



SAAS VS. TRADITIONAL BUSINESS WEBSITES

FEATURE	SAAS WEBSITE	TRADITIONAL BUSINESS WEBSITE
PRIMARY GOAL	Convert users via free trials or demos	Inform, build credibility, generate inquiries
KEY CTAS	“Start Free Trial,” “Get Started,” “Book a Demo”	“Contact Us,” “Learn More,” “Schedule a Call”
USER JOURNEY	Fast path to product experience	Slower, often requiring personal outreach
CONTENT FOCUS	Product features, use cases, pricing, integrations	Services, company history, testimonials
DESIGN PRIORITIES	Simplicity, clarity, interactive walkthroughs	Trust-building, brand identity, service depth
PRICING PAGE	Essential and often detailed	Optional or based on consultation
SUPPORTIVE ELEMENTS	Onboarding videos, FAQs, comparison charts	Team bios, client logos, case studies
SALES FUNNEL INTEGRATION	Highly integrated with email nurturing & CRM	Less automated, often handled offline