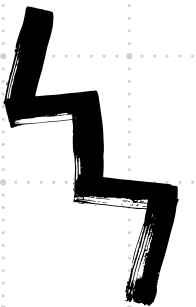
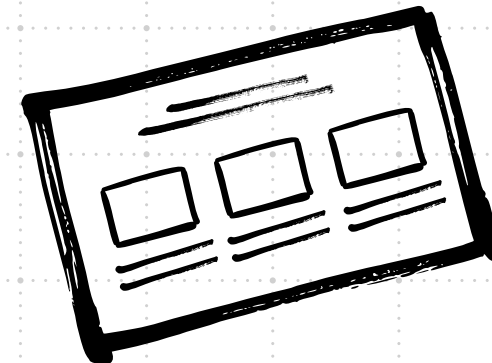
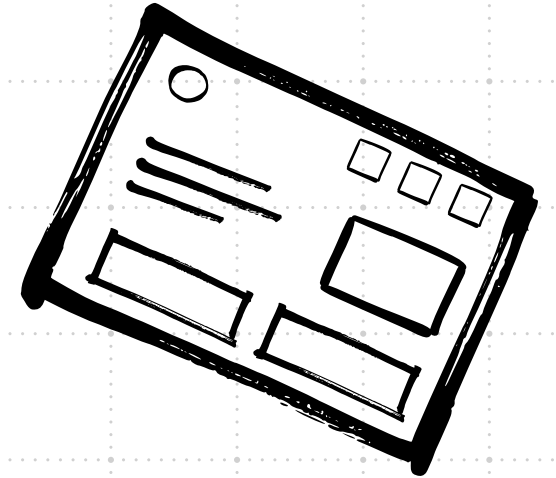
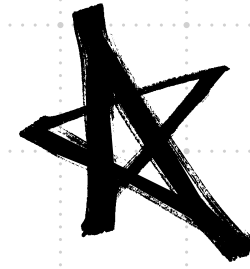


Report | 2023

# B2B Technology Homepage Effectiveness

The 2023 Fortune 500 Rankings

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



**clear.**

B2B Digital Brand  
Experience Agency

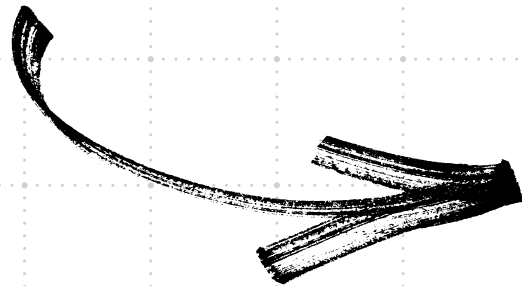
<b>Introduction</b> .....	3	Kyndryl Holdings.....	29	Avantor.....	59
<b>Methodology</b> .....	5	VMware .....	31	Intel .....	61
<b>Key observations</b> .....	8	Salesforce.....	33	Jabil.....	63
Homepage effectiveness rankings ...	9	Hewlett Packard Enterprise .....	35	Analog Devices.....	65
Top 10 results per assessment area ..	10	NCR .....	37	CommScope Holding .....	67
Data analysis.....	11	Lam Research.....	39	DXC Technology.....	69
Traffic ranking.....	13	Advanced Micro Devices .....	41	KLA .....	71
Overall takeaways.....	14	Cognizant Technology Solutions .....	43	Nvidia .....	73
<b>Scorecards</b> .....	15	Cisco Systems.....	45	Booz Allen Hamilton Holding.....	75
Ordered by Fortune ranking		Motorola Solutions .....	47	Applied Materials.....	77
ServiceNow.....	17	Micron Technology .....	49	Sanmina .....	79
Intuit.....	23	Qualcomm.....	51	Science Applications International ...	81
IBM .....	25	ON Semiconductor .....	53	Broadcom.....	83
Insight Enterprise.....	27	Oracle .....	55	Amphenol .....	85
		Ledios Holdings.....	57	<b>About Clear Digital</b> .....	88



# Introduction

Introduction

# How do Fortune 500 B2B tech homepages hold up?



In the B2B tech world, digital strategy is more important than ever. Businesses are feeling the impact of economic uncertainty, market volatility, and tightened budgets. At the same time, increased digitization means everything happens online—which puts the website in the spotlight. For B2B customers, experience is everything. A website that works well directly impacts business performance.

To succeed in the current landscape, B2B brands need a digital strategy that’s dynamic, thoughtful, and expansive. While we often see industry leaders wanting to “do things differently,” best practices drive engagement, which serves business goals. With over two decades of experience building compelling, impactful digital experiences, our team know what works—and what doesn’t. We’re strategy geeks who love data, learning, and staying one step ahead. Having recently revamped our own online presence with a fresh new brand, look, and outlook, we’re eager to share our expertise.

With Silicon Valley in our DNA, Clear Digital has our finger on the pulse and our focus on what’s next. In this fourth annual assessment of the top Fortune 500 B2B tech company homepages, we’re highlighting key trends, applauding best practices, and flagging common flaws, all in service of helping others in this space ensure their digital experience deepens confidence and drives real results.

Steve Ohanians  
**Clear Digital**

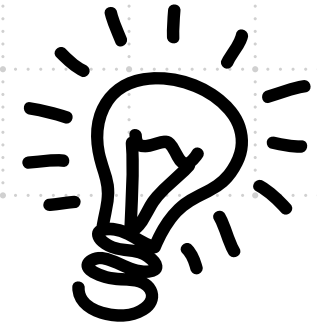
---

Co-Founder & CEO

# Methodology

## Methodology

# Research. Data. Best Practices.



### Criteria

The Clear Digital team analyzed the homepages of the top 33 Fortune 500 B2B technology firms based on the Fortune 2023 rankings released in June (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
- Engagement
- Navigation
- Brand
- Motion Graphics
- Traffic

### 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
- Emma Chiversi - UX Designer & Researcher
- Alexandria Maldonado - UI Designer & Researcher
- Mercy Perez - Digital Project Manager

### Tools & data sources

Website evaluation tools and data sources include:

- Similarweb.com
- Fortune.com
- Google.com

For questions, please contact [research@cleardigital.com](mailto:research@cleardigital.com).

## Methodology

# Homepage analysis **scoring system**

0

1

2

3

4

5

### Lacking/Broken

### Best Practices

**Usability** Site lacks speed, responsiveness, and accessibility, with content that's difficult to understand and digest, resulting in a bad user experience.

Site loads quickly, adapts to any screen, and is accessible. Content is easy to understand and digest, resulting in a great user experience.

**Navigation:** Navigation is poorly planned, designed, or broken, making it difficult for users to get a sense of location or direction to explore the site.

Navigation is clear and intuitive, with user-friendly structure, placement, and search, making it easy for users to access and explore the rest of the site.

**Content:** Content has little to no storytelling, point of view, or consistency. Extracting value from the page is difficult and time-consuming.

Content is clear, concise, and compelling for easy consumption and readability, with a strong point of view and consistent voice.

**Brand:** Brand messaging and identity are ambiguous and unfocused in both content and visual design. Page feels unmemorable, generic, and lacks a distinct perspective.

Content and visual design deliver a clear and distinct sense of brand messaging and identity, promoting recognition, establishing uniqueness, and building trust.

**Design:** Inconsistent use of type, color, visuals, layout, or design patterns take away from the content and narrative. Lacking visual hierarchy or strategy; low-quality imagery.

Type, color palette, visuals, layout, and design patterns work well together to create consistency and hierarchy, with clear CTAs. Imagery is high quality.

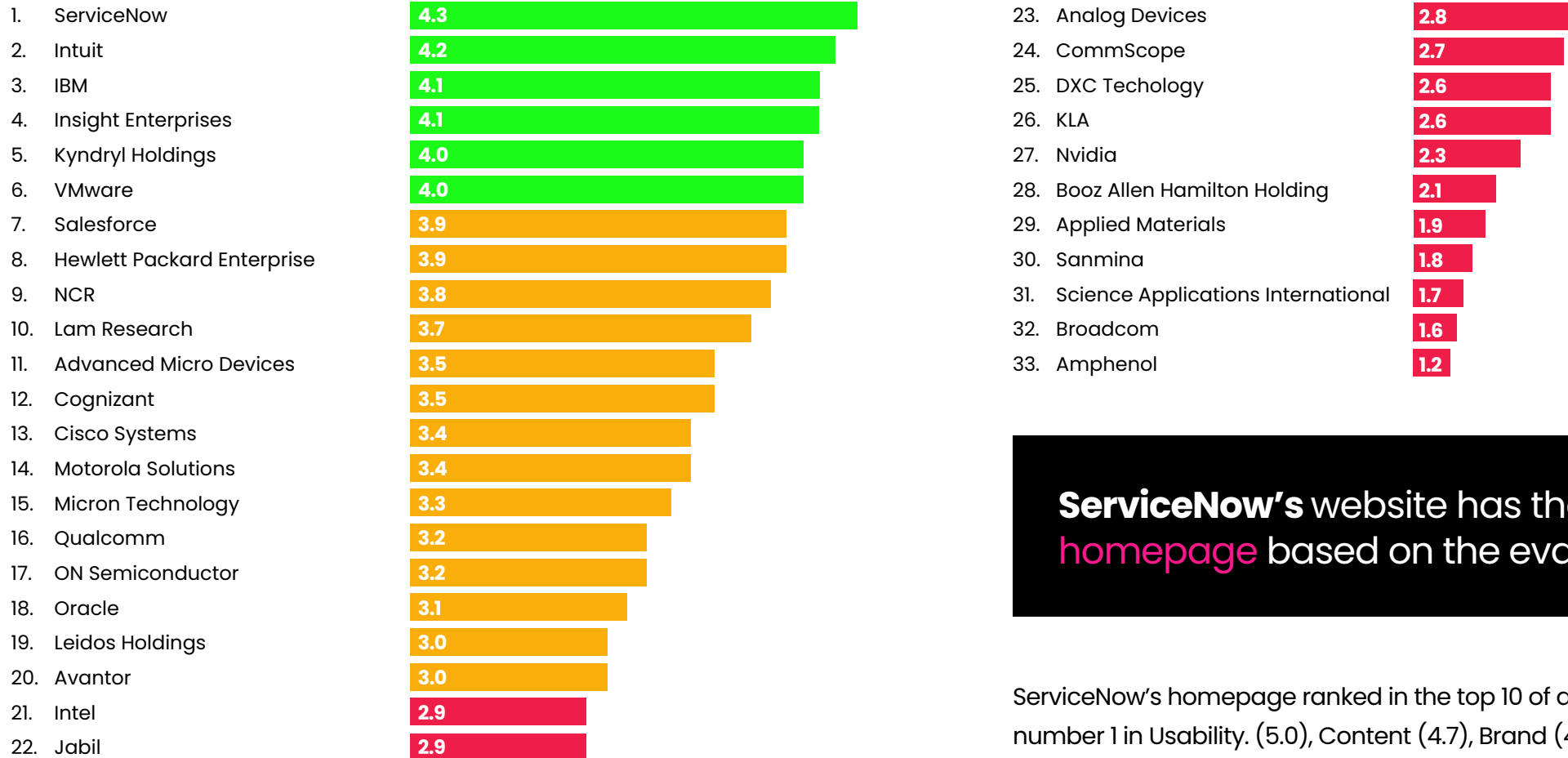
**Motion Graphics:** Lack of any type of motion or animation leads to a static and unmemorable site experience. Poorly executed motion makes it harder to interact, resulting in poor usability.

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



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

ServiceNow's homepage ranked in the top 10 of all assessment areas, including number 1 in Usability. (5.0), Content (4.7), Brand (4.7), and Design (4.7), Navigation (4.8), and Motion Graphics (1.7).

## Key observations

# Top 10 results per assessment area



### Top 10 in Usability:

	SCORE:
1. ServiceNow	5.0
2. Intuit	5.0
3. Insight Enterprises	5.0
4. Kyndryl Holdings	5.0
5. Salesforce	5.0
6. Lam Research	5.0
7. Cisco Systems	5.0
8. Qualcomm	5.0
9. IBM	4.8
10. HPE	4.7

### Top 10 in Brand:

	SCORE:
1. Intuit	5.0
2. Insight Enterprises	5.0
3. Salesforce	5.0
4. VMware	4.8
5. Lam Research	4.8
6. ServiceNow	4.8
7. Kyndryl Holdings	4.7
8. Micron Technology	4.7
9. IBM	4.5
10. NCR	4.5

### Top 10 in Navigation:

	SCORE:
1. NCR	5.0
2. Advanced Micro Devices	5.0
3. Cisco Systems	5.0
4. ON Semiconductor	5.0
5. ServiceNow	4.9
6. IBM	4.8
7. Qualcomm	4.8
8. Insight Enterprises	4.7
9. Salesforce	4.7
10. Intel	4.7

### Top 10 in Design:

	SCORE:
1. Intuit	5.0
2. Salesforce	5.0
3. ServiceNow	4.8
4. IBM	4.7
5. Insight Enterprises	4.5
6. VMware	4.5
7. Lam Research	4.5
8. Micron Technology	4.5
9. Kyndryl Holdings	4.3
10. Motorola Solutions	4.2

### Top 10 in Content:

	SCORE:
1. Kyndryl Holdings	5.0
2. Salesforce	5.0
3. ServiceNow	4.8
4. VMware	4.5
5. IBM	4.3
6. Insight Enterprises	4.3
7. NCR	4.3
8. HPE	4.2
9. Motorola Solutions	4.2
10. Intuit	4.0

### Top 10 in Motion Graphics:

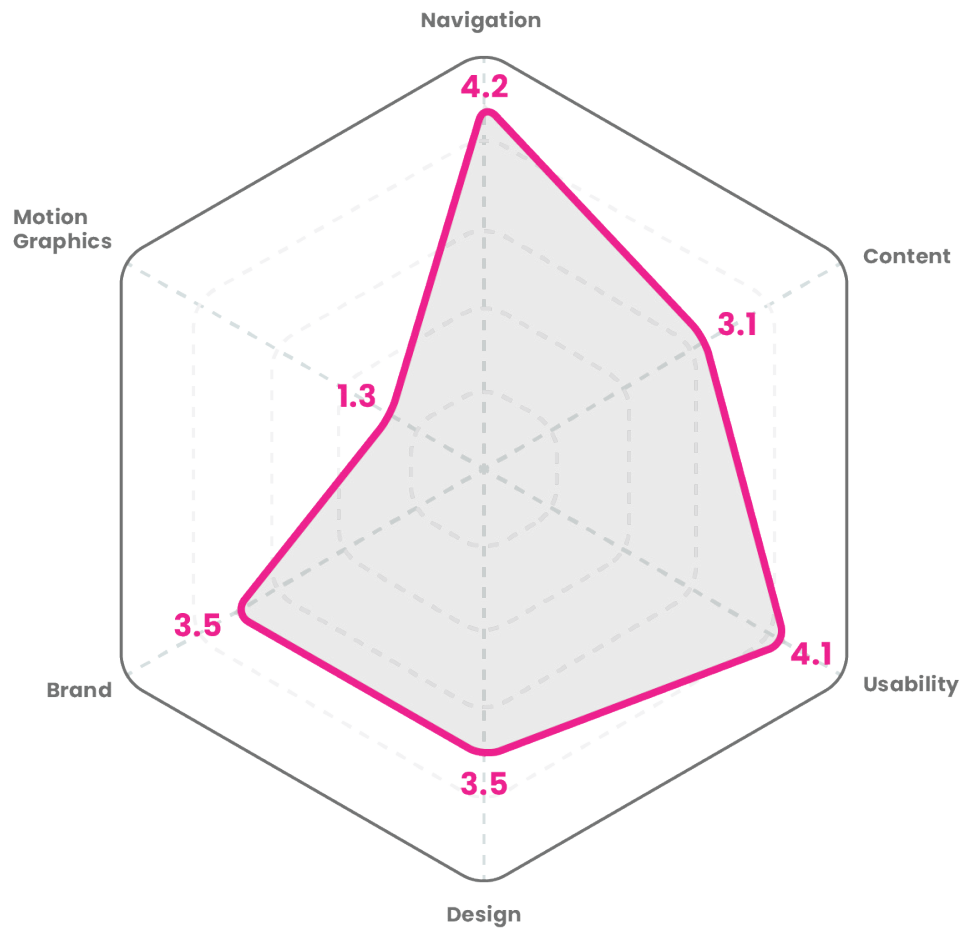
	SCORE:
1. Intuit	3.5
2. Advanced Micro Devices	2.3
3. Insight Enterprises	2.2
4. Cognizant	2.0
5. HPE	1.8
6. Leidos Holdings	1.8
7. ServiceNow	1.7
8. Kyndryl Holdings	1.7
9. VMware	1.7
10. Intel	1.7



# Key observations

## Data analysis

Fortune 500 B2B tech company **average** scores:



Sites in top 1000 global trafficrank:

	GLOBAL TRAFFIC RANK:	FORTUNE 500 RANK:	HOMEPAGE EFFECTIVENESS SCORE:
<b>Intuit</b>	<b>217</b>	<b>321</b>	<b>4.2</b>
Salesforce	476	133	3.9

**Intuit's** homepage was the **highest scoring** of the **Global 1000 Traffic websites**.

Intuit's homepage was also ranked top 10 in 5 of our 6 assessment areas, including number 1 in Brand (5.0), Design (5.0), and Motion Graphics (3.5).

## Key Observations

# Data analysis



Biggest area of homepage success: **Navigation**

**94%** Over 94% of companies scored proficiently (having scores greater than or equal to 3).

Biggest area of homepage need: **Motion Graphics**

**3%** Only 3% of companies scored proficiently (having scores greater than or equal to 3).

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

**44%**

Bounce rate

**5.0**

Pages per visit

**4:55**

Time on site

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






	TOP 5 AVERAGES	BOTTOM 5 AVERAGES
Bounce Rate:	<b>46%</b>	<b>43%</b>
Pages Per Visit:	<b>5.2</b>	<b>4.3</b>
Time On Site (minutes):	<b>5:55</b>	<b>3:13</b>

## Key Observations

# Global traffic ranking & engagement

Intuit.com, Salesforce.com and Nvidia.com have the best engagement rates with low bounce rates, high page views and visit durations.

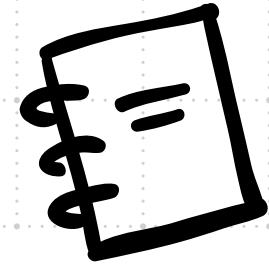
### Top 10 by Traffic:

	Global Traffic Ranking:	Fortune Ranking:	Bounce Rate:	Page Views:	Time on Site:
1. Intuit	<b>217</b> 	<b>321</b>	<b>32%</b> 	<b>8.98</b> 	<b>10:42</b> 
2. Salesforce	476	133	33% 	6.27	7:24
3. Nvidia	1,784	152	41%	3.89	3:48
4. Oracle	1,960	101	41%	5.75	6:07
5. IBM	2,208	65	52%	5.27	5:21
6. Cisco Systems	2,428	82	35%	6.55	7:01
7. Intel	3,230	62	52%	3.70	4:29
8. VMware	5,475	313	41%	6.92	8:27
9. Advanced Micro Devices	5,492	167	46%	3.17	3:48
10. Hewlett Packard Enterprise	9,057	143	45%	5.42	4:47

Data collected from May-Jul 2023 - SimilarWeb

## Key Observations

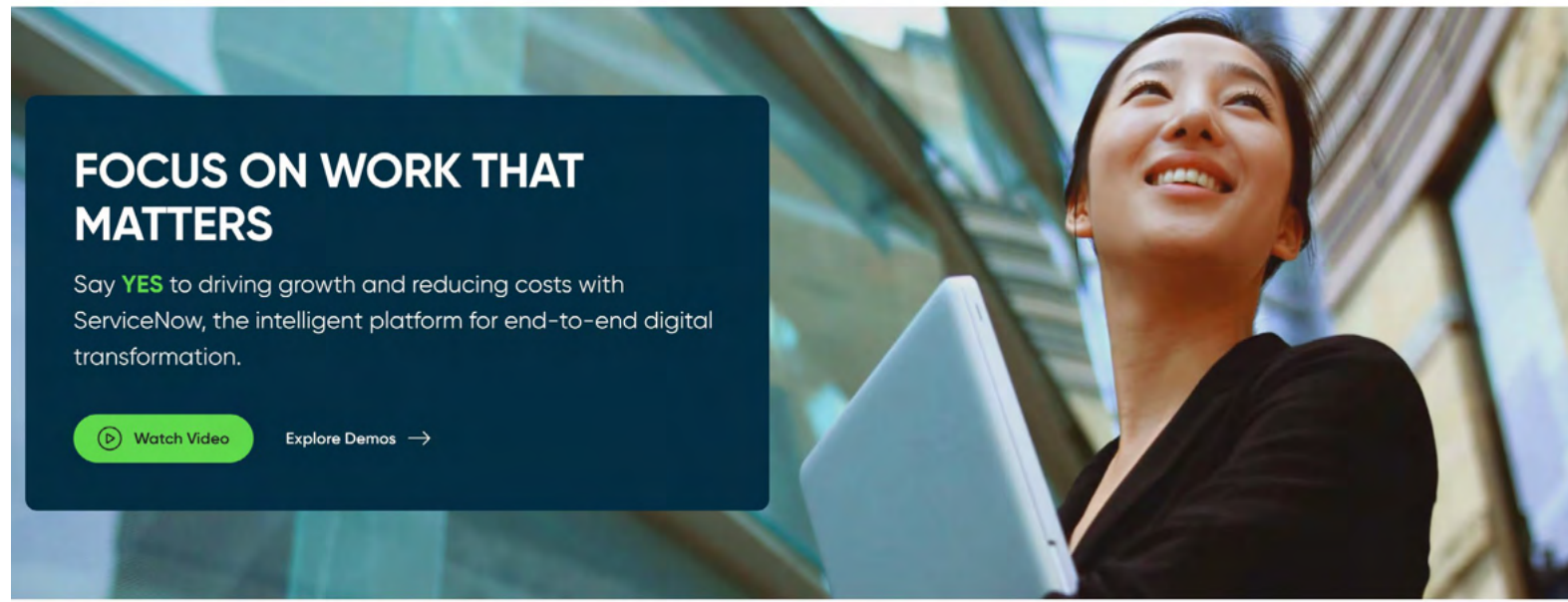
# Overall **takeaways**



1. For robust sites, utilizing search as a secondary means of navigation can be important. Deploy a smart search that presents frequently searched keywords before the user starts typing and as the user types, presents intelligent relevant search results on-the-fly. This also helps reduce dead ends (zero results).
2. For sites, the main interaction required is clicking links - it's important to ensure that all hyperlinks are clearly differentiated from copy so that users don't miss out on pages and don't know where to click.
3. Micro interactions and animation on the page help users feel more engaged and help the site feel less static and more dynamic. It's also a good opportunity to showcase your brand identity and strengthen memorability.
4. Branding should extend beyond simply using the same color as your company logo. It should also include things like image treatment and graphical elements. A strong brand identity sets you apart from competitors and makes a longer lasting impression in the user's mind. When crafting CTA language, it's more effective to use specific language and set clear expectations rather than constantly repeating "Learn More" over and over.
5. Validation is most effective when data outcomes are incorporated to show real results.
6. Avoid embedding too much content into carousels, particularly in the hero section. This streamlines content and allows you to start off with a clear and concise message before flowing into the narrative.
7. More companies are steering away from plain, stock photography and instead rely on graphical diagrams to add value to content. Photography is mainly being reserved for showcasing real employees or customers to bring a human feel to the page.

# Scorecards

**Ranked #1**



# FOCUS ON WORK THAT MATTERS

Say **YES** to driving growth and reducing costs with ServiceNow, the intelligent platform for end-to-end digital transformation.

▶ Watch Video

Explore Demos →



### Explore products and solutions

Accelerate business innovation and supercharge experiences for your teams.

→



### Collaborate with community

Tap into 300k+ users for the latest ServiceNow insights and best practices.

→



### Innovation multiplies at Knowledge 23

See how our latest generative AI solutions can transform processes across any organization.

→

## Fortune 500 / B2B Technology **ServiceNow**

**Fortune rank<sup>1</sup>: 499**

**Global traffic rank<sup>2</sup>: 18k**

Homepage effectiveness:

Homepage rank:

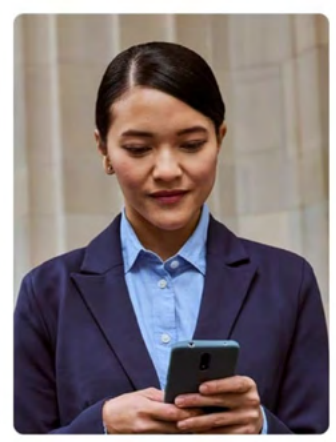
**4.3**

**#1**



servicenow.com. © 2023 ServiceNow.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



I need to reschedule my router upgrade.

What date and time works best for your upgrade?

Tuesday at 08:00  
Thanks! 😊

Customer Support

## Q1 Earnings announcement

EARNINGS

### Q1 2023 earnings

ServiceNow reports financial results for first quarter 2023.

Read Press Release →

NEWS

### Lightstep deepens commitments to OpenTelemetry

Learn how Lightstep is giving customer total telemetry pipeline ownership with OpenTelemetry.

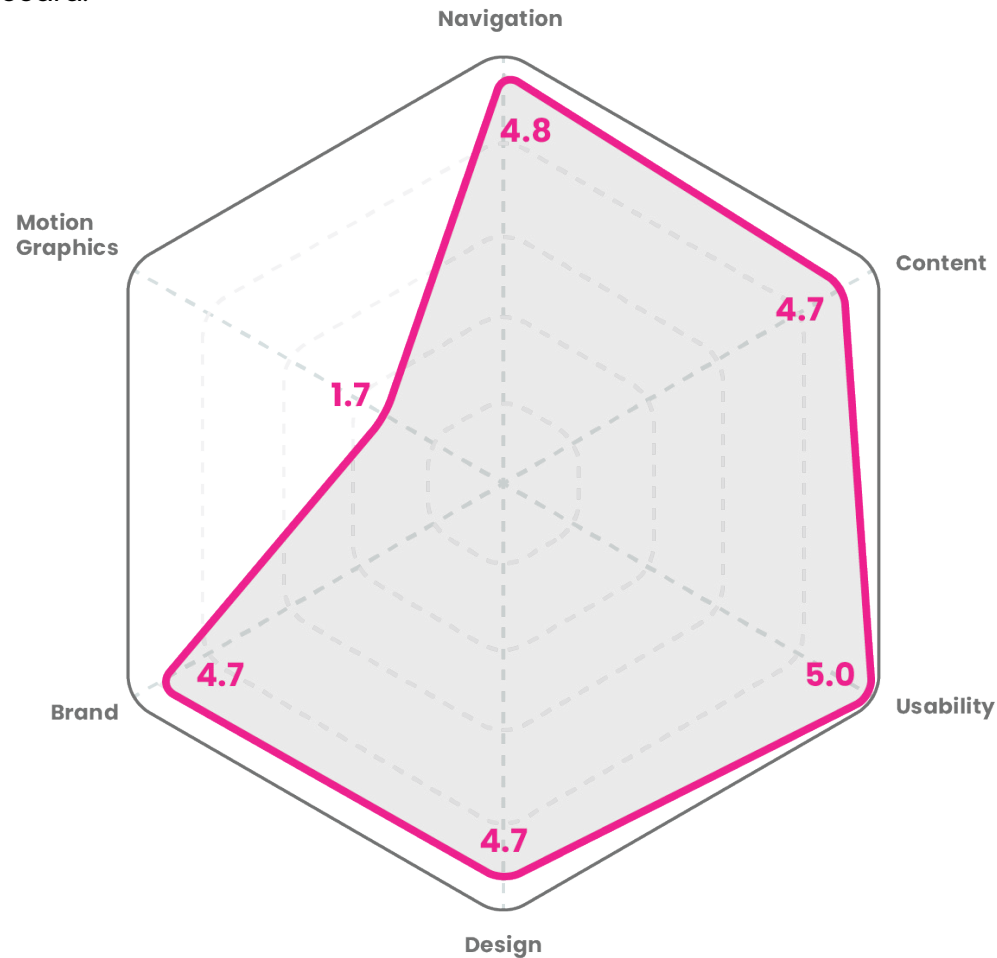
Read Blog →

# Fortune 500 / B2B Technology

## ServiceNow

Homepage effectiveness score: **4.3**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	38%	65%	44%
<b>Pages per visit:</b>	4.99	2.4	5.0
<b>Time on site (minutes):</b>	5:44	2:51	4:55

### Suggested considerations:

- Search functionality could be improved by auto-filling search queries.
- Certain links, such as the arrow links below the hero section, could be improved with hover effects.

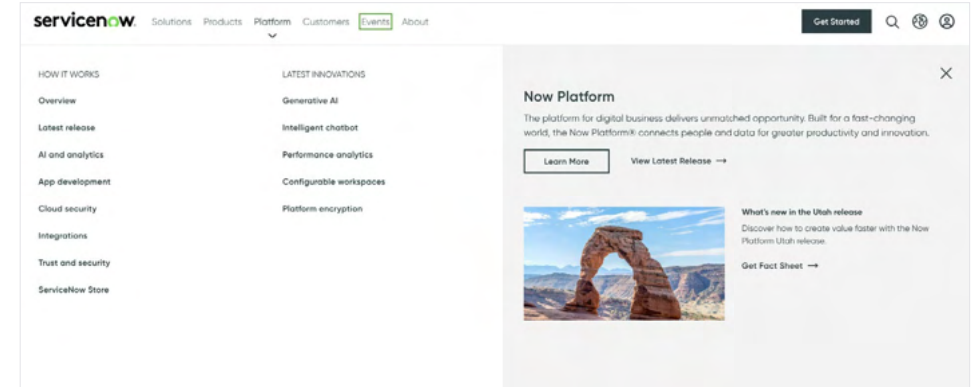


# ServiceNow observations & takeaways

Homepage effectiveness score: **4.3**

- Usability**
- Site is well-optimized for responsive sizes—for example, the tabbed component changes into a menu dropdown.
  - Content is easily scannable and components on the page are well structured, providing a seamless and easy experience.

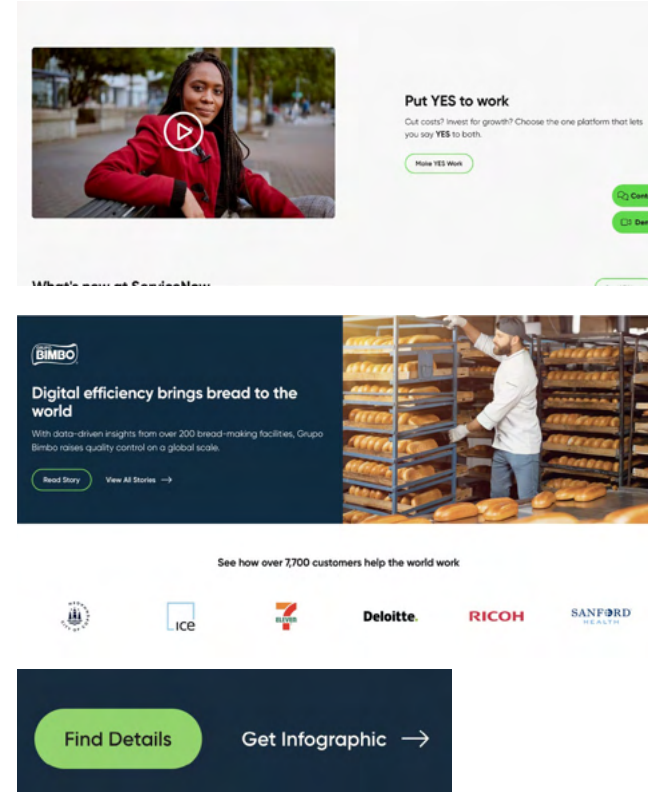
- Navigation:**
- Navigation follows a clear and intuitive structure that allows visitors to easily understand the site's architecture and find the content they're looking for.
  - The menu makes good use of space, maximizing the white space with featured resources, new release information, etc.
  - Clear, differentiated visuals make the CTA stand out.



# ServiceNow observations & takeaways

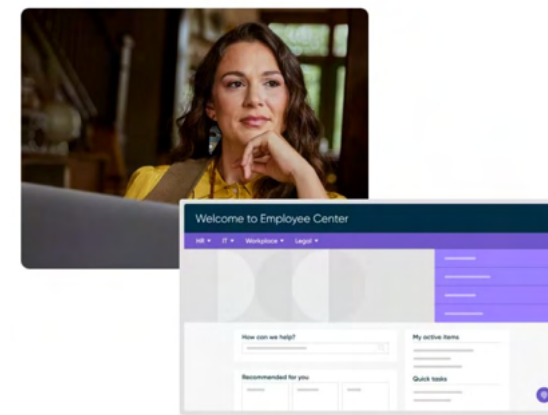
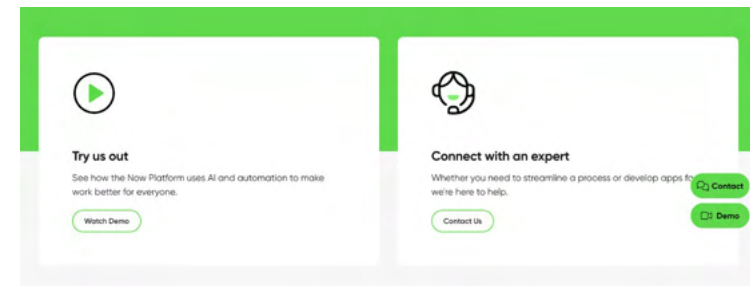
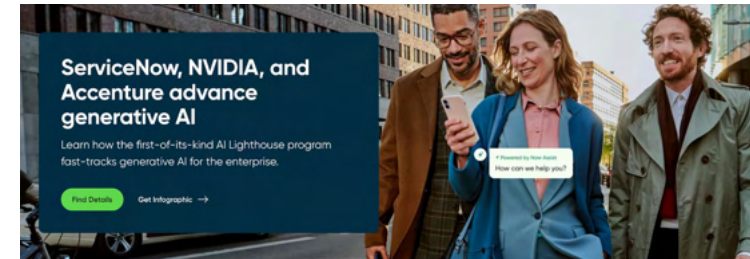
- Content:**
- CTs use specific, clear language that tells the user what to expect when they click. Two sticky CTA buttons stay at the top as the users scrolls, but would still recommend adding a final, more prominent CT at the bottom of the page.
  - Site does a good job of using branded customer stories to validate claims, as well as showcasing prominent customer logos.
  - Does a good job of crosslinking to deeper-level pages.

- Motion**
- The ServisNow homepage lacks in motion graphics and animations.
- Graphics:**
- Does have some hover interactions for buttons and other clickable elements that create interest when viewing the site.
  - We suggest adding more page load animations, even subtly, to better engage users.



