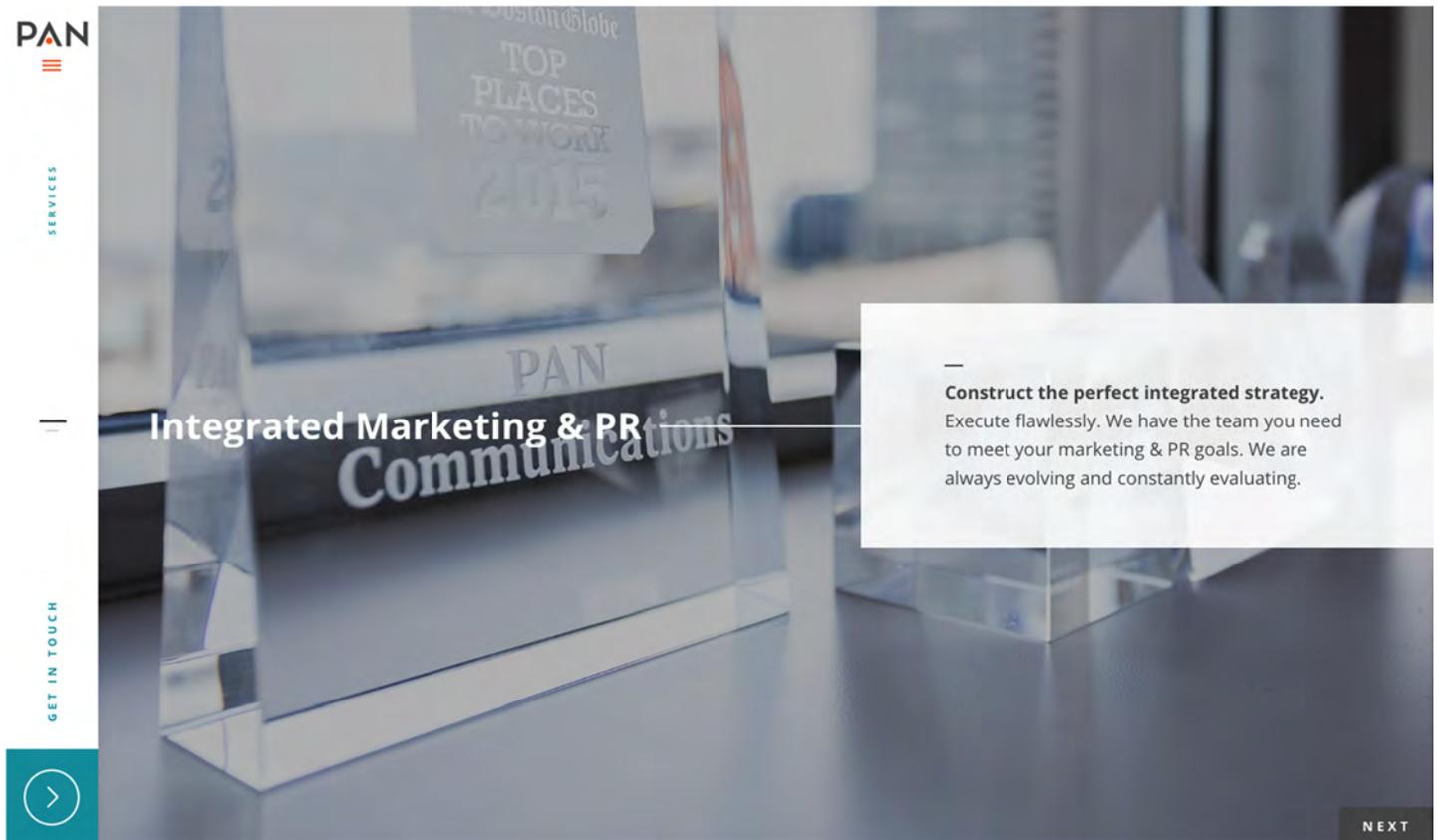


Some of our favorite “Services” page examples:

PAN Communications

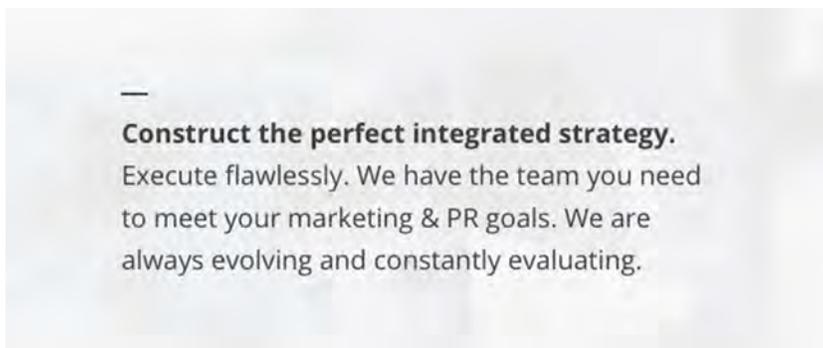


Why We Love This Services Page

They break it down! The page clearly defines PAN’s top four primary services, using a simple layout and contrasting colors that are in line with the brand.

