

# The Private Equity *Website Playbook*

Six essentials for building  
high-quality websites that  
deliver results.

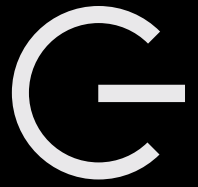


After any introduction to your private equity firm, whether by word of mouth, online advertisement, or a friend's recommendation, business owners and prospective limited partners are going to visit your website to find out more about your firm.

This undoubtedly makes your website one of the first real points of engagement with your firm for any interested parties. When it comes to deal flow and fundraising, sophisticated private equity firms know that the company website is a make-or-break point, often being the first impression that potential sellers and limited partners will get. Middle-market private equity firms are faced with the challenge of setting up an effective deal flow pipeline in an increasingly crowded industry...

This is where an effective, lead-generating website comes in.





At Grady Campbell we've helped PE firms rebuild, refresh and transform their websites into door-opening, deal-closing enterprises.

Accelerate your deal flow by ensuring that you're following these keys to an effective website:



# 1. Optimize your website for mobile devices

Browsing the web on your phone has become more prevalent these days, to the point where you can make million-dollar transactions on your phone with a single tap.

Investors are less likely to engage with your website if it offers a sub-par mobile-friendly experience. So, be confident that you're giving off a great first impression of your firm by making sure your website is legible and responsive on mobile devices.



# 2.

Be sure your firm's message is clear and concise.

It only takes 0.05 seconds for someone to create an opinion on your website.

To set your firm apart and remain top of mind for prospective limited partners and sellers, your website needs to have a clear and concise pitch.



Your pitch should do these four things to be effective:



Clever and easy to understand messages win the day. Just tell it like it is.



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Examples of an effective pitch:

“We are the nation’s fastest-growing middle market software investment company.”

“We work with entrepreneurs and family-owned companies to build better businesses with lasting value.”

“We leverage inefficiencies in the real estate middle market to create value and maximize returns.”

# 3.

## Update your website's content frequently

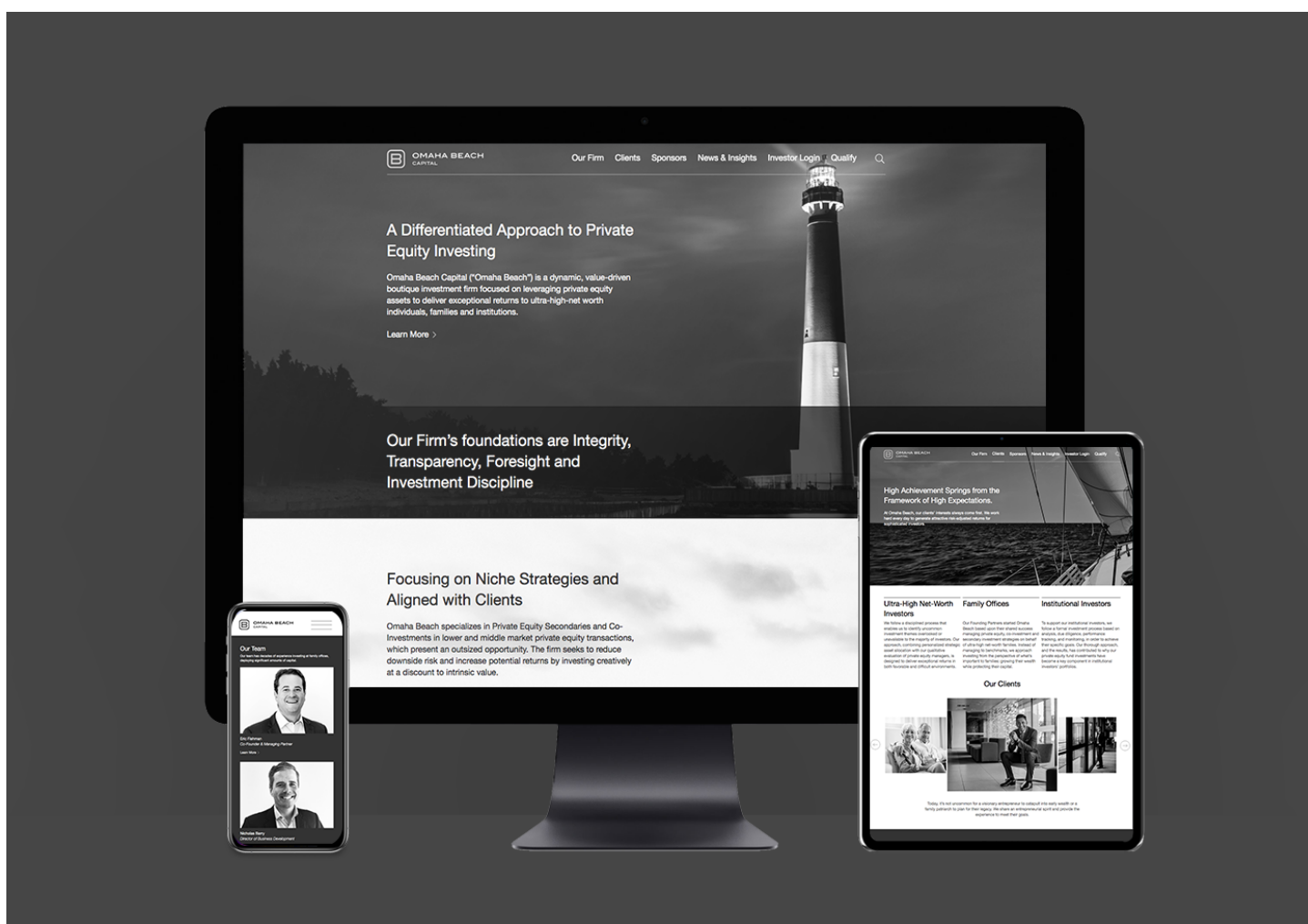
Private equity is a fast-paced business, taking you from in-person meetings to phone calls and online video conferences throughout the day.