# ServiceNow observations & takeaways

- Design:**
- The ServiceNow homepage is clean and minimal.
  - Good use of their primary green color throughout the page, with consistency across imagery and icons as well.
  - Has a clear type hierarchy and all buttons are also clear, using color to differentiate the more important CAs.
- Brand:**
- The ServiceNow brand is very clean and minimal.
  - Good use of their primary green + typography to establish the brand on the homepage.
  - Good use of a more moody photography style with people to create connection with users.



**Ranked #2-33**

# Fortune 500 / B2B Technology Intuit

Fortune rank<sup>1</sup>: 321

Global traffic rank<sup>2</sup>: 217

Homepage effectiveness:

Homepage rank:

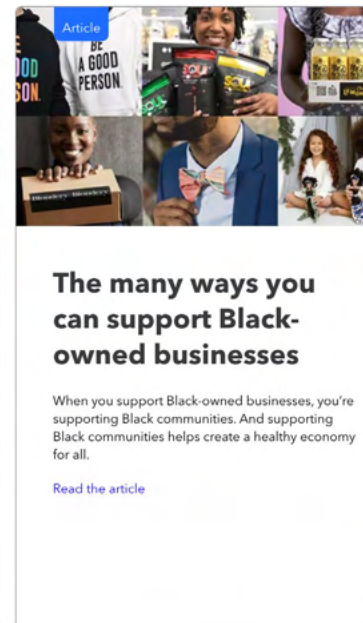
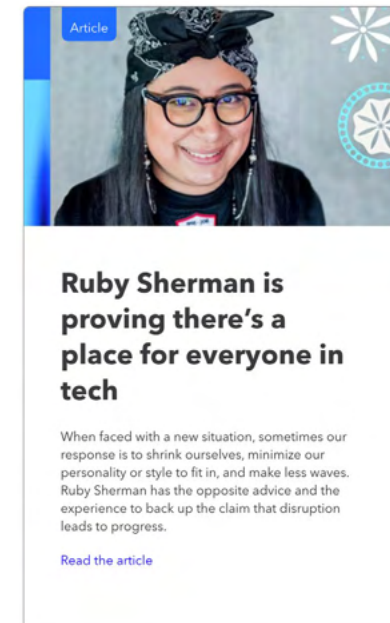
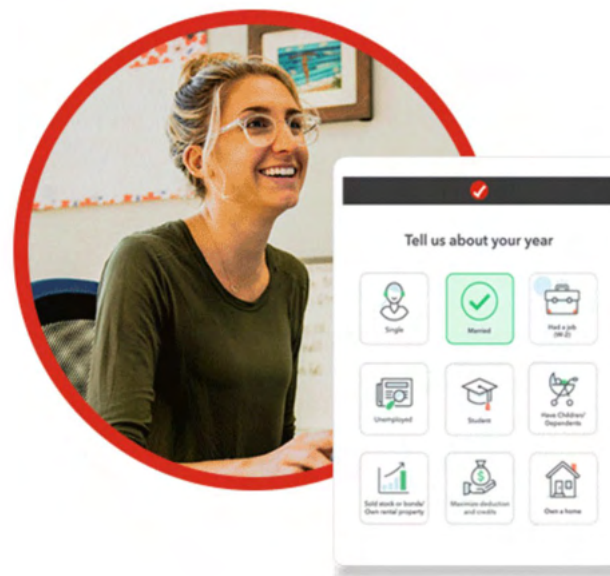
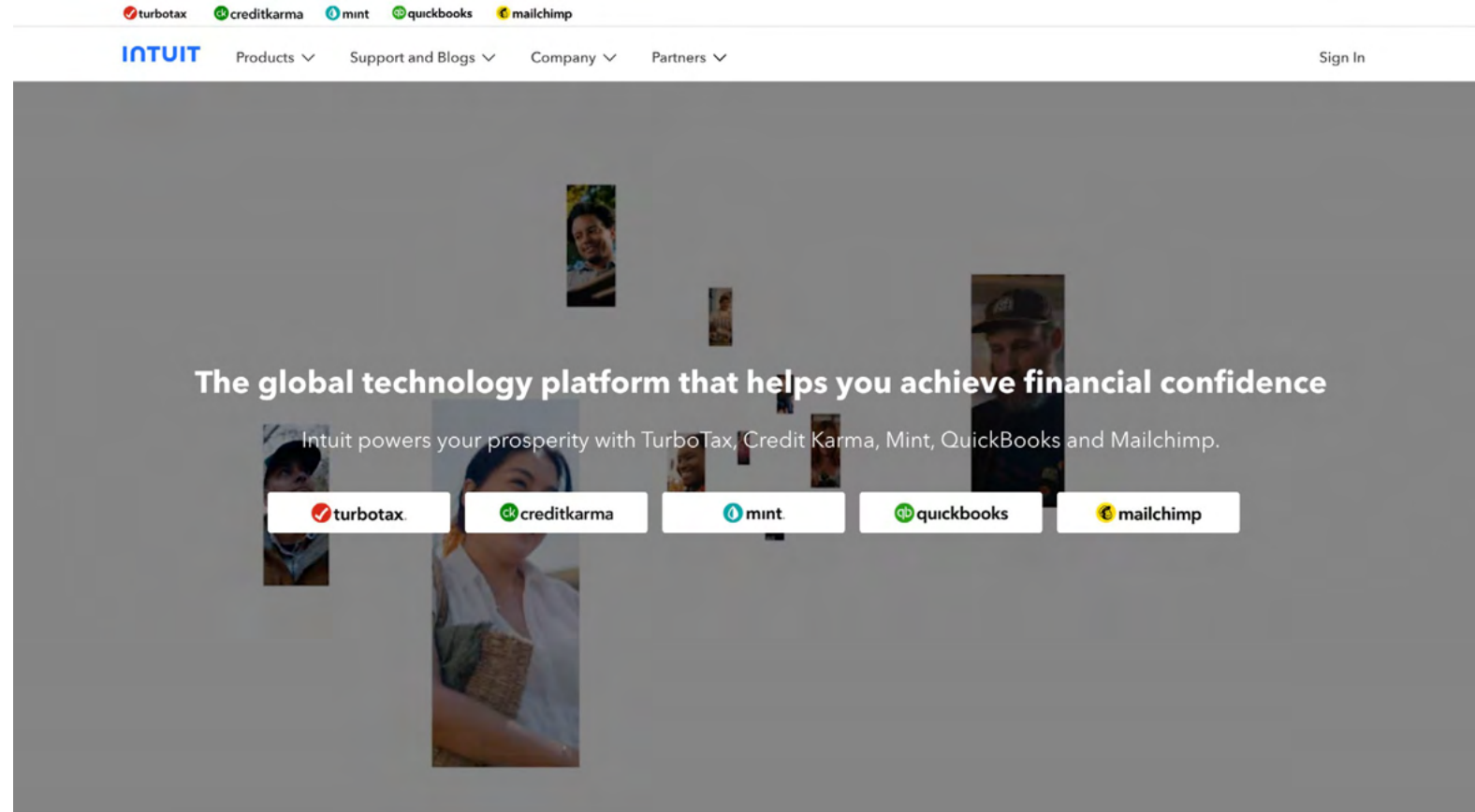
4.2

#2



intuit.com. © 2023 Intuit.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.
2. SimilarWeb. Site Research Tool. Accessed August 2023.

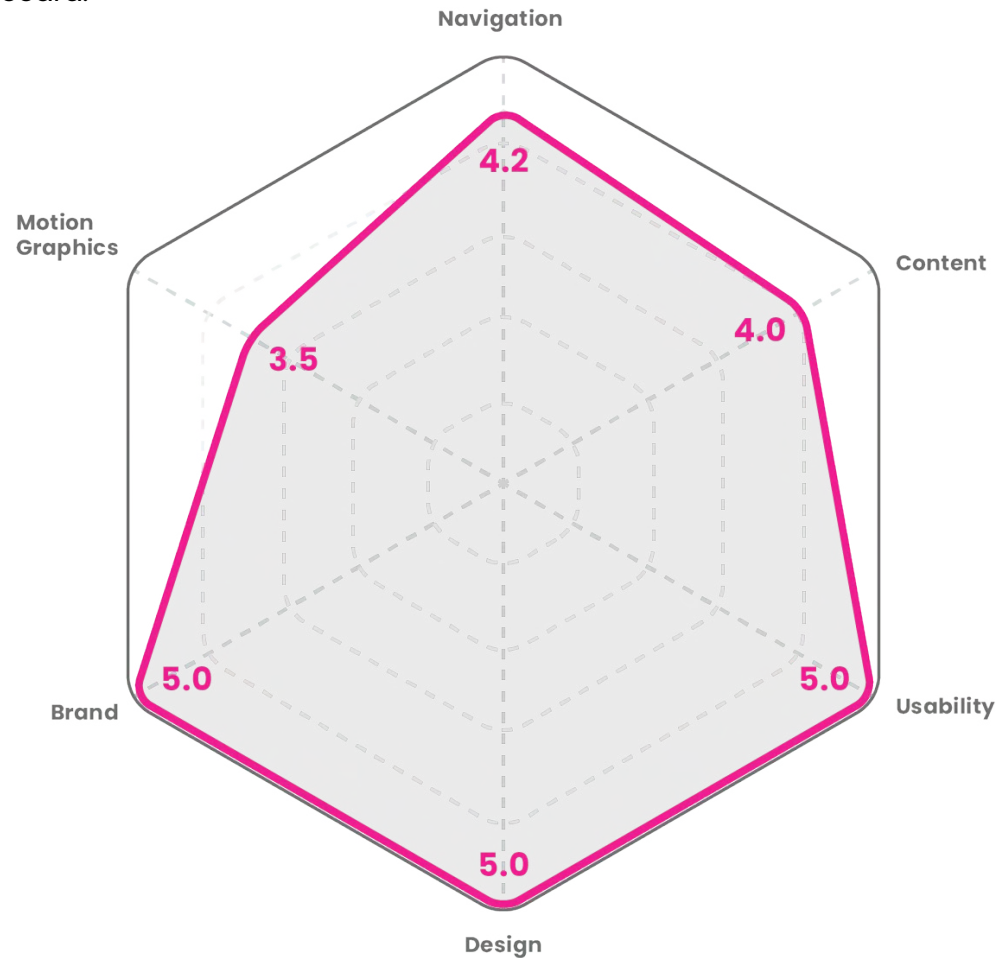


# Fortune 500 / B2B Technology

## Intuit

Homepage effectiveness score: **4.2**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	32%	65%	44%
<b>Pages per visit:</b>	8.98	2.4	5.0
<b>Time on site (minutes):</b>	10:42	2:51	4:55

### Suggested considerations:

- Search bar for the site currently hangs awkwardly from the footer; could be brought into the global navigation.
- Carousel arrow functionality could be improved by expanding and showing more content at once ; currently only shows half of a new item upon click. Should see a stronger web reaction when demanding a click action from the user.
- Adding page load animations, micro-interactions, or animated graphics would help create a more dynamic experience. Making button hover effects the same would create more consistency.



# Fortune 500 / B2B Technology IBM

Fortune rank<sup>1</sup>: 65

Global traffic rank<sup>2</sup>: 2,208

Homepage effectiveness:

4.1

Homepage rank:

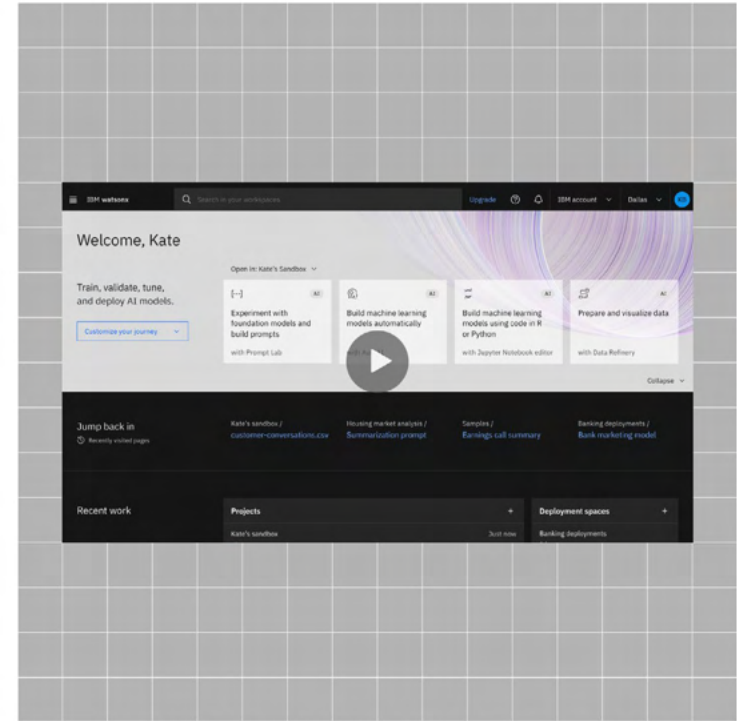
#3



ibm.com. © 2023 IBM.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

## The wait is over: meet **watsonx**



Subscribe  
Get insights in  
your inbox



Site feedback

IBM's built-for-business AI and data platform is now available for free trial

Start free trial →

Learn more →

Introducing watsonx, IBM's next-generation AI and data platform (1:51)

Recommended for you



### Meet our global consultants

Bringing together a diverse set of voices with new technology, we collaborate closely, ideate freely and swiftly apply breakthrough innovations that drive big impact.

Visit IBM Consulting →



IBM Research

See the latest technology developed by IBM scientists and design thinkers

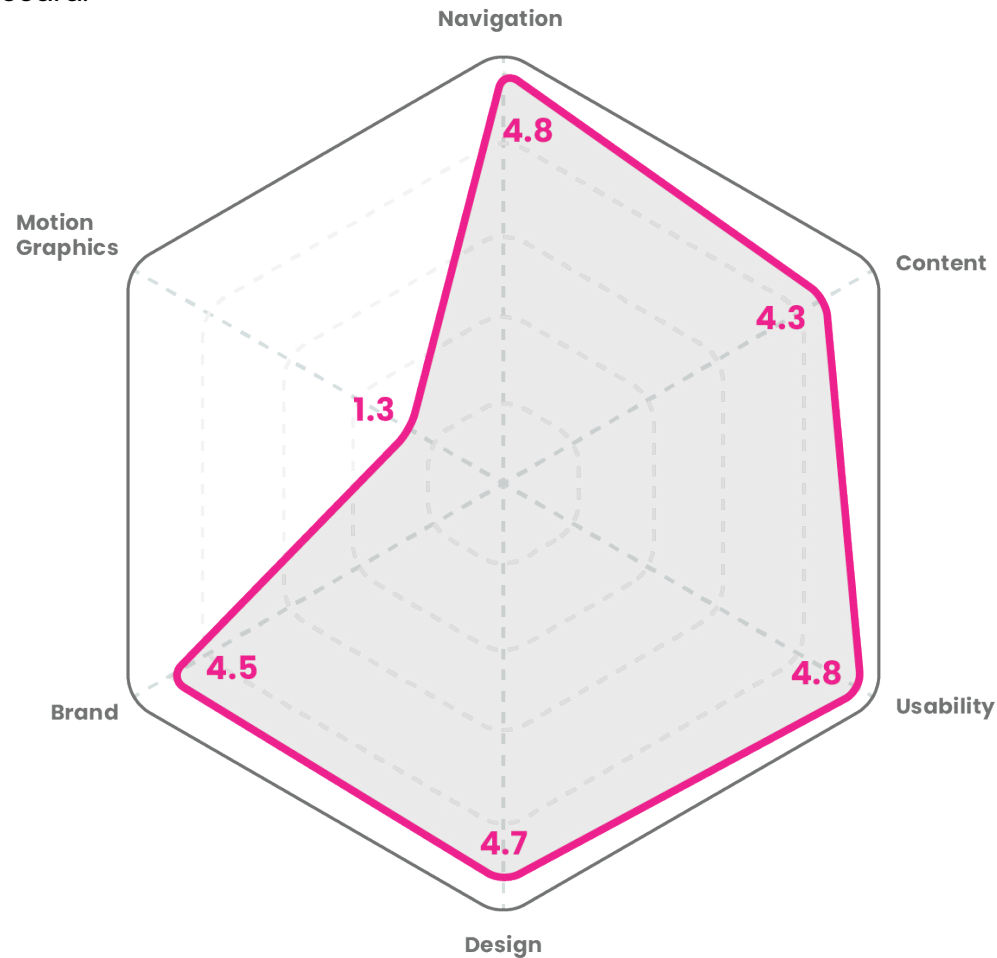
Go inside the lab →

Careers at IBM

From safer food supply to ethical AI, tackle the world's toughest problems

Join our team →

Scorecard:



Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	52%	65%	44%
<b>Pages per visit:</b>	5.27	2.4	5.0
<b>Time on site (minutes):</b>	5:21	2:51	4:55

Suggested considerations:

- IBM effectively incorporates a compelling video within the hero banner to captivate user interest in their product offerings.
- Despite the initial mention of a free trial in the hero section, upon scrolling down, there's no clear actionable step for users to take once reached the bottom of the page.
- Recommend incorporating validation elements, such as testimonials.



# Fortune 500 / B2B Technology Insights Enterprises

Fortune rank<sup>1</sup>: 379

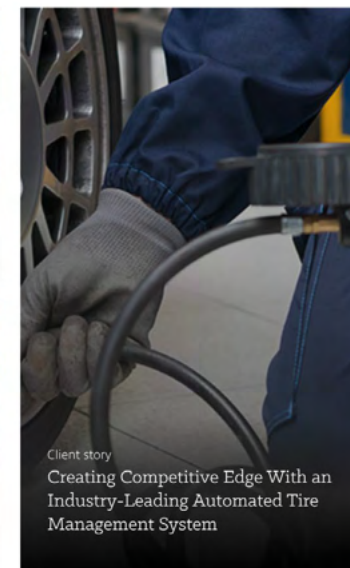
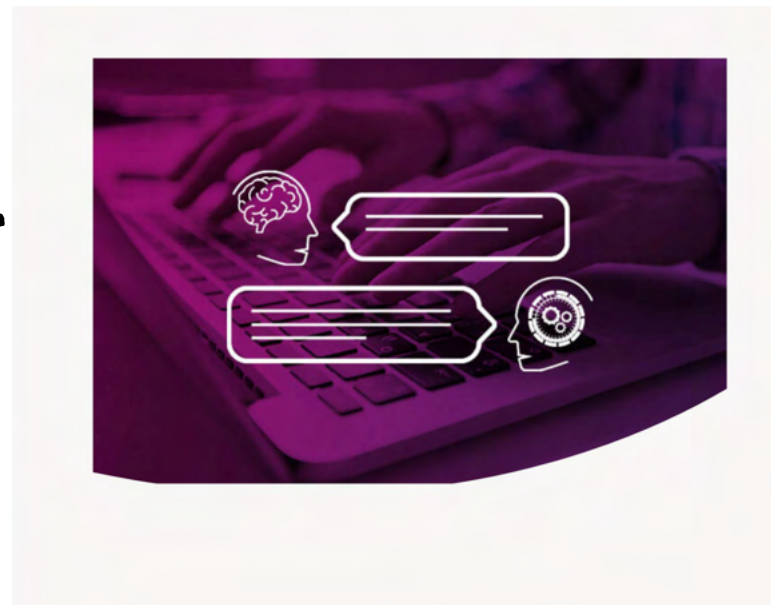
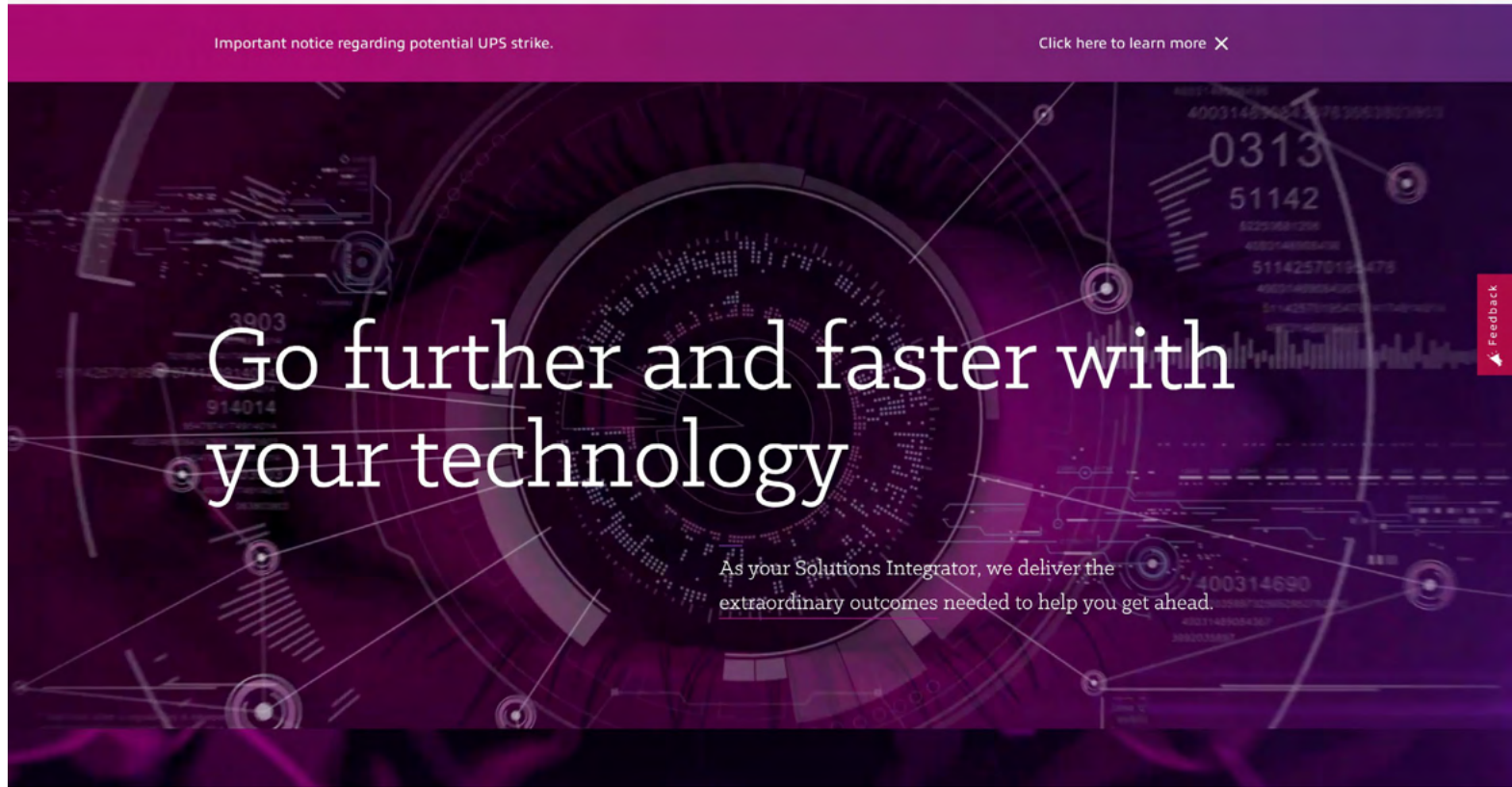
Global traffic rank<sup>2</sup>: 78k

Homepage effectiveness:

Homepage rank:

4.1

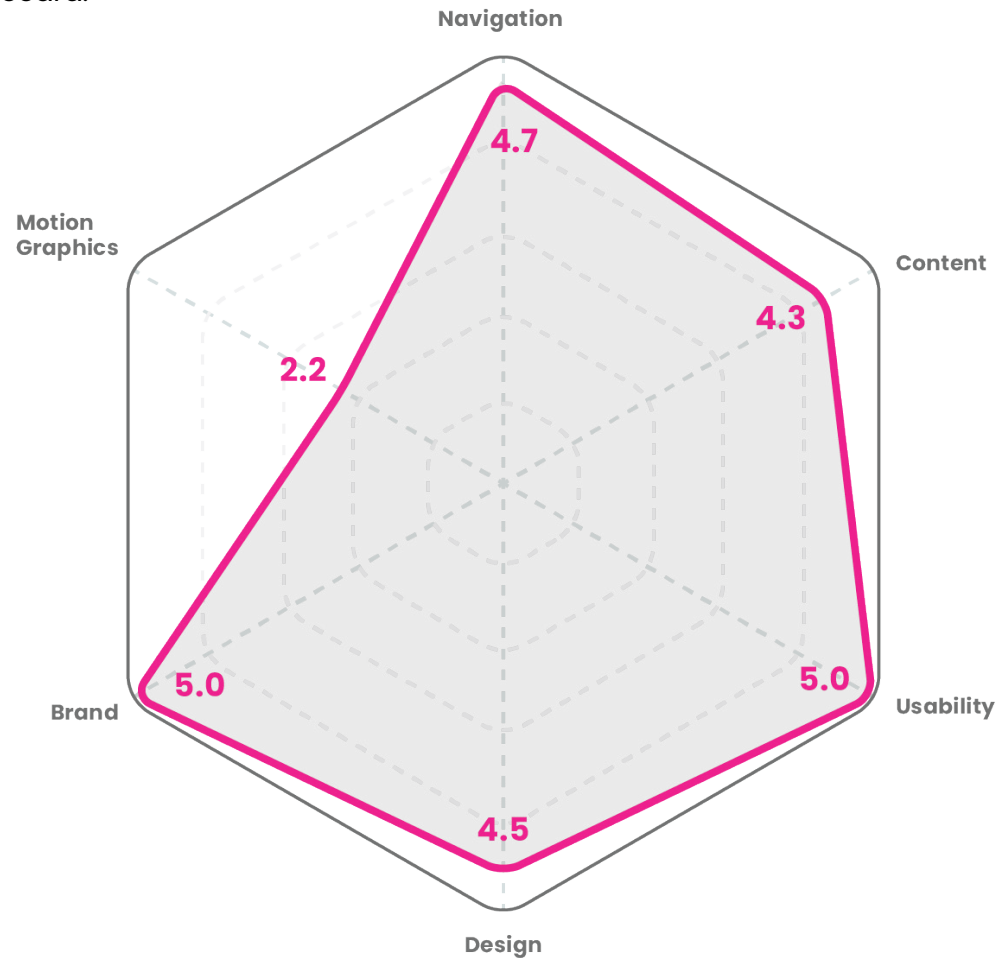
#4



# Fortune 500 / B2B Technology Insights Enterprises

Homepage effectiveness score: **4.1**

Scorecard:



## Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	52%	65%	44%
<b>Pages per visit:</b>	4.44	2.4	5.0
<b>Time on site (minutes):</b>	5:24	2:51	4:55

## Suggested considerations:

- Recommend adding an overlay between the hero banner video and the text to create more contrast and improve readability, especially with the smaller text.
- Insight's brand and visual style could be improved by adding more interesting button hovers and animated elements.



# Fortune 500 / B2B Technology Kyndryl Holdings

Fortune rank<sup>1</sup>: 225

Global traffic rank<sup>2</sup>: 164k

Homepage effectiveness:

4.0

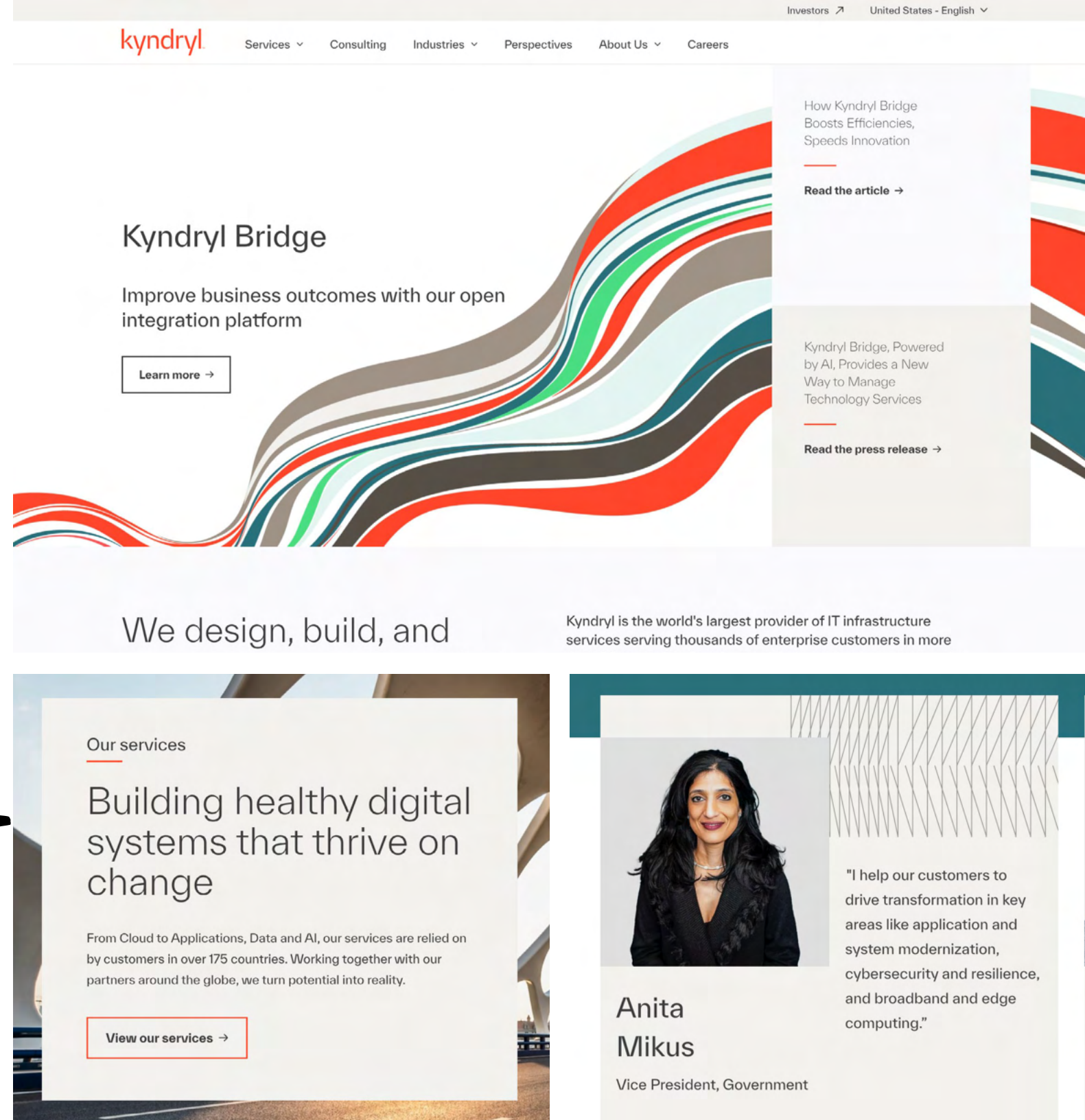
Homepage rank:

#5



kyndryl.com. © 2023 Kyndryl Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

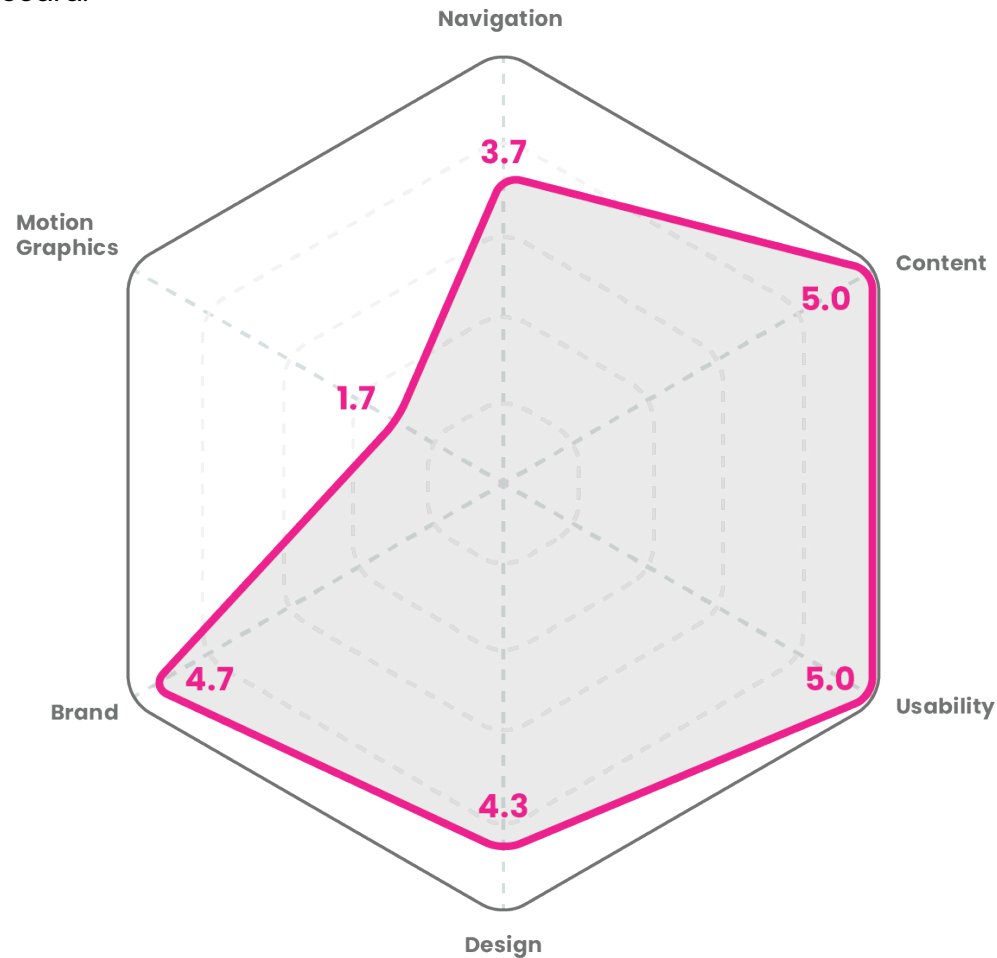


# Fortune 500 / B2B Technology

## Kyndryl Holdings

Homepage effectiveness score: **4.0**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	56%	65%	44%
<b>Pages per visit:</b>	2.55	2.4	5.0
<b>Time on site (minutes):</b>	2:27	2:51	4:55

### Suggested considerations:

- Customer stories section could be strengthened by displaying the customer logo or using data outcomes to spark interest.
- CTA links that aren't stylized like a button are easily missed.

