

Sample Audit

YourStore.com

Shopping Experience Audit

Table Of Contents

Quick Intro	3
Conversion Funnel Overview	4
Homepage	9
Category Page	19
Product Page	31
Shopping Cart	45
Checkout	51
Customer Research	57
Audience Analysis	65
Website Speed Analysis	74
The Game Plan	77

Quick Intro

How did we come up with the recommendations?

We analyzed all quantitative and qualitative data of your website to understand all your current conversion issues and visitor behaviors. We created an extensive list of recommendations for all funnel steps of your site with the main focus on mobile.

Our Google Analytics reports cover 8-week sessions between May 7, 2018 and July 2, 2018. The total number of sessions was 820,193 with 30,047 transactions.

We also used 1584 responses to an off-site customer survey, 428 responses to an after-purchase survey and 731 responses to on-site polls to collect qualitative data and identify customer insights.

We've structured the feedback and suggestions page by page. There's no extra content, we just go straight to the point.

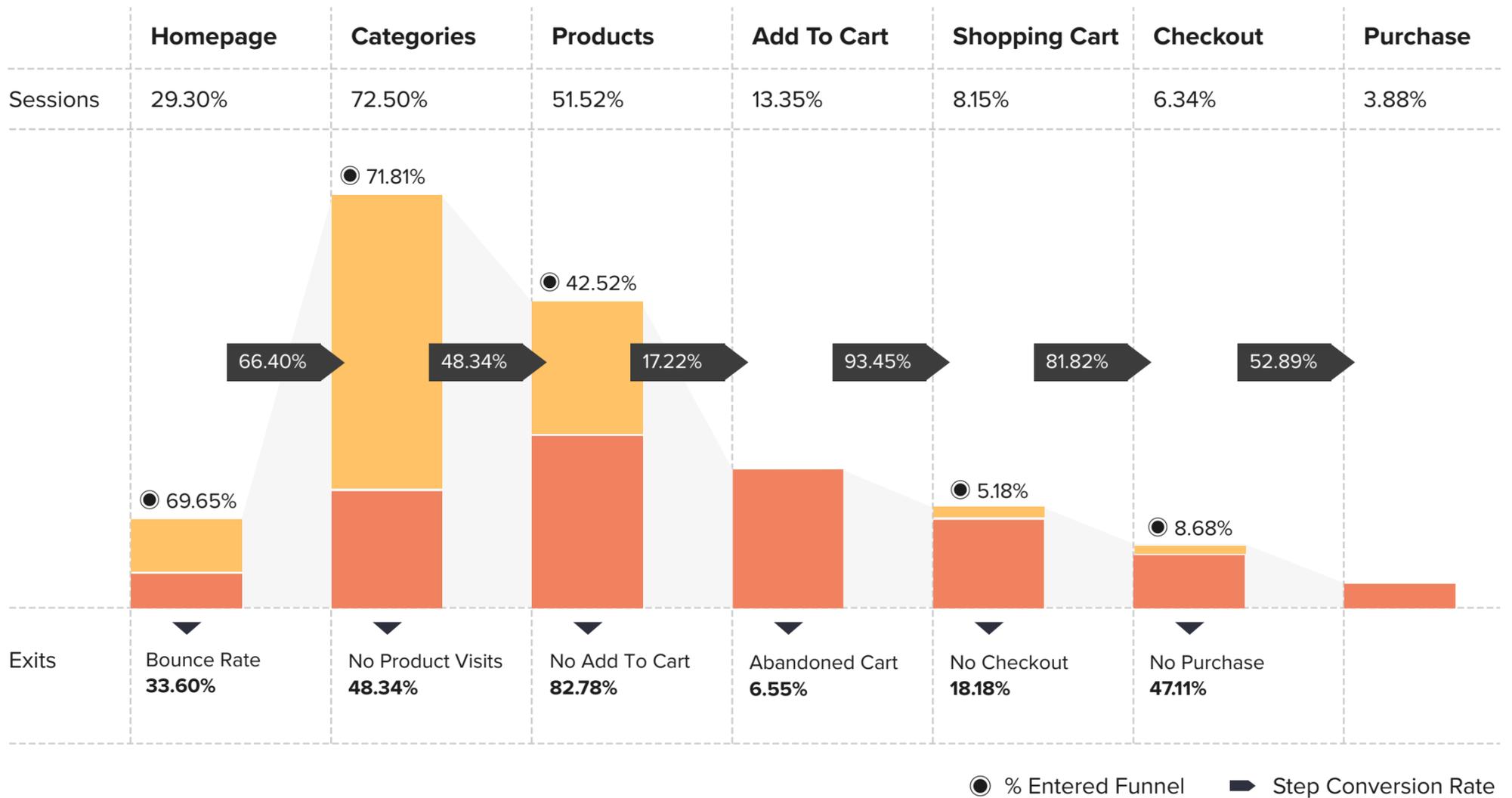
Tools we used:

✓ Google Analytics	✓ Session recordings (via HotJar)
✓ UX and heuristic analysis	✓ On page polls & surveys (via HotJar)
✓ Click-maps and scroll-maps (via HotJar)	✓ Customer survey results (via Survey Monkey)

Without further ado, let's get started!

