

30-POINT OPTIMIZATION REVIEW



PREPARED FOR



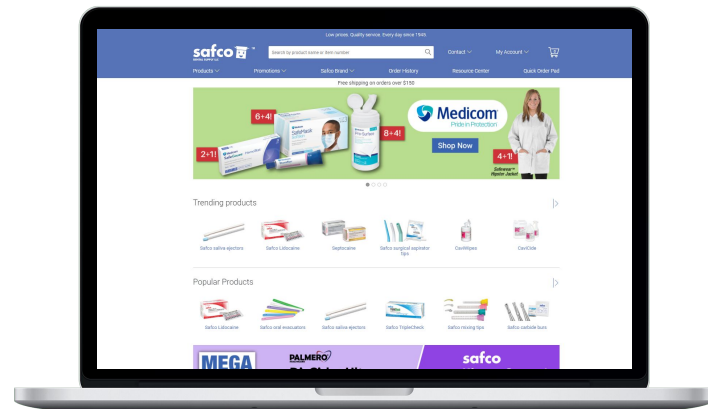
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Home Page & Navigation

- ✓ 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
Breadth of products makes navigation dropdowns long. Consider prioritizing most popular categories and adding a visual hierarchy.
- ✓ 6. Return, refund, and shipping details are easy to find on all 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

Products are listed in a single row while clicking "Show All" displays product options. Consider displaying products in a grid-view to show more products per row.



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

No grid view available. Consider trying a grid-view to show more products per screen.



9. Sorting and filtering options are available and clearly distinguishable

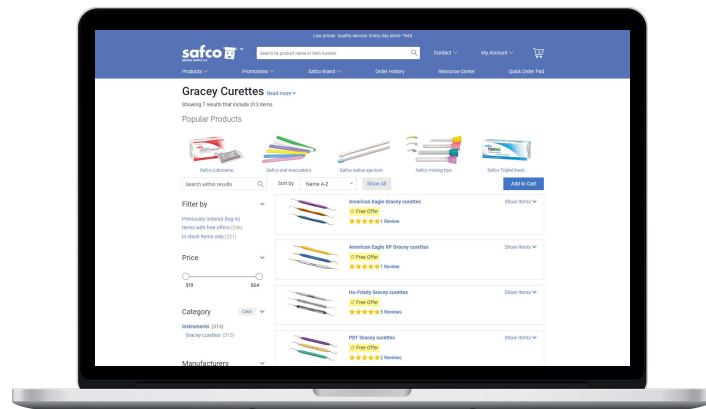


10. All variations of a product are communicated on the product listings

Different configurations of products are displayed under "Show Items" dropdown. Consider increasing the prominence of this information to better communicate available options.



11. Ratings or reviews are included in the product listings



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

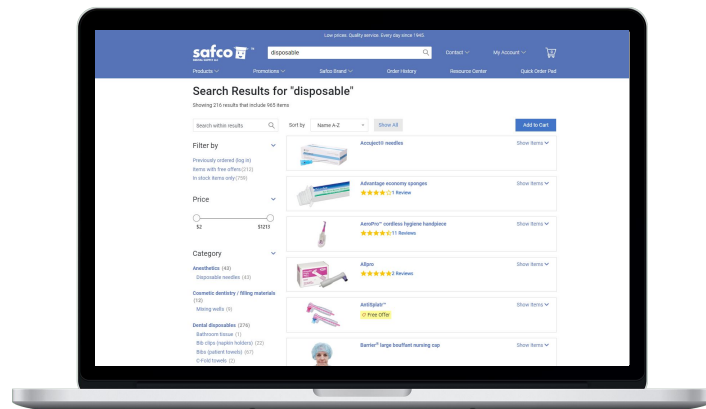
Product categories are shown when no search results are returned. Consider adding popular/featured products or similar products to encourage users to visit a product detail page.



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



17. Multiple images and angles are shown

Multiple angles shown on single image. Consider splitting up views into different images.



