

REPORT | 2022

B2B Technology Website Homepages: The 2022 Fortune 500 Rankings

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

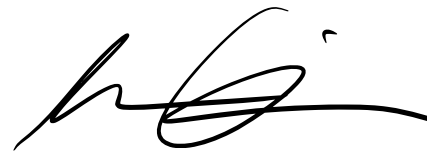
INTRODUCTION

Introduction

HOW DO FORTUNE 500 B2B TECH HOMEPAGES HOLD UP?

Businesses around the world may have returned to the office this year, but the effects of the pandemic continue to be felt. The digital-first approach is here to stay, which means digital strategy needs to be dynamic and far reaching. Many B2B customers now prefer to interact primarily online. That means it's critical that website visitors can find what they need quickly and easily, whether they're just learning about your company, they're ready to make a purchase, or they're looking for support. Companies that fail to deliver on key attributes such as usability, navigation, and narrative risk losing out to the competition.

The Clear Digital team works closely with leading B2B technology brands as well as notable startups to create standout websites, apps, and digital communications. To ensure we're building digital experiences that drive results, we regularly review the homepages of top brands to see how they serve their business in the face of changing trends. We thrive on staying connected to new ideas and keeping our finger on the pulse. In this third annual assessment of the top Fortune 500 B2B tech company homepages, we're looking for patterns, best practices, and common shortcomings with an eye to helping other firms elevate their online presence.



Steve Ohanians

Clear Digital

CEO & Director of Digital Strategy

METHODOLOGY

Methodology

RESEARCH. DATA. BEST PRACTICES.

Criteria

The Clear Digital team analyzed the homepages of the top 26 Fortune 500 B2B technology firms based on the Fortune 2022 rankings released in May (excluding consulting and ecommerce companies). The evaluation used pre-established analysis areas to rank the following factors on a scale of **1 (lacking/broken)** to **5 (best practice)**:

- Usability
- Content
- Design
- Navigation
- Brand
- Motion Graphics

Researchers

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

- Bernadette Blanchard - Director of UX & Strategy
- Melody Hsia - UX Designer & Researcher
- Kimberly Mauleon - UX Designer & Researcher
- Emma Chiversi - UX Designer & Researcher
- Alexandria Maldonado - UI Designer & Researcher
- Mercy Perez - Digital Project Manager

For questions, please contact research@cleardigital.com.

Tools & Data Sources

Website evaluation tools and data sources include:

- [Similarweb.com](https://www.similarweb.com)
- [Fortune.com](https://www.fortune.com)
- [Google.com](https://www.google.com)

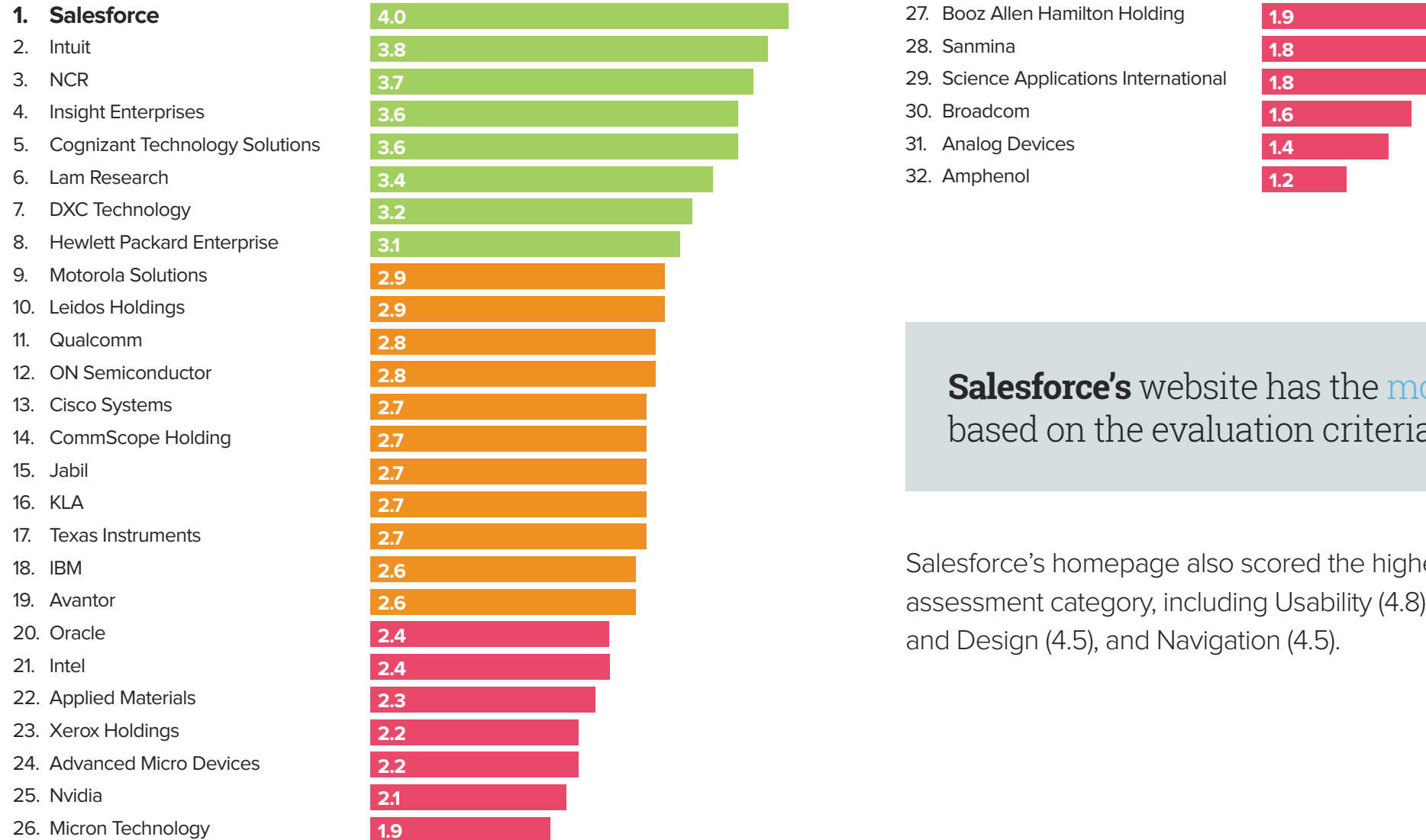
HOMEPAGE ANALYSIS SCORING SYSTEM

	0	1	2	3	4	5
	LACKING/BROKEN				BEST PRACTICE	
Usability	Accomplishing basic tasks and establishing feature and content proficiency is difficult and error prone, resulting in a bad user experience.				Accomplishing basic tasks and establishing features and content proficiency is easy and intuitive, resulting in a great user experience.	
Navigation:	Navigation is poorly planned, designed, or broken, making it difficult for users to obtain a sense of location or direction to explore the site.				Navigation is well planned and designed, providing a solid foundation for users to access the rest of the site.	
Content:	Content has little to no storytelling, point of view, or consistency. It is vague, verbose, and time-consuming to extract value from the page.				Content has a strong point of view and a consistent voice. It's short, concise, and to the point, facilitating easy consumption and readability.	
Brand:	Brand messaging and identity are ambiguous and unfocused in both content and visual design. The page feels unmemorable, generic, and lacks a distinct point of view.				Content and visual design delivers a clear and distinct sense of brand messaging and identity. It promotes recognition, establishes uniqueness, and builds trust.	
Design:	Inconsistent use of type, color, photography, illustration, layout, or design patterns distract from content and story. There is a lack of visual hierarchy or strategy. Imagery is low quality.				Type, color, photography, illustration, layout, and design patterns work well together to provide consistency, hierarchy, and content enrichment. Imagery is high quality.	
Motion Graphics:	The lack of any type of motion or dynamism leads to a static and unmemorable site experience. Motion that is used is executed poorly and hinders interaction with elements on the page, resulting in poor usability.				Animation or digital footage enhance the experience and storytelling in a dynamic and memorable way, beyond basic interactive elements such as hover states and rotating carousels.	

KEY OBSERVATIONS

Key Observations

HOMEPAGE EFFECTIVENESS RANKINGS



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

Salesforce's homepage also scored the highest in almost every assessment category, including Usability (4.8), Content (4.3), Brand (5.0), and Design (4.5), and Navigation (4.5).

Key Observations

TOP 10 RESULTS PER ASSESSMENT AREA

Top 10 in Usability:

	SCORE:
1. Salesforce	4.8
2. Intuit	4.5
3. Hewlett Packard	4.3
4. Qualcomm	4.2
5. Cognizant Technology	4.2
6. DXC Technology	4.2
7. Insight Enterprises	4.2
8. NCR	4.0
9. KLA	3.5
10. Lam Research	3.3

Top 10 in Navigation:

	SCORE:
1. Salesforce	4.5
2. Leidos Holdings	4.3
3. Intuit	4.2
4. Insight Enterprises	4.2
5. NCR	4.2
6. DXC Technology	4.0
7. Motorola Solutions	4.0
8. Qualcomm	3.8
9. Lam Research	3.8
10. ON Semiconductor	3.8

Top 10 in Content:

	SCORE:
1. Intuit	5.0
2. Salesforce	4.3
3. Insight Enterprises	4.3
4. NCR	4.3
5. DXC Technology	3.8
6. Cognizant Technology	3.8
7. KLA	3.5
8. ON Semiconductor	3.3
9. Avantor	3.3
10. Lam Research	3.2

Top 10 in Brand:

	SCORE:
1. Salesforce	5.0
2. Cognizant Technology	4.5
3. Hewlett Packard	4.0
4. Intuit	4.0
5. Insight Enterprise	4.0
6. NCR	4.0
7. Jabil	3.5
8. Nvidia	3.5
9. Lam Research	3.5
10. Leidos Holdings	3.5

Top 10 in Design:

	SCORE:
1. Salesforce	4.5
2. Intuit	4.0
3. Cognizant Technology	3.5
4. Hewlett Packard	3.5
5. Insight Enterprise	3.5
6. NCR	3.5
7. Lam Research	3.5
8. Motorola Solutions	3.5
9. Jabil	3.0
10. Nvidia	3.0

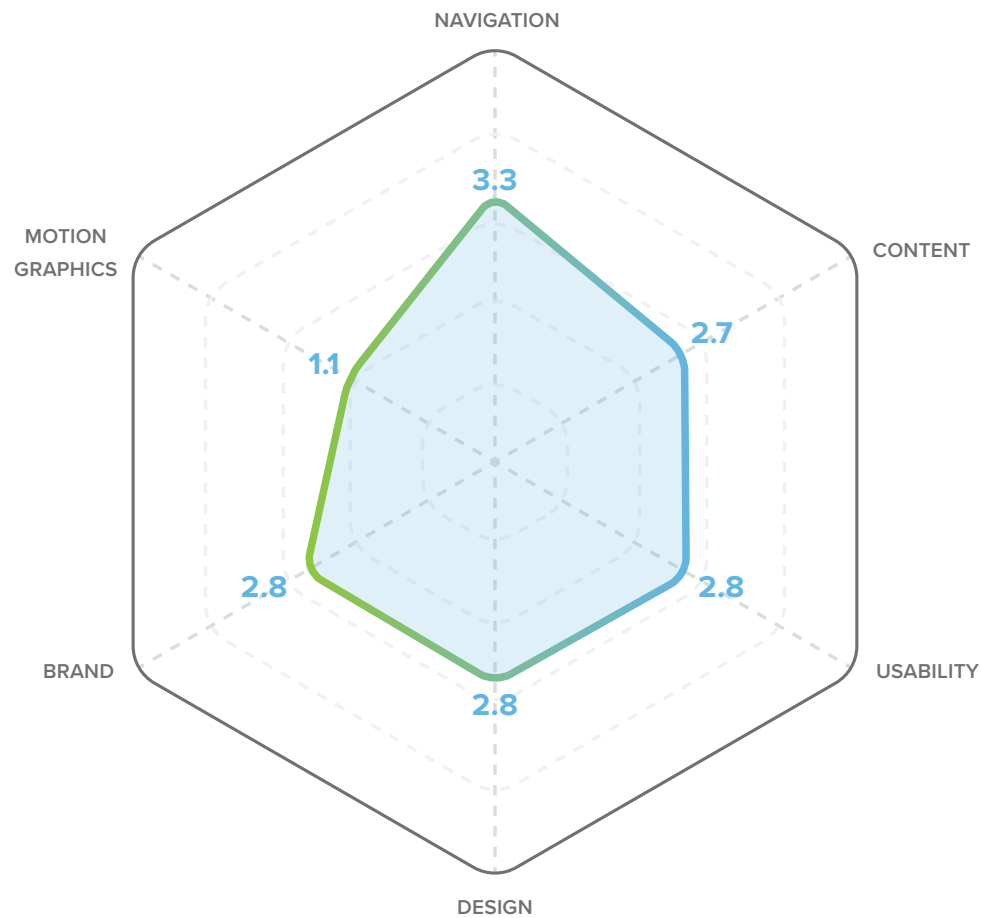
Top 10 in Motion Graphics:

	SCORE:
1. Lam Research	3.0
2. Cognizant Technology	2.0
3. NCR	2.0
4. Jabil	2.0
5. Oracle	2.0
6. Insight Enterprises	1.5
7. Leidos Holdings	1.5
8. CommScope Holdings	1.5
9. Xerox Holdings	1.5
10. Salesforce	1.0

Key Observations

DATA ANALYSIS

Fortune 500 B2B Tech Company Average Scores:



Sites in Top 1000 Global Traffic Rank:

	GLOBAL TRAFFIC RANK:	FORTUNE 500 RANK:	HOMEPAGE EFFECTIVENESS SCORE:
Intuit	211	366	3.8
Salesforce	389	136	4.0

Salesforce's homepage was also the **second highest scoring B2B site of the Global 1000 Traffic websites.**

Intuit's homepage was also in the top 10 of all assessment categories, including top 5 for Usability (4.5), Content (5.0), Brand (4.0), and Design (4.0), and Navigation (4.2).

Key Observations

DATA ANALYSIS

Biggest area of homepage success:

Navigation

80% OVER 80% OF COMPANIES SCORED PROFICIENTLY (HAVING SCORES GREATER THAN OR EQUAL TO 3).

Biggest area of homepage need:

Motion Graphics

5% LESS THAN 5% OF COMPANIES SCORED PROFICIENTLY (HAVING SCORES GREATER THAN OR EQUAL TO 3).

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

44%

Bounce Rate

4.9

Pages Per Visit

5:20

Time On Site

The top 5 most effective homepages had much higher engagement metrics than the B2B industry average:

	TOP 5 AVERAGES	2022 B2B INDUSTRY AVERAGES
Bounce Rate:	35%	65%
Pages Per Visit:	6.5	2.4
Time On Site (minutes):	8:00	2:51

Key Observations

GLOBAL TRAFFIC RANKING & ENGAGEMENT

Based on traffic volumes and engagement metrics of low bounce rates, high page views per session and long visit duration, **Intuit** is the highest ranking site across the board.

Top 10 by Traffic:

	GLOBAL TRAFFIC RANKING:	FORTUNE RANKING:	BOUNCE RATE:	PAGE VIEWS:	TIME ON SITE:
1. Intuit	211 🏆	366	28% 🏆	9.30 🏆	10:17 🏆
2. Salesforce	389	136	37%	7.30	9:06
3. Oracle	1,451	91	44%	5.70	6:08
4. Nvidia	1,643	134	52%	3.60	3:25
5. IBM	1,768	49	53%	5.40	6:41
6. Cisco Systems	2,032	74	36%	6.40	7:36
7. Intel	2,619	46	53%	4.10	5:08
8. Advanced Micro Devices	5,679	226	47%	3.13	3:43
9. Hewlett Packard Enterprise	7,539	123	52%	4.10	3:28
10. Texas Instruments	10,343	198	47%	4.30	4:19

Data collected from May-Jul 2022 - SimilarWeb

Key Observations

OVERALL TAKEAWAYS

Narrative and content drive page effectiveness.

As the most important page on any site, the homepage must tell a strong story about your brand, and your offerings. Not only do the components need to be arranged in a logical flow, there must be enough copy and content to tell a clear and unified story. Micron Technology, Applied Materials, and Texas Instruments all have short homepages with no narrative to drive content, resulting in a missed opportunity to tell visitors who they are, what they do, and why they should explore further or engage. Sites like Intuit and Salesforce do a good job of leading users down the page with a story that leads to deeper-dive pages.

Key content should never be buried.

It's risky to hide or embed any information/text inside a carousel, toggle, or slider, since there's no guarantee that a user will interact or click on your homepage components. For instance, Jabil uses a slider for its hero with various CTAs that change every few seconds. It's so overwhelming that the eye automatically jumps to the three resources below the hero banner. On the other hand, sites like Applied Materials do a great job by using an engaging hero banner to capture attention, explain who they are, and then use the space below to give more visibility to trending resources.

Use of validation is crucial to support claims.

A complete and effective content narrative must always include the "why you should believe us" component of the story. Customer validation in the form testimonials or stories are powerful tools, and even more compelling is the use of data/metrics. Many sites we examined did not include any form of validation. HPE however, had a good gallery of customer stories that features eight different customers with links to case study pages.

Strategic use of stock imagery.

If stock imagery is used, it must be well thought out and applied strategically. It's very easy to misuse stock photography in an outdated, irrelevant way that detracts from the story you're trying to tell. Web designers can refine and edit stock imagery to make it feel branded. Intuit does a good job of this, by customizing imagery with their brand colors and adding in visual elements that represent their products. In contrast, Booz Allen Hamilton uses very generic photography which does little to strengthen content. Stock images are also used as background imagery with text, creating accessibility and readability issues.

More opportunities for lead generation result in higher engagement metrics.

Pages with minimal or nonexistent lead generation opportunities often result in low engagement metrics, such as time and pages per session. Ending the page with a focused next step helps keep the user engaged and promotes exploration. Based on our findings, we noticed that sites like Intuit, Salesforce, and Cisco which incorporate various opportunities for lead gen, such as accessing a demo or a resource, had the best engagement rates.

SCORECARDS

RANKED #1

Fortune 500 / B2B Technology



FORTUNE RANK¹: 136

GLOBAL TRAFFIC RANK²: 389

HOME PAGE EFFECTIVENESS SCORE:

4.0

HOME PAGE RANK:

#1

salesforce.com. © 2022 Salesforce, Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



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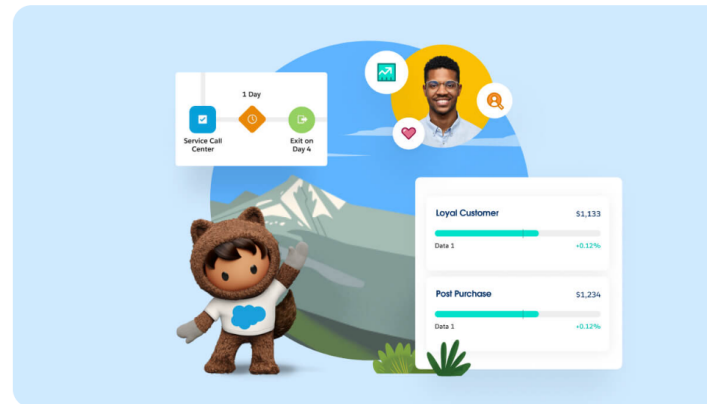
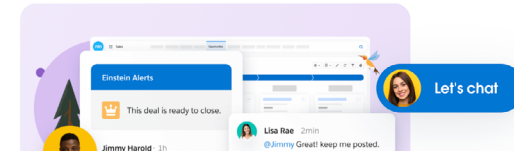
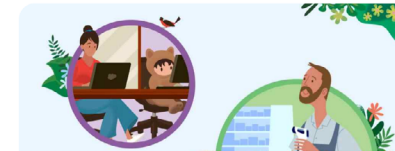
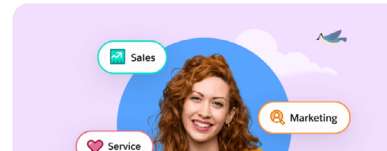
Automated. Intelligent. Real-time. The Salesforce Customer 360 is now the first real-time CRM.

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What's new at Salesforce?

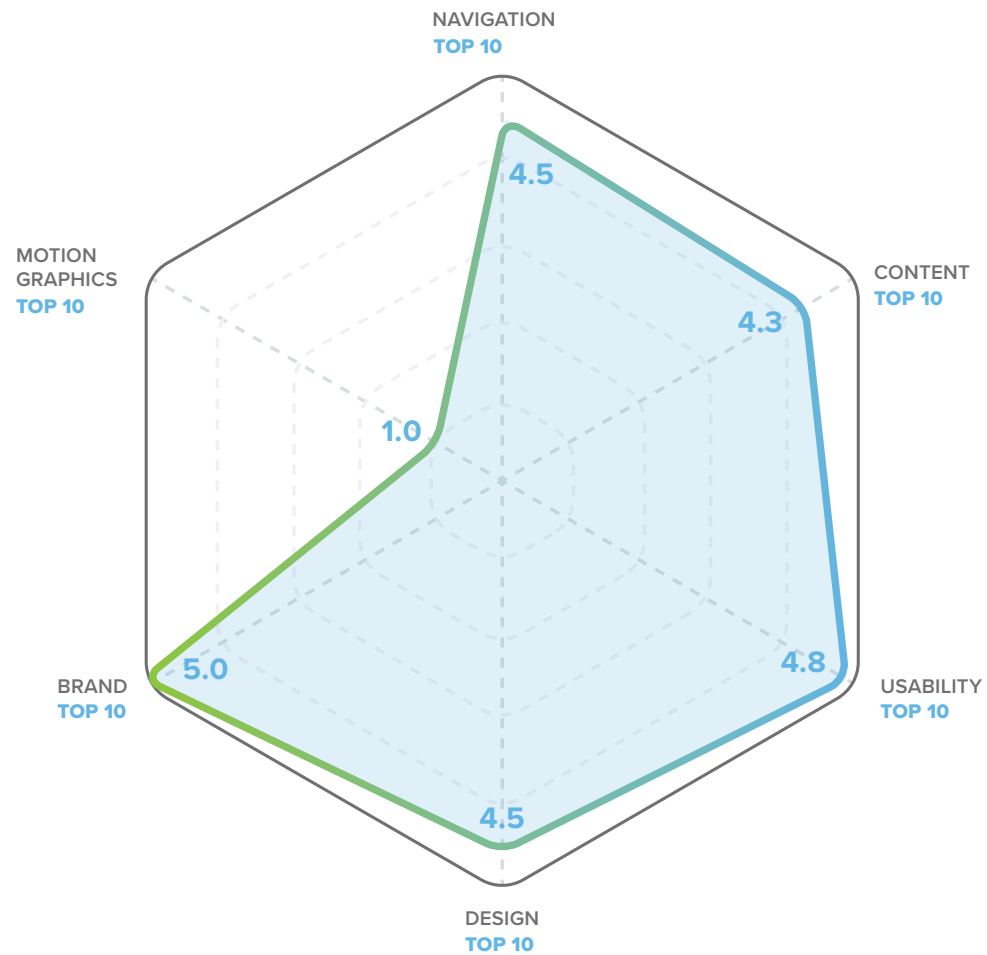


What is CRM?

Understand CRM and how it fuels business growth.

SALESFORCE

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	37%	65%	44%
Pages Per Visit:	7.3	2.4	4.1
Time On Site (minutes):	9:06	2:51	5:20

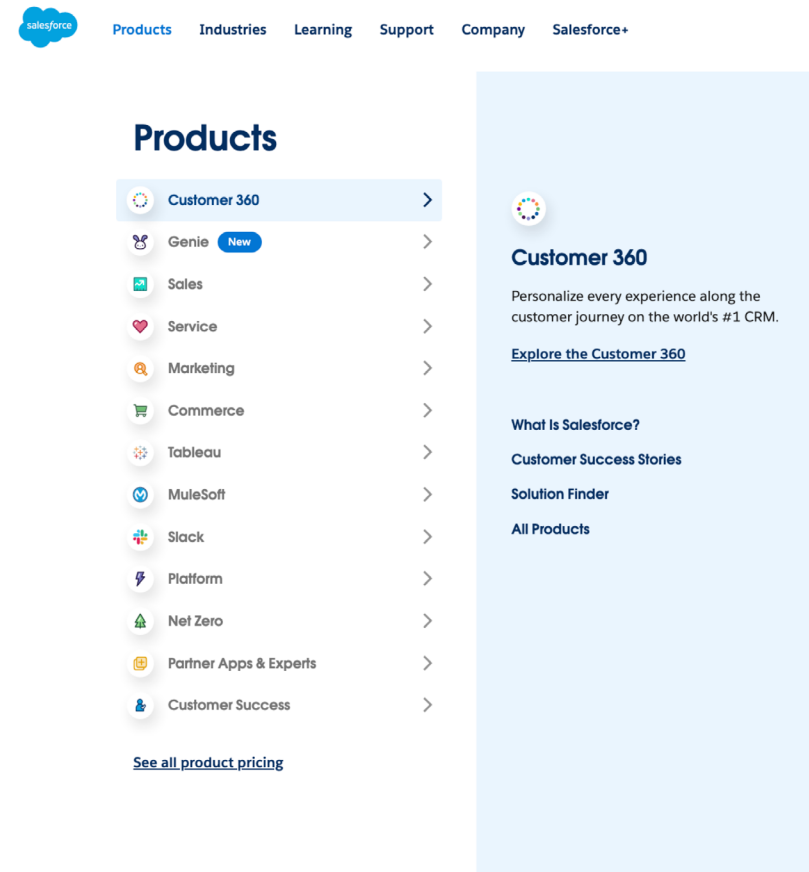
Suggested Considerations:

- Providing additional validation throughout the page can strengthen narrative.
- Addition of more animation or motion can draw the user in even further and add dynamism.

SALESFORCE

- Usability:**
- Using a vertical menu bar translates naturally to mobile. This makes it easy to navigate across various devices.
 - Text labels are presented alongside icons, which increases target size and provides clarity about what those icons mean.
 - One concern with vertical navigation is a very long vertical menu that runs below the fold. Recommend prioritizing items so that the most important/high trafficked pages are towards the top.

- Navigation:**
- The vertical stacked tab layout helps users explore Salesforce’s large site by flowing content in a natural reading progression from left to right.
 - The categories in the top nav are organized well, making it easy to find pages based on different goals and needs.



SALESFORCE

- Content:**
- Headlines use a consistent voice, all leading with action-oriented statements that clearly define each blade's purpose.
 - Content is easily digestible, with no large paragraphs of text that feel overwhelming. Easy to scan and quickly understandable.



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- Design:**
- The Salesforce homepage has a clean, light, and airy style that allows their graphics and images to stand out.
 - Good use of type hierarchy throughout with clear buttons and color used to differentiate more important CTAs.
 - Consistency across graphics and images creates a sense of cohesion.