Conversion Funnel Overview

Mobile Funnel



- Only 21.52% of all your visitors arrive on your homepage and their bounce rate is 33.60%.

Insights

Since most of your visitors never see your value proposition on your homepage, we need to make sure we communicate it on other funnel steps as well.

- The most popular landing pages on your store are category pages with 64.81% of all your mobile sessions.
- Only 48.34% of people visiting categories continue to product pages. 48.48% of all your visitors never make it to any product pages.

Insights

You lose 51.66% of category page visitors and that points to a difficult product discovery. We'll explore what stops your visitors when analyzing category page funnel step.

1-2 more pages about funnel performance

Mobile Funnel



We perform the same analysis for desktop & tablet funnels.

- [Blurred text]

Step 1
[Blurred text]

- [Blurred text]
- [Blurred text]

Step 2
[Blurred text]

[Blurred text]

[Blurred text]

Device Comparison

	 Desktop	 Tablet	 Mobile
Homepage	76.12%	62.94% -17.31%	66.40% -12.77%
Category Page	53.12%	57.80% +8.81%	48.34% -9.00%
Product Page	24.43%	18.34% -24.93%	17.22% -29.51%
Shopping Cart	78.91%	76.54% -3.00%	81.82% +3.69%
Checkout	65.74%	56.04% -14.76%	52.89% -19.55%

Funnel Conversion Rate

- Mobile visitors are underperforming on every step of your conversion funnel except for the shopping cart page. The biggest performance drop happens on product pages with -29.51% difference.
- The second major roadblock on your mobile store is the checkout page with -19.55% lower conversion rate compared to desktops.

