Rebuilding a Homepage Without Breaking the Funnel

A mini case study | August–September 2026

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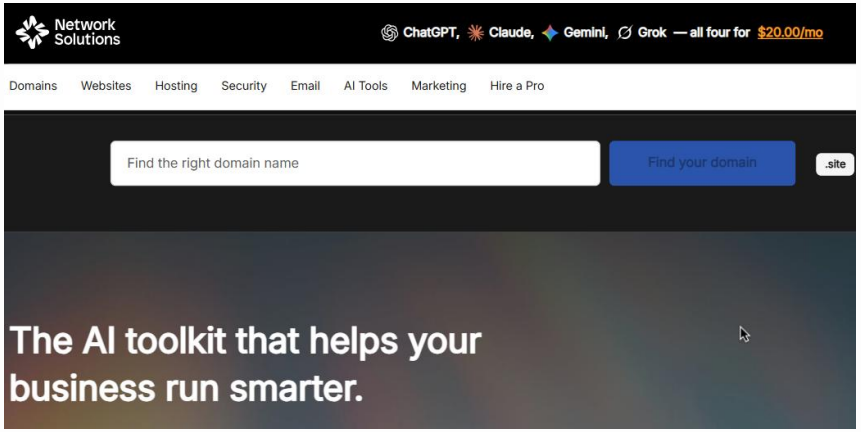
A new homepage that did no harm, and showed us the next fix

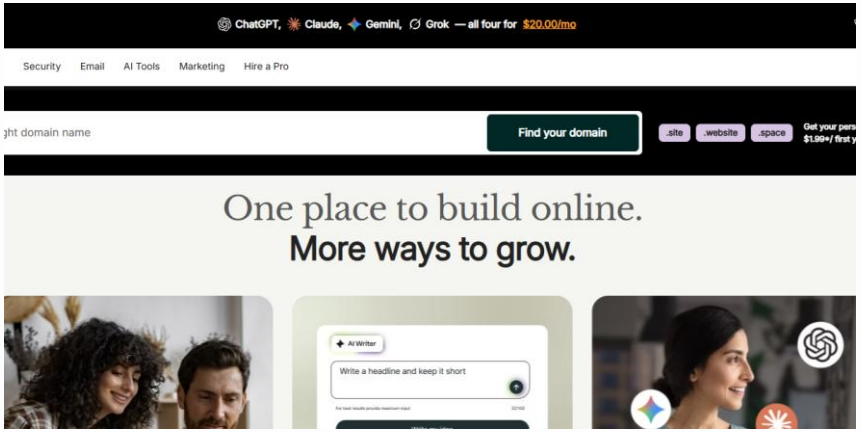
We rebuilt the homepage for the rebrand and tested it against the old one. Conversion edged up and order value held steady. The test also showed where the page loses attention.

How it ran

8/11	Launched to all homepage traffic
8/21	Search box updated
8/25	Reset as an A/B test
9/2	Called a pass

From an AI toolkit hero to a product-rich homepage





Before

A dark AI toolkit hero with a single offer

After, from 8/11

A serif headline and a five-card carousel, each card with its own button

Screenshots: Network Solutions homepage above the fold, before and after the 8/11 launch

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Conversion moved up, though not yet at confidence

