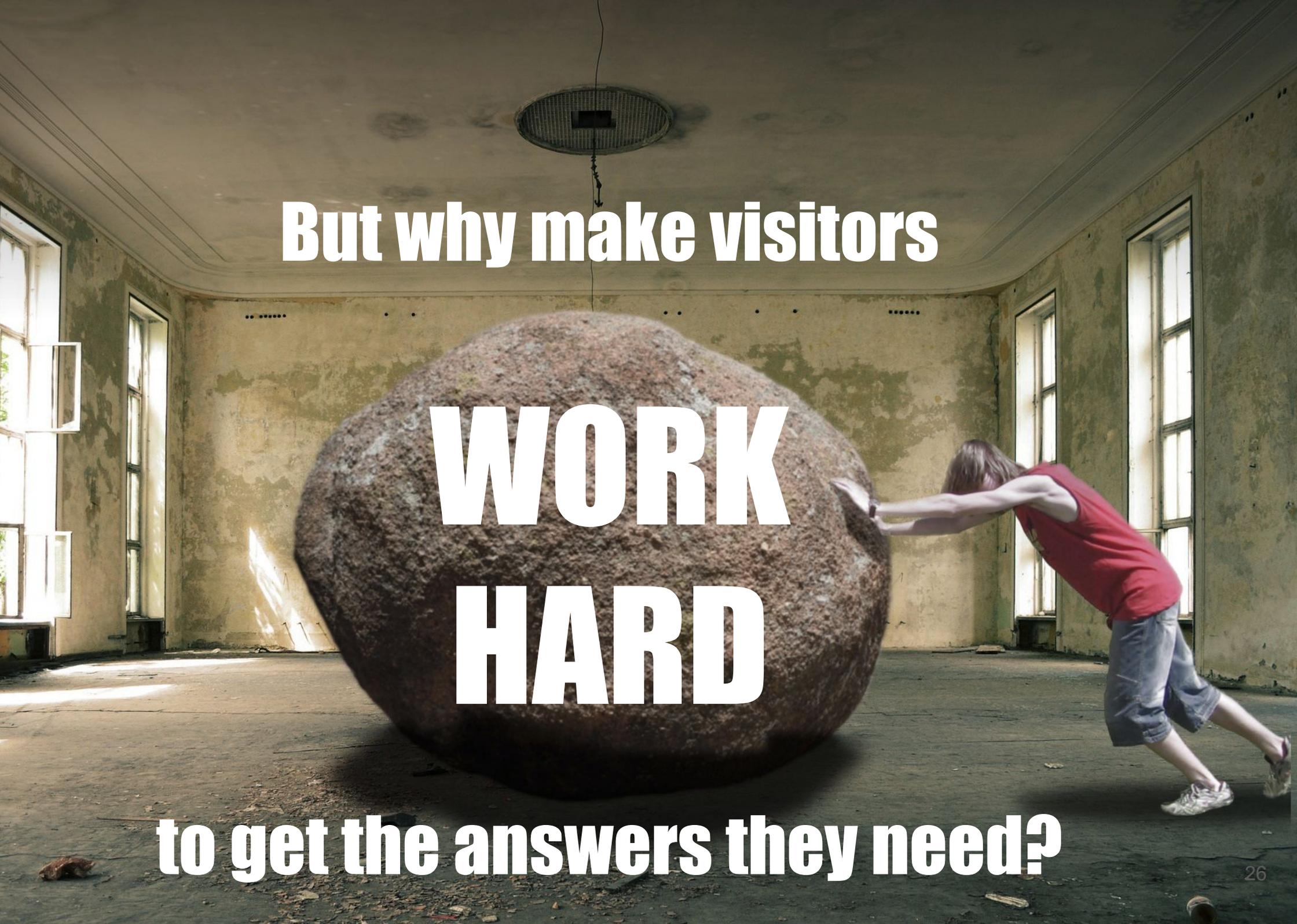
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A person with long hair, wearing a red tank top and blue shorts, is pushing a large, dark, textured rock in a room with peeling walls and large windows. The rock is the central focus, and the person is leaning forward, exerting effort. The room appears to be an old, abandoned building with high ceilings and a circular vent on the ceiling.

But why make visitors

**WORK
HARD**

to get the answers they need?

Why not make it
CLEAR AS DAY
who the ideal customer is?

Here are
4 ways

how you can do this by using landing page copy.

2. Is this for me?

|

Put *keywords* in
the *main headline*



“IT Consulting Services” is much *more appropriate* for this landing page than the company's tagline “Great software... because we put People first”

 Future Processing

POLSKI

ENGLISH

~~IT Consulting Services~~

~~Helping UK and Scandinavian Enterprises
Implement Suitable IT Solutions since 2000~~

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2. Is this for me?

There's only so much you can fit into the main H1 headline: no need to cram every keyword there.

Therefore, use the space just below the main headline to explain with keywords what you do.

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Implement Suitable IT Solutions since 2000

The issues of information technology and programming are challenging for most enterprises. These areas may be highly profitable for the company, but investments are usually associated with high risk. We understand this completely - for 14 years we have helped our clients find IT solutions suitable for their business.

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Organisational

This area is characterised by analysis and improvement of enterprise management processes. This aims at improvement of work organisation and manufacturing processes. Organisation of business processes in the enterprise is the key factor, without which none of subsequent elements can exist.

2. Is this for me?

(Why UK and Scandinavian here, you ask? Because we did peek at the company's main website and found out that those are the company's main target markets.)

Yes, this will limit the company's lead generation to UK and Scandinavian prospects only. But, focusing your marketing message makes advertising profitable.

 Future Processing

POLSKI

ENGLISH

IT Consulting Services

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Implement Suitable IT Solutions since 2000

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2. Is this for me?

#2

Put **keywords** in the subheadings

(Notice how the word **Your** and the names of the training courses speak to CTOs, even without explicitly mentioning their function.)

Training

All the above-mentioned services may be supported by our training offer, which covers both: technical and soft skills.

Training Your Software Development Team

- Design patterns in practice
- Elementary object modelling
- Refactoring to Patterns
- Introduction to Git for SVN User – How to learn Git and not lose your soul
- Unit tests for Legacy Code

Soft Skills Training

- Introduction to Fast Learning
- Time Management
- Assertiveness
- Interpersonal communication
- Creative problem solving
- Teamwork
- Stress management

2. Is this for me?

#3

Use real, descriptive photos

Training

All the above-mentioned services may be supported by our training offer, which covers both: technical and soft skills.

Training Your Software Development Team

Example technical courses:

- Design patterns in practice
- Elementary object modelling
- Refactoring to Patterns
- Introduction to Git for SVN User – How to learn Git and not lose your soul
- Unit tests for Legacy Code

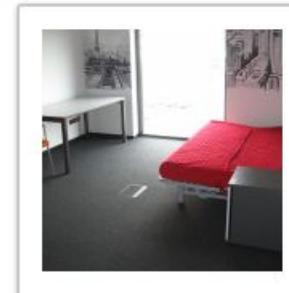
Soft Skills Training

- Introduction to Fast Learning
- Time Management
- Assertiveness
- Interpersonal communication
- Creative problem solving
- Teamwork
- Stress management

For courses longer than one day, we can provide you with our guest rooms.



Comfortable place to sleep



Our rooms are equipped with work area



Rooms also have a place to work

Wait, what?

2. Is this for me?

Training

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Training Your Software Development Team

Example technical courses:

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- Refactoring to Patterns
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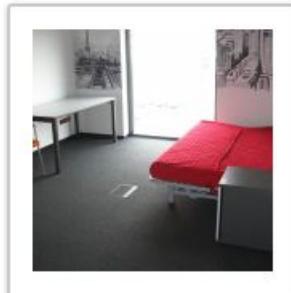
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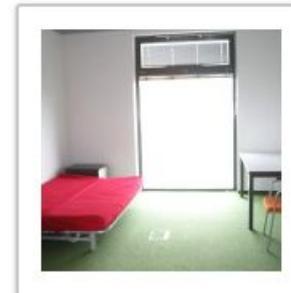
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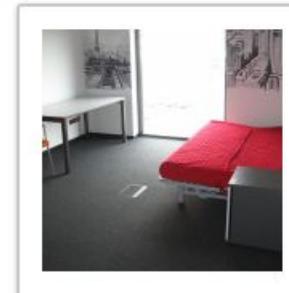
- Introduction to Fast Learning
- Time Management
- Assertiveness
- Interpersonal communication
- Creative problem solving
- Teamwork
- Stress management

For courses longer than one day, we can provide you with our guest rooms.

These are the *only* photos on the page. Quite a *confusing* choice of visuals.



Comfortable place to sleep



Our rooms are equipped with work area



Rooms also have a place to work

2. Is this for me?

Instead of **sleeping arrangements**, why not show a photo of an **actual** "Git for SVN User" training session?

Publish **real**, even **imperfect** photos...

... and avoid **staged** photos or **stock** photos.

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The lighting on this example photo by ostglobalsolutions.com could be improved. This little imperfection makes the photo **feel authentic**.



Nobody's that happy during training.
FAAAKE!

2. Is this for me?

#4

Call your ideal buyer persona by their function

“

Future Processing helped ACME Corp implement a new ERP solution in only 5 months

[Read Case Study](#)

John Smith, **CTO**
ACME Ltd, UK

ACME LOGO

Case studies make it easy to embed a function / job title in your landing page copy. If you're targeting CTOs, a panel such as the above **mockup** could get their attention.

2. Is this for me?

Also, notice how case studies give you an opportunity to sneak in even more elements of persuasion:

- UK - your target market
- in only 5 months - desirable, quantified benefit
- recognizable, authoritative logo

“

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ACME LOGO

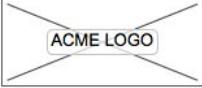
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“

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ACME Ltd, UK



And, a photo of a real person will **draw the eye** to the content you most want your visitors to read (this case study).

The Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*

3. Why should I care / what do I get?

A prospect would expect to find the **benefits** in the section dedicated to the IT consulting services, but **there is no sign of benefits.**

Organisational

This area is characterised by analysis and improvement of enterprise management processes. This aims at improvement of work organisation and manufacturing processes. Organisation of business processes in the enterprise is the key factor, without which none of subsequent elements can exist.

Applicational

There are many applications, which aim at supporting the business. But how to choose those, which will help solve the problems of a specific enterprise? We help our Clients choose the application, responding to their business challenges, e.g. CRM, ERP, and other.

Technological

Not always an off-the-shelf application is the optimal solution, in many cases it is better to have it "tailor-made". In that matter, we provide advice on selection of the best technology for the project, creating the architecture, or choosing the right tools and components, which will enable you to achieve perfect business solution.



- Assertiveness
- Interpersonal communication
- Creative problem solving
- Teamwork

3. Why should I care / what do I get?

There's one mention of "improvement of work organisation and manufacturing processes"...

Organisational

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Quality related

Quality is central to everything we do at Future Processing. We have implemented internal quality assurance procedures, which work successfully in our projects, and what is more, are willingly implemented by our Clients in their companies. We are happy to help introduce them in your company as well.

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- Assertiveness
- Interpersonal communication
- Creative problem solving
- Teamwork

3. Why should I care / what do I get?

...and there's one mention of "high quality software that meets the needs of the customer" - at the very bottom of the entire page...



POLSKI ENGLISH

Future Processing

Great software...
because we put people first

Future Processing - IT Consulting Services

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For courses longer than one day, we can provide you with our guest rooms.

Comfortable place to sleep Our rooms are equipped with work area Rooms also have a place to work

Who are we?

Future Processing is an experienced Polish technology company, providing software development services to companies based in Western Europe and Scandinavia, seeking reliable long-term partnerships. According to Deloitte Fast 50 ranking for Central Europe, Future Processing placed on 20th position, as one of the fastest growing companies in Europe.

