

Introduction

Datahut is a Data mining startup helping companies get data from websites. We're looking to revamp our website to make it more professional and conversation friendly.

I need a designer to design the website in PSD and Once the PSD is done, the HTML design will be awarded as a separate job. We'll need continues improvements to the design based on the user behaviour in the site and this can be a long term work for the right designer.

First thing first, I'm open to ideas, we can argue or even fight over ideas for a better end results.

Note: The items shown in blue colour are the actual contents that will go on the website.

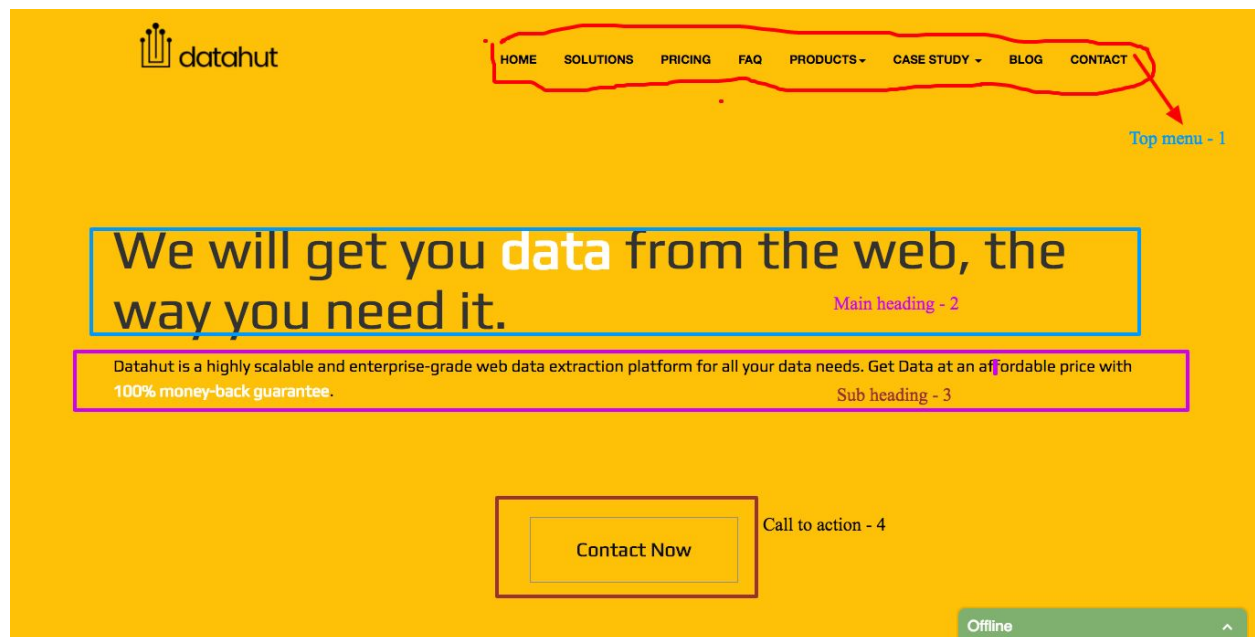
Here are some of our competitors if you want take a look.

1. <https://www.import.io/>
2. <http://www.connotate.com/>
3. <https://scrapinghub.com/>
4. <https://www.promptcloud.com/>
5. <https://www.scrapehero.com/>
6. <http://www.mozenda.com/>
7. <https://www.grepsr.com/>

Components of the website

You can go to - <http://datahut.co/> to see how the landing page looks like.

Refer to the image below. This is the section that is visible to a visitor.



The top menu

Now the top menu has a cluttered look and confusing to the user. After a lot of thoughts we came to the conclusion that some elements from the top menu needs to be on the footer and we need only four clearly identifiable menu elements and a call to action.

Here are the items that will be on the top menu :

Solutions Pricing Company Get free Quote.

I will later explain what we should include in the links that follow each menu elements.

The main heading

The current main heading is not catchy. :

I'm considering the following lines as main headings in the order or priority.

- 1 - Turn Websites Into Structured Data feeds
- 2 - Get Structured Data Feeds from any website

The sub heading

The subheading needs to be catchy that explains the main heading.

Here is the subheading that I'm considering

- 1 - Easily get structured data feeds from any website through our cloud based data as a service platform. No programming ,Servers or Expensive Softwares required.
- 2 - Datahut provides a cloud based data as a service platform to help companies get data feeds from any website easily. No coding ,Servers or Softwares required.

Call to action

The call to action needs to be changed and it makes sense to add **Get free Quote** instead of **contact us**. We need to do the same on top menu as well. We need to make bothe these a standout button to ensure better conversions.

Testimonials

The following Companies are our clients :

[Nielsen](#) [Startengine](#) [Workday](#) [Praditus](#) [Drobott](#) [Voogla](#)

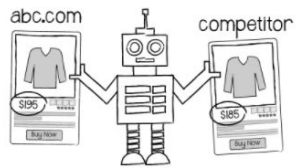
I can share the testimonials on demand.

We do have testimonial of them which you can find on the datahut website. We need to display the names of our clients and their testimonial. It should be visually appealing so that the social proof stand out.