The hovering effects are not too overwhelming. The simple transitions provide the user with more information in a subtle and non-distracting way.

The content gets right to the point! The user gets a precise message in just a couple of sentences – there’s no need for a long paragraph.





PR/Social Media



Content Marketing



Creative Services



Insight & Analytics



Content Marketing

We leverage your brand to tell the perfect story that will connect with users and establish brand advocates - all with a goal of influencing decisions throughout their path to purpose.

OUR SERVICES

COMPREHENSIVE SERVICES

From strategy to execution, our winning combination of innovative thinking, scientific design, sophisticated development, and ongoing analysis ensure we're delivering value to help you grow.



Innovate

Design Thinking Strategy
Technology Architecture
Digital Product Strategy
Innovation Sprints



Design

UI/UX Research
UI/UX Design
Brand Identity Design
Graphic Design



Develop

Web Applications
Enterprise Systems
Mobile Apps
Websites



Grow

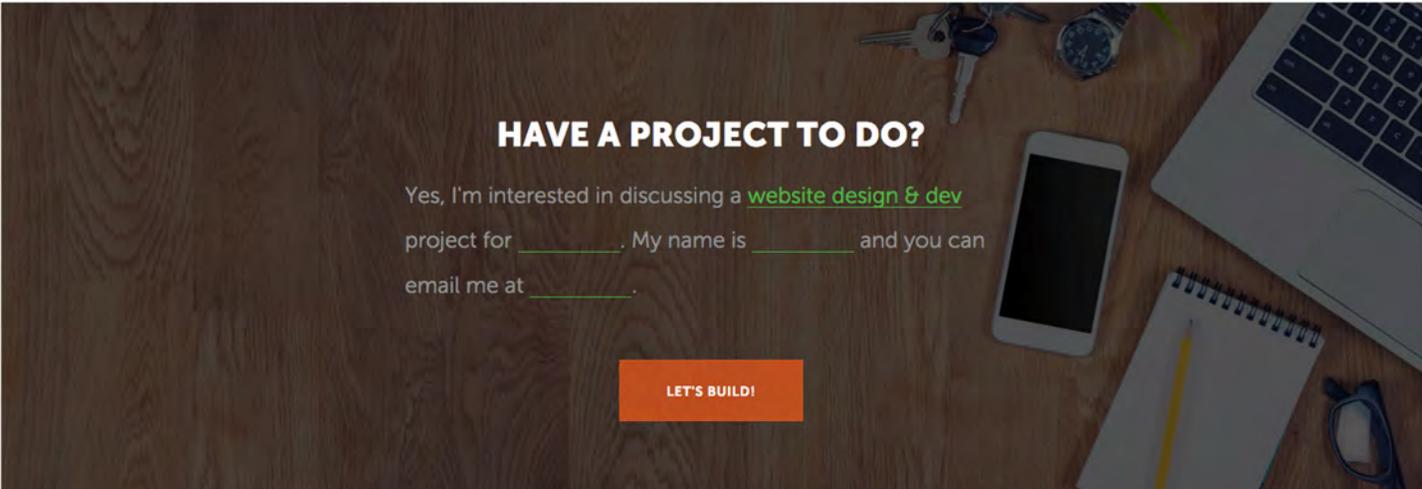
Marketing Strategy
Optimization/Analysis
Interactive Videos
Content Marketing

Why We Love This Services Page

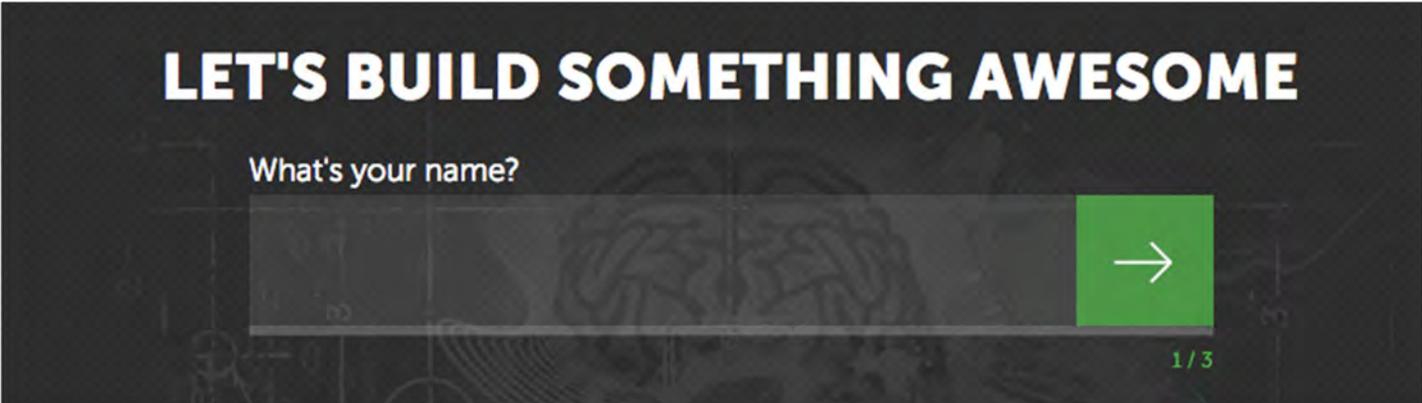
- **The hovering style for the iconography is playful**, drawing attention to key points on the page.