The company was founded in 2000 by technology entrepreneur Jerolaw Czajka. It is headquartered in Gliwice (Southern Poland). Thanks to Google Street View it is possible to take an interactive tour around one of three buildings constituting Future Processing's technology park, IPark.

Future Processing also has an office in Opole and a sales office in London, UK. Furthermore, the company has entered a strategic partnership agreement with the Norwegian company Aikweb.

Deloitte is certified by Future Processing. The company has been awarded our highest quality award with management certificate.

FP specializes in Microsoft technologies (.Net and SharePoint - being a Microsoft Gold Certified Partner), Java, Mobile, and PHP. Its basic services are agile teams, producing high-quality software that meets the needs of the customer. The company pays attention to QAL, to assure that requirements and goals for a service will be fulfilled.

Future Processing believes that a qualified and motivated team is the key to success, since people are considered to be the most valuable resource. That is why, the company gives their employees opportunities to develop, as well as new challenges to complete.

As of 2013, Future Processing employs over 900 people.

Contact us: consulting@future-processing.com

PROGRAM REGIONALNY
NARODOWY INSTYTUT SPONSOROWANIA

Spółka
Polska w energii

UNIA EUROPEJSKA
LUBUSKI OŚRODEK
ROZWOJU REGIONALNEGO

...but those benefits aren't explained in any detail.

3. Why should I care / what do I get?

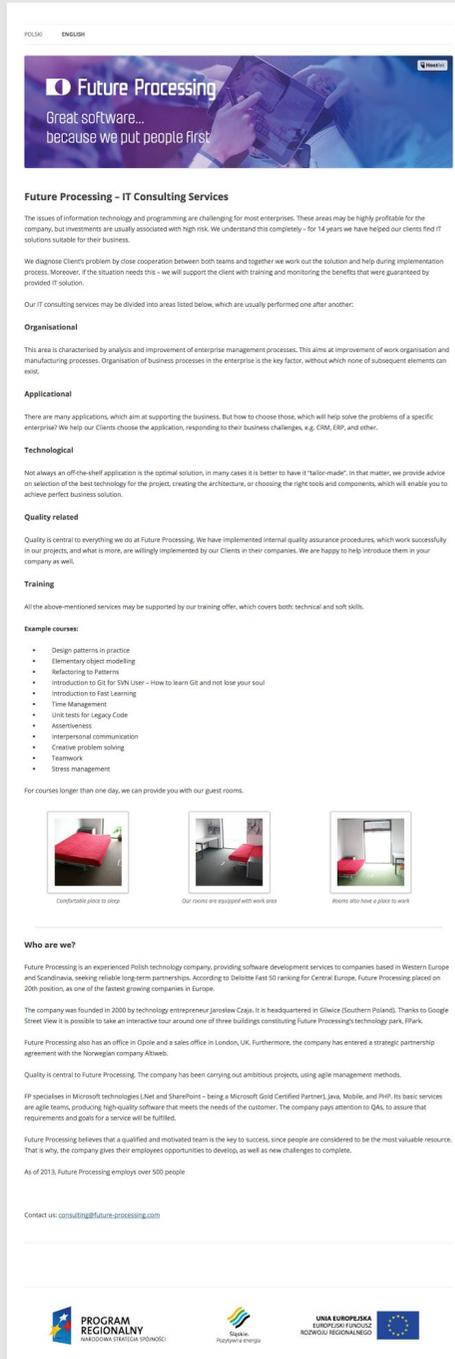
There is **no data** on what the real benefits are.

The screenshot shows the Polish version of the Future Processing website. At the top, there are language options for 'POLSKI' and 'ENGLISH'. Below is a header image with the text 'Future Processing' and the tagline 'Great software... because we put people first'. The main content area is titled 'Future Processing - IT Consulting Services' and describes the company's focus on IT consulting for enterprises. It lists several service areas: Organizational, Applicational, Technological, Quality related, and Training. Each area has a brief description of the services provided. At the bottom, there are three small images showing office interiors with captions: 'Comfortable place to sleep', 'Our rooms are equipped with work area', and 'Rooms also have a place to work'. The footer contains contact information and logos for 'PROGRAM REGIONALNY' and 'UNIA EUROPEJSKA'.

For example, "47% reduction of waste in manufacturing" would be much more **specific** than "improving manufacturing processes".

3. Why should I care / what do I get?

There is **no proof** and there are **no examples**, such as **case studies** or **customer logos**, of the work that the company has delivered since its founding in 2000.



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Quality is central to Future Processing. The company has been carrying out ambitious projects, using agile management methods.

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3. Why should I care / what do I get?

(For deeper insights, read our article on [making your content more persuasive with data, proof, and examples.](#))

LOGIT
DIGITAL EXCELLENCE

Home Services Products Clients **Blog** Free Tips About Support Contact

How to Write Persuasive Website Content (Even if You Are Not a Pro Writer)

Published on Oct. 10, 2016 by Visnja Zeljeznjak in [B2B Website Improvement](#)

ABRACADABRA

Learn how to write website content for persuasion and customer centricity. This means that you need to spice it up with data, proof, and examples so that your website converts more visitors to inquiries and, finally, sales.

But What Does 'Persuasion' Mean?

People think that "being persuasive" means figuring out which **secret magic words** to put on their websites so that visitors are mesmerized into buying.

That's why content on business websites is riddled with words such as these:

- *magnetic*
- *explode your profits*
- *cutting edge technology*
- *top of the notch*
- *best buy*
- *high-quality solution*
- *easy to use*
- *user friendly*
- *intuitive*

If placed outside of context, these words sound **hollow** and **boring**. Some are even an **insult** to human intelligence.

I can almost hear website visitors say:

OH NO, NOT ANOTHER
'USER FRIENDLY' APP

But you should visit this company's **official** website, future-processing.com, which is one of the **BEST** websites of software development companies we've ever seen.

ABOUT US ▾ SERVICES ▾ SOLUTIONS ▾ EXPERTISE ▾ CLIENTS ▾ CONTACT

Q

Here's why we believe we would be
the right choice for you:

16 years of experience

in delivering software projects across multiple technology platforms, databases and tools

700 people

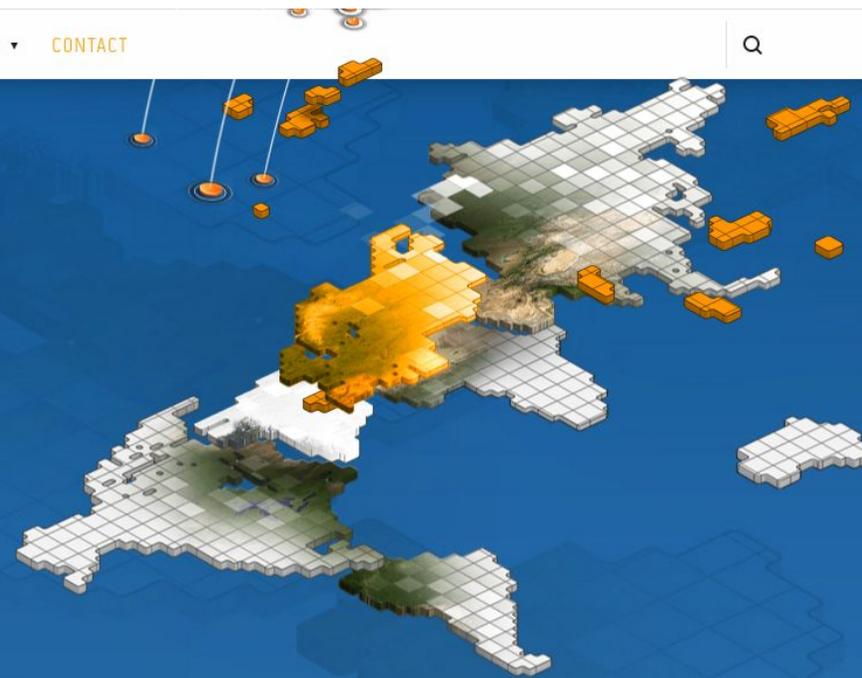
and a flexible partnership approach that means we complement your skills with dedicated and appropriately sized teams to deliver the project objective on-time and within budget

Recognised by industry

a people-focused organisation that continuously invests in its staff to ensure they meet and exceed your expectations every time

47 current Clients

ranging from worldwide insurance providers to non-governmental organisations and software houses to local authorities



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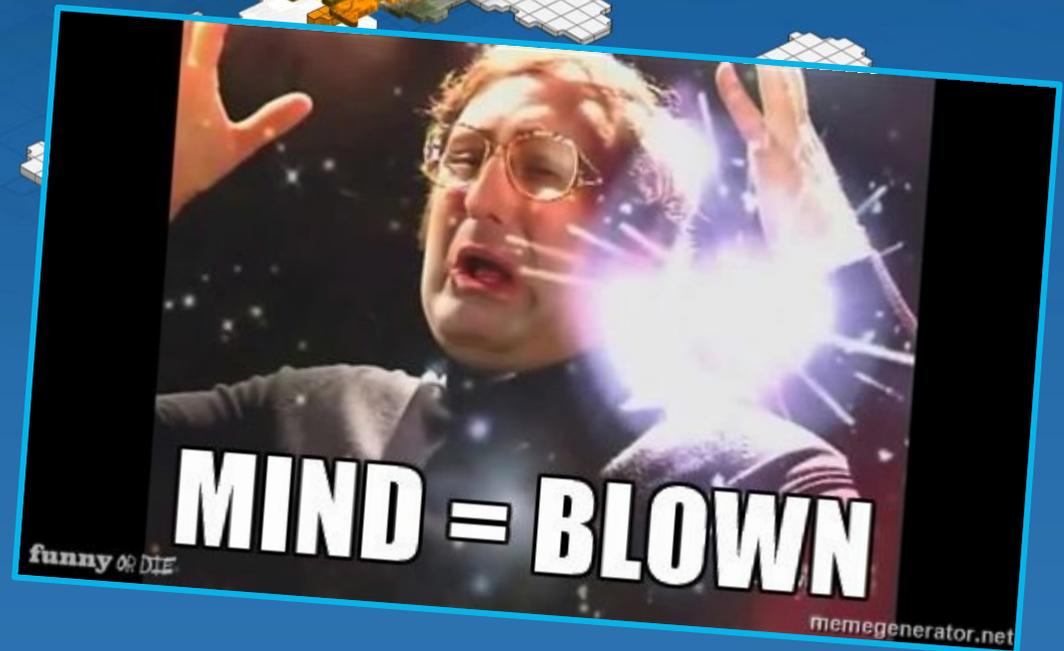
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Key Takeaways

1. Make the most important first and obvious.
2. Use visual elements (photos, logos).
3. Prove your claims with data and examples.
4. Bring traffic to your best landing pages.

Landing Page #2

geotek.de
(Germany)

The AdWords ad:

IT Consulting in Germany - geotek.de

Ad www.geotek.de/

We help to set up and operate branch offices in Germany

GEOTEK IT-Outsourcing Support Berlin
Home | IT Service | Hosting | Products | Contact

Suche: _____

Cut cost by outsourcing IT while improving reliability

No one can reliably predict the economic future, but one thing is certain: When it comes to the crunch, only companies with strict cost control will survive. Simply cutting the IT budget is not the brightest idea, however, as this will decrease reliability or may even put your organization as a whole at risk. This is where IT Outsourcing comes in.

For most companies it is neither necessary nor effective to maintain internal staff to administer a computer network or wait on standby until something goes wrong. An external company dedicated to IT services is much more flexible and effective and can display much more resources in case of an emergency. Clearly not even the best IT administrator can compete with the broader professional background of an external team which routinely administers many different IT environments. By choosing the right IT outsourcing partner, you keep in complete control of your whole IT environment, but your decisions will profit from the broader perspective of this external expertise.

Who we are

GEOTEK Datentechnik GmbH is a well known IT service provider located in Berlin, Germany. Founded in 1980 as a research company in cooperation with the Berlin Government, our core business is IT consulting and IT outsourcing support for computer networks of any size, including software deployment, application management and help desk support.