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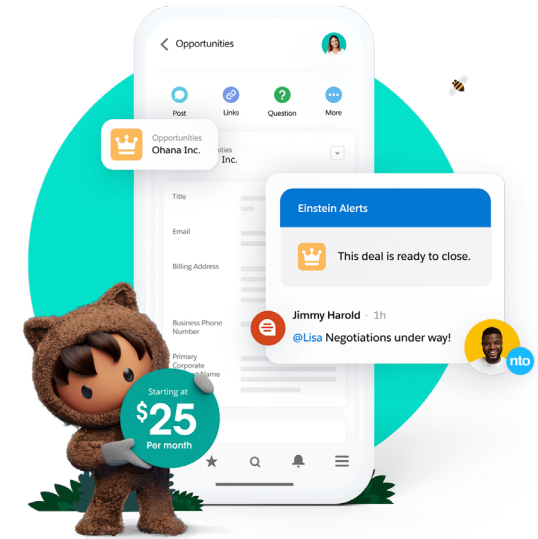
[Sign up now](#)



SALESFORCE

- Brand:**
- Salesforce has done a great job creating a distinct brand identity and personality. The unique brand characters and illustrative style stand out, strengthening the connection with users and making the brand easily recognizable.
 - All images and graphics are high quality and don't feel generic.

- Motion Graphics:**
- The Salesforce homepage lacks motion graphics. Adding micro animations to some illustrations could improve engagement, adding interest and giving users something to connect to. Illustrations also add to the brand style.
 - The subtle change in color on hover for solid-fill buttons doesn't give a clear indication that they're active. Making the difference more distinct would make it apparent that the buttons are active/clickable.
 - Finally, we'd recommend adding some kind of high-quality, non generic interaction animation for clickable cards or resources to indicate that these elements are active.



RANKED #2-32

Fortune 500 / B2B Technology



FORTUNE RANK¹: 366

GLOBAL TRAFFIC RANK²: 211

HOME PAGE EFFECTIVENESS SCORE:

3.8

HOME PAGE RANK:

#2

intuit.com. © 2022 Intuit Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

INTUIT

Products

Support and Blogs

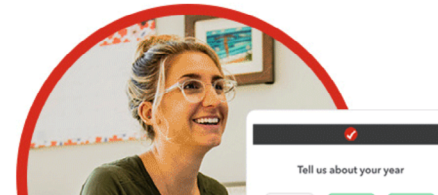
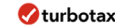
Company

Partners

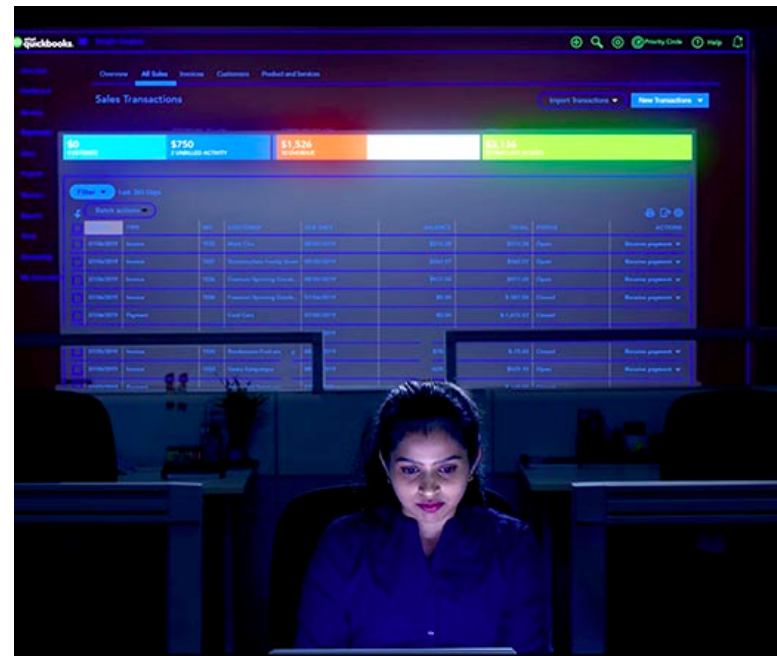
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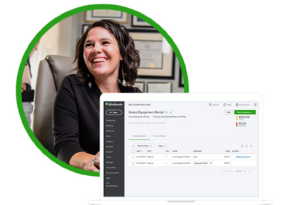
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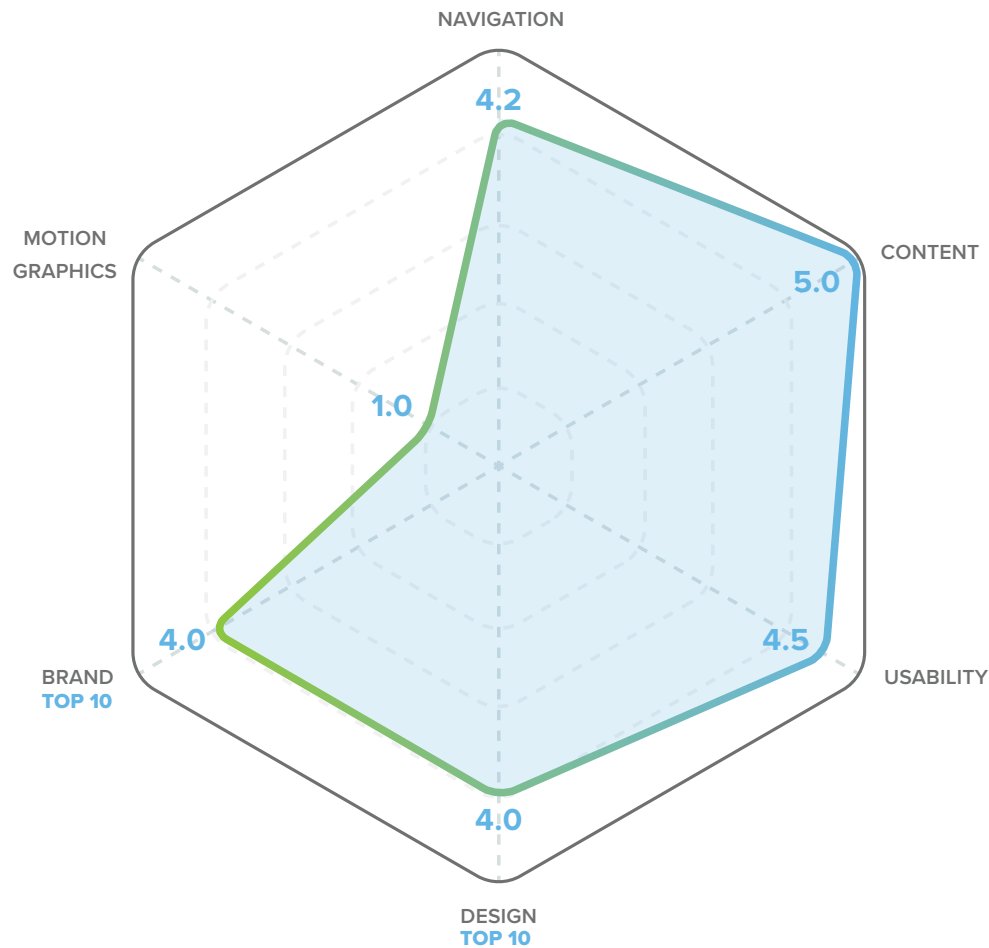


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Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	28%	65%	44%
Pages Per Visit:	9.3	2.4	4.1
Time On Site (minutes):	10:17	2:51	5:20

Suggested Considerations:

- Folding in product success metrics could strengthen the value prop for each product blade.
- Organizing the page similar to the product dropdown, “For Individuals/Small Businesses/For Accountants,” could help users self-identify and find the right content.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 466

GLOBAL TRAFFIC RANK²: 45K

HOME PAGE
EFFECTIVENESS
SCORE:

3.7

HOME PAGE
RANK:

#3

ncr.com. © 2022 NCR Corporation.

Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.

2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



Who We Serve

What We Offer

About Us

Q Search

How to Buy

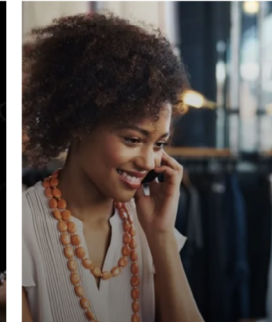
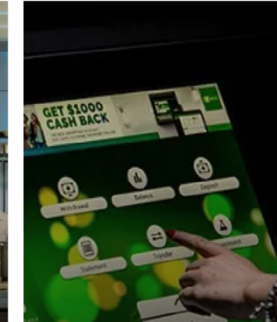
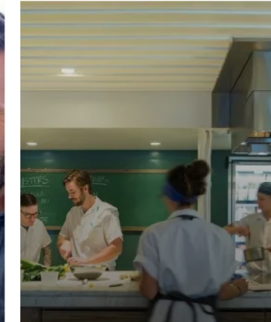
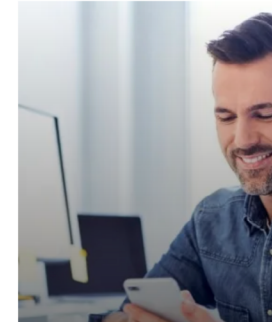
MyNCR

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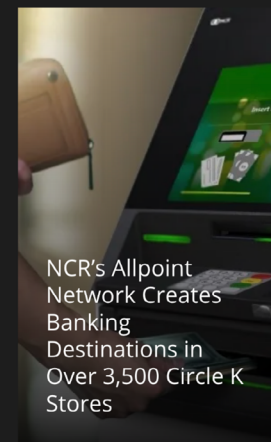
Transform, connect and run your technology platform.

We are at the center of every integration, removing complexity and improving the overall experience for your entire operation.

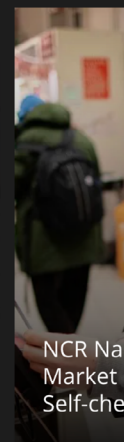
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NCR in the news.

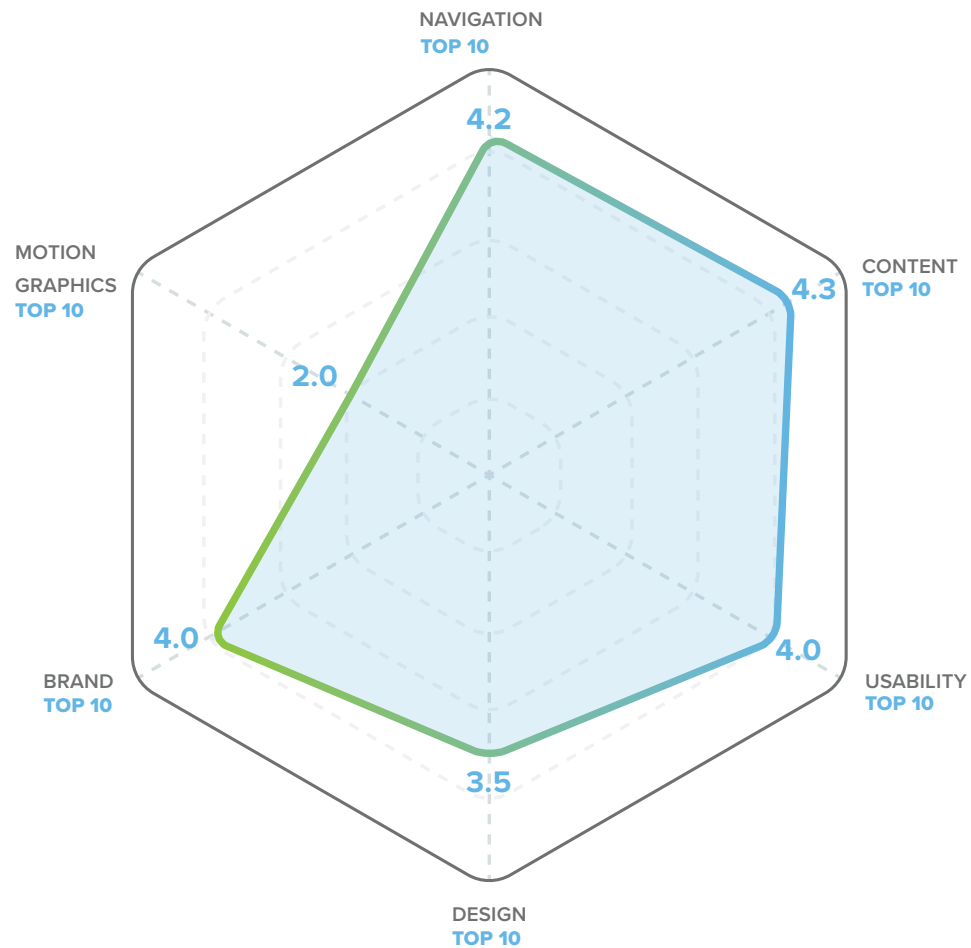


NCR's Allpoint Network Creates Banking Destinations in Over 3,500 Circle K Stores



NCR Na Market Self-che

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	45%	65%	44%
Pages Per Visit:	7	2.4	4.1
Time On Site (minutes):	0:45	2:51	5:20

Suggested Considerations:

- Polish the design details: bulleted copy could be aligned better, use larger font size to balance out the heaviness of the imagery.
- Key content in carousels should be pulled out and displayed on default so no information is lost.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 373

GLOBAL TRAFFIC RANK²: 61K

HOME PAGE EFFECTIVENESS SCORE:

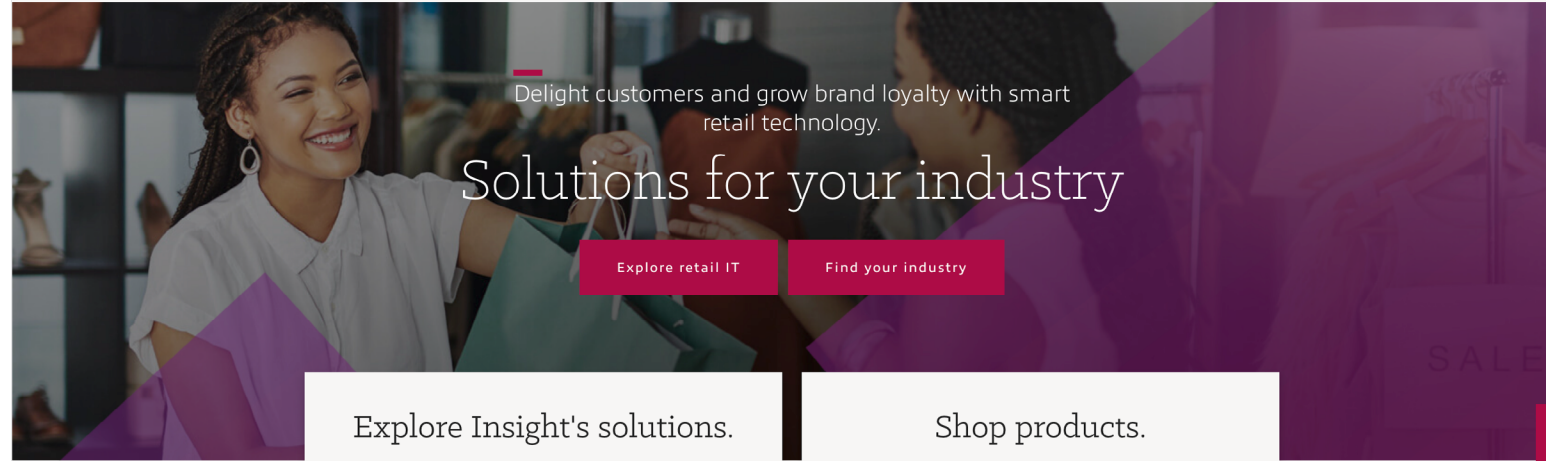
3.6

HOME PAGE RANK:

#4

insight.com. © 2022 Insight Enterprises Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



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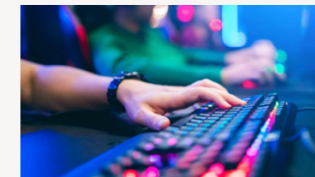
Our technical expertise, broad solutions portfolio and supply chain capabilities give us the right resources and scale to achieve more for you.



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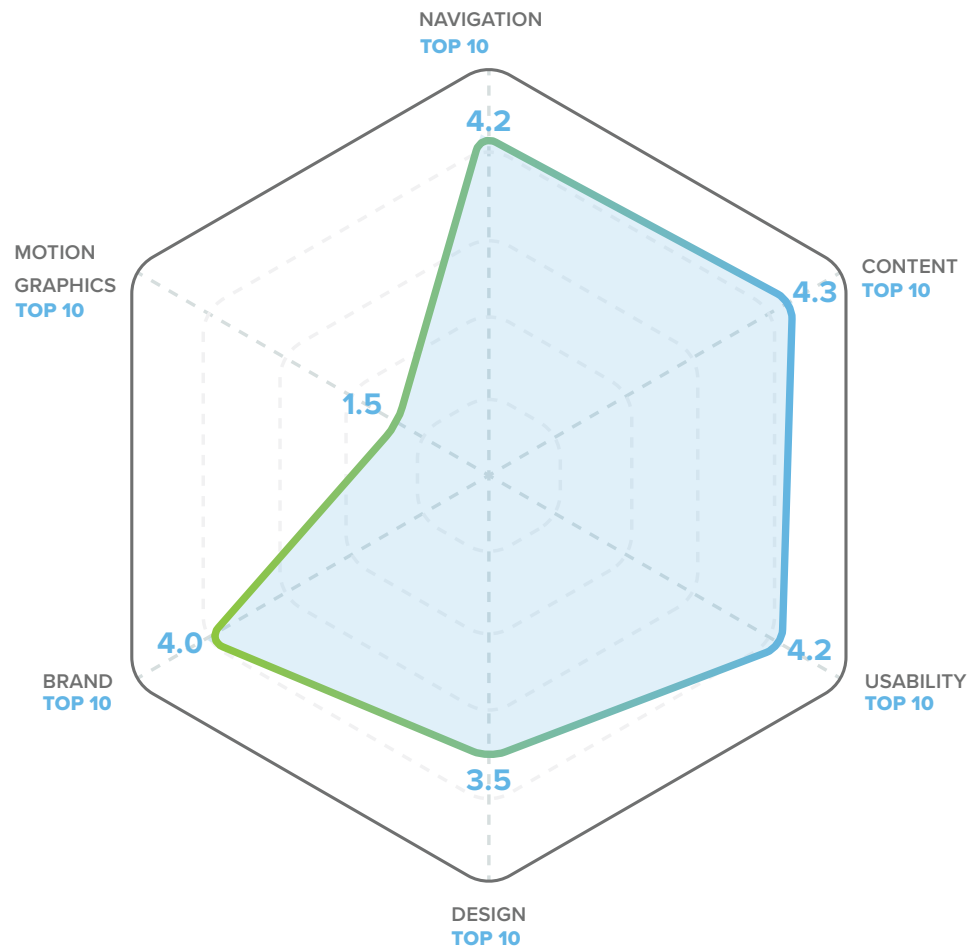


Webinar
What's New in Windows 11: and Compliance



On-demand webinar
On-demand: Esports in Edu

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	54%	65%	44%
Pages Per Visit:	4.5	2.4	4.1
Time On Site (minutes):	4:58	2:51	5:20

Suggested Considerations:

- Client stories could potentially be removed from the top nav. Displaying all those resource cards in the navigation can be an overwhelming experience.
- Content and narrative could be restructured to provide a more logical, clear, and unified story.
- Top of the page feels very text heavy - use of imagery and reorganized narrative could help break up the page.
- Missing any sort of call to action in both the page narrative as well as the top navigation.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 194

GLOBAL TRAFFIC RANK²: 13K

HOME PAGE
EFFECTIVENESS
SCORE:

3.6

HOME PAGE
RANK:

#5

cognizant.com. © 2022 Cognizant.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



Is your business ready for anything?

Cognizant commissioned a landmark study by Economist Impact to define what it takes to be future-fit, and how close businesses are to getting there.

[Explore the research](#) ▶

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Digital disruptors

ESG report

Cognizant helps companies modernize **technology**, reimagine **processes** and transform **experiences** so they stay ahead in a fast-changing world.



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RECOGNITION

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[Read the report](#) ▶



RECOGNITION

Named top 10: HFS App Mod Services 2022

We are #1 in the winners circle for Application Modernization execution, innovation, OneOffice alignment and voice of the customer criteria.

[Read the report](#) ▶



RECOGNITION

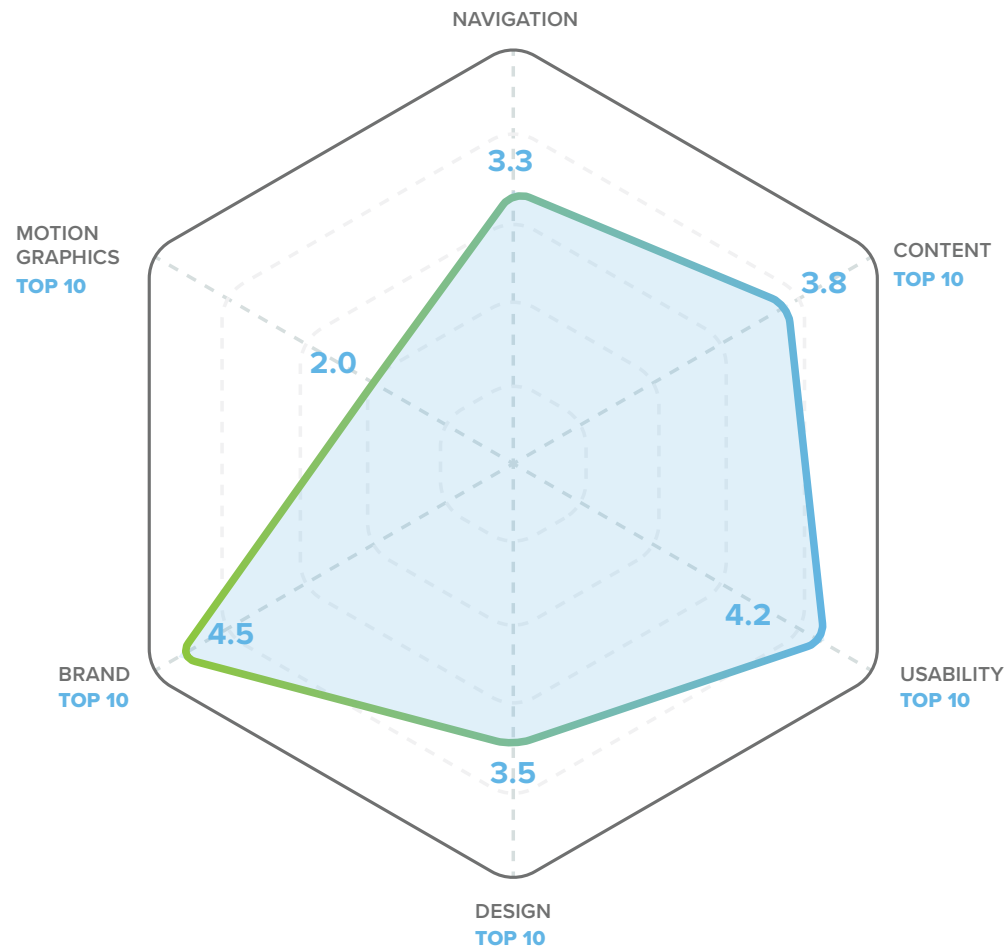
An Everest PEAK Matrix® Leader in IPA 2022

Cognizant's IPA Solutions are recognized as offering a tailored client approach to solving business problems and achieving desired outcomes.

[Read the report](#) ▶

COGNIZANT TECH SOLUTIONS

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	30%	65%	44%
Pages Per Visit:	4.6	2.4	4.1
Time On Site (minutes):	4:54	2:51	5:20

Suggested Considerations:

- Page should include dedicated product or solution sections.
- Call to action at the bottom of the page feels detached and should be replaced with something that can lead to promote lead engagement (i.e., product demo or contact).

Fortune 500 / B2B Technology



FORTUNE RANK¹: 250

GLOBAL TRAFFIC RANK²: 237K

HOME PAGE
EFFECTIVENESS
SCORE:

3.4

HOME PAGE
RANK:

#6

lamresearch.com. © 2022 Lam Research Corporation.
Retrieved September 2022.

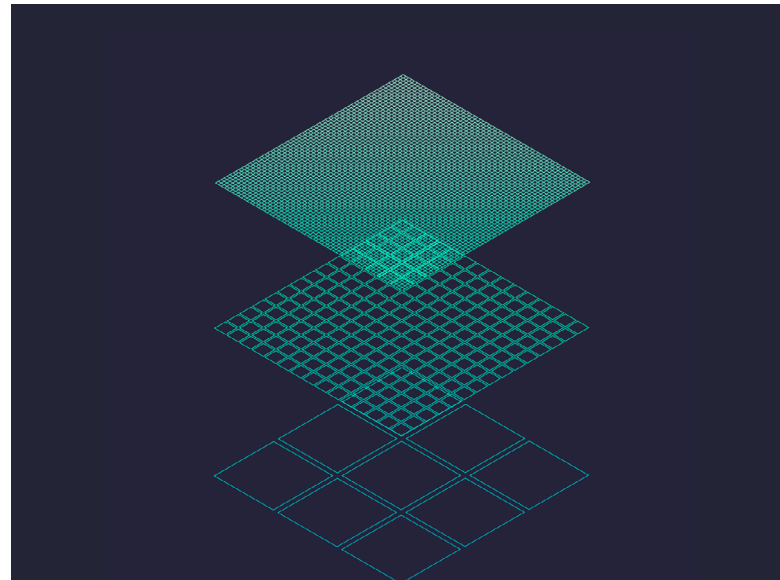
1. Fortune.com. *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb. *Site Research Tool*. Accessed August 2022.

What does it mean *to achieve the unthinkable?*

Complexity excites us. Collaboration drives us. At Lam, we relentlessly pursue innovation that pushes the boundaries of technical limitations, creating solutions that enable chipmakers to power progress.

No matter what innovation means to you, we won't stop until it's proven.