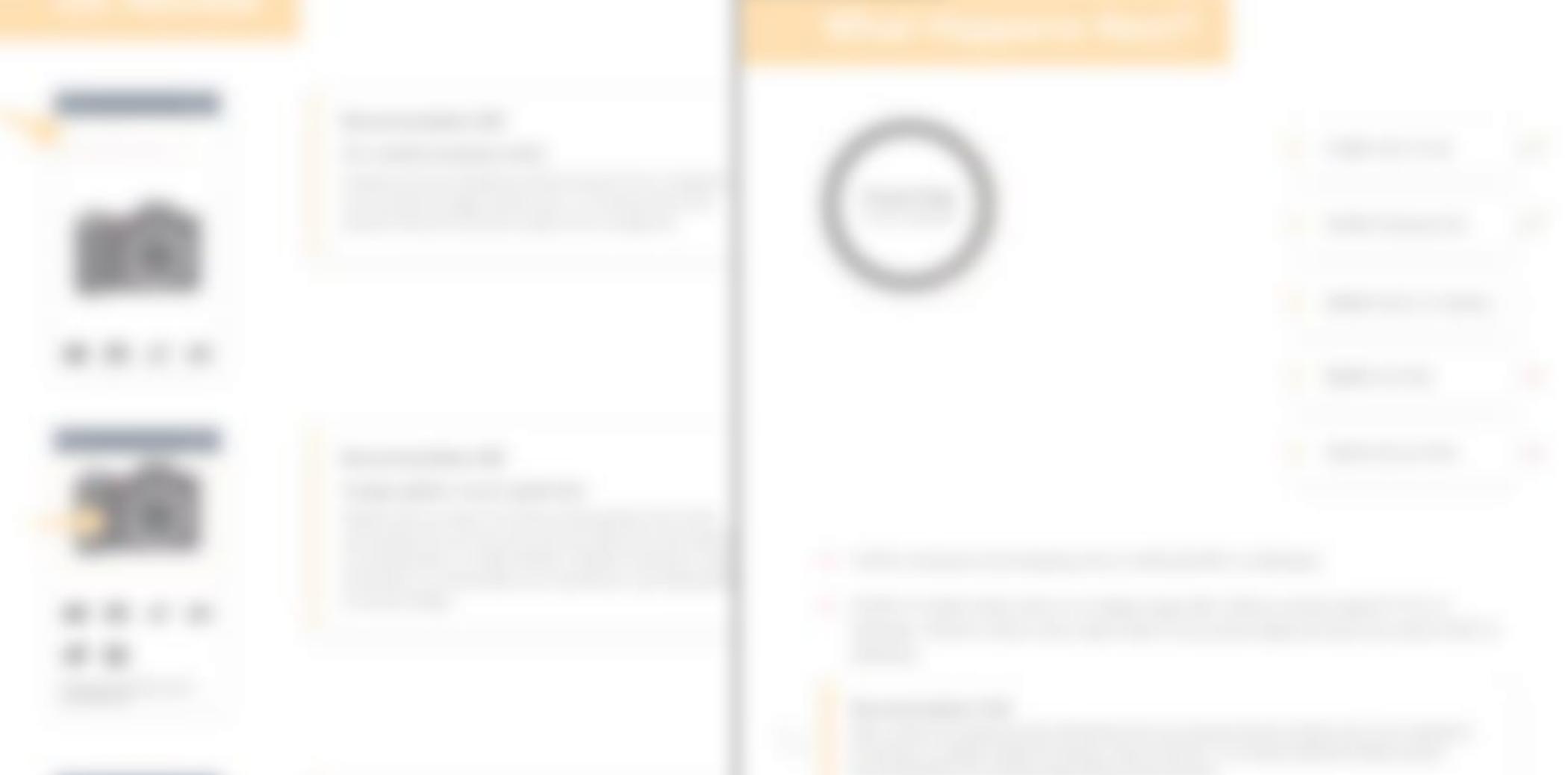
Insights

Lower mobile checkout conversion rate is usually a sign of usability issues or customers' anxiety about payment security. We'll focus on analyzing the mobile checkout page in next chapters.

- Tablet shares similar performance drops as mobile with the most important underperforming steps on product pages (-24.93%) and the checkout page (-14.76%).
- The tablet product discovery on category pages performs very well compared to desktops with +8.81% higher conversion rate.



1-3 more pages about funnel performance



Next step is analyzing each funnel step. Let's review Product Page as an example.



Product Page

How Do They Arrive?



- 51.52% of all mobile sessions visit your product pages (77.34% on desktops)
- 42.52% of them have it as a landing page on mobile (compared to 51.98% on desktops)

Recommendation #67

Your product pages are very popular landing pages and you should treat them that way. You should include landing page elements to build trust and introduce your brand to make sure new visitors with little to none brand awareness build a connection with your business.

- From all the website sessions, 34.57% of mobile visitors have a product page as their landing pages (48.65% for desktop)
- 41.71% of landing traffic comes from organic search and 34.11% from your CPC AdWords campaigns (34.11% and 39.81% for desktops)
- Organic traffic converts at 0.62% on mobile (1.14% on desktops) and CPC converts at 1.21% on mobile (3.41% on desktops)



Recommendation #68

Mobile CPC traffic underperforms desktops by -64.52% and it has a big impact on your campaign profitability. You should review your campaign targeting and messaging and use personalization to modify your product landing pages to provide consistent offers and improve conversions.

- 8.34% of your landing traffic arrives from your email campaigns (5.61% on desktops) but their conversion rate is only 0.31% (0.45% for desktops)



Recommendation #69

Your email campaigns are performing way below site average performance. Majority of your email traffic is coming directly to product pages but they have 84.13% bounce rate. You should revisit your email campaigns to provide more personalized product offers.

- 30.32% of mobile traffic arrives from category pages (41.62% on desktops)
- 14.59% arrives from search results on mobile (22.90% on desktops). Visitors coming from search results have 74.12% exit rate on product pages (67.11% on desktops)