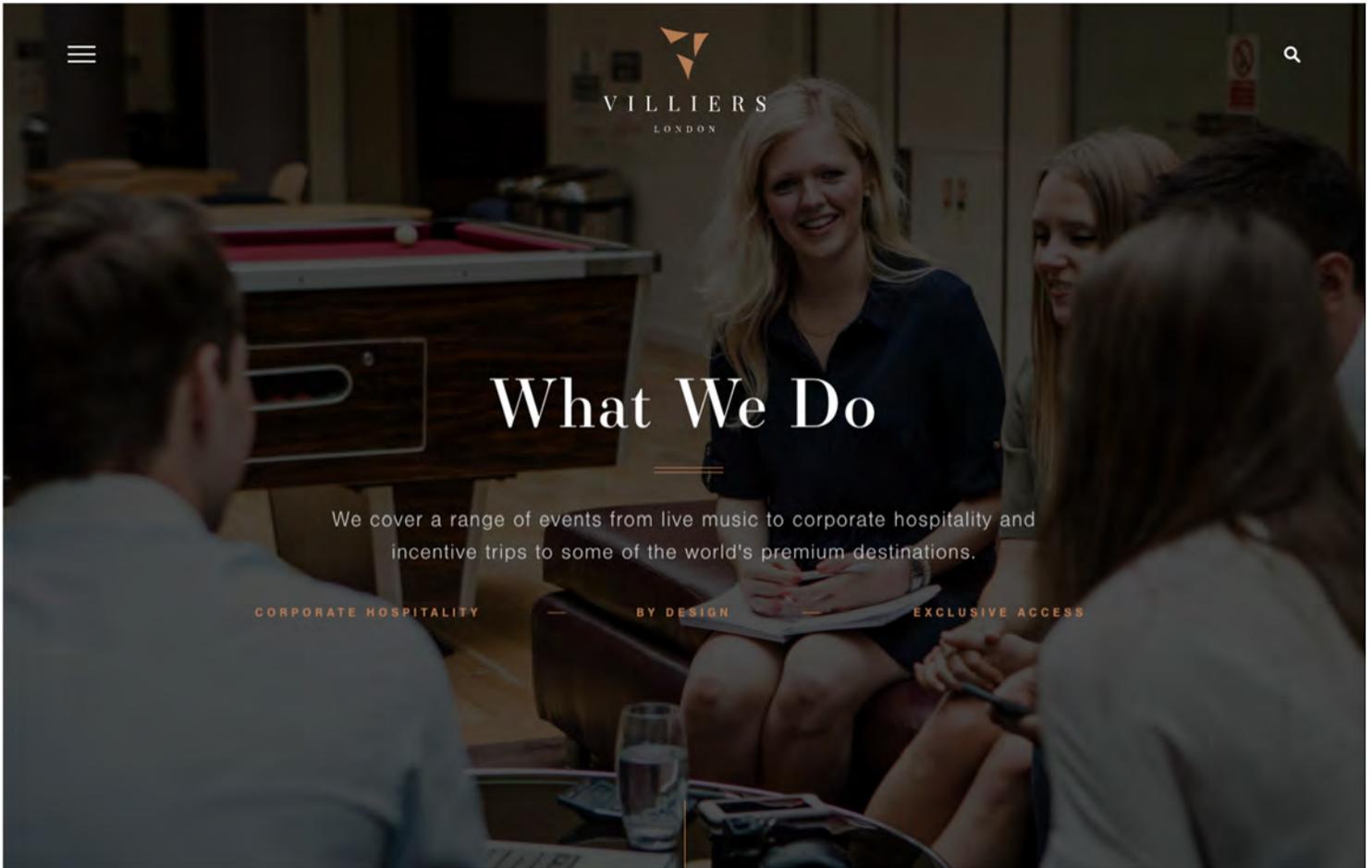


- **The contact form outlines their main services**, providing the user easy access to get in touch with them.



- The language is personal, enthusiastic and inspirational.





Why We Love This Services Page

- **Hovering styles are implemented to elements that are linked to other pages,** like titles and buttons. This is a conventional way to enhance usability and navigation for the user.



- **There's more beyond the fold!** A simple line with a description tells the user to keep scrolling for more information.



DISCOVER OUR SERVICES

- **It demonstrates top design practices like visual hierarchy** (using text weights and different fonts) and contrast (color and type point sizes). Every font has text weight options, either light, regular or bold. If a phrase is bold, it's going to be more prominent within a composition, as opposed to a regular or light weighted phrase. This helps to determine the more-important information from less-important content.

Corporate Hospitality

Whether you're looking to entertain new clients or treat your members of staff, Villiers has an array of corporate hospitality packages tailored to meet the needs of you and your guests. Enjoy world-class sport and live entertainment along with five star dining, all in the luxury of your own private box.

FIND OUT MORE

SERVICES

Bold strategic vision is about giving your business the tools it needs to grow and thrive.



