DIXI

Free guide · B2B SaaS

The 2027 guide to SaaS websites

What buyers and AI tools check before they shortlist you, and the six pages to fix first.



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Founder of DIXI · November 2026

Your website has two jobs now. Most sites do one.

In 2026 most B2B software buyers pick a favorite before they talk to anyone, and a growing share of them ask an AI tool to build the first list. So your site has to give AI tools something accurate and specific to repeat, and it has to confirm the choice for a buyer who arrives with a shortlist and a few doubts.

This guide is for founders and marketing leads at Seed to Series B B2B SaaS, AI and fintech companies who are planning their website for 2027, or wondering whether the site is why demos slowed down. It's built on three things: two studies we ran this autumn on 42 freshly funded SaaS startups, our own move from Framer to Astro, and the projects I've led over the last ten years.

How to use it

Take the 10-question test in chapter 2 first. If your score says sprint, go straight to chapter 4 and the 30-day plan. If it says rebuild, read it in order. Everything you'll actually work in is at the end: four tools you can print or copy.

What's different about it

Every outside number has its source listed at the end. Where we use our own data, we say how we got it. And most chapters end with what to do this week, not a theory.

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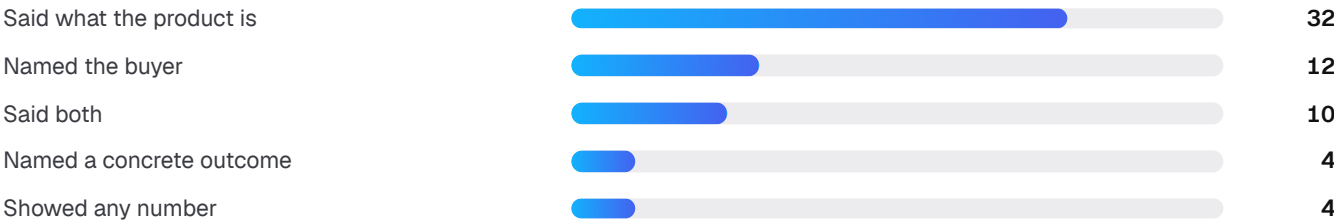
What AI read on startup sites, and what moving our own site did

SHORT ANSWER

AI tools understand most SaaS websites, but they often can't find the facts a buyer needs to shortlist them. An AI understood what 39 of 42 freshly funded startups sell. Only 10 first screens said both what the product is and who it's for, and only 1 in 7 sites gave an AI agent the price, a named security attestation and the main integrations.

Test 1: what does AI understand from a homepage? (October 2026)

We took 42 B2B software companies that announced a pre-seed to Series B round between 1 September and 27 October 2026: AI and dev tools, fintech and legal, vertical SaaS, and go-to-market software. An AI model read each homepage as text on 29 October and was told to ignore what it already knew. Then we compared its answer to "what do you sell, and to whom?" with how the round was covered. It got the basics right on 39 of 42. The first screens were weaker than that suggests:



First screen = headline and subheadline. Number of startups out of 42. Source: DIXI AI reader study, 29 Oct 2026.

Further down the page, 21 of 42 showed at least one customer result with a number, and 16 mentioned funding or investors but had no customer number anywhere. Two pages had animated counters that read as "0%" without JavaScript, and two showed customer names only in image file names, so a text reader could only guess them from file names.

Test 2: can an AI agent shortlist you from your site? (November 2026)

Then we gave an AI agent a buyer's job on the same 42 sites: write a shortlist entry with what the product is and for whom, the price, the vendor's own security attestation, the integrations and the next step. The agent read text only, without JavaScript, started at the homepage and could load up to eight pages per company.

What the agent was looking for	Sites (of 42)
A price with a number	14 (a third)
No price information at all	21 (half)
A named security attestation, like SOC 2 or ISO 27001	27 (almost two thirds)
Nothing on security an AI could quote	15
Three or more integrations named in text	29
A comparison page linked from the menu or footer	5 (about 1 in 8)
All three: a price number, a named attestation and 3+ integrations	**6 (1 in 7)**

Two more patterns kept showing up. At least six sites had the page the agent needed (pricing, a comparison, a trust center, integrations) but never linked to it. And 21 of the 36 demo or contact pages it read didn't say how long the call is, what happens on it, or when someone replies. The six complete entries were Daytona, Town, Namespace, Outmarket AI, Lightfield and Siena, if you want examples to look at.

Our own site: from Framer to Astro

To be honest, the old dixi.agency was built in Framer by a designer we hired, and it brought no results. This year we rebuilt it around proof, and this autumn we moved it to Astro. Here's what Google's PageSpeed Insights (mobile) showed before and after:

62 → 96
Performance score, Framer on 27 Oct vs Astro on 3 Nov 2026

5.7 s → 1.3 s
Time until the largest element on the page loaded (LCP)

3 of 3
Agentic browsing checks passed, plus 100 for SEO and best practices

Funny thing is, speed wasn't the biggest change. The biggest change was that every key fact about us now sits in plain text near the top of a page, which is what the rest of this guide is about.

