

SAMPLE WEBSITE TEARDOWN

Freshworks

A focused review of the homepage story, with specific fixes a marketing team could use right away.

Prepared by Chris Small | homepagereport.com

THE ONE-LINE VERDICT

Freshworks has serious proof and a broad product ecosystem. The homepage just makes a new visitor work too hard to understand the offer and connect the story.

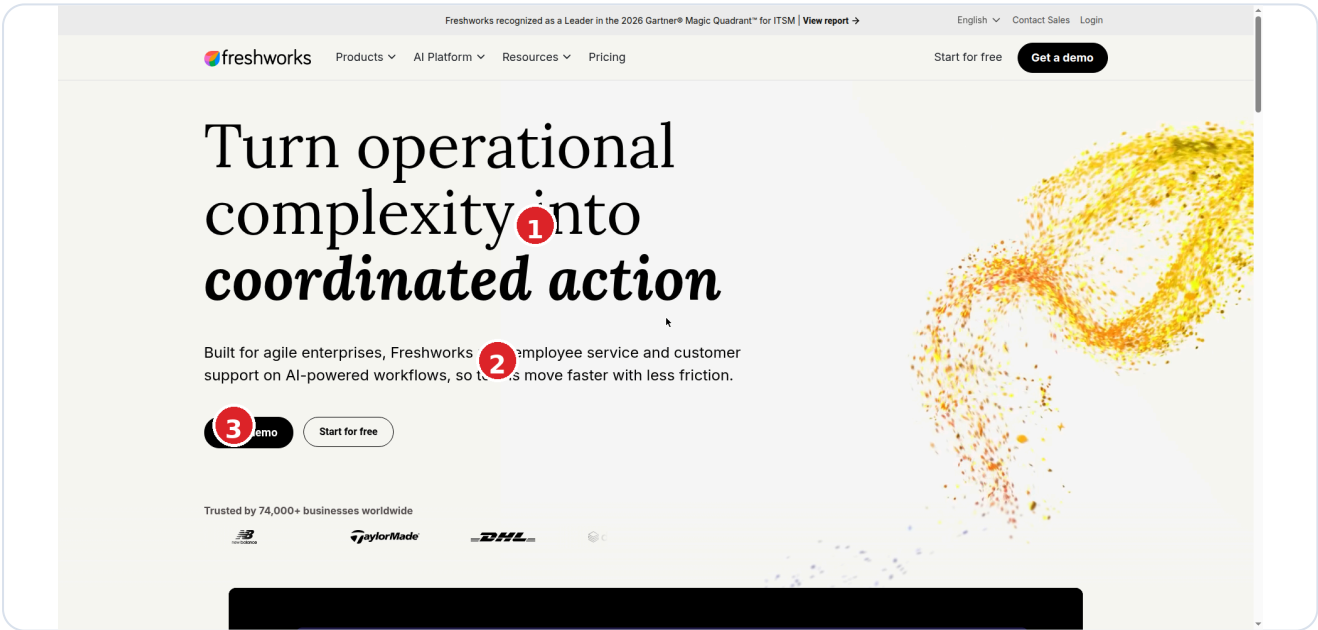


Figure 1. The homepage hero contains strong ingredients, but the category, audience, and product story need to be made explicit.

01

CLARITY

The headline sounds important, but it does not explain the product.

The main headline leads with corporate language instead of a plain description of the software.

THE PROBLEM

1 **“Turn operational complexity into coordinated action”** could describe consulting, logistics, or project management. A first-time visitor cannot tell this is IT service and customer support software.

WHY IT HURTS

The visitor has to decode the line before deciding whether Freshworks is relevant. That slows down the page at the exact moment clarity matters most.

THE EXACT FIX

Lead with the category and the outcome. Three plain-language directions:

1. IT service and customer support software that helps teams resolve issues faster.
2. Make IT service and customer support simpler for every team.
3. Help employees and customers get answers faster.

02

AUDIENCE

“Agile enterprises” is too broad, and the flagship products disappear.

The supporting copy describes a broad company type but never names Freshdesk or Freshservice.