Why We Love This Services Page

- A scrolling feature uses numbers to help the user easily navigate the page.

01 Lead with strategy

02

Commitment issues? We get it. Before committing resources, you need to find the most efficient path to your goals. We can help map out that strategic vision. Starting with discovery, we take the time to learn about your brand as if it was our own. We research the target market to provide critical insights. We uncover the key focus of your product and the metrics necessary to measure its success. We design a strategy to help you bring your idea to life.

03

04

We will never tell you what we think you want to hear; we will provide you with the knowledge you truly need to succeed.

- **They practice what they preach.** The brand says they are personally invested in their working relationships, and with the impressive [lineup of partners](#), it's gotta be true!

CLIENTS

We are personally invested in the success of the companies we work with. That's why we say we don't have customers or clients – we have partners.



thebarbariangroup

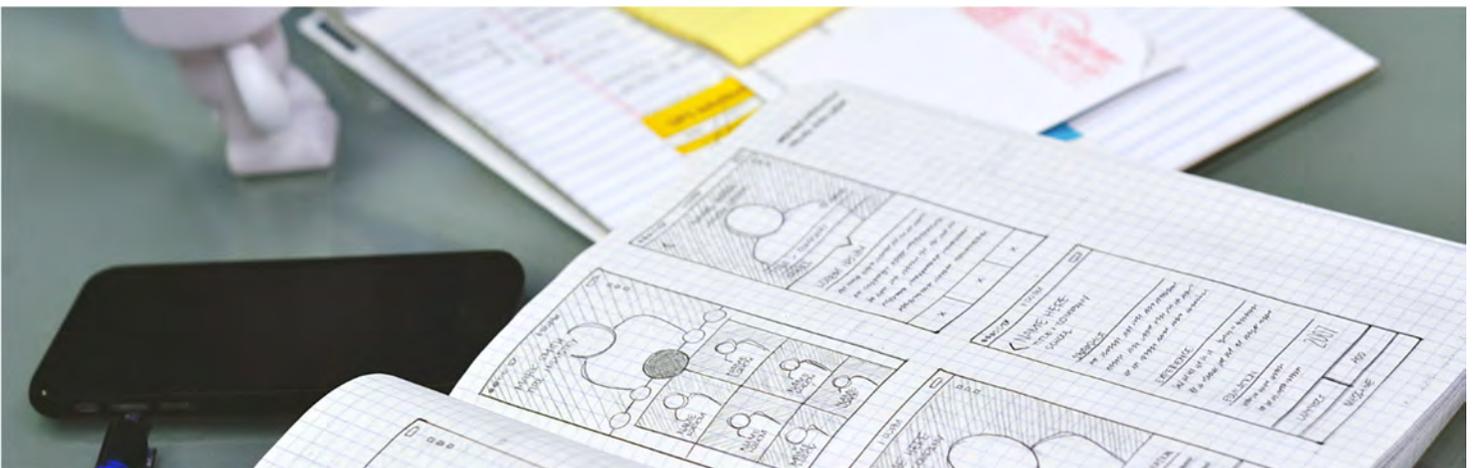


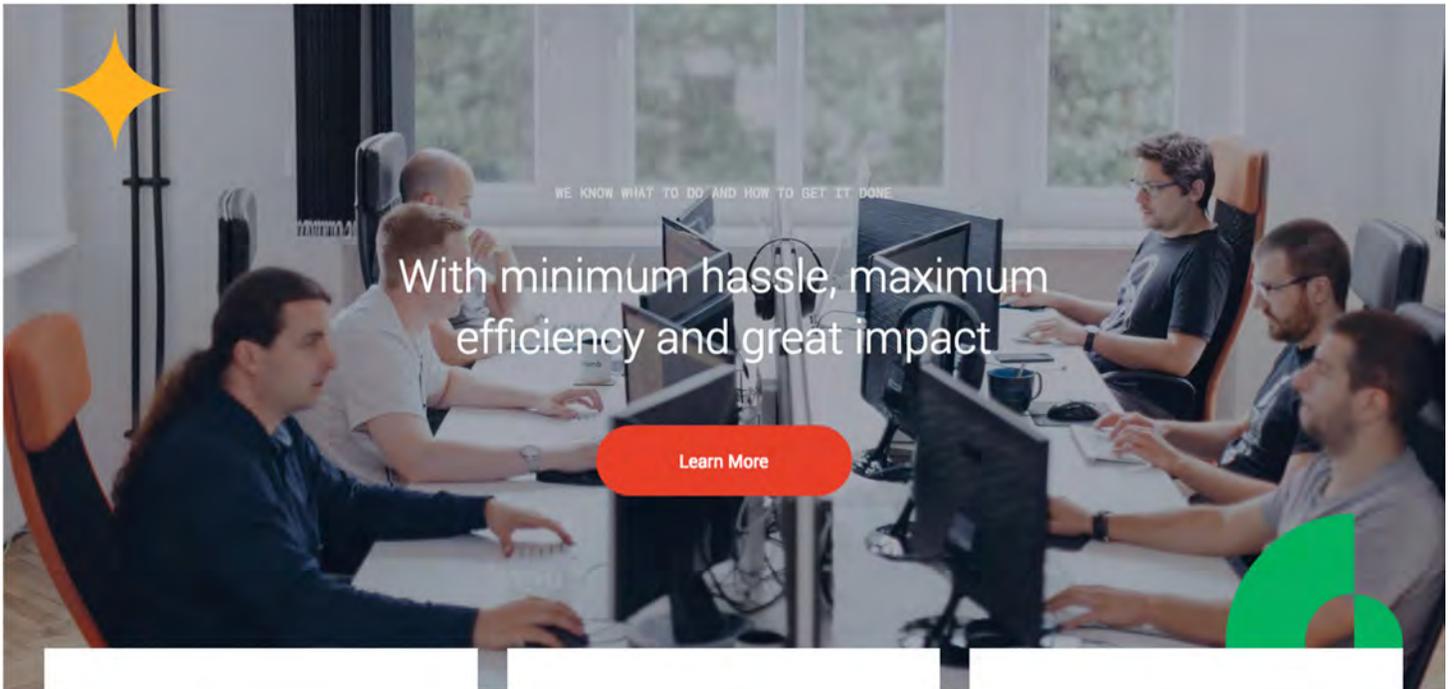
UrbanBuddy:)