What this means

Most of the gaps we found aren't design problems. They are missing sentences, missing pages and pages nobody linked to. That's good news, because a lot of it can be fixed in weeks without rebuilding everything. Chapter 2 tells you which case you're in.

Do this week

- Ask ChatGPT and Perplexity "What does [your company] sell, and who is it for?" and compare the answer with the line you'd use yourself.
- Read your homepage's first screen as text only. Does it say what you sell and who it's for in words, not only in pictures?

Rebuild, sprint, or leave it alone?

SHORT ANSWER

Most teams don't need a full rebuild. Score your site on ten questions, 0 to 2 points each. 15 to 20: keep it and fix one page a month. 8 to 14: fix the pages that leak in focused sprints. 0 to 7, or a platform that blocks your team: plan a rebuild or a migration.

Answer with the live site open, ideally with two people scoring separately: the questions you disagree on are usually the real problems. Give 2 points for a clear yes, 1 when it's partly true, and 0 when it's no or nobody knows. Tool A at the end is the same test, laid out to print.

#	Question	2 points if	0 points if
1	Can a stranger tell what you sell and who it's for from the first screen alone?	Headline or subheadline names the product type and the buyer	A slogan, or a category word like "platform"
2	Is there a customer result with a number in the first scroll?	A named customer and a number	Logos only, or only your funding round
3	Can a buyer find a price?	A number, range or "starts at" on a page linked from the menu	"Contact sales" is the only answer
4	Does a security page name your attestation?	"SOC 2 Type II" or "ISO 27001" by name, with how to get the report	"Enterprise-grade" or "SOC 2 ready"
5	Are your main integrations named in text?	Three or more, on a linked page, with what each does	Logos only, or nothing
6	Do you have a comparison page?	At least one, linked from the menu or footer	None
7	Does the site read correctly with JavaScript turned off?	Numbers, logos, tabs and prices all show	Counters at 0, empty tabs, a blank trust portal
8	Does the demo page say what happens next?	Call length, agenda, who joins, reply time	Just a form
9	Can marketing publish a new page in a day without a developer?	Yes, from a template	It needs a developer or a ticket
10	Can you see AI referrals and "How did you hear about us?" answers next to pipeline?	Yes, as their own channel, tied to opportunities	Only sessions, or not at all

What your score means

15–20
Keep it. Fix the lowest-scoring question this month, then one page a month.

8–14
Sprint. The structure is fine; fix the six pages in chapter 4.

0–7
Rebuild. Patching page by page will take longer than a clear new structure.

Two answers outweigh the total. If question 9 is a 0 because the platform blocks your team, or your plan is about to force a change (chapter 6), plan a move anyway: a migration if the design works, a rebuild if it doesn't. If question 10 is a 0, fix measurement first, or you won't know whether any change worked.

How a 2026 shortlist forms

SHORT ANSWER

The shortlist is mostly set before anyone fills out your form. In 6sense's 2026 survey of 4,611 B2B buyers, the vendor they favored before contacting anyone won 82% of the time, and first contact came about 59% of the way through a 10.3-month process. Your website's job moved from introducing you to confirming you.

A 10.3-month purchase, and when the vendor finds out about it



Month 0: the need appears | First contact with a vendor (~59%) | Month 10.3: signed

By first contact, 91% of buyers had already ranked their shortlist, and the eventual winner was on the day-one list in about 92% of journeys. Source: 6sense, 2026 B2B Buyer Experience Report (purchases of $25,000+ a year).

Where the list comes from now

In G2's survey of 1,076 software buyers (fielded in March 2026, published in April), 51% said they now start research in an AI chatbot more often than in Google. Chatbots were also the top source shaping shortlists, named by 54% of buyers, ahead of review sites at 43%, and 69% said they ended up choosing a different vendor than they first planned. Search sends fewer visits too: 68% of US Google searches ended without a click in early 2026, according to SparkToro.

So the first time a buyer meets you is often an AI answer built from your site and from what others say about you. If your pages don't state the facts plainly, the answer either skips you or fills the gap with a guess.

The visit still happens, but it's a check

The website didn't stop mattering. In the same 6sense report, vendor websites were the channel buyers used most to keep up with vendors (35.9%). In Wynter's 2025 interviews with 100 B2B SaaS CMOs at $50M+ companies, every one said they visit the vendor's website before deciding. They arrive with a favorite and a few doubts, and they want those doubts answered fast.