[EXPLORE LAM](#)



Together we go *further*

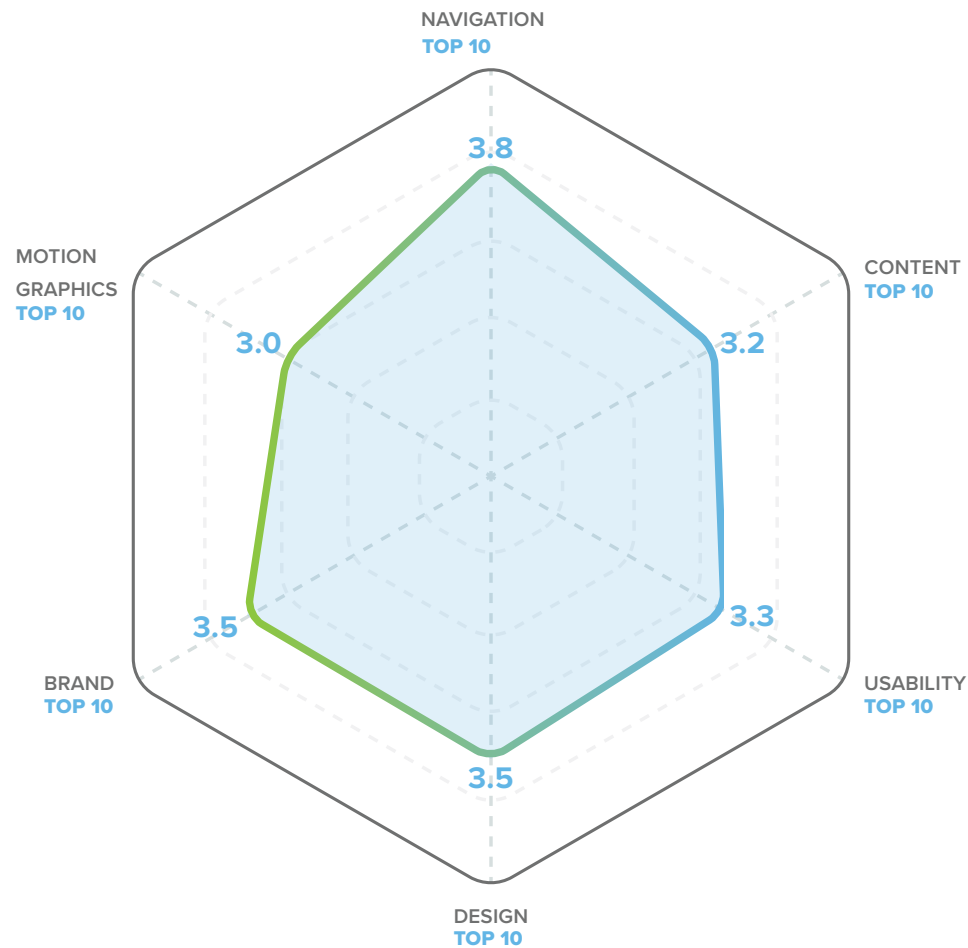
Everyone at Lam is a deep listener, in tune with what customers, suppliers, and key stakeholders in the entire ecosystem expect. And in turn, we've created an environment based on effective communication, implicit trust, and past success.

[VIEW CUSTOMER SUPPORT](#)



LAM RESEARCH

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	41%	65%	44%
Pages Per Visit:	3.3	2.4	4.1
Time On Site (minutes):	2:55	2:51	5:20

Suggested Considerations:

- Navigation dropdown could be minimized so it's not covering the rest of the content
- Too short of a homepage with not enough rich content to tell a whole story.
- Missing a final CTA to drive consumers, rather than job seekers.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 207

GLOBAL TRAFFIC RANK²: 29K

HOME PAGE
EFFECTIVENESS
SCORE:

3.2

HOME PAGE
RANK:

#7

dxc.com. © 2022 DXC Technology.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



Services ▾

Industries ▾

About Us ▾

Insights ▾

Careers

Contact Us

Search



Investors Worldwide

The Great Transition

A Great Transition is underway. The guiding principles of the economy, derived from the Industrial Revolution, are being overturned.

[LEARN MORE](#)



NEWS

DXC Named a Leader in Everest Group's ServiceNow Assessment

[READ](#)



transform business

Navigate the challenges and capitalize on the opportunities ahead to achieve greater performance, scale and competitiveness.



Embracing the hyperscaler advantage

Hyperscalers offer technical benefits for moving enterprise applications to the cloud that private clouds and in-house data centers cannot match.

[READ MORE →](#)

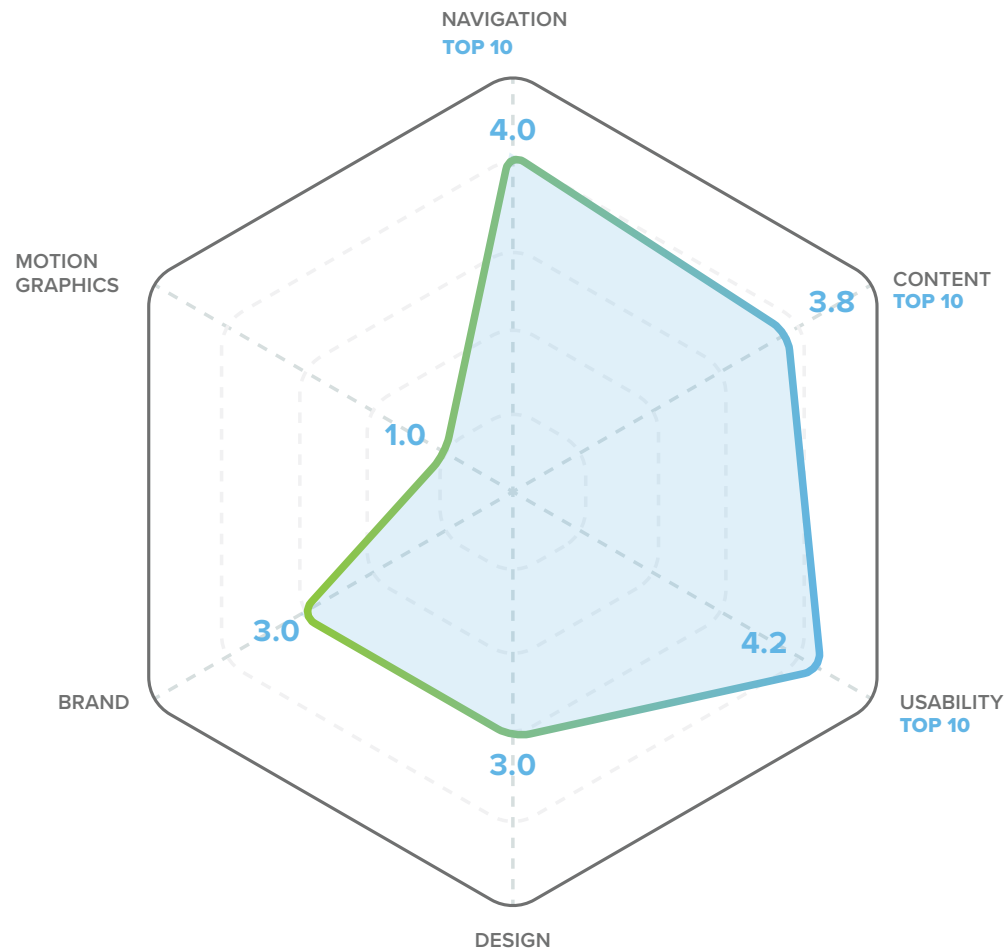


Controlling emotions during high-stress security incidents

Adopt these strategies for reducing panic and making better decisions when responding to a cyberattack.

[READ MORE →](#)

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	24%	65%	44%
Pages Per Visit:	5.6	2.4	4.1
Time On Site (minutes):	4:40	2:51	5:20

Suggested Considerations:

- Besides the purple color palette, all other branding elements feel disjointed. Use less stock imagery.
- “Contact Us” CTA in the top navigation should stand out. Recommend more of a button style with dark background and white text.
- Add more content to the homepage about what specific services DXC has to offer.

Fortune 500 / B2B Technology


**Hewlett Packard
Enterprise**

FORTUNE RANK¹: 123

GLOBAL TRAFFIC RANK²: 7,539

HOME PAGE
EFFECTIVENESS
SCORE:

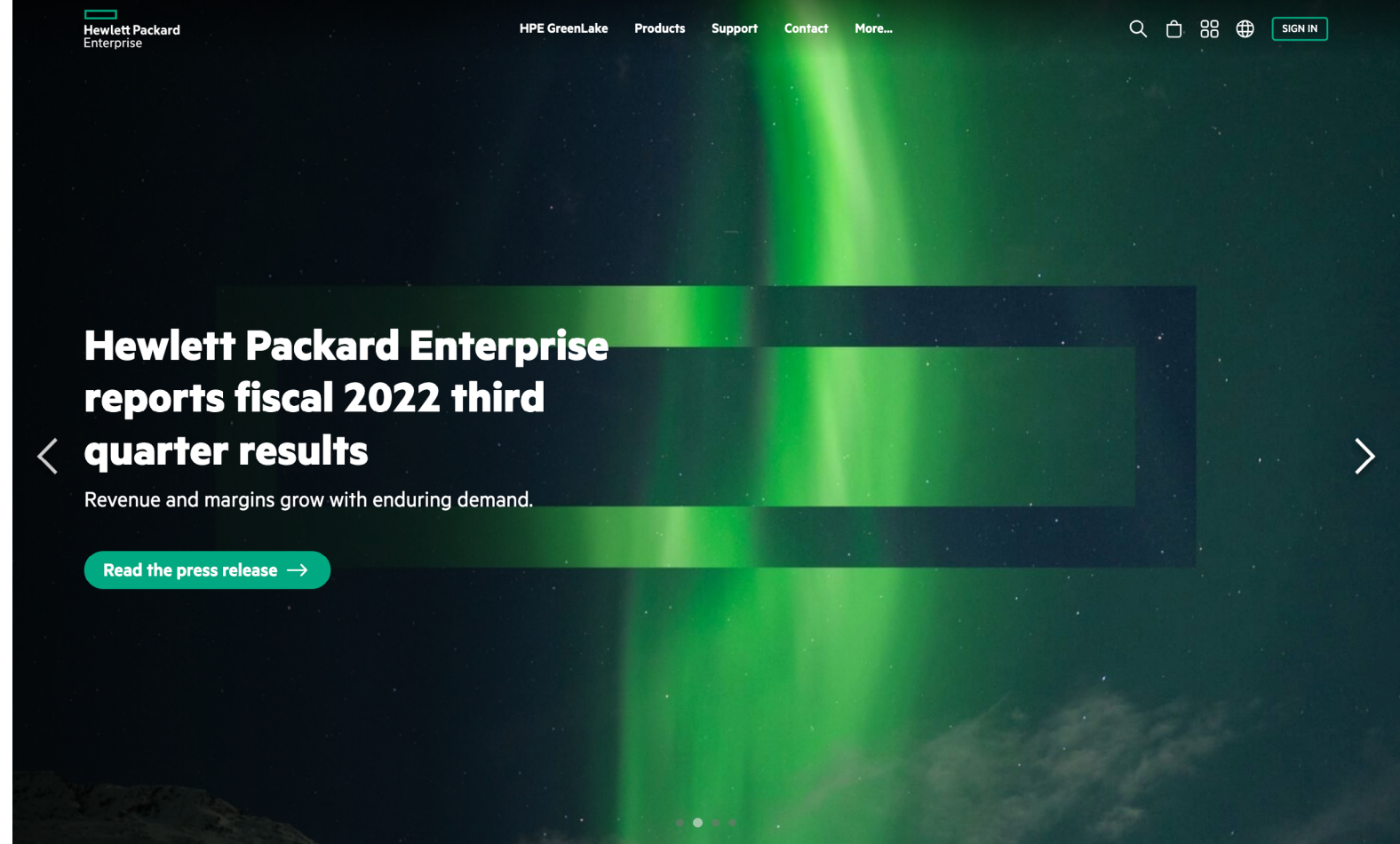
3.1

HOME PAGE
RANK:

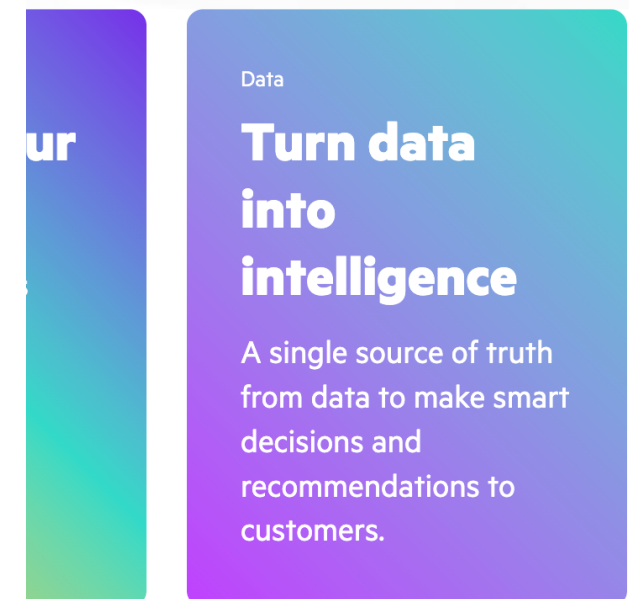
#8

hpe.com. © 2022 The Hewlett Packard Enterprise Company.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



The screenshot shows the top portion of the Hewlett Packard Enterprise website. At the top left is the HPE logo and the text 'Hewlett Packard Enterprise'. To the right is a navigation menu with links for 'HPE GreenLake', 'Products', 'Support', 'Contact', and 'More...'. Further right are icons for search, a shopping cart, a grid, and a globe, followed by a 'SIGN IN' button. The main hero section features a dark background with a green aurora borealis effect. The headline reads 'Hewlett Packard Enterprise reports fiscal 2022 third quarter results' in large white text. Below the headline is a sub-headline: 'Revenue and margins grow with enduring demand.' A green button with white text says 'Read the press release →'. Navigation arrows are visible on the left and right sides of the hero section.



ur

Data

Turn data into intelligence

A single source of truth from data to make smart decisions and recommendations to customers.



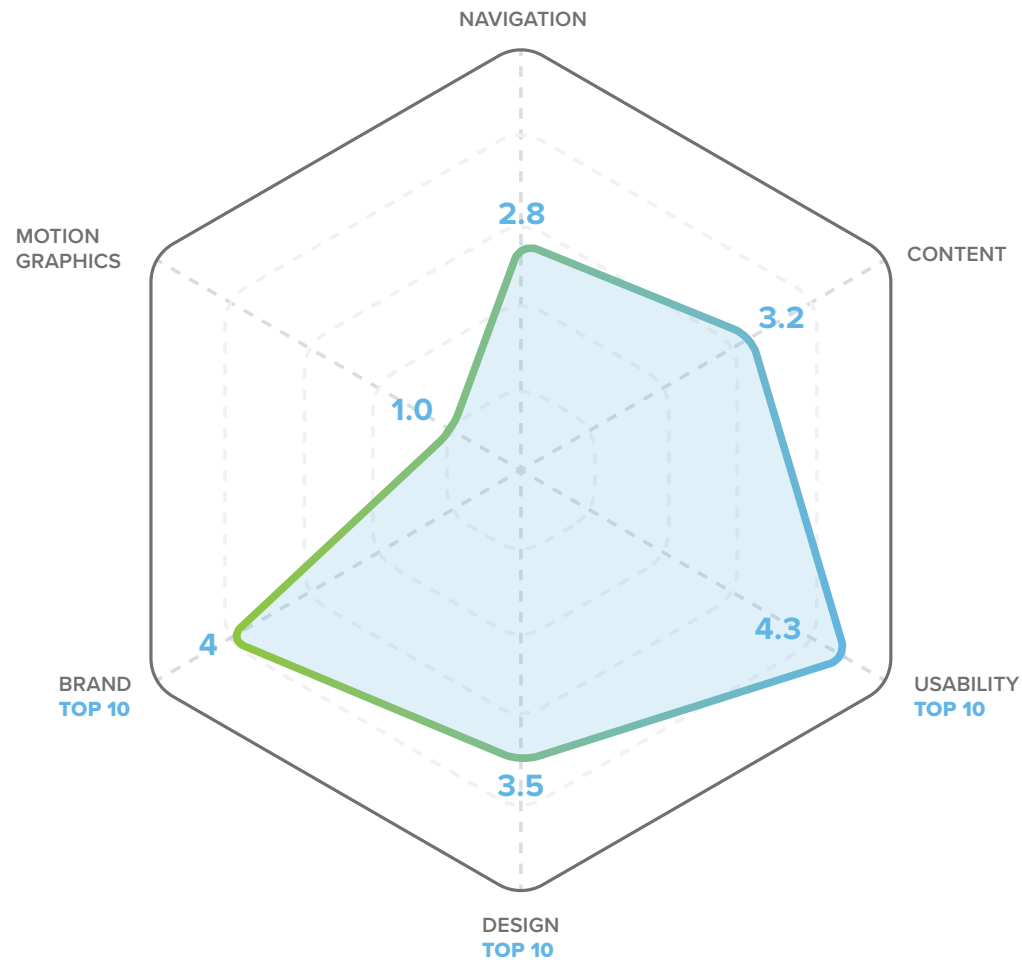
Cloud

Cr hy

Hyb
way

HEWLETT PACKARD ENTERPRISE

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	52%	65%	44%
Pages Per Visit:	4.1	2.4	4.1
Time On Site (minutes):	3:28	2:51	5:20

Suggested Considerations:

- Pulling content out of carousels, specifically in the hero, could drive better engagement as less is hidden behind clicks.
- Navigation should be stylized in a way that helps users know which sections contain dropdowns and which are links to direct pages .
- Use of hover effects in the customer stories sections is a good use of interactivity but the gallery of stock imagery feels a little disjointed. The use of logos would be more effective.
- Add content to the homepage about the platform and products HPE offers.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 423

GLOBAL TRAFFIC RANK²: 15K

HOME PAGE
EFFECTIVENESS
SCORE:

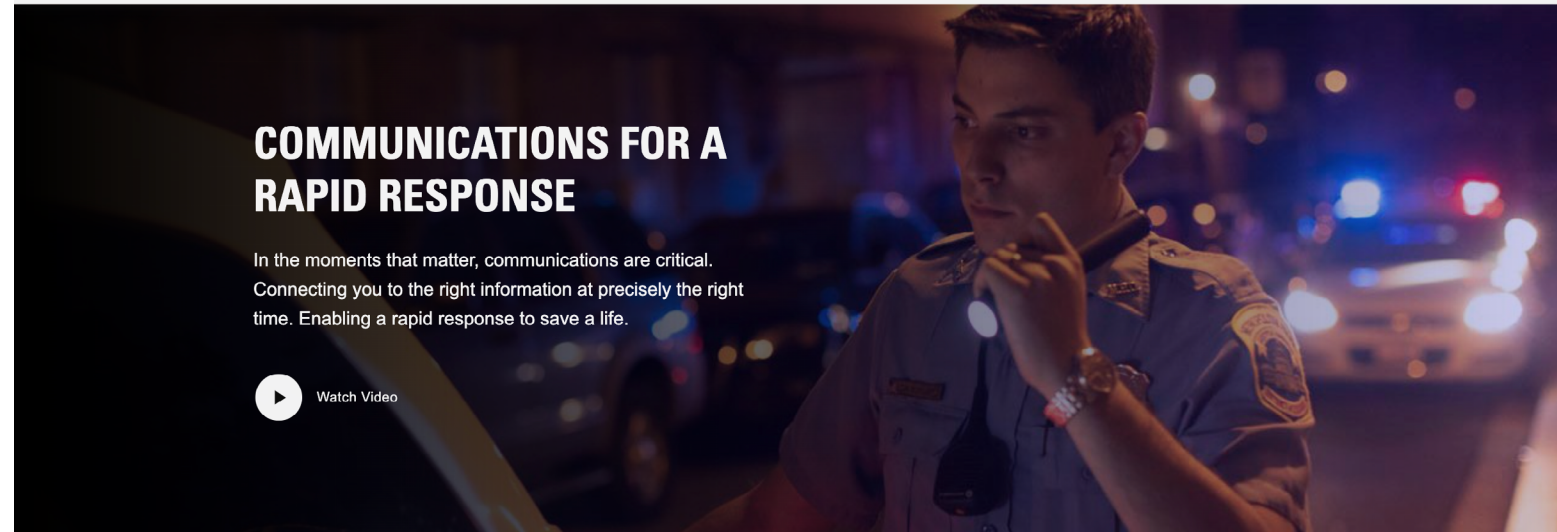
2.9

HOME PAGE
RANK:

#9

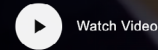
motorolasolutions.com. © 2022 Motorola Solutions, Inc.
Retrieved September 2022.

1. Fortune.com. *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb. *Site Research Tool*. Accessed August 2022.

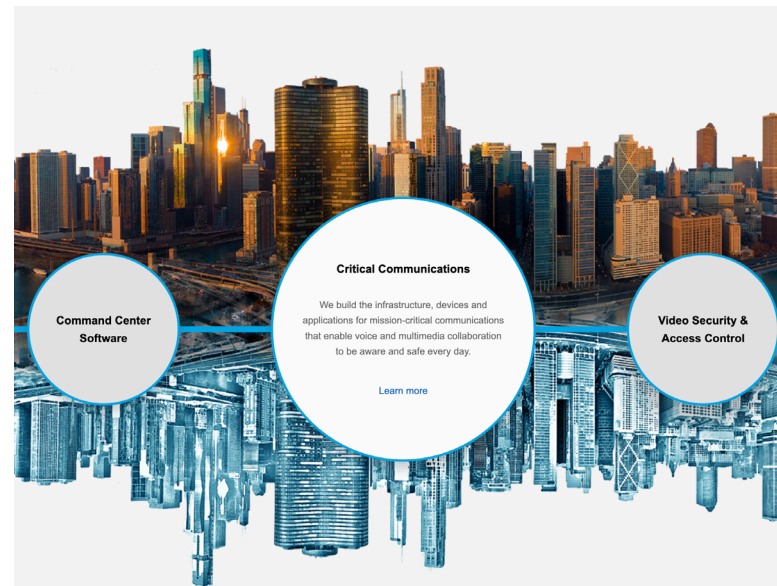


COMMUNICATIONS FOR A RAPID RESPONSE

In the moments that matter, communications are critical. Connecting you to the right information at precisely the right time. Enabling a rapid response to save a life.



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we create creates positive change for is safer together.

STRIES



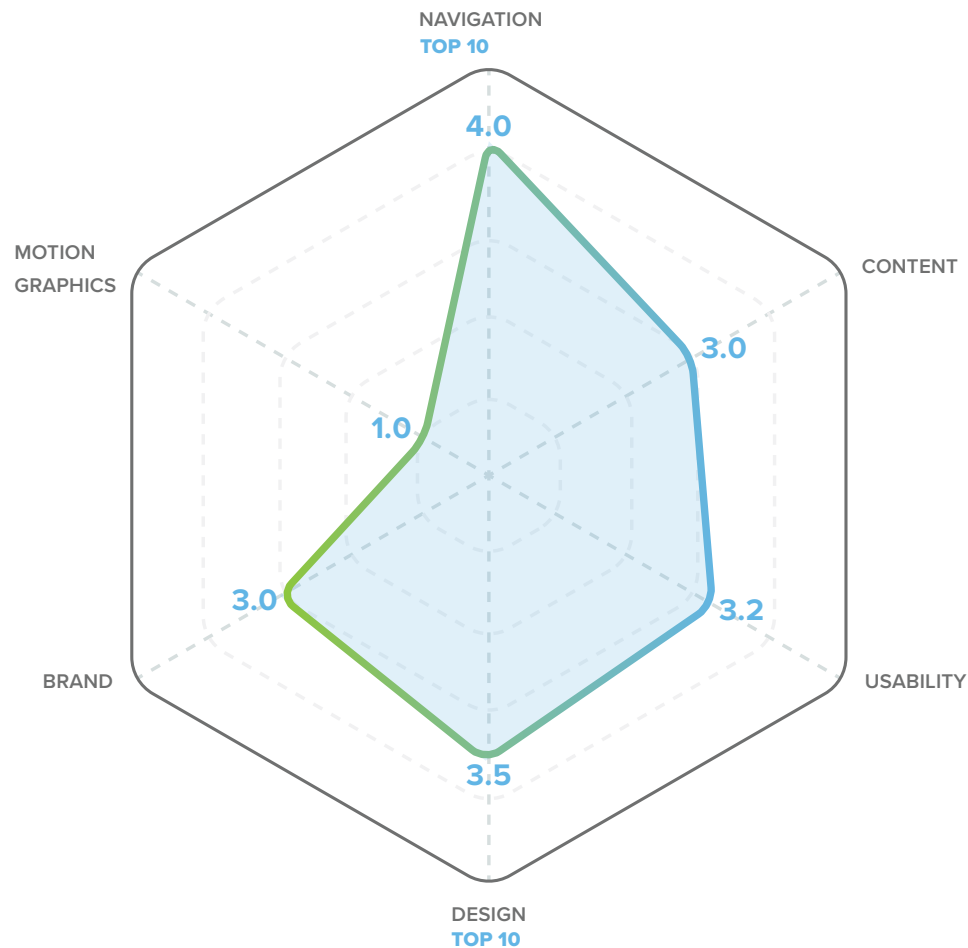
ER
er community.

Fortune 500 / B2B Technology

MOTOROLA SOLUTIONS

HOMEPAGE EFFECTIVENESS SCORE: **2.9**

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	52%	65%	44%
Pages Per Visit:	2.6	2.4	4.1
Time On Site (minutes):	1:46	2:51	5:20

Suggested Considerations:

- Content and narrative need to be restructured to provide a more logical, clear, and unified story.
- Third blade on the page has good use of interactivity but it could be improved with a more modern design.
- Limit the use of vibrant colors (i.e., blue) and maintain the same monochromatic coloring to stay true to the branding.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 274

GLOBAL TRAFFIC RANK²: 554K

HOME PAGE
EFFECTIVENESS
SCORE:

2.9

HOME PAGE
RANK:

#10

leidos.com. © 2022 Leidos.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



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Insights



w
drones



VIDEO

What's next for you?