Fortune 500 / B2B Technology  
**VMware**

Fortune rank<sup>1</sup>: 313

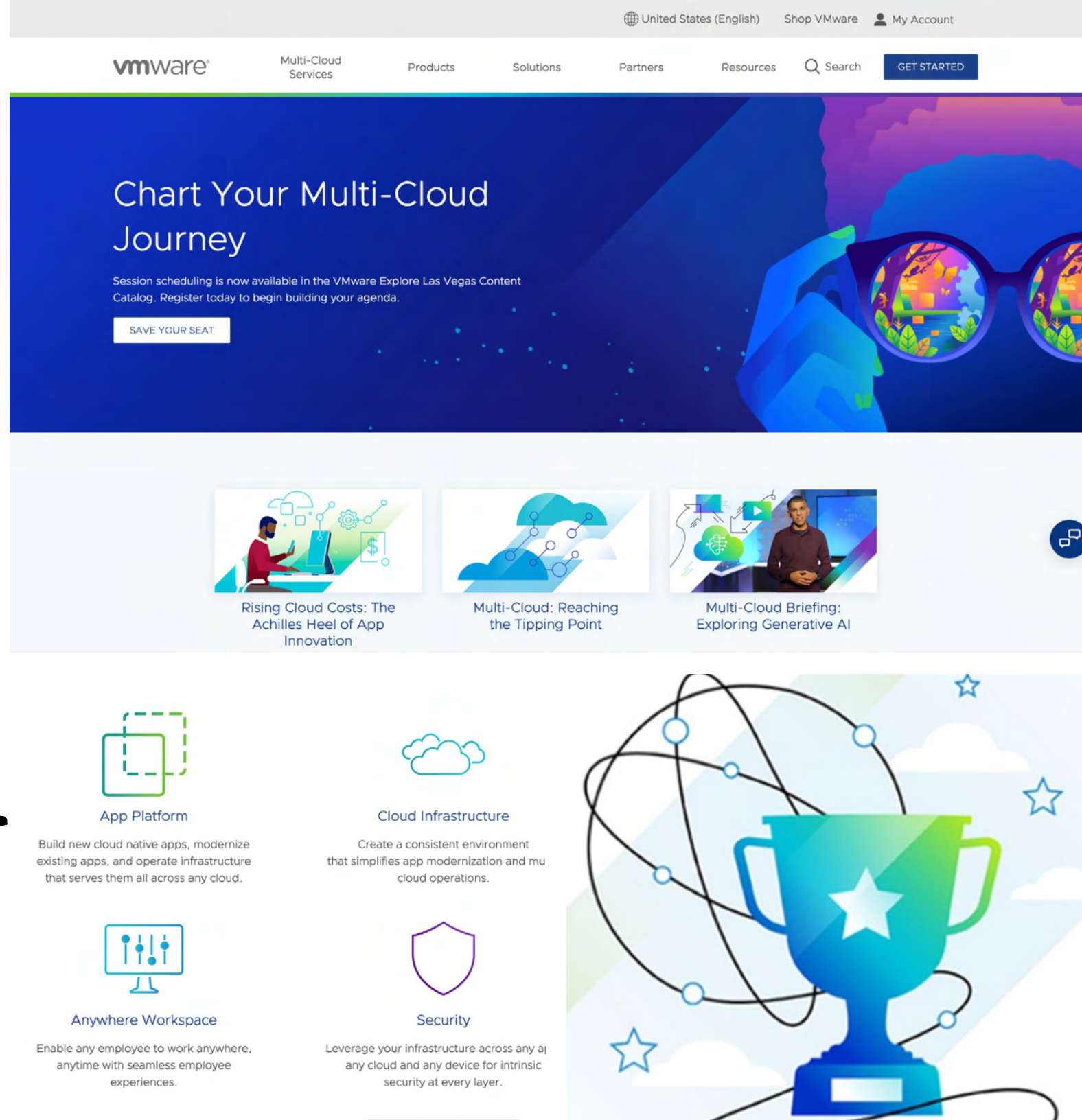
Global traffic rank<sup>2</sup>: 5k

Homepage effectiveness:

Homepage rank:

4.0

#6



vmware.com. © 2023 VMware, Inc.  
Retrieved July 2023.

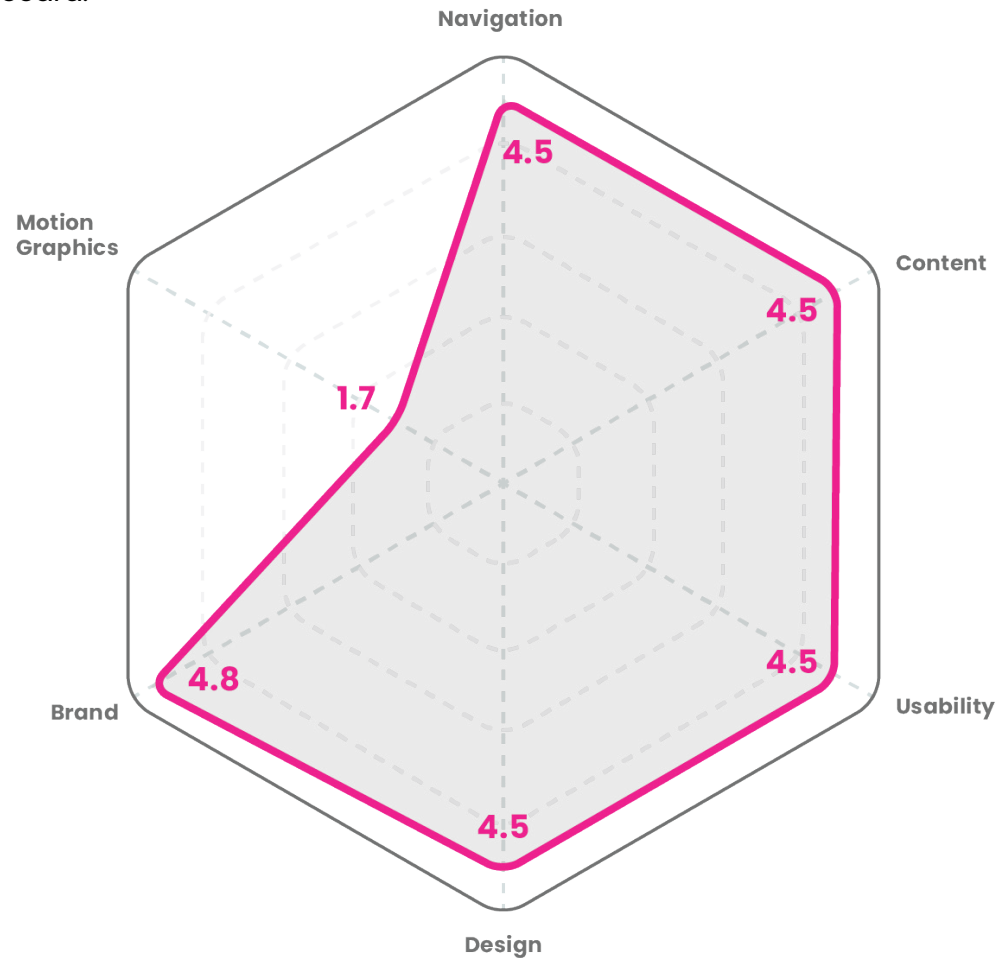
1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.
2. SimilarWeb. Site Research Tool. Accessed August 2023.

# Fortune 500 / B2B Technology

## VMware

Homepage effectiveness score: **4.0**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	41%	65%	44%
<b>Pages per visit:</b>	6.92	2.4	5.0
<b>Time on site (minutes):</b>	8:27	2:51	4:55

### Suggested considerations:

- Search functionality could be improved by offering auto-fill and suggesting queries to ensure results.
- On the solutions blade, it's not entirely clear which links are clickable without hovering over each. Clear signifiers in this section would be an improvement.
- Adding microanimations throughout the page could help create a more dynamic user experience.



Fortune 500 / B2B Technology  
**Salesforce**

Fortune rank<sup>1</sup>: 133

Global traffic rank<sup>2</sup>: 476

Homepage effectiveness:

Homepage rank:

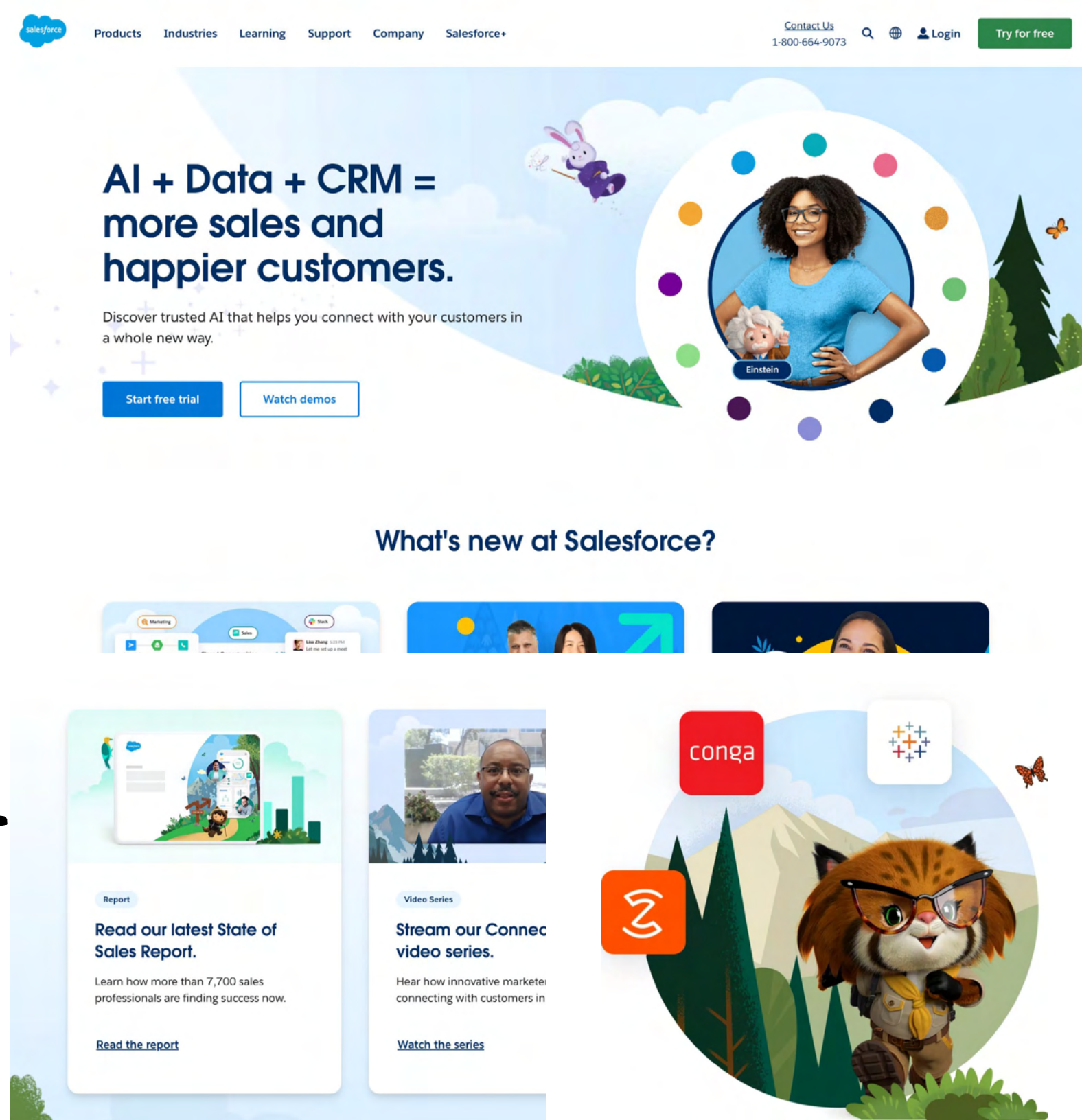
**3.9**

**#7**



salesforce.com. © 2023 Salesforce, Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

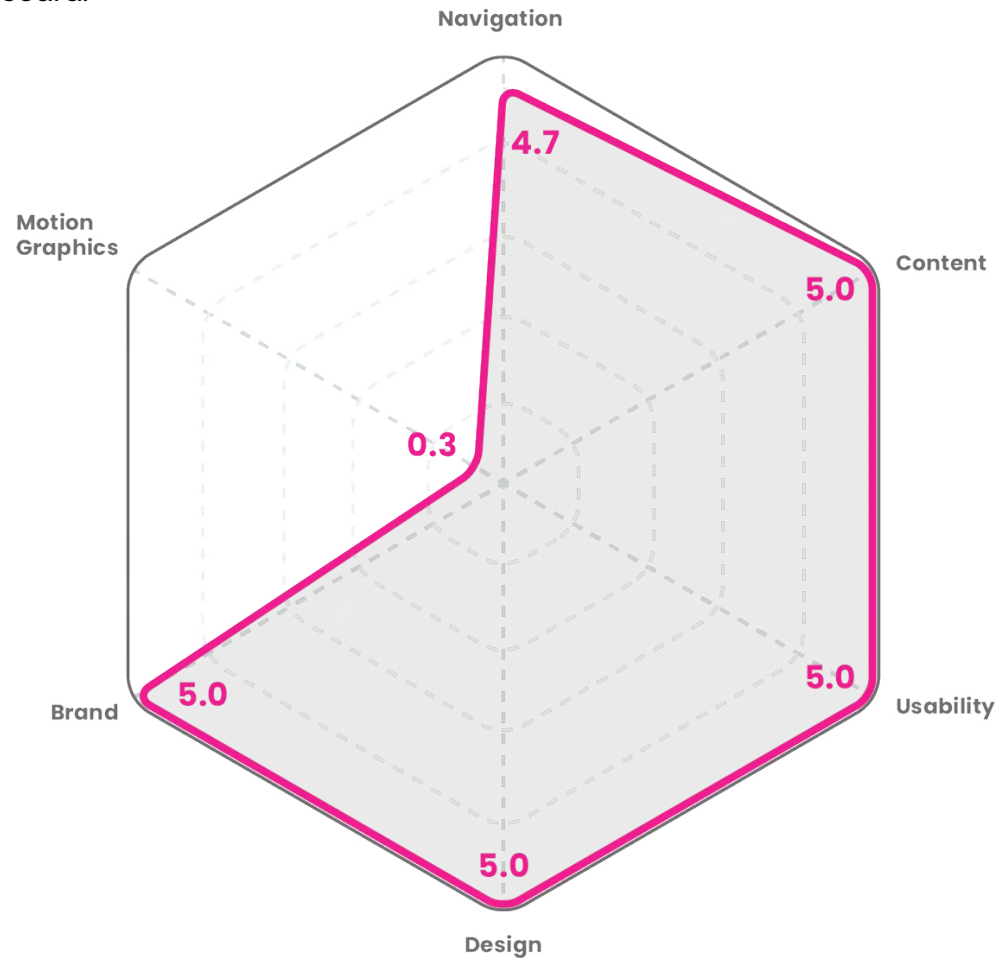


# Fortune 500 / B2B Technology

## Salesforce

Homepage effectiveness score: **3.9**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	33%	65%	44%
<b>Pages per visit:</b>	6.27	2.4	5.0
<b>Time on site (minutes):</b>	7:24	2:51	4:55

### Suggested considerations:

- “Free Trial” CTA blade feels overshadowed by the “Sign Up Now” blade, which comes after free trial and is the last CT users see on the page.
- Combining some of the many resource blades throughout the homepage would reduce the page scroll as well as increase.
- Incorporating intro animations, scroll animations, or motion graphics would make the experience more dynamic overall, bringing the page to life.



Fortune 500 / B2B Technology  
**HPE**

Fortune rank<sup>1</sup>: 143

Global traffic rank<sup>2</sup>: 9k

Homepage effectiveness:      Homepage rank:

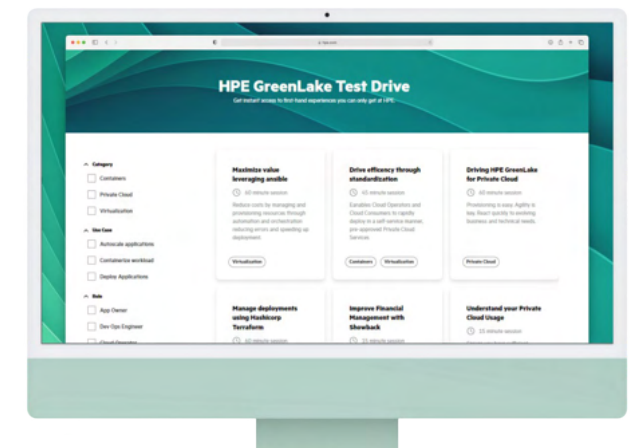
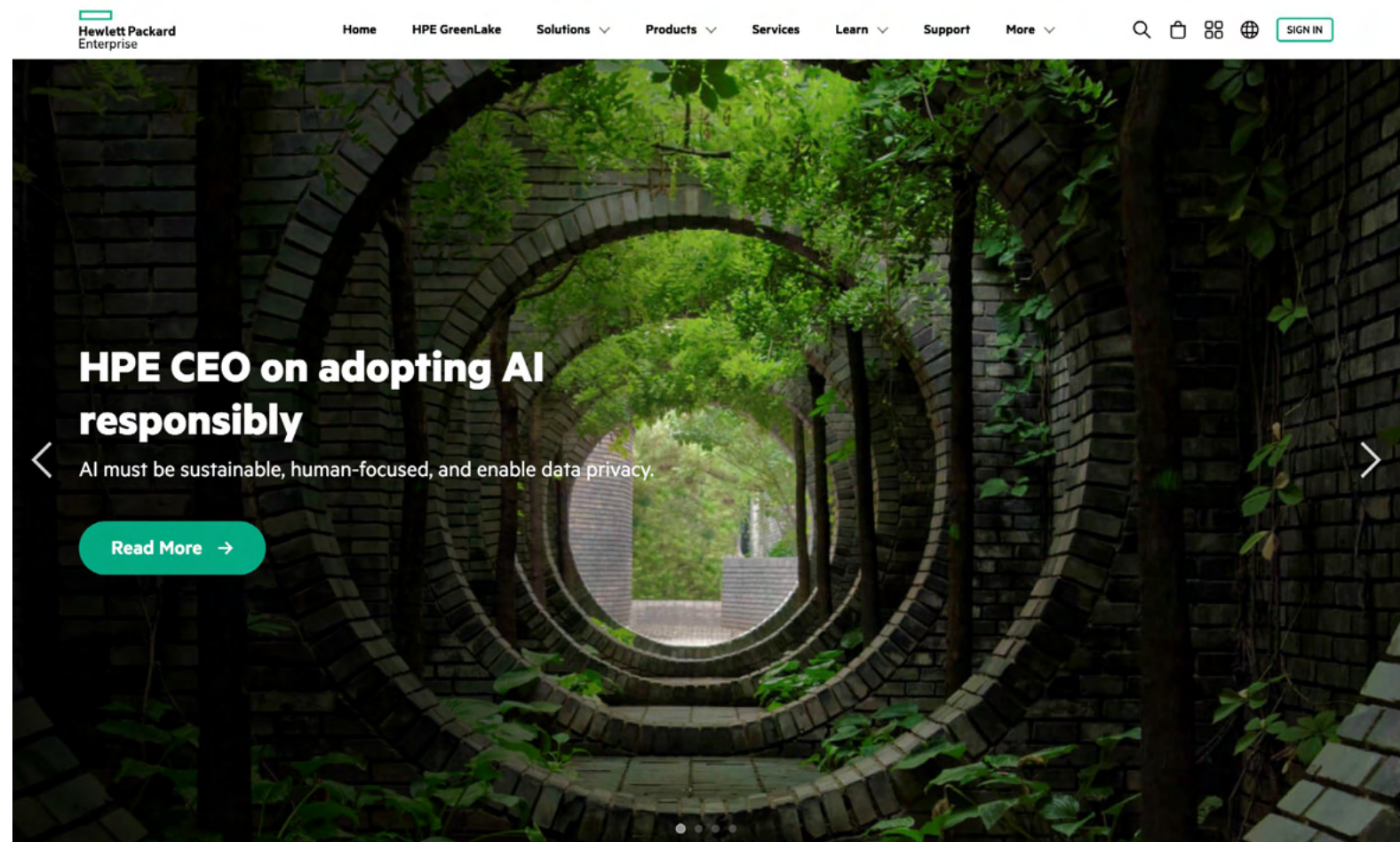
**3.9**

**#8**



hpe.com. © 2023 Hewlett Packard Enterprise Development LP.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

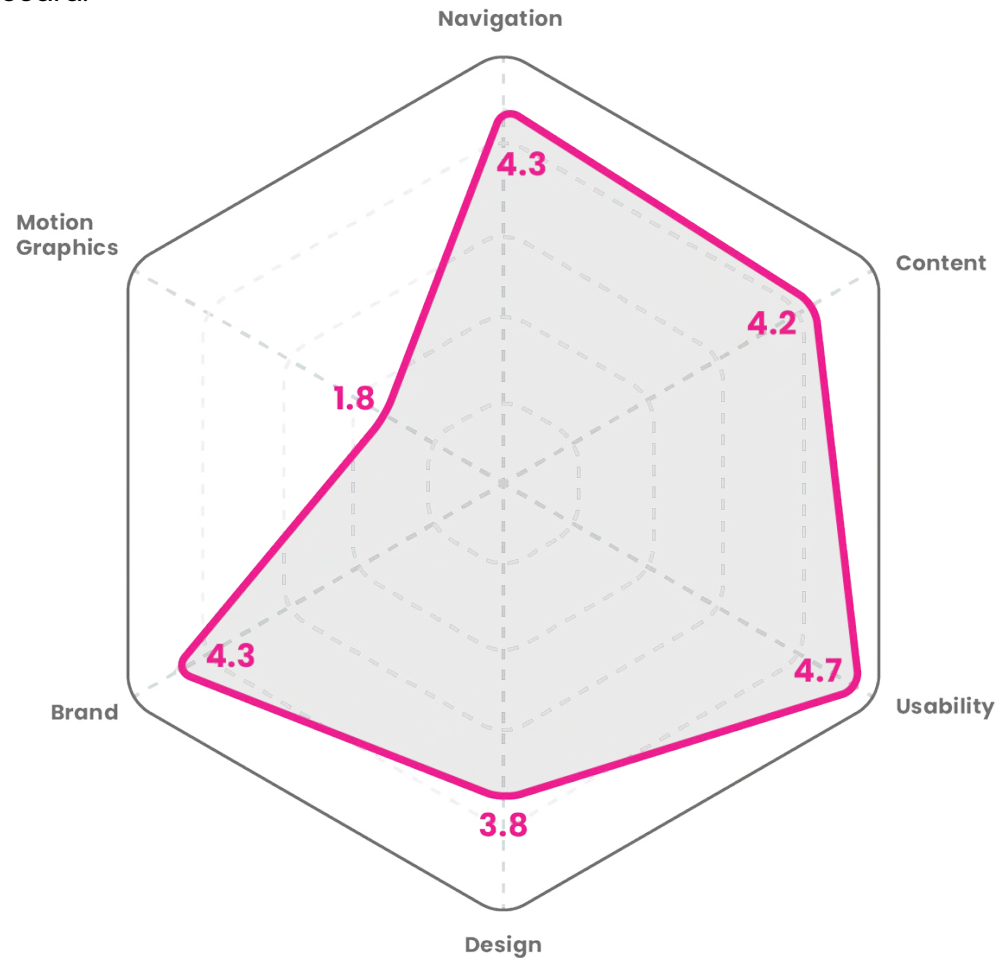


# Fortune 500 / B2B Technology

## HPE

Homepage effectiveness score: **4.0**

### Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	45%	65%	44%
<b>Pages per visit:</b>	5.42	2.4	5.0
<b>Time on site (minutes):</b>	4:47	2:51	4:55

### Suggested considerations:

- Add a more focused and direct CT at the end of the page—rather than 5+ options to choose from, which feels overwhelming.
- Navigation needs to be restructured so there are fewer top-level categories.



# Fortune 500 / B2B Technology NCR

Fortune rank<sup>1</sup>: 474

Global traffic rank<sup>2</sup>: 43k

Homepage effectiveness:

Homepage rank:

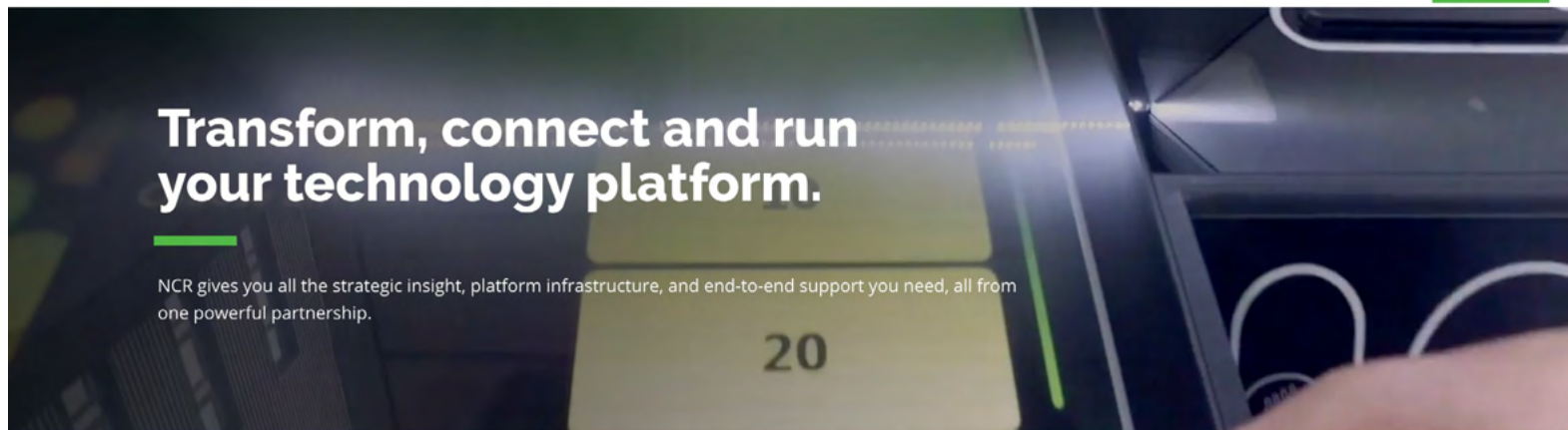
3.8

#9

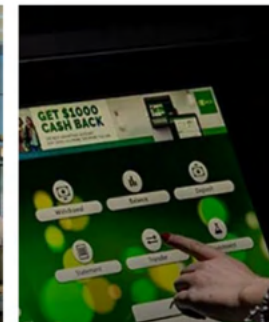
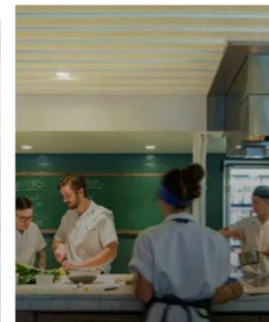
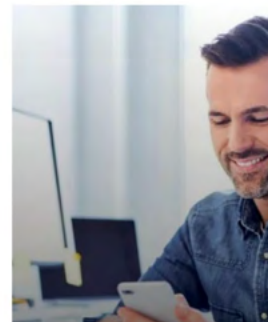


ncr.com. © 2023 NCR Corporation.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



### Find your end-to-end solution.



#### Banking

- Digital Banking
- Interactive Teller & Banker
- Digital Connected Services
- Self-service ATMs



#### Restaurants

- POS Solutions
- Contactless Ordering & Payment
- Back Office Solutions
- Advisory, Deployment, Implementation, Maintenance, & Managed services



#### Department & Specialty Retail

- Mobile Shopping
- Self-checkout
- POS Software Solutions
- Secure Payments



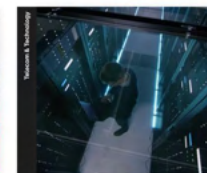
#### Grocery & Supermarket

- Flexible Assisted & Self-Checkout
- Grocery E-commerce
- Back Office Solutions



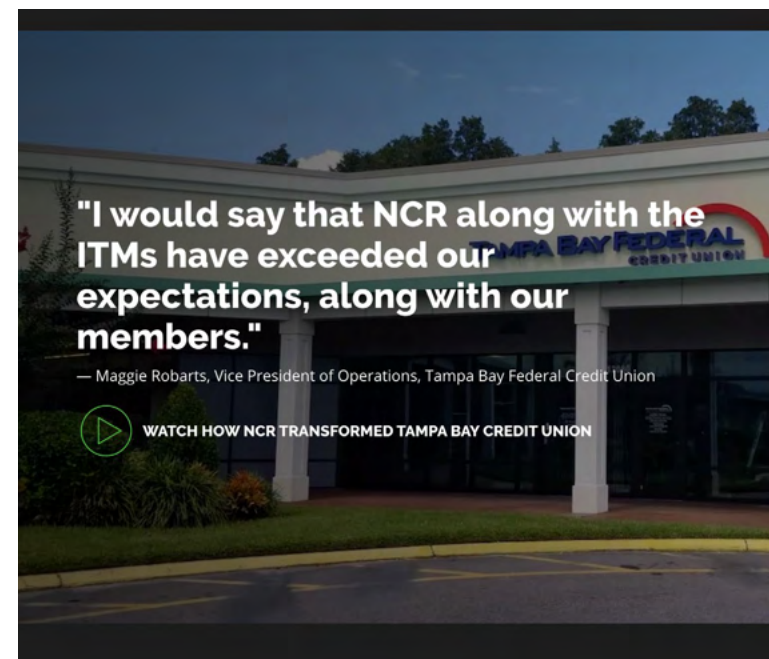
#### Convenience & Fuel Retail

- Outdoor Payment Terminals
- Self-Service Kiosk
- Kitchen Production System



#### Telecom & Technology

- Global Managed Services
- Networking Technology Expertise
- Telecom SaaS/Cloud Solutions



"I would say that NCR along with the ITMs have exceeded our expectations, along with our members."

— Maggie Roberts, Vice President of Operations, Tampa Bay Federal Credit Union



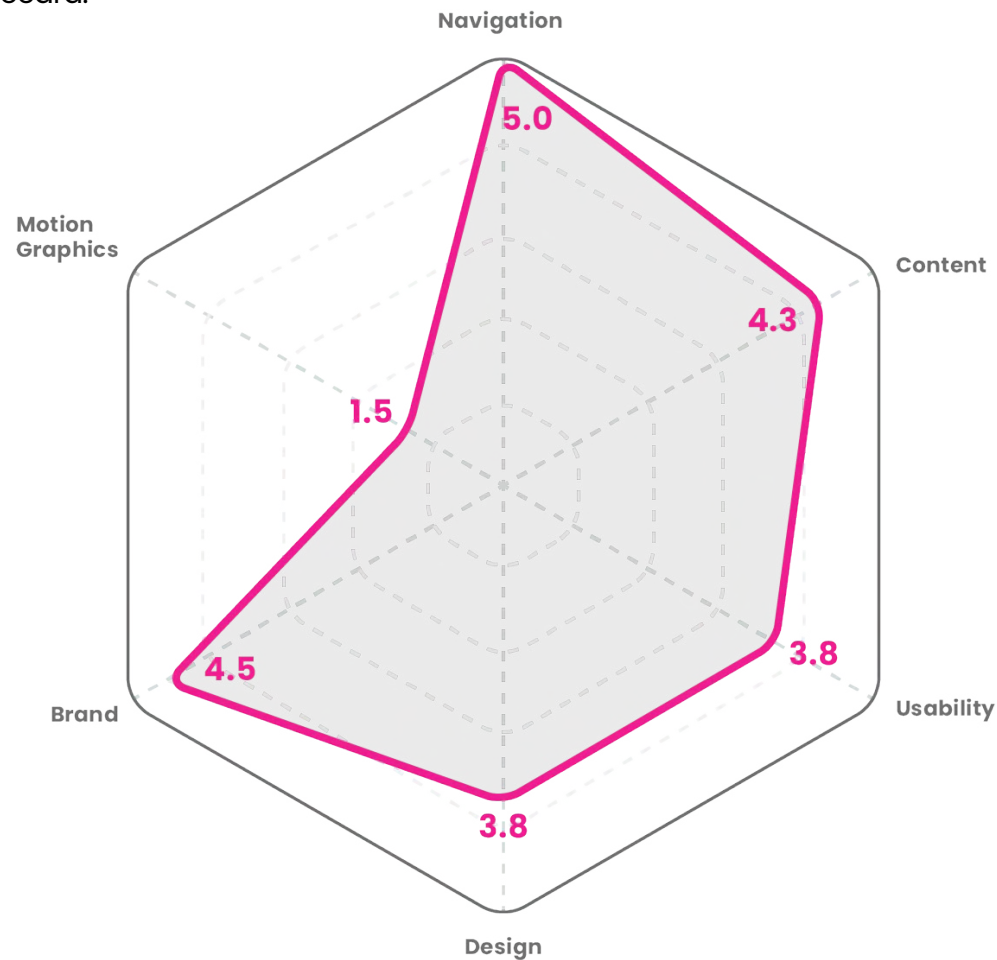
WATCH HOW NCR TRANSFORMED TAMPA BAY CREDIT UNION

# Fortune 500 / B2B Technology

## NCR

Homepage effectiveness score: **3.8**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	46%	65%	44%
<b>Pages per visit:</b>	4.30	2.4	5.0
<b>Time on site (minutes):</b>	6:52	2:51	4:55

### Suggested considerations:

- Vertical text alignment on card components is difficult to read and presents accessibility issues.
- Missed opportunity to crosslink to solutions pages when presenting industries served.



# Fortune 500 / B2B Technology Lam Research

Fortune rank<sup>1</sup>: 240

Global traffic rank<sup>2</sup>: 441k

Homepage effectiveness:

Homepage rank:

3.7

#10



lamresearch.com. © 2023 Lam Research Corporation.  
Retrieved July 2023.