Your site has three kinds of reader

Reader	What they want from your site	Pages that answer it
The AI tool building the list	Plain facts it can repeat: what it is, for whom, price, security, integrations, how you compare	Homepage, pricing, security, integrations, comparisons, all readable without JavaScript
The champion	Confirmation that the favorite is right, and material to sell you internally	First screen, a customer result with a number, case studies by role, a clear next step
The rest of the group	One answer each: finance wants the cost, IT wants security, users want to know it won't make their week harder	Pricing, security, integrations, a one-page business case, the demo page

The group is bigger than most sites assume. The average buying group in 6sense's survey had 10.2 people, and 40 to 60% of B2B purchase processes end in no decision, a figure from Dixon and McKenna's research in The JOLT Effect that April Dunford often cites. Many of those people never visit your site. They read what your champion forwards.

Two things that distort what you see

First, not all of your traffic is people: bots made up 53% of web traffic in 2025, according to Imperva's Bad Bot Report. Second, real buyers hide. Only 35.2% of buyers in 6sense's survey used their own contact details on a vendor form; others had a teammate fill it in (31.6%), used a personal email (19.3%) or used AI tools to skip the form (17.7%). So don't block personal email addresses, and judge the site on pipeline, not form fills.

Do this week

- Ask your last five new customers which sites and AI tools they used before they first talked to you.
- Add a free-text "How did you hear about us?" field to the demo form, and stop blocking personal email addresses.

The six pages AI tools and buying groups read first

SHORT ANSWER

Start with six pages: the homepage's first screen, pricing, security, integrations, comparisons and the demo page. Together they answer every shortlist question: what it is, for whom, what it costs, whether it's safe, whether it fits the stack, why you and not the alternative, and what happens next. Write each fact in plain text, near the top, on a page linked from the menu or footer.

1. The homepage's first screen

The first screen has one job: tell a stranger what you sell, who it's for and what changes for them. In our October study only 10 of 42 first screens did both what and who, and only 4 named a concrete outcome. Very short headlines were the weakest: headlines of five words or fewer named the buyer 3 times out of 18. Gridsight, UpSmith and CapitalOS were good examples of first screens that say what and for whom.

TEMPLATE · FIRST SCREEN

```
Headline:   [Outcome] for [buyer]  or  [Product type] for [buyer]
Subheadline: [Product] helps [role at type of company] [do the job],
             so they [result, ideally with a number].
Proof:       [Named customer] [did what] in [time]. (one line, real numbers only)
Buttons:     [Main next step]  +  [lower-commitment option]
```

Before

The future of finance operations.

After

Ledgerly automates bank reconciliation for finance teams at SaaS companies with 50 to 500 people, so month-end close takes days instead of weeks.

Before

AI-powered platform for modern teams.

After

Fieldnote turns technician photos into inspection reports for HVAC contractors, ready to send before the truck leaves the site.

Before

Security, simplified.

After

Patchwise finds and fixes vulnerable open-source packages in your GitHub repos, for engineering teams without a full-time security hire.

Illustrative examples with made-up products, written to show the pattern.

Shorter often wins on the rest of the page too. On one B2B SaaS homepage we cut 11 sections down to 6, and demo requests rose 38% in the next 60 days.

2. Pricing

Half of the startups we tested gave an AI agent no price information at all. When there's no number, the AI answer says "contact sales" or guesses, and finance in the buying group has nothing to work with. You don't need a full price list. You need enough for a buyer to know whether you're in their range.

THREE PATTERNS THAT DON'T BOX YOU IN

```
Starts at:   "Starts at $400 a month for up to 10 users."
Typical:     "Most teams of 20 to 50 people pay $900 to $1,600 a month."
Depends on:  "Price depends on seats and connected accounts.
              Annual plans start at $12,000."
Enterprise:  "Enterprise contracts usually start at $30,000 a year and
              include SSO, a named success manager and a 99.9% uptime SLA."
```

Example figures. Use your own ranges.

Add who each plan is for in one line, what's included, and how billing works (monthly or annual, per seat or usage). Link pricing from the main menu, not only the footer.

3. Security and trust

Two thirds of the startups named a real attestation, but more than a third had nothing an AI could quote. Wording like "SOC 2 ready" or "audit in progress" reads as a no to a security reviewer. If you're mid-audit, say exactly that, with the expected date.

TEMPLATE · SECURITY PAGE, IN THIS ORDER

```
1. Attestations   SOC 2 Type II (period ending [month, year]), ISO 27001.
                  How to request the report: [link or email], NDA if needed.
2. Data           Where it's stored ([region]), encryption at rest and in transit,
                  retention, how deletion works.
3. Access         SSO/SAML, SCIM, roles, audit logs. Which plans include them.
4. AI use         Does customer data train any model? Which AI providers
                  process it, and where?
5. Subprocessors  Name, purpose, region. Date of the last update.
6. Contact        security@[domain], responsible disclosure policy.
```

If you use a trust portal, check that its main facts show with JavaScript turned off. Two portals in our test were empty to the agent.

4. Integrations

Customer logos are not integrations, and an integration shown only as a logo is invisible to a text reader. In our test 29 of 42 startups named three or more in text, and 8 named none.