Based on the availability of new virtualisation software, we also offer a unique **Hosted Virtual Server** solution as an alternative to classical office file servers. We are particularly geared towards setting up complete IT infrastructures for international companies coming to Berlin or other locations in Germany.

If you are a multi-national company, you know the advantages of centralized administration. But there are still some IT tasks that need the physical presence of a technician, such as first time installation, emergency support, on-site-training, providing internet access or buying localized computer equipment. If your company spans multiple time zones, it is also difficult to maintain centralized hotline support during remote local business hours and in German.

GEOTEK can help you reduce travel expenses and other costs, by providing all the services that are impractical from your central IT department to supply. More about our [IT Service...](#)

IT Support Berlin
+49 30 44342333
info@geotek.de



A well defined concept, regular preventive maintenance and good documentation are the secrets of cost-effective and reliable IT environment.

GEOTEK can help you to save on operational IT costs while increasing reliability by outsourcing those IT tasks that are not practical to perform inhouse.

[GEOTEK on Facebook](#)

[f Like](#) [Share](#)

NEW [NAKIVO Backup & Replication](#), the new, revolutionary efficient and affordable security solution for Windows

Did you ever consider renting a **Hosted Virtual Server** instead of buying and setting up your own hardware in remote locations?

Is your website displayed correctly on all the different versions of Microsoft Internet Explorer? Check out [IE NetSender](#)!

GREENIT

© 2016 GEOTEK Datentechnik GmbH - [IT Service](#), [Virtual Servers](#) and [IT Outsourcing in Berlin, Germany](#) - [Contact & Impressum](#)

The Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*

1. What is this website selling?

The first 3 things we notice:

(1) logo + tagline

(2) The headline

(3) The photo of people and contact details

GEOTEK IT-Outsourcing Support Berlin
Home IT Service Hosting Products Contact

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1. What is this website selling?

We conclude that this is a website of a German company offering IT outsourcing support in Berlin, Germany.

Good job, GEOTEK, for using clear, plain words in all the right places.

GEOTEK IT-Outsourcing Support Berlin

Home IT Service Hosting Products Contact

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Based on the availability of new virtualisation software, we also offer a unique [Hosted Virtual Server](#) solution as an alternative to classical office file servers. We are particularly geared towards setting up complete IT infrastructures for international companies coming to Berlin or other locations in Germany.

If you are a multi-national company, you know the advantages of centralized administration. But there are still some IT tasks that need the physical presence of a technician, such as first time installation, emergency support, on-site-training, providing internet access or buying localized computer equipment. If your company spans multiple time zones, it is also difficult to maintain centralized hotline support during remote local business hours and in German.

GEOTEK can help you reduce travel expenses and other costs, by providing all the services that are impractical from your central IT department to supply. More about our [IT Service...](#)



IT Support Berlin

+49 30 44342333
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A well defined concept, regular preventive maintenance and good documentation are the secrets of cost effective and reliable IT environment.

GEOTEK can help you to save on operational IT costs while increasing reliability by outsourcing those IT tasks that are not practical to perform inhouse.

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1. What is this website selling?



Cut cost by outsourcing IT while improving reliability

No one can reliably predict the economic future, but one thing is certain: When it comes to the crunch, only companies with strict cost control will survive. Simply cutting the IT-budget is not the brightest idea, however, as this will decrease reliability or may even put your organization as a whole at risk. This is where IT Outsourcing comes in.

For most companies it is neither necessary nor effective to maintain internal staff to administer a computer network or wait on standby until something goes wrong. An external company dedicated to IT services is much more flexible and effective and can deploy much more resources in case of an emergency. Clearly not even the best IT administrator can compete with the broader professional background of an external team which routinely administers many different IT environments. By choosing the right IT outsourcing partner, you keep in complete control of your whole IT environment, but your decisions will profit from the broader perspective of this external expertise.

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Oh, look! Benefits in the headline! I'm intrigued. How can I cut costs, and what does "improving reliability" mean?

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1. What is this website selling?

It would be nice, though, to have a more visible, visual explanation of what kind of IT outsourcing support is available.

As in:



What can you do for me, exactly?

Which parts of my IT system can I outsource to you?

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A well known IT service provider located in Berlin, Germany. Founded in 1980 as a member of the Berlin Government, our core business is IT consulting and IT outsourcing for companies of all sizes, including software deployment, application management and help desk services. In addition to our virtualisation software, we also offer a unique [Hosted Virtual Server](#) solution as an alternative to physical servers. We are particularly geared towards setting up complete IT infrastructures for companies in Berlin or other locations in Germany.

As you know the advantages of centralized administration. But there are still some IT tasks that are difficult to handle. First time installation, emergency support, on-site-training, providing internet access or support for users in different time zones, it is also difficult to maintain centralized hotline support during peak hours. GEOTEK can reduce your costs, by providing all the services that are impractical from your central IT department to outsource.

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1. What is this website selling?

The answer to that is **buried** in the landing page copy:

IT outsourcing support for computer networks of any size, including software deployment, application management and help desk support.

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If you are a multi-national company, you know the advantages of centralized administration. But there are still some IT tasks that require the presence of a technician, such as first time installation, emergency support, on-site-training, providing internet access or equipment. If your company spans multiple time zones, it is also difficult to maintain centralized hotline support during business hours in Germany and in German.

To reduce travel expenses and other costs, by providing all the services that are impractical from your central IT department to your branches, we offer a [Hosted Virtual Server](#) solution.

IT outsourcing support for computer networks of any size, including software deployment, application management and help desk support.

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1. What is this website selling?

We've restructured the architecture of this landing page, so that the answers to customers' questions stand out instantly.

(This is a quick mockup / wireframe. Given more time, surely it could be improved even further.)

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Cut cost by outsourcing IT while improving reliability

- ★ reduce travel expenses
- ★ no need for internal IT staff
- ★ increase support availability

IT consulting and IT outsourcing support for international companies coming to Germany:

| | | |
|--|------------------------------|--|
| software deployment | application management | help desk support for your customers in German time zone (UTC+01:00) |
| Complete IT infrastructure setup for your branch offices anywhere in Germany | on-site hardware maintenance | on-site training |

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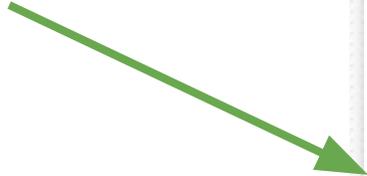
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1. What is this website selling?

The specific types of services now stand out at a glance.



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1. What is this website selling?

Oh good, this company offers what I need (on-site hardware maintenance). I'll click this highly visible button.



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1. What is this website selling?

This content is less important than the highlights above it, but we still need to tell the story about reasons why IT outsourcing matters.

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1. What is this website selling?

(We restructured this content a bit to make the reading more pleasant: the most important words are **bold**, and **long** paragraphs are broken into smaller ones.)

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1. What is this website selling?

Since outsourcing IT is **scary** for customers, we need to **establish trust** quickly. That's why the "About **GEOTEK**" section is essential on the home page.



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We've also added "Established in 1980" in the subheading, because we want the visitors to notice it.

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© 2016 GEOTEK Datentechnik GmbH - [IT Service](#), [Virtual Servers](#) and [IT Outsourcing in Berlin, Germany](#) - [Contact & Impressum](#)

1. What is this website selling?

The More About GEOTEK button should lead to the About page.

But, the About page does not exist. It should be created.

GEOTEK IT-Outsourcing Support Berlin
Home IT Service Hosting Products Contact

Suche...

Cut cost by outsourcing IT while improving reliability

- ★ reduce travel expenses
- ★ no need for internal IT staff
- ★ increase support availability

IT consulting and IT outsourcing support for international companies coming to Germany:

- software deployment
- application management
- help desk support for your customers in German time zone (UTC+01:00)
- Complete IT infrastructure setup for your branch offices anywhere in Germany
- on-site hardware maintenance
- on-site training

[View All IT Services](#)

Strict cost control is a matter of survival today. Simply **cutting the IT-budget** is not the brightest idea, however, as this will **decrease reliability** or may even put your organization as a whole at risk.

This is where **IT Outsourcing** comes in. For most companies it is neither necessary nor effective to maintain internal staff to administer a computer network or wait on standby until something goes wrong.

An **external company dedicated to IT services** is much more flexible and effective and can deploy much more resources in case of an emergency. Clearly not even the best IT administrator can compete with the broader professional background of an external team which routinely administers many different IT environments.

About GEOTEK (Established in 1980)

GEOTEK Datentechnik GmbH is a well known IT service provider located in Berlin, Germany. Founded in 1980 as a research company in cooperation with the Berlin Government, our core business is IT consulting and IT outsourcing support for computer networks of any size,

[More About GEOTEK](#)

IT Support Berlin
+49 30 44342333
info@geotek.de

A well defined concept, regular preventive maintenance and good documentation are the secrets of cost effective and reliable IT environment.

GEOTEK can help you to save on operational IT costs while increasing reliability by outsourcing those IT tasks that are not practical to perform inhouse.

[GEOTEK on Facebook](#)
Like Share

Neu! [NAKIVO Backup & Replication](#), the new, revolutionary efficient and affordable security solution for VMware

Did you ever consider renting a [Hosted Virtual Server](#) instead of buying and setting up your own hardware in remote locations?

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1. What is this website selling?

A company founded in the year when yellow Post-It notes were invented surely has stories to tell. The About page is a place to tell the stories concerning the company and its people.

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Suche...



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|--|------------------------------|--|
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66

The Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*

2. Is this for me?

This company is focusing on international and multinational companies coming to Germany.

GEOTEK IT-Outsourcing Support Berlin

Home IT Service Hosting Products Contact



Suche...



Cut cost by outsourcing IT while improving reliability

No one can reliably predict the economic future, but one thing is certain: When it comes to the crunch, only companies with strict cost control will survive. Simply cutting the IT-budget is not the brightest idea, however, as this will decrease reliability or may even put your organization as a whole at risk. This is where IT Outsourcing comes in.

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If you are a multi-national company, you know the advantages of centralized administration. But there are still some IT tasks that need the physical presence of a technician, such as first time installation, emergency support, on-site-training, providing internet access or buying localized computer equipment. If your company spans multiple time zones, it is also difficult to maintain centralized hotline support during remote local business hours and in German.

GEOTEK can help you reduce travel expenses and other costs, by providing all the services that are impractical from your central IT department to supply. More about our [IT Service...](#)

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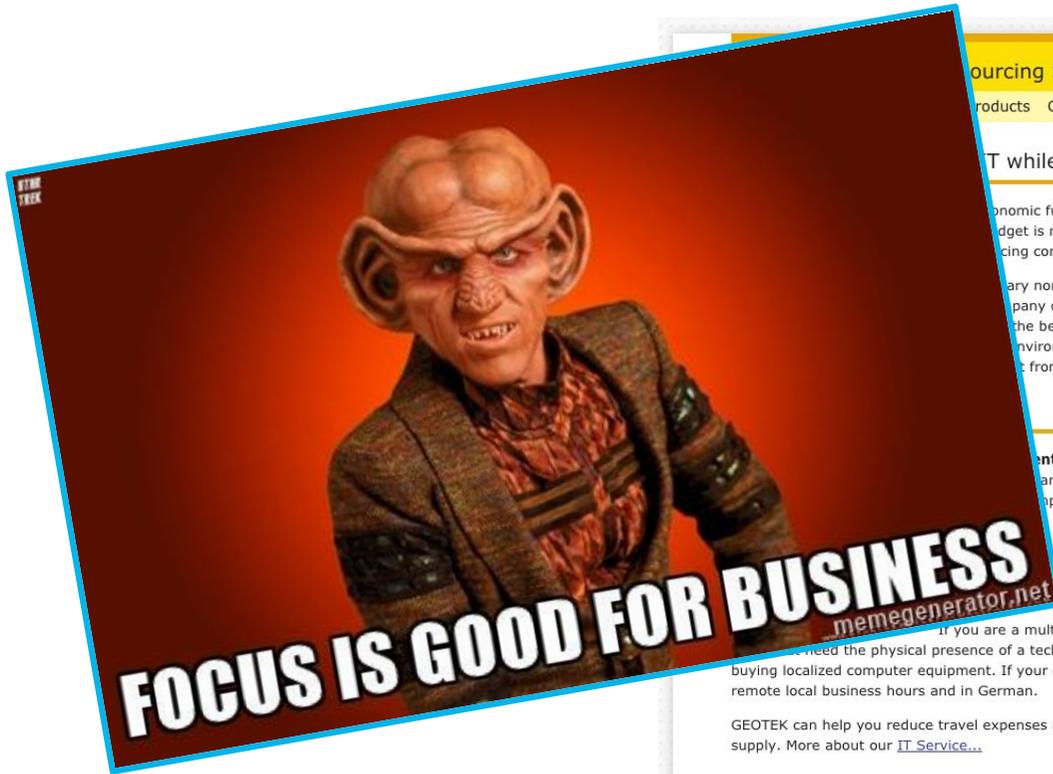
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2. Is this for me?