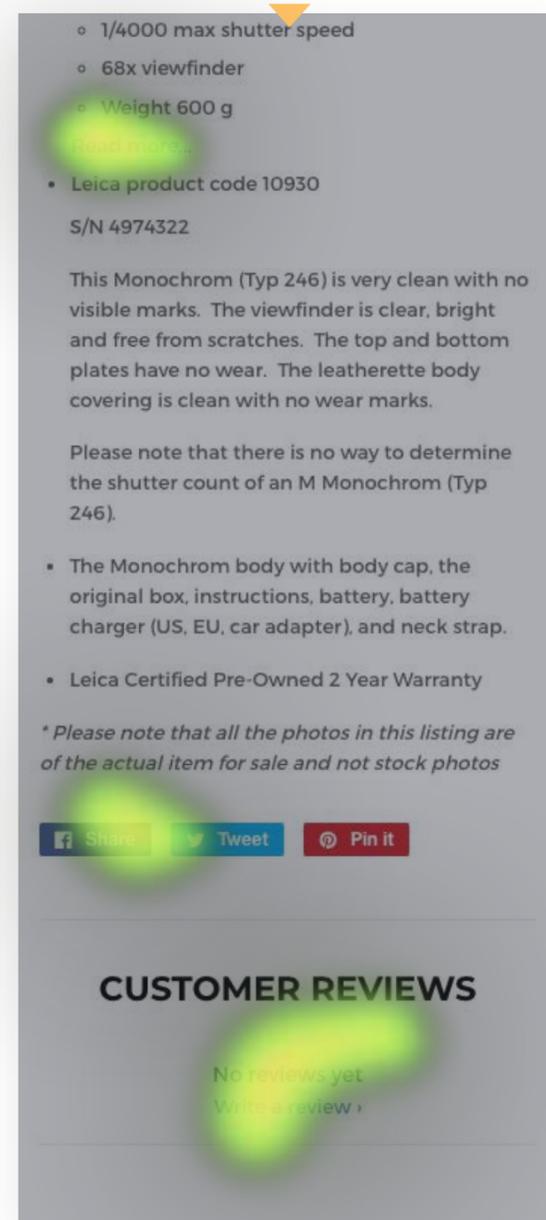
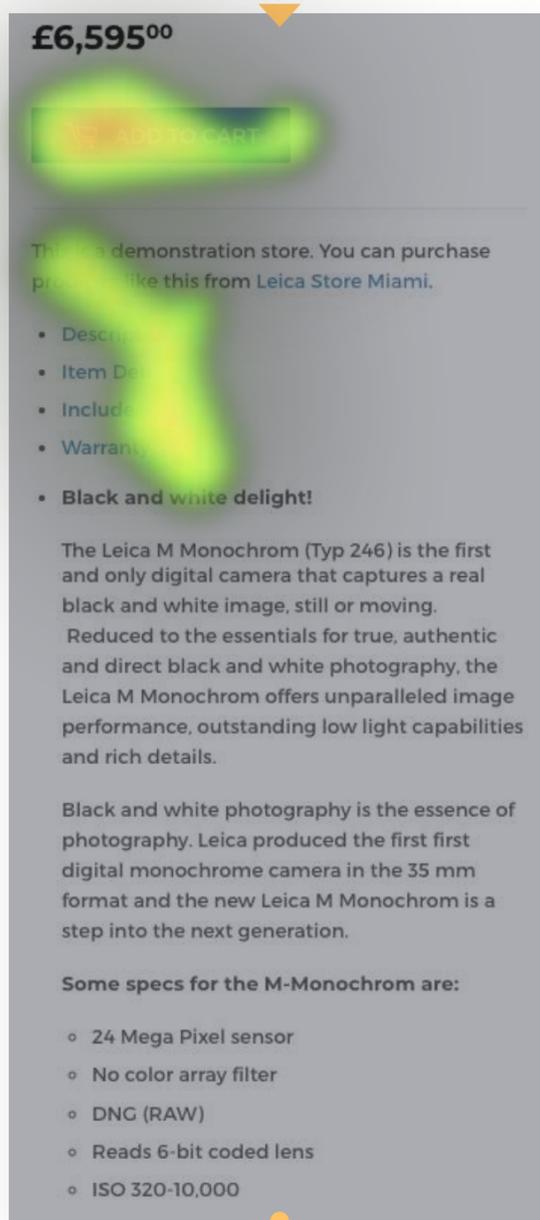
Recommendation #70

You should review your search result accuracy because the low engagement data show your visitors often don't find the product they were looking for.



1-2 more pages per funnel step

What Do They Do?



- **Media gallery** - 28.27% of mobile visitors click on the media gallery thumbnails (35.41% on desktops). 41.95% of mobile visitors click on the large product images (31.58% on desktops).

Recommendation #79

Both mobile and desktop users click on the main product image trying to zoom in to see the product details. You should implement an image zooming feature to give your visitors an option to better engage with your products.

- **Add To Cart** - 17.22% of page visitors add a product to the shopping cart on mobile (25.42% on desktops).
- **Product features** - Only 47.9% of mobile visitor scrolls down to see the product features (54.6% on desktops).

- **Product description** - Only 31.6% of mobile shoppers scroll down to the product summary and product specifications, the rest will never see product details.



Recommendation #80

Most of your mobile users never make it below add to cart button and see product description. You should include product summary (e.g. 3-4 bullet points) and show it directly below the product title. It'll give your mobile visitors easy to consume content to engage with.

- **Product reviews** - 12.07% of mobile visitors click on “View All” reviews (19.93 % on desktops). Mobile visitors who see the “all reviews” listing are 133.85% more likely to purchase (126.42% on desktops).



Recommendation #81

Seeing all product reviews has a very positive impact on your customers and you should increase the number of people who see them. You should add “View All Reviews” link to the top product review summary to provide quick access to the product review section.

- **Browsing behavior** - Users visit on average 1.64 product pages per sessions on mobile (2.31 pages on desktops)
- **Time On Page** - Mobile and desktop visitors spend the same time on product pages - 1m13s on average.
- **Search** - 6.38% of visitors use search on product pages on mobile (9.44% on desktops). Most common searches are product categories of current visited products e.g. “leica cameras” or “cameras cases” on product pages in the same categories.