TEMPLATE · ONE INTEGRATION ENTRY

```
[Tool] · [What syncs, which direction], every [interval].
Setup takes [time], [no code / with an API key]. Available on [plan].
Example: HubSpot · Two-way sync of companies and deals every 15 minutes.
Setup takes 5 minutes, no code. Available on all plans.
```

Also say whether you have an API, webhooks, SSO and SCIM, and link the docs. One integrations page with all of them beats a logo wall.

5. Comparisons

Only 5 of 42 startups linked a comparison page from the menu or footer, so AI tools mostly compare you using other people's pages. DataAgent and Restate are good examples of companies that write their own.

OUTLINE · A COMPARISON PAGE BUYERS AND AI TOOLS TRUST

```
1. Who [competitor] is a better fit for (be honest, it builds trust)
2. Who [your product] is a better fit for
3. A table: pricing model, setup time, key capabilities,
   integrations, security, support
4. Switching: what moves, how long it takes, who helps
5. Customers who switched, with numbers (only real ones)
6. One next step
```

Make three kinds: against your most common competitor, against the spreadsheet or in-house tool people use today, and against doing nothing. The last one matters because "no decision" is often the real competitor.

6. The demo page, or whatever your next step is

21 of 36 demo and contact pages in our test didn't say how long the call is, what happens on it or when someone replies. That's a small fix with a big effect, because a lot of leads are lost after the form: among RevenueHero's own customers, the median company booked 62% of qualified demo requests, so about 38% never got a meeting booked.

TEMPLATE · DEMO PAGE COPY

```
A [25]-minute call with [name, role]. We'll ask about [two things],
show you [the part that matters for your use case], and give you
a price range on the call. You'll hear back within [X] business hours.

Prefer to look first? [Start free] or [watch a 3-minute tour].

Form: work or personal email, company, and one free-text field:
"How did you hear about us? A name, a podcast, an AI tool, anything helps."
```

UpSmith's demo page is a good model: a 25 to 30 minute video call with live analysis, pricing and the setup timeline, and the invite is sent right away. For AI agents, Punch has a /for-agents page with a plain-text summary and a way for an agent to request a demo, which a person confirms within one business day.

And the pages your champion forwards

Once these six are solid, add the material a champion carries into rooms you'll never see: case studies with numbers by role, a one-page business case, and an honest page on implementation time. Tool B turns this chapter into a checklist.

Do this week

- Go through Tool B and pick the two pages with the most empty boxes. Fix those first.
- Rewrite your first screen with the template above, then show it to someone outside the company for five seconds and ask what you sell.

Make the site readable by machines

SHORT ANSWER

Most AI crawlers read the HTML your server sends and don't run JavaScript. Vercel and MERJ found (December 2024) that none of OpenAI's crawlers (GPTBot, OAI-SearchBot, ChatGPT-User) or Anthropic's ClaudeBot render JavaScript. Google does render pages, which is why a site can look fine in Search Console and still be half empty to ChatGPT.

The 10-minute check

Do this on the homepage, pricing, security and integrations pages. You don't need a developer for steps 1 to 4.

1. **Turn JavaScript off and reload.** In Chrome: DevTools, Settings, Disable JavaScript. Whatever you can still read is roughly what a crawler reads.
2. **Look for the usual gaps:** stat counters stuck at 0, customer logos with no names in text, tabs and accordions that come up empty, a pricing toggle with no numbers, a trust portal that shows nothing.
3. **Search the page source for your key facts.** Open view-source and search for your price, "SOC 2" and two integration names. If they aren't in the source, a crawler can't see them.
4. **Check robots.txt.** If you want to be cited, don't block the search crawlers. Blocking training crawlers is a separate decision that doesn't remove you from AI search answers.
5. **Run PageSpeed Insights.** Besides speed, it now includes agentic browsing checks that show whether an agent can use your pages.

ROBOTS.TXT · LET AI SEARCH CRAWLERS IN

```
# Search and answer crawlers: allow if you want to be cited
User-agent: OAI-SearchBot
Allow: /

User-agent: Claude-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

# Training crawlers (GPTBot, ClaudeBot): your call, allow or disallow
```

Check each AI company's crawler docs for the current user-agent names before you ship this.

Put the answer first

AI tools quote the top of a page far more than the rest. In Kevin Indig's analysis of 1.2 million ChatGPT answers and 18,012 citations (February 2026), 44.2% of citations came from the first 30% of the text. So each key page should open with a plain two or three sentence summary that answers the page's question, then go into detail. That's also how buyers read.