18. Add to Cart is prominent and high in the visual hierarchy

Add to Cart button is quite small and can be easy for users to miss. Consider making Add to Cart button larger and adding another button below the ordering form.



19. Ratings and reviews are displayed above the fold

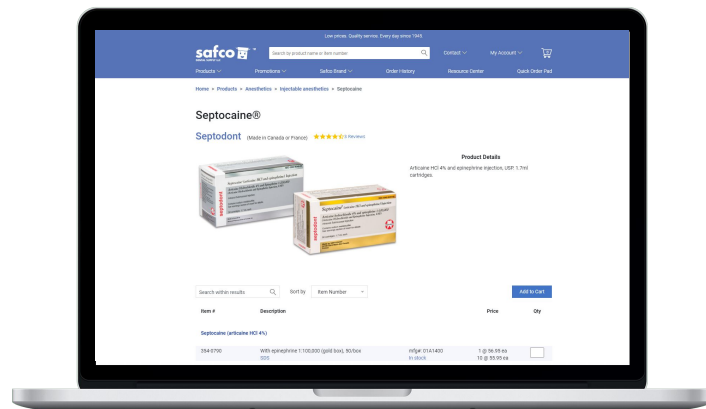


20. Shipping information is displayed on the product detail page

No Shipping information found on product pages. Consider adding shipping speed and policy information.



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

User is taken to Cart page when an item is added to the cart. Consider a slide-out cart.



23. Essential information is shown on cart page

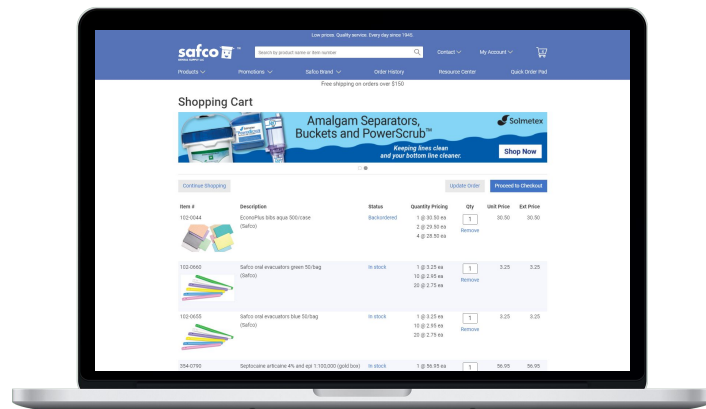
N/A 24. Contact information is visible throughout checkout*

N/A 25. Clear, inline validation on form fields*

N/A 26. Billing and shipping addresses are the same by default*

N/A 27. Guest checkout is offered*

* Practitioner's license needed to enter checkout.



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

Size of imaging and CTAs can look disproportionate on mobile devices. Consider responsive images and restyling buttons/clickable text to be more appropriate for mobile.



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

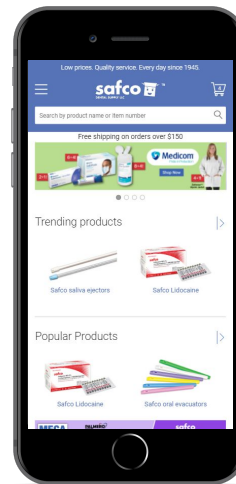
Navigation categories and interactable elements such as Quantity inputs can be hard to click, especially on smaller devices. Consider adding more whitespace/making elements larger to increase tap targets.



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 quantity number on the PLP and PDP.

* Practitioners license needed to enter checkout.



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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We Are ROI Revolution...

PROPRIETARY +
CONFIDENTIAL



PAID SEARCH
MANAGEMENT



AMAZON &
RETAIL MEDIA



SEARCH ENGINE
OPTIMIZATION



CONVERSION
OPTIMIZATION



PRODUCT FEED
OPTIMIZATION



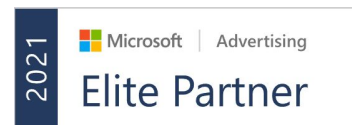
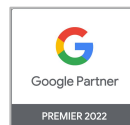
SOCIAL MEDIA
ADVERTISING



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