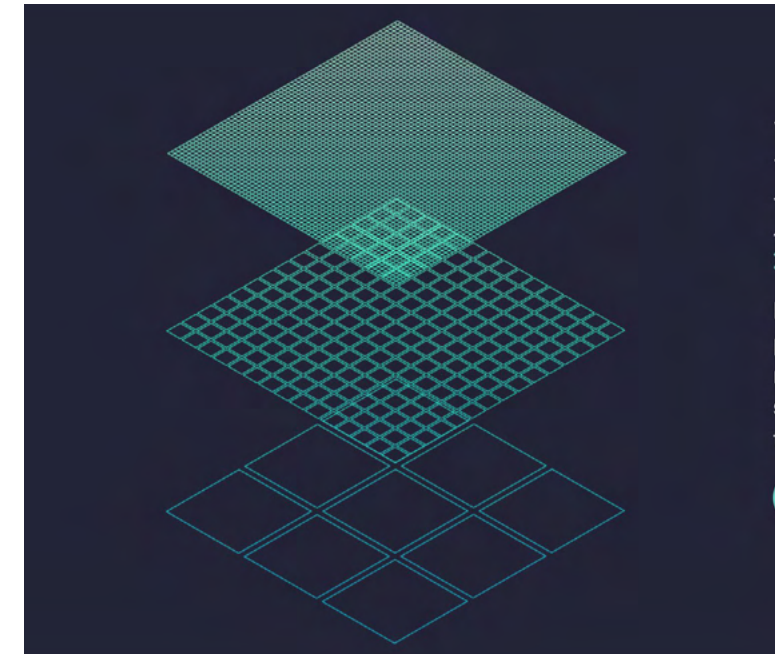
1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

## 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

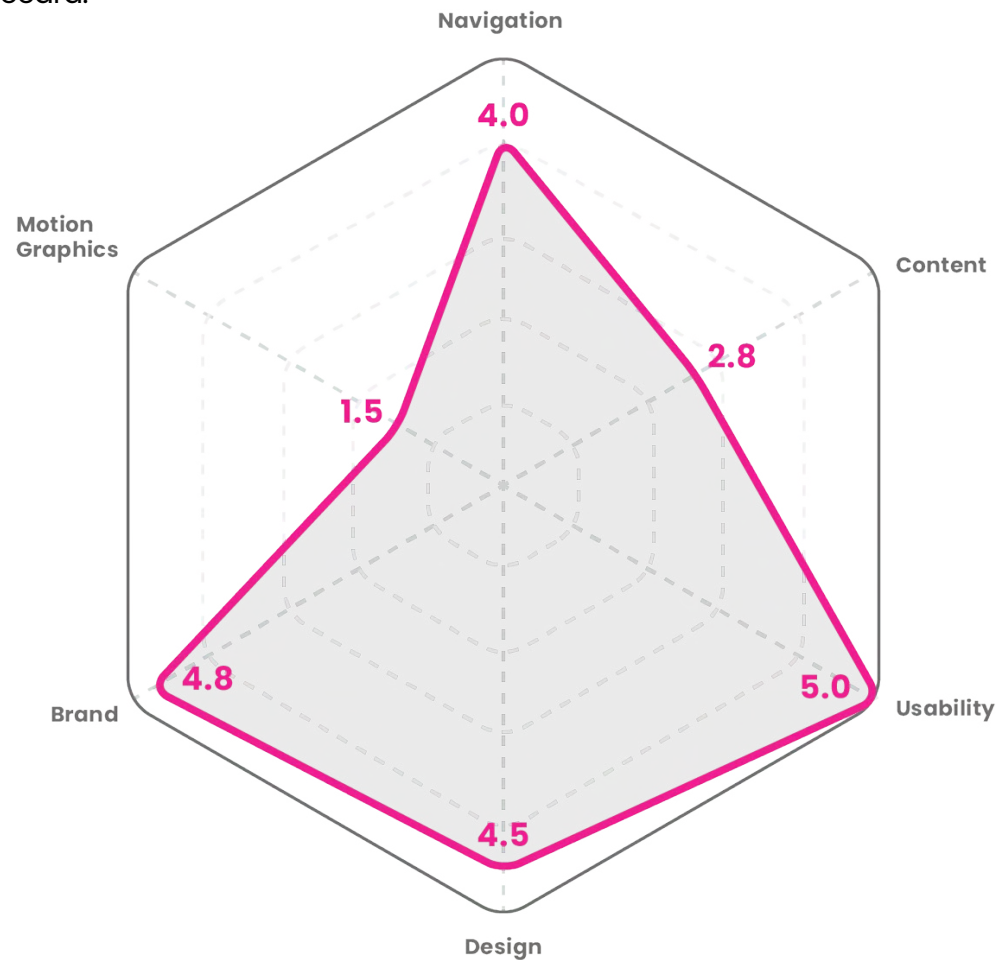


# Fortune 500 / B2B Technology

## Lam Research

Homepage effectiveness score: **3.7**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	41%	65%	44%
<b>Pages per visit:</b>	2.67	2.4	5.0
<b>Time on site (minutes):</b>	1:55	2:51	4:55

### Suggested considerations:

- Search functionality could be improved by offering auto-fill to help avoid dead ends.
- Some category items in the global nav and footer are labelled inconsistently.



Fortune 500 / B2B Technology

# Advanced Micro Devices

Fortune rank<sup>1</sup>: 167

Global traffic rank<sup>2</sup>: 5k

Homepage effectiveness:

Homepage rank:

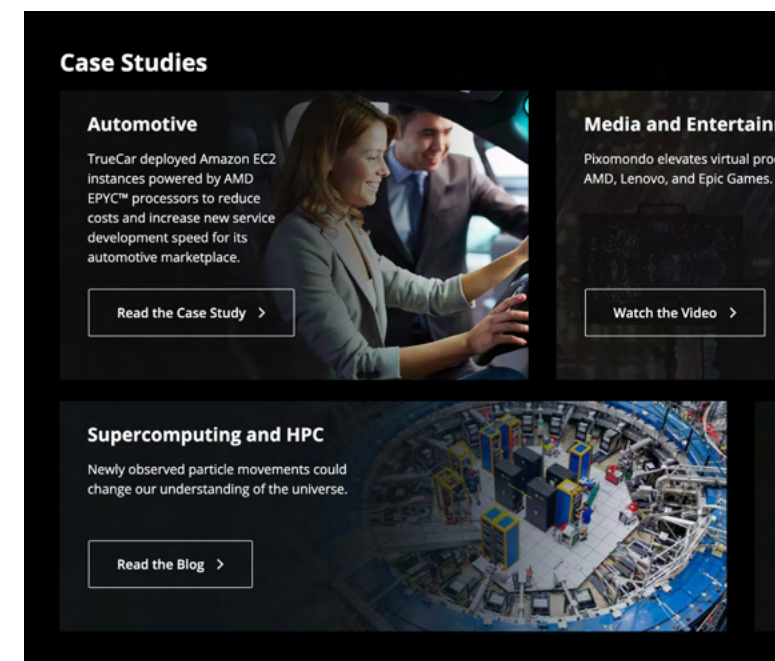
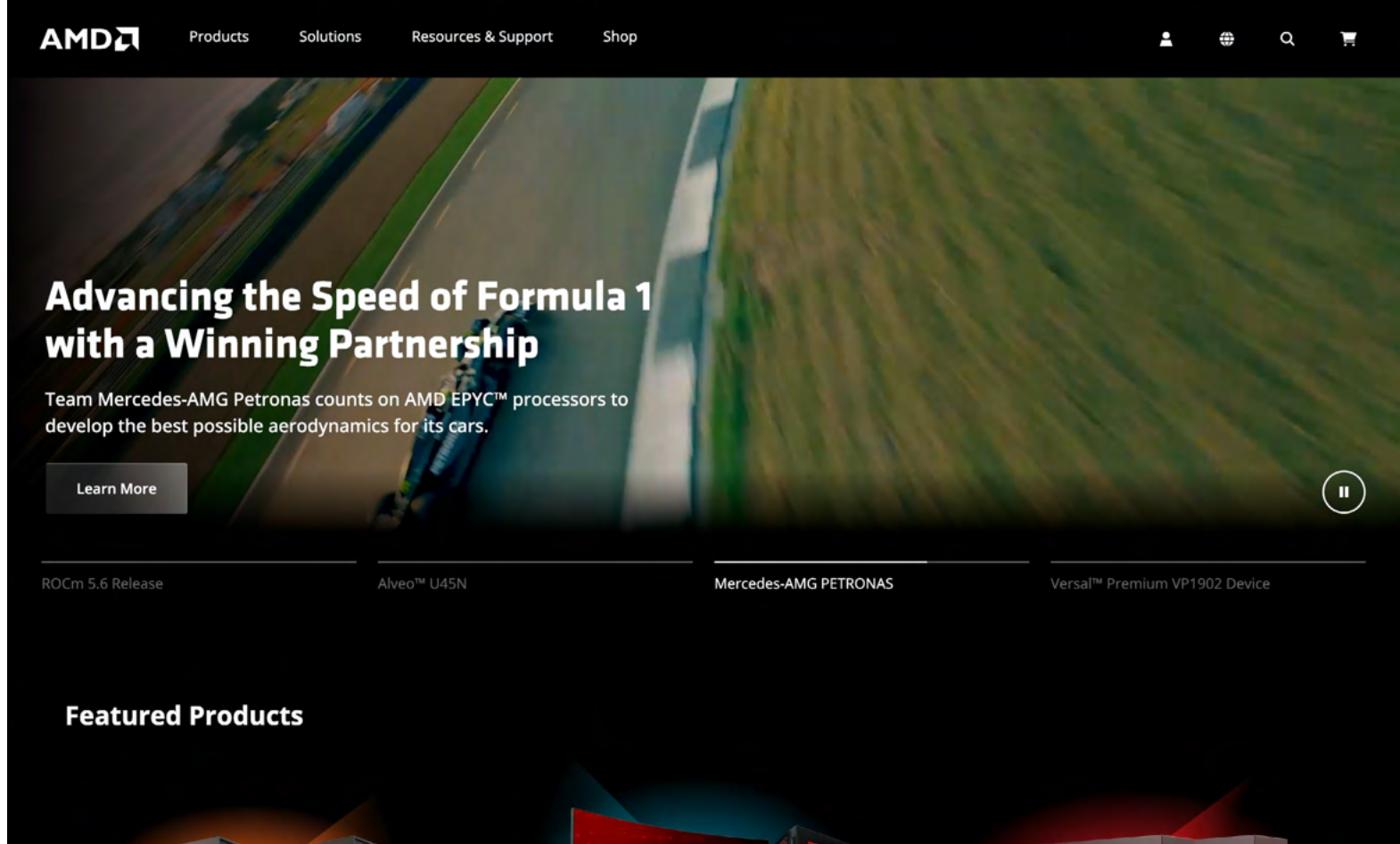
3.5

#11



amd.com. © 2023 Advanced Micro Devices, Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

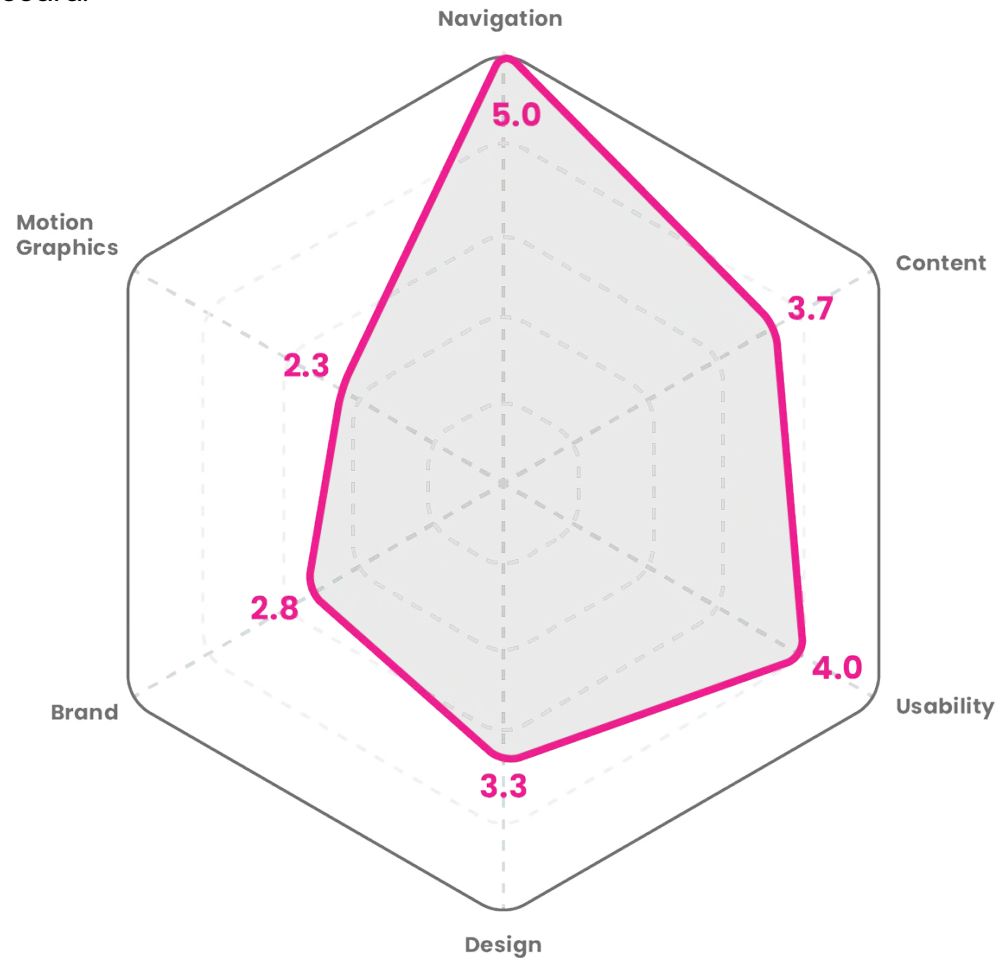


# Fortune 500 / B2B Technology

## Advanced Micro Devices

Homepage effectiveness score: **3.5**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	46%	65%	44%
<b>Pages per visit:</b>	3.17	2.4	5.0
<b>Time on site (minutes):</b>	3:48	2:51	4:55

### Suggested considerations:

- Solutions content is key to the page narrative and should be pulled out rather than nested in the carousel. Adding video or animated graphics to the solutions blade would create a more dynamic and interactive experience.
- Page feels visually cluttered; needs more contrast between card borders and the background.
- Underscore animation on all titles would create more brand consistency.



Fortune 500 / B2B Technology  
**Cognizant**

Fortune rank<sup>1</sup>: 208

Global traffic rank<sup>2</sup>: 28k

Homepage effectiveness:

Homepage rank:

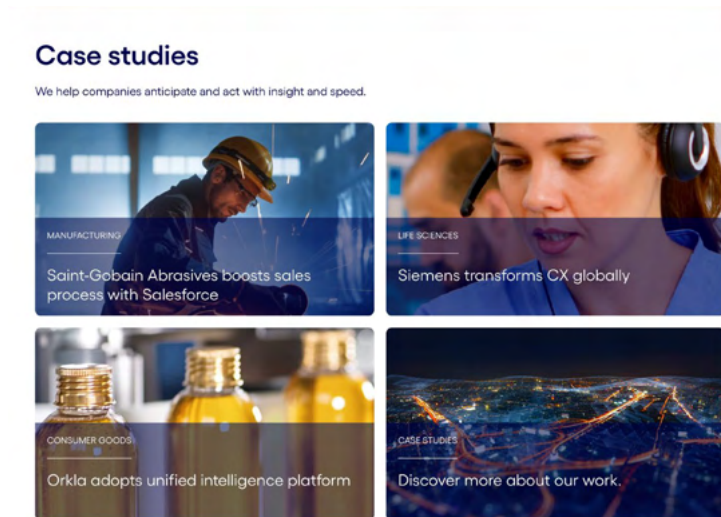
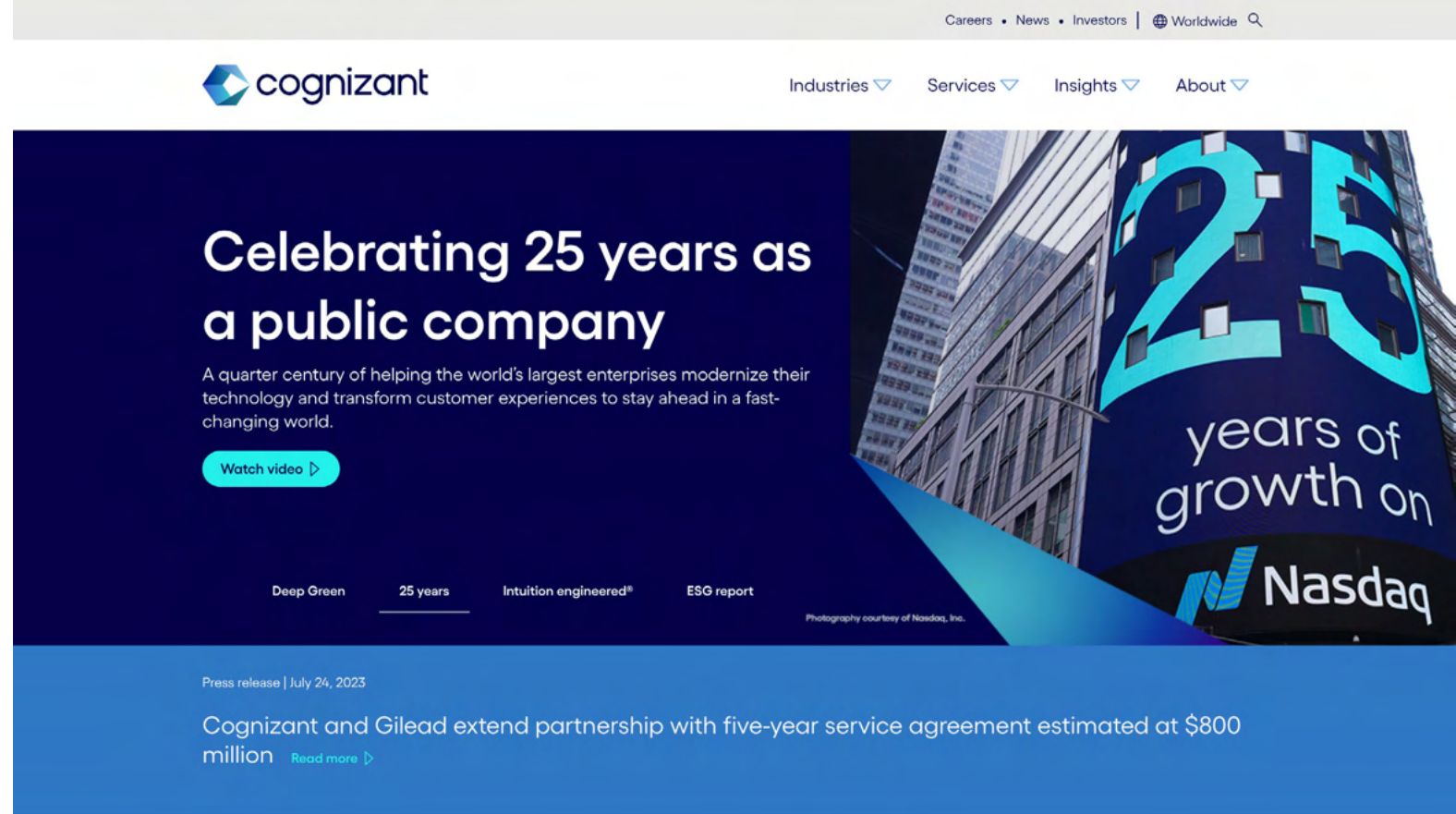
**3.5**

**#12**



cognizant.com. © 2023 Cognizant.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

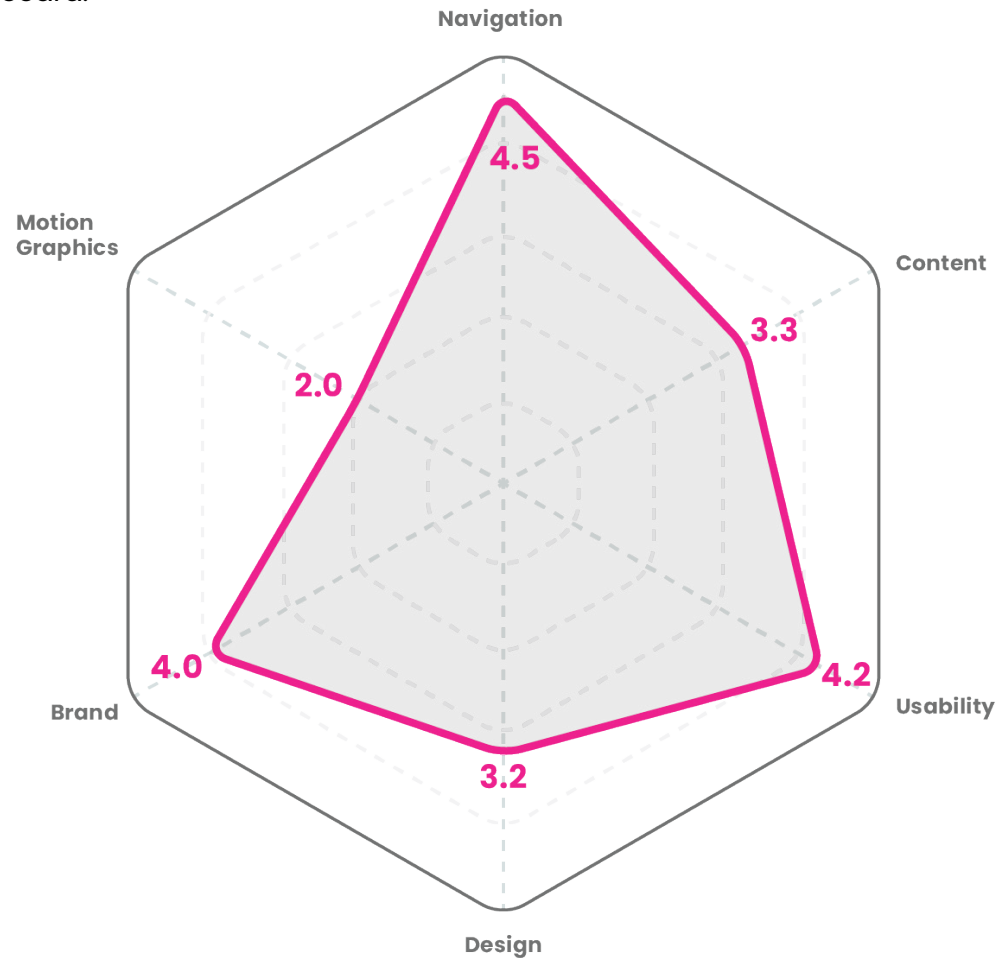


# Fortune 500 / B2B Technology

## Cognizant

Homepage effectiveness score: **3.5**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	30%	65%	44%
<b>Pages per visit:</b>	4.69	2.4	5.0
<b>Time on site (minutes):</b>	4:52	2:51	4:55

### Suggested considerations:

- Embedded form at the bottom of the page should be on a dedicated page, optimized for conversion. It's also premature to assume that visitors will be ready to contact the company at the homepage level of the journey.
- Drop down menu takes up the full screen, but content only fills up a third of the menu height.
- Adding page load animations, microinteractions, or animated graphics would help create a more dynamic experience. Hero banner videos would add more visual interest above the fold, encouraging users to explore further.



# Fortune 500 / B2B Technology **Cisco Systems**

Fortune rank<sup>1</sup>: 82

Global traffic rank<sup>2</sup>: 2k

Homepage effectiveness:

**3.4**

Homepage rank:

**#13**



cisco.com. © 2023 Cisco Systems, Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



Products and Services Solutions Support Learn

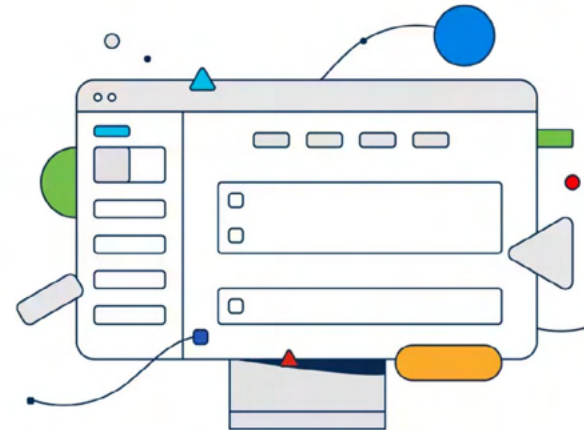
How to Buy Partners Log in EN US

Explore Cisco Search

## Goodbye chaos. Hello calm.

Transform your infrastructure to bring it all together and take back control.

Simplify your IT

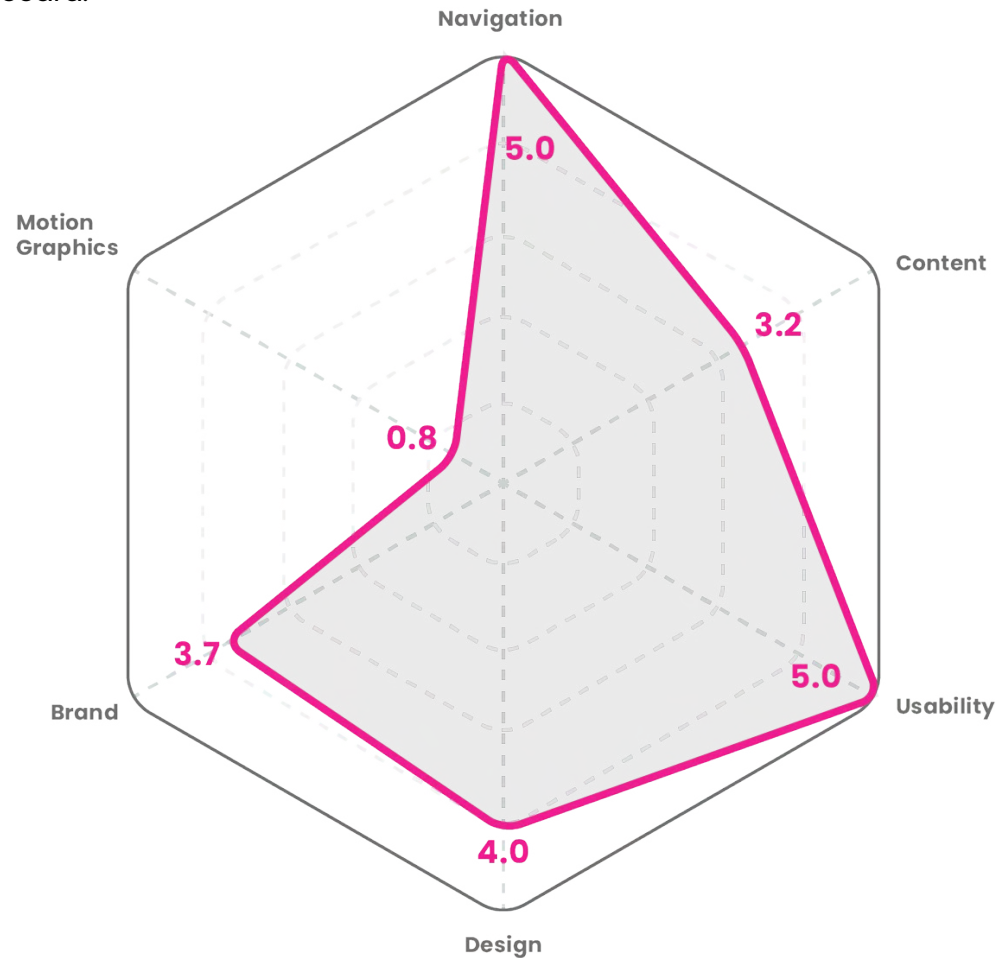


# Fortune 500 / B2B Technology

## Cisco Systems

Homepage effectiveness score: **3.4**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	35%	65%	44%
<b>Pages per visit:</b>	6.55	2.4	5.0
<b>Time on site (minutes):</b>	7:01	2:51	4:55

### Suggested considerations:

- The homepage is lacking a primary CTA in the navigation as well as at the bottom of the page.
- Imagery and other visuals don't feel consistent or compelling. Recommend using more product or people shots to keep users engaged.



# Fortune 500 / B2B Technology Motorola Solutions

Fortune rank<sup>1</sup>: 418

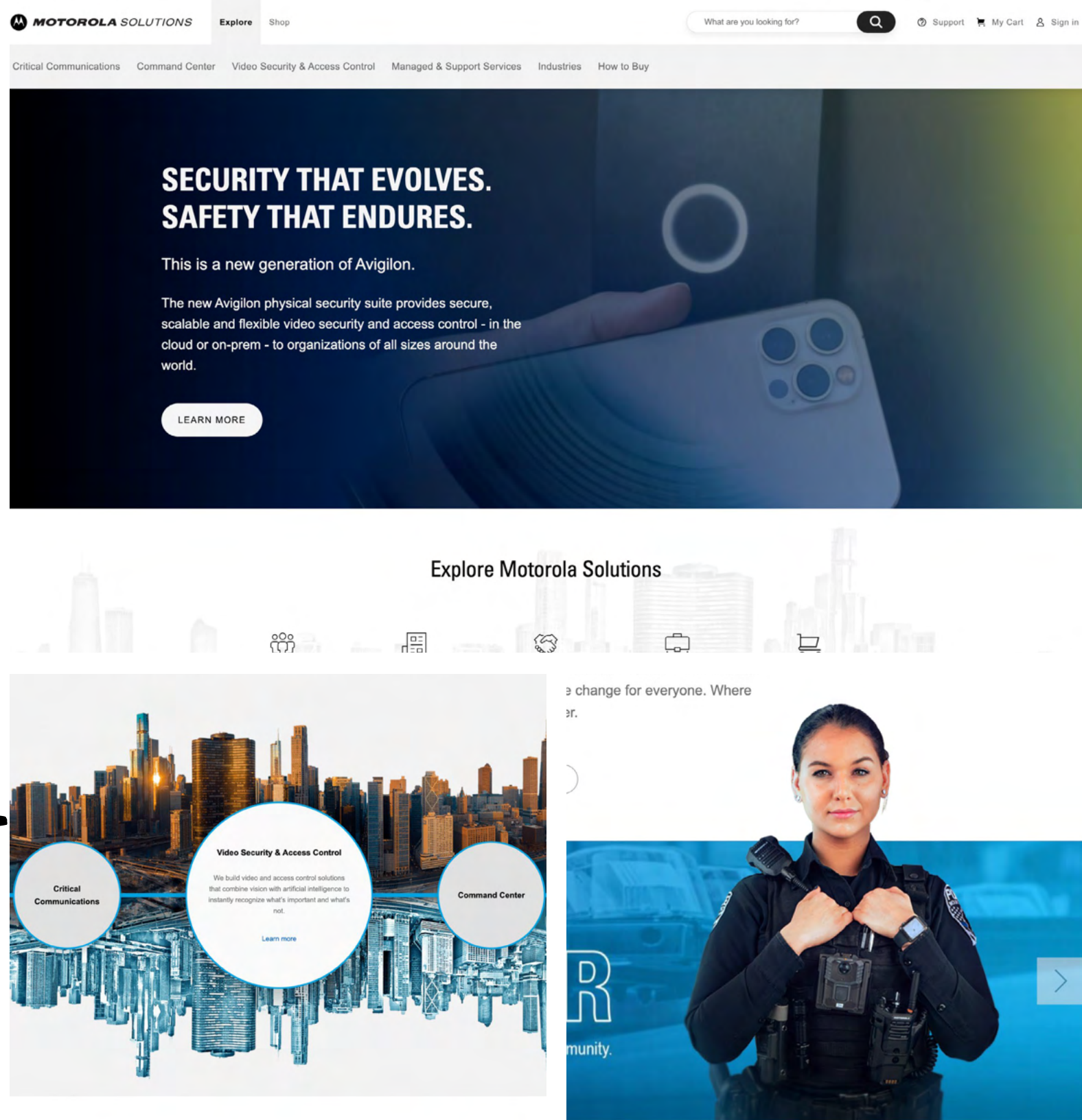
Global traffic rank<sup>2</sup>: 43k

Homepage effectiveness:

3.4

Homepage rank:

#14



motorolasolutions.com. © 2023 Motorola Solutions, Inc.  
Retrieved July 2023.

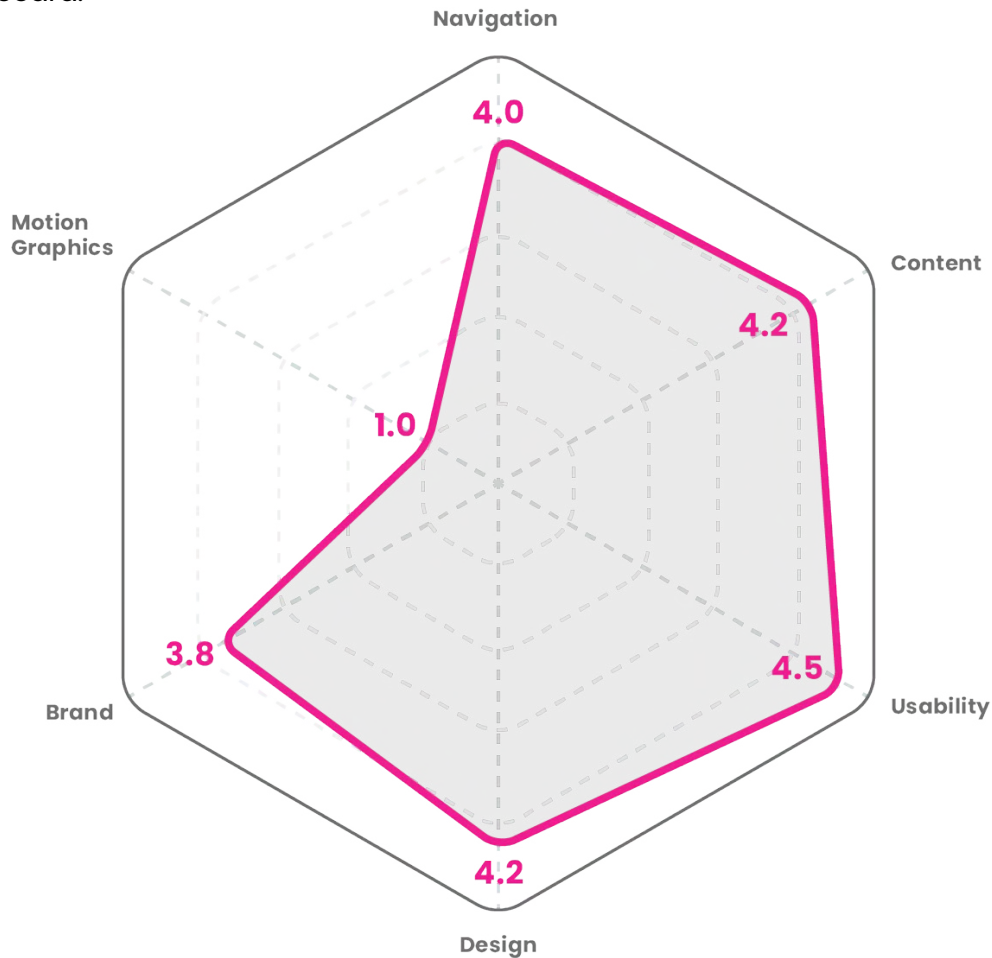
1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.
2. SimilarWeb. Site Research Tool. Accessed August 2023.

# Fortune 500 / B2B Technology

## Motorola Solutions

Homepage effectiveness score: **3.4**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	45%	65%	44%
<b>Pages per visit:</b>	8.09	2.4	5.0
<b>Time on site (minutes):</b>	5:17	2:51	4:55

### Suggested considerations:

- Section header beneath the hero sounds like a solutions headline, (“Explore Motorola Solutions”) but links to company pages such as About Us, Newsroom, Investors, and Careers, which is confusing.
- Items in the navigation could be restructured –for example, visitors may not understand what the category “Command Center” means or what it includes. Better to group by products or solutions and introduce specific names under intuitive headers.
- Intro animations or videos in the hero banner would add more visual interest above the fold, encouraging users to explore further. Creating branded elements throughout the page would help it look less generic.