THE PROBLEM

2 **“Agile enterprises”** could mean a 50-person startup or a 5,000-person company. The hero also leaves Freshdesk and Freshservice invisible.

WHY IT HURTS

Buyers looking for a known product or a clear use case do not get the recognition signal they need. The page makes them translate a broad company promise into their own job.

THE EXACT FIX

Name the teams, the jobs, and the products in one supporting line:

“Freshdesk helps customer support teams resolve issues faster. Freshservice helps IT teams keep employees productive.”

Freshdesk: For customer support teams
Freshservice: For IT service teams

03

MESSAGE CONSISTENCY

The carousel repeats the same “Resolve” copy across slides.

When carousel slides repeat verbatim, the section reads like a publishing mistake.

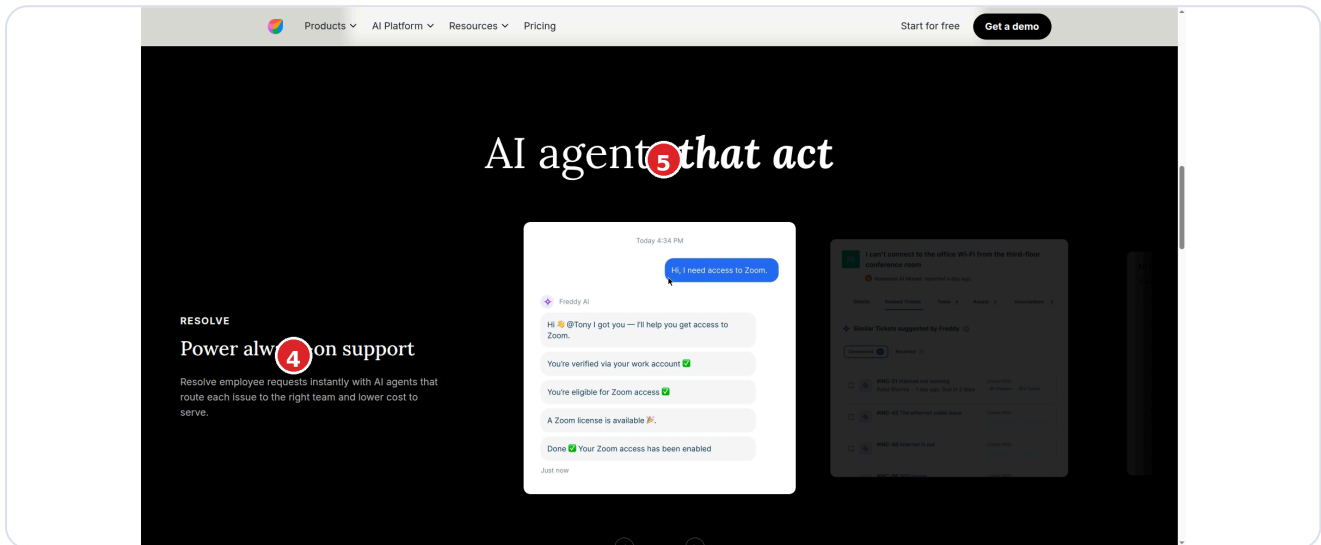


Figure 2. The carousel uses the same “Resolve / Power always-on support” message across slides.

THE PROBLEM

The “AI agents that act” carousel repeats the same “Resolve / Power always-on support” copy verbatim across slides.

WHY IT HURTS

Repetition makes the carousel feel unfinished. On a page selling smoother operations, even a small publishing error can chip away at trust.

THE EXACT FIX

Give each slide one job and one distinct message:

Resolve

Give employees and customers fast answers with always-on support.

Route

Send each request to the right team without manual triage.

Reduce

Handle routine requests efficiently so teams can focus on complex work.

04

POSITIONING

Three different eras of the brand compete for the homepage.

The page moves between uncomplicated software, enterprise simplicity, and AI agents without choosing a lead story.

THE PROBLEM

“Uncomplicated Software,” “Enterprise grade without the enterprise complexity,” and “AI agents that act” each point to a different positioning idea.