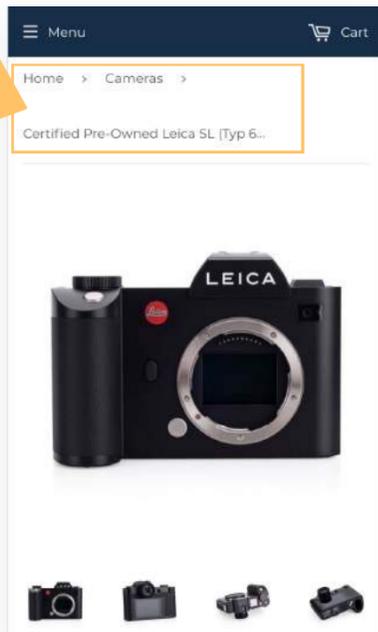
Recommendation #82

Not everybody will buy the first product they visit and you should give your customers an easy way to see products alternatives. You should include better breadcrumbs structure to allow your customers access to the product listing with a single click and list alternative products in “People who like this product also liked...” section.



3-4 more pages per funnel step

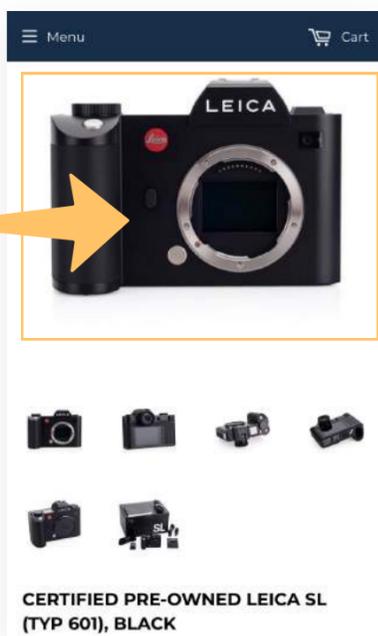
UX Review



Recommendation #93

Fix mobile breadcrumbs

Products have the breadcrumb title too long to fit on a single line and it pushes the page content down. You should remove the product name from the list to make it fit on a single line.



Recommendation #95

Image gallery touch gestures

Mobile users are used to the side-scrolling gesture from all the social apps they use every day and they expect the same behaviors to be presented on a mobile website. Instead of clicking on image thumbnails, you should allow your customers to use swipe gestures to browse images.

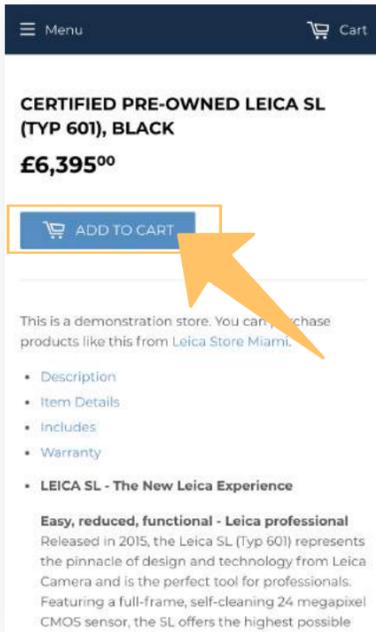


Recommendation #96

Support mobile image zoom

The zoom feature works on mobile but you need to tap & hold on the main product image to enable it. It's not a common design pattern on mobile and nobody will ever know it was available.

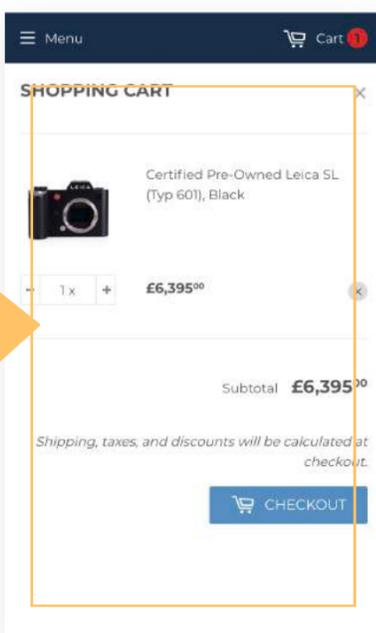
It also makes scrolling difficult because if you start page scroll on the image element, the function activates and it cancels your scrolling gesture. You should have an implementation that allows pinch-to-zoom gesture.



Recommendation #97

Missing add-to-cart animation

It can take a few seconds to be redirected to cart page and get the confirmation and your customer need immediate interaction from the page. We recommend adding interaction to your “Add to cart” event with a loader that appears immediately after clicking on a button.