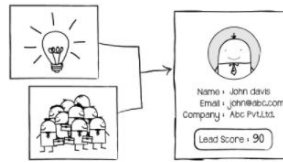
Our offerings

Here is how our solutions page looks like which needs to be well designed.

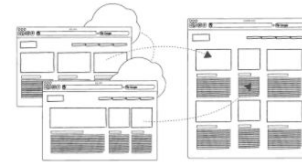
Our Solutions



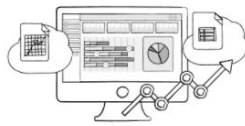
Optimize the price of your product and increase sales by monitoring competitor pricing strategies.



Generate leads from business directories and social media sites like twitter and LinkedIn.



Build news aggregators, event aggregators and centralised job portals using data from websites.



Get marketing intelligence by identifying key market developments from various sources in the web.



Extract comprehensive business intelligence on startups and big corporations.



Build price comparison sites and affiliate sites using web data from popular E-commerce

Offline

Here is my idea, instead of a single word, we use the explanation given below to start with

Businesses of all sizes use our clean data feeds to Quickly build apps, Experiment with fresh ideas and Solve business problems.

We need to add the following industries here

ECommerce - Our Ecommerce product data feeds gives you access to structured product information like pricing,, Category, reviews etc about your competitors.

Lead generation - We help find quality leads for your business by extracting public data from all kind of sources like LinkedIn, Crunchbase, Angellist etc.

SERP Tracking: Our SERP data feeds gives companies access to Search Engine rankings of any keywords from search engines like Google, Yahoo and Bing.

News Aggregation: We help businesses build their own unique news data feeds by aggregating data from news sites, industry blogs etc

Recruiting : We help recruiters automate scouting candidate profiles from different online sources and speed up hiring process.

Build your App : We help businesses quickly build their apps on top of our scalable data extraction infrastructure.

The Datahut difference

This section should clearly communicate why the visitor should choose us. What you see below is the current state of the section. The problem is that there is too much information that confuses people. I think it is better we display three or four important items here.

Here are the things I'd include, in the order.

Data as a Profit Center

Datahut provides a managed data extraction service at less than the price of a DIY software. Datahut helps you to transform data from the web into a revenue generating asset. Focus on growing your business while we take care of the data extraction.

Clean Data

We follow a strict quality assurance process and a Machine learning based Q&A system to ensure the data integrity. You can export data as CSV / JSON files, XML feeds or use our APIs to plug the data right into your tools.

All the Support, No Trade-offs

We pride ourselves on being a customer first company. Our highly scalable platform and team of experts reduce the efforts in getting data. They will work directly with you to make sure that you get what you asked for. No Trade-offs!

Data Wrangling support

Datahut helps those who need data wrangling support by providing profiling, filtering and enrichment support. We know Just getting structured data might not solve your problems. Don't spent time learning a new tool, we can help.

Contact Form

The contact us form in the bottom does not need any structural changes. The message "What sites can We scrape for You?" Needs to be replaced with a Heading and subheading.

Heading: **We're here to help!**

Subheading: " We're friendly and available to help solve your data extraction problems. Fill the form below to contact us. Let us do the heavy lifting for you."

Or

We pride ourselves on being a customer first company - I hope you'll let us prove it to you. Fill the form below to setup a consultation and get a free quote.

Success stories

Success stories will be a list of three case studies. We need something like the below image.



Footer

Footer needs to contain the following Links.

Blog	Startup Partner program
Answers	FAQ
Case Studies	Careers
Slide	Social media link

Solutions

The solutions page will start with the title that is obviously “ : **Solutions**”

Then there will be a short tagline : **Businesses from many industries and all sizes use Datahut's cloud based data as a service platform to build scalable apps and fuel business growth.**

Here are the verticals with data solutions. When clicking each industry, they will be redirected to another page which explains the applications of data in that particular industry. We'll also add a call to action in every page

Ecommerce

Sales & Marketing

Recruiting

News aggregation

SERP tracking

Building your app

E-commerce solutions

Large internet retailers, and early-stage startups use Datahut product data feeds to solve their business problems. Here are some of the top problems we help solve.

Competitor Pricing Intelligence :

Our product data feeds can help uncover pricing insights from your competitor websites that are accurate, and actionable. This data can be plugged into dynamic pricing systems so that you get more sales.

Price comparison

Price comparison websites use our product data feeds to get content on their websites. Our solution gives them better coverage across many products and categories which helps them earn more money

Counterfeit Detection

Our data feeds help brands identify and take out counterfeits from online marketplaces like Amazon. The product data feeds can be tuned to find unauthorized resellers.

Monitoring seller.

Brands are Tracking and managing retailers who sell their product online. Identify the vendors are promoting your brand and analyse their relationship with competing brands.

Improving Distribution

Our product data feeds contain valuable information about sellers and their performance. You can use this insights to Improve distribution by identifying and reaching out to new sellers.

Are you challenged with these too?

Get a free quote .

Sales & Marketing

We help Sales and Marketing teams improve operational efficiency using insights from our data feeds. Here are some of the top problems we help solve.