+6%

Prospect conversion

30% confidence

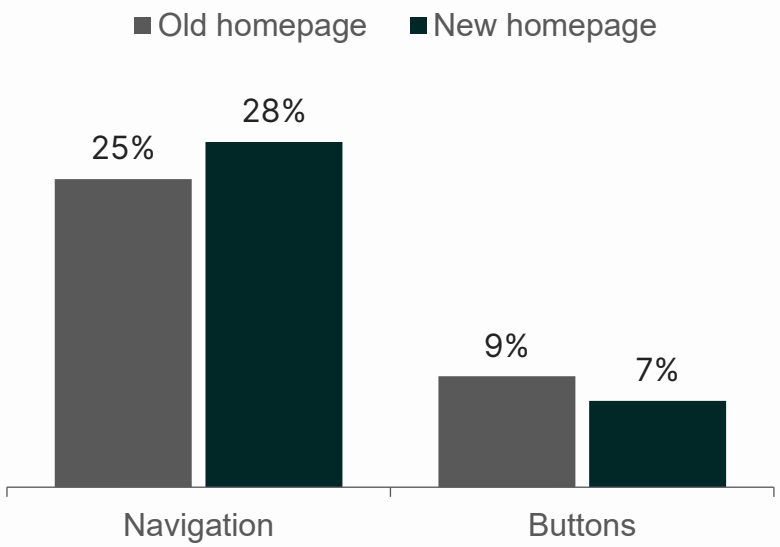
+5%

Cross-sell conversion

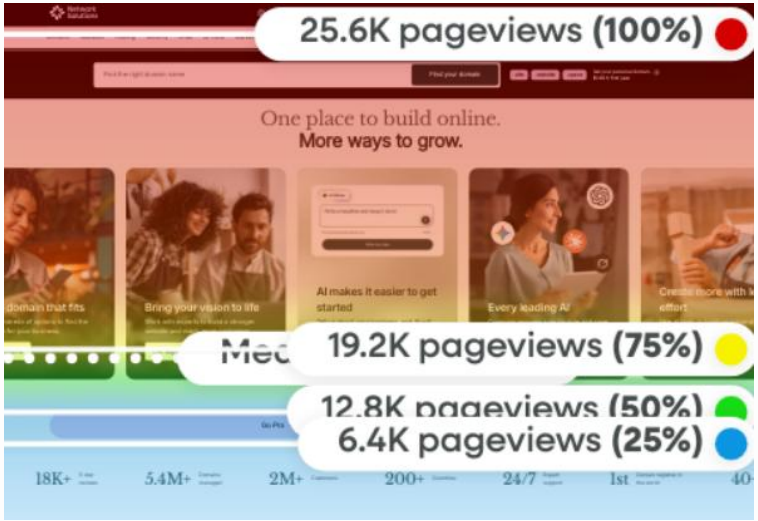
Existing customers, 55% confidence

Order value, units per order and domain searches per visit all held steady.

Navigation won clicks; buttons below the fold lost them



Prospect click-through, A/B read

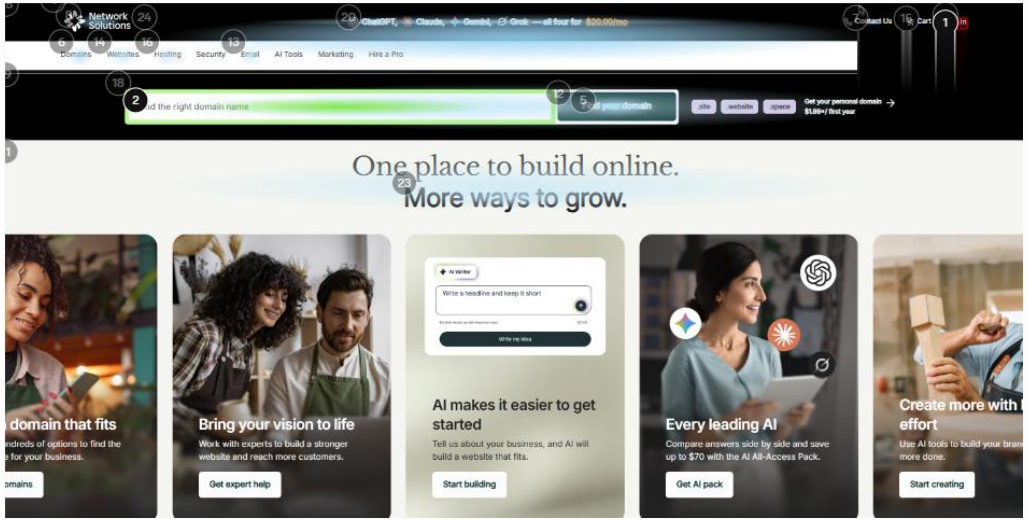


Only half of visitors scrolled as far as the carousel buttons.

Sources: NetSol Group Weekly MKTG Update decks; FullStory, Aug 21–24, 2026

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Login and domain search get nearly all the clicks



Click map after launch, numbered by total clicks

40%

of clicks go to login

24%

go to domain search

0.2%

click-through on carousel buttons

Source: FullStory, logged-out sessions, Aug 21–24, 2026

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Three lessons for the next homepage test

1	Measure against a control	The early before/after read looked soft. With a control group, it showed small lifts.
2	Domain search is still the hero	Login and search draw nearly all clicks. Anything that competes with search loses.
3	Design for the fold	Key actions need to sit above where a typical screen cuts off.

Next: build the homepage around domain search

A new navigation design with domain search built in

A homepage for returning paid search prospects, using CDP data

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