Recommendation #98

Use add-to-cart popup confirmation

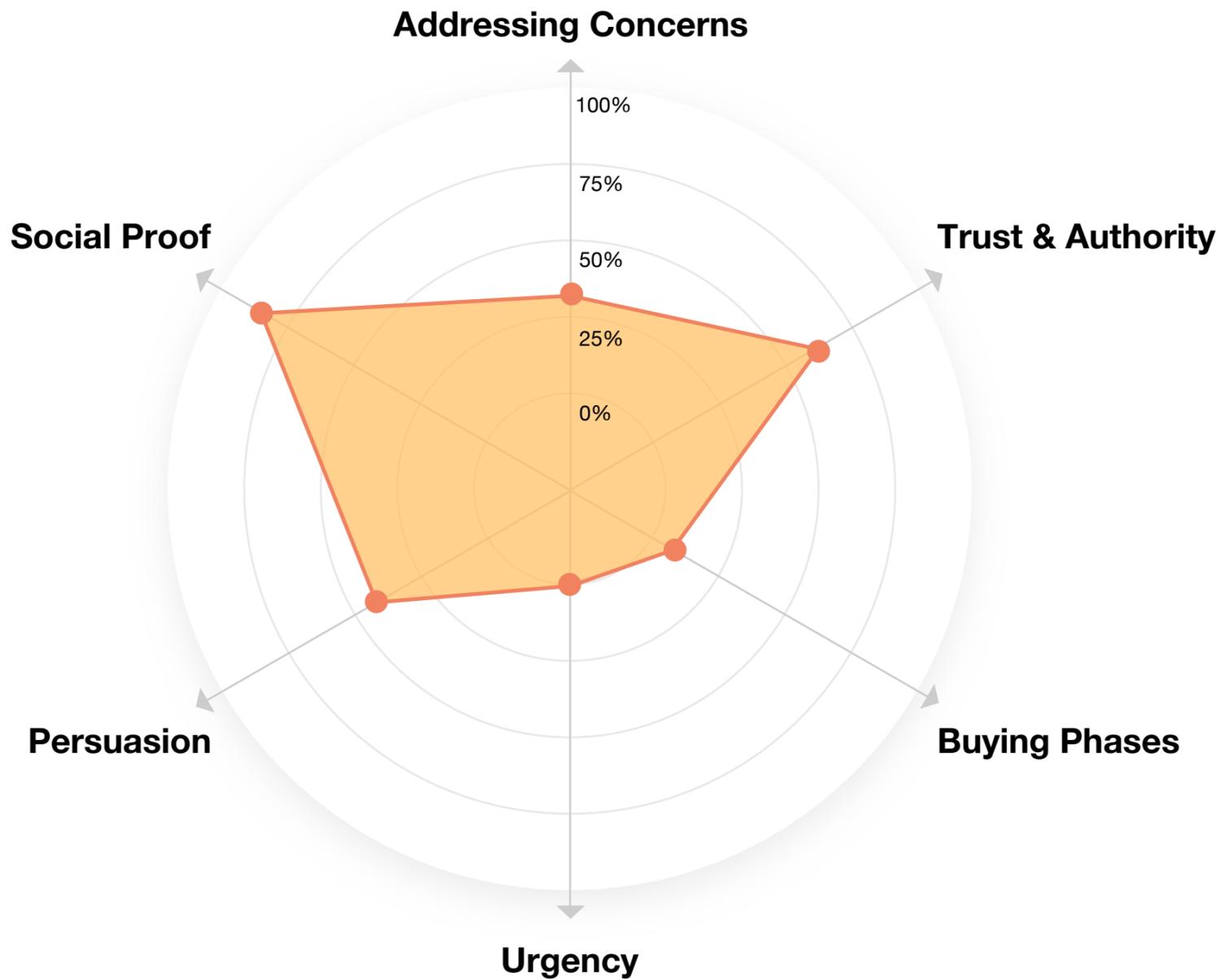
Many visitors are still making their purchase decision when they add a product to a cart and want to go over the product details once again to make sure it's the best fit.

You should give them an option to do it instead of forcing them to redirect to your shopping cart page. We recommend using AJAX to add products to a cart and showing confirmation popup instead.



4-7 more pages per funnel step

Heuristic Analysis



Addressing Concerns Rating: 34.5%

- **Missing product compatibility details** - High percentage of your products are often accessories to a different product (e.g. battery for a specific camera model). You currently don't provide any easy way to check the compatibility and it can be very difficult to make sure your customers are buying the right one.



Recommendation #107 - Explain product compatibility

- **No quick way to contact you** - You currently get many emails with product related questions and you should streamline the process to give your visitors answers right away to reduce the high exit rates on your product pages.



Recommendation #108 - Provide online chat

- **Missing any FAQs** - Collect common questions to reduce the number of product-related customer support requests and give your visitors additional content to help them finalize their purchase decisions.



Recommendation #109 - Include FAQs section

- **No option selection guide** - Many of your products have option selectors but it can be very difficult to make a decision without any deep knowledge of the topic or having a strong preference. You should create a short guide for each option to educate your customers and make it easier for them to buy from you.