Fortune 500 / B2B Technology  
**Micron Technology**

Fortune rank<sup>1</sup>: 136

Global traffic rank<sup>2</sup>: 42k

Homepage effectiveness:

Homepage rank:

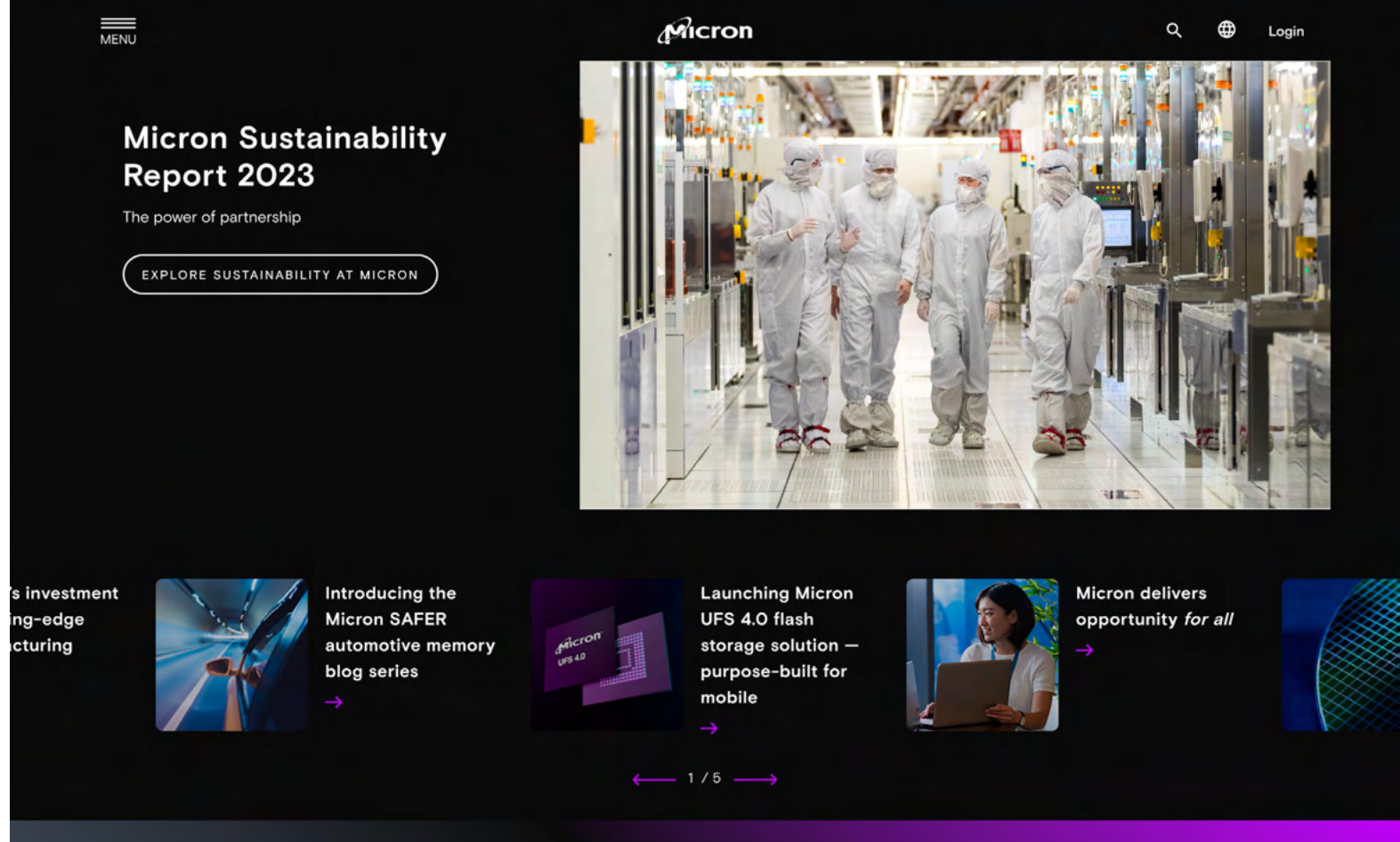
**3.3**

**#15**



micron.com. © 2023 Micron Technology, Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



## Innovation makes new so

Innovation in memory and storage technology creates faster access to apps, data and richer user experiences possible across our daily lives.



### Data center

Scale, simplify, consolidate and automate to get the most value from your data center and cloud infrastructure.



### Client PC

Flexible solutions for a variety of factors, enabling powerful and better end user experience.

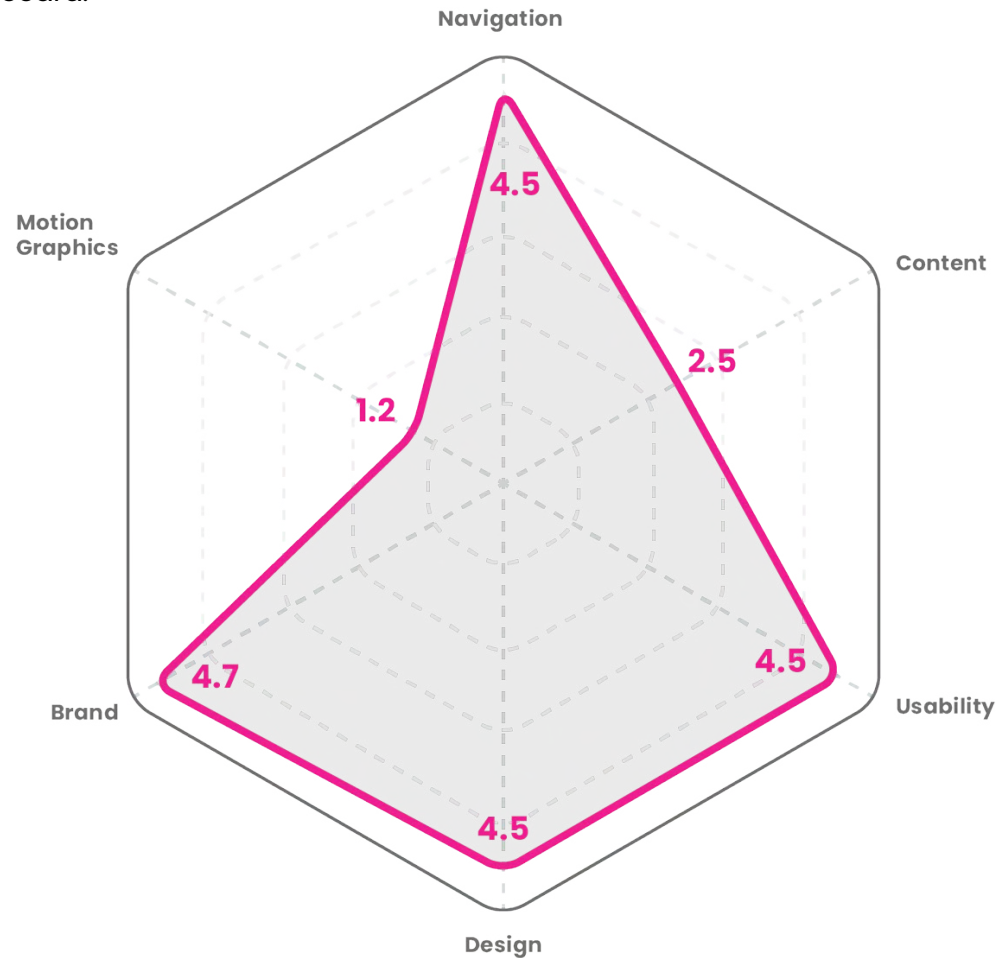


# Fortune 500 / B2B Technology

## Micron Technology

Homepage effectiveness score: **3.3**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	37%	65%	44%
<b>Pages per visit:</b>	8.69	2.4	5.0
<b>Time on site (minutes):</b>	9:50	2:51	4:55

### Suggested considerations:

- Navigation is hidden within a hamburger menu, potentially leading to reduced user engagement compared to visible menus.
- Reserve the hero banner for establishing brand positioning, especially with the resource carousel directly below. Intro animations or videos here would add more visual interest above the fold, encouraging users to explore further.
- Homepage needs more content surrounding products, solutions, and validation. Adding microinteractions or animated graphics would help create a more dynamic experience.



# Fortune 500 / B2B Technology Qualcomm

Fortune rank<sup>1</sup>: 98

Global traffic rank<sup>2</sup>: 16k

Homepage effectiveness:

Homepage rank:

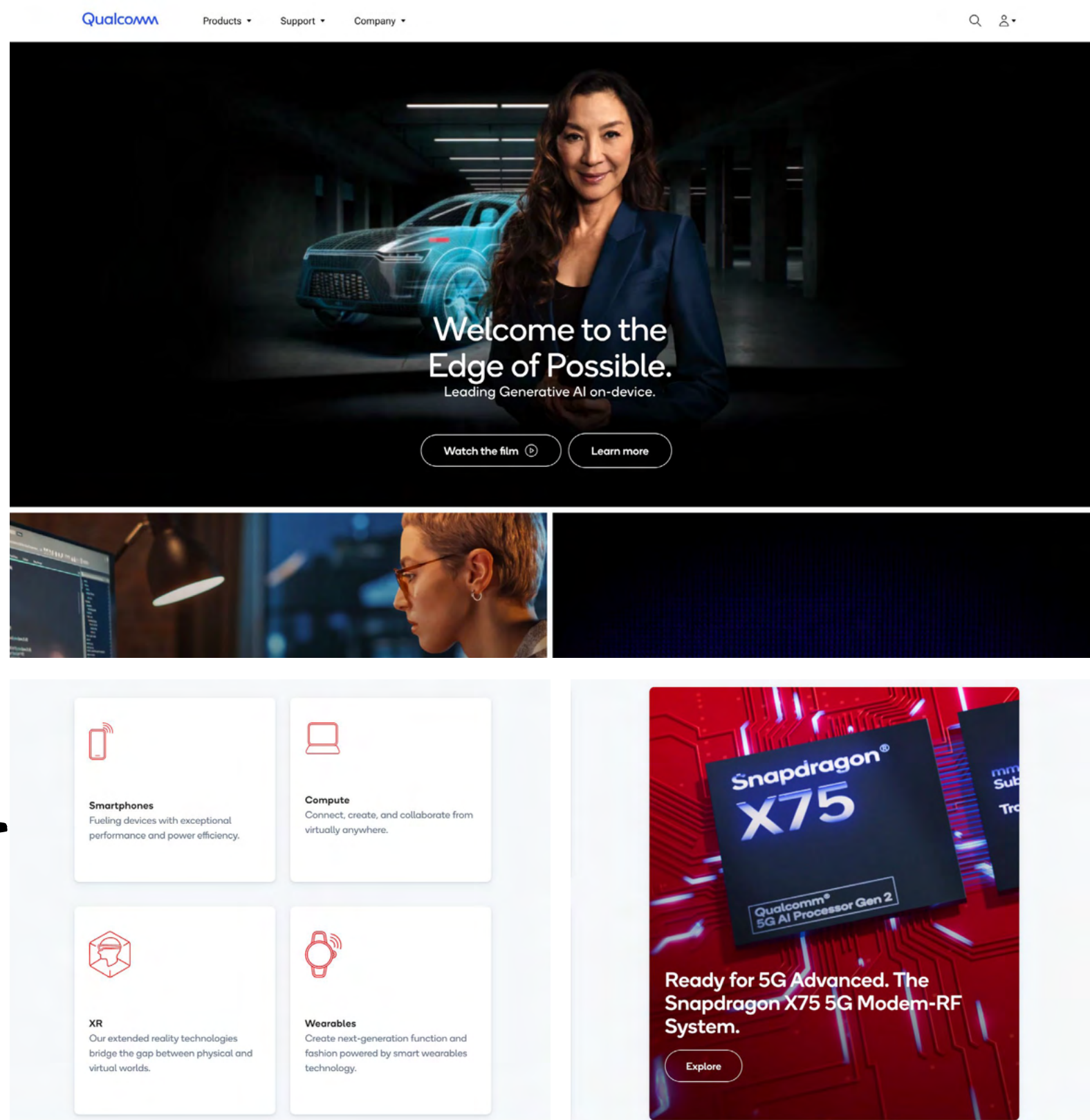
**3.2**

**#16**



qualcomm.com. © 2023 Qualcomm Technologies, Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.
2. SimilarWeb. Site Research Tool. Accessed August 2023.

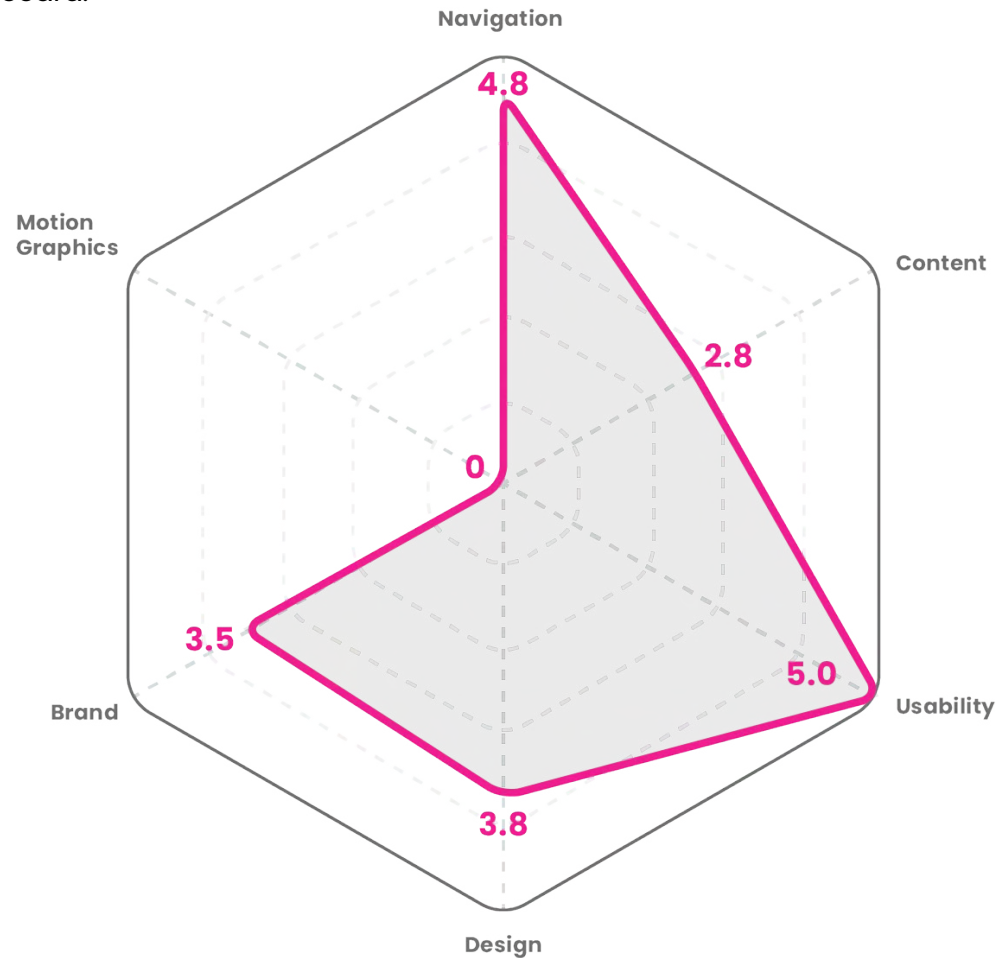


# Fortune 500 / B2B Technology

## Qualcomm

Homepage effectiveness score: **3.2**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	35%	65%	44%
<b>Pages per visit:</b>	6.66	2.4	5.0
<b>Time on site (minutes):</b>	8:37	2:51	4:55

### Suggested considerations:

- Certain “header” links within the dropdown menu are clickable, while others aren’t. (E.g., Under the “Products” section, the “Mobile” header is clickable, whereas “Core Technologies” is not). Giving users a clear visual indication of this distinction would prevent any potential confusion or frustration.
- Incorporating interactive elements such as microinteractions or animated graphics would help create a more dynamic experience.
- Add branded elements to images to create a stronger sense of brand identity. Keep it consistent—add hover interactions to all buttons, not just some.

# Fortune 500 / B2B Technology **ON Semiconductor**

Fortune rank<sup>1</sup>: 454

Global traffic rank<sup>2</sup>: 60k

Homepage effectiveness:

Homepage rank:

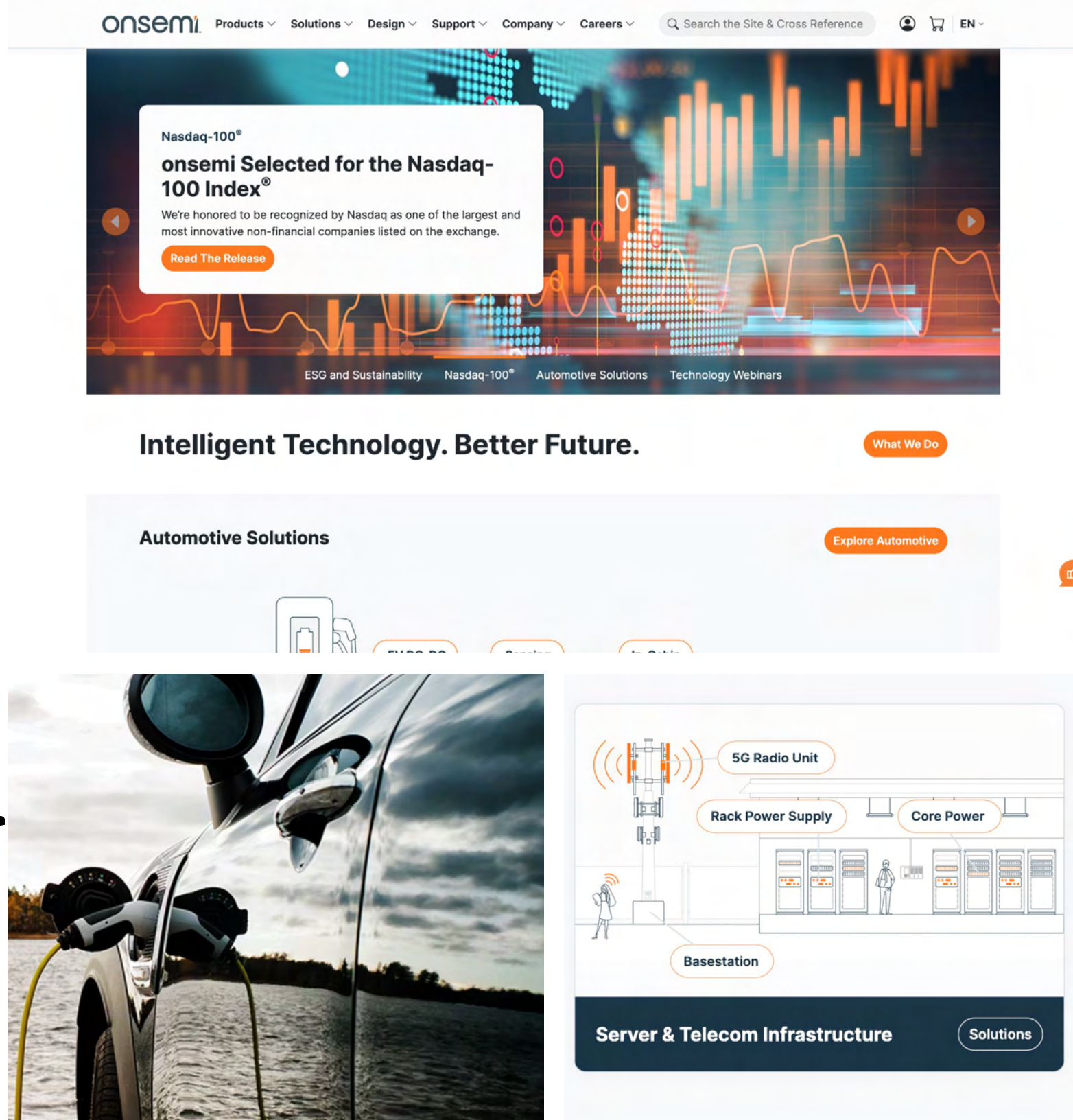
**3.2**

**#17**



onsemi.com. © 2023 Semiconductor Components Industries, LLC  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.
2. SimilarWeb. Site Research Tool. Accessed August 2023.



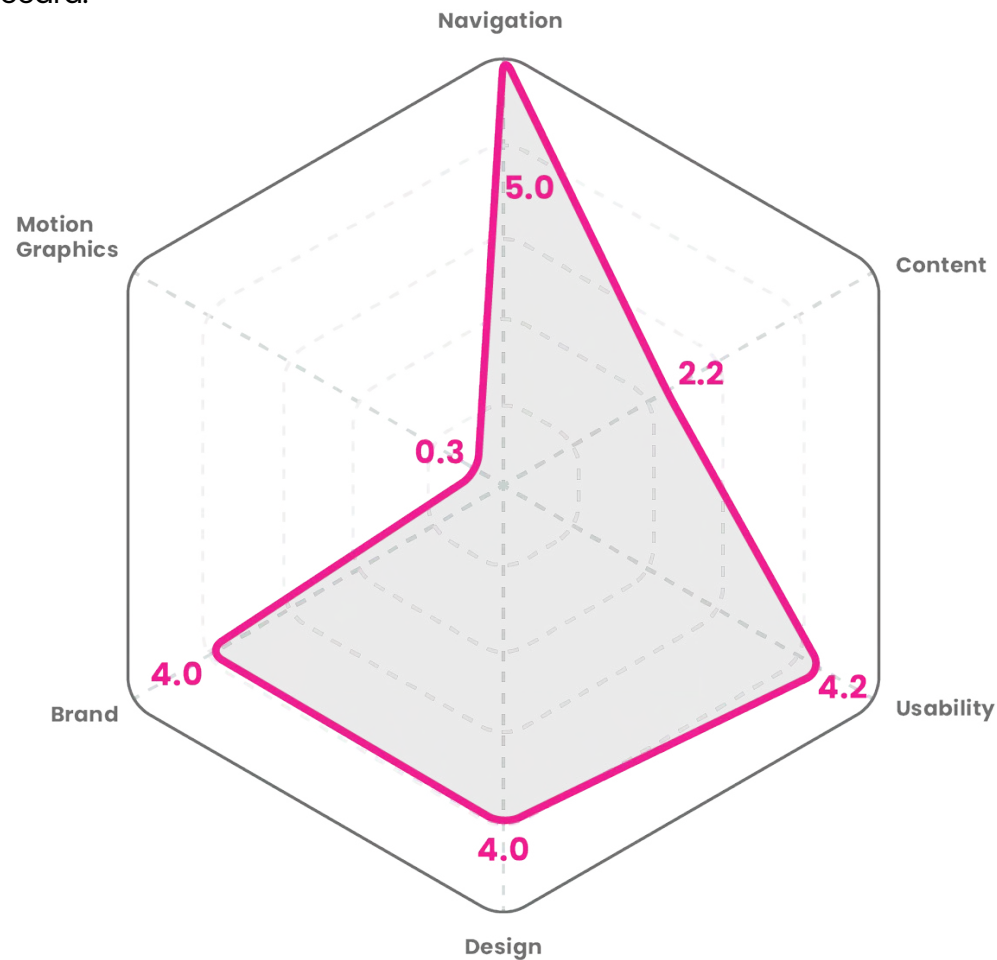


# Fortune 500 / B2B Technology

## ON Semiconductor

Homepage effectiveness score: **3.2**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	52%	65%	44%
<b>Pages per visit:</b>	5.41	2.4	5.0
<b>Time on site (minutes):</b>	4:06	2:51	4:55

### Suggested considerations:

- Not enough copy to support/explain diagrams, forcing visitors to click off into subpages to learn more.
- Adding page load animations would help to create a dynamic experience, as would adding animations to illustrations.
- Type hierarchy is inconsistent; creating distinct type styles would help users navigate the content. There's also no primary CT or clear next step for visitors to take.

# Fortune 500 / B2B Technology **Oracle**

Fortune rank<sup>1</sup>: 101

Global traffic rank<sup>2</sup>: 1k

Homepage effectiveness:

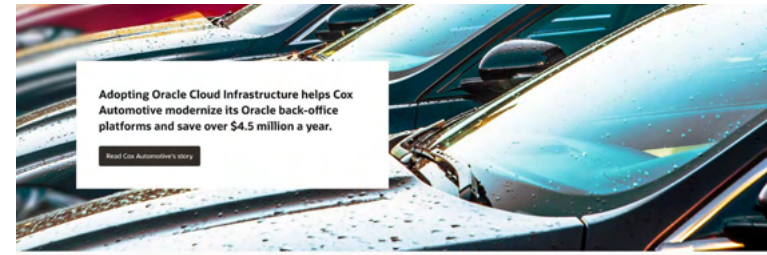
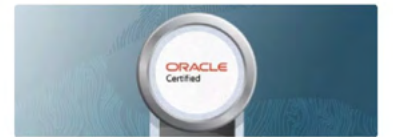
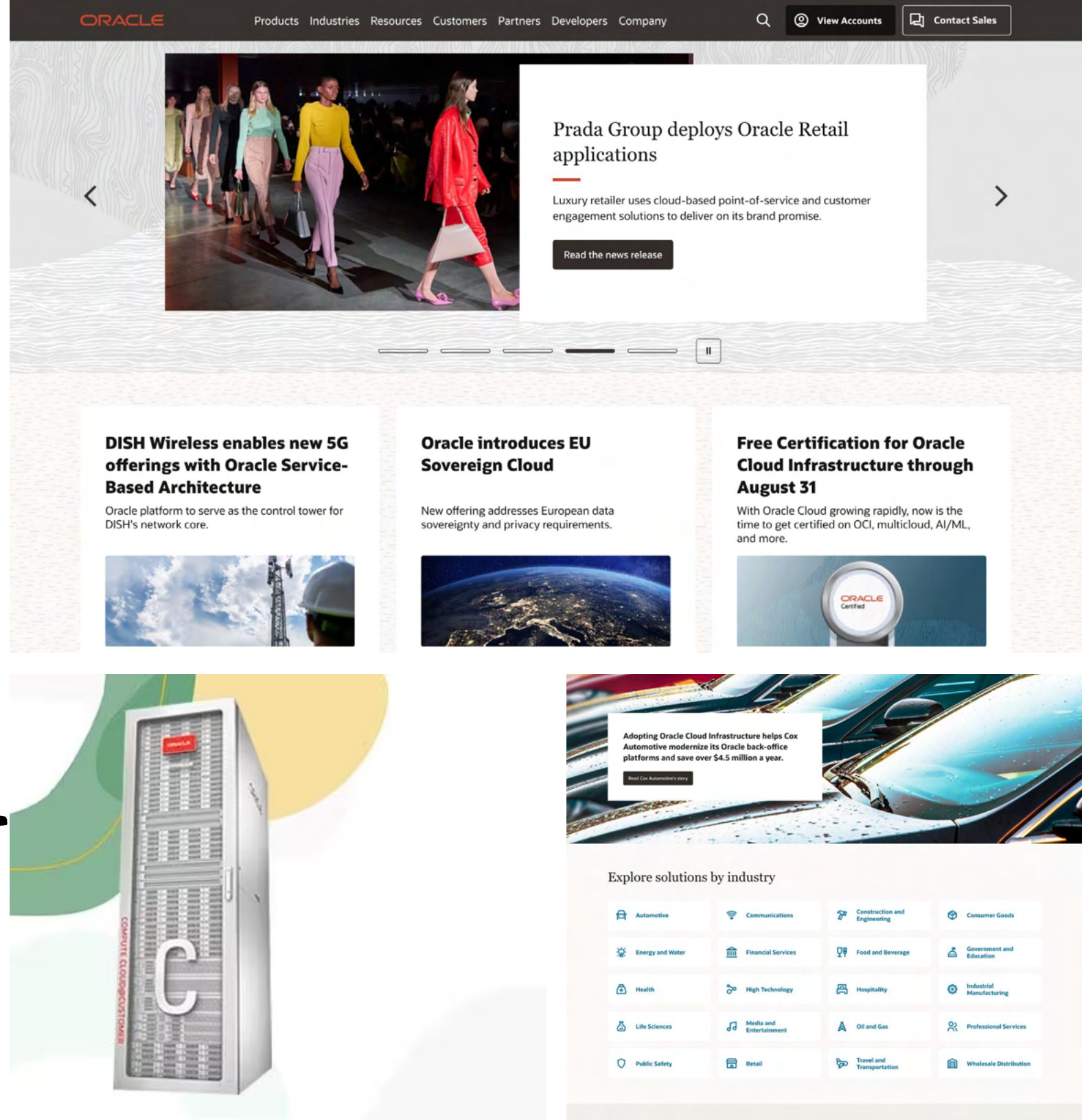
Homepage rank:

**3.1**

**#18**

oracle.com. © 2023 Oracle.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



### Explore solutions by industry

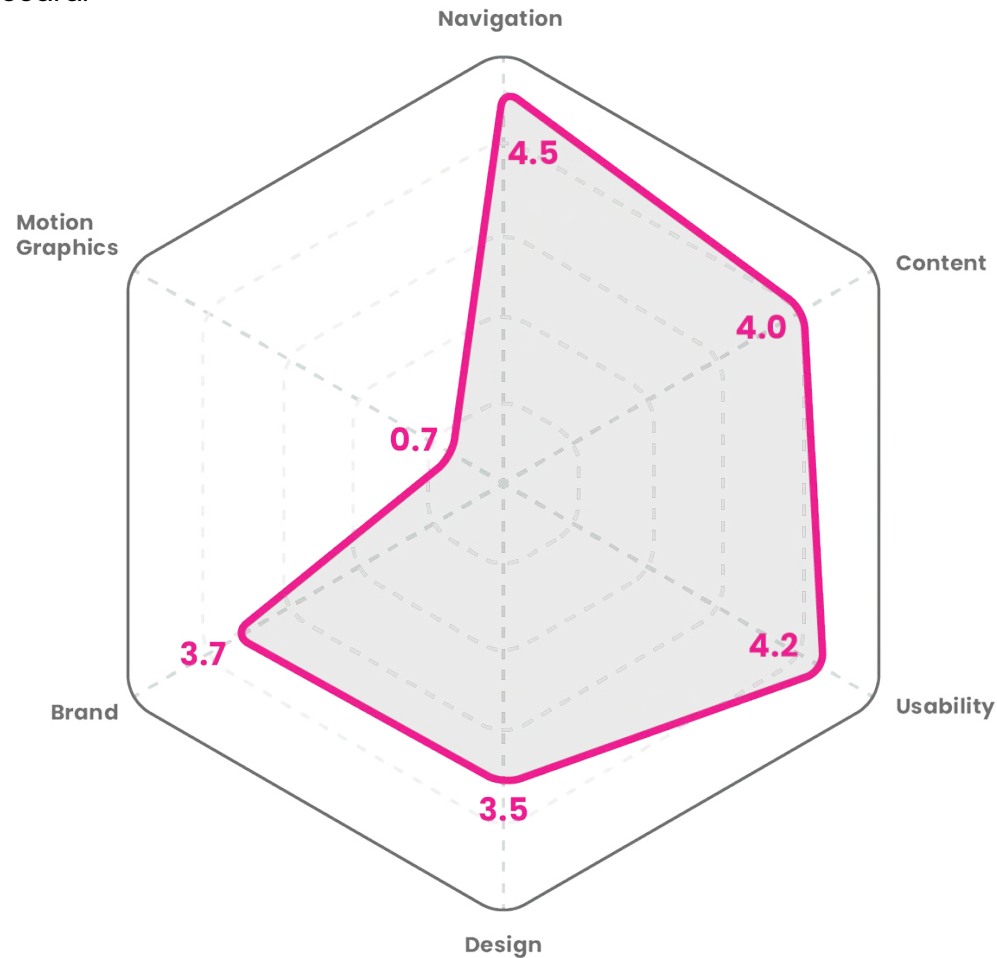
Automotive	Communications	Construction and Engineering	Consumer Goods
Energy and Water	Financial Services	Food and Beverage	Government and Education
Health	High Technology	Hospitality	Industrial Manufacturing
Life Sciences	Media and Entertainment	Oil and Gas	Professional Services
Public Safety	Retail	Travel and Transportation	Wholesale Distribution

# Fortune 500 / B2B Technology

## Oracle

Homepage effectiveness score: **3.1**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	41%	65%	44%
<b>Pages per visit:</b>	5.75	2.4	5.0
<b>Time on site (minutes):</b>	6:07	2:51	4:55

### Suggested considerations:

- Product offering presentation feels overwhelming, with lots of dropdowns and hidden links. Recommend limiting the hero carousel to three pieces of content, as most users don't scroll that far.
- Design choices such as fonts, color, iconography, and more should be reconsidered to make the site feel less outdated.
- Create a more interactive experience by adding hovers to the regions map. Text links could be emphasized more clearly so users know they're clickable.