Because of this, your firm's website can sometimes understandably fall behind on reflecting the volume of transactions and divestments made. However, updating your website is crucial to ensuring your firm's brand presence remains strong and that your site is SEO-optimized — relevant, updated websites gain higher rankings in search engine pages across the board.



# 38% of visitors leave sites that are content-poor.

Put your best foot forward with your clients by updating your site regularly, and making sure that it is up to date both in terms of visual style and recent company news.



A content-rich website designed by Grady Campbell.

# 4.

## Integrate a lead generator into your website.

All private equity firms could do with more leads to shore up a steady deal flow. This can be easily incorporated into your website, which may prove to be your greatest deal flow source, through the introduction of a lead generator.

Lead generators offer tremendous value to your ideal client in exchange for information, usually a name and an email that can go on your firm's mailing list. This ensures that you can remain top of mind for potential clients, while also positioning your firm as experts in the field and making potential clients feel like they are getting something in return.



Some examples of effective lead generators:

**FAQs:**

Answers to frequently asked questions from clients.

**Market trends and industry updates:**

Your firm's professional opinion on current events happening in your industry.

**Improvement checklists:**

Lists of qualities that business owners should consider when thinking about selling.

**Host a webinar:**

Organize informational sessions to discuss recent trends and give your firm's professional opinion on what's next.

**Value lists:**

Highlight the best investment opportunities and how to anticipate them in the future.

# 5.

Ensure that your website includes the three most important pages a private equity firm should have.

Typically, the three most viewed and searched for pages on a private equity firm's website are the three listed below. It is crucial that these three pages, if not your entire website, is responsive and optimized for all platforms:

An **Investment Criteria** page that lays out your firm's investing approach, strategy, and investment sectors.

A **Team** page that highlights your team members, their positions and achievements, and their areas of specialization.

A **Portfolio** page that shows your current and past portfolio company acquisitions, and that is searchable and/or filterable by various common search criteria such as year of acquisition and market section.





And even if your site already has all three of these pages, why not set your firm apart even further by using your website to tell a unique story?

Other pages to include that are commonly searched criteria for private equity firms are:

### Case Studies:

Emphasis on your turnaround process and returns on investment.

### Testimonials:

Accounts from clients and/or limited partners about their good experiences with your firm.

### ESG:

Highlights from the sustainability policies your firm abides by.

### Community/Culture:

A showcase of your firm's efforts to give back to the community and make the firm a welcoming place for team members.