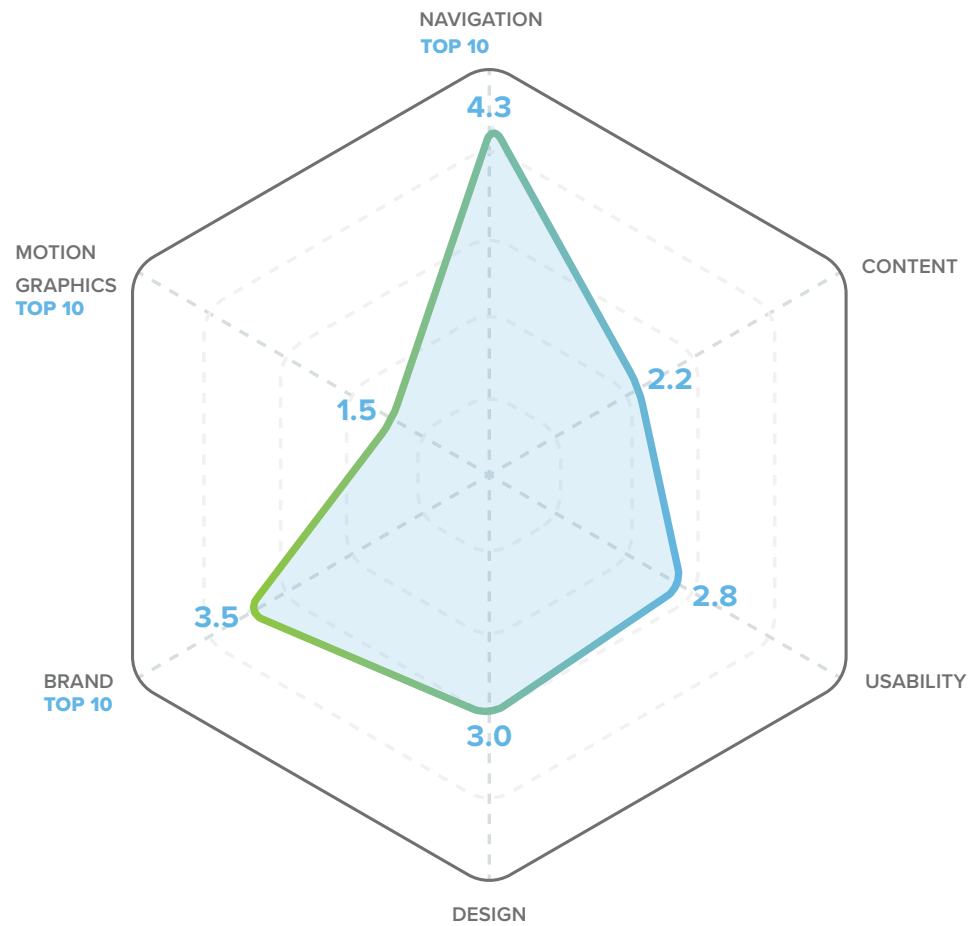
ARTICLE

What to exp
Space & Cy

VIEW MORE INSIGHTS

LEIDOS HOLDINGS

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	32%	65%	44%
Pages Per Visit:	10.5	2.4	4.1
Time On Site (minutes):	0:29	2:51	5:20

Suggested Considerations:

- Short page length, lacks a full homepage narrative.
- Markets and capabilities are various layers on the site with large dropdown menus and the homepage could feature this better.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 107

GLOBAL TRAFFIC RANK²: 12K

HOME PAGE
EFFECTIVENESS
SCORE:

2.8

HOME PAGE
RANK:

#11

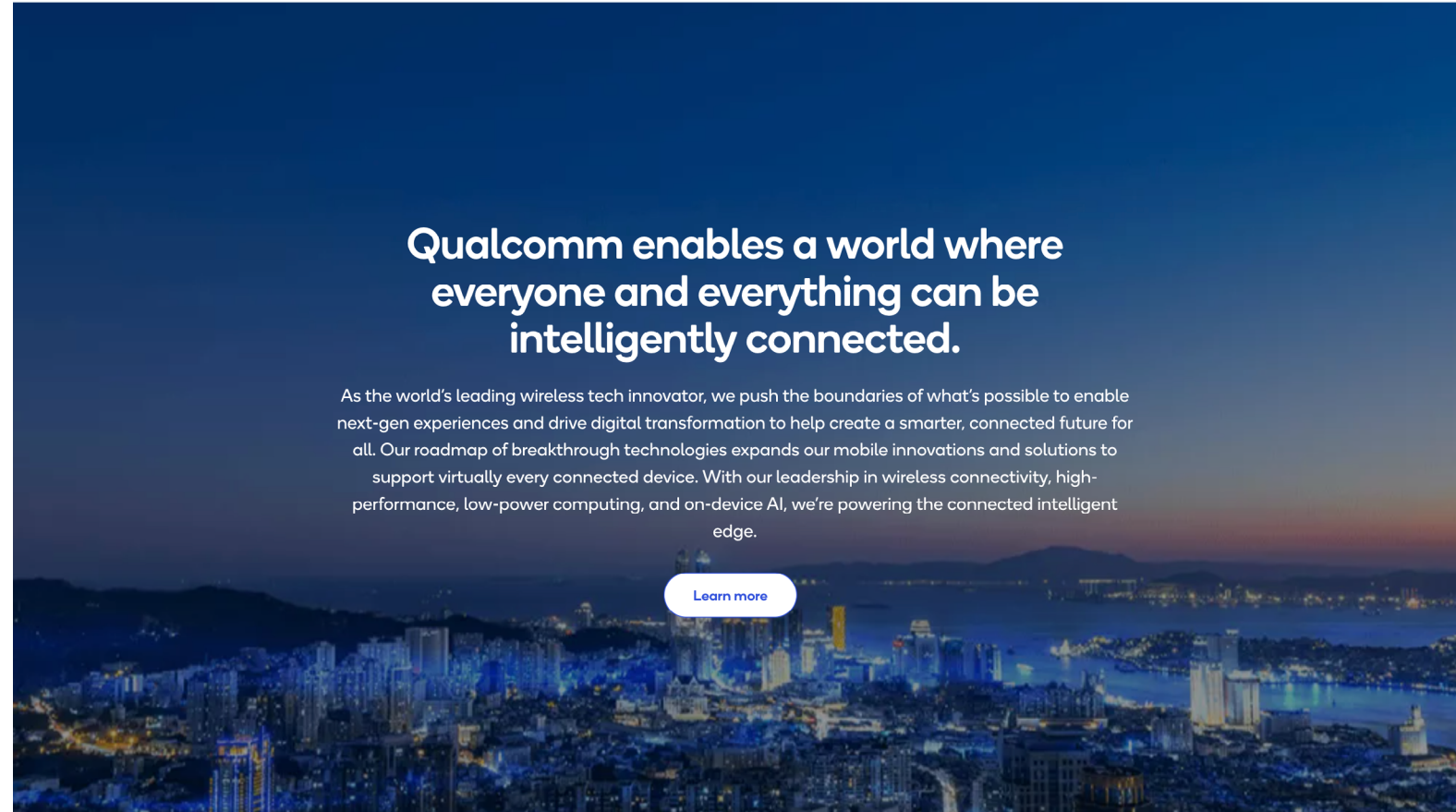
qualcomm.com. © 2022 Qualcomm.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

Qualcomm enables a world where everyone and everything can be intelligently connected.

As the world's leading wireless tech innovator, we push the boundaries of what's possible to enable next-gen experiences and drive digital transformation to help create a smarter, connected future for all. Our roadmap of breakthrough technologies expands our mobile innovations and solutions to support virtually every connected device. With our leadership in wireless connectivity, high-performance, low-power computing, and on-device AI, we're powering the connected intelligent edge.

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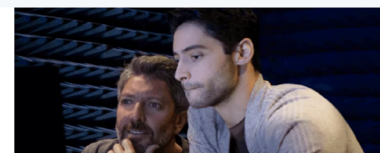
You deserve extra.

Join Snapdragon Insiders to get behind-the-scenes opportunities, giveaways, and exclusive extras, like access to Amazon Music Unlimited, with HD Music for all – free for four months for Snapdragon Insiders.¹

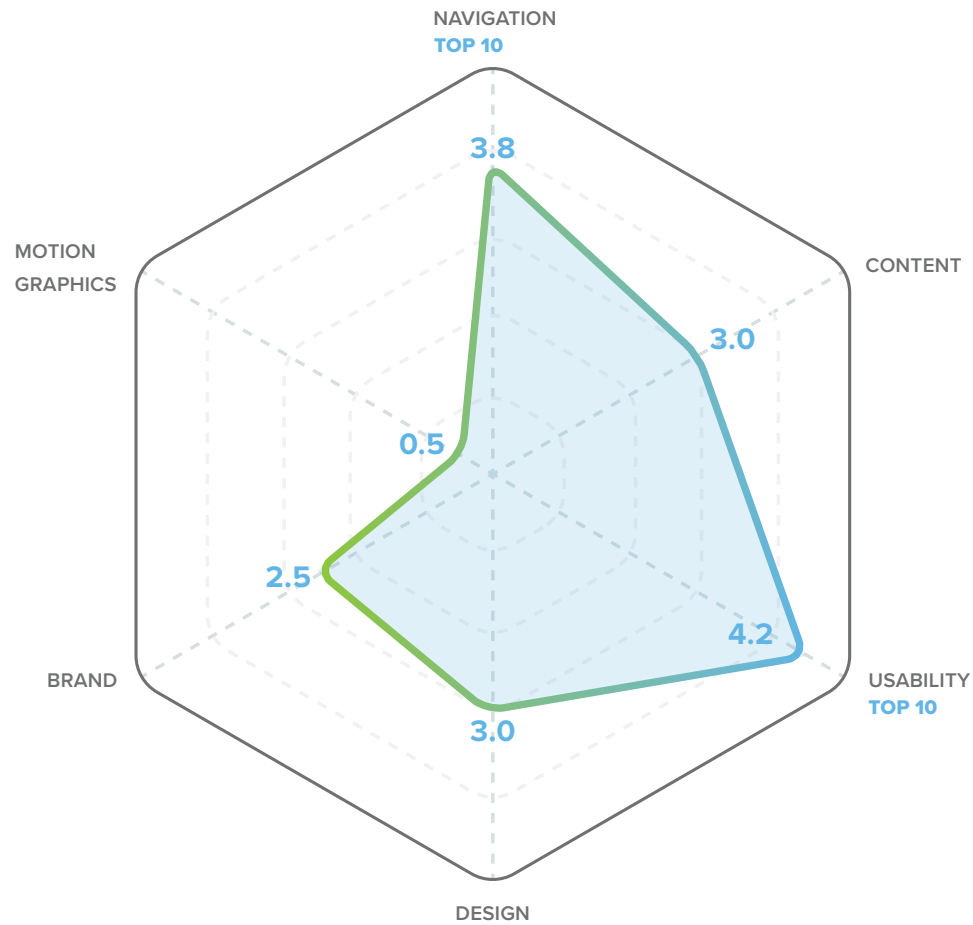
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We are limitless. Join our team.

We're looking for the creators and the problem solvers, the inventors who never give up because they know challenges are really opportunities to



Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	32%	65%	44%
Pages Per Visit:	7.1	2.4	4.1
Time On Site (minutes):	8:45	2:51	5:20

Suggested Considerations:

- Include drop down arrow in navigation to indicate which tabs have dropdowns and which don't.
- Remove sliding hero and move any hidden content onto the page bleeding into the hero.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 483

GLOBAL TRAFFIC RANK²: 51K

HOME PAGE
EFFECTIVENESS
SCORE:

2.8

HOME PAGE
RANK:

#12

onsemi.com. © 2022 ON Semiconductor.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

Upcoming Tradeshows

Light + Building | VISION

Join Us at These Upcoming Events

Light + Building: Meet our design experts to learn more about our smart buildings, smart lighting, connectivity and charging technologies.

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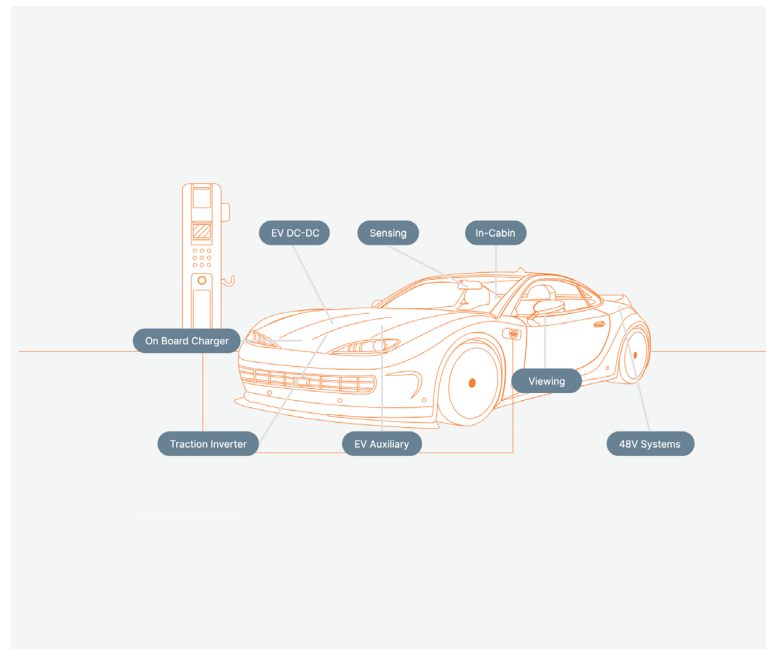
[Upcoming Tradeshows](#) [2022 Power Webinar](#) [Upcoming Webinars](#) [Multi-Drop Industrial Ethernet](#)

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Automotive Solutions

[Explore All Solutions](#)



Mission

We push innovation to create intelligent power and sensing technologies that solve the most challenging customer problems

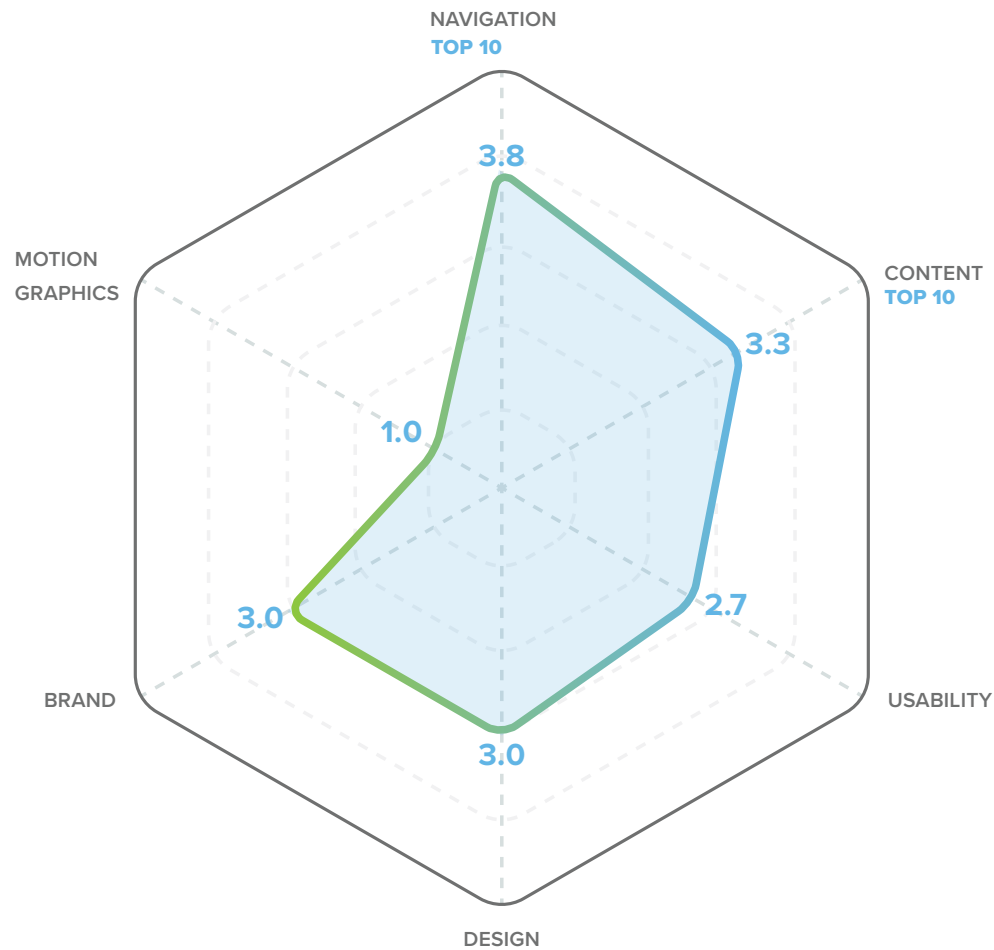
Our employees are inspired each day to increase stakeholder value through high quality and high value products and services

[Learn More](#)

Fortune 500 / B2B Technology ON SEMICONDUCTOR

HOMEPAGE EFFECTIVENESS SCORE: **2.8**

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	56%	65%	44%
Pages Per Visit:	4.4	2.4	4.1
Time On Site (minutes):	3:56	2:51	5:20

Suggested Considerations:

- Flowing additional supporting copy into the diagrams would provide helpful context.
- Avoid overlaying white text on an image to prevent accessibility issues.
- More cohesive strategy in choosing imagery could create a more thoughtful design.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 74

GLOBAL TRAFFIC RANK²: 2,032

HOME PAGE EFFECTIVENESS SCORE:

2.7

HOME PAGE RANK:

#13

cisco.com. © 2022 Cisco Systems Inc.
Retrieved September 2022.

1. Fortune.com. *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb. *Site Research Tool*. Accessed August 2022.



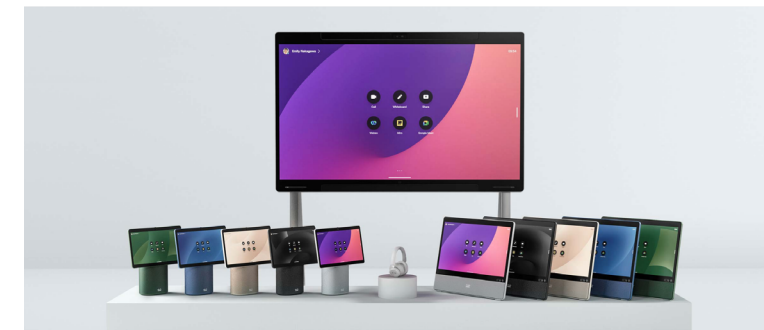
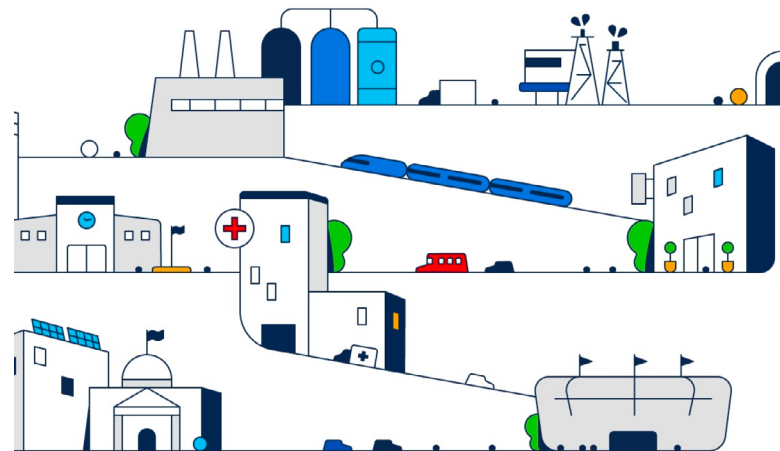
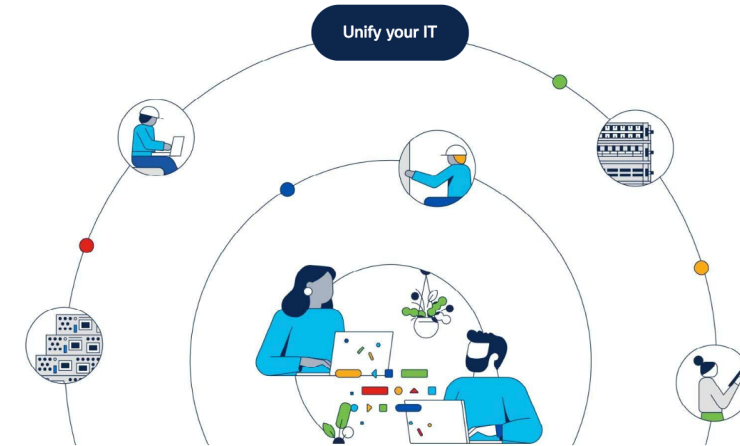
Products and Services Solutions Support Learn

How to Buy Partners Log in EN US

Explore Cisco Search

When everything works together, everything works

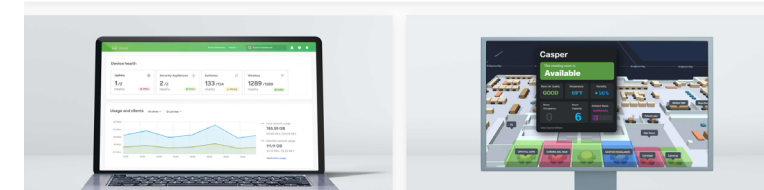
Building successful ecosystems of business, people, and technology.



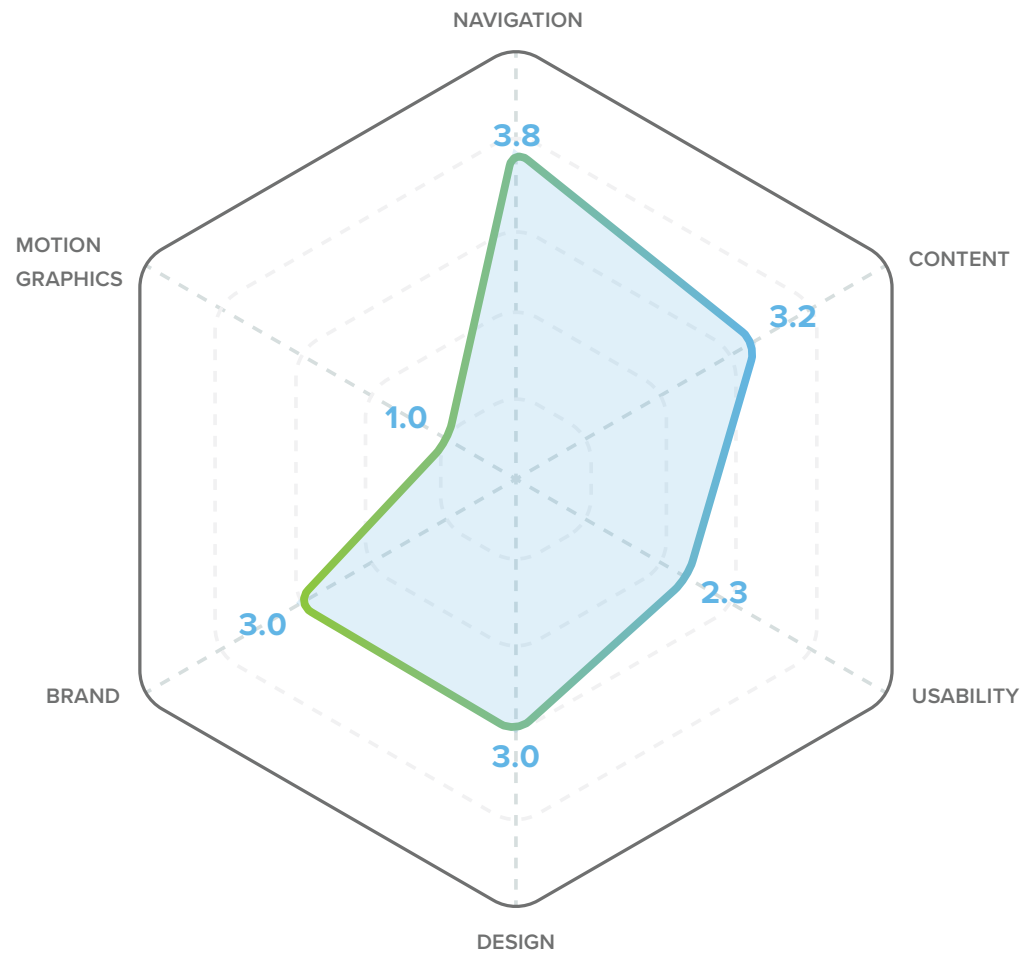
Meet your way with Webex devices

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[Explore Webex devices >](#)



Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	36%	65%	44%
Pages Per Visit:	6.4	2.4	4.1
Time On Site (minutes):	7:36	2:51	5:20

Suggested Considerations:

- Incorporate more imagery to enhance the supporting content.
- Add validation to homepage narrative to affirm legitimacy of the company, products, and solutions.
- Needs a clear call to action to promote user engagement.

Fortune 500 / B2B Technology

COMMSCOPE®

FORTUNE RANK¹: 405

GLOBAL TRAFFIC RANK²: 68K

HOME PAGE
EFFECTIVENESS
SCORE:

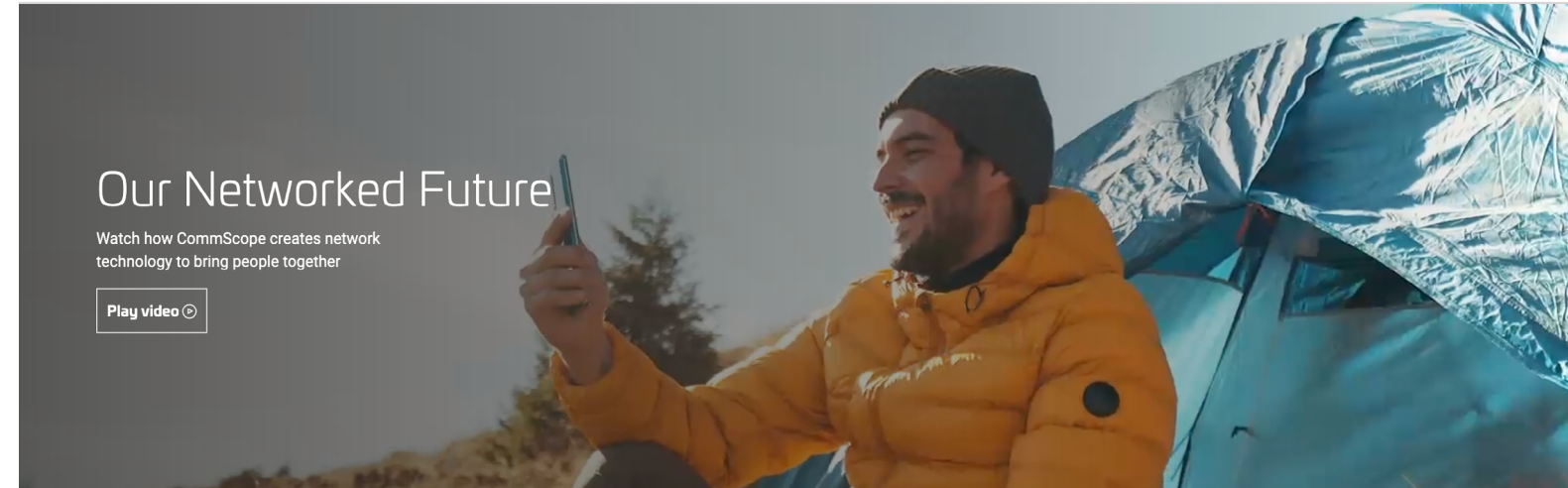
2.7

HOME PAGE
RANK:

#14

commscope.com. © 2022 CommScope.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



Our Networked Future

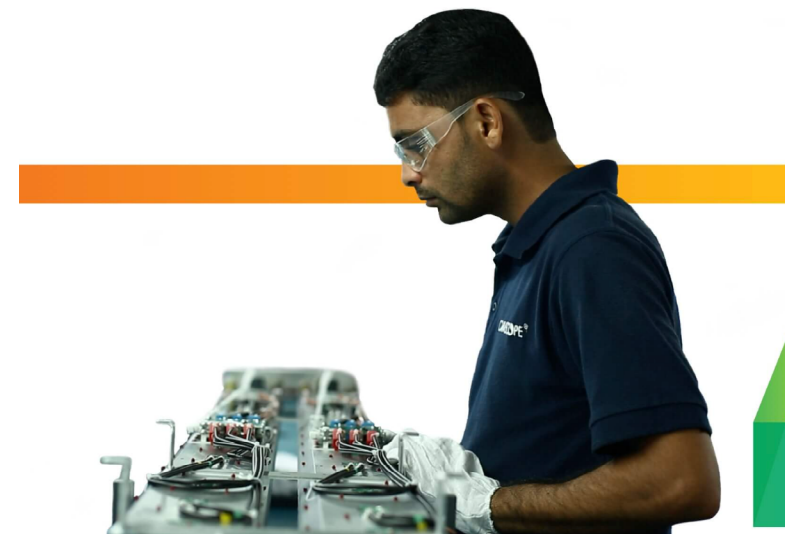
Watch how CommScope creates network technology to bring people together

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In Focus

Building a digital society

We are building today's communication technology to meet



Take a closer look

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AltNets

Solutions that enable AltNets to capture and retain market share including PON modular enclosures hardened terminals fiber cables e-Planner and professional services with a strong focus on sustainability and locally sourced products.