# Fortune 500 / B2B Technology Leidos Holdings

Fortune rank<sup>1</sup>: 288

Global traffic rank<sup>2</sup>: 73k

Homepage effectiveness:

Homepage rank:

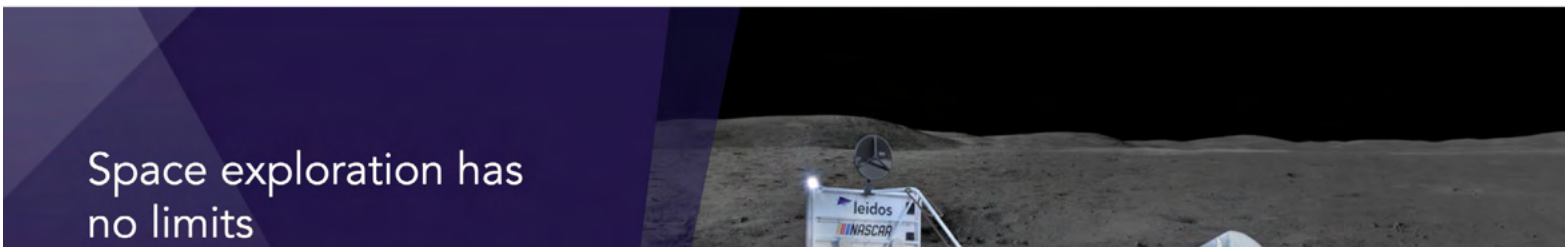
3.0

#19



leidos.com. © 2023 Leidos.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



## Insights



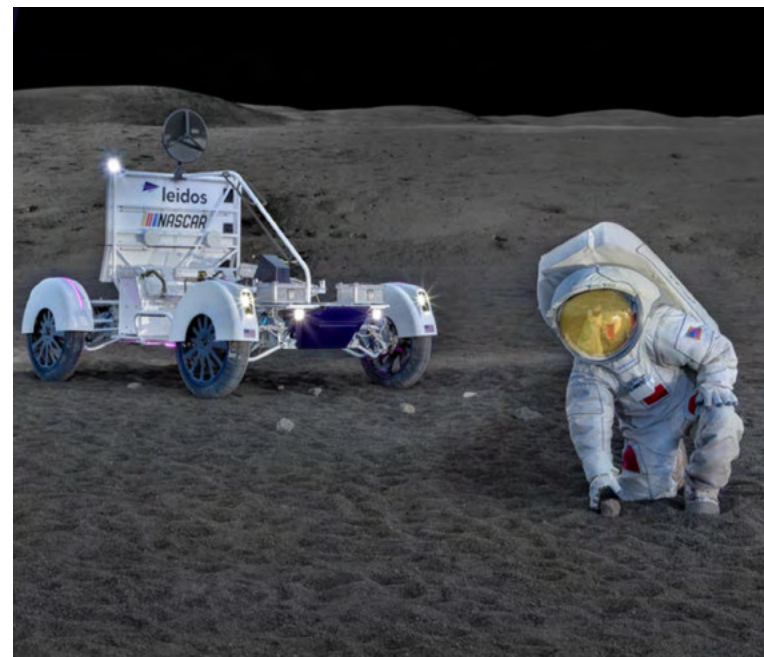
NEWS

Leidos' MACH-TB program successfully completes 1st test launch



ARTICLE

Leidos named to... Companies to Watch

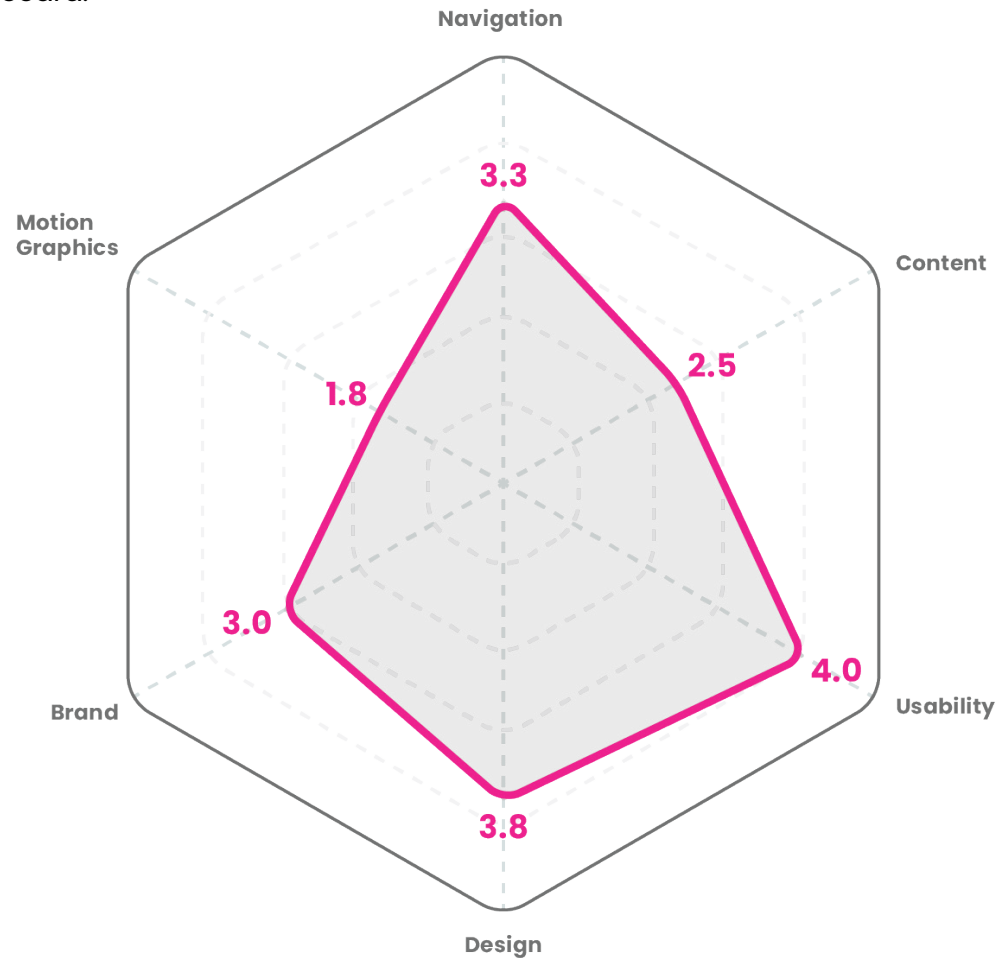


# Fortune 500 / B2B Technology

## Leidos Holdings

Homepage effectiveness score: **3.0**

Scorecard:



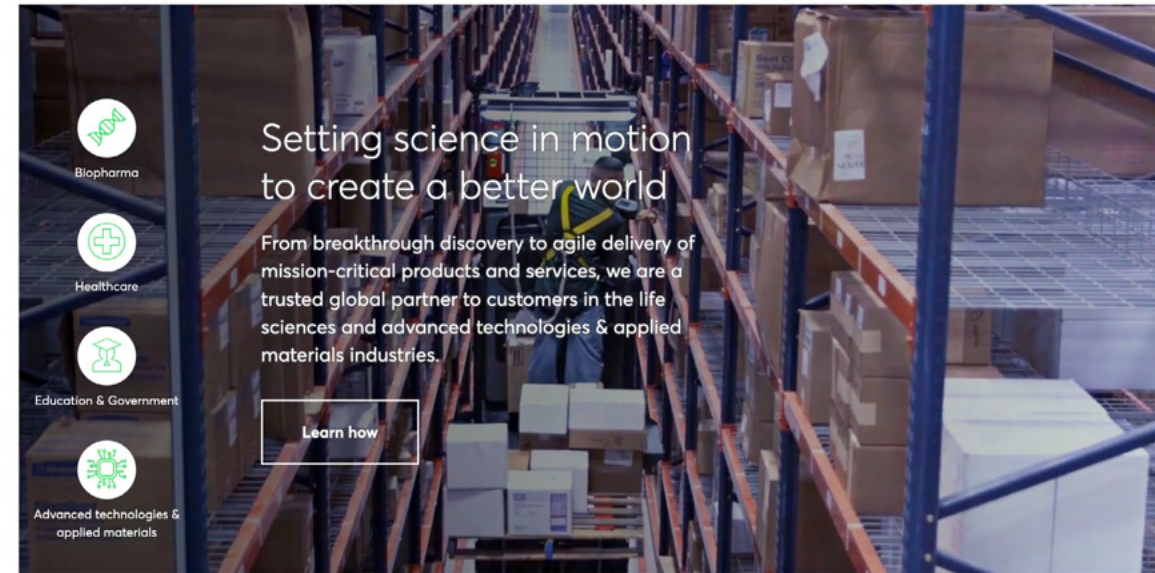
### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	44%	65%	44%
<b>Pages per visit:</b>	6.41	2.4	5.0
<b>Time on site (minutes):</b>	6:55	2:51	4:55

### Suggested considerations:

- Menu dropdown could be better laid out; the headline of each section makes it feel too busy.
- Page lacks enough content to tell a full and complete story of who they are and what they offer, unless users click into detail pages.
- Adding page load animations, micro-interactions, or animated graphics would create a more dynamic experience. Overuse of prism pattern feels redundant—insight cards could be updated to feel less busy and stand out from the prism pattern.





**Chromatography**

Reduced and optimizing new in 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 hours to minutes**

A medical device OEM cure silicone adhesive throughout to maximize

# Fortune 500 / B2B Technology Avantor

Fortune rank<sup>1</sup>: 485

Global traffic rank<sup>2</sup>: 566k

Homepage effectiveness:

Homepage rank:

3.0

#20



avantor.com. © 2023 Avantor, Inc. Retrieved July 2023.

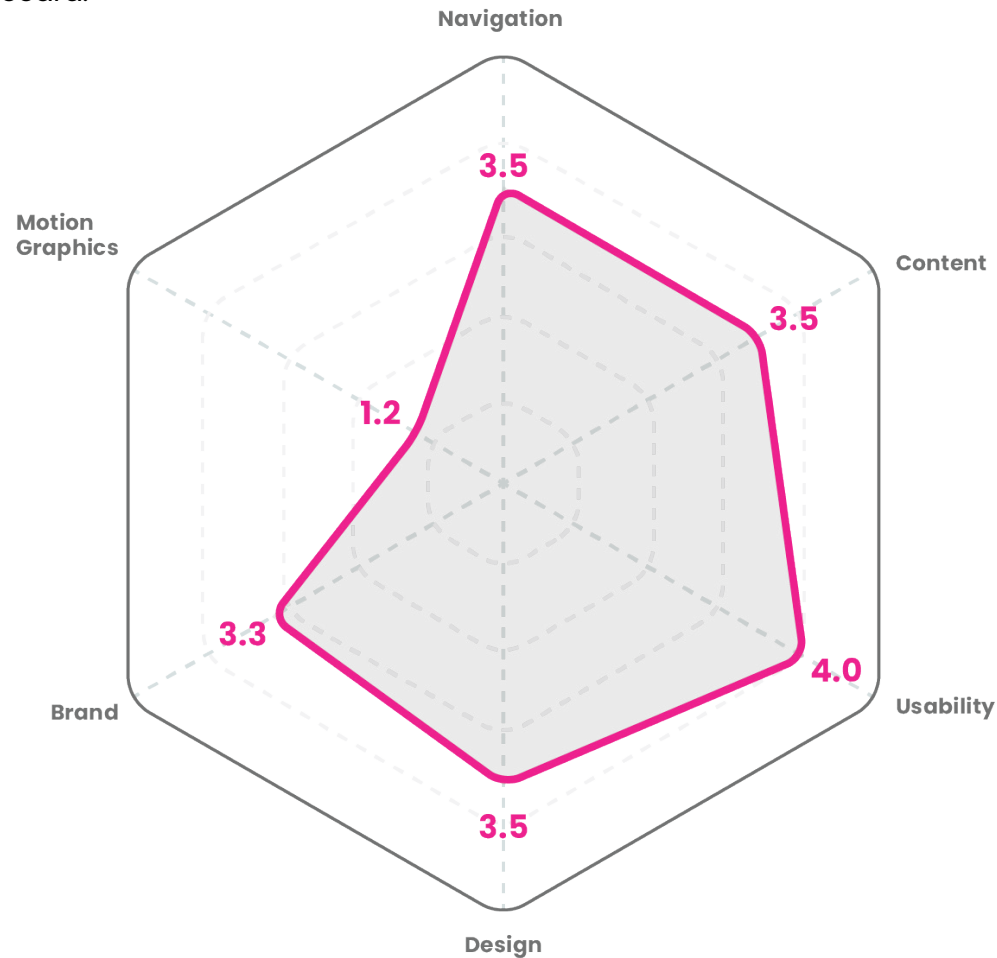
1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

# Fortune 500 / B2B Technology

## Avantor

Homepage effectiveness score: **3.0**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	41%	65%	44%
<b>Pages per visit:</b>	2.96	2.4	5.0
<b>Time on site (minutes):</b>	2:04	2:51	4:55

### Suggested considerations:

- Implementing more consistent and engaging hover states for links and buttons would help to increase user interest.
- Navigation needs to be restructured so there are fewer top-level categories.



# Fortune 500 / B2B Technology Intel

Fortune rank<sup>1</sup>: 62

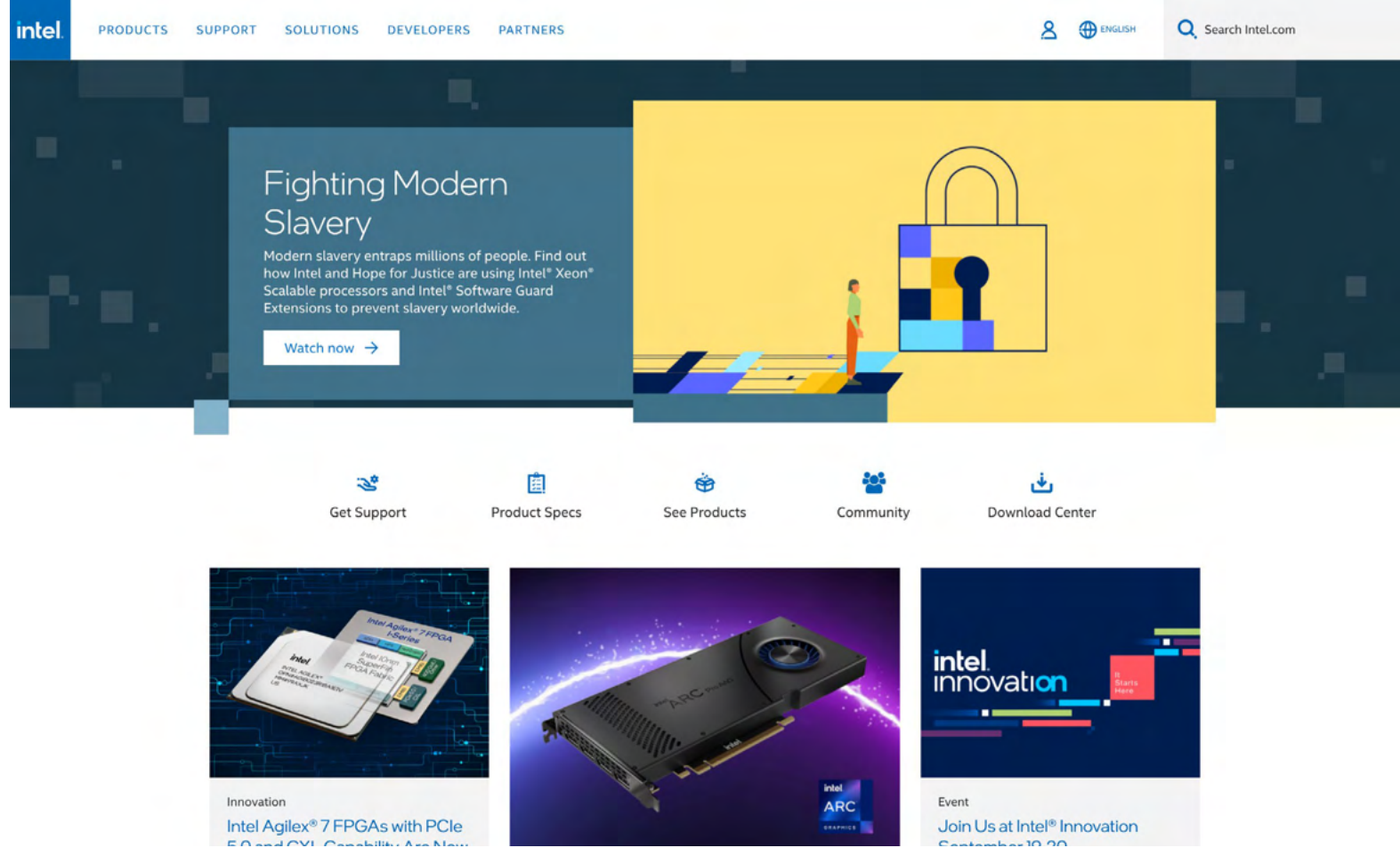
Global traffic rank<sup>2</sup>: 3k

Homepage effectiveness:

Homepage rank:

2.9

#21



intel.com. © 2023 Intel Corporation.  
Retrieved July 2023.

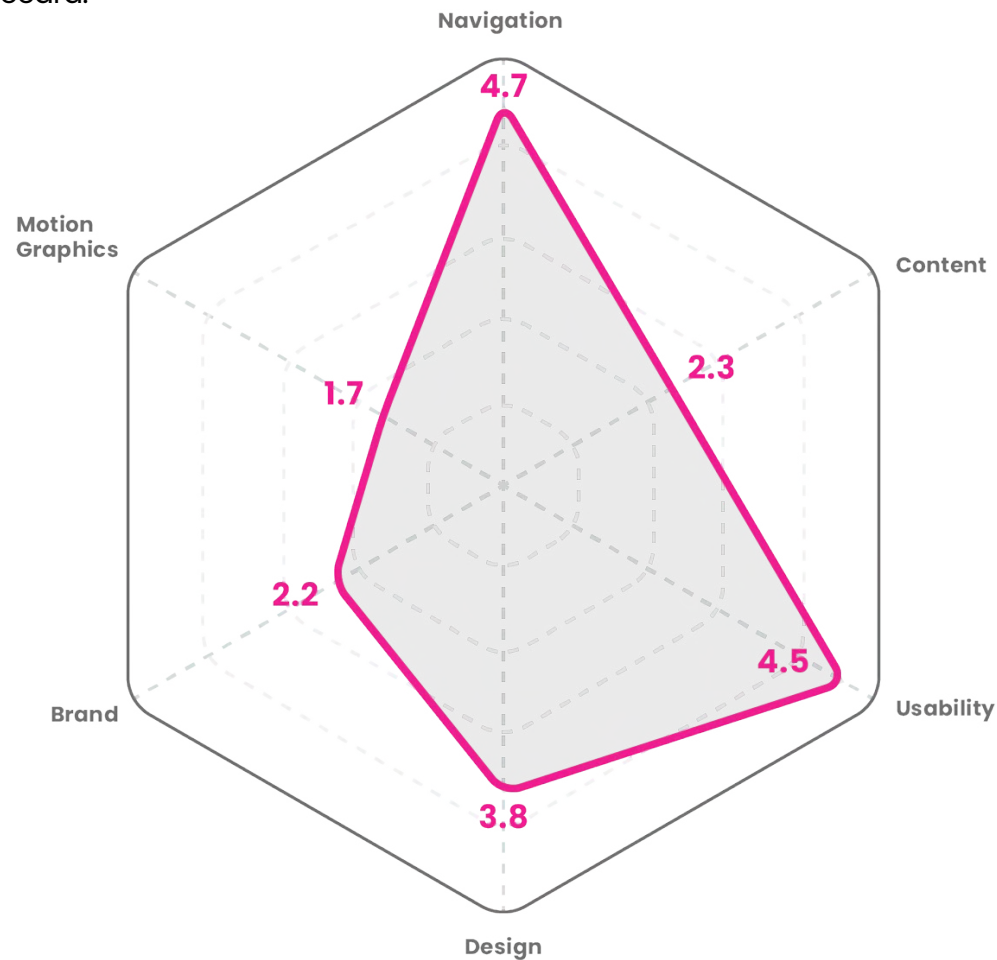
1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.
2. SimilarWeb. Site Research Tool. Accessed August 2023.

# Fortune 500 / B2B Technology

## Intel

Homepage effectiveness score: **2.9**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	52%	65%	44%
<b>Pages per visit:</b>	3.7	2.4	5.0
<b>Time on site (minutes):</b>	4:29	2:51	4:55

### Suggested considerations:

- Overall, the page could be improved by adding more content focusing on the company's solutions and differentiators.
- Recommend incorporating elements of validation such as testimonials, reviews, and/or customer ratings to help solidify user trust in Intel.
- Increase user interest by implementing more engaging hover states for resource cards and buttons.



# Fortune 500 / B2B Technology Jabil

Fortune rank<sup>1</sup>: 121

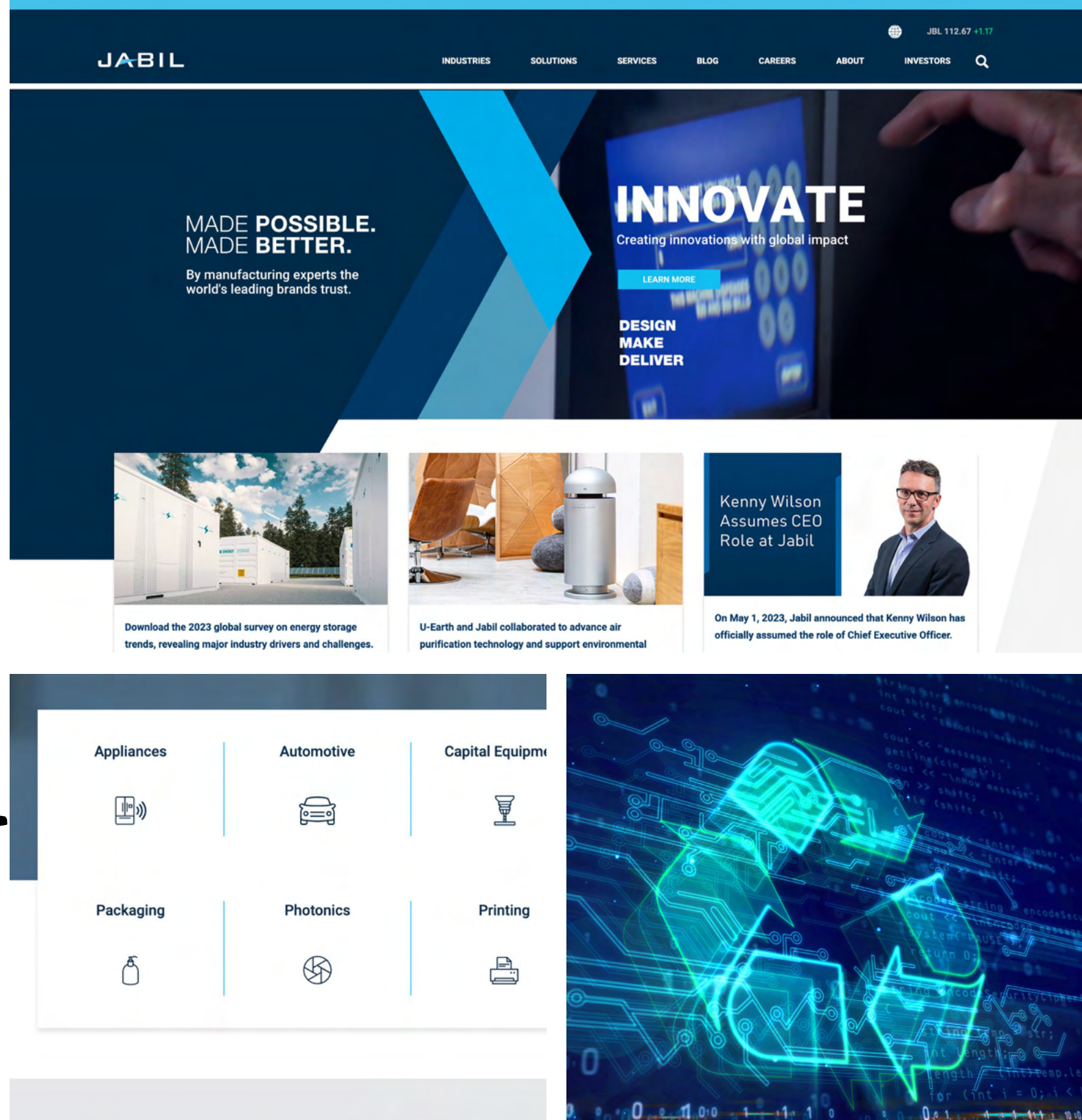
Global traffic rank<sup>2</sup>: 164k

Homepage effectiveness:

Homepage rank:

2.9

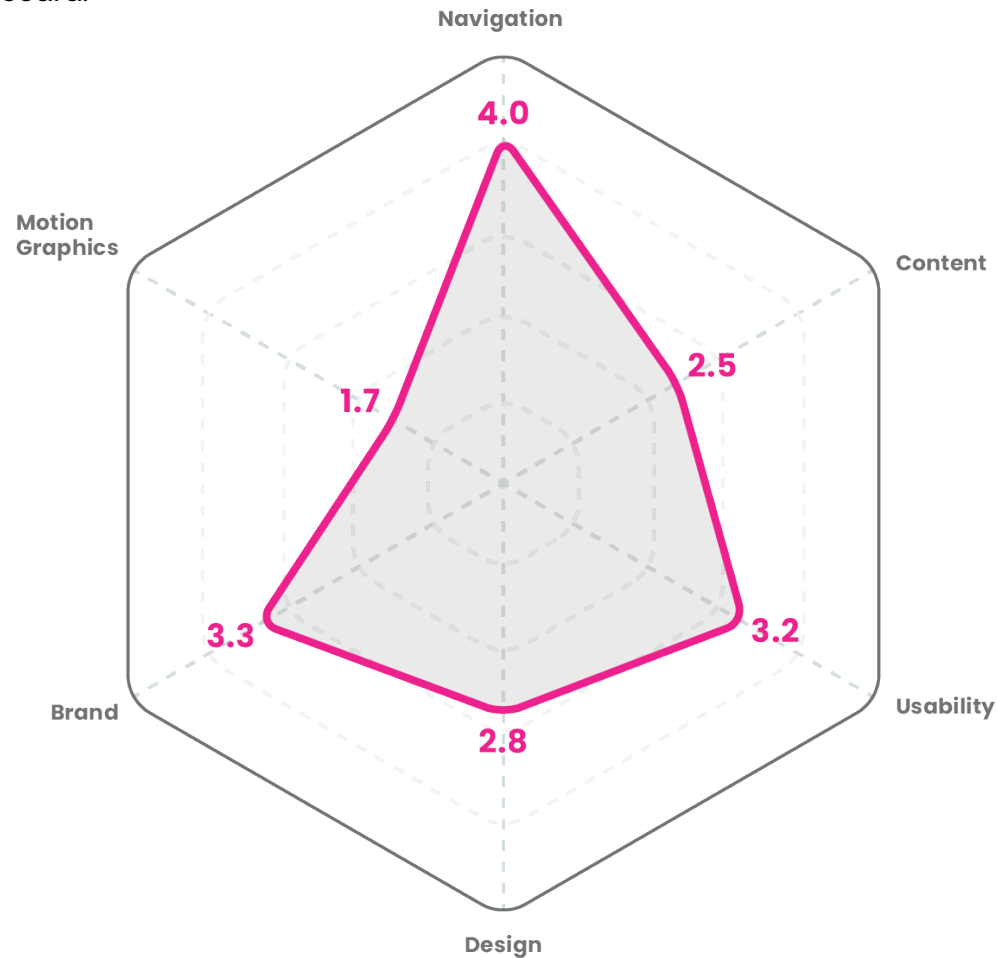
#22



jabil.com. © 2023 Jabil Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

Scorecard:



Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	49%	65%	44%
<b>Pages per visit:</b>	2.74	2.4	5.0
<b>Time on site (minutes):</b>	1:39	2:51	4:55

Suggested considerations:

- Alignment and sizing for dynamic fonts and CT elements in the hero banner require mobile optimization so they're more prominent. Recommend pulling critical content, such as solutions, services, and products out of carousels to enhance visibility.
- Applying brand elements throughout the page and being consistent with color application for typography would create a more consistent user experience.
- Add secondary green colors throughout the page so it's not so monochromatic and to make elements like CTs stand out more. Insufficient contrast of textual links within the navigational dropdowns may lead to accessibility issues.



# Fortune 500 / B2B Technology Analog Devices

Fortune rank<sup>1</sup>: 344

Global traffic rank<sup>2</sup>: 18k

Homepage effectiveness:

2.8

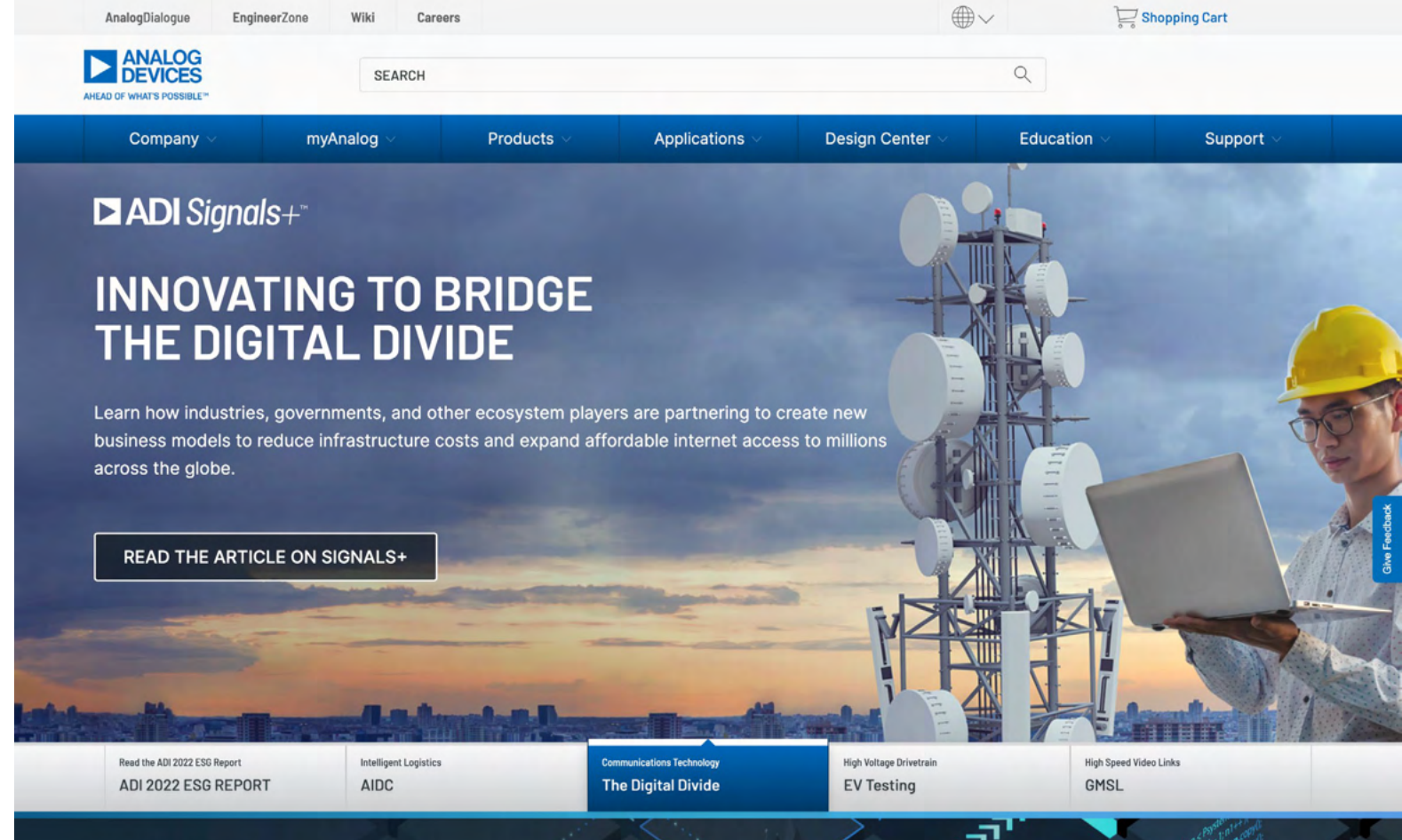
Homepage rank:

#23

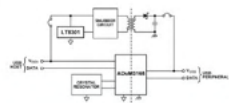


analog.com. © 2023 Analog Devices, Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.
2. SimilarWeb. Site Research Tool. Accessed August 2023.



## NEW REFERENCE DESIGNS



CN0550

Low/Full/High-Speed USB 2.0 Isolator with Isolated Power



CN0584

Precision Low Latency Kit

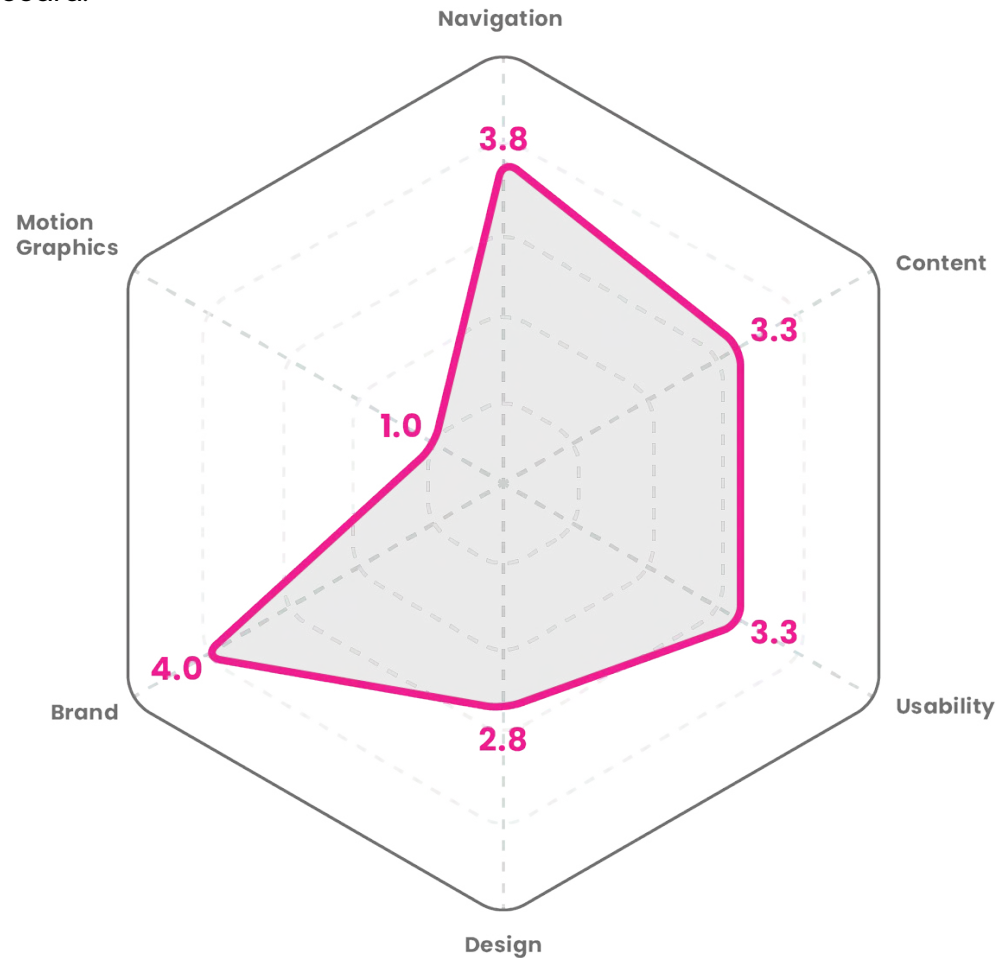


# Fortune 500 / B2B Technology

## Analog Devices

Homepage effectiveness score: **2.8**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	49%	65%	44%
<b>Pages per visit:</b>	5.12	2.4	5.0
<b>Time on site (minutes):</b>	4:26	2:51	4:55

### Suggested considerations:

- Dropdowns within the navigation are overwhelming as well as inconsistent.
- Press release cards don't seem to be optimized for longer headlines.
- Homepage should also provide content that includes thought leadership, solutions, and validation.