TEMPLATE · THE FIRST 50 WORDS OF ANY KEY PAGE

```
[Page subject] [answer, with a number]. [Who it applies to,
or the main condition]. [What to do next, or where the detail is].
Example: "Ledgerly starts at $400 a month for up to 10 users. Most
finance teams of 20 to 50 people pay $900 to $1,600. Annual plans
include SSO and a named success manager."
```

- One H1 that says what the page is ("Pricing for Ledgerly", not "Simple, transparent pricing").
- Headings phrased the way buyers ask ("Do you integrate with Salesforce?").
- Names instead of pronouns: say the product name, the integration, the standard, the number.

What's hygiene and what moves the needle

Structured data (Organization, SoftwareApplication, FAQ), a sitemap and an llms.txt file are worth having, but in our experience they're hygiene, not levers. What moves AI visibility more is what other sites say about you: in Ahrefs' study of 75,000 brands (2025), branded web mentions correlated with visibility in Google's AI Overviews far more than backlinks did (0.664 vs 0.218). So the site makes the facts clear, and reviews, partners, podcasts and customers repeat them.

Do this week

- Run the 10-minute check on your four key pages and write down every fact that disappears without JavaScript.
- Rewrite the first 50 words of pricing and security with the template above.

Stay on Webflow or Framer, or move to code?

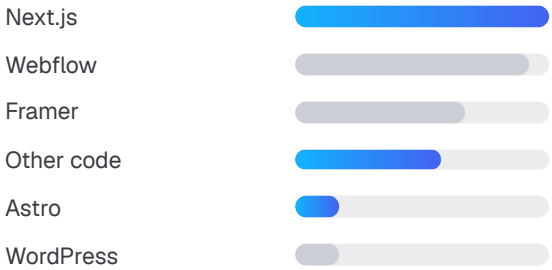
SHORT ANSWER

Stay if your marketers ship pages every week in the visual editor and the site is small enough to manage. Move if the platform is the reason pages ship slowly, the site has grown into hundreds of data-driven pages, or you want the site in the same repo and review process as the product. A price change alone is rarely a reason to move, but now is a good time to check yours.

What changed in 2026

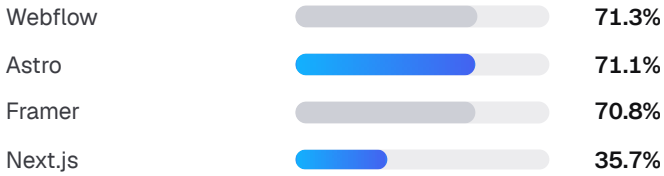
- **Webflow** replaced its CMS and Business site plans with a single Premium plan in May ($25 a month billed yearly, $39 monthly, when we checked on 3 November). Most existing sites move to the new prices at their next renewal or billable change on or after 29 June. Sites in Freelancer or Agency Workspaces, and sites still on legacy pricing, move at their first renewal or billable change on or after 16 November 2026. If an agency hosts your site, ask which date applies to you and run your plan through Webflow's pricing change calculator.
- **Framer** launched Framer 3.0 on 16 June with AI agents in the canvas, retired its Scale plan and introduced AI credits. Editor seats are $20 a month and Pro is $30 a month.
- **Code got easier to edit.** AI coding tools made small changes to a code-based site much cheaper this year, and search autocomplete shows people now compare website builders with them directly ("framer vs claude code", "webflow vs lovable").

What the 42 startups build on



Blue = built in code (21 of 42, half). DIXI check, 3 Nov 2026.

Sites passing Core Web Vitals (mobile)



All sites HTTP Archive tested, September 2026.

The platform tended to follow how the company sells. AI, dev tool and security startups mostly used code (7 of 12), and vertical SaaS mostly used Webflow or Framer (6 of 10). And speed depends on the build more than the platform: the share of sites passing Core Web Vitals is almost the same for Webflow, Astro and Framer, and our own Framer site scored 62 before the move. Over the same year the number of sites on Astro grew 178%, Next.js 63% and Framer 32%, while Webflow shrank 6% (HTTP Archive, September 2025 to September 2026).

The decision

Your situation	Stay	Move to code
Who edits	Marketers ship pages weekly in the visual editor	Most changes already go through a developer or AI coding tools
Size	Under about 50 pages and a blog	Hundreds of pages, or programmatic pages (integrations, templates, locations)
Platform features	You rely on its forms, localization, memberships or ecommerce	You've worked around the platform's limits more than once
Product	The site is separate from the product	Docs, login, signup or interactive tools live next to the site
Cost	The new plan fits your budget	Seats, bandwidth and add-ons keep growing
Team	No developer time at all	A developer or a partner can own the repo

If most of your rows land in one column, you have your answer. If it's split, a common middle path is to keep marketing pages where marketers can edit them and move the parts that need code (docs, an integrations directory, tools) first. Whichever way you go, a move is a rebuild, not an export: the content moves, the layout gets rebuilt. Chapter 7 is about doing that without losing anything.

Do this week

- Fill in the decision table with whoever edits the site, one row at a time.
- Find your platform's next renewal date and what your plan will cost after it.

