

Top 5 SaaS website design tips to persuade your potential customers (plus the cost to design a SaaS product)

It's not new. SaaS products are quietly talking over the market.

Most businesses are utilizing the features of SaaS to reap maximum benefits.

To start the journey, you need a compelling website. Nope, we're not talking about the usual website design and development. Something better that can help you to churn out a behemoth fortune.

Your customers may be Gen Xers or millennials. They have access to the internet and they can seek the best options anytime they want. On that note, a website is a critical factor.

Website is the battlefield in today's business contends. Plus, SaaS websites need to be curated in a way so that they can attract maximum users. If you're not on it, you're sitting on the sidelines.

But, how can SaaS websites persuade potential customers?

This article has all the answers. Let's look at some of the intriguing facts.

Why your SaaS website needs robust design?

Due to the cut-throat competition, your website needs to stand out from the crowd. Therefore, your website should be enticing to attract more customers. Ensure that everything is up to the sales.

Put simply, if you're not implementing the latest tips and tricks on your SaaS website, you're leaving money on the table. Irrespective of being a first-time user or an existing customer, your website will work the directory for them. If you want to make their experience like a cakewalk, we would recommend you follow these wickedly effective tips to make your website alluring.

Common SaaS website design standards

Developing and designing a SaaS website can be a cumbersome task with the ongoing competition. However, it will benefit in the long-term as the potential customers may find your company ideal. Let's unravel the tricks that will help you to bump into a higher bracket.

1. Landing page

How to persuade the users while keeping them engaged? This question may have been raised various times during curating the blueprint of your SaaS website. The answer is- a feature-enriched landing page that will actually solve the issues of a customer. To engage the customer and browse through him/her with other pages, you just have a few minutes of time. A user spends around 2 minutes on the landing page.

This time plays a crucial role in converting the visitor into a buyer. We know that you don't want to lose a prospective buyer. Therefore, design your landing page to represent your SaaS offerings. Also, don't forget to put a catchy headline. It will encourage the visitor to take the necessary actions accordingly. To be precise, it should display the best of your brand.

2. Easy navigation

According to a [study](#), 94% of the users prefer smooth navigation during browsing any website. If you put in this effort, you'll get much better results. A smooth navigation bar helps to find out the related queries immediately. You can also add icons and menus for the essential pages. It will mitigate the frustration of the visitors. Also, the bounce rate will be lower once you start following this practice.

3. Themes and colors

You want your visitors to get lured toward your website. Right? Themes and colors can play a pivotal role to give your website an eye-soothing view. Based on your brand logo color, you can choose the same to design your website.

However, bear in mind that people share different tastes. For example, A may like dark colors, while B loves to see the light neutral color. Therefore, you should create neutral designs. It will bear the right message to your users without diverting their attention.

4. Site structure

As website structure plays a critical role, you need to ensure that the web pages should contain images and text. Apply different headings and eye-catching elements. It helps the visitors to find the essential information at a glance.

Incorporating responsive web design will ensure that users will find your SaaS website meaningful and different from other competitors. We know that you're paying attention to due diligence. Still, these things can be trickier and cumbersome. For that reason, you can [hire developers](#) and designers from a reputed agency. They will help you to skyrocket your chances of success.

5. Easy signup process

According to a report, simplifying the signup process will lead to an increased number of subscriptions. To get started, an email address and password would be adequate. Also, signing in with an existing social media account or Google account would be convenient. Keep in mind, that asking more questions during the sign-up process may increase the bounce rate. So, be subtle and keep things organized.

Cost to design a SaaS product

Once you're ready with the website design, take the next steps accordingly. If you don't have an in-house team, you can hire a software development team from outside. They can help you with the best practices for SaaS application design. The cost may depend on various factors.

- **Complexity of design-** While determining the product design costs, complexity is one of the big factors. It also refers to product logic and sophistication. Also, the complexity may be there in the design itself when it comes to icons, images, and custom fonts.
- **Project size-** It entails the number of pages, screens, and modules available in the product. If testing and optimization are about 40 screens, then it would be labor intensive. However, having 20 screens would drastically reduce the workload and resources. Therefore, it's clear that if you want to add more screens, it will also higher the hourly pay.
- **Specifications-** The cost of product development also depends on the number of features you want to add to your product.
- **Design team location-** If you're hiring any offshore team, make sure you have the budget in your mind. The charges may differ depending on the country. However, the quality remains the same. So, you can incline toward the less charge option. This will save your bucks if you're thinking for the long run.

Summing it up

Did you catch the ultimate goal? It all rests on making your SaaS website more enticing and engaging. After all, you want your website to stand out from the crowd. Apply these best practices to get the results you want. These efforts will surely pay off to pave the way for your journey. First impressions matter, isn't it?