elemental path.

- **The imagery directly relates to the content**, providing the user with a clear message.

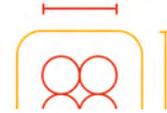




WE KNOW WHAT TO DO AND HOW TO GET IT DONE

With minimum hassle, maximum efficiency and great impact

Learn More



Why We Love This Services Page

- **With the help of icons, color, and white space, the content is easy to follow** – a key step in following great website design practices.

The image shows three columns of values, each with an icon, a title, and a short paragraph of text.

- Communication:** Icon of two speech bubbles. Text: "We tell it as it is and in plain language. No beating around the bush. We stay in touch at all times."
- Partnership:** Icon of four smiling faces in colored circles. Text: "We deal honestly with people and situations. We work in close collaboration with our clients. We foster friendly and long-term business relationships."
- Forward-thinking:** Icon of a circular flow diagram with points A, B, C, and D. Text: "We think ahead and around corners to identify challenges, opportunities and provide the best support. We've got your back."

- **It demonstrates credibility** by presenting facts about the company.

The infographic features the heading "STATISTICS IN FIGURES" and four data points:

- 121** happy clients
- 500+** projects delivered
- 17** employees
- 7** years on the market

- **Contrasting color and geometric elements** makes the page visually appealing while staying in line with the brand.

The hero image shows a team of people working at computers in a bright office. A yellow starburst is in the top left, and a green circle is in the bottom right. The text "WE KNOW WHAT TO DO AND HOW TO GET IT DONE" is at the top, and "With minimum hassle, maximum efficiency and great impact" is in the center. A red "Learn More" button is at the bottom.



Our Process



Where can we take your business? Well, everywhere actually. Credico has a wide-reaching network of outsourced sales teams that act as brand ambassadors for our clients in every step of the sales process. From the initial customer pitch to the point-of-sale to installation and activation of service, Credico's outsourced suppliers are there to protect your brand's image while gaining you new customers *every single day*.

Why We Love This Services Page

- It uses helpful cues to guide the reader on the page, like contrasting arrows.



Where can we take your business? Well, everywhere actually. Credico has a wide-reaching network of outsourced sales teams that act as brand ambassadors for our clients in every step of the sales process. From the initial customer pitch to the point-of-sale to installation and activation of service, Credico's outsourced suppliers are there to protect your brand's image while gaining you new customers *every single day*.

- **Simplicity is key** and helps to easily get the point across, using a white background, serif type, only two lines, and a large point size.

