

ecommercepro

ECOMMERCE WEBSITE AUDIT

UNLOCK ALL OPPORTUNITIES TO INCREASE CONVERSIONS ON YOUR WEBSITE.

AUDIT DATE: JANUARY 31, 2024

TESTED BY SHOPIFY EXPERTS

WEBSITE AUDIT

INTRO

Our team of experts have assessed various elements of your website to provide insights and recommendations aimed at enhancing your user experience and increase conversions. This audit delves into your website design components, ensuring that each aspect aligns with industry best practices and caters to your business goals.

HOMEPAGE

1. **Overall Background Color:** Enhance color contrast by transitioning to a White/Lighter color scheme, utilizing the Blue Logo for a visually captivating impact.
2. **Header:** Elevate user experience and navigation through a custom mega menu and autocorrect search bar.
3. **Collections:** Optimize collections by adopting a seamless sorting order and creating two new collections featuring Best Seller and New Arrivals.
4. **Homepage Banner:** Augment visual appeal with a High-Resolution photo, ensuring responsiveness to display the entire FLAG color seamlessly.
5. **Featured Homepage Collections:** Improve customer journey by featuring a diverse range of collections on the homepage with it's respective images and call-to-action buttons.
6. **New Featured Section:** "Meet the Founder": Boost your website credibility by featuring a section that articulates information about the business and the founder.
7. **New Social Proof Section:** "Reviews": Bolster social proof and credibility with a dedicated section for showcasing customer reviews and testimonials.
8. **Subscribe:** Integrate a dynamic subscribe/newsletter bar within the footer or a dedicated section to gather a valuable database of subscribers for future marketing activities.

COLLECTION PAGE

Elevate the visual appeal of the collection page by curating an impactful background design, exploring color modifications for price tags to captivate users further.

PRODUCT PAGE

1. Revamp price tags to enhance their visual appeal, captivating users with an engaging and aesthetically pleasing design.
2. Revise the product descriptions' display by adopting a tab-based layout, providing users with a seamless and organized browsing experience.
3. Add customer engagement by incorporating a product reviews option and experimenting with aesthetically pleasing color adjustments.

WEBSITE AUDIT

CONTACT PAGE

Ensure customer engagement and inquiries by introducing a user-friendly contact page form.

ABOUT US PAGE

Create an engaging visual narrative about page by featuring images of the founder, store (if available), product displays, and the making process. Encourage interaction with a compelling call-to-action to explore specific collections.

WHOLESALE PAGE

Enhance communication with potential wholesale clients by expanding on the wholesale process through a custom form.

REFUND & SHIPPING PAGE

Optimize user experience with a tab-based layout, allowing for easy navigation between sections. Additionally, consider widening the page for improved visual aesthetics.

CONCLUSION

The overall experience is currently fair (as is) with a great potential for improvement. Our website audit has provided valuable insights and recommendations to enhance user experience and boost conversions. Key improvements include color scheme, user-navigations, social proof, engaging visuals, tab-based layouts, and captivating price.