Recommendation #110 - Create option selection guide

- **No clear stock status** - There is no way to tell if your products are actually in stock. Include the information on a product page to remove the anxiety that they may wait weeks for the item to be actually available if they need it for an upcoming holiday.



Recommendation #111 - Add stock status

- **Missing delivery details** - Your customer has no idea when your product will arrive. It doesn't have to be 100% accurate but you should give them an idea if they have to wait days or weeks for your products to arrive.



Recommendation #112 - Add estimated delivery

- **No warranty details** - You sell expensive products and your customers will be anxious about something going wrong. You should address the concerns directly on your product page and mention your warranty conditions and explain the simple process of having their product fixed/replaced.



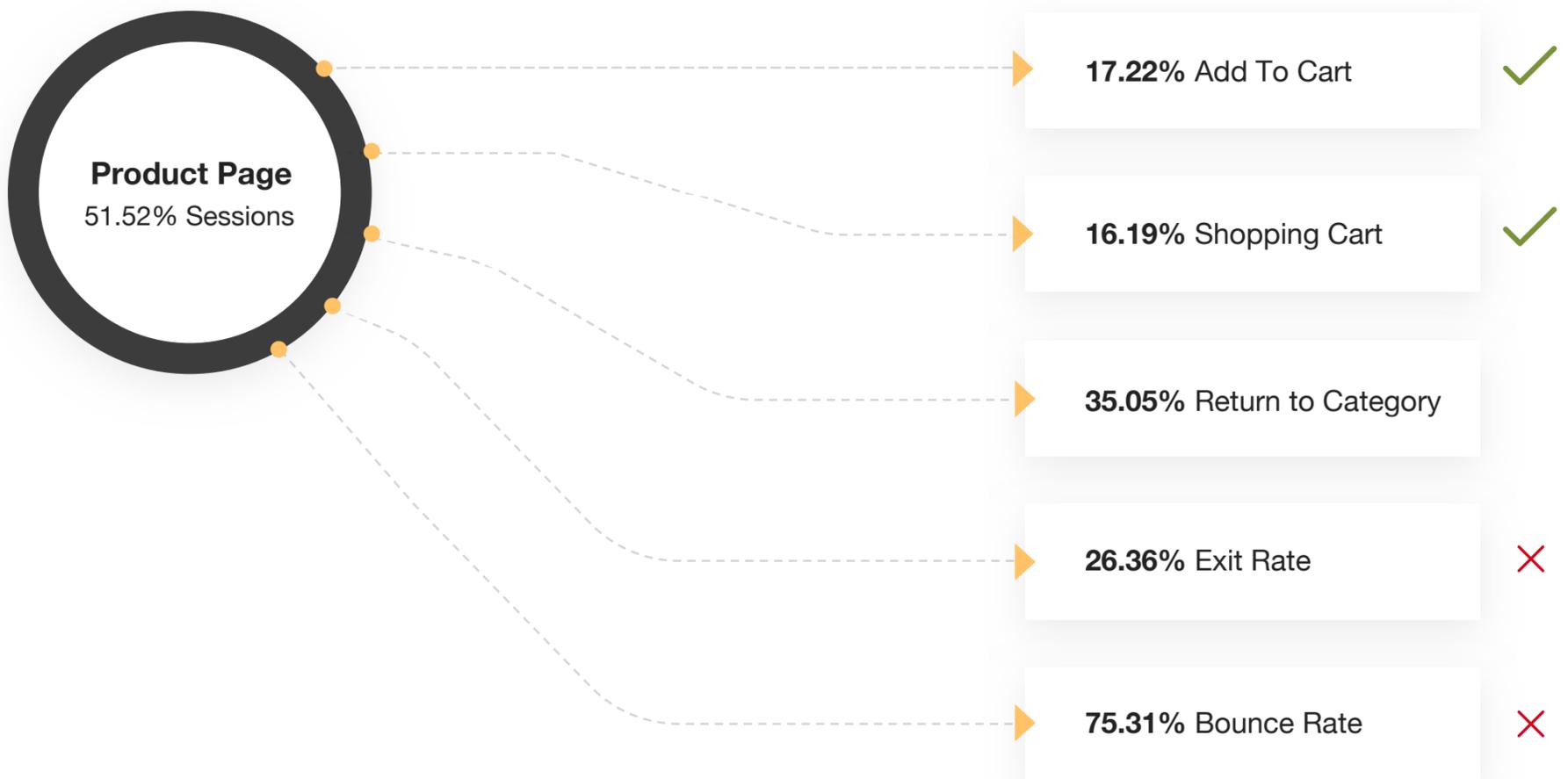
Recommendation #113 - Add warranty conditions

- **Add return policy** - Many of your customers will have the same questions - what if the product isn't a good fit? You should include your return policy on product pages to help them feel more confident about their purchase decisions.