*Let Credico deliver new customers
to you and expand your reach.*

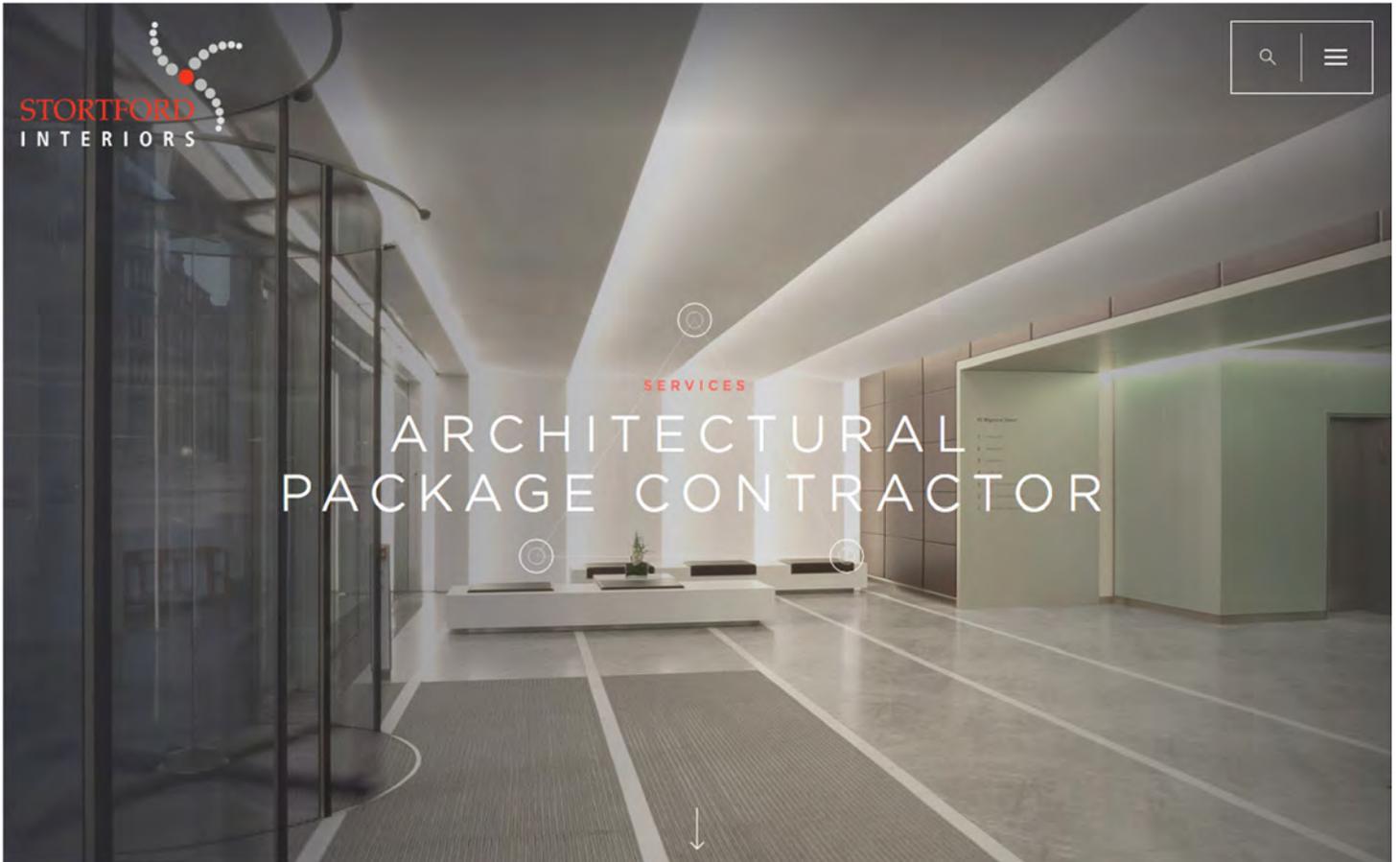
- **The icons have labels**, which is good user experience practice. With labels, the user doesn't have to guess at what the icon is trying to say. The two should work hand-in-hand. Every icon on your Services page (and other web pages) should have labels to minimize confusion for the user.



Collaborate

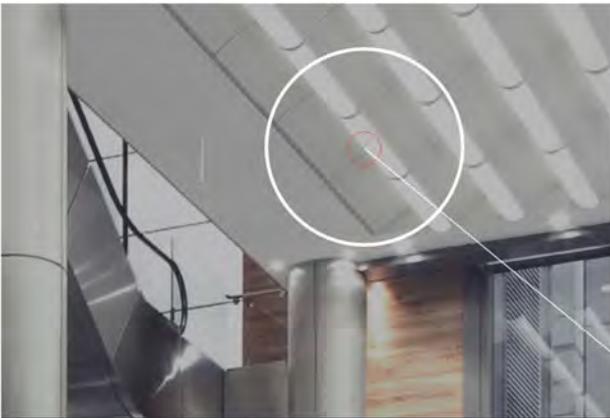
We pair you with our team of professionals to identify your company's sales targets and goals as well as any existing challenges you face with customer acquisition as to best configure a strategy for success.

Stortford Interiors



Why We Love This Services Page

- **It shows the user how to navigate the page using visual cues, like circular brand elements.**



Our specialist core services include drywall, suspended ceilings and glass wall. These are delivered by experienced teams, with specific expertise. We only work to the highest standards to achieve exceptional quality and finish across the services we provide.

[DRYWALL](#) →

[SUSPENDED CEILINGS](#) →

[GLASS WALL](#) →

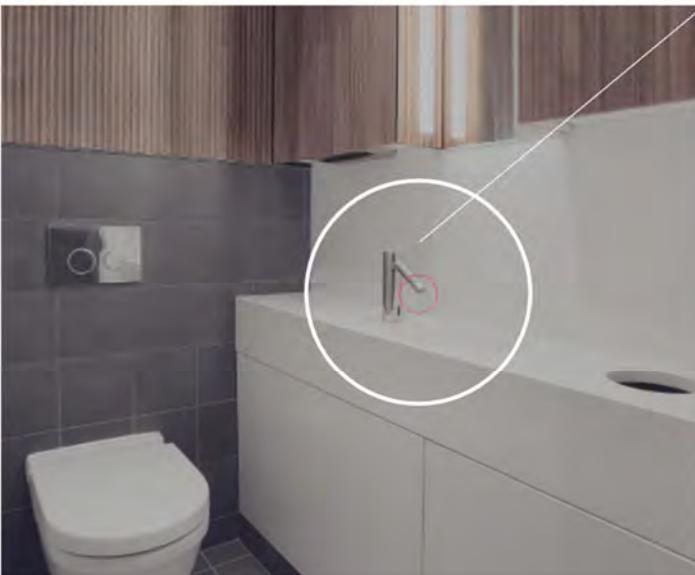
FITOUT

As a leading UK contractor with extensive knowledge and expertise across a number of specialisms including our core and joinery offerings, we are able to offer our clients an architectural package of specialist services.