If your company is focusing on a narrow, specific niche...

Outsourcing Support Berlin

Products Contact

IT while improving reliability

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Shout it

from the mountain tops!

2. Is this for me?

OK, OK, you don't need to shout...

...but definitely make your focus more prominent than this.

Besides keywords in headlines, images, customer functions, case studies - here's one more idea on how to make your content stand out:

GEOTEK IT-Outsourcing Support Berlin
Home IT Service Hosting Products Contact

Suche...   

Cut cost by outsourcing IT while improving reliability

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To make your words more **persuasive**,
put them in **your customers'** mouths.

WORDS

WORDS

WORDS

WORDS

WORDS

2. Is this for me?

Here's what we mean.

(1) Take a paragraph such as this one, where you're listing types of services you provide.

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2. Is this for me?

(2) Among your numerous happy customers, *select one customer* to whom you successfully provided those services in the past.

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2. Is this for me?

(3) Rewrite that paragraph, as if the customer was telling the story of the time when they had set up a new Berlin office for the first time and needed on-site support from an IT service provider.

(Don't forget to get a permission first to publish your customer's story!)

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2. Is this for me?

4. Publish the story in the form of a customer testimonial and make it stand out from the rest of the content.
Let's reuse a familiar example:

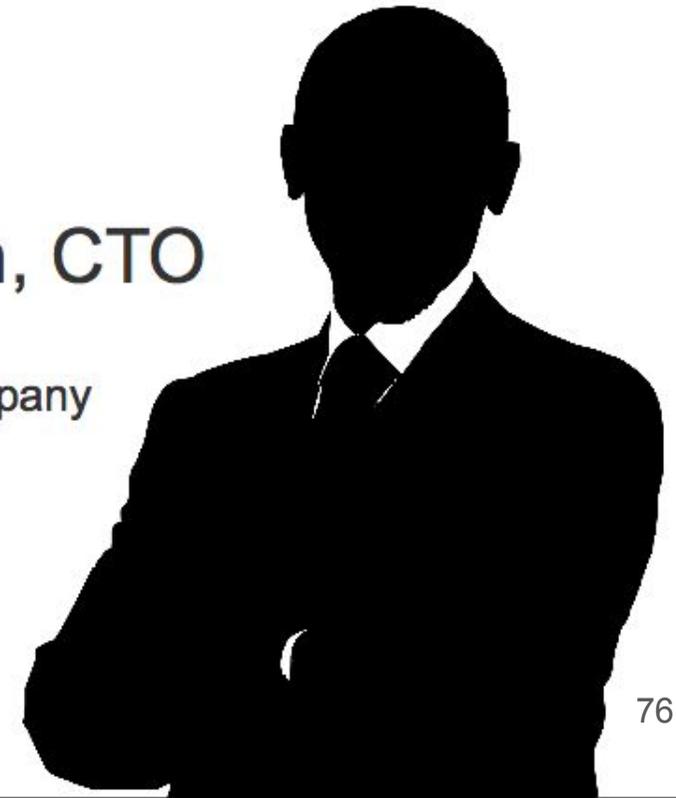
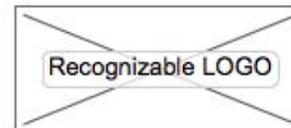
“

GEOTEK's technicians purchased and installed all the computer equipment we needed, and provided internet access for our new Berlin office in 2012. When our team moved in, everything worked flawlessly! Thank you GEOTEK.

[Read Case Study](#)

John Smith, CTO

A Well-Known
Multinational Company



2. Is this for me?

If well-known multinational companies are your customers, a **company name** and a **logo** will do. The LOGO, don't forget it!

“

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[Read Case Study](#)

John Smith, CTO

A Well-Known
Multinational Company

Recognizable LOGO



2. Is this for me?

If your multinational customers are relatively unknown, you can always add more context, so that your website visitors *can identify* with your current customers.

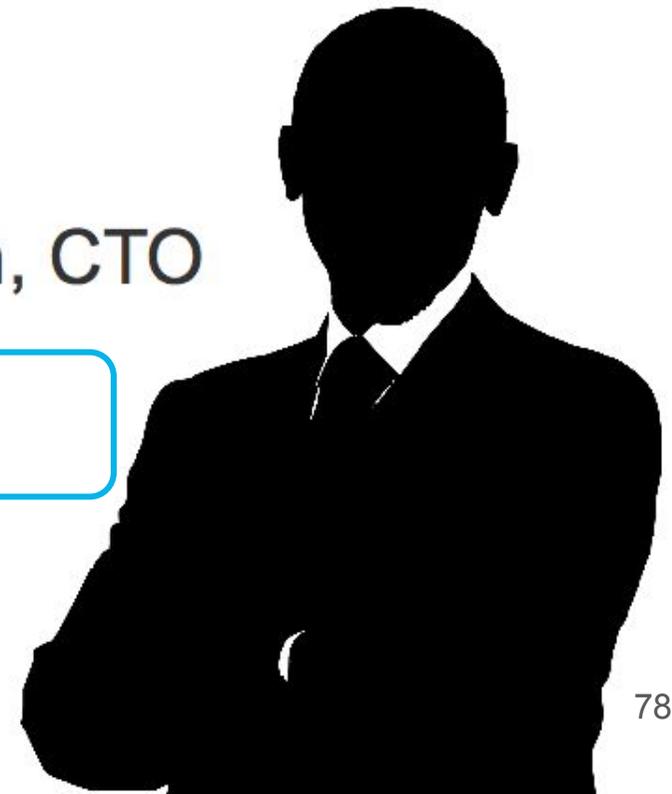
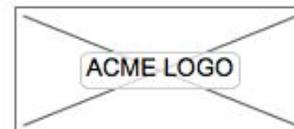
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John Smith, CTO

ACME Corp.
25 offices in 10 countries



2. Is this for me?

With a testimonial such as this one, you're letting your ideal customer – a multinational company – explain what your company does, *within the context of their actual situation.*

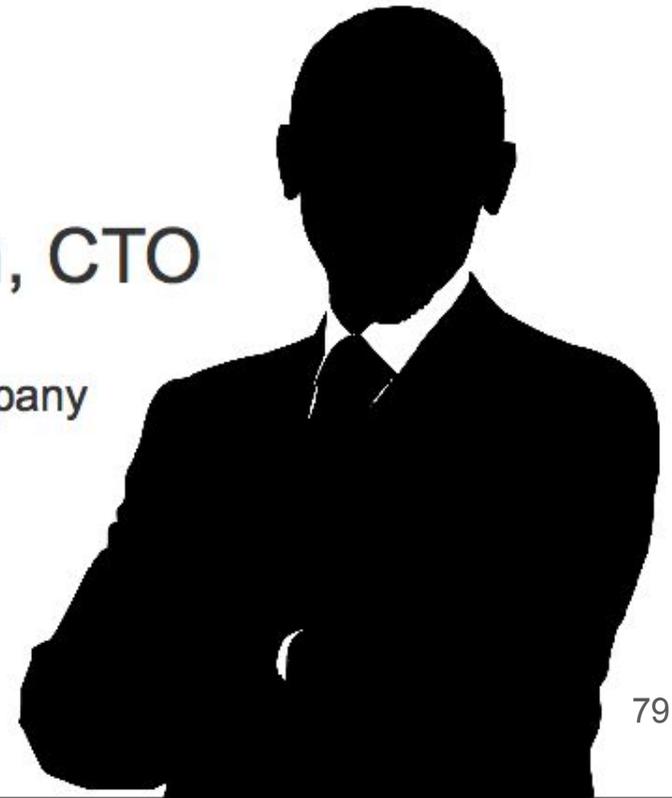
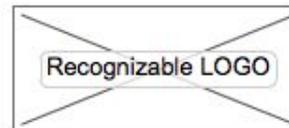
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2. Is this for me?

BTW, this Reference List deserves more love, too:

1. Promote this page to the **first-level menu item** and place it to the left of the "Contact".
2. Write several **case studies** and link to them from this page.

(We could go on, but let's leave that for another website teardown.)

GEOTEK IT-Outsourcing Support Berlin

Home IT Service Hosting Products **Contact**

Contact / Impressum

Contact Form

Reference List

GEOTEK Reference List

This is a selection of satisfied GEOTEK customers:

- [Adelphi](#)
- [Andus Electronic GmbH](#)
- Bayer Schering Pharma AG
- Bechtle AG, Hannover, Berlin, Frankfurt/M
- [Berliner Unterwelten e.V.](#)
- [Bornheim und Partner, Rechtsanwälte](#)
- CorpRec Advisory AG, Schweiz
- [ctm Fahrzeugbau](#), Berlin, Pätz
- Deutsche Lufthansa, LSG Handelsgesellschaft
- Despatch Industries, Inc., Minneapolis, USA
- [dicomm advisors GmbH](#)
- [Film- und Video Untertitel-GmbH](#), Berlin
- [Fröbel-Gruppe, Berlin, Frankfurt, Leipzig, Potsdam, Köln](#)
- [heretonow GmbH](#)
- [Jünger Audio-Studiotechnik GmbH](#)
- [Krause & Kollegen, Rechtsanwälte](#)
- Markgrafen Getränkevertrieb
- [Ost-West-Reisepartner, Berlin, Moskau](#)
- [Rheumatologische Fortbildungsakademie GmbH](#)
- Salutas Pharma GmbH
- [Senatsverwaltung für Stadtentwicklung Berlin](#)
- syneed medidata GmbH
- The Situs Companies, London, Berlin

The Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*

3. Why should I care / what do I get?

Back to our mockup.

We un-buried these specific benefits.

GEOTEK IT-Outsourcing Support Berlin
Home IT Service Hosting Products Contact

Suche...

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About

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3. Why should I care / what do I get?

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BTW, a nice *summary of benefits* is repeated in the right sidebar.

The only problem is that a *sidebar* is the place where text goes to *hide*.

There's even a marketing term called "*sidebar blindness*".

3. Why should I care / what do I get?

GEOTEK IT-Outsourcing Support Berlin

Home IT Service Hosting Products Contact



Suche....



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We seem to behave like horses with blinders: we mostly pay attention to what's straight in front of us.



Key Takeaways

1. Start with benefits and emphasize them.
2. Establish trust on the homepage.
3. Don't forget to build the About Us page!
4. Focus is good for business. Be vocal about it.
5. Have customers say nice things about you.
6. Avoid placing important text in sidebars.



LOOKING FOR A SERVICE? START HERE!

- BUSINESS CONSULTING
- CRM SOLUTIONS
- ENTERPRISE MOBILE APPLICATIONS
- ENTERPRISE SOCIAL NETWORKS

FEATURED PROJECTS



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- [View Full Project Portfolio](#)
- [Contact Us](#)

MICROSOFT PARTNERSHIP



Microsoft Dynamics is a group of business management solution products designed to streamline your financial, customer relationship, and supply chain processes. Easily integrated into your Windows environments, each product can either stand alone or work smoothly with other Microsoft software you already own.