WHY IT HURTS

Each idea can work. Together, they blur the reason to choose Freshworks and make later sections feel like separate campaigns.

THE EXACT FIX

Choose one homepage story: **enterprise service software without enterprise complexity.**

Make AI the proof of how Freshworks delivers that promise, not a second headline fighting for attention.

“Powerful service software your teams can actually use.”

One story, carried through the page

PROMISE	Enterprise capability, less complexity	Set the main reason to care in the hero.
PRODUCTS	Freshdesk + Freshservice	Show how the promise serves support and IT teams.
PROOF	AI, results, and integrations	Use the rest of the page to prove the promise.

The decision: Keep simplicity as the spine. Let products, AI, customer results, and analyst recognition support it.

THE BALANCED VIEW

What they're doing right

The homepage has plenty worth keeping. These are strong building blocks for a clearer story.

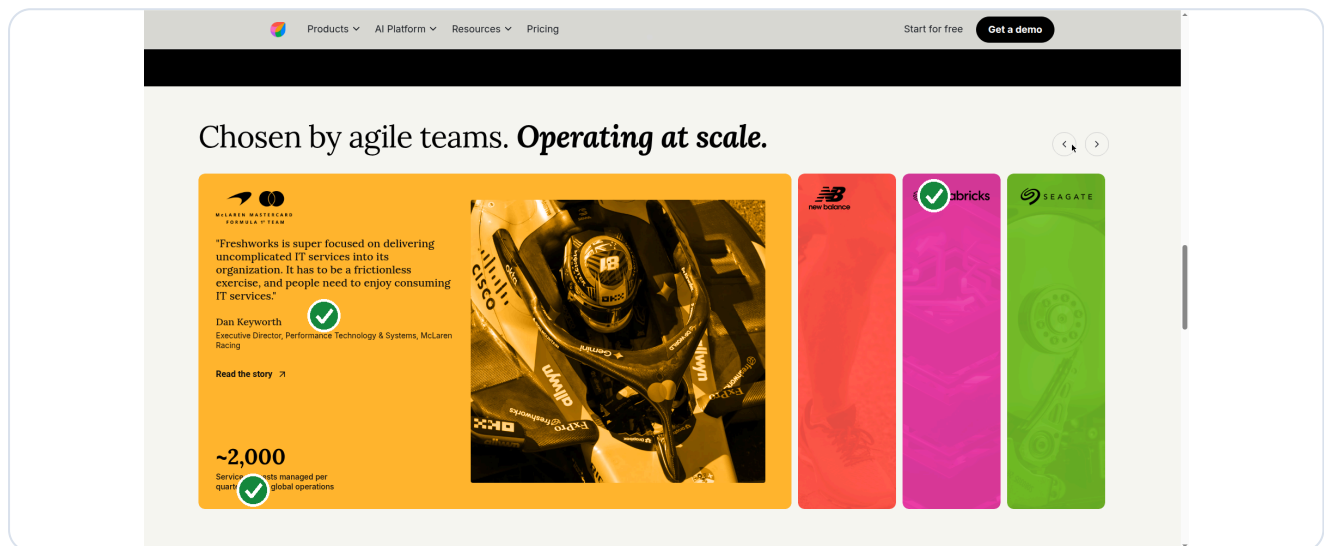


Figure 3. Named leaders and specific operating numbers make the proof believable.



A heavyweight logo bar

Databricks, Amex Global Business Travel, McLaren, Forbes, RingCentral, PepsiCo, New Balance, TaylorMade, and DHL give the page instant credibility.



Quantified proof with named executives

Named customer leaders, including Dan Keyworth at McLaren, stand beside the results. About 2,000 service requests per quarter at McLaren, 5k+ tickets per month at New Balance, and 94% first-contact resolution turn broad claims into concrete evidence.



A credible integration ecosystem

Connections with familiar tools, including Slack, Teams, AWS, Azure, Okta, and GitHub, help the products feel ready for a real enterprise stack.



Analyst recognition

Third-party recognition adds another layer of trust for buyers who need confidence before a shortlist or demo.

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