[ARCHITECTURAL PACKAGE CONTRACTOR](#) →



- The images speak to the content, showcasing services in real-life settings.



CORE

Our specialist core services include drywall, suspended ceilings and glass wall. These are delivered by experienced teams, with specific expertise. We only work to the highest standards to achieve exceptional quality and finish across the services we provide.

[DRYWALL](#) →

[SUSPENDED CEILINGS](#) →

[GLASS WALL](#) →

- The content is simplified by using bullet points (that link to corresponding pages), which makes the words easier to follow.

A FULL SERVICE AGENCY

Creating digital experiences that grow business.



Why We Love This Services Page

- **The Services page employs a super-simple topper image text** so that no extra words needed. As a result, it gets the point across quickly and concisely.

A FULL SERVICE AGENCY

Creating digital experiences that grow business.

- **Every section has a CTA** guiding the user deeper into the site, without overwhelming them all at once by placing all relevant content in one place.

STRATEGY

It's never been easier to build something, and it's never been harder to build something successful. Strategy is not only the first part of our process, but it's the point of entry for everything we do.

During this phase, we refine organizational objectives and requirements, develop online strategy and IA (information architecture), establish project success factors, document project milestones, and complete a formal scope sign-off on all aspects of the project. While we have a bias towards action in everything we do, we also know that uncertainties kill projects. Taking the time to get on the same page always pays off.

[LEARN MORE](#)

- **It embraces white space.** This way, the brand can showcase critical content in a way that's easier to understand.

DESIGN

Founded by a pair of designers, and boasting an ever-expanding trophy case, our agency is, at its heart, a design agency. Design guides everything.

Designs are iterative and presented using interactive tools, allowing our UX team and our clients to interact with simulated functionality quickly. This allows us to collaborate on the experience of the design to fully evaluate the effectiveness of the navigation, calls to action and overall interactions the site will have. Clients can take notes directly on the designs as well, saving hours of conversations and emailed feedback.