The Deloitte Technology Fast 50 in Central Europe is a programme that recognizes and profiles fast-growing technology companies in the region, based on revenue growth over a four-year period. The programme, which is now in its 16th year, ranks the 50 fastest growing public or private technology companies.

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 E-mail: info@infocumulus.com
 Address: Koturaška 47, 10000 Zagreb, Croatia

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 Besplatna CRM radionica
 Business Consulting
 Contact
 Customer relationship management
 Enterprise Mobile Applications
 Enterprise Social Networks
 Homepage
 Portfolio
 Uspješna prijava



Landing Page #3

infocumulus.com
(Croatia)

The AdWords ad:

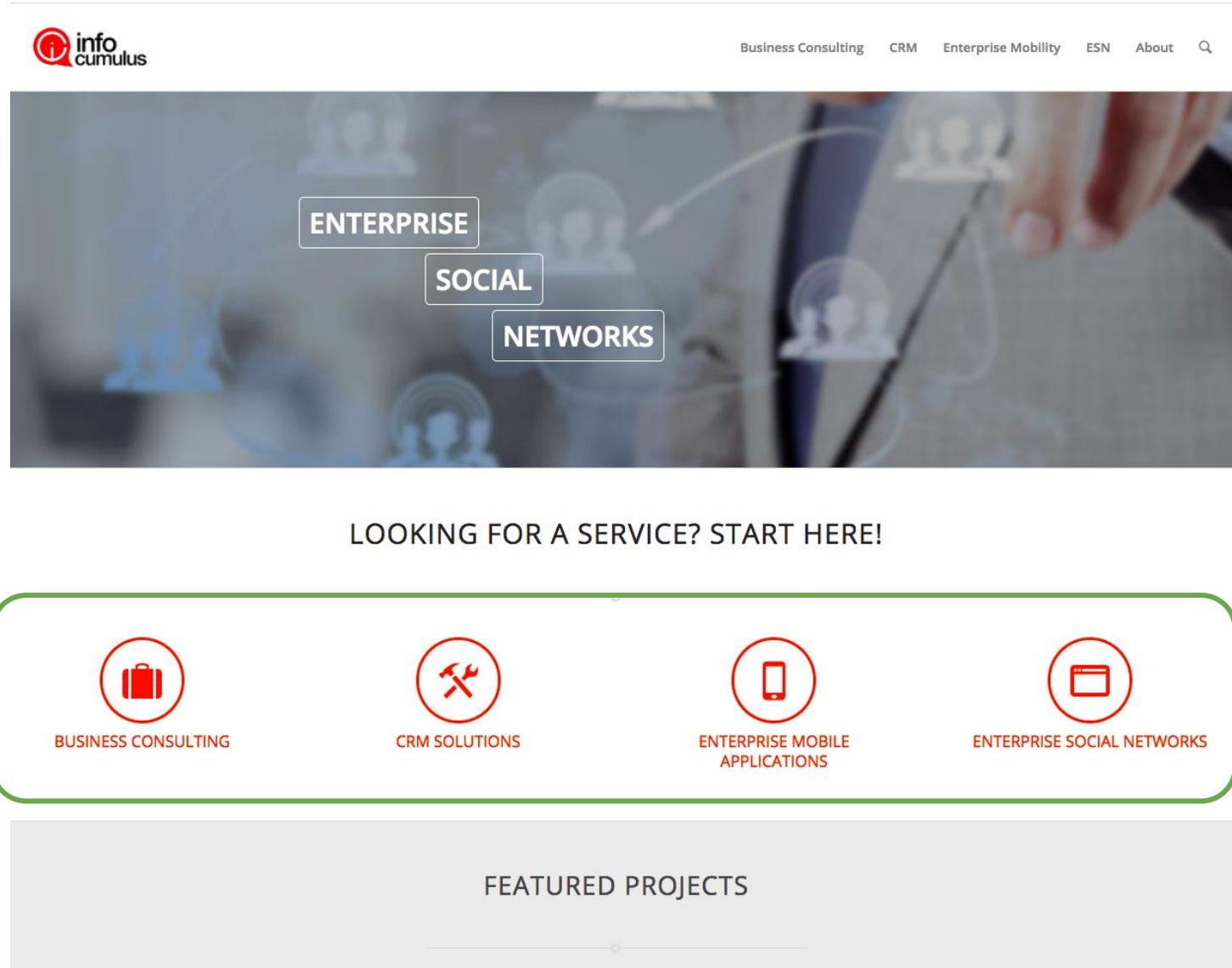
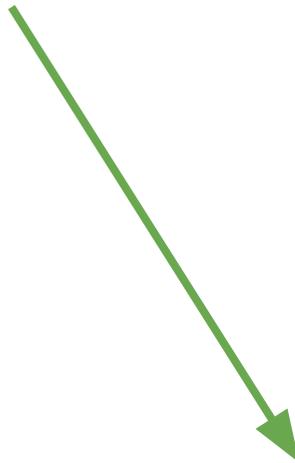
Need It Consulting consulting? - Get more customers with our service
Ad www.infocumulus.com/
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The Customer Centricity Test

1. *What is this website selling?*
2. *Is this for me?*
3. *Why should I care / what do I get?*

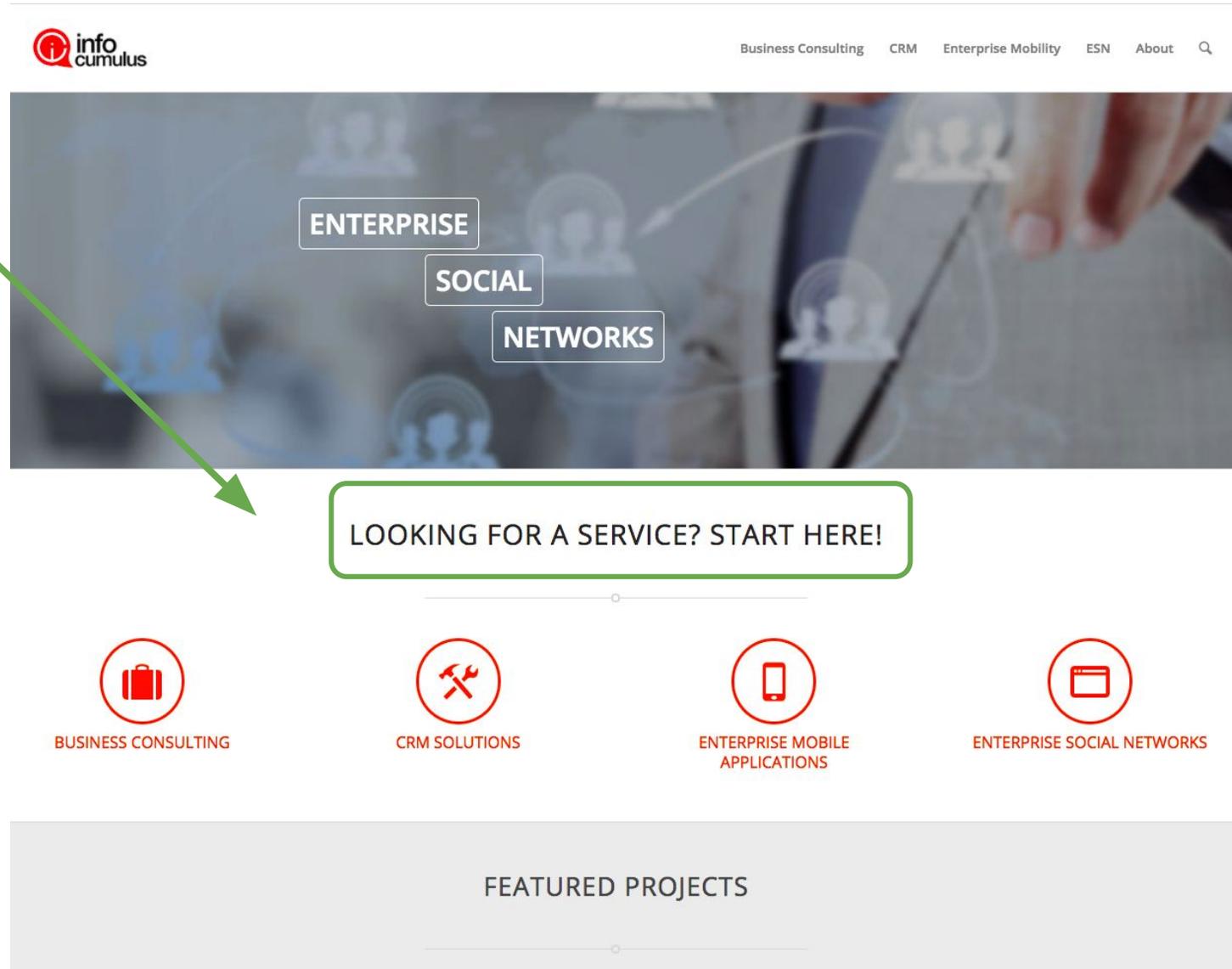
1. What is this website selling?

It's easy to understand what are the names of this company's services:



1. What is this website selling?

There's even a headline "Looking for a service? Start here!" which helps you figure out that these icons are clickable.

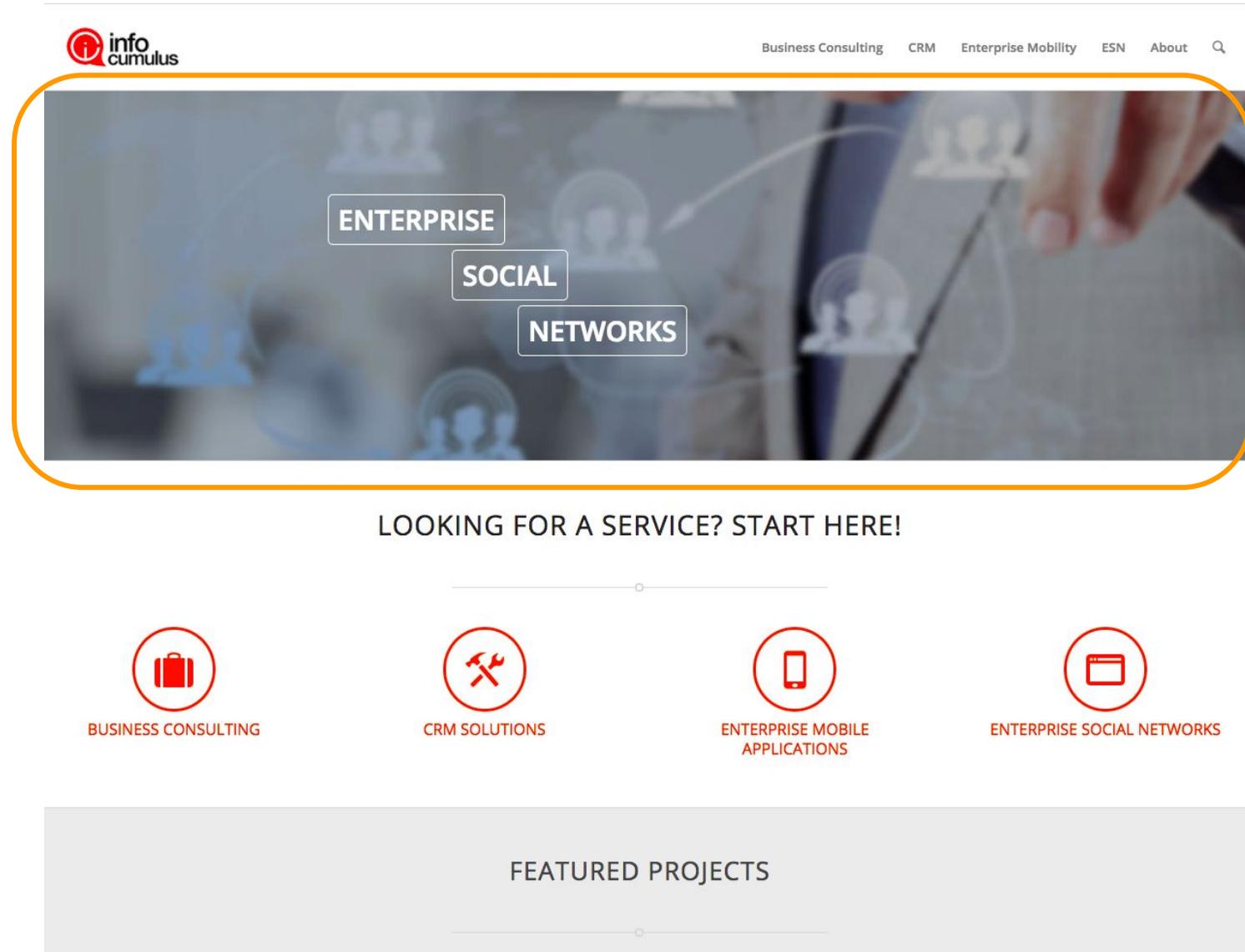


(We highly recommend a tool such as hotjar.com to test and see whether visitors click on these or not.)