# Fortune 500 / B2B Technology CommScope

Fortune rank<sup>1</sup>: 415

Global traffic rank<sup>2</sup>: 81k

Homepage effectiveness:

2.7

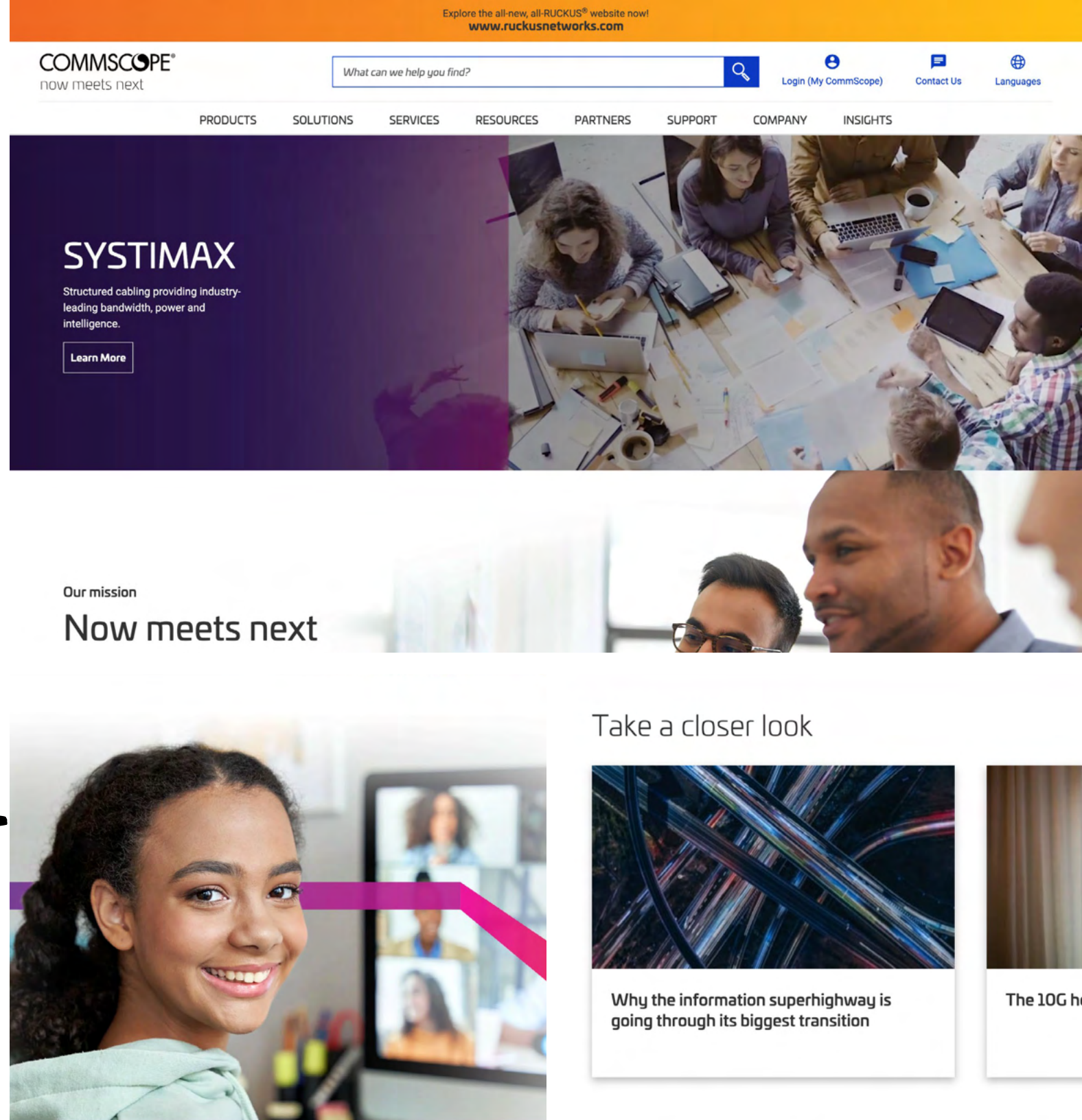
Homepage rank:

#24



commscope.com. © 2023 CommScope.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

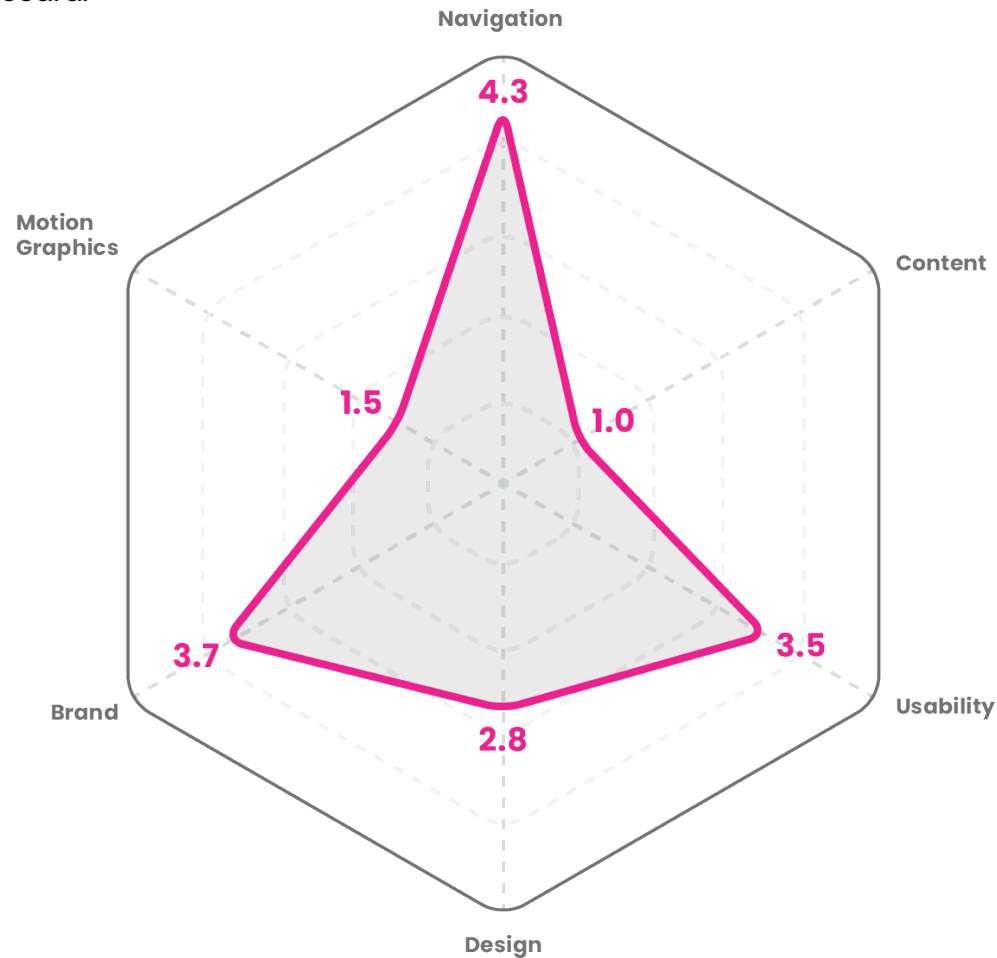


# Fortune 500 / B2B Technology

## CommScope

Homepage effectiveness score: **2.7**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	51%	65%	44%
<b>Pages per visit:</b>	3.93	2.4	5.0
<b>Time on site (minutes):</b>	3:30	2:51	4:55

### Suggested considerations:

- Homepage design could be improved if more attention was given to text alignment and spacing of various elements.
- Adding hover effects to areas such as resource cards could help increase engagement.
- CommScope's homepage gives a good amount of context about who they are but could benefit from incorporating content about what they do, such as solutions, products and/or services.



# Fortune 500 / B2B Technology DXC Technology

Fortune rank<sup>1</sup>: 255

Global traffic rank<sup>2</sup>: 34k

Homepage effectiveness:

2.6

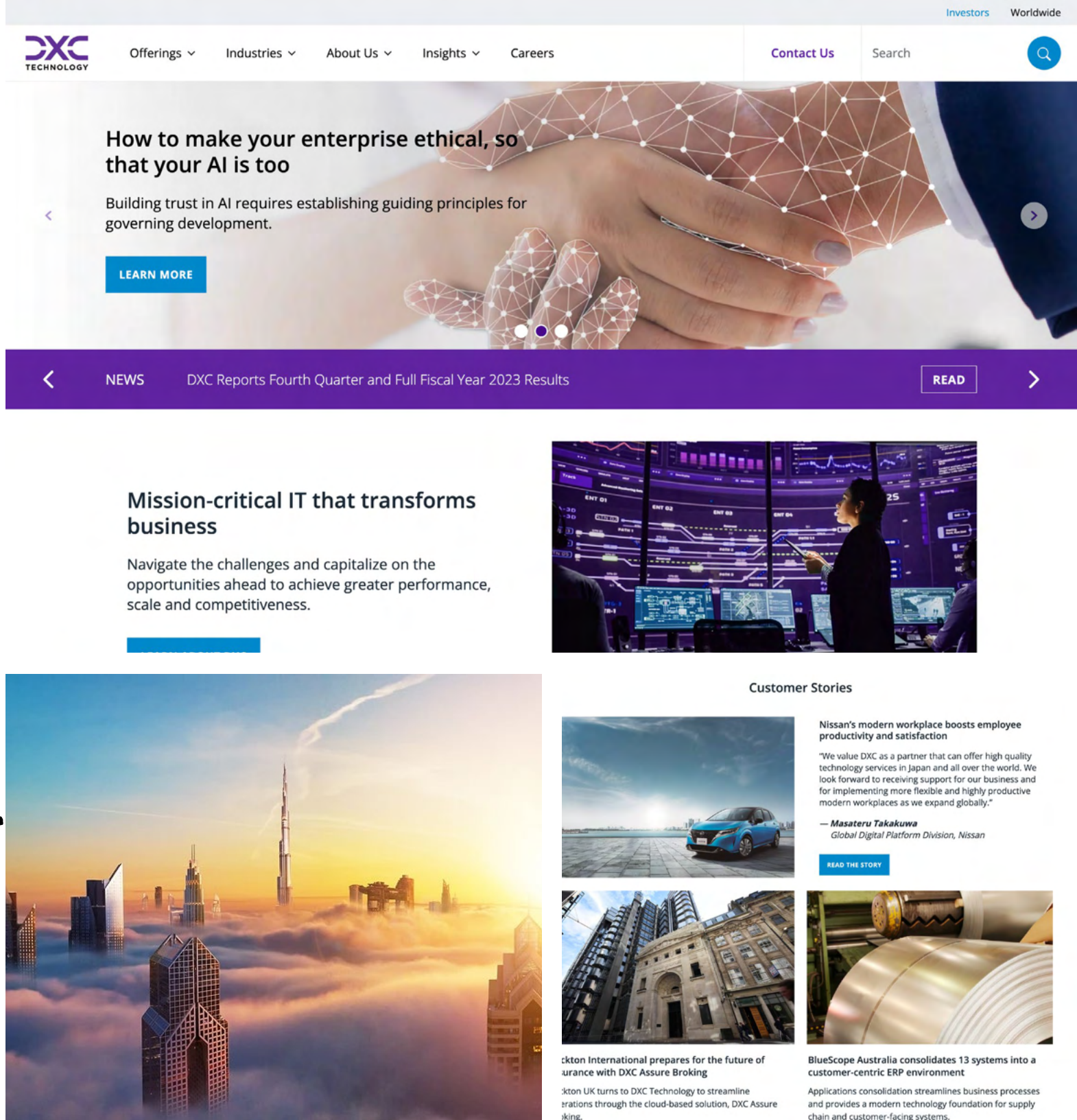
Homepage rank:

#25



dxc.com. © 2023 DXC Technology Company.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

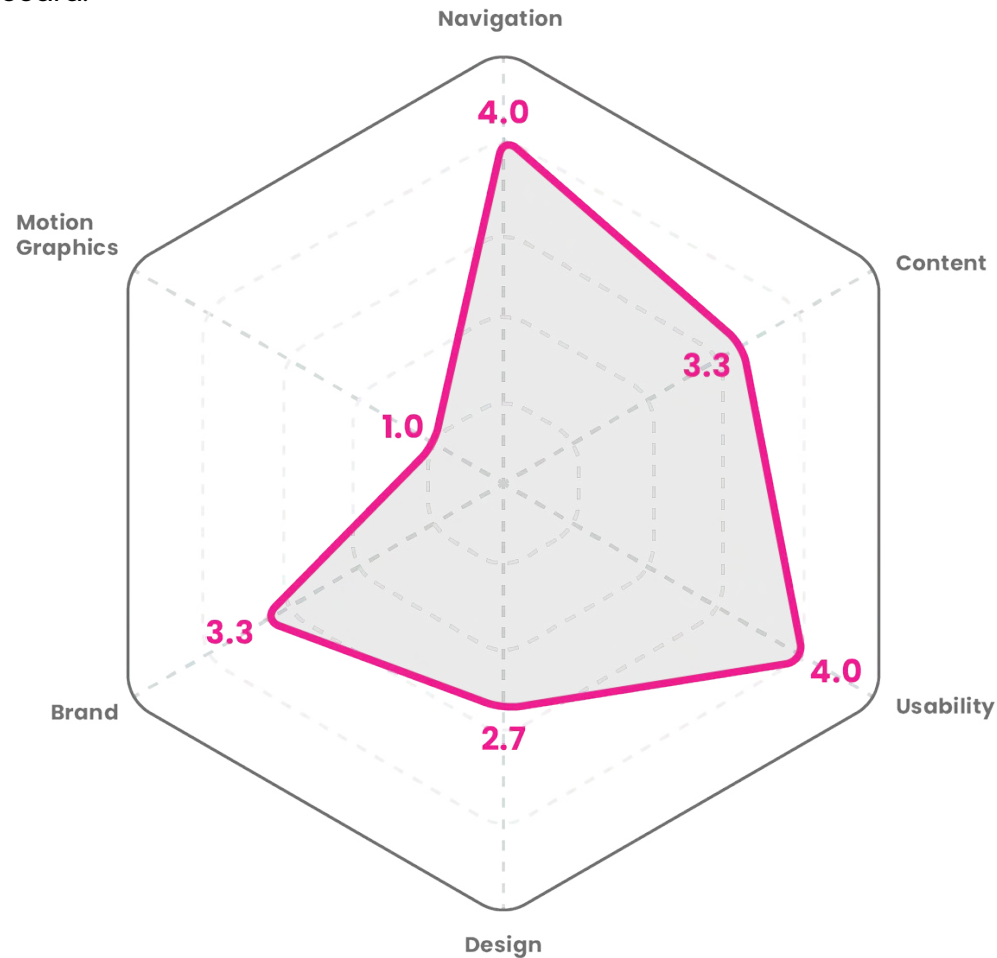


# Fortune 500 / B2B Technology

## DXC Technology

Homepage effectiveness score: **2.6**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	25%	65%	44%
<b>Pages per visit:</b>	7.41	2.4	5.0
<b>Time on site (minutes):</b>	6:18	2:51	4:55

### Suggested considerations:

- Subscription blade feels out of place on the homepage—would be better if moved to their blog or resource page.
- Elements on the page are too close together, making the experience feel cramped.
- Consider adding more padding between blades and stronger type hierarchy.



Fortune 500 / B2B Technology

**KLA**

Fortune rank<sup>1</sup>: 416

Global traffic rank<sup>2</sup>: 611k

Homepage effectiveness:

**2.6**

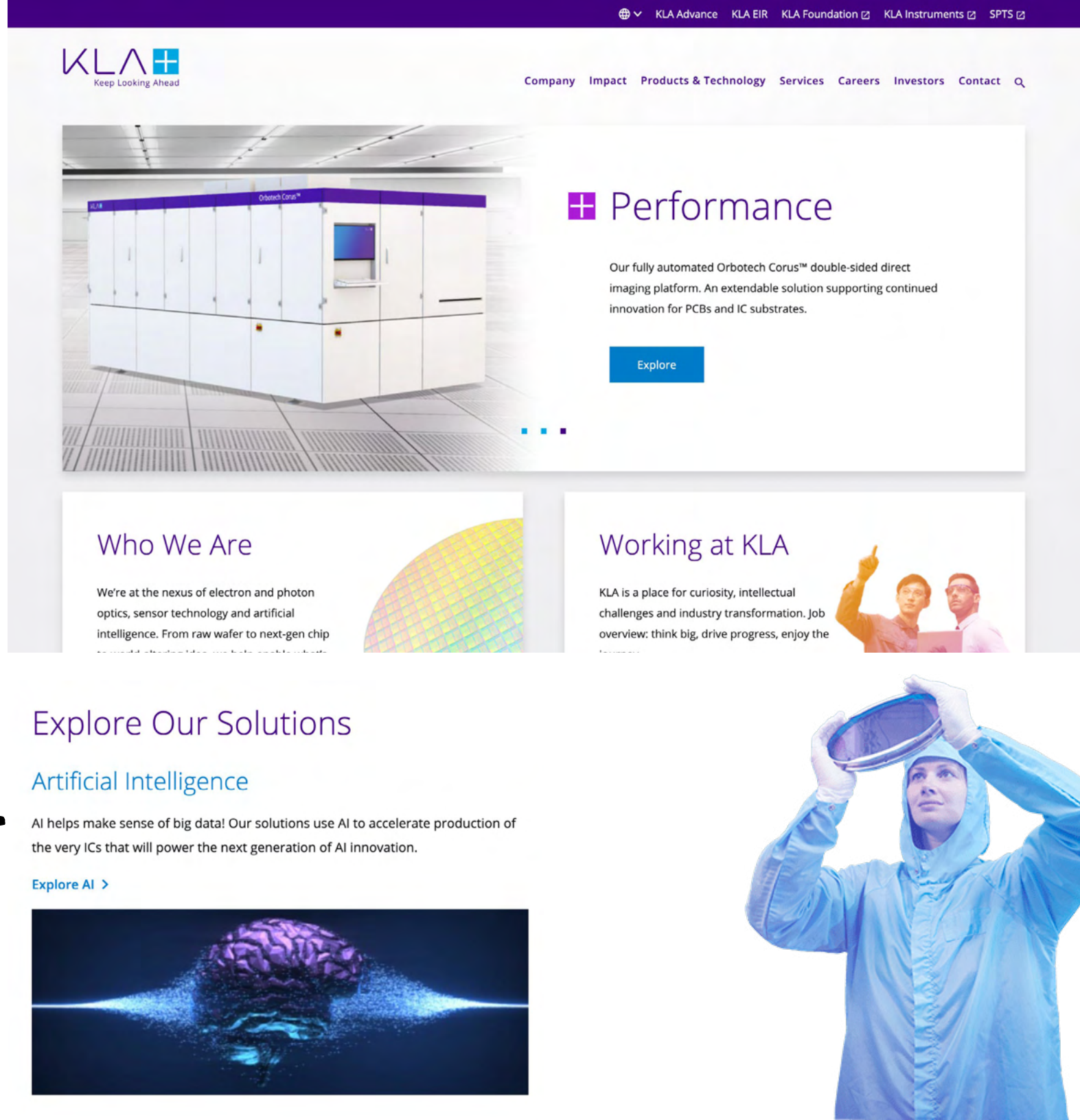
Homepage rank:

**#26**



kla.com. © 2023 KLA Corporation.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



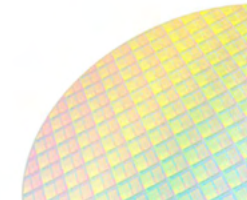
## Performance

Our fully automated Orbotech Corus™ double-sided direct imaging platform. An extendable solution supporting continued innovation for PCBs and IC substrates.

Explore

## 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



## Working at KLA

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

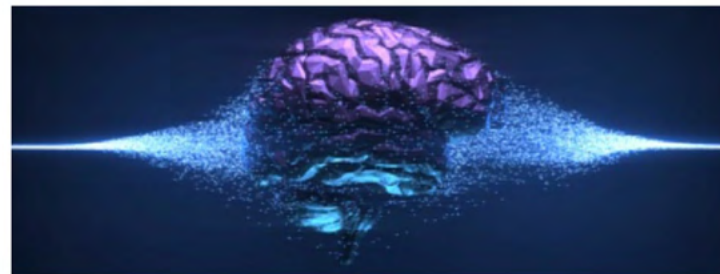


## Explore Our Solutions

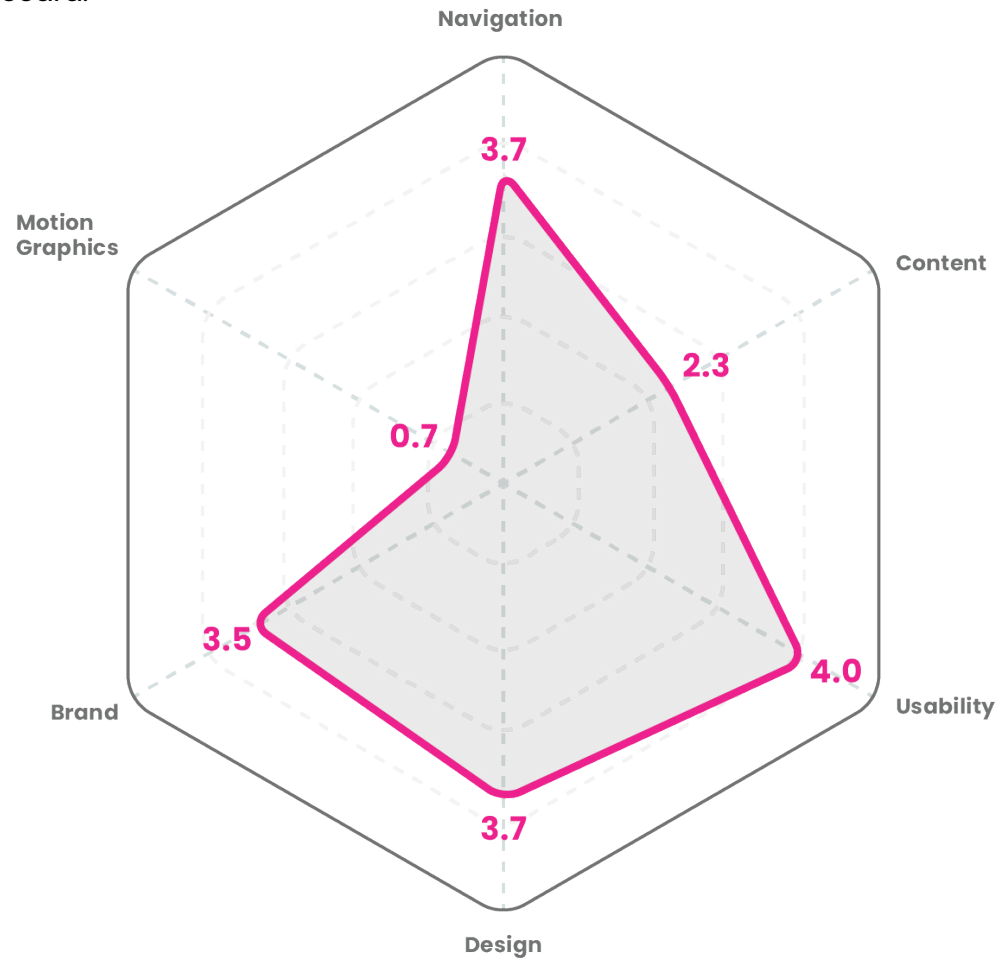
### Artificial Intelligence

AI helps make sense of big data! Our solutions use AI to accelerate production of the very ICs that will power the next generation of AI innovation.

Explore AI >



Scorecard:



Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	57%	65%	44%
<b>Pages per visit:</b>	2.59	2.4	5.0
<b>Time on site (minutes):</b>	2:26	2:51	4:55

Suggested considerations:

- Products dropdown in primary navigation could be redesigned to look less cluttered and more like a link farm.
- Homepage could benefit from adding additional areas of validation, such as customer testimonials or statistics that demonstrate success.



# Fortune 500 / B2B Technology **NVIDIA**

Fortune rank<sup>1</sup>: 152

Global traffic rank<sup>2</sup>: 1k

Homepage effectiveness:

**2.3**

Homepage rank:

**#27**



nvidia.com. © 2023 NVIDIA Corporation.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

**Computer Vision**  
**Democratize the Power of Vision AI With TAO 5.0**

TAO 5.0 is now available, putting the power of state-of-the-art Vision Transformers in the hands of every developer on any device—GPUs, CPUs, or MCUs—at the edge or in the cloud.

[Learn More](#)

DATA → TAO TRAIN → DEPLOY

Keynote Event: See Jensen Huang Live at SIGGRAPH  
Computer Vision: Democratize the Power of Vision AI With TAO 5.0  
HPC: Announcing Earth-2 for Accelerated Weather...  
Gaming: GeForce RTX 4060 Graphics Cards Are...  
Data Center: NVIDIA H100 GPUs Set Standard for Generative AI  
AI: See the Future of Generative AI and MLOps...

**Recommended For You**

**AI and Data Science**

AI is powering change in every industry. From speech recognition and recommenders to medical imaging and improved supply chain management, AI is providing enterprises the compute power, tools, and algorithms their teams need to do their life's work.

[Quick Links](#)

- Recommenders | Blog**  
**NVIDIA AI Wins Competition for Recommendation Systems**  
A team of five machine learning experts to placed first for all three tasks in the Amazon KDD Cup 2023.
- AI | Announcement**  
**NVIDIA and Microsoft Fast-Track Generative AI for Enterprises**  
NVIDIA AI Enterprise integrates with Azure Machine Learning, creating enterprise-ready platform.

**High-Performance Computing**

High-performance computing (HPC) is the ability to process data and perform complex calculations at high speeds. HPC is one of the most essential tools fueling the advancement of computational science.

[Quick Links](#)

- HPC | GTC Session**  
**Speaker-hosted GTC Sessions Replays**  
Join us for a speaker-hosted session featuring live Q&A with the presenter of your favorite GTC session to get real-time insights.
- HPC | Announcement**  
**NVIDIA Announces Earth-2 for Weather Prediction**  
Providing a path to simulate and visualize the global atmosphere at unprecedented speed and scale.

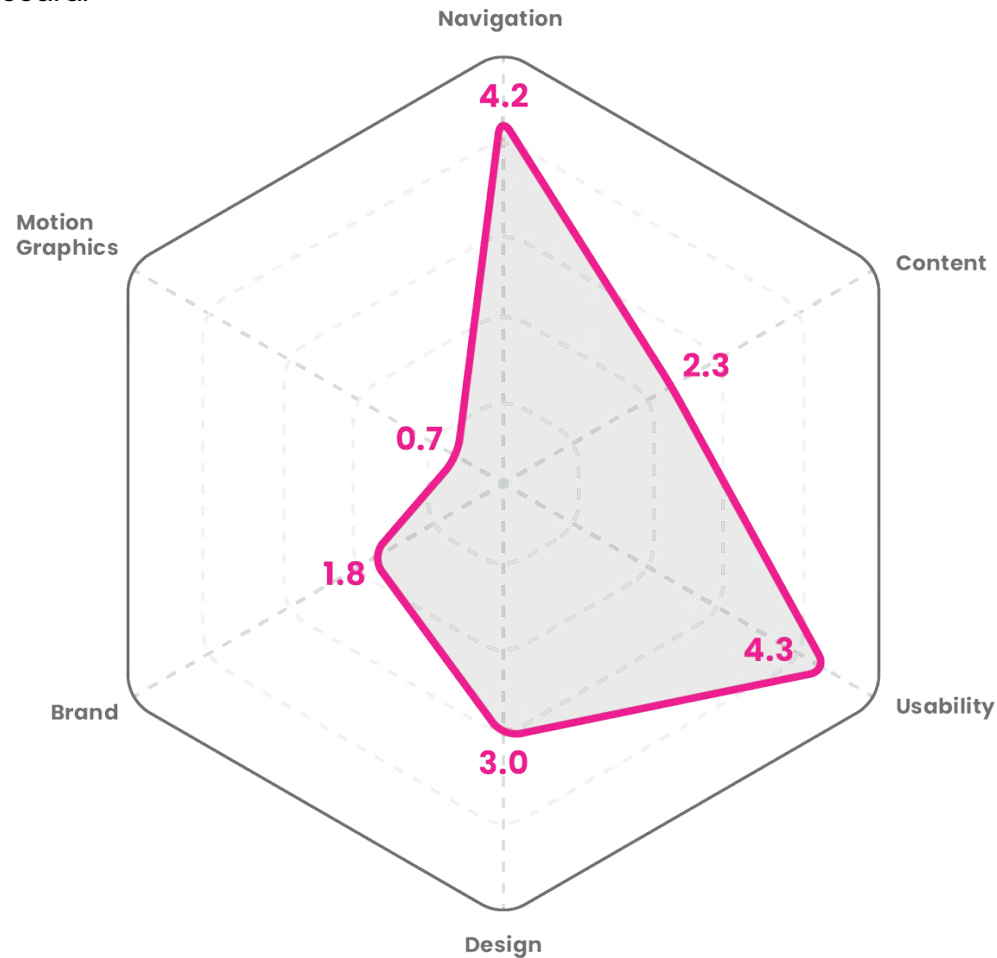


# Fortune 500 / B2B Technology

## NVIDIA

Homepage effectiveness score: **2.3**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	41%	65%	44%
<b>Pages per visit:</b>	3.89	2.4	5.0
<b>Time on site (minutes):</b>	3:48	2:51	4:55

### Suggested considerations:

- Too much content embedded in the hero section keep the hero banner focused and avoid crowding carousels. If content is important, consider moving to its own blade.
- Could use more content strategy to build out a stronger narrative, instead of linking out to too many pages.



Fortune 500 / B2B Technology  
**Booz Allen**

Fortune rank<sup>1</sup>: 452

Global traffic rank<sup>2</sup>: 138k

Homepage effectiveness:

**2.1**

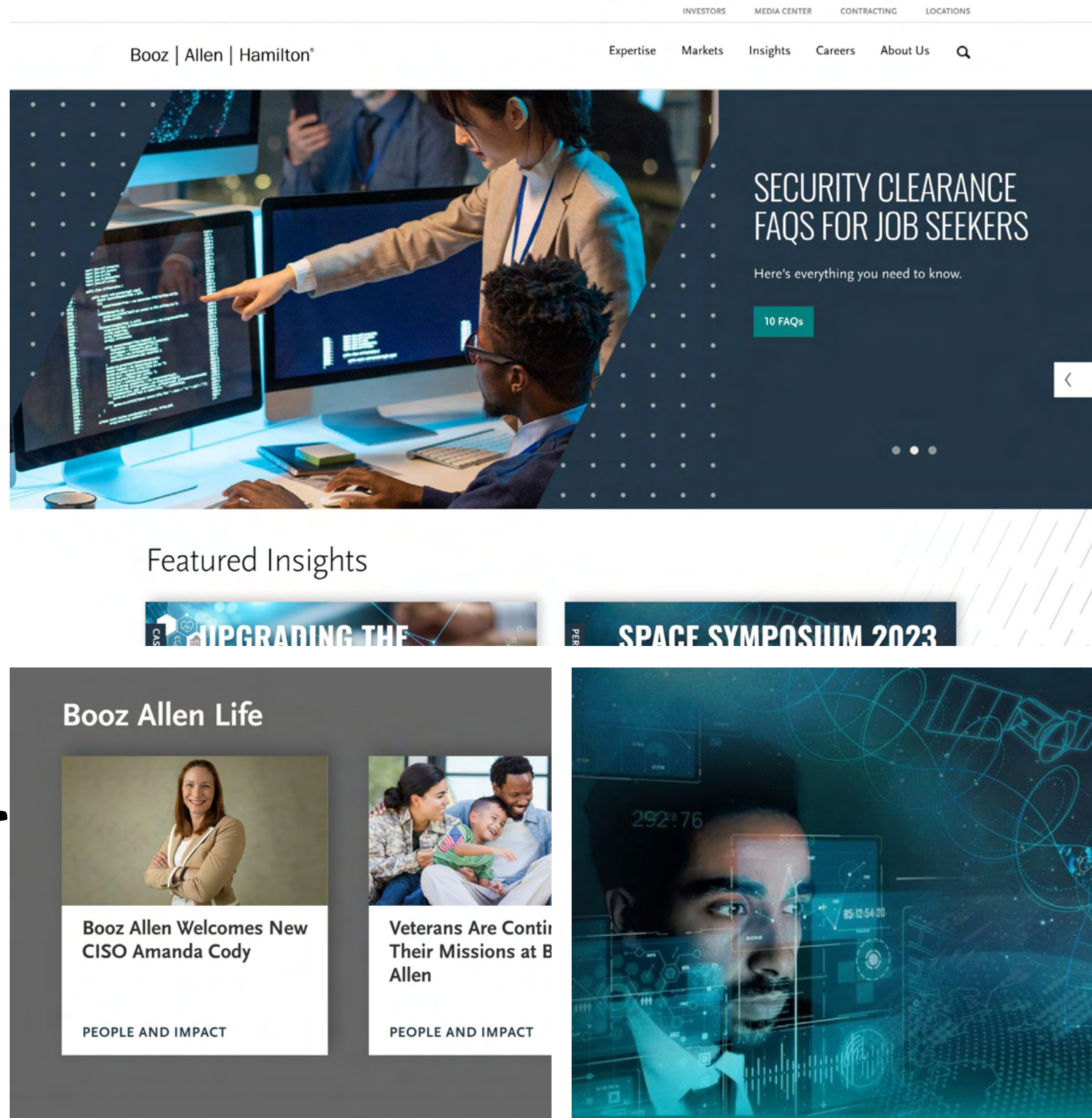
Homepage rank:

**#28**



boozallen.com. © 2023 Booz Allen Hamilton Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

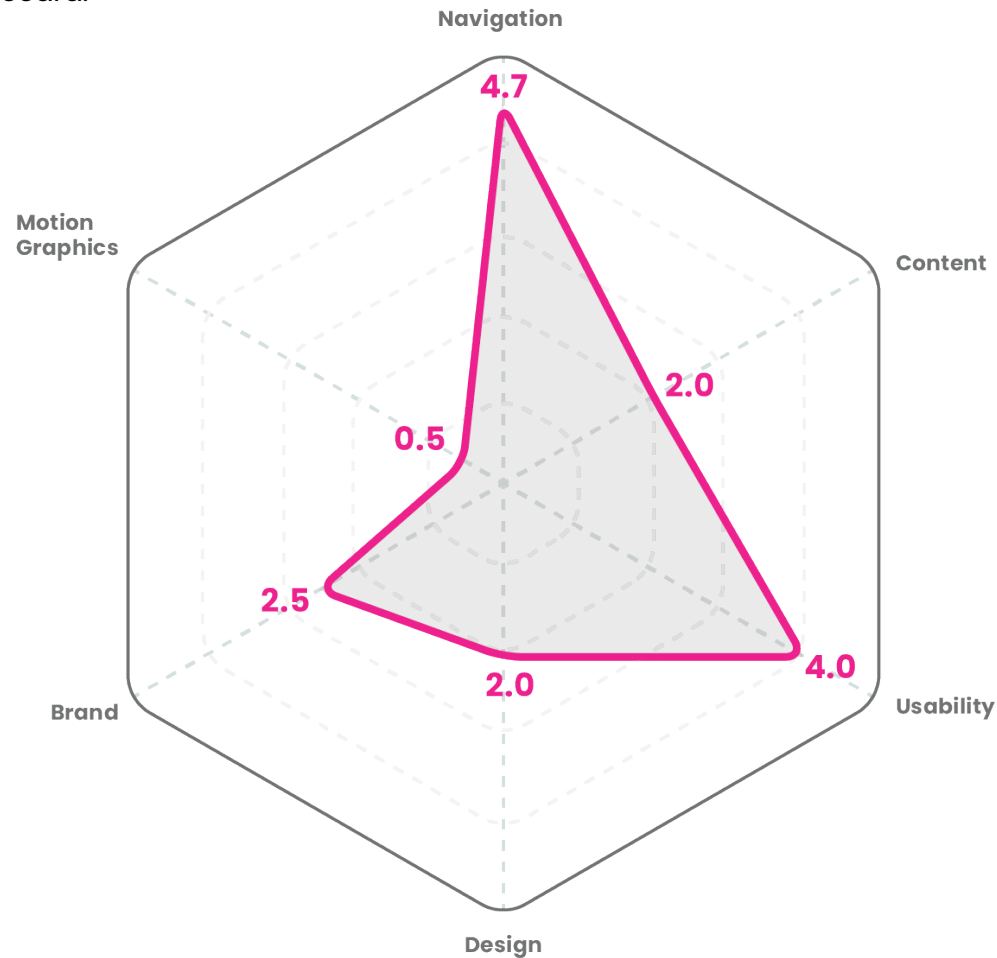


# Fortune 500 / B2B Technology

## Booz Allen

Homepage effectiveness score: **21**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	64%	65%	44%
<b>Pages per visit:</b>	2.60	2.4	5.0
<b>Time on site (minutes):</b>	1:48	2:51	4:55

### Suggested considerations:

- Page lacks a strong narrative and it's unclear what the natural jumping off points are. Adding more noticeable button hovers and interactions would create a more dynamic and interactive experience.
- Card layouts aren't optimized - headline conflicts with image causing accessibility issues and copy doesn't provide enough detail to understand the content.
- Consider refreshing the brand with updated fonts, icons, colors, and other elements to make the site feel less outdated. Incorporate more branded elements for images to establish a stronger sense of brand identity; stock photography feels generic.



