

Your report ⓘ

Here's how we've scored your website's experience, along with some practical tips on how it can be improved.

YOUR WEBSITE

www.fu-kit.com

Your website score is: **Best In Class** ⓘ

85%

58%

Your website result

Industry average

Impressive work! See how you can improve even further and explore ways to expand your presence across the web.

A breakdown of the results

Product information	Personalisation	Flexible fulfilment	Customer service	Security	Mobile
4 / 4	1 / 2	4 / 4	3 / 4	1 / 1	1 / 2

Think with Google

☰ Grow My Store



Product details

Looking good. Your products are clearly listed and described on your site.



Product ratings / reviews

5 stars! Including ratings and reviews on your website has been proven to increase customer conversions.



Product search

Smooth operator. Your product search and filtering options allow customers to move effortlessly around your site.



Think with  Grow My Store

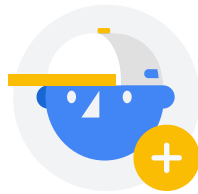
Product prices

Your product prices are clearly listed for your customers. Nice work.



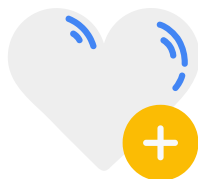
Personalisation

The way you let your customers personalise their accounts.



Personalised accounts

VIP treatment. You're driving engagement by allowing users to sign up for personalised accounts.



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plus. Have you made these
available?



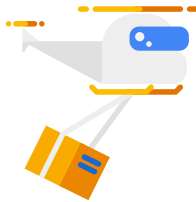
Flexible fulfilment

The flexibility you offer customers during shopping, payment and delivery.



Basket

You've got this in the bag. Customers can easily add, view and delete 'basketed' items across different devices.



Next day delivery

Nice one! Next day delivery, even for an additional charge, allows customers to get what they want

when they want it

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Free returns

You can relax. Your free returns policy removes some of the stress customers feel when placing an order online.



Multiple payment methods

Score! Your site offers multiple payment options to customers.



Customer service

The overall quality and availability of your business' customer service.



Think with Google

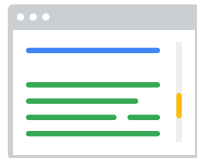
≡ Grow My Store

Good call. Your phone number is clearly listed and easily found on your website.



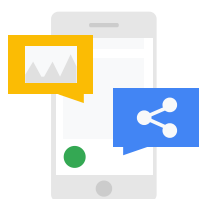
Live chat

Including a chat box allows customers to ask additional questions when they need to. We couldn't find one on your site.



Returns policy

Many happy returns. Your returns policy is clearly stated and easy to find on your website.



Social media

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Security

How safe and secure your website is for your customers.



HTTPS

Safe and sound. You use HTTPS, which means that all communications between your website and a browser are encrypted.

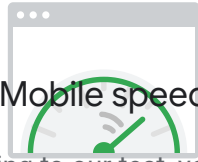


Mobile

How mobile friendly your retail website is.

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Mobile speed

According to our test, your page loading speed seems a little slow.



Mobile friendly

Nice work. Your site is mobile friendly.



Improve your digital window to the world

Whether you sell online or in-store, boost your business with a quick and easy evaluation of your retail website.



Enter your website URL

Get started

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