1. What is this website selling?

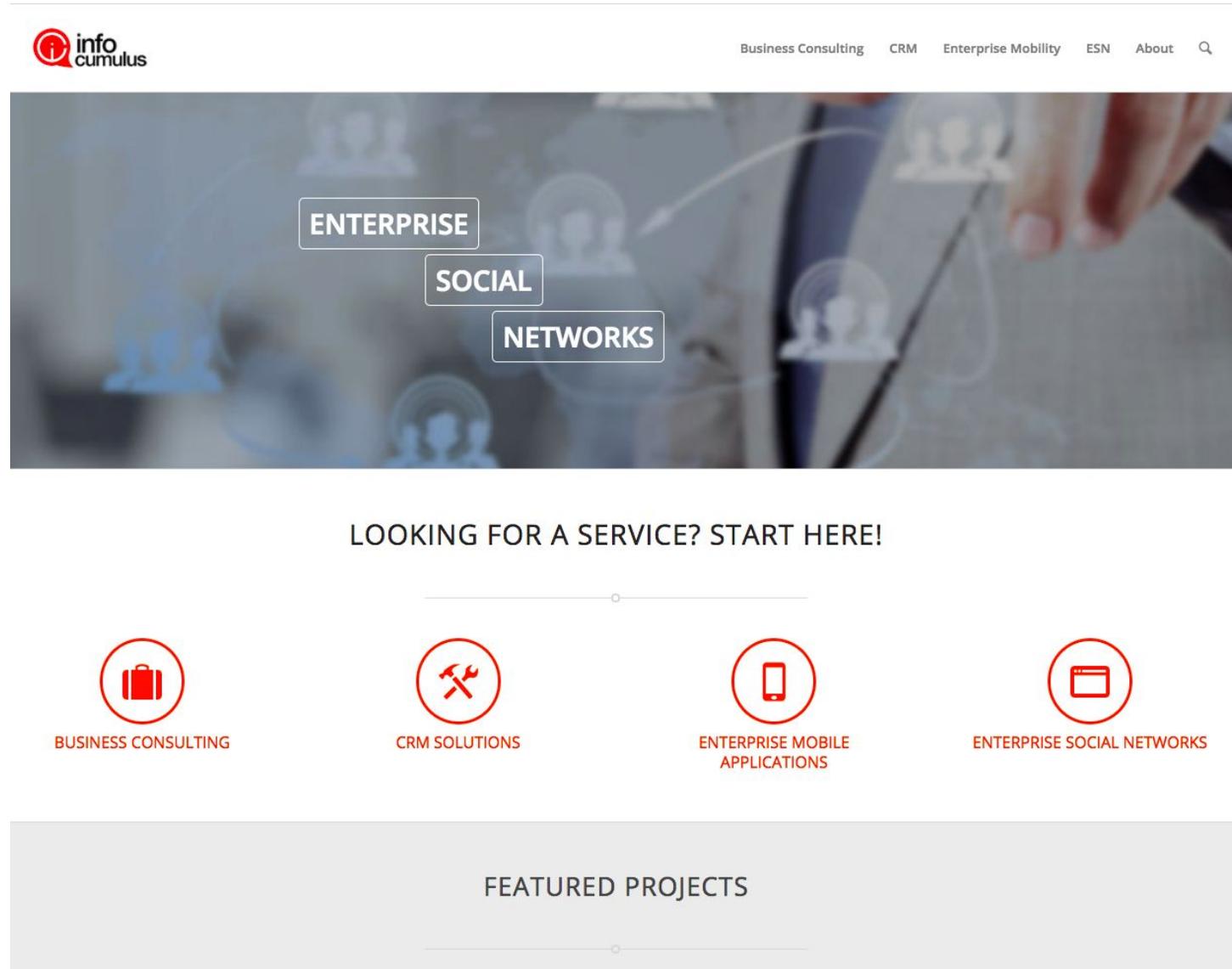
However, this animated carousel is a **waste** of valuable screen real estate.

It **takes up 40% of the screen**, and adds no value to the visitor, because it only repeats what the icons below say.



1. What is this website selling?

(There are ways to make this animated carousel more useful. Read on.)



The Customer Centricity Test

1. *What is this website selling?*
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2. Is this for me?

It's clear that enterprises are the target customer of this company.

Good job, InfoCumulus: you're conveying this information as early as possible on the landing page, so that small companies realize they may not be your ideal target customer.

info cumulus

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ENTERPRISE
SOCIAL
NETWORKS

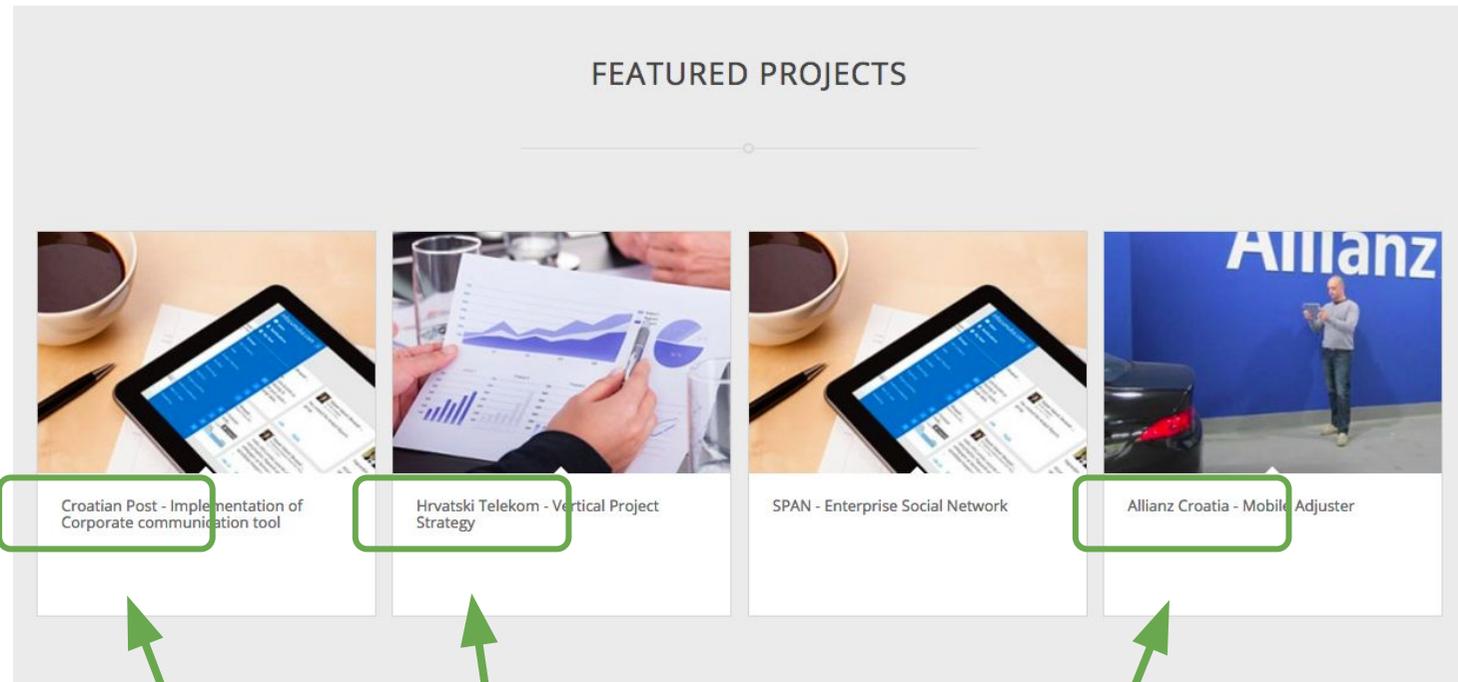
LOOKING FOR A SERVICE? START HERE!

BUSINESS CONSULTING CRM SOLUTIONS ENTERPRISE MOBILE APPLICATIONS ENTERPRISE SOCIAL NETWORKS

FEATURED PROJECTS

2. Is this for me?

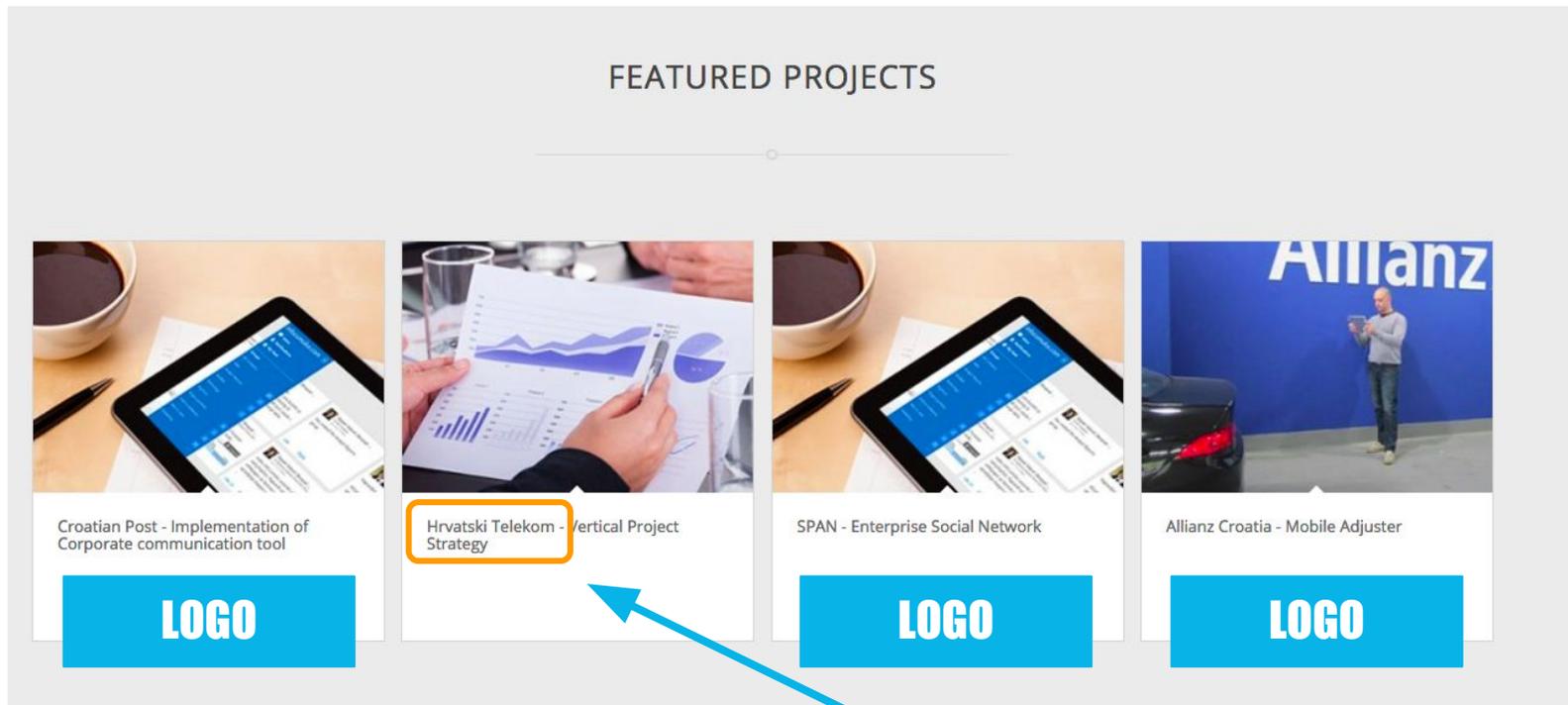
When you scroll down the page a bit, the featured projects give away who the ideal buyer persona is:



- here's a national postal service
- here's a national telecom
- here's a financial company (Allianz is a known international financial brand)

2. Is this for me?

There's room for improvement to this panel, though:



Add the logos. Research shows that high-profile client logos work best as social proof.