3-5 more pages per funnel step

What Happens Next?



- 16.22% continues to the shopping cart on mobile (23.99% on desktops)
- 35.05% of mobile visitors return to a category page after visiting a product page (27.41% on desktops). 86.45% of them never make it back to any product page and leave your site (51.49% on desktops).

Recommendation #123

Many visitors are seeking product alternatives and you should provide an easier way to do it instead of just going to a category page and seeing a wall of products. You should implement better product recommendations on a product page listing similar products.

- You product pages have 26.36% exit rate on average on mobile (19.31% on desktops). The value distribution shows that there are some products with very high exit rates that increase the average value.

Recommendation #124

You should revisit your high exit rate product pages and focus on better communicating unique selling propositions for each product. The current content is focused on product features but your customers are looking for benefits and emotional connections. We'll give you some examples in the next chapters.

- 9.47% of visitors go to your About Us page on mobile (5.12% on desktops). 87.22% of them are new visitors landing on your product pages (75.31% on desktops).



Recommendation #125

Your new visitors seem to have a very little brand awareness while visiting your product pages. You should include more details about your brand and company values directly on a product page. It'll decrease the number of people leaving the conversion funnel and help them engage with your site.

- 5.73% of mobile visitors continue to your shipping & return page (2.34% on desktops)



Insights

The data show your visitors have some unanswered questions about your shipping and return policies. Check the heuristic analysis of your product pages for the recommendations on how to fix it.



1-3 more pages per funnel step

Next stage is analyzing customer research, demographics, cohorts, etc. The final step is creating your actionable gameplan to improve your store.

The Game Plan

How It's Made

We have countless possible changes and improvements that can be made in your store. We need to focus on the changes that are expected to deliver the biggest results first.

There is no room for guessing in conversion optimization and that's why we use data to identify what A/B tests are the most important to start with.

We went over each and every item in our A/B test recommendations in your Conversion Audit to assign them priority based on 3 main factors:

- **Potential** - How much improvement can be made?
- **Importance** - How valuable is the traffic to the page?
- **Ease** - How complicated will the test be to implement?

Instead of guessing these 3 main factors, we have a specific point based system to evaluate them based on each test hypothesis.

Potential

Above the fold?

The changes affect more visitors, 1 point

Noticeable within 5 seconds?

Changes that are easy to notice are expected to have a higher impact on shopping behavior. 2 points

Adding or removing an element?

Bigger changes like removing distractions or adding information tend to have more impact. 2 points

Designed to increase user motivation?

Changes trying to directly increase motivations should have bigger impact., 1 point

Importance

Running on high traffic page(s)?

Improving pages with higher traffic effects more people and has a higher potential to grow your sales. 1 point

Running on a critical bottleneck?

Fixing the biggest bottlenecks in your conversion funnel is the priority. 2 points

Issue Discovery

Qualitative feedback, data analytics, UX/heuristic, heatmaps/session recordings. More evidence for each hypothesis increases expected positive results. 1 point each

Ease

Estimated number of hours of work needed to create each A/B test. Including design, development, copywriting etc. Less than 2 hours = 3 points , 3-8 hours = 2 points, 8-12 hours = 1 point, anything longer = 0 points

Product Page

	Category	Device	Potential	Importance	Ease	Score
Address authenticity concerns	Quick Win	M	5	5	3	13
Include product breadcrumbs	Quick Win	M+D+T	6	4	3	13
Create FOMO on product pages	A/B Test	M	3	6	3	12
Improve “Similar product” UI	Quick Win	M+D+T	6	4	2	12
Use product image thumbnails	Quick Win	D+T	3	6	1	10
Disable product image auto scrolling	Quick Win	M	3	4	2	9
Improve image slider feedback	Quick Win	M+D+T	3	5	1	9
Include details about your warranty	Quick Win	M	4	2	1	7
Include trust badges	A/B Test	M+D+T	3	3	1	7
Improve visuals of returns & delivery	Quick Win	D+T	2	1	3	6
.....
.....

M - Mobile, D - Desktop, T - Tablet

Product Page

	1	2	3	4	5	6
Product A	1	2	3	4	5	6
Product B	2	1	4	3	5	6
Product C	3	3	1	2	4	5
Product D	4	4	2	1	3	6
Product E	5	5	5	5	1	2
Product F	6	6	6	6	6	1

We repeat the same ranking for all funnel steps to create your optimization strategy.

Product A	1	2	3	4	5	6
Product B	2	1	4	3	5	6
Product C	3	3	1	2	4	5
Product D	4	4	2	1	3	6
Product E	5	5	5	5	1	2
Product F	6	6	6	6	6	1