Fortune 500 / B2B Technology  
**Applied Materials**

Fortune rank<sup>1</sup>: 155

Global traffic rank<sup>2</sup>: 344k

Homepage  
effectiveness:

Homepage  
rank:

1.9

#29



appliedmaterials.com. © 2023 Applied Materials, Inc.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

# Our Innovations Make Possible a Better Future

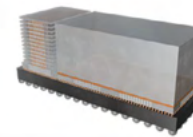
We are the leader in materials engineering solutions used to produce virtually every new chip and advanced display in the world.

## Trending



Applied Materials' New  
Vistara™ Platform Helps...

[View Press Release >](#)



Applied Materials Advances  
Heterogeneous Integration

[View Press Release >](#)



AI  
In

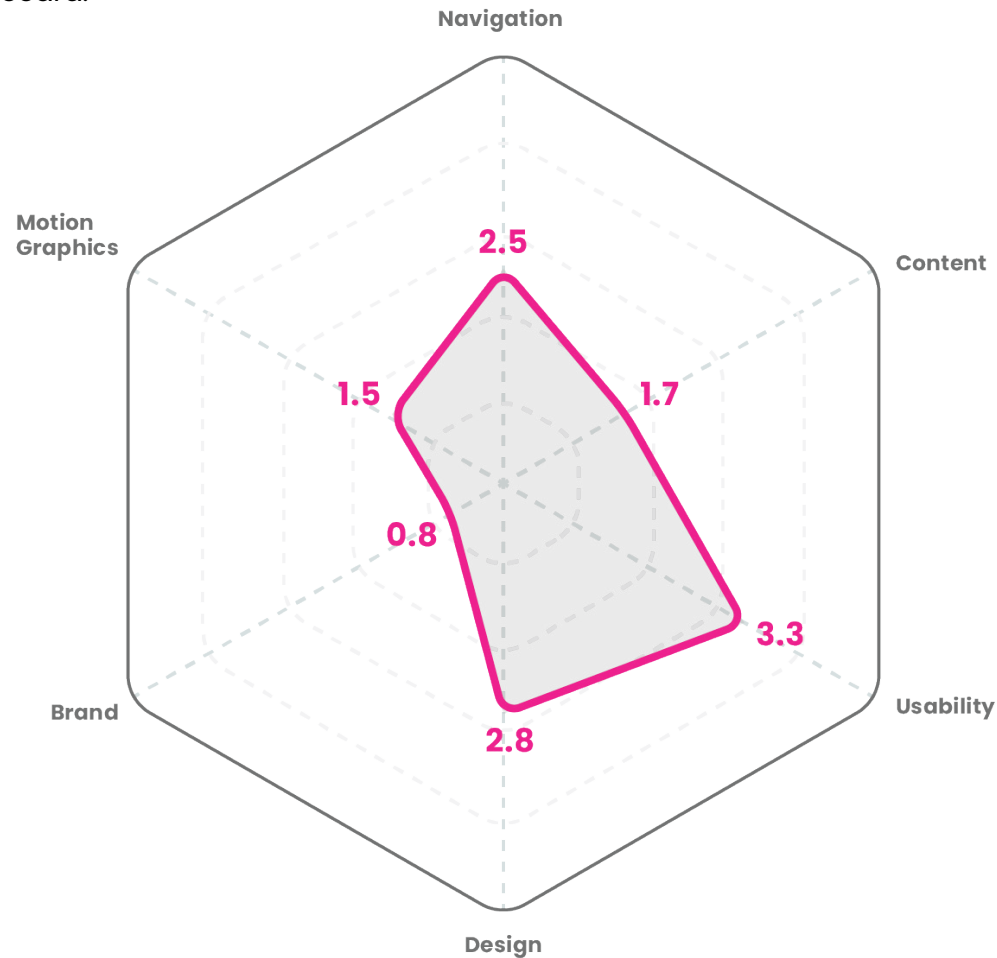


# Fortune 500 / B2B Technology

## Applied Materials

Homepage effectiveness score: **1.9**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	55%	65%	44%
<b>Pages per visit:</b>	2.62	2.4	5.0
<b>Time on site (minutes):</b>	1:35	2:51	4:55

### Suggested considerations:

- Page content is too short and needs a thoughtful narrative to properly tell a cohesive story. Consider refreshing brand elements to feel modern and engaging.
- Utility nav items could be reduced by half to keep it more focused -for example, blog should sit somewhere under "Company."
- Blade spacing is inconsistent, could open up the page more by adding more space. White text over video background is an accessibility issue.

Fortune 500 / B2B Technology  
**Sanmina**

Fortune rank<sup>1</sup>: 471

Global traffic rank<sup>2</sup>: 190k

Homepage effectiveness:

**1.8**

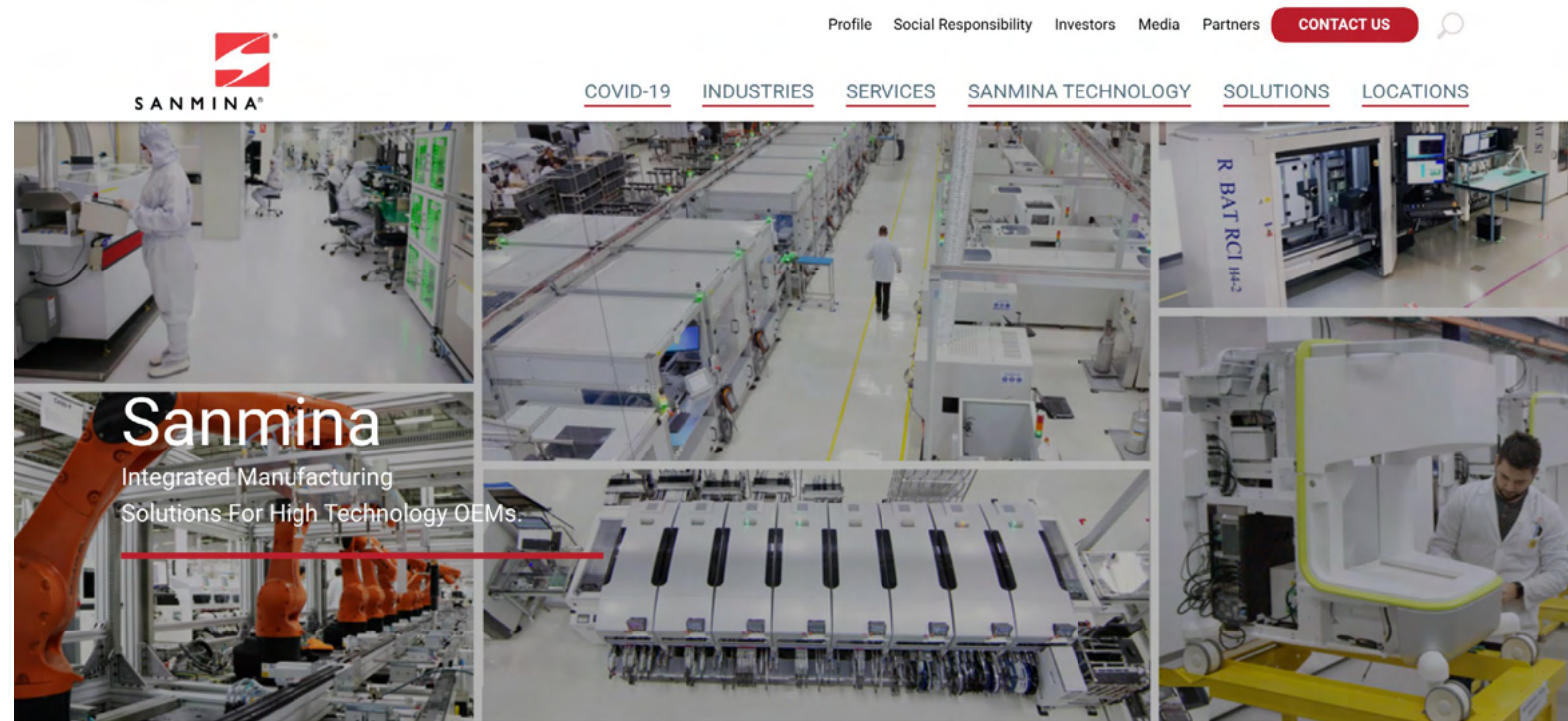
Homepage rank:

**#30**

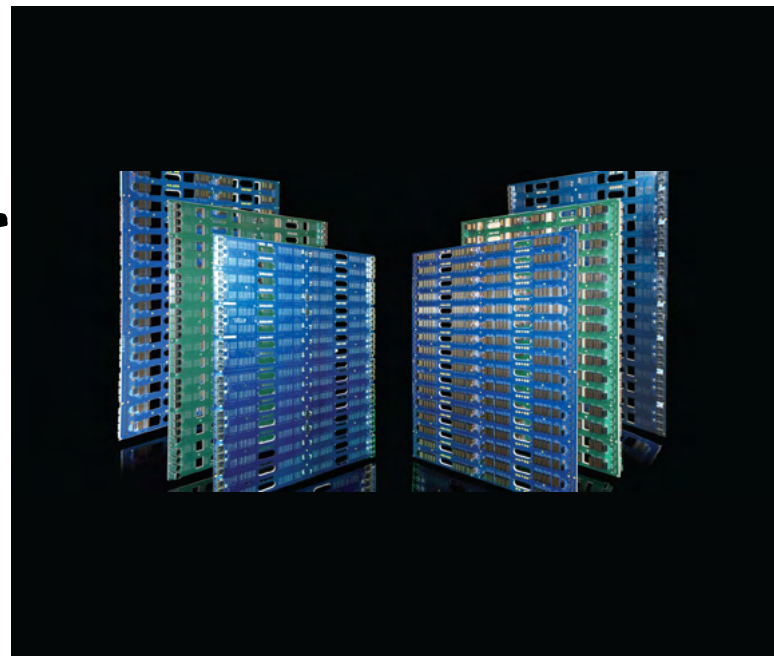


sanmina.com. © 2023 Sanmina Corporation.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



**END-TO-END SERVICES WE PROVIDE**



**Company Profile**

Company Overview  
Key Facts  
Management Team

**LEARN MORE**

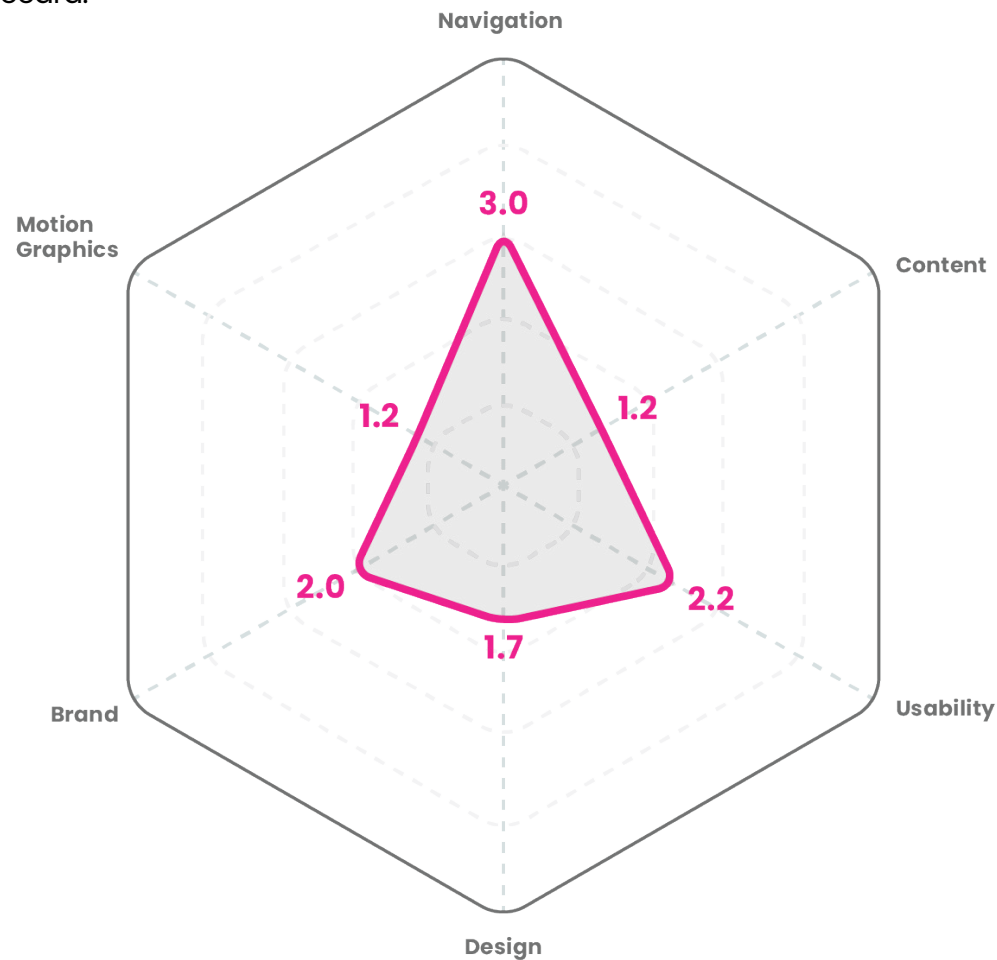


# Fortune 500 / B2B Technology

## Sanmina

Homepage effectiveness score: **1.8**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	34%	65%	44%
<b>Pages per visit:</b>	6.01	2.4	5.0
<b>Time on site (minutes):</b>	6:26	2:51	4:55

### Suggested considerations:

- Lack of an obvious signifier that some images have copy upon hover may be causing key content to be missed. Content in carousel should be pulled out onto the page.
- Brand language is outdated and doesn't feel appropriate for B2B tech audiences (e.g. "With you everywhere, everyday!" in video blade).
- CTA language should be more specific and set expectations as to where the link will take you.





Fortune 500 / B2B Technology

**SAIC**

Fortune rank<sup>1</sup>: 479

Global traffic rank<sup>2</sup>: 118k

Homepage effectiveness:

Homepage rank:

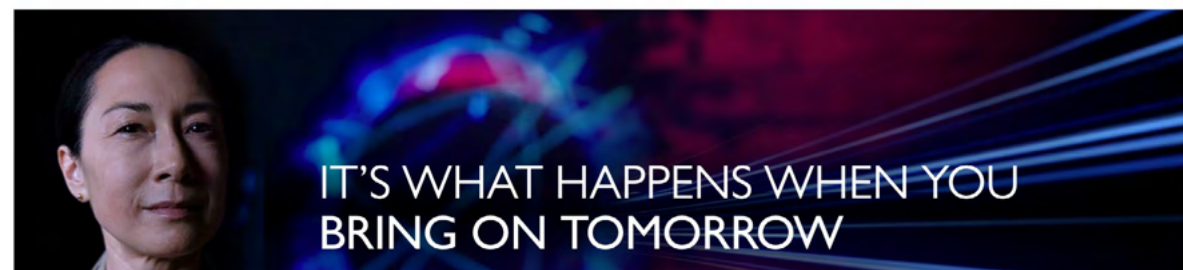
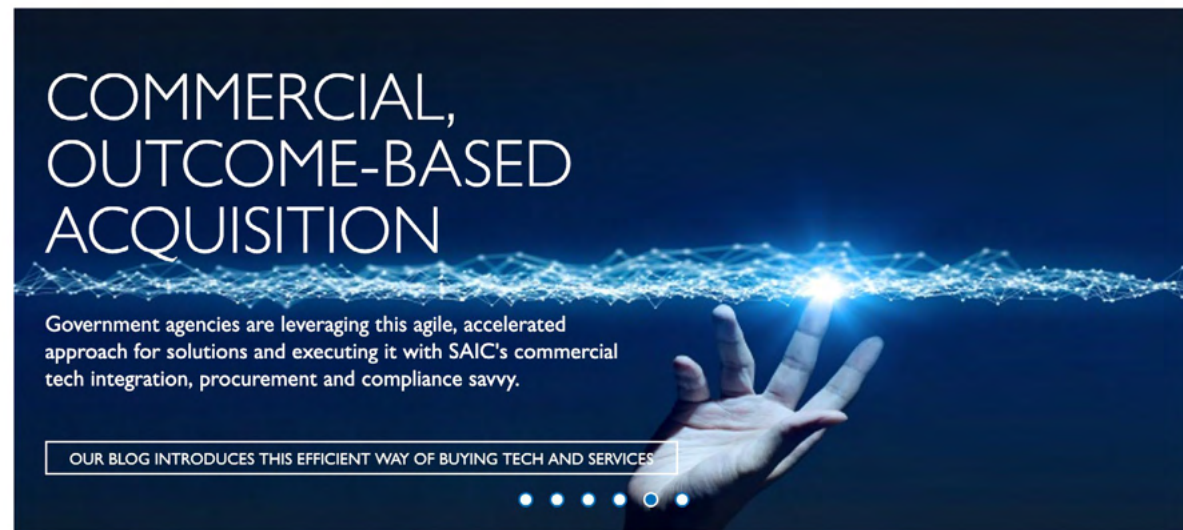
1.7

#31



saic.com. © 2023 SAIC.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.

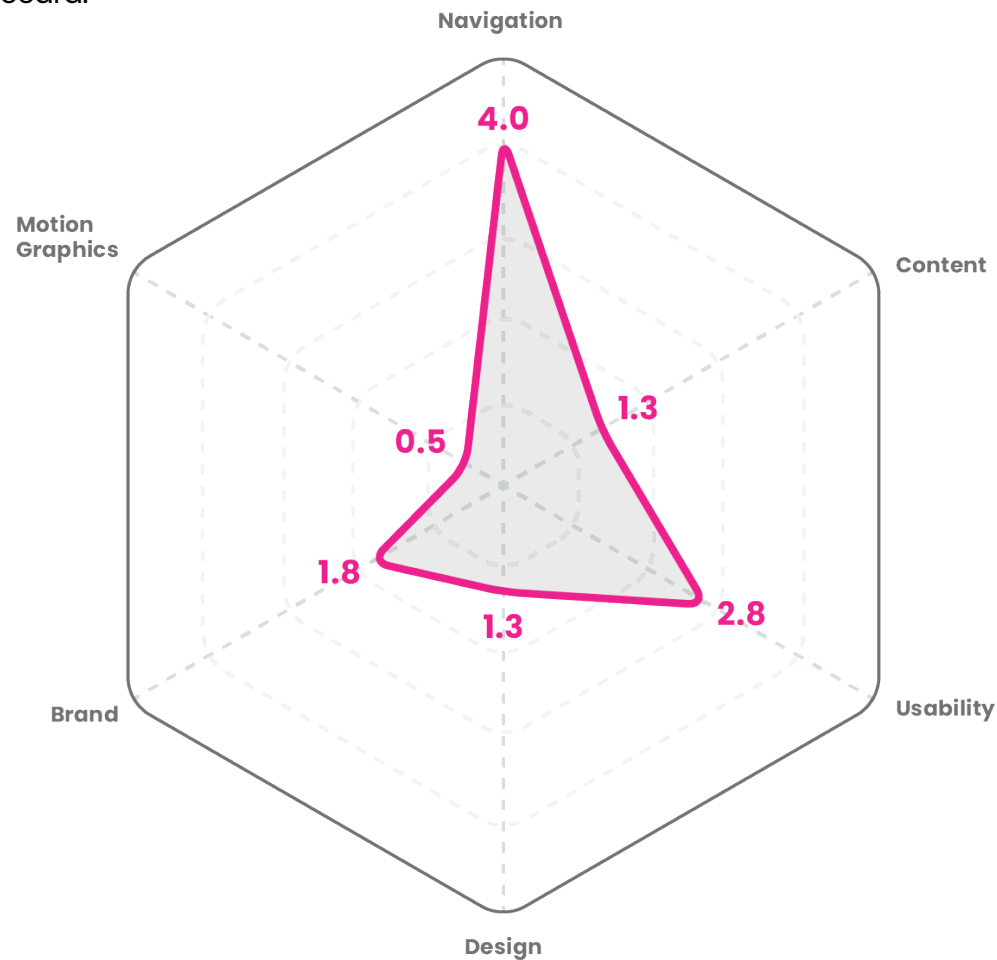


LATEST NEWS:

SAIC AWARDED \$1.3B CONTRACT TO LEAD THE U.S. DEPARTMENT OF TREASURY ADOPTION OF ENHANCED CLOUD SERVICES



Scorecard:



Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	31%	65%	44%
<b>Pages per visit:</b>	6.21	2.4	5.0
<b>Time on site (minutes):</b>	3:27	2:51	4:55

Suggested considerations:

- The secondary blade on the homepage takes a long time to load, significantly impacting page speed. Optimizing this element could effectively improve bounce rate.
- Design could be improved if more attention was given to the text alignment and spacing of page elements.
- Consider implementing micro interactions to buttons and blades to encourage users to hover and explore elements.



# Fortune 500 / B2B Technology Broadcom

Fortune rank<sup>1</sup>: 123

Global traffic rank<sup>2</sup>: 26k

Homepage effectiveness:

Homepage rank:

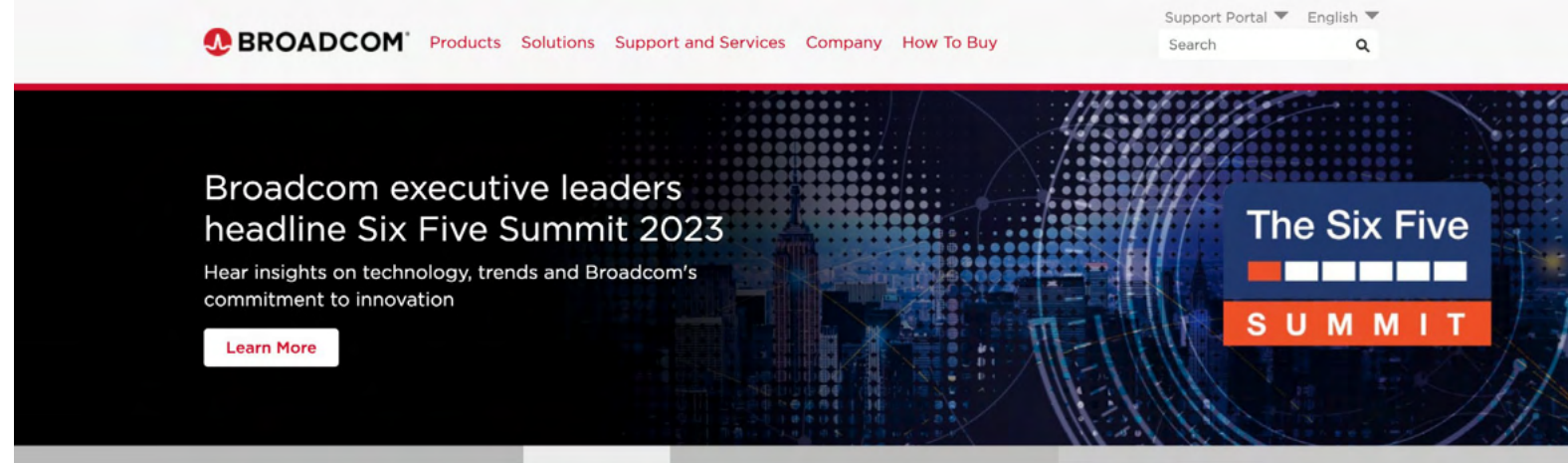
1.6

#32



broadcom.com. © 2023 Broadcom.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



## What Are You Designing Today?



Broadband Wi-Fi AP Solutions



Data Center Solutions



Financial Services Solutions



Enterprise Security Solutions



Broadband Access Solutions



Motor Drive & Control Solutions

Support Portal

The Online Support Portal is now integrated across all Broadcom business units

Documents + Downloads

Access our library of semiconductor-related documentation and software downloads

Security Center

Stay ahead of tomorrow's threats and security incidents with the latest information



## Latest Products



**AFBR-57H5MZ**  
64GFC SFP56 for Multi-Mode Optical Fiber Digital Diagnostic SFP, 850-nm, 64G/32G/16G



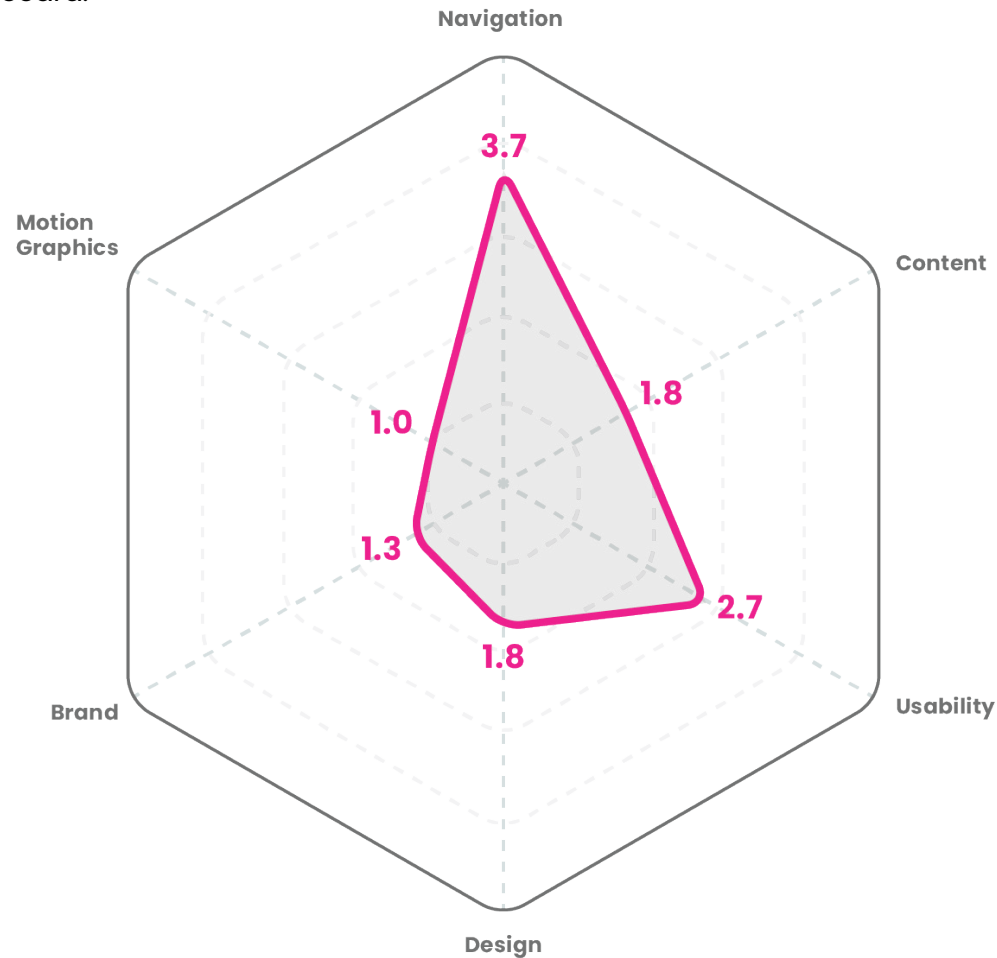
**QFBR-5978AZ-2**  
Digital Diagnostic 650-nm Transceiver Supporting the SC-RJ Connector for PROFINET (100

# Fortune 500 / B2B Technology

## Broadcom

Homepage effectiveness score: **1.6**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	52%	65%	44%
<b>Pages per visit:</b>	3.10	2.4	5.0
<b>Time on site (minutes):</b>	2:40	2:51	4:55

### Suggested considerations:

- Adding more content would provide a more complete homepage narrative/pitch of who they are, what they do, and why users should believe them.
- Design choices such as fonts, color, iconography, and more should be reconsidered so the site doesn't feel outdated. Creating unique branded images instead of using generic stock photography would build a stronger sense of Broadcom brand identity.
- Intro animations or videos in the hero banner would add more visual interest above the fold, encouraging users to explore further.



# Fortune 500 / B2B Technology Amphenol

Fortune rank<sup>1</sup>: 326

Global traffic rank<sup>2</sup>: 633k

Homepage effectiveness:

1.2

Homepage rank:

#33



amphenol.com. © 2023 Amphenol Corporation.  
Retrieved July 2023.

1. Fortune.com. Fortune 500 Rankings 2023. Accessed July 2023.  
2. SimilarWeb. Site Research Tool. Accessed August 2023.



### 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.



Connectors



Cable Assemblies



Power Distribution



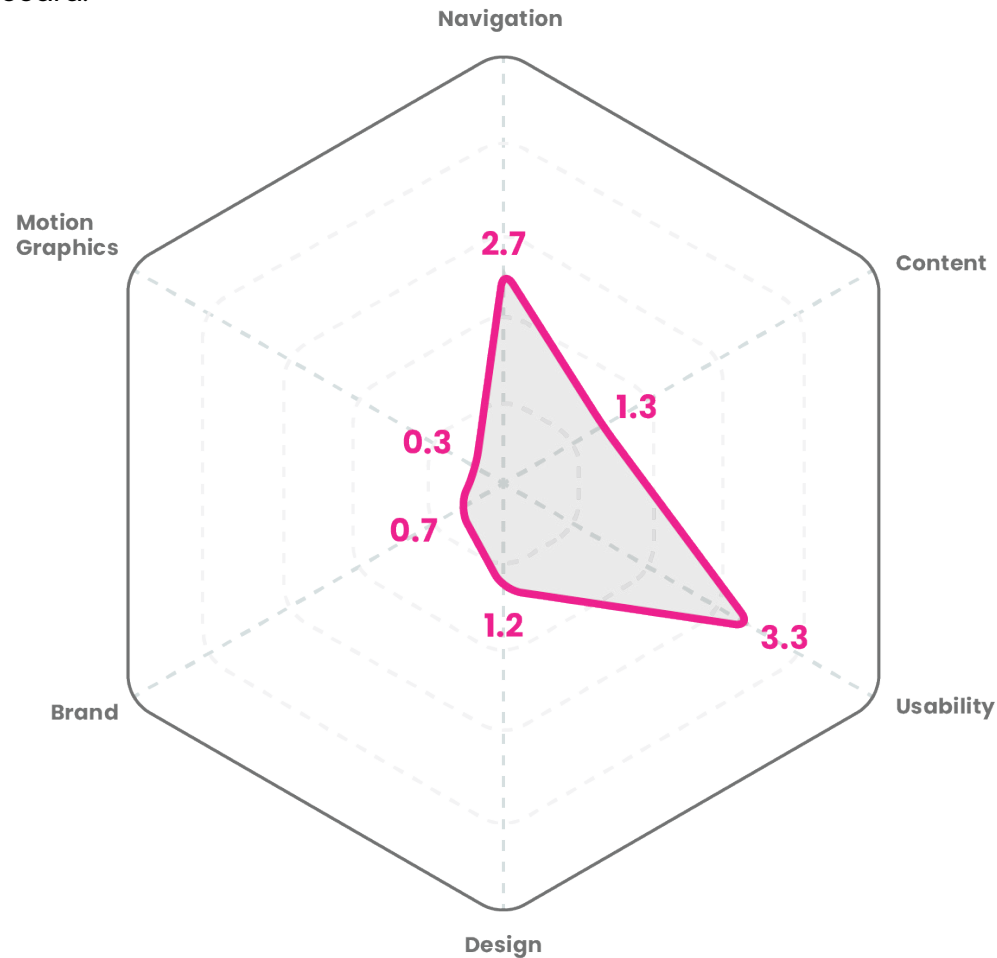
Raw Cable

# Fortune 500 / B2B Technology

## Amphenol

Homepage effectiveness score: **1.2**

Scorecard:



### Website engagement metrics:

	This website	B2B industry averages	2023 Fortune 500 B2B tech averages
<b>Bounce rate:</b>	43%	65%	44%
<b>Pages per visit:</b>	3.52	2.4	5.0
<b>Time on site (minutes):</b>	2:01	2:51	4:55

### Suggested considerations:

- Add more contrast to the top level navigation categories.
- Navigation should include a secondary menu to encourage users to browse deeper pages of the site.
- Amphenol's overall design could be improved by establishing a color palette with more vibrant tones and engaging visuals.

# Would you like to discuss your homepage?

Contact Us: [info@cleardigital.com](mailto: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.

[cleardigital.com](https://cleardigital.com)



**clear** 

B2B Digital Brand  
Experience Agency