Translate "Hrvatski telekom" to "Croatian Telecom", so that your international prospects understand you.

2. Is this for me?

There's also another panel down the page, featuring more customers and hinting at the **target industries**, but unfortunately **these logos aren't clickable**:

TRUSTED BY COMPANIES LIKE



2. Is this for me?

This "Trusted by Companies Like" panel should be moved up the page and possibly merged with the "Featured Projects" panel into one block of related content.

FEATURED PROJECTS



Croatian Post - Implementation of Corporate communication tool

Hrvatski Telekom - Vertical Project Strategy

SPAN - Enterprise Social Network

Allianz Croatia - Mobile Adjuster

TRUSTED BY COMPANIES LIKE



Nar mobile

КЫРГЫЗТЕЛЕКОМ
Кыргызское общество

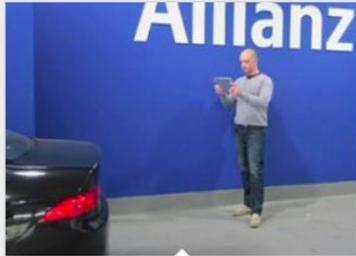
Hellenic
Dooce Gold
Prestige for Excellence

Allianz

2. Is this for me?

Also, add the names of your **target industries**. In this case, those would be: Telecommunications, IT, Finance, Government. Something like this:

FEATURED PROJECTS

| Government | Telecommunications | IT | Finance |
|---|--|---|---|
|  |  |  |  |
| Croatian Post - Implementation of Corporate communication tool | Hrvatski Telekom - Vertical Project Strategy | SPAN - Enterprise Social Network | Allianz Croatia - Mobile Adjuster |

TRUSTED BY COMPANIES LIKE

The Customer Centricity Test

1. *What is this website selling?*
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3. Why should I care / what do I get?

Unlike the other two websites in this analysis, this landing page **does not even try** to mention any benefits from the customer's perspective.

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APPLICATIONS

LOOKING FOR A SERVICE? START HERE!

BUSINESS CONSULTING CRM SOLUTIONS ENTERPRISE MOBILE APPLICATIONS ENTERPRISE SOCIAL NETWORKS

FEATURED PROJECTS

Customer Post - Implementation of Corporate communication tool
Hrvatski Telekom - Vertical Project Strategy
SPAN - Enterprise Social Network
Allianz Croatia - Mobile Adaptor

LET US HELP YOU!

Check out our Team View Full Project Portfolio Contact Us

MICROSOFT PARTNERSHIP

Microsoft Dynamics
Microsoft Partner
Gold Customer Relationship Management
Silver Midmarket Solution Provider

Microsoft Dynamics is a group of business management solution products designed to streamline your financial, customer relationship, and supply chain processes. Easily integrated into your Windows environments, each product can either stand alone or work seamlessly with other Microsoft software you already own.

tmforum member

Technology Fast 50
2015 CENTRAL EUROPE

The Deloitte Technology Fast 50 in Central Europe is a programme that recognises and profiles fast growing technology companies in the region, based on revenue growth over a four-year period. The programme, which is now in its 16th year, ranks the 50 fastest growing public or private technology companies.

TRUSTED BY COMPANIES LIKE

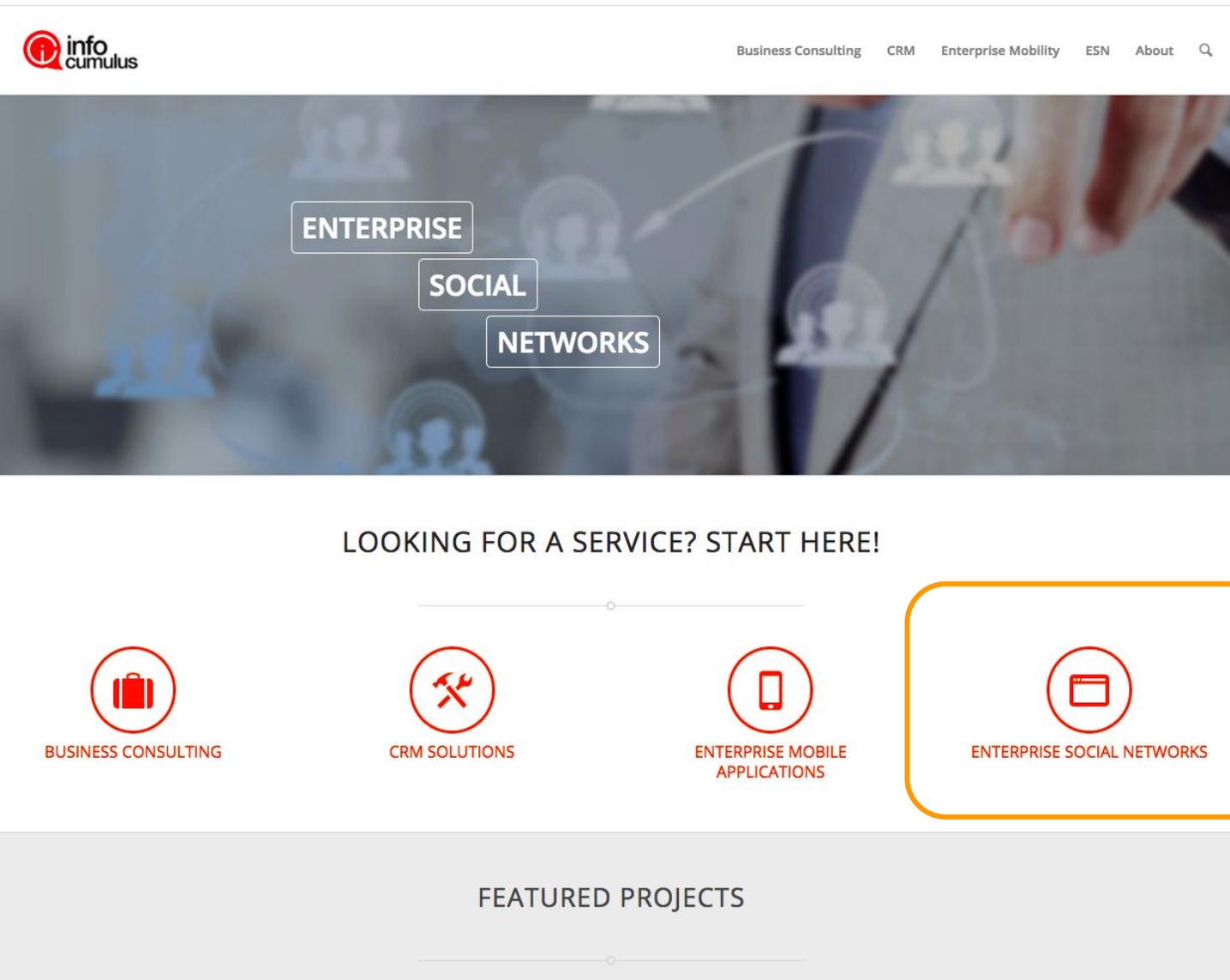
Telekom Srbija HEP d.d. RPH IT

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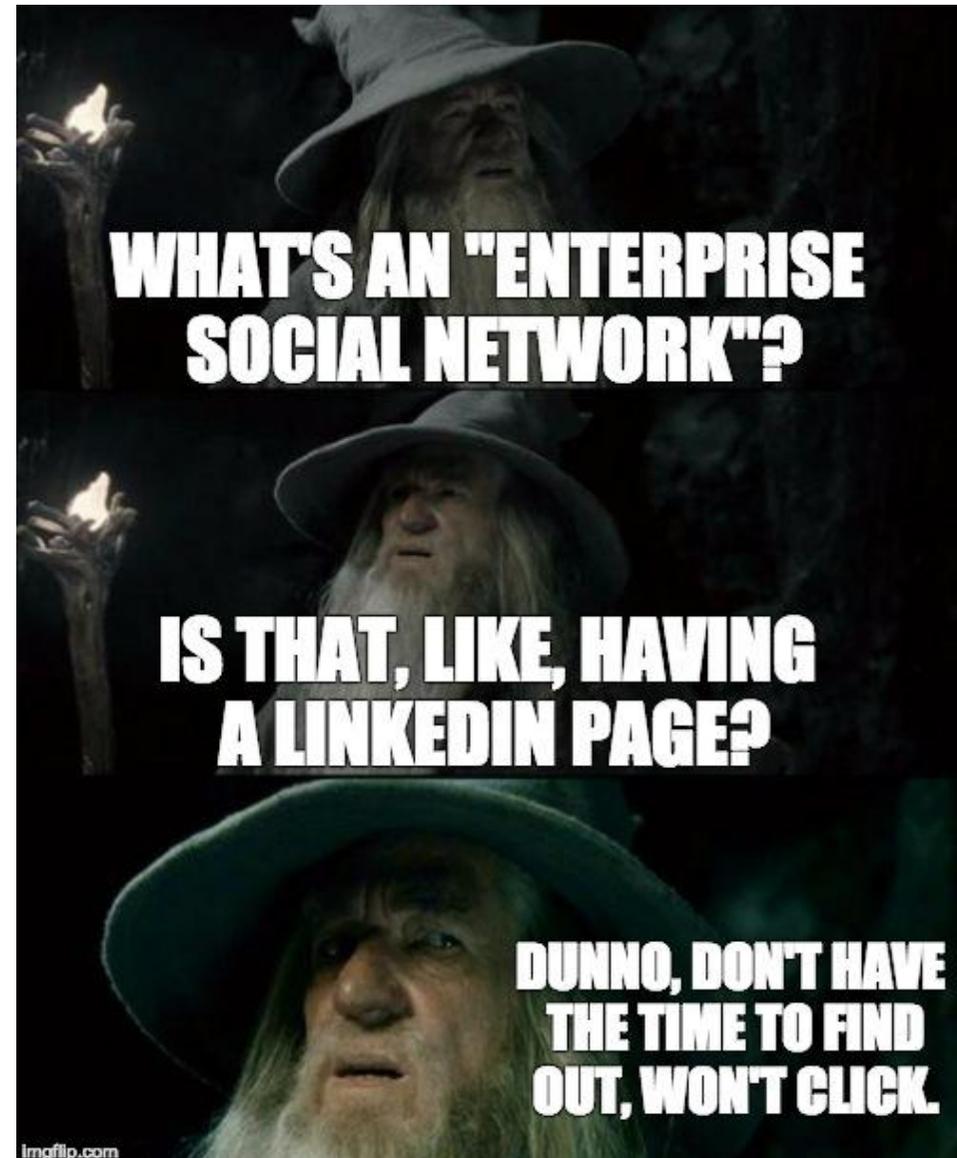
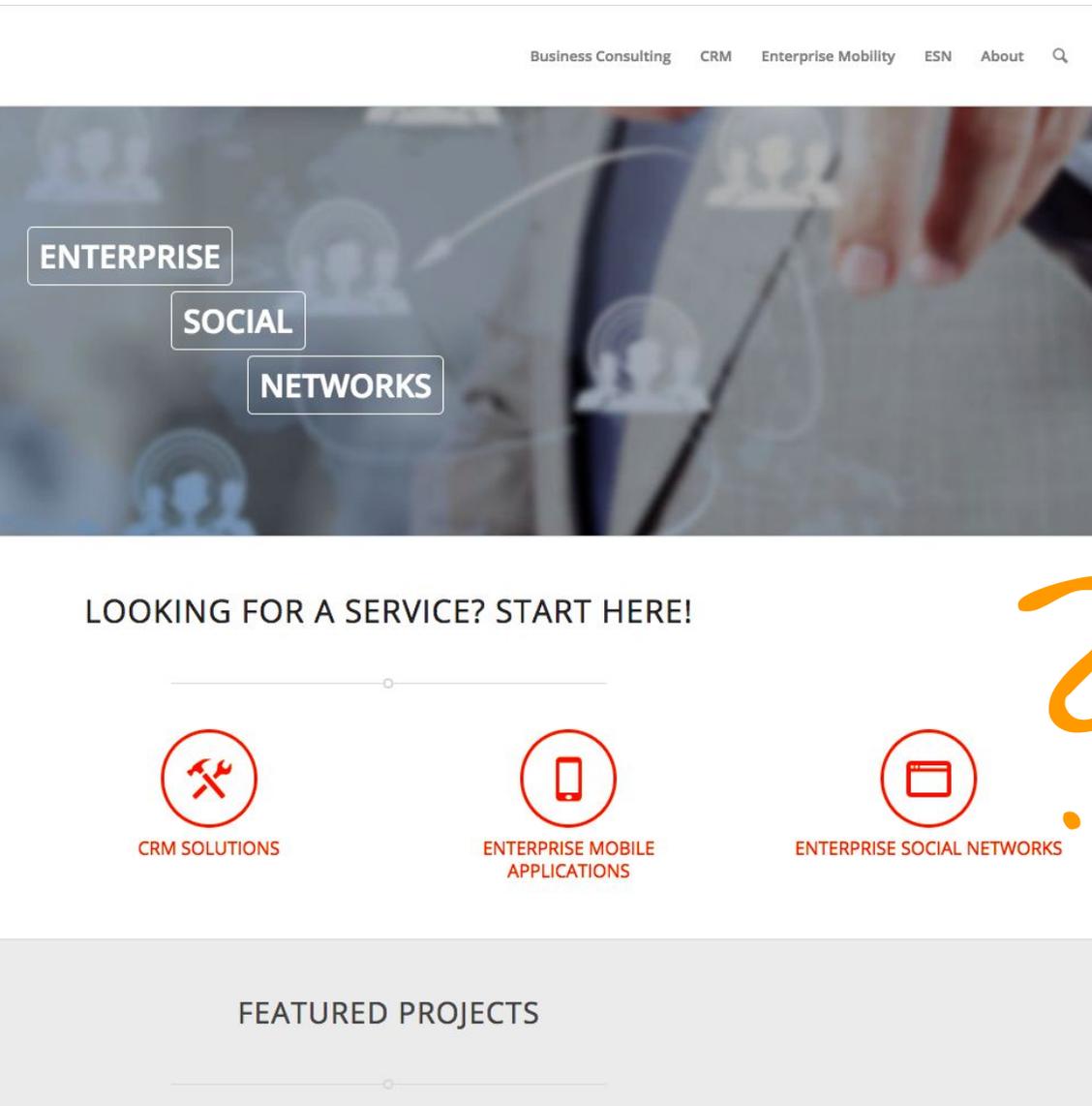
3. Why should I care / what do I get?