Keep every URL, ranking and AI citation

SHORT ANSWER

A rebuild loses traffic when old URLs stop answering. Build the redirect map before design starts, give every old URL one outcome (keep, 301 or 410), test the whole map on staging, and keep the redirects for at least a year, which is Google's own guidance for site moves.

Step 1. List every URL, from more than one source

Your sitemap is never the full list: old campaign pages, renamed posts and PDFs live on in links, emails and AI answers. Pull URLs from all of these into one sheet (Tool C).

- the current sitemap and a crawl of the live site
- a CMS export, including items that were once published
- Search Console: every page with impressions in the last 16 months
- analytics: every landing page with sessions in the last 12 months
- a backlink tool: every URL other sites link to
- the links AI tools cite when they answer about you (Tool D)
- your own emails, ads, docs and sales decks

Step 2. Give each URL one outcome

Outcome	When
Keep	Same path on the new site. The best outcome, so keep paths wherever you can, including the trailing-slash style.
301 to its new page	The page moved or was renamed.
301 to the closest page	The page is gone, but a parent page answers the same need.
410 gone	Truly gone with no equivalent, like an expired webinar. Never send everything to the homepage.

Step 3. Rules that save you later

- One hop only: old URL straight to the final URL, no chains.
- Carry over titles, meta descriptions and H1s for your top 20 pages, and keep images that bring traffic at the same URLs.
- Match the old site first, improve second. Parity before redesign makes problems easy to trace.

Step 4. Test on staging

Run the whole list through a crawler in list mode against staging. Every row should return a 200 for kept URLs, one 301 to a 200 for moved ones, or a 410 for pages you retired. Fix the rest before anyone touches DNS.

Step 5. Protect AI citations too

AI tools keep quoting old URLs for a while after a move, so a working redirect means those links still land on the right page. Update the pages AI answers cite most often first. Google says to keep redirects "for as long as possible, generally at least 1 year"; treat that as the minimum for AI citations too.

Launch week and the first 90 days

SHORT ANSWER

Record a baseline before launch, keep a way back on launch day, and judge the new site after 90 days on pipeline per 1,000 human visitors, not on sessions in week one. Most B2B SaaS sites don't have the traffic for a clean A/B test, so a careful before-and-after with qualitative signals is the honest way to measure.

Before you switch DNS

- [ ] Save the baseline: 90 days of human visitors, demo requests, meetings and pipeline by channel, plus your AI shortlist check (Tool D).
- [ ] Submit every form on staging and confirm it lands in the CRM with the right source fields.
- [ ] Analytics, consent banner and conversion events fire on the new templates.
- [ ] The redirect map passes on staging (chapter 7).
- [ ] Staging's noindex and robots rules are removed from the production build.
- [ ] Sitemap, canonical tags, Open Graph images and the 404 page are in place.
- [ ] Pricing, security and integrations read correctly with JavaScript off.
- [ ] A written way back: how to point DNS at the old site within an hour if something breaks.

Launch day

Switch in the morning, early in the week, when the team is around. Open the top 50 old URLs and check each lands where it should. Submit the new sitemap in Search Console and Bing Webmaster Tools, request indexing for the key pages, and send changed URLs through IndexNow. Then watch 404s and form submissions for the rest of the day.

The first 90 days: what to track

What	How	Why
Human visitors	Filter known bots and obvious spikes (one country or data center, near-zero sessions)	Bots made up 53% of web traffic in 2025 and move your rate both ways
AI referrals	GA4's built-in AI Assistant channel (since May 2026), plus the rule below if you need more sources	Few visits, often late-stage; app traffic is undercounted
"How did you hear about us?"	A free-text field on the demo form, read every week	Catches AI answers, podcasts and colleagues analytics never sees
Demo request to booked meeting	Booked meetings divided by qualified requests; track meetings held too	The median in RevenueHero's data was 62% booked
Pipeline per 1,000 human visitors	CRM opportunities joined to first-touch channel	The number a redesign should move
AI shortlist presence	The same prompts monthly in ChatGPT, Perplexity and AI Mode (Tool D)	Shows whether AI answers changed after the new pages went live

GA4 added a default AI Assistant channel in May 2026, so check that one first. If you use your own channel group, or want sources it misses, add this rule:

GA4 · OPTIONAL RULE FOR A CUSTOM CHANNEL GROUP

```
Admin › Data display › Channel groups › Create new channel group
Channel name: AI assistants
Condition:    Session source  matches regex
chatgpt\.com|chat\.openai\.com|perplexity\.ai|claude\.ai|
gemini\.google\.com|copilot\.microsoft\.com  (paste as one line)
Then drag "AI assistants" above Referral and save.
```

One warning about AI tracking. ChatGPT usually adds utm_source=chatgpt.com to the links it shows. But in October 2026 it opened links for about a week without the tag or a referrer, and those visits landed in Direct. That's why the free-text field matters: it keeps working when the tracking doesn't.