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Broadband for Everyone

Solutions that bring broadband to underserved and unserved markets including enclosures hardened terminals fiber passives and PON.

[Read more >](#)



Video Network Optimization Solutions

CommScope Multicast ABR, based on decades of experience, significantly reduces live TV bandwidth needs compared to



CBRS Use Cases

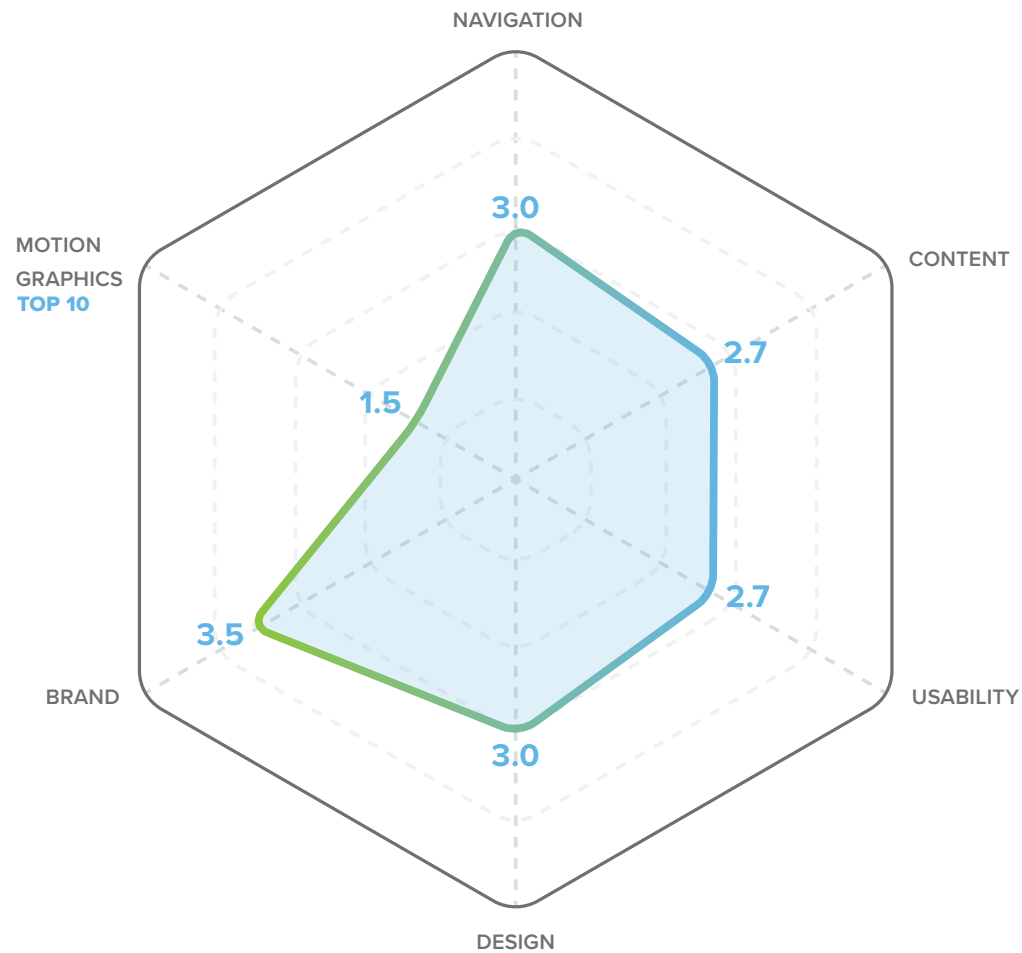
Citizens Broadband Radio Service (CBRS) solutions provide LTE-quality wireless coverage and capabilities to your network.

Fortune 500 / B2B Technology

COMMSCOPE HOLDING

HOMEPAGE EFFECTIVENESS SCORE: **2.7**

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	56%	65%	44%
Pages Per Visit:	2.5	2.4	4.1
Time On Site (minutes):	2:06	2:51	5:20

Suggested Considerations:

- Treat vertical tabs in dropdown consistently; some take you to a page and some change the content of the dropdown, which can be confusing and lead to a poor experience.



Fortune 500 / B2B Technology



FORTUNE RANK¹: 474

GLOBAL TRAFFIC RANK²: 506K

HOMEPAGE
 EFFECTIVENESS
 SCORE:

2.7

HOMEPAGE
 RANK:

#15

kla-tencor.com. © 2022 KLA Corporation.
 Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
 2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



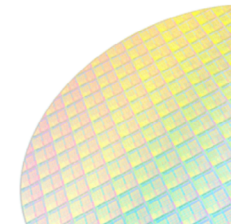
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KLA technologies address complex global challenges with the goal of making a meaningful impact on our world. Continuous innovation for the greater good and managing our ESG impact is an important part of our mission to advance humanity.

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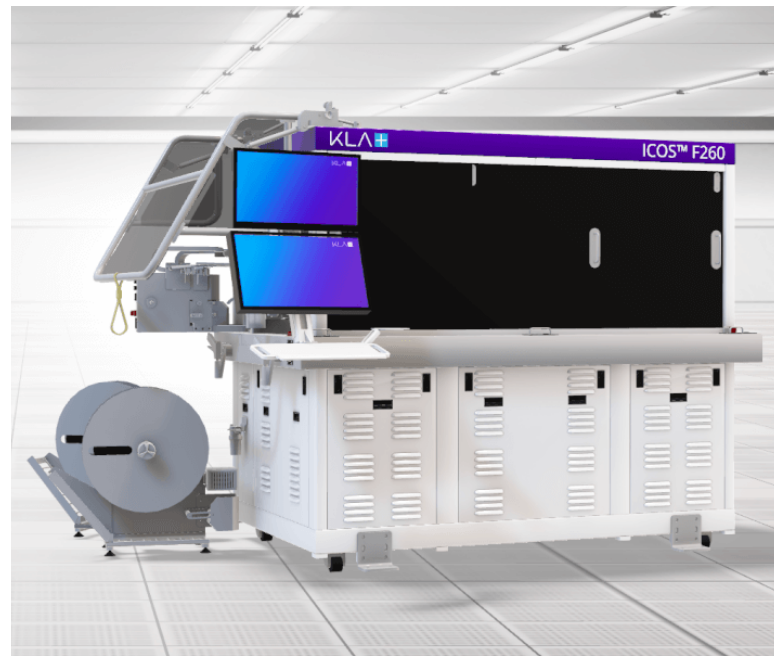
Who We Are

We're at the nexus of electron and photon optics, sensor technology and artificial intelligence. From raw wafer to next-gen chip to world-altering idea, we help enable what's



Working at KLA

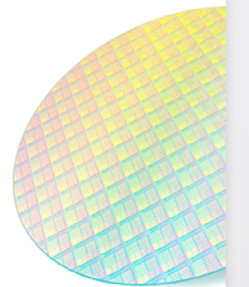
KLA is a place for curiosity, intellectual challenges and industry transformation. Job overview: think big, drive progress, enjoy the journey.



Who We Are

We're at the nexus of electron and photon optics, sensor technology and artificial intelligence. From raw wafer to next-gen chip to world-altering idea, we help enable what's next.

[Company >](#)

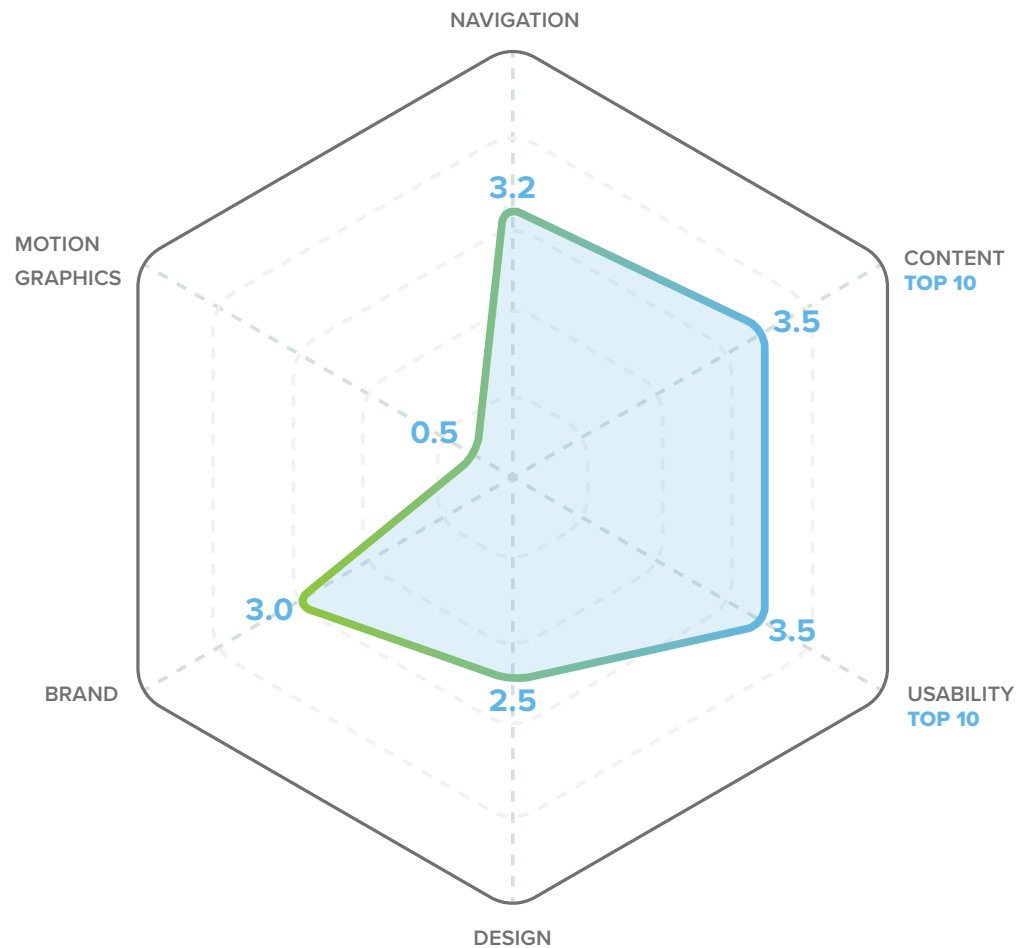


What We Make

We develop and manufacture process-control and process-enabling solutions that accelerate tomorrow's electronic devices.



Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	53%	65%	44%
Pages Per Visit:	2.8	2.4	4.1
Time On Site (minutes):	0:12	2:51	5:20

Suggested Considerations:

- Mega menu layout could be better optimized for readability; some text is ending too close to other columns and results in a poor experience.
- Search functionality can be difficult to exit.
- Carousel is difficult to click through, must wait for it to auto animate.
- An addition of a validation blade would fully round out the narrative.

Fortune 500 / B2B Technology

JABIL

FORTUNE RANK¹: 119

GLOBAL TRAFFIC RANK²: 183K

HOME PAGE EFFECTIVENESS SCORE:
2.7

HOME PAGE RANK:
#16

jabil.com. © 2022 Jabil Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



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EARNINGS ANNOUNCEMENT
FOURTH QUARTER
2022 RESULTS



Five Ways Sustainable Design Can Reduce



With Jabil's Help, SolarEdge Cuts Manufacturing Time

Appliances



Automotive



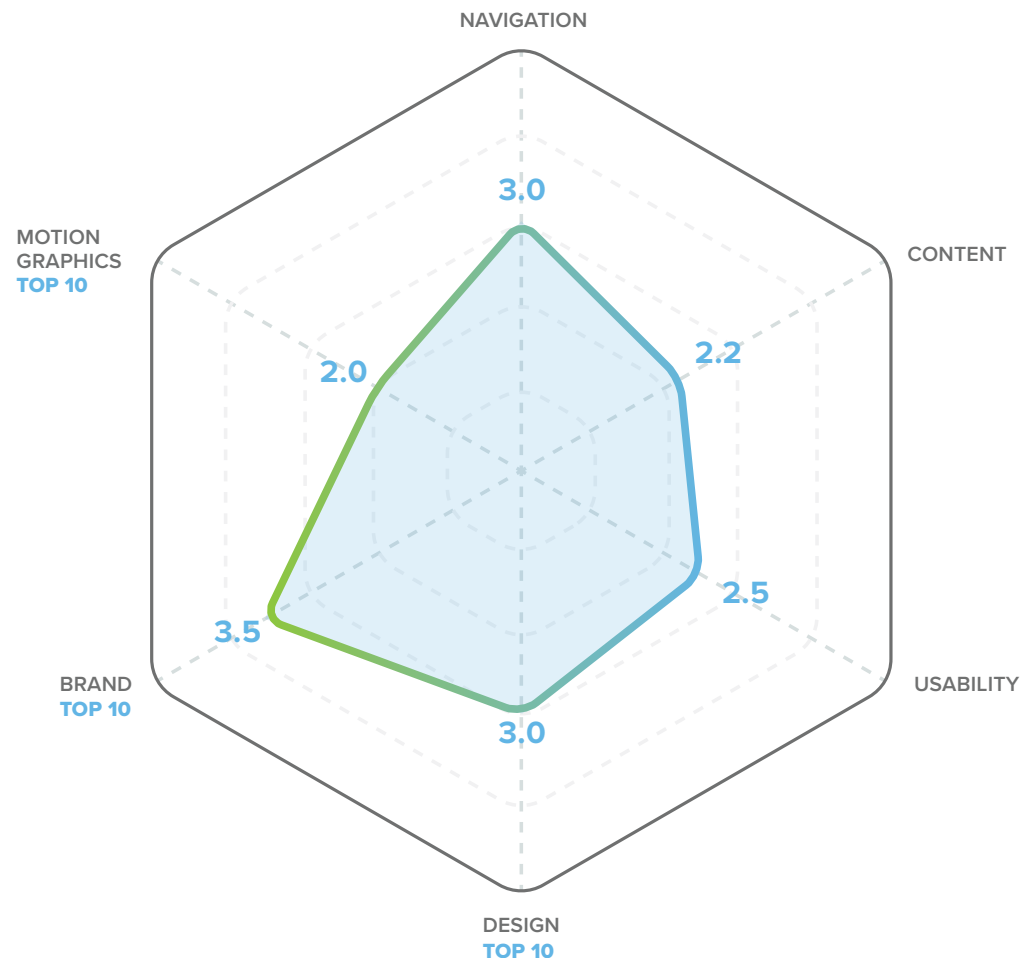
Packaging



Photonics



Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	47%	65%	44%
Pages Per Visit:	2.9	2.4	4.1
Time On Site (minutes):	2:31	2:51	5:20

Suggested Considerations:

- Pulling content out of carousels to expand could drive better engagement as less would be hidden behind clicks
- Interface element styling feels outdated, overall page feels cramped with not enough breathing room
- Strange combination of imagery does not support the copy well.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 198

GLOBAL TRAFFIC RANK²: 10K

HOME PAGE EFFECTIVENESS SCORE:

2.7

HOME PAGE RANK:

#17

ti.com. © 2022 Texas Instruments Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

Vehicle-to-grid: unleashing the power of electric vehicles

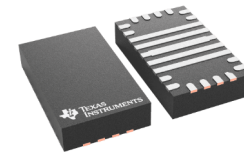
With vehicle-to-grid technology enabled by semiconductors, fleets of electric vehicles can provide battery power to reinforce grids, particularly during peak demand

Read blog



New products

NEW



BUCK-BOOST, INVERTING & SPLIT-RAIL CONVERTERS (INTEGRATED SWITCH)

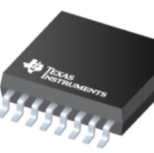
TPS55289 ✓ ACTIVE

30-V, 8-A buck-boost converter with I²C interface

Approx. price (USD) 1ku | 3.35

[Data sheet \(PDF\)](#)

NEW



STEPPER MOTOR DRIVERS

DRV8410 ! PREVIEW

1.65-V to 11-V, 2.5-A dual H-bridge with current regulation

Approx. price (USD) 1ku | 0.57

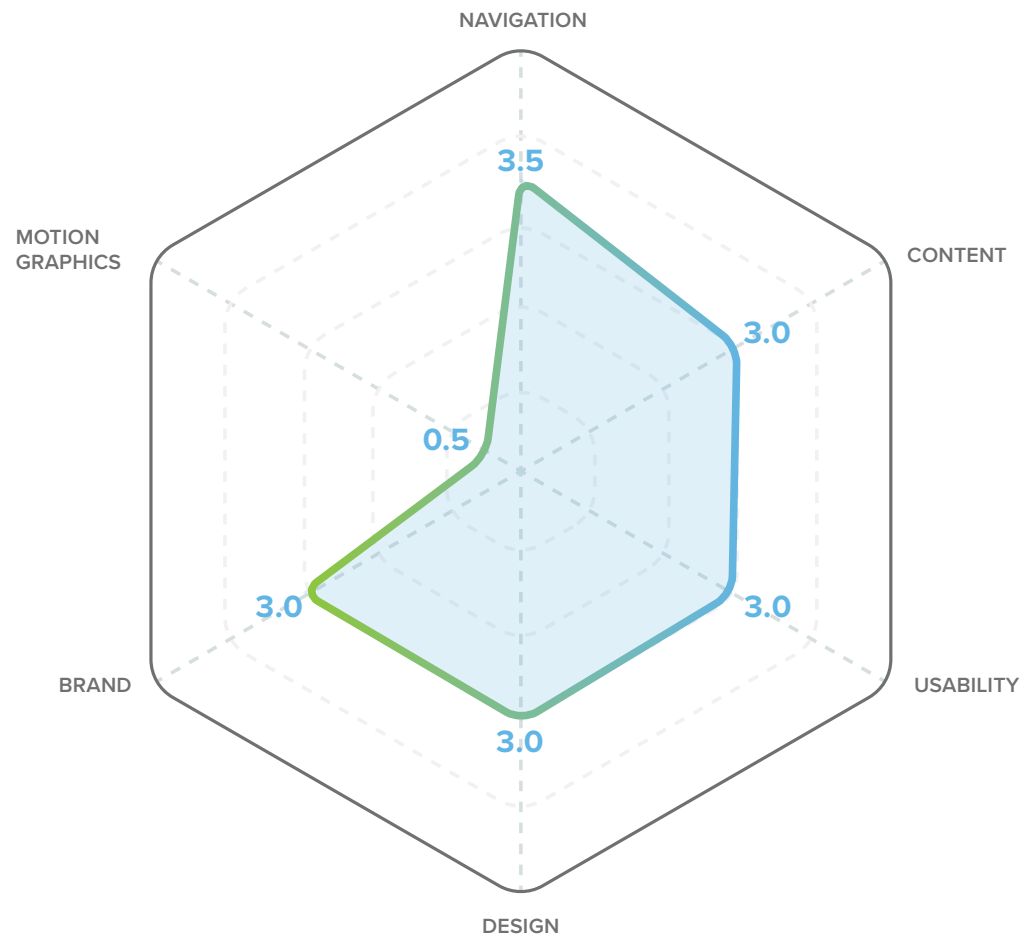
[Data sheet \(PDF\)](#)

Fortune 500 / B2B Technology

TEXAS INSTRUMENTS

HOMEPAGE EFFECTIVENESS SCORE: **2.7**

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	47%	65%	44%
Pages Per Visit:	4.3	2.4	4.1
Time On Site (minutes):	4:19	2:51	5:20

Suggested Considerations:

- Narrative could be bolstered with a blade spotlighting customer testimonials for validation.
- Missing a final CTA to drive consumers, rather than job seekers.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 49

GLOBAL TRAFFIC RANK²: 1,768

HOME PAGE
EFFECTIVENESS
SCORE:

2.6

HOME PAGE
RANK:

#18

ibm.com. © 2022 International Business Machines Corporation.
Retrieved September 2022.

1. Fortune.com. *Fortune 500 Rankings 2022*. Accessed July 2022.

2. SimilarWeb. *Site Research Tool*. Accessed August 2022.

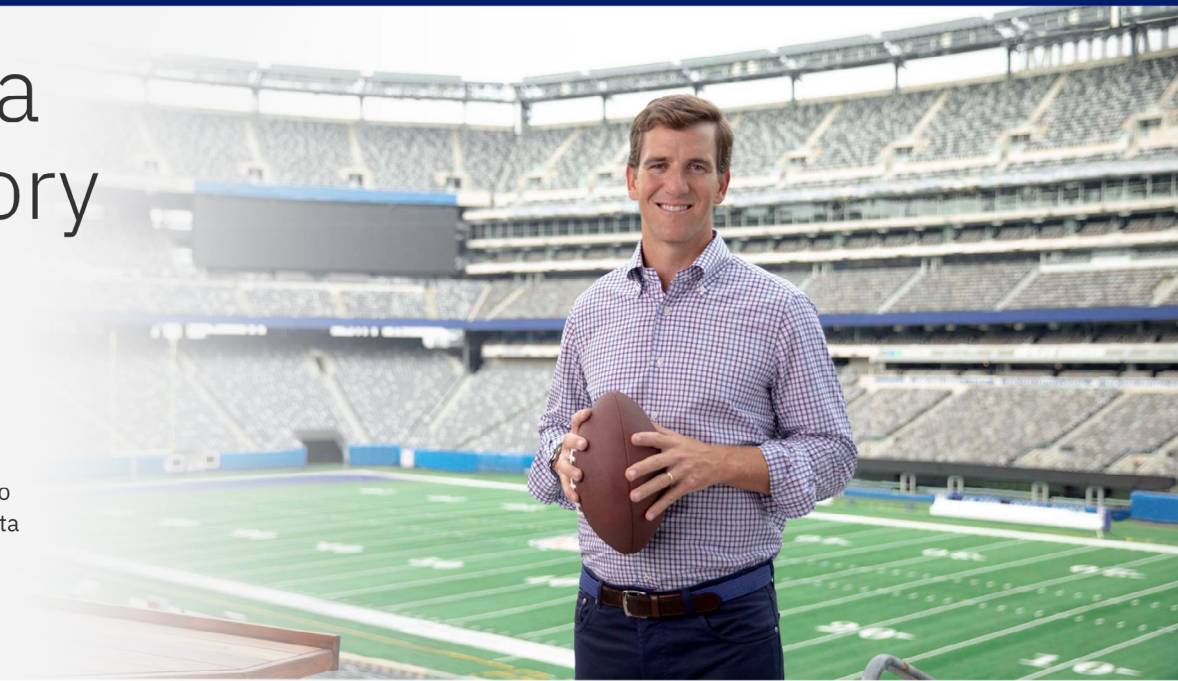


News: Wazi as a Service, agile dev and test for z/OS, is now available through your IBM Cloud account

Turn data into victory

ESPN Fantasy Football uses AI to transform millions of football data points into predictive insights

Go deep on the technology



Inside IBM
Research

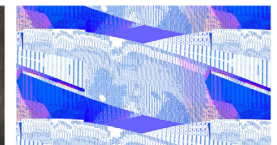
We discover, design and develop advanced **information technology** and



Students — apply now to be an IBM Quantum intern for summer 2023. Check out your options.



IBM's super-fridge, colder than outer space, lays the groundwork for larger quantum experiments

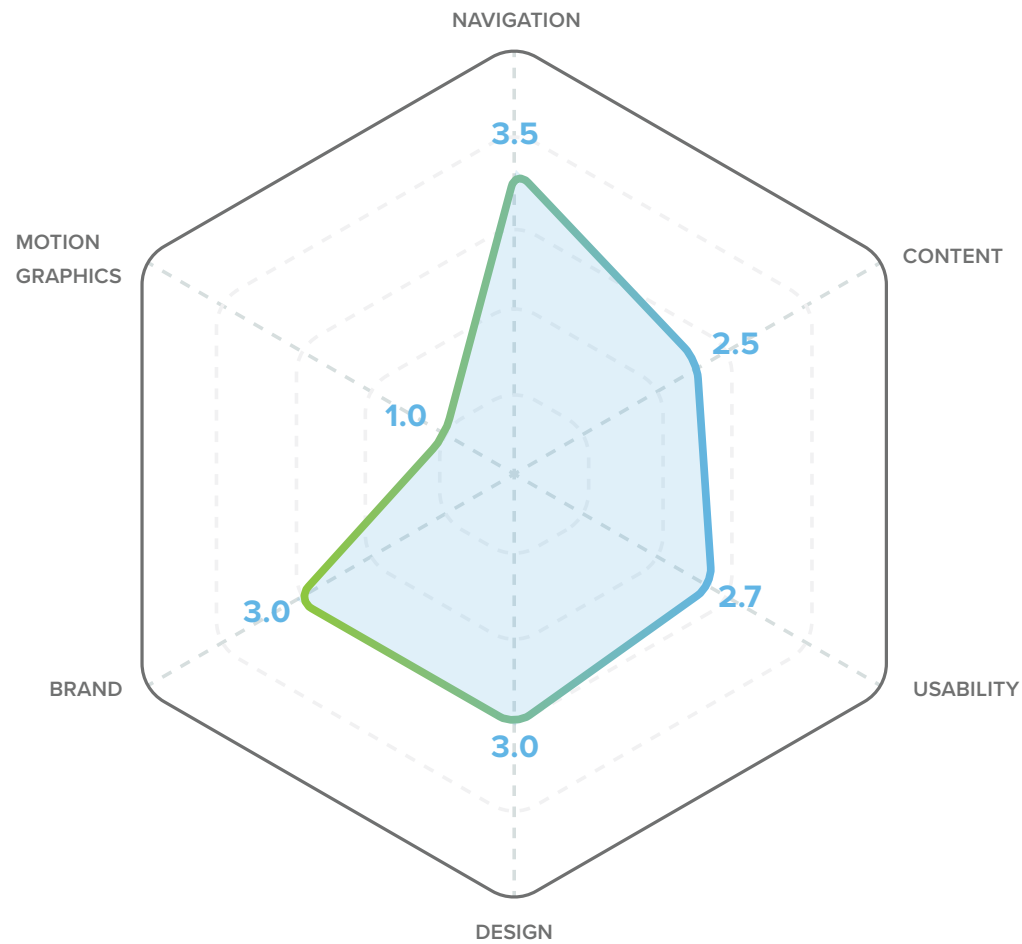


Researchers are exploring three main factors for ensuring the security of cloud-based data



Engage one-on-one with IBM researchers at the new Open Source Incubator

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	53%	61%	49%
Pages Per Visit:	5.4	2.3	3.4
Time On Site (minutes):	6:41	2:16	3:57

Suggested Considerations:

- Vertical tab component design appears to be broken.
- Lots of jumping off points, narrative could be stronger if more contextual copy was added.
- Less usage of stock imagery and more custom, branded imagery.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 457

GLOBAL TRAFFIC RANK²: 591K

HOME PAGE
EFFECTIVENESS
SCORE:

2.6

HOME PAGE
RANK:

#19

avantorsciences.com. © 2022 Avantor.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

Our critical role in addressing the COVID-19 pandemic

- Biopharma
- Healthcare
- Education & Government
- Advanced technologies & applied materials

Setting science in motion to create a better world

From breakthrough discovery to agile delivery of mission-critical products and services, we are a trusted global partner to customers in the life sciences and advanced technologies & applied materials industries.