Lead generation:

We help automate the collection of contacts and sales and marketing data from websites and social media channels.

Ensuring data integrity

Sales and Marketing data will get obsolete over time. We help companies ensure the integrity of the data by providing fresh data feeds from websites.

Discovering trigger events.

Scanning industry related blogs and news websites can uncover important trigger events. We help companies aggregate data from such sources.

Shorten Sales cycles

We scout information from the web directly to your sales rep. We help save sales rep on research time and shortening sales cycles.

Are you challenged with these too?

Get a free quote .

Recruiting

We automate the process of scouting and profiling people with different skills sets from online sources . Here are some of the top problems we help solve .

Faster scouting

Scouting profiles the most time consuming process in recruiting. We help automate profile scouting and it makes the entire recruiting process faster.

Better data

People switch companies and acquire new skills very often. Our profile extraction system refreshes data 24*7 to ensure the recruiter had better data to work with.

Reduce costs

Automation of scouting process can save you a ton of time and money. It also improves efficiency of the hiring process.

Are you challenged with these too?

[Get a free quote .](#)

News aggregation

We help news publishers and content aggregators build their own data feeds by extracting data from news sites and blogs. Here are some problems we help solve.

Unique content

We extract content faster and publishers and content aggregators can create unique data feeds easily.

Trigger events

Sales and marketing teams use our news data feeds to find trigger events that help them discover sales and marketing opportunities.

Are you challenged with these too?

[Get a free quote](#) .

SERP tracking

Digital marketing companies use our SERP tracking data feed to find search rankings and search performance. Here are some problems we help solve.

SERP tracking

Our SERP data feeds gives companies access to Search Engine rankings of any keywords from search engines like Google, Yahoo and Bing.

Reducing cost

We help online Marketing companies reduce the cost of extracting SERP results at large scale.

Improving reliability

SERP tracking needs to be reliable and our specially designed infrastructure ensures both reliability and speed.

Multiple search engines

Our solution can work with multiple search engines and provide data reliability at scale. .

Are you challenged with these too?

[Get a free quote .](#)

Building your app

We help startups and enterprises build apps on top of our data extraction infrastructure. Here are some problems we help solve.

Build & Launch quickly

We maintain the data extraction infrastructure and you can quickly build your app on top of it.

Reduce cost

Our fully managed data as a service solutions are cheaper than the data extraction solutions built inhouse and DIY tools.

Integrity of data

We help companies maintain the integrity of the data by constantly crawling the sources in the internet.

Are you challenged with these too?

[Get a free quote .](#)

Company Page

When a user scrolls over company link on the top menu, there will be a drop down. The dropdown will contain Core team , Careers , Startup partner program.

Core team

The leadership team behind Datahut

Tony Paul

Co-Founder, Director

Tony Paul leads the sales and marketing team for achieving Datahut's vision and mission. Tony want see to Datahut changing the way businesses use web data for taking business decisions.

Jezeel Muhammed

Co-Founder, Director

Jezeel leads the operations and technology team to make sure that they are in alignment with Datahut's vision and mission. Jezeel want to build technologies For an automation driven future.

Binoop V

Co-founder, Managing director

Binoop leads the administrative operations at Datahut and he takes initiatives to make Datahut a better place to work. Binoop wants to build a company that builds the best technology to solve real problems.

Pricing

Here is a pricing page I designed (look at the next page). Pay attention to the content not the design :)

You need to design the pricing table neatly and organize the testimonials well so that the page looks good.

Under "What our customers say", add a subheading as follows :



We pride ourselves on being a customer first company - I hope you'll let us prove it to you like these good people and companies. Let us do the heavy lifting for you.

Pay only for what you need

Our pricing is simple and flexible so you can get and pay for exactly what you need,
No hidden costs or surprises. Pricing starts at \$39/Month.

Personal	Business	Enterprise
Monthly Pricing starts at \$39/Site	Monthly Pricing starts at \$99/site	Have a large scale data extraction requirement? We have tailored solutions for enterprises. Contact us today for more information.
1 website & upto 100K pages	upto 5 websites & 1 million pages	Unlimited number of websites & Pages
Data delivery in CSV, JSON formats	Data delivery in CSV, JSON formats or via API	Data delivery in CSV, JSON formats or via API
Monthly or Weekly Crawling frequency	Daily/Weekly/ Monthly Crawling frequency	Any frequency
Basic support via Email	Premium support via Freshdesk	Dedicated support
Get a Free Quote	Get a Free Quote	Get a Free Quote

What our customers say

 <p>Yohan Ruso CEO&Founder @Praditus</p> <p>"Datahut provided us with great service and interactions in a very short amount of time. Even though it was not obvious to extract the data, Datahut managed to find a way to build a specific crawler that did the job. We couldn't be more satisfied, i am happy with their web scraping services."</p>	 <p>Ryan Kempe Co-founder of SEM Compass</p> <p>"Data extraction can vary greatly in price. I have personally reviewed over 30 companies that providing data extraction services and Datahut is the most competitive in price and offer the best service. They know what they are doing."</p>
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Frequently asked questions

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