How to read the results

Compare the 90 days after launch with the 90 days before, by channel, and read it next to what sales hears on calls. Expect Google rankings to wobble for a few weeks after a move with URL changes, which is normal. If pipeline per 1,000 human visitors is up and demo-to-meeting holds, the rebuild worked, even if total sessions went down.

Do this week

- Save last quarter's numbers by channel: human visitors, demo requests, meetings held and pipeline.
- Check that GA4's AI Assistant channel has data, and note this month's AI visits as your baseline.

Timeline and price

SHORT ANSWER

A focused sprint on the page that leaks most takes three to four weeks. A platform move that keeps the design takes three to five weeks. A full rebuild of a marketing site takes six to ten weeks. Budget for the build and for a year of changes after it, because the pages in chapter 4 need updating as your pricing, customers and integrations change.

Option	When it fits	Typical timeline	DIXI starting price
Conversion Sprint	Score 8 to 14; one key page, usually the homepage, holds you back. Copy and build are quoted after the audit	3 to 4 weeks per page	from $8,000
Site migration	The design works, the platform doesn't	3 to 5 weeks	from $6,000
Website project	Score 0 to 7, or a new position, product or market	6 to 10 weeks	from $12,000
Design partner	Ongoing pages, tests and product design after launch	Monthly	from $6,000 / month

What the market charges

In our check of 20 agencies that publish prices on their own sites (16 to 17 November 2026), a full SaaS marketing site started at $5,000 to $50,000, and the middle starting price was $12,000. "From" is the floor: where an agency also shows its usual bill, the bill is 1.5 to 2.5 times the "from" price. Only half say how long a full site takes; those starting at $25,000 or more quote 8 to 24 weeks, the cheaper ones 3 to 12.

Running costs after launch

- **Webflow:** Premium $25 a month billed yearly, plus Workspace seats and add-ons like localization.
- **Framer:** Pro $30 a month, plus $20 a month per editor and AI credits if you use agents.
- **Code (Astro or Next.js):** hosting for a marketing site is often free or close to it, but you pay for developer time on changes, and for a headless CMS if marketers publish every week.

If the budget is tight

Spend it in this order: the homepage's first screen, pricing, security, the demo page, then integrations and comparisons. Those six pages carry most of what an AI tool and a buying group need, and they cost far less to fix than a whole site.

Do this week

- Use your Tool A score to choose: keep, sprint or rebuild.
- When you ask for quotes, ask for a price on fixing the six pages and on a full rebuild separately, so you can compare the two.

Fix the six pages in four weeks

If your score said sprint, this is the order we'd work in. Each week ends with something live, so you can see what moved before the next step.

Week 1

Measure

- Score the site (Tool A) with two people
- Run the AI shortlist prompts (Tool D) and save the answers
- Run the JavaScript-off check on four pages
- Check the GA4 AI Assistant channel; add the free-text field

Week 2

Say it

- Rewrite the first screen with the template
- Put one named customer result with a number right under it
- Publish a price, a range or "starts at"
- Link pricing from the main menu

Week 3

Prove it

- Publish the security page in the template's order
- Turn the logo wall into an integrations page
- Rewrite the demo page: length, agenda, reply time
- Fix anything that vanished without JavaScript

Week 4

Compare

- Publish one comparison page, linked in the footer
- Write the first 50 words of every key page answer-first
- Score again and rerun the prompts
- Book the 90-day review in the calendar

What "done" looks like after 30 days

Check	Before	After
Rebuild score (Tool A)	___ / 20	___ / 20
AI answers that name you (of 6 prompts × 3 tools)	___ / 18	___ / 18
Wrong or missing facts in those answers	___	___
Key facts visible with JavaScript off (price, attestation, 3 integrations)	___ / 5	___ / 5
Demo requests that became meetings, last 30 days	___ %	___ %

AI answers change slowly and vary between runs, so treat a single month as a direction, not a verdict. The pipeline numbers need the full 90 days.

A · Tool

Rebuild scorecard

Score each question 0, 1 or 2. Full criteria are in chapter 2. Date: _____ Scored by: _____

#	Question	0 · 1 · 2
1	The first screen says what you sell and who it's for	0 1 2
2	A named customer result with a number in the first scroll	0 1 2
3	A price, range or "starts at" on a page linked from the menu	0 1 2
4	The security page names the attestation and how to get the report	0 1 2
5	Three or more integrations named in text, with what each does	0 1 2
6	At least one comparison page, linked from the menu or footer	0 1 2
7	Key facts show with JavaScript turned off	0 1 2
8	The demo page says call length, agenda, who joins and reply time	0 1 2
9	Marketing can publish a new page in a day without a developer	0 1 2
10	AI referrals and "How did you hear about us?" are tied to pipeline	0 1 2
	Total	**_____ / 20**

15–20
Keep it. Fix the lowest question this month, then one page a month.