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At Avantor[®], our commitment to sustainability ensures our

Faster, better, together: Biopharma collaboration trends in the pandemic, and the future of medicine

Hear insight from Avantor and C&EN with guest speakers from Pfizer Vaccines and Walter Reed Army Institute of Research.

[Details](#)

Thought leadership



Industry trends

Regulations: managing the balance of risk and rewards

Chromatography

can be reduced and by utilizing new reaction chromatography

SERVICES

Success story: Small molecule purification

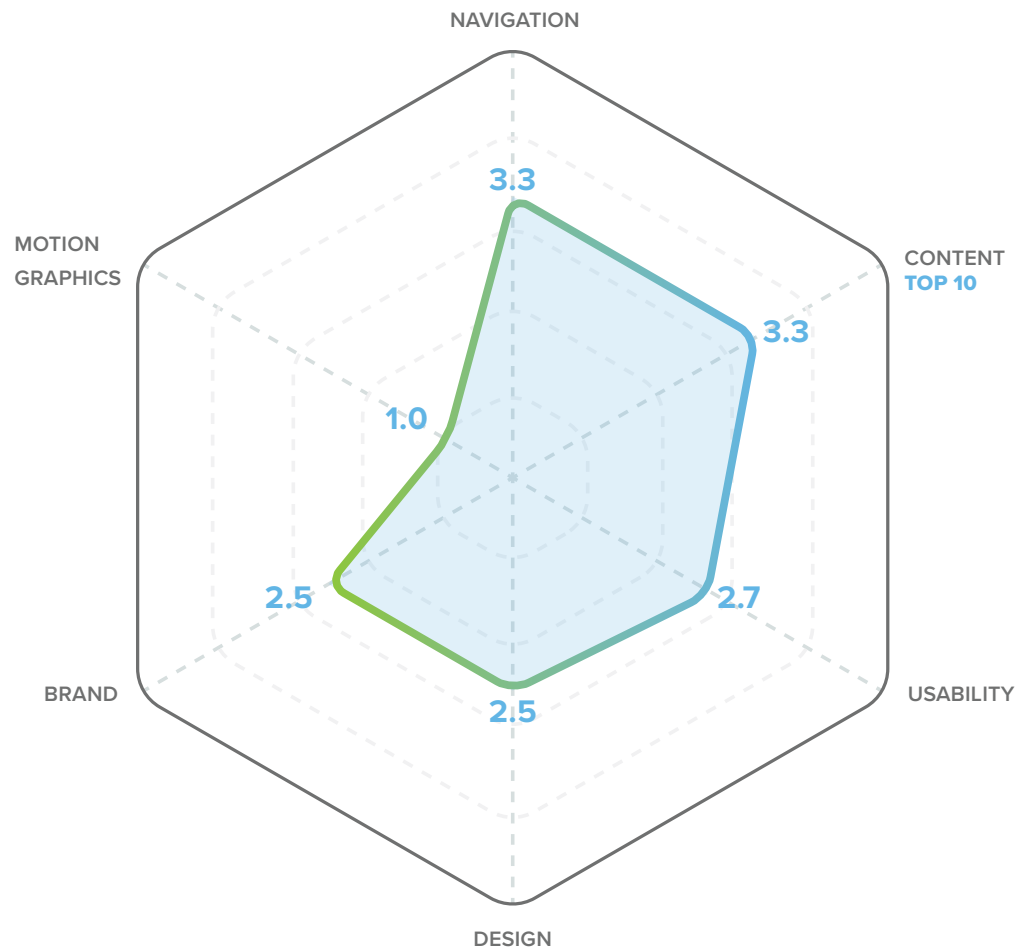
A global pharmaceutical company sought new ways to help senior scientists focus more time and attention on innovation and strategic drug project work.

HEALTHCARE

Cutting assembly time from hours to minutes

A medical device OEM reduced the cure silicone adhesive throughout to maximize

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	47%	65%	44%
Pages Per Visit:	2.3	2.4	4.1
Time On Site (minutes):	1:53	2:51	5:20

Suggested Considerations:

- Blade design could flow better, the jump from colorful imagery to white negative space with floating text doesn't feel well thought out.
- Mega menus could be applied to the navigation to provide more content and enrichment.

Fortune 500 / B2B Technology

ORACLE

FORTUNE RANK¹: 91

GLOBAL TRAFFIC RANK²: 1,451

HOME PAGE
EFFECTIVENESS
SCORE:

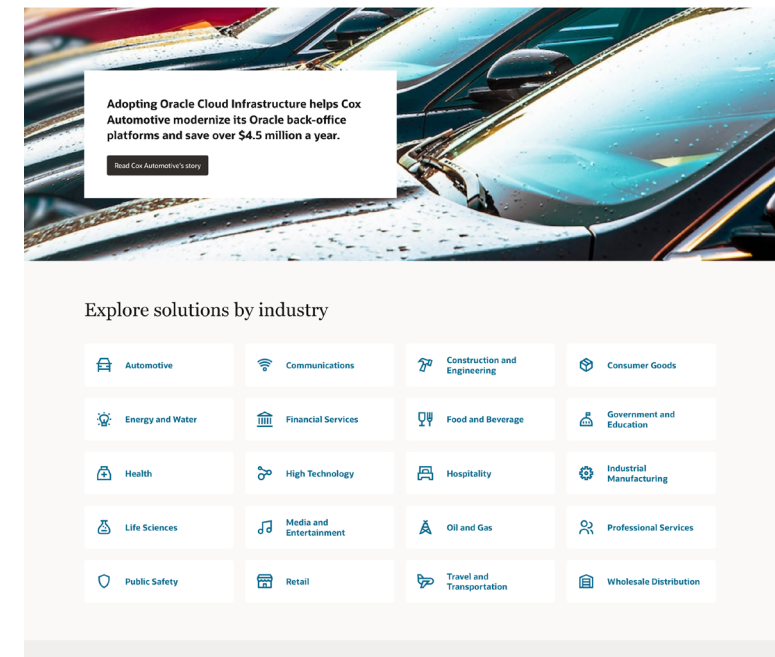
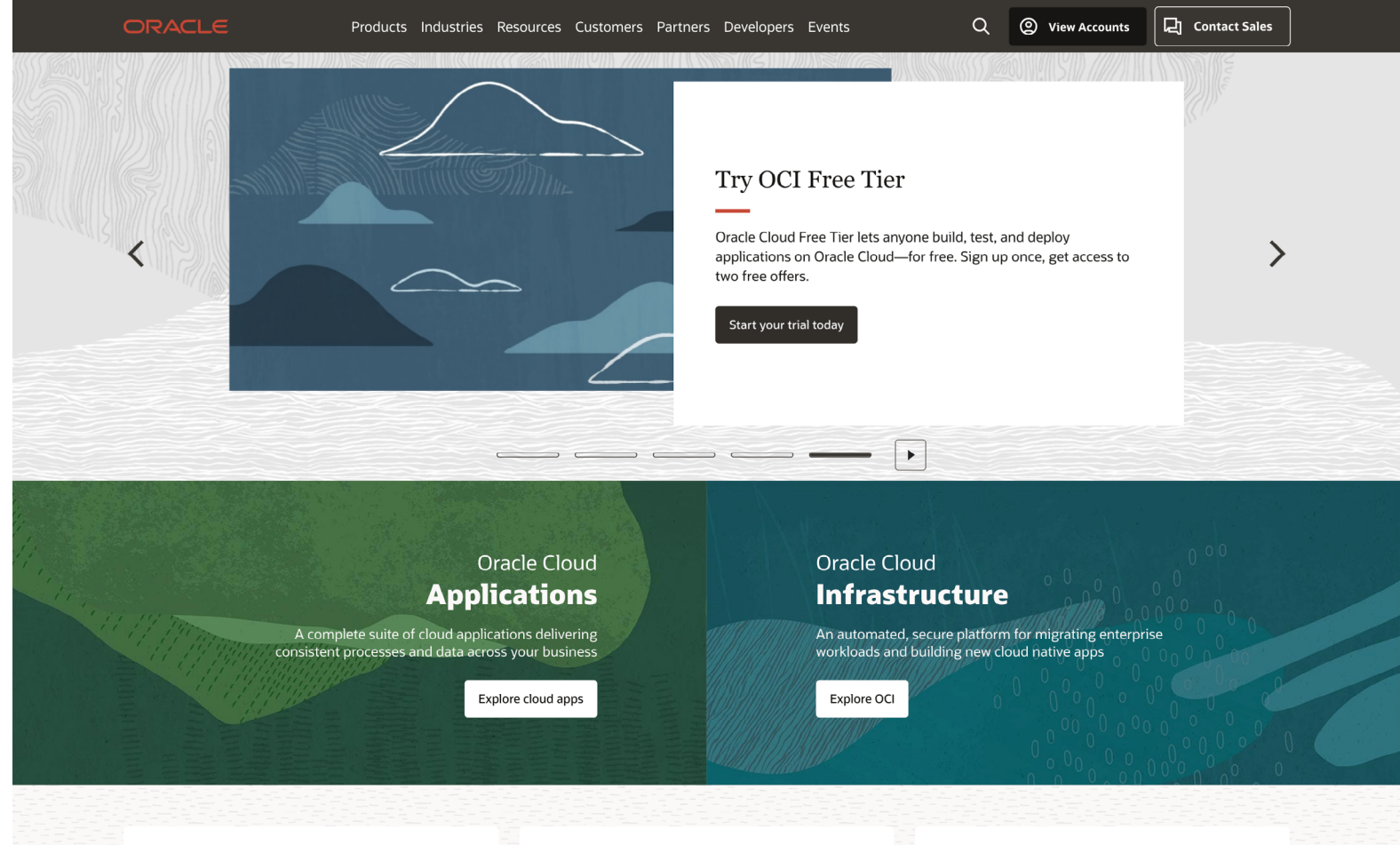
2.4

HOME PAGE
RANK:

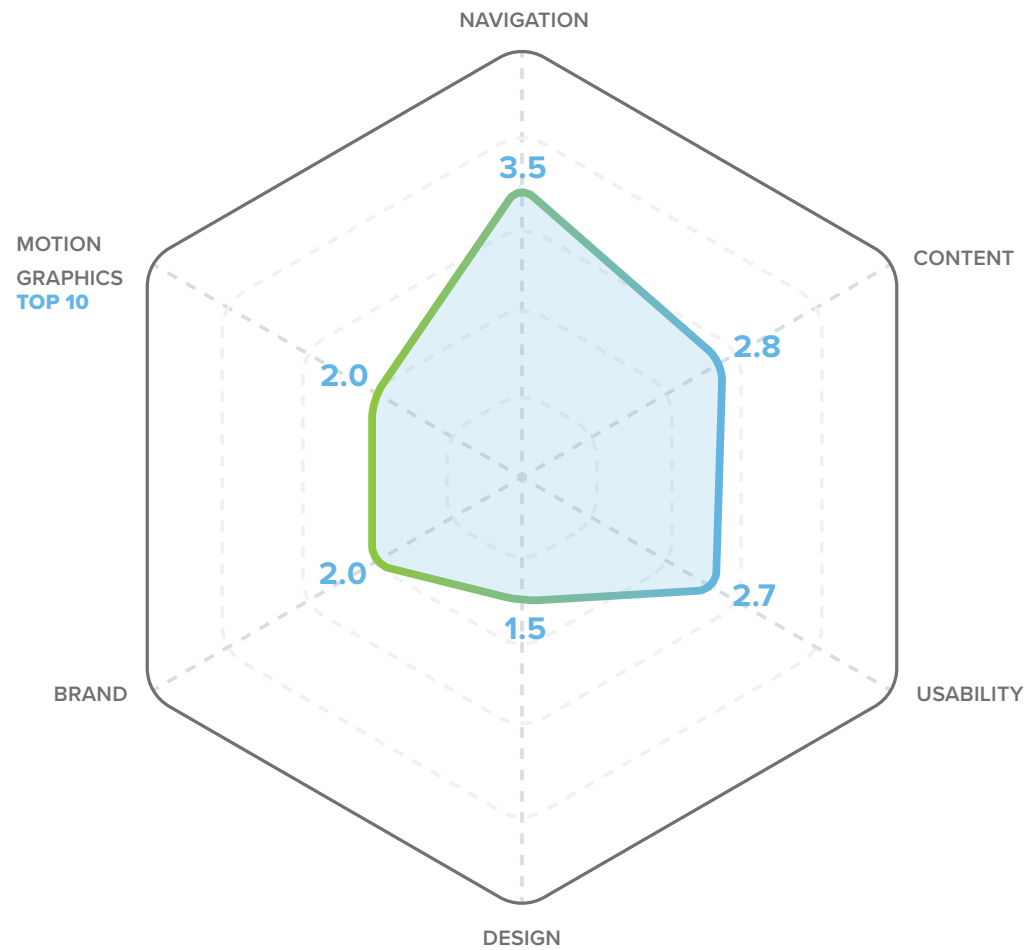
#20

oracle.com. © 2022 Oracle.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	44%	65%	44%
Pages Per Visit:	5.7	2.4	4.1
Time On Site (minutes):	6:08	2:51	5:20

Suggested Considerations:

- Design feels cramped, could use more white space to spread content out.
- Branding elements feel disjointed, illustrative components are only used at the top and could be better weaved throughout the page to tell a full story.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 46

GLOBAL TRAFFIC RANK²: 2,619

HOME PAGE EFFECTIVENESS SCORE:

2.4

HOME PAGE RANK:

#21

intel.com. © 2021 Intel Corporation.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

intel innovation

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Innovation

The Future Is Foldable: Introducing the ASUS Zenbook 17 Fold OLED

Together, Intel and ASUS are paving the way for industry-defining breakthroughs and PC experiences. The ASUS Zenbook 17 Fold OLED, powered by 12th Gen Intel® Core™ i7 U-series processors, enables people to maximize their productivity with six different usage modes.



Innovation

Intel® Processors Enabled for IoT

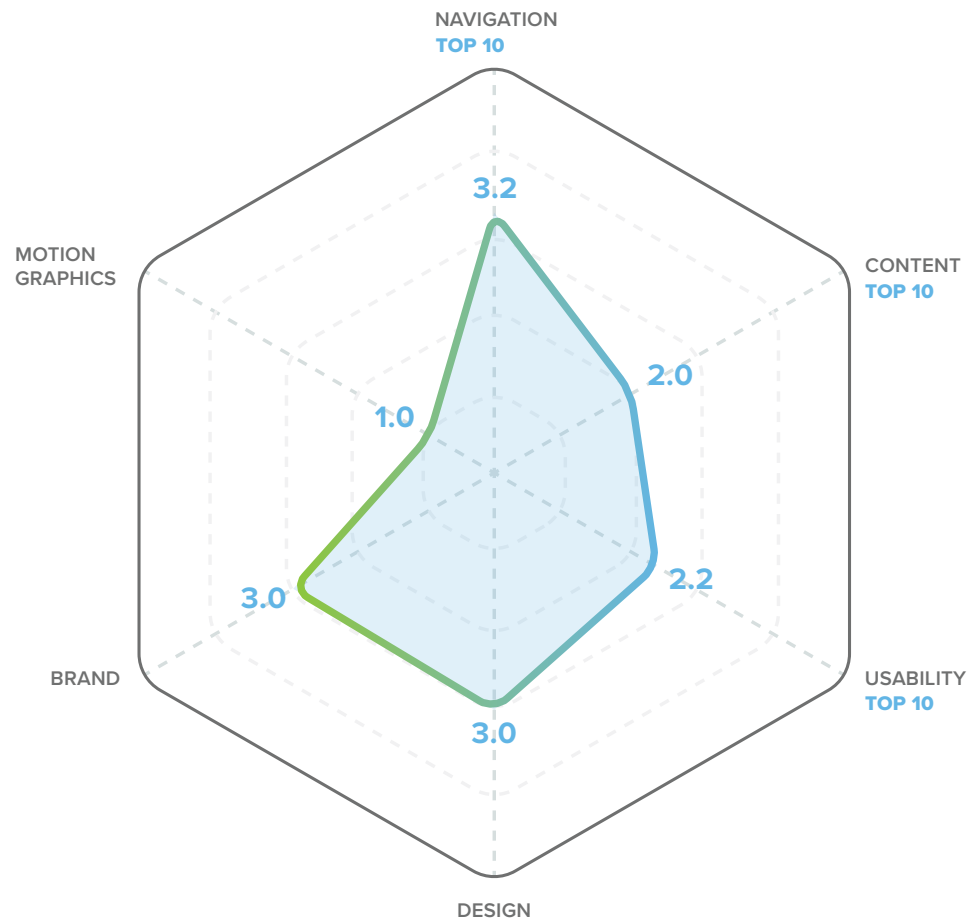
Experience the latest 12th Gen Intel® Core™ processors, featuring an innovative high-performance chip design; enhanced graphics, AI, and vision capabilities; expanded bandwidth and DDR5 memory; and long-term software support and production life for IoT applications.



Meet the Newest Intel® Arc™ Pro A-Series GPUs for Workstations

Explore Intel® Arc™ Pro A-series graphics, a professional range of GPUs that brings built-in ray tracing and graphics

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B TECH INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	53%	61%	49%
Pages Per Visit:	4.1	2.3	3.4
Time On Site (minutes):	5:08	2:16	3:57

Suggested Considerations:

- Incorporate a more complete narrative to help structure the page and guide the user towards engagement.
- Add more content to homepage, such as priority solution pages, featured products, or company insights.
- Product catalog is extensive and overwhelming in the navigation. Reduce the number of links as well as size of the navigation dropdown.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 156

GLOBAL TRAFFIC RANK²: 229K

HOME PAGE
EFFECTIVENESS
SCORE:

2.3

HOME PAGE
RANK:

#22

appliedmaterials.com. © 2022 Applied Materials, Inc.
Retrieved September 2022.

1. Fortune.com. *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb. *Site Research Tool*. Accessed August 2022.

Our Innovations Make Possible a Better Future

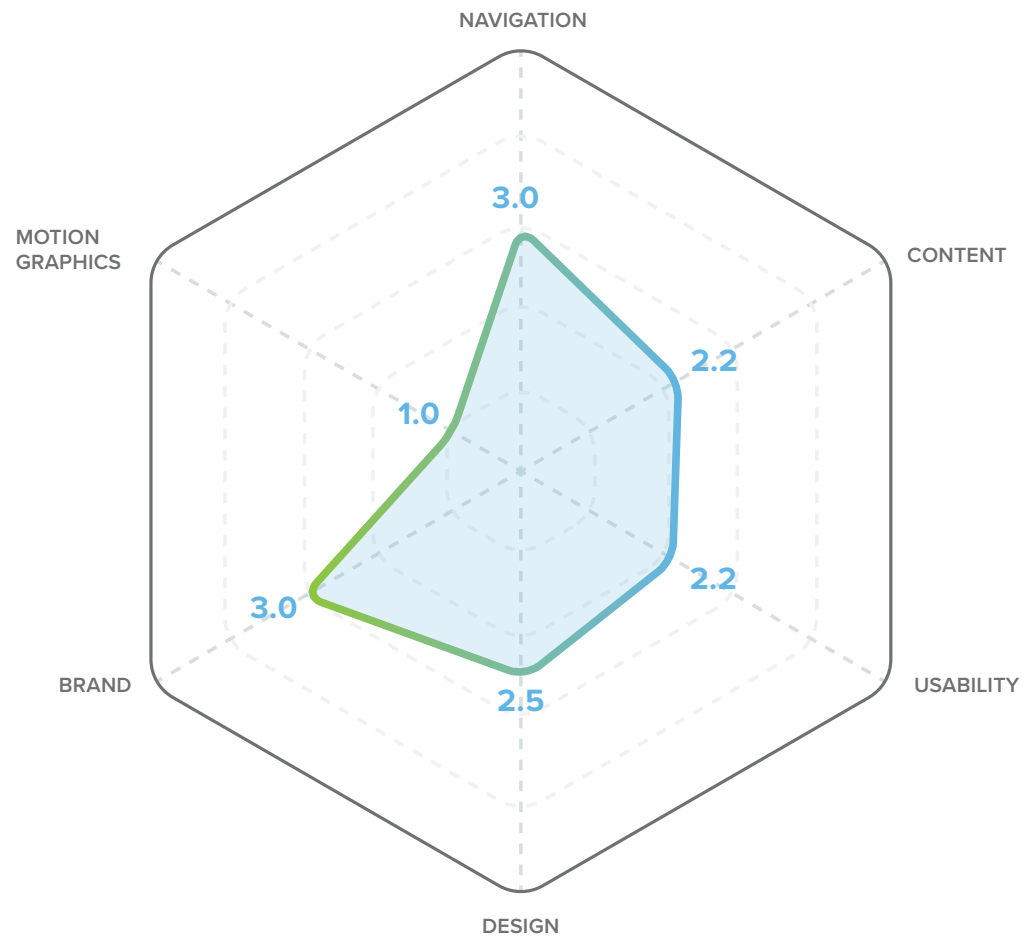
We are the leader in materials engineering solutions used to produce virtually every new chip and advanced display in the world.



**Applied Materials Announces
Cash Dividend**

[View Press Release >](#)

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	57%	65%	44%
Pages Per Visit:	2.3	2.4	4.1
Time On Site (minutes):	1:23	2:51	5:20

Suggested Considerations:

- Too short of a homepage without enough rich content to tell a whole story.
- Hero feels quite engaging with strong messaging, would like to see similar approach throughout the page.
- Navigation dropdowns could be stylized in a more modern way.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 471

GLOBAL TRAFFIC RANK²: 38K

HOME PAGE EFFECTIVENESS SCORE:

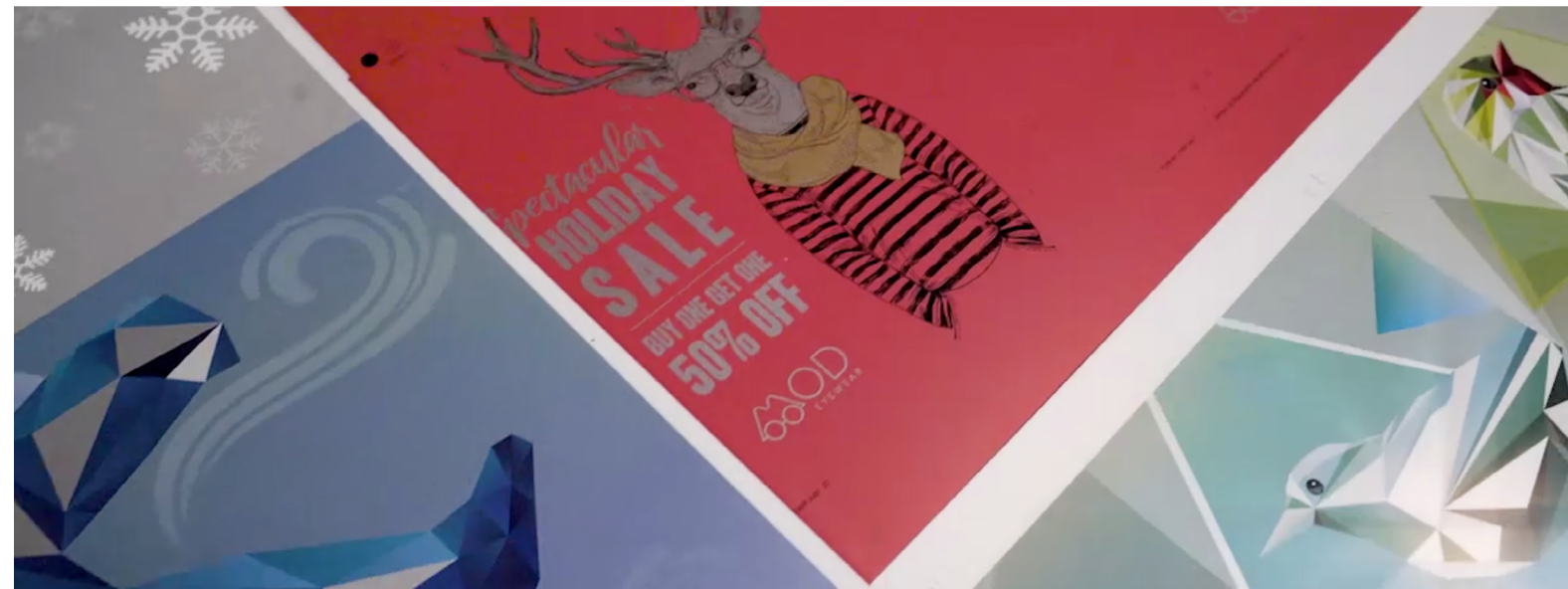
2.2

HOME PAGE RANK:

#23

xerox.com. © 2022 Xerox Holdings Corporation. Retrieved September 2022.

1. Fortune.com, Fortune 500 Rankings 2022. Accessed July 2022.
2. SimilarWeb, Site Research Tool. Accessed August 2022.

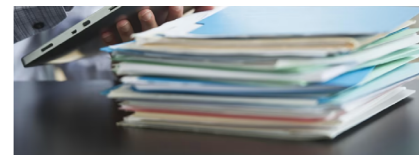


GLOBAL DOCUMENT SERVICES
Now processes that used to take hours only take seconds with



hours only take seconds with Digitization with Xerox MPS.

