

30-POINT [REDACTED] OPTIMIZATION [REDACTED] REVIEW [REDACTED]



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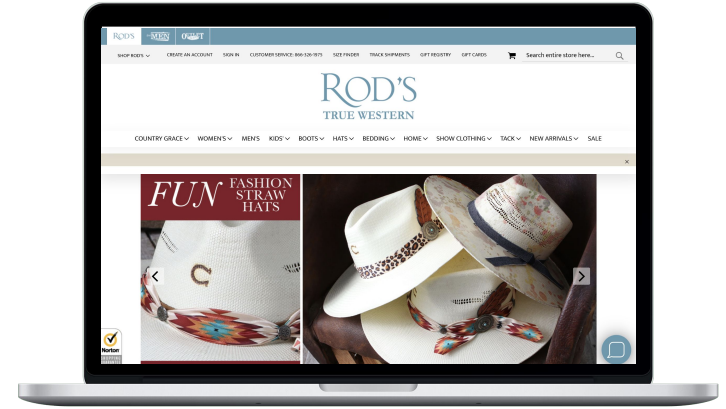
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Home Page & Navigation

- ✓ 1. Value proposition is located above the fold
- ✓ 2. Logo is clearly displayed in the header
- ✓ 3. Home page showcases the breadth of products offered
- ✓ 4. Navigation menu is clearly visible
- ! 5. Navigation menu dropdowns have a reasonable number of options and are easy to scan
Menu has a wide range of options, however a mega menu may be more suitable. The men's page is a separate experience which may come across as disjointed for users.
- ! 6. Return, refund, and shipping details are easy to find on all pages
There is a quick link in the footer for shipping information but it is not present on pages.



A clear value proposition, logo, and easy-to-use navigation are key components of a successful home page. Your value proposition communicates your site's purpose and sets you apart from your competitors. A good navigation menu stands out visually on the page, and menu content should be easy to scan to help customers find what they need.

Product Listing Pages

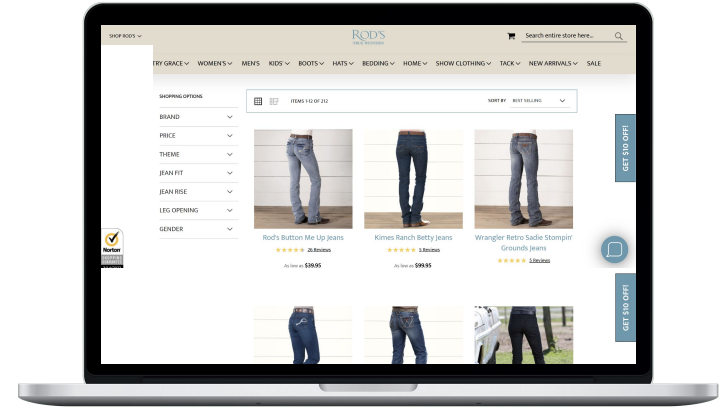
- ✓ 7. No more than 4 products per row are shown

- ✓ 8. Grid-view and list-view are used appropriately

- ✓ 9. Sorting and filtering options are available and clearly distinguishable

- ! 10. All variations of a product are communicated on the product listings
It appears that all products are individual and there are no alternative color options. Consider adding a hover effect that shows the second image of a product, adding the ability to click/swipe to show additional angles..

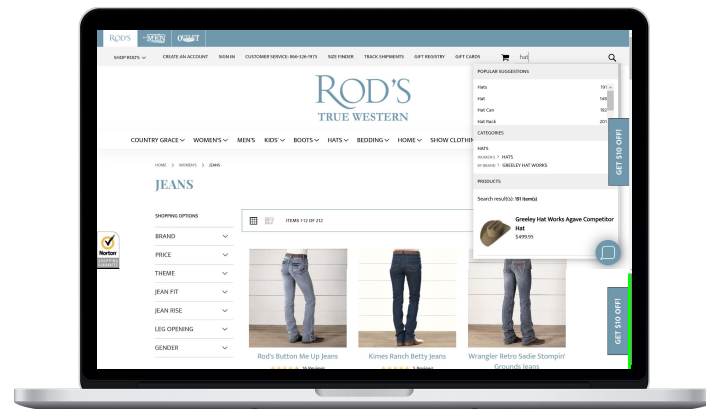
- ✓ 11. Ratings or reviews are included in the product listings
Yes, but very few reviews. Consider opportunities to increase reviews through post-purchase email propositions (10% off on next order if you rate your recently purchased product).



Product listing pages help customers narrow down which products are right for them. Include enough detail to help customers compare and select products without overwhelming them with unnecessary information.