8–14
Sprint. Fix the six pages in chapter 4, using the 30-day plan.

0–7
Rebuild. Read the guide in order and start with the redirect map.

Overrides: question 9 is 0 because the platform blocks you, or your plan is about to force a change → plan a move (migration or rebuild, chapter 9). Question 10 is 0 → fix measurement first.

Six-page checklist

Homepage first screen

- [ ] Names the product type and the buyer
- [ ] States one concrete outcome
- [ ] One named customer with a number in the first scroll
- [ ] Customer names in text, not only in logos
- [ ] A main next step and a lower-commitment one

Pricing

- [ ] A number, a range or "starts at"
- [ ] What the price depends on
- [ ] Who each plan is for
- [ ] How billing works
- [ ] Linked from the main menu

Security

- [ ] Exact attestation and its period
- [ ] How to request the report
- [ ] Data location, encryption, retention
- [ ] Whether customer data trains any model
- [ ] Subprocessors with a last-updated date
- [ ] Readable without JavaScript

Integrations

- [ ] Each integration named in text
- [ ] What syncs, which direction, how often
- [ ] Setup time and plan
- [ ] API, webhooks, SSO and SCIM status

Comparisons

- [ ] Against your most common competitor
- [ ] Against spreadsheets or the in-house tool
- [ ] Against doing nothing
- [ ] Honest "who they're better for"
- [ ] Linked from the menu or footer

Demo page

- [ ] Call length and agenda
- [ ] Who joins from your side
- [ ] When you reply
- [ ] A self-serve option, if you have one
- [ ] Free-text "How did you hear about us?"
- [ ] Personal emails accepted

C · Tool

Redirect map

One row per old URL. Fill "outcome" with keep, 301 or 410, and "tested" after the staging crawl. A spreadsheet with these columns comes with this guide (it opens in Excel or Google Sheets).

Old URL	Sources	Clicks 16 mo	Cited by AI	Outcome	New URL	Tested
/pricing	sitemap, GSC	1,840	yes	keep	/pricing	200
/blog/old-post-name	GSC, backlinks	310	no	301	/blog/new-post-name	301 → 200
/features/reporting	sitemap, GSC	95	no	301	/product	301 → 200
/webinar-2024	crawl	0	no	410	none	410

Example rows. Replace with your own.

Before you call the map done

- [ ] Every URL from all seven sources is in the sheet
- [ ] No row redirects to the homepage unless it really was the homepage
- [ ] No chains: every 301 goes straight to a 200
- [ ] Top 20 pages keep their titles, meta descriptions and H1s
- [ ] The whole list passed on staging
- [ ] Redirects are set to stay for at least a year

D · Tool

AI shortlist tracker

Run the same prompts once a month in ChatGPT, Perplexity and Google AI Mode, in a fresh or logged-out session. Write down who gets named, in what order, which of your pages are cited, and what's wrong or missing. The last column is the useful one: every wrong or missing fact points to a page from chapter 4 that needs a plain sentence. A spreadsheet version with a monthly log comes with this guide.

Six prompts to start with (swap in your category and buyer)

1. "What are the best [category] tools for [type of company]?"
2. "[Your product] vs [main competitor]: which is better for [use case]?"
3. "How much does [your product] cost?"
4. "Is [your product] SOC 2 compliant?"
5. "Does [your product] integrate with [main integration]?"
6. "Alternatives to [main competitor] for [type of company]"

Date	Tool	Prompt #	Named us?	Position	Competitors named	Our pages cited	Wrong or missing
1 Dec	ChatGPT	1	yes	3	A, B	/pricing	price missing

Answers vary between runs and accounts. Run each prompt twice and log both if they differ.

Want a second pair of eyes?

I'll review your six pages against this guide, free.

Add your website on the guide's page after you download it, or email it to hello@dixi.agency. Within two business days you'll get short notes on what to fix first on your first screen, pricing, security, integrations, comparisons and demo page. If you'd rather talk it through, book a 25-minute call.

Book a 25-minute call | dixi.agency ↗

About the author

I'm Ignat, founder of DIXI, a design and development studio for B2B SaaS, AI and fintech teams. I've spent more than ten years designing for other people's companies, including websites and products for 40+ B2B tech companies such as Koyfin (500K+ users) and ComboCurve. During my years at Klik, qualified leads grew 3.2 times after the website redesign, without changing the product, pricing or ad spend. These days we redesign websites and products so the traffic a company already has turns into demos.

How we put this together

The two startup studies are our own: 42 B2B software companies that announced a pre-seed to Series B round between 1 September and 27 October 2026, read by an AI model on 29 October (homepages) and by an AI agent with a text-only fetch tool on 2 November (up to eight pages per site). Platform data comes from the same 42 sites, checked on 3 November. Everything else comes from the sources below. Vendor studies are labelled as vendor data. I used Claude to help with the research, and every number was checked against its source before publishing.

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