SEE HOW



WORKPLACE APPS
There's an easier way to scan and share course materials for students and teachers.

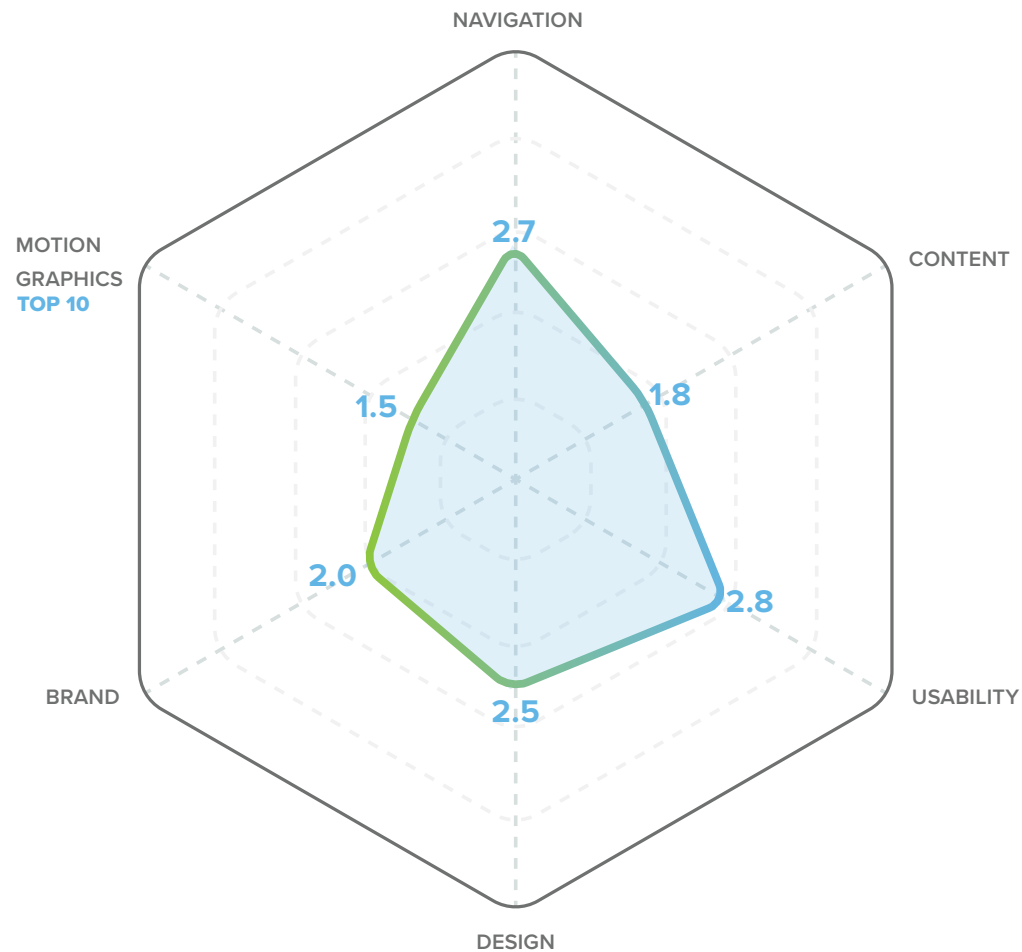
SEE HOW

GLOBAL DOCUMENT SERVICES
Xerox named a Leader in Quocirca's MPS 2022 Landscape



XEROX HOLDINGS

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	49%	65%	44%
Pages Per Visit:	3.6	2.4	4.1
Time On Site (minutes):	3:35	2:51	5:20

Suggested Considerations:

- Homepage is extremely short and should contain more content that elaborates on who they are, as well as the solutions and services they offer.
- Hover effects could be improved in a way that doesn't decrease the visibility of the text, CTA, and imagery.
- CTA buttons should be renamed in a way that provides a clear understanding of where the user will be taken to next in their journey.
- CTA buttons on the page and in the navigation are easily missed. Recommend designing the CTA in the navigation in a way that stands out to users.



Fortune 500 / B2B Technology



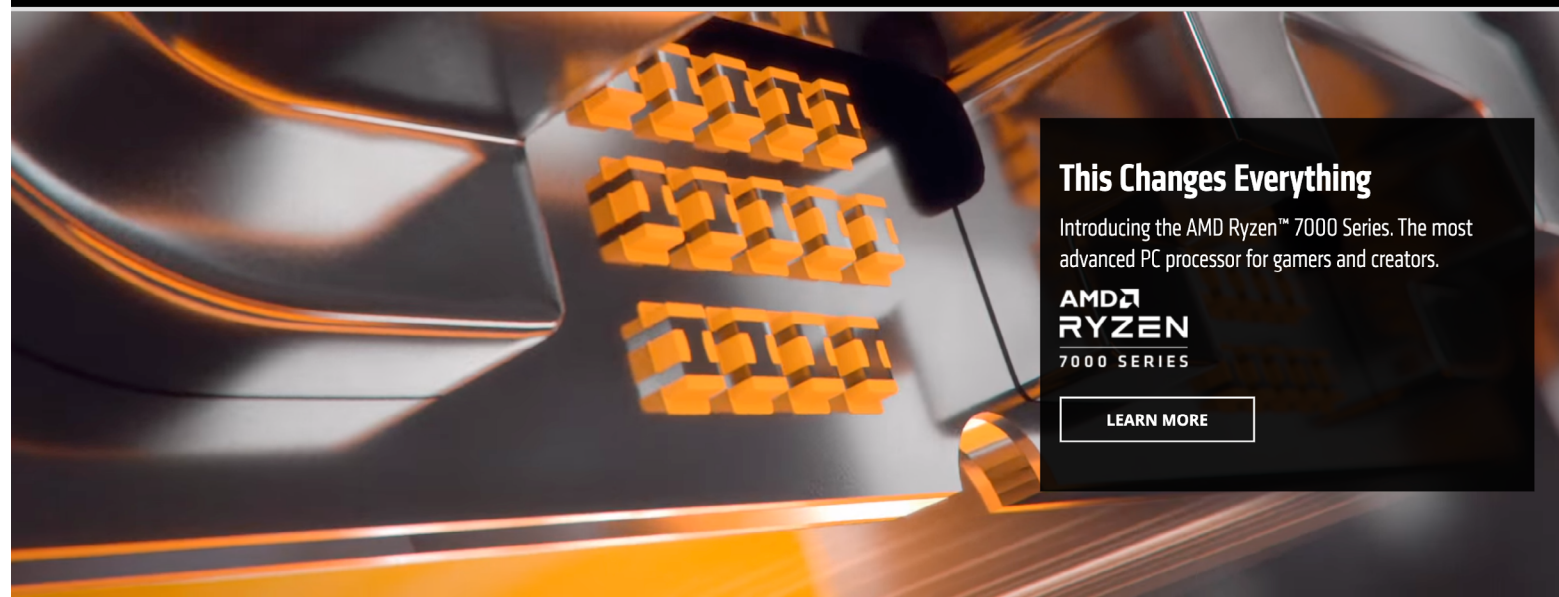
FORTUNE RANK¹: 226

GLOBAL TRAFFIC RANK²: 5,679

HOMEPAGE EFFECTIVENESS SCORE:	HOMEPAGE RANK:
2.2	#24

amd.com. © 2022 Advanced Micro Devices, Inc. Retrieved September 2022.

1. Fortune.com. Fortune 500 Rankings 2022. Accessed July 2022.
2. SimilarWeb. Site Research Tool. Accessed August 2022.



This Changes Everything

Introducing the AMD Ryzen™ 7000 Series. The most advanced PC processor for gamers and creators.

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Halo Infinite
Become the ultimate hero, with AMD.

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God of W
Embark on a

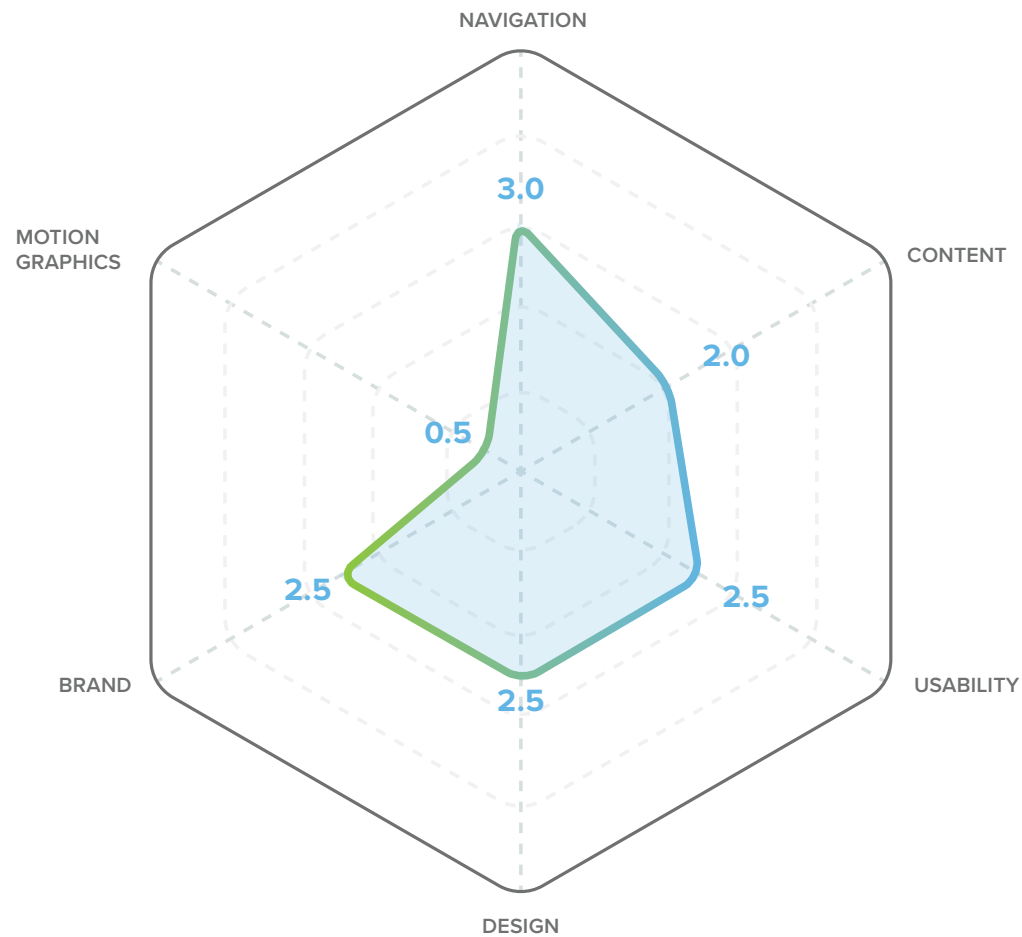
[LEARN MORE](#)

Fortune 500 / B2B Technology

ADVANCED MICRO DEVICES

HOMEPAGE EFFECTIVENESS SCORE: **2.2**

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	47%	65%	44%
Pages Per Visit:	3.1	2.4	4.1
Time On Site (minutes):	3:43	2:51	5:20

Suggested Considerations:

- Blade padding is too tight, resulting in cramped and difficult reading experience.
- More contextual copy would be better than simply linking off to supporting pages.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 134

GLOBAL TRAFFIC RANK²: 1,643

HOME PAGE
EFFECTIVENESS
SCORE:

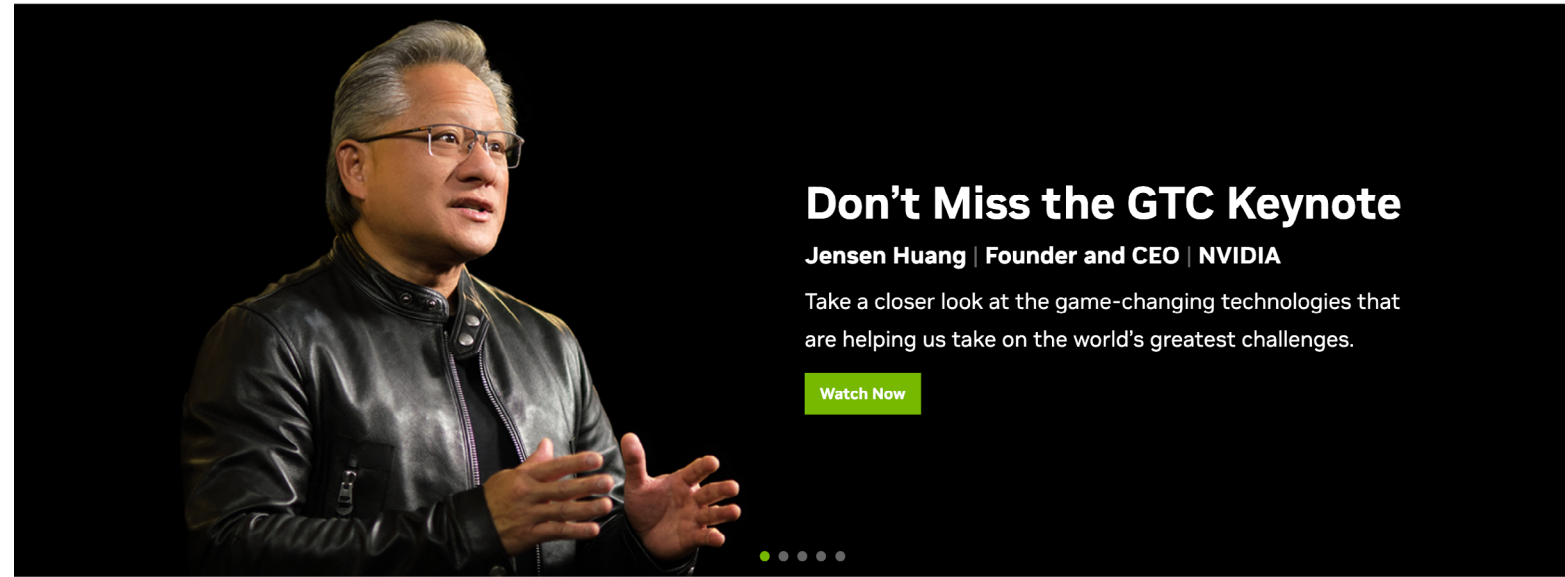
2.1

HOME PAGE
RANK:

#25

broadcom.com. © 2022 Broadcom Inc.
Retrieved September 2022.

1. Fortune.com. *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb. *Site Research Tool*. Accessed August 2022.



Don't Miss the GTC Keynote

Jensen Huang | Founder and CEO | NVIDIA

Take a closer look at the game-changing technologies that are helping us take on the world's greatest challenges.

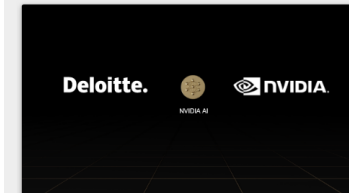
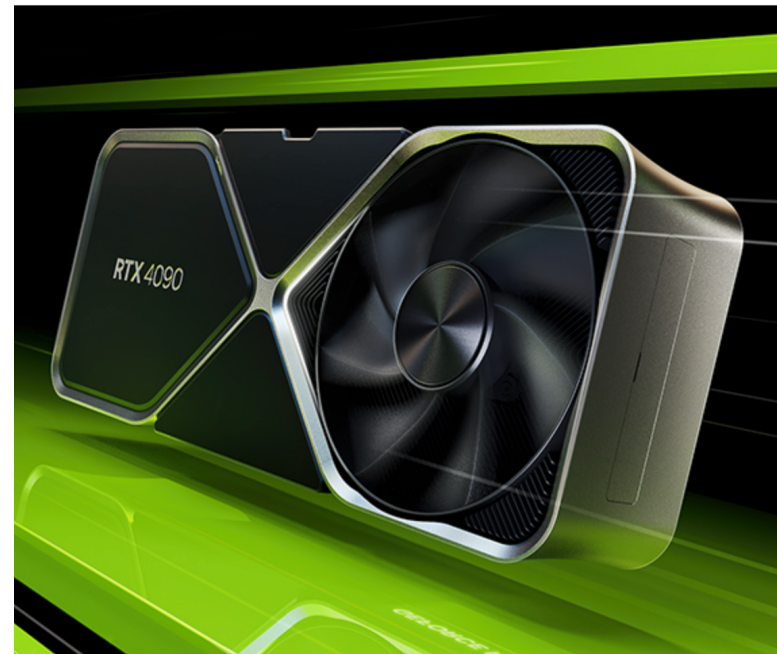
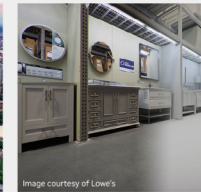
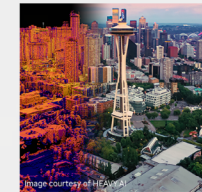
Watch Now



Watch Demos from GTC

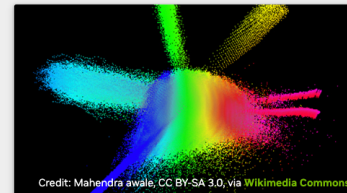
See how HEAVY.AI, Lowe's, Deutsche Bahn, and others are using the latest game-changing technologies to take on the world's greatest challenges.

Watch Now



Deloitte Expands Innovative Solutions with NVIDIA AI and Omniverse Platforms

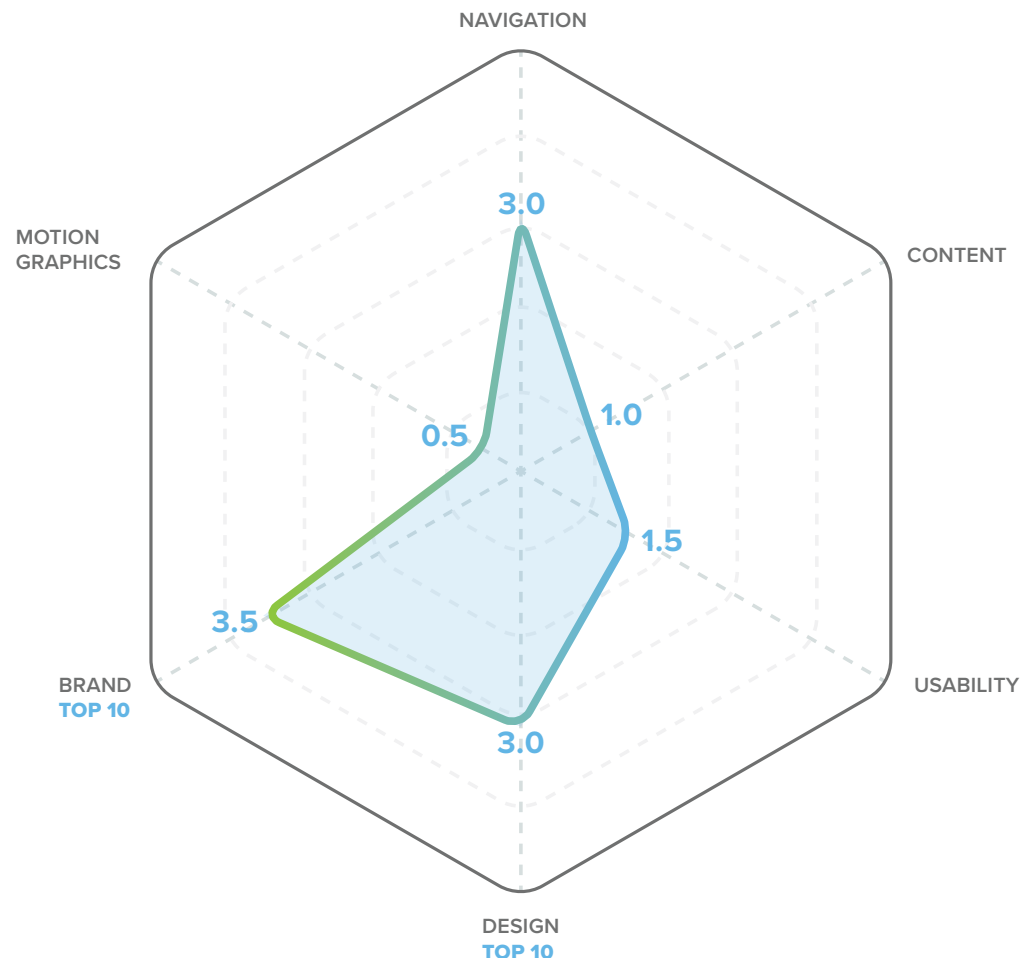
Enabling cutting-edge applications for enterprises, including edge AI, speech AI, recommender systems, chatbots, cybersecurity, metaverse applications, digital twins, and more.



NVIDIA Expands Large Language Models to Biology

With NVIDIA BioNeMo, large biomolecular language models can be trained and deployed at supercomputing scale—helping scientists better understand disease and find therapies for patients.

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	52%	65%	44%
Pages Per Visit:	3.6	2.4	4.1
Time On Site (minutes):	3:25	2:51	5:20

Suggested Considerations:

- Homepage feels more like a catalog of links and does not do a good job of effectively telling the company's story.
- The biggest change that could improve this page would be to incorporate an applied content strategy.

Fortune 500 / B2B Technology

Booz | Allen | Hamilton

FORTUNE RANK¹: 436

GLOBAL TRAFFIC RANK²: 215K

HOME PAGE
EFFECTIVENESS
SCORE:

1.9

HOME PAGE
RANK:

#26

boozallen.com. © 2022 Booz Allen Hamilton Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.



THE CASE FOR DATA-CENTRIC DEFENSE

A data-centric approach could enable secure global coordination.

[Learn How](#)



Featured Insights



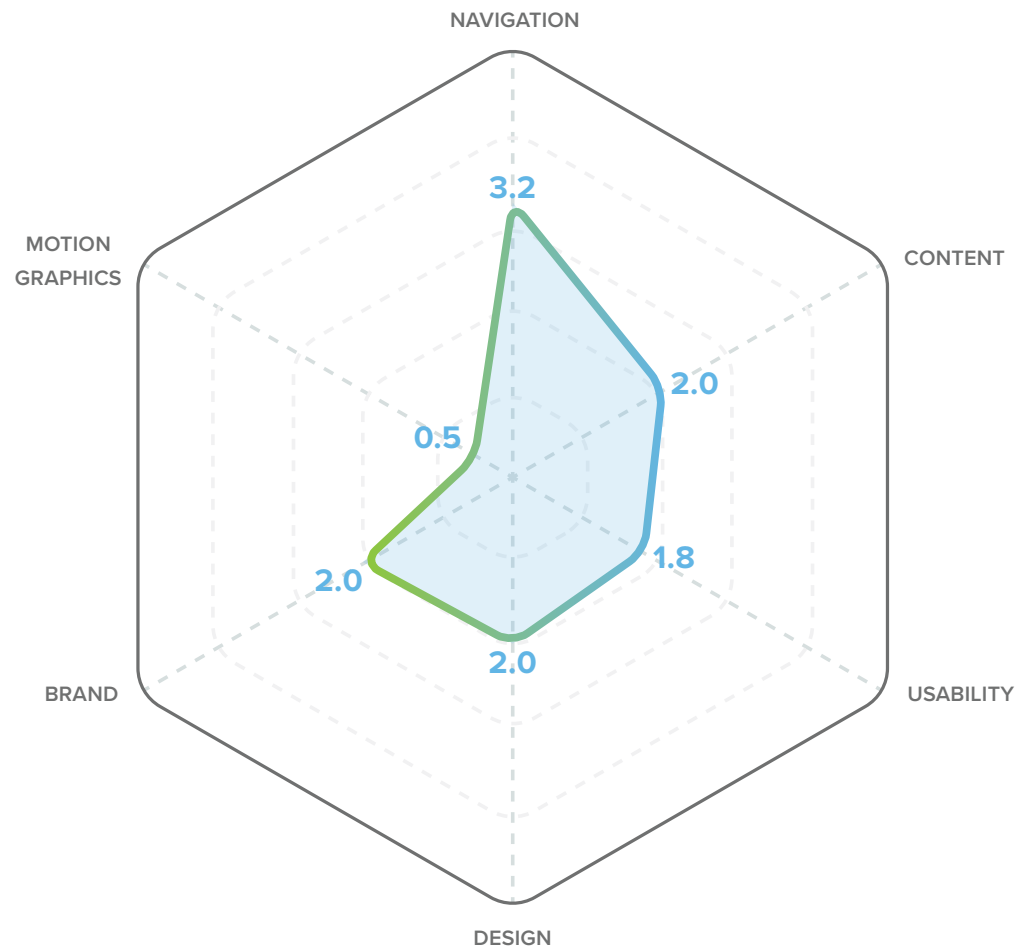
PUBLICATION

ENABLING 5G SECURITY WITH CONTINUOUS MONITORING

Learn how 5G continuous monitoring... [Read More](#)



Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	63%	65%	44%
Pages Per Visit:	2.5	2.4	4.1
Time On Site (minutes):	1:33	2:51	5:20

Suggested Considerations:

- Not enough copy to form a cohesive and compelling narrative.
- Overall look and feel is quite corporate which aligns with their space, but use of stock photography feels outdated.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 127

GLOBAL TRAFFIC RANK²: 30K

HOME PAGE
EFFECTIVENESS
SCORE:

1.9

HOME PAGE
RANK:

#27

micron.com. © 2022 Micron Technology, Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

Introducing the World's First 232-Layer 3D NAND

Micron's 232-layer 3D NAND — the industry's most advanced, now shipping.

[Learn more](#)



Micron Breaks Ground on



Micron to Invest \$15 Billion in



Micron 5400 SATA SSD



DDR5: The Speed of



Delivering Innovation Through Diversity

We firmly believe a workforce with diverse backgrounds, experiences, and perspectives — that is focused on inclusion — makes Micron a better place to work.