For example, it *may not be clear* to every visitor why an enterprise would need a social network, or what an "enterprise social network" even is.

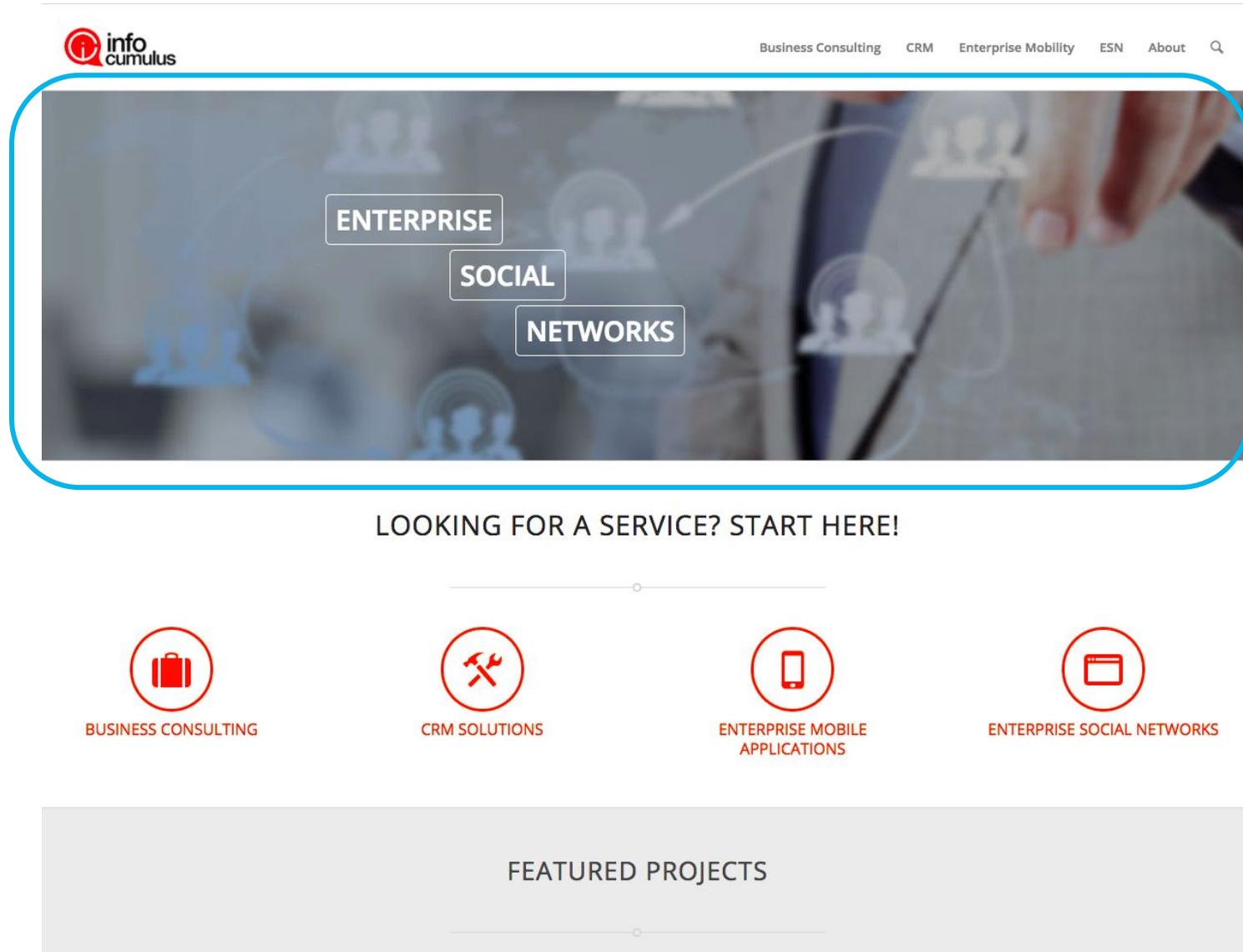


3. Why should I care / what do I get?

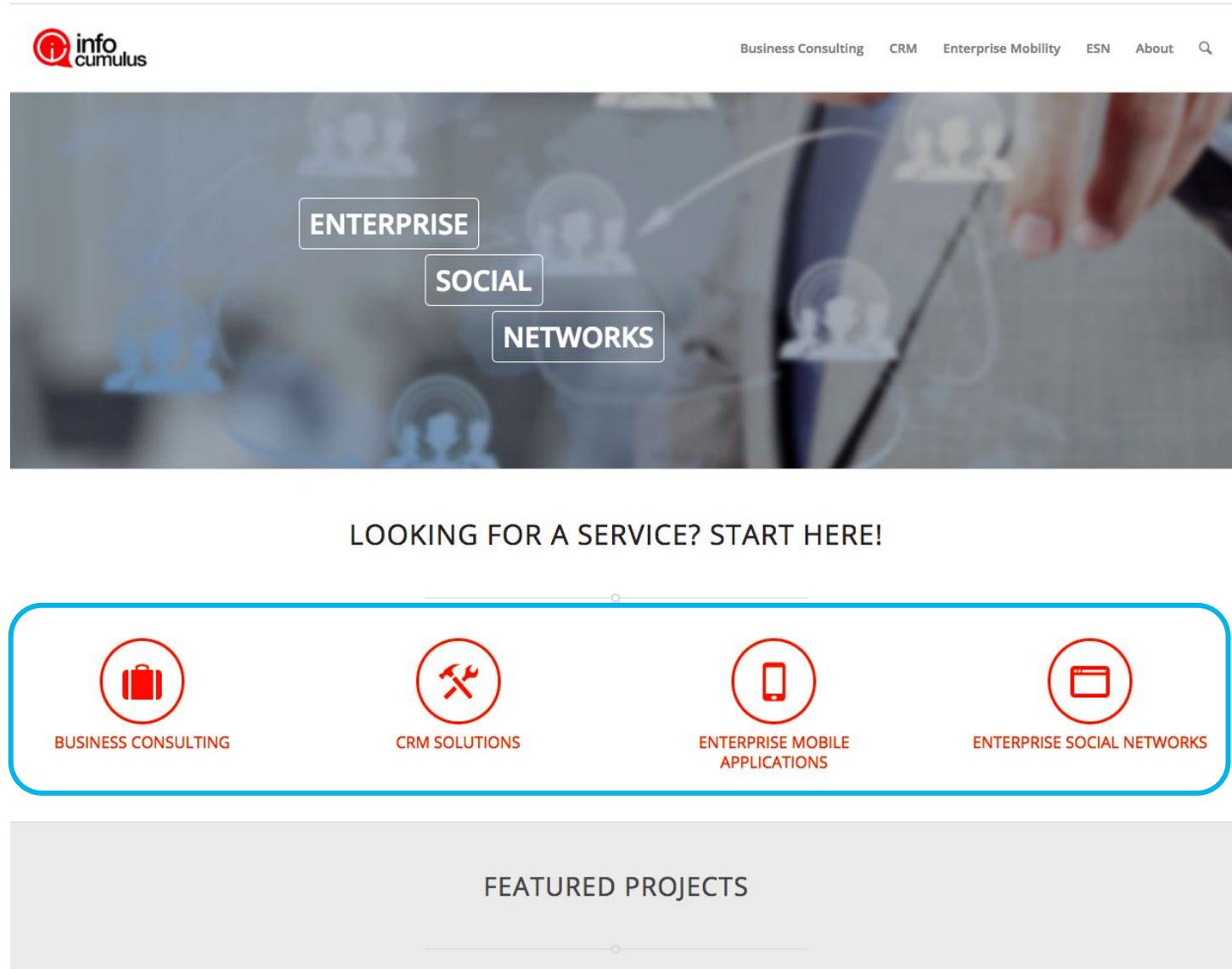


3. Why should I care / what do I get?

A good place where the benefits could be put is where this carousel is placed - at the top of the page, doing nothing useful at the moment.



3. Why should I care / what do I get?



Another good place where benefits could be placed is the section where the services are first mentioned.

Key Takeaways

1. Avoid carousels that add no value to the customer.
2. Keep related content together.
3. Link from featured clients to more details.
4. Say what your target industries are.
5. Mention the benefits of your services.

Architecture and Content Matter.

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