Site Search

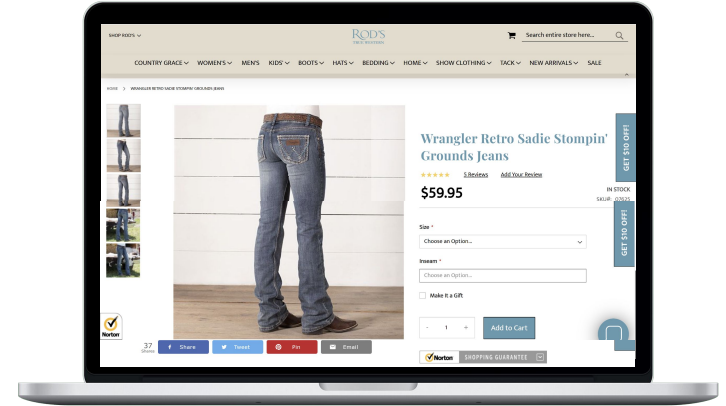
- ✓ 12. Site search is prominently displayed on all pages
- ✓ 13. If no search results are returned, alternatives are offered
- ✓ 14. Sorting and filtering options are available on search results pages
- ✓ 15. Autocompletion or suggested searches are available



Visitors who use site search typically convert at a higher rate than those who don't. A prominent site search bar helps visitors recognize where to search. Search results pages should be robust, filterable, and provide visitors alternatives in cases where there are no search results.

Product Detail Pages

- ✗ 16. Product photos are high quality with simple backgrounds
Images are lower resolution and backgrounds are a mix of lifestyle and backdrop designs.
- ✗ 17. Multiple images and angles are shown
Some products only have one or two images, often with similar angles.
- ✓ 18. Add to Cart is prominent and high in the visual hierarchy
- ✓ 19. Ratings and reviews are displayed above the fold
- ✗ 20. Shipping information is displayed on the product detail page
There is a checklist that mentions shipping: Can Ship Air? Yes. Can Ship Internationally? Yes.
- ✓ 21. Similar or recommended items are shown



A compelling product page will both inform and persuade your visitors. Include critical details about the product, benefits, and incorporate reviews to help build trust.

Cart & Checkout

✓ 22. Clear indication when an item is added to the cart

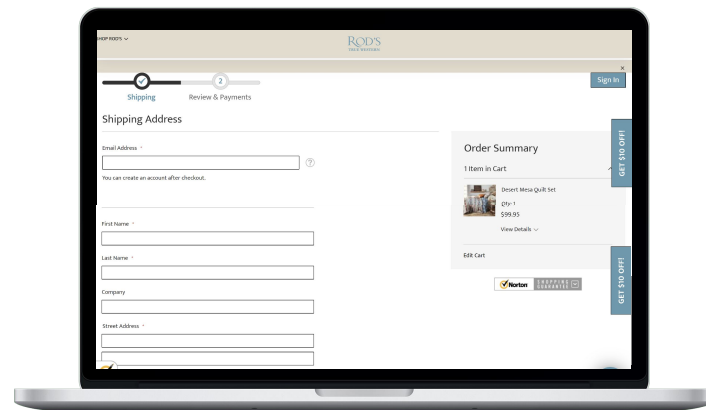
✓ 23. Essential information is shown on cart page

✗ 24. Contact information is visible throughout checkout
It is present in the footer but not on the checkout page itself.

✗ 25. Clear, inline validation on form fields
Checkout did not catch errors when moving through the form; it only did after an attempt to advance to payment. Fake email and phone number were accepted.

! 26. Billing and shipping addresses are the same by default
There is no information on billing.

✓ 27. Guest checkout is offered



The cart and checkout flow are important to helping visitors understand what they're about to purchase. Make the process as easy to complete and streamlined as possible while instilling trust and answering any possible questions that remain in your visitors' minds.

Mobile Usability



28. Site displays appropriately depending on device type and size



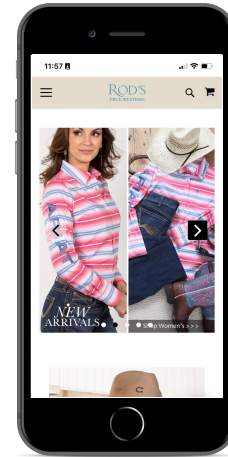
29. Tap targets are large enough for users to easily click

For cart, the quantity selector is small and hard to click. Consider enlarging this feature.



30. Correct input types are used on form fields to simplify data entry

Use input type="tel" for numeric fields that only require a keypad, such as zip code and phone number.



Mobile devices bring additional considerations. It's important that your site renders appropriately on mobile devices and that visitors can easily interact with buttons, forms, and other inputs on the site.

Questions?

[Contact us](#) to learn more about how our team can jumpstart your conversion growth.



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PAID SEARCH
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AMAZON &
RETAIL MEDIA



SEARCH ENGINE
OPTIMIZATION



CONVERSION
OPTIMIZATION



PRODUCT FEED
OPTIMIZATION



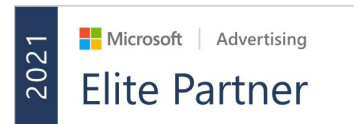
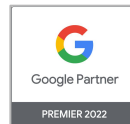
SOCIAL MEDIA
ADVERTISING



PROGRAMMATIC
ADVERTISING



MULTICHANNEL
ADVERTISING



amazon ads

20 Years of Experience | World Class Customer Service/NPS

\$200M+

yearly managed ad
spend

100K+

hours of app development

300+

Brands & Retailers

37

clients in the IR Top 1000

Why ROI?



42%

A/B Test Win Rate
(Nearly 3x Industry
Average)



16%

Average Conversion
Lift for Winning
Tests



70+

Conversion
Optimization Net
Promoter Score