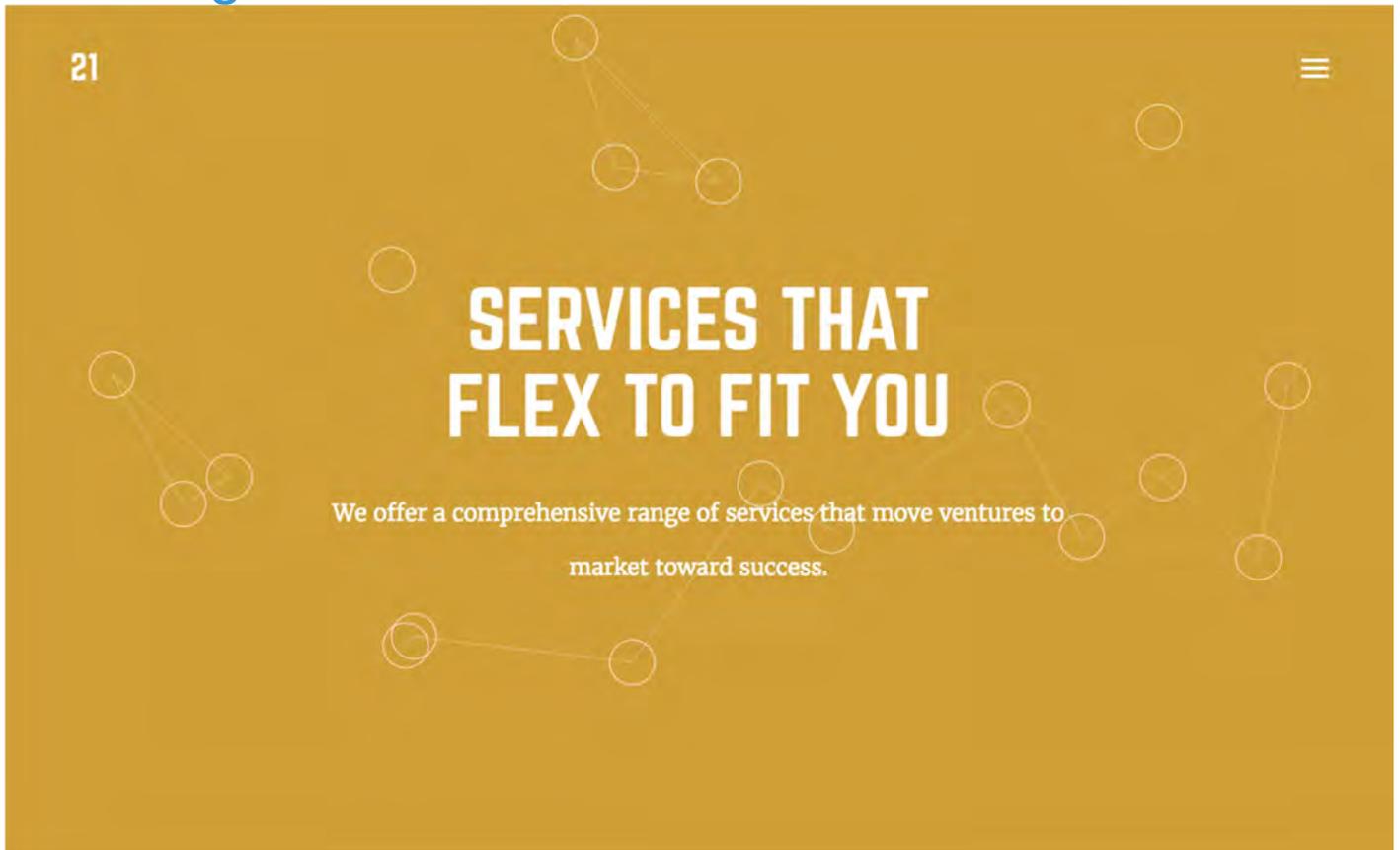
WEB DESIGN

MOBILE & RESPONSIVE

UX & UI

IDENTITY DESIGN

USABILITY TESTING



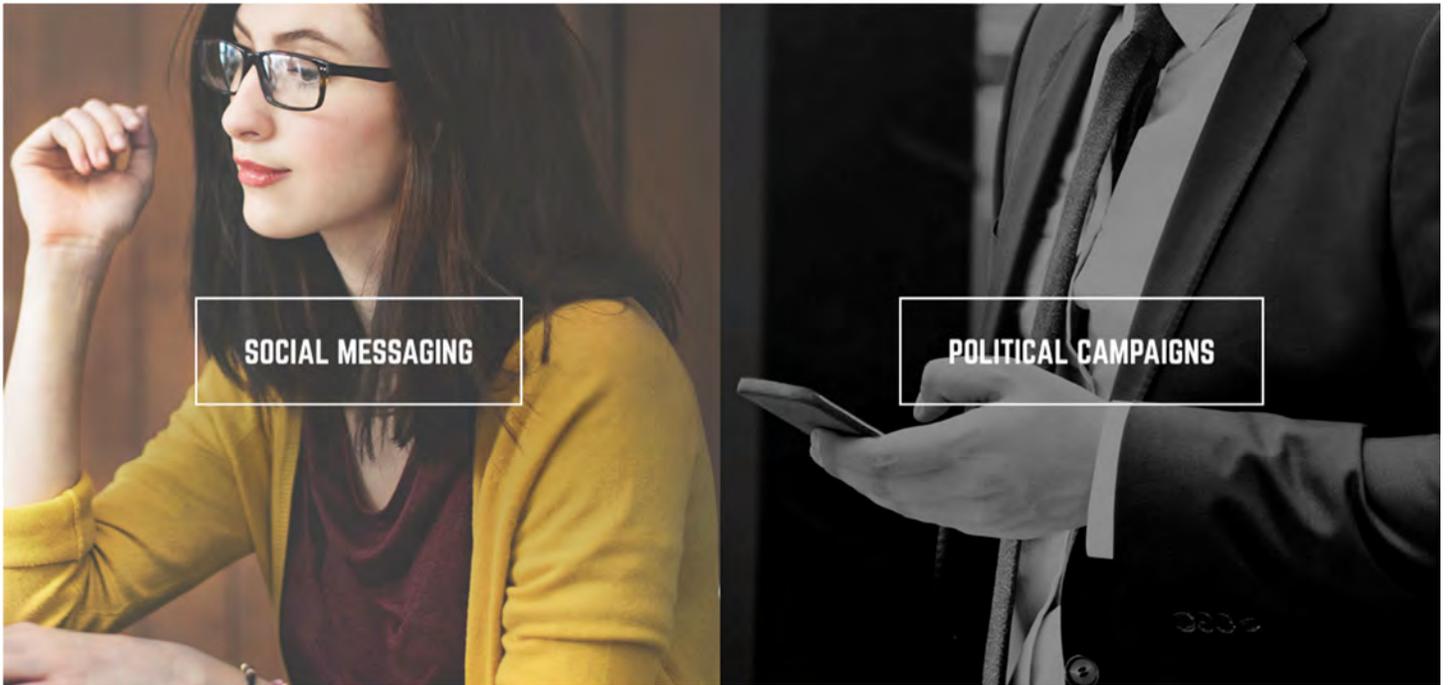
Why We Love This Services Page

- It uses a powerful first statement that is all about potential clients.

A close-up of the main heading text from the screenshot, showing the words 'SERVICES THAT FLEX TO FIT YOU' in a bold, white, sans-serif font against a gold background. The text is centered and occupies most of the frame.

**SERVICES THAT
FLEX TO FIT YOU**

- The page uses rich, strong photography to provide the user with compelling visuals that enhance their user experience.



- **If the user needs more information** about the brand, contacting them takes one simple step.

WE'D LOVE TO HEAR FROM YOU.

CONTACT US