Expanding your website's content will benefit your brand presence in the long run and allows potential clients to learn about your firm in their own time.



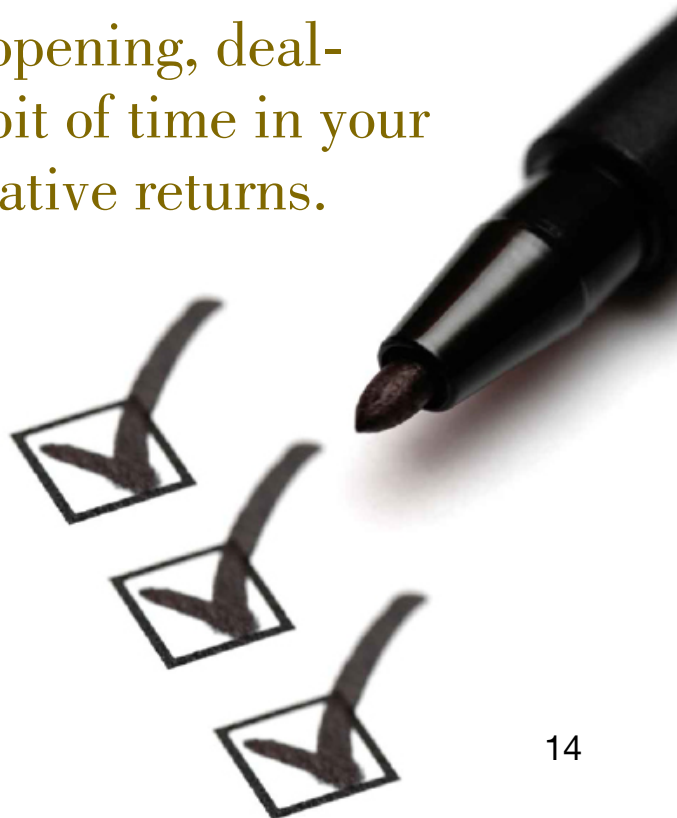


# 6.

## Deploy a strategic content plan for your website.

It's not uncommon for private equity firms to have a website that doesn't do much more than share information about your firm. However, 94% of website first impressions are related to design. To truly stand out from the competition, your website needs to be easy to navigate, and its design needs to match up with your company's current image, all while inviting your customers to learn about your firm's unique story.

A well-rounded website is a door-opening, deal-closing machine. Investing just a bit of time in your website could result in highly lucrative returns.





Make sure your firm's website has a strategic content plan to leverage on the following:

1.

Consistent branding: Potential clients need to have a seamless image of your firm's qualities across their encounters with you. Make sure your branding is consistent across the board, both visually and copy-wise.

2.

Original content: Sites that are updated more frequently feature higher up in SERPs (search engine results pages) and have higher SEO ratings. Besides sharing fixed information on your site, create news updates or blog posts regularly to keep your site's SEO optimal and to boost vertical visibility. Our previous suggestions for lead generators also make for great post ideas.

3.

Analytics measurement: Be sure to check your site's performance and visitor statistics every once in a while, to identify where your traffic comes from, how to improve your ranking on search engines, and see which news stories drive more leads.

4.

Welcoming design: The better-designed your website is, the more likely visitors are to stay longer... and the longer a visitor stays, the higher your website gets ranked on search engine results pages, which leads to even more pageviews and higher brand awareness across the board. Ensuring your site is responsive and attractive will help drive up your site's SEO ranking.



This playbook was brought to you by:

# Grady Campbell: The PE Brand and Marketing Experts



Grady Campbell is an entrepreneurial, strategic branding, marketing and PR firm unlike any other agency partner in the private equity space. With more than 34 years of experience, award-winning design, full-service capabilities, and innovative solutions tailored to PE, we understand the challenges facing PE firms and how to overcome them.

Grady Campbell works with talented entrepreneurs who are looking to build great businesses. Grady Campbell is a powerful partner — deep experience, broad expertise, and a seamless flow of strategy, creativity and innovation, from concept to execution that delivers efficient, impactful, end-to-end results. We specialize in planning, developing and executing effective brand transformations: the positioning, revitalizing, and design of brand assets to meet business goals.

Looking for a creative agency that knows PE inside and out? [We're ready to help.](#)