[Learn more >](#)

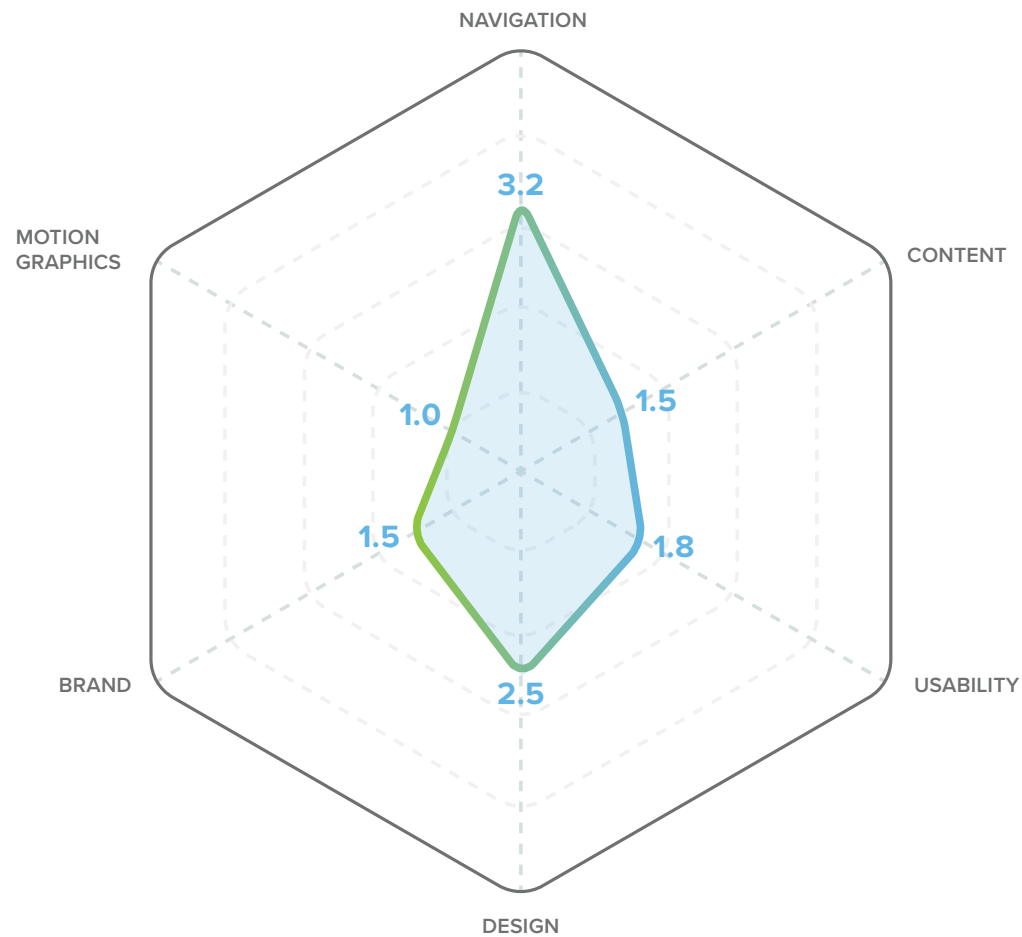
Helping Students Advance Their Careers

Translate your education into a career fuel your growth. Micron can help you advance your career and move from education to innovation.

[Find out how >](#)

MICRON TECH

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	35%	65%	44%
Pages Per Visit:	9.4	2.4	4.1
Time On Site (minutes):	10:07	2:51	5:20

Suggested Considerations:

- Content lacks a full narrative: who we are, what we do, validation, etc.
- Motion/videography could be used in the hero to engage users right away and explain the company vision or purpose.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 482

GLOBAL TRAFFIC RANK²: 370K

HOME PAGE
EFFECTIVENESS
SCORE:

1.8

HOME PAGE
RANK:

#28

sanmina.com. © 2022 Sanmina Corporation.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.





END-TO-END SERVICES WE PROVIDE



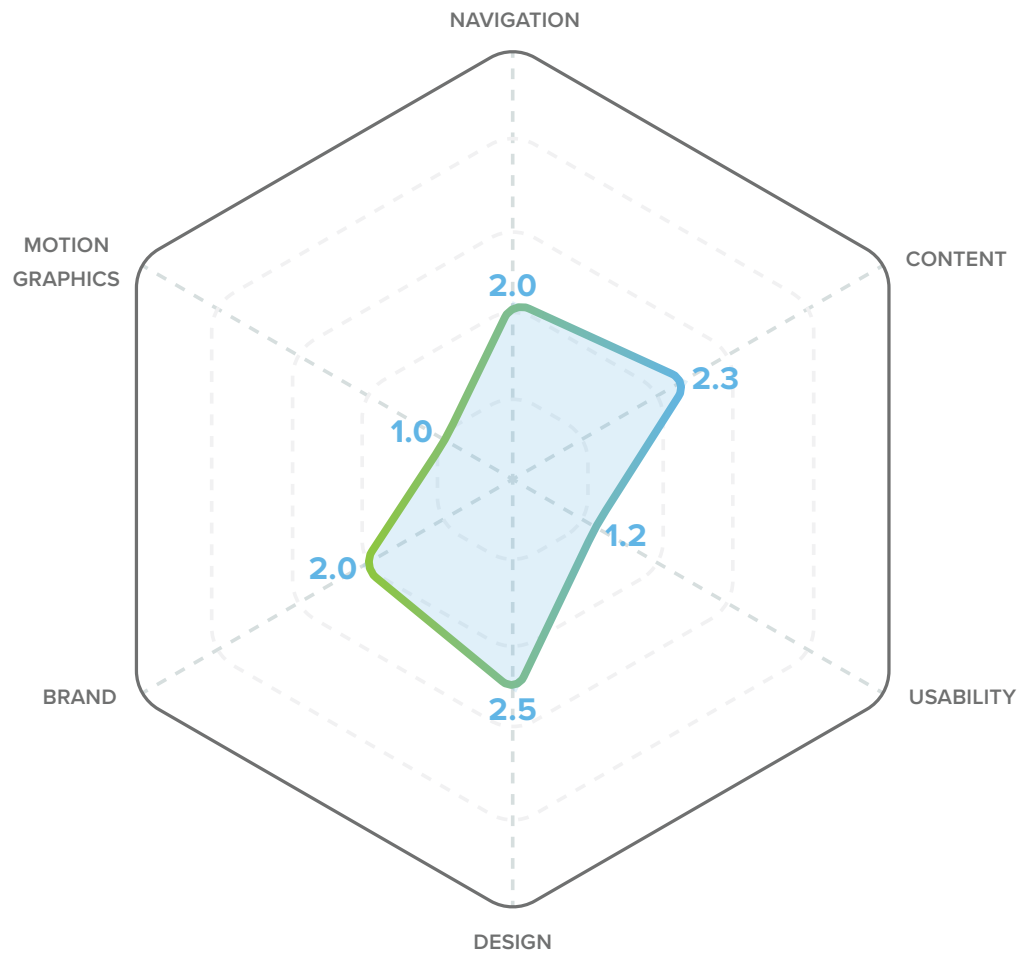
 **Company Profile**
Company Overview
Key Facts
Management Team
[LEARN MORE](#)

 **Social Responsibility**
Caring for People
Communities and
the Environment
[LEARN MORE](#)

 **Investors**
Financial & Stock
Information Corporate
Governance & Presentations
[LEARN MORE](#)

 **Partners**
Suppliers & Partners
Intellectual Property
Licensing
[LEARN MORE](#)

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	36%	65%	44%
Pages Per Visit:	4.4	2.4	4.1
Time On Site (minutes):	4:02	2:51	5:20

Suggested Considerations:

- Rely less on carousels and implement a different kind of interactivity that would reduce confusion
- Solutions and Industries are recognizable names in the top navigation although renaming the other categories to something more conventional would reduce confusion and increase usability.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 456

GLOBAL TRAFFIC RANK²: 111K

HOME PAGE
EFFECTIVENESS
SCORE:

1.8

HOME PAGE
RANK:

#29

saic.com. © 2022 Science Applications International Corporation.
Retrieved September 2022.

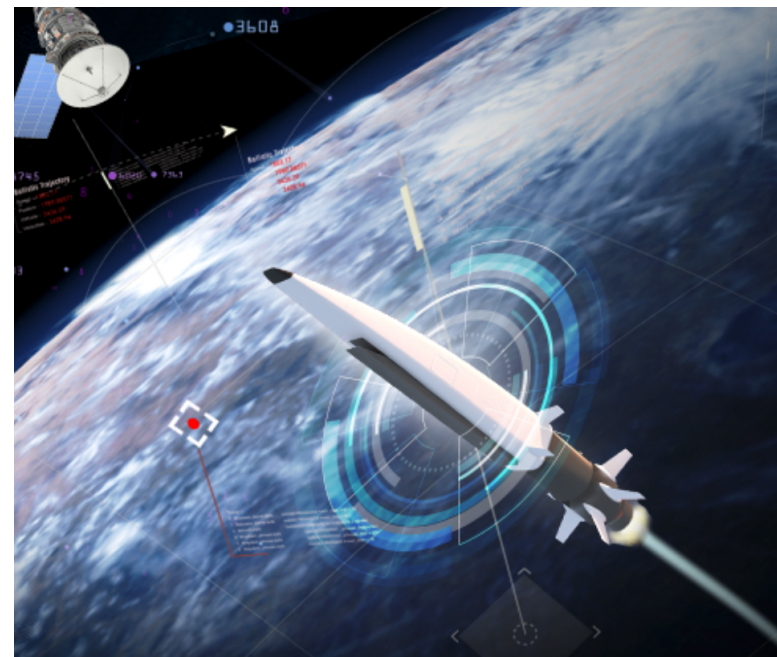
1. Fortune.com. *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb. *Site Research Tool*. Accessed August 2022.

REAL SOLUTIONS FOR JADC2

There's no single "moonshot" way to achieving JADC2. Working with DOD organizations, SAIC is targeting four core areas that enable true JADC2 interoperability between mission partners and delivering tangible-value solutions and capabilities.

LEARN MORE AT OUR JADC2 PAGE

BRING ON TOMORROW

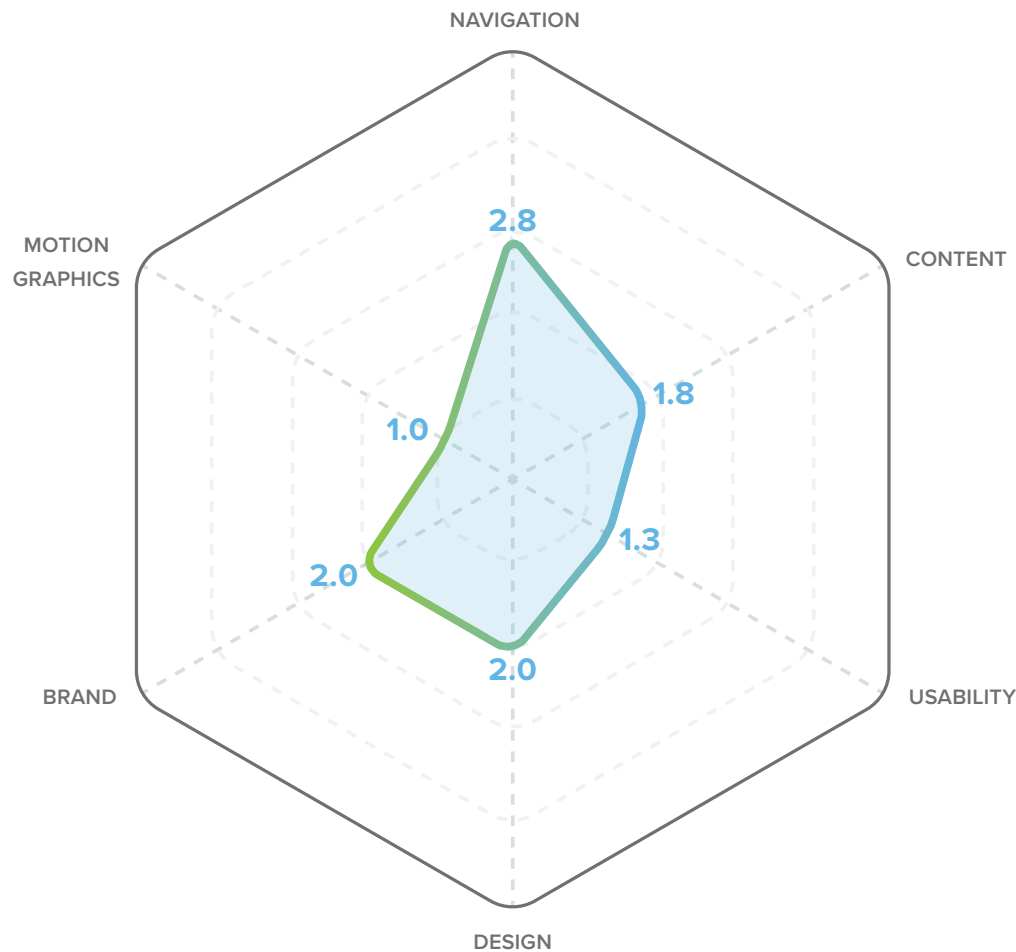


LATEST NEWS:

SAIC NAMED TO ADVANCED BATTLE MANAGEMENT SYSTEM DIGITAL INFRASTRUCTURE CONSORTIUM

SCIENCE APPLICATIONS INTERNATIONAL

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	27%	65%	44%
Pages Per Visit:	5.9	2.4	4.1
Time On Site (minutes):	3:43	2:51	5:20

Suggested Considerations:

- Avoid carousels in the hero - studies show most people don't make it past the second banner. Instead, pull those hidden pieces of content into their own featured section below.
- The blade padding in the second half of the page feels too tight, resulting in a cramped and difficult reading experience.
- More contextual copy would be better than simply linking off to supporting pages.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 128

GLOBAL TRAFFIC RANK²: 21K

HOME PAGE EFFECTIVENESS SCORE:

1.6

HOME PAGE RANK:

#30

broadcom.com. © 2022 Broadcom Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

A world connected by
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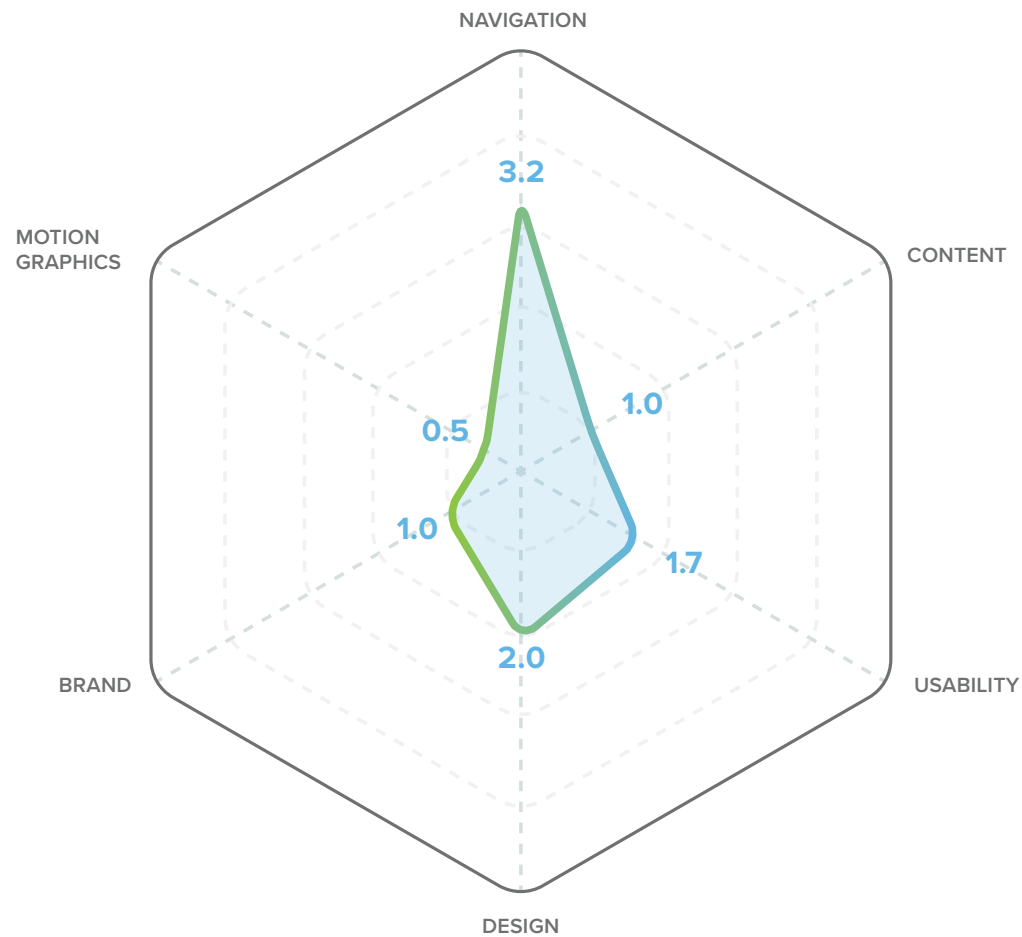


Trident4-X11C / BCM56890 Series
High-Capacity StrataXGS[®]
Trident4 Ethernet Switch Series



BCM56080 Series
Small, Low-Power 1.6 Tb/s
Ethernet Switch with
MACsec/IPsec Encryption

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	52%	65%	44%
Pages Per Visit:	3.1	2.4	4.1
Time On Site (minutes):	2:26	2:51	5:20

Suggested Considerations:

- Remove sliding hero and move any hidden content onto the page bleeding into the hero.
- Needs a more complete narrative that explains who they are, what value or solution they provide, and why a user should trust them..
- Needs a clear call to action to promote user engagement.

Fortune 500 / B2B Technology



FORTUNE RANK¹: 463

GLOBAL TRAFFIC RANK²: 18K

HOME PAGE
EFFECTIVENESS
SCORE:

1.4

HOME PAGE
RANK:

#31

analog.com © 2022 Analog Devices, Inc.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

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ANALOG DEVICES
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TURNING THE TIDE ON CLIMATE CHANGE

ADI has partnered with Woods Hole Oceanographic Institution (WHOI) to launch the Ocean and Climate Innovation Accelerator (OCIA) to help fight climate change and save humanity's most precious natural resource.

[See what we've been working on](#)

A Sustainable End-to-End Carbon Footprint for EVs: Delivering a greener supply chain and circular

Sustainability, supply chain, and of course, people: Learn more about what drives us at ADI.

One-Stop AC Coupling and Gaining

This month in "Rarely Asked Questions," we explain how to eliminate the need for additional gain stages while supporting applications where large differential offset voltages exist.

ADC When Every mW Counts

This article presents a low power analog-to-digital converter (ADC) solution for high precision measurement applications.

NEW PRODUCTS

ADE9430

High Performance, Polyphase Energy, and Class S Power Quality Monitoring IC

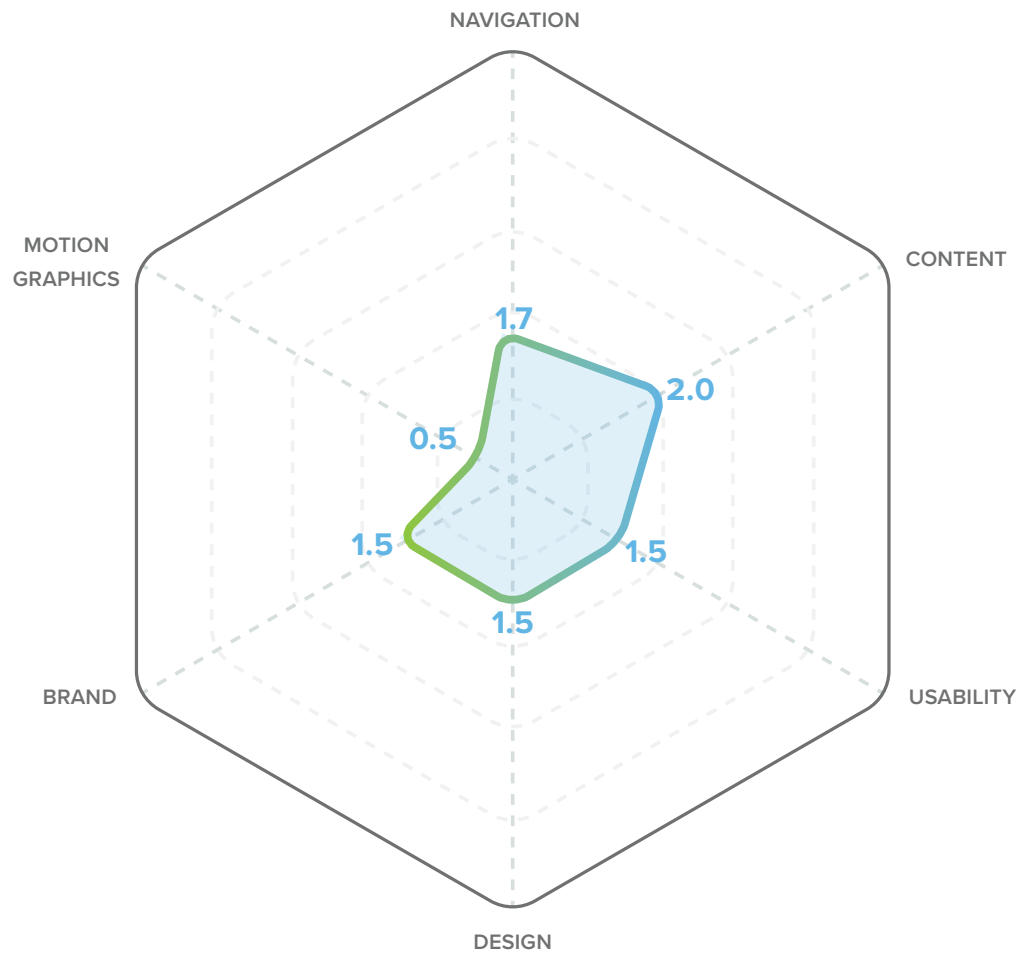
LTC9111 Industrial SPoE PD Controller

LTC9101-2 12/24-Port IEEE 802.3bt PoE PS Controller

ADH347S Aerospace GaAs, SPDT Switch, Non-reflective, DC to 14 GHz (LH5 Pkg), DC to 20 GHz (LH5 Pkg)

ANALOG DEVICES

Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	48%	65%	44%
Pages Per Visit:	5.4	2.4	4.1
Time On Site (minutes):	4:50	2:51	5:20

Suggested Considerations:

- Integrate a better brand connection by elevating messaging and validation currently in the footer throughout the page.
- Use content to create a more cohesive narrative about who the company is and the challenges they can solve for customers.

Fortune 500 / B2B Technology

Amphenol

FORTUNE RANK¹: 341

GLOBAL TRAFFIC RANK²: 546K

HOME PAGE
EFFECTIVENESS
SCORE:

1.2

HOME PAGE
RANK:

#32

amphenol.com © 2022 Amphenol Corporation.
Retrieved September 2022.

1. Fortune.com, *Fortune 500 Rankings 2022*. Accessed July 2022.
2. SimilarWeb, *Site Research Tool*. Accessed August 2022.

Enabling the Electronics Revolution

Amphenol is one of the world's largest providers of high-technology interconnect, sensor and antenna solutions. Our products **Enable the Electronics Revolution** across virtually every end market including Automotive, Broadband Communications, Commercial Aerospace, Industrial, Information Technology and Data Communications, Military, Mobile Devices and Mobile Networks.

Markets Served



Automotive

Amphenol is a leading supplier of advanced interconnect systems, sensors and antennas for a growing array of automotive applications.



Broadband

Amphenol is a world leader in broadband communication products for cable, satellite and telecommunications video and data networks.



Commercial Aerospace

Amphenol is a leading provider of high-performance interconnect systems and components to the commercial aerospace market.



Industrial

Amphenol is a leading supplier of high-performance interconnect systems, sensors and antennas for a broad range of industrial applications.



Power Distribution



Raw Cable

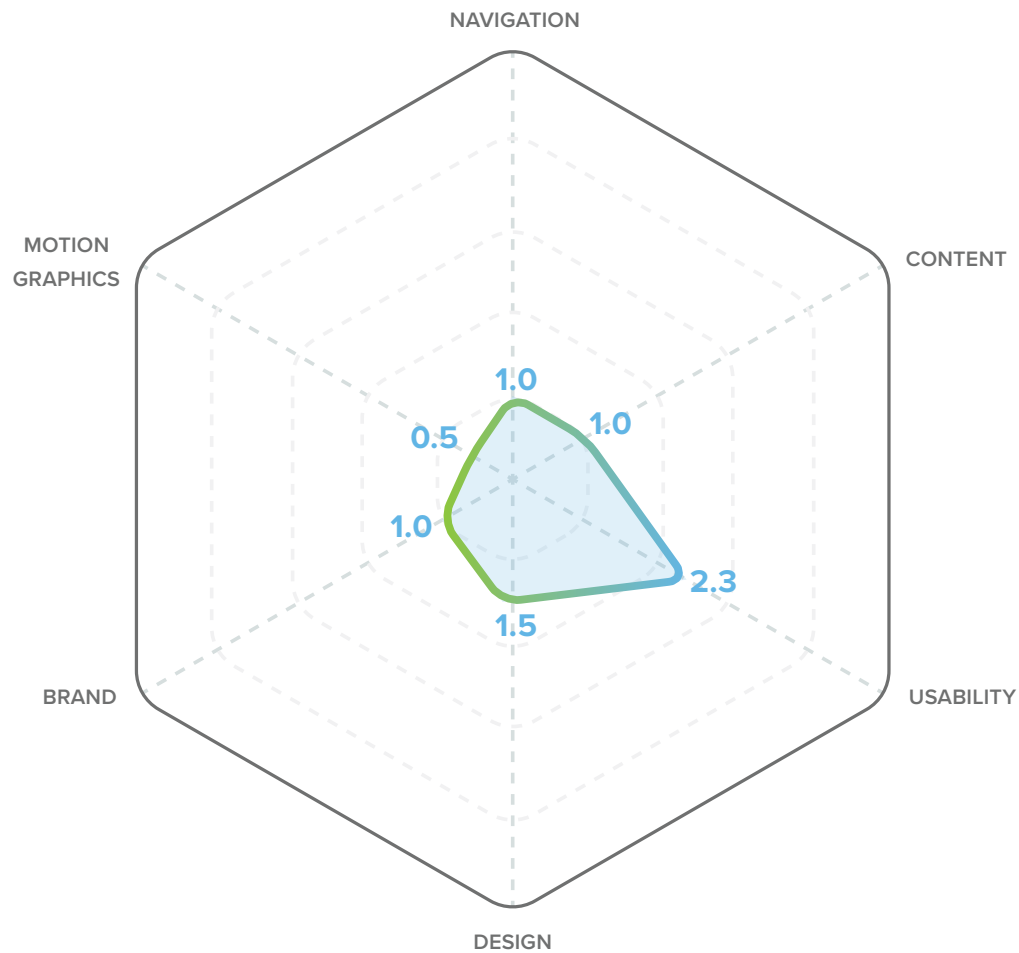
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Scorecard:



Website Engagement Metrics:

	THIS WEBSITE ²	B2B INDUSTRY AVERAGES	2021 FORTUNE 500 B2B TECH AVERAGES
Bounce Rate:	32%	65%	44%
Pages Per Visit:	5.3	2.4	4.1
Time On Site (minutes):	2:50	2:51	5:20

Suggested Considerations:

- Search bar shouldn't cover the navigation. Recommend potentially having it drop down on top of the hero banner below the top nav.
- Content lacks a full narrative: who we are, what we do, validation, etc.
- Polish design details - incorporate stronger imagery, typography, and color palette.
- Missing any sort of call to action in both the page narrative as well as the top navigation.

WOULD YOU LIKE TO DISCUSS YOUR HOMEPAGE?

Contact us at: info@cleardigital.com

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