
Optimizing Your Customer Experience

CRO Audit &
Strategy

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Methodology

- We use a structured approach to CRO to provide empirical insights into your customer experience and identify areas that can be improved.
- Our model is based on years of hands-on testing experience, marketing principles, psychology, and user experience research.
- Knowledge and experience-based techniques are effective in problem solving, learning, and discovering what specific variables increase conversions for a particular audience.



There is no single fix for CRO

Conversion rate optimization (CRO) involves ongoing, incremental site improvements in an effort to discover what variations resonate with your audience and results in the actions that your company defines as a “conversion.”



Process

- 01 Define KPIs
- 02 Data Analysis
- 03 CRO Audit
- 04 Strategy & Hypotheses (Roadmap)
- 05 Prioritize & Test
- 06 Evaluate Results
- 07 Record Findings & Disseminate
- 08 Leverage Findings & Repeat



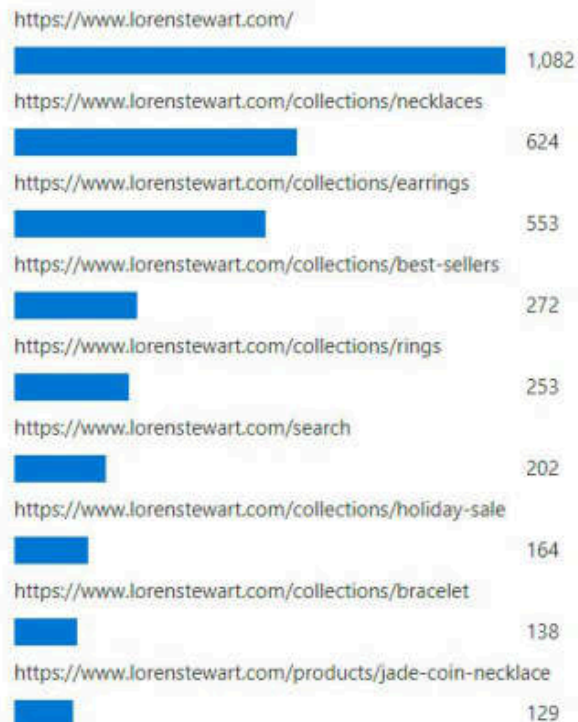
Data Analysis

01 Analytics

Most Popular Pages

- These are the pages that we recommend focusing on first

1. **Homepage**
2. **Collections / Necklaces**



Data Analysis

01 Analytics - Top Exit Pages

- **Homepage**
- **/products/jade-coin-necklace**
- **/collections/earrings?page=3**

1. /
2. /products/jade-coin-necklace?variant=31738057490529¤cy=USD
3. /collections/earrings?page=3
4. /collections/necklaces
5. /collections/necklaces?page=4
6. /collections/holiday-sale
7. /products/puff-link-chain?variant=39951988129889¤cy=USD
8. /collections/rings?page=2
9. /collections/earrings
10. /collections/rings

Data Analysis

01 Analytics - Top Sellers 2022

Product	Quantity  
	1,319 % of Total: 100.00% (1,319)
Jade Coin Necklace X Fong Min Liao	57
Safety Pin Earring - Yellow Gold	53
Mini Safety Pin Earring - Single / Yellow Gold	44
Herringbone Necklace - 10Kt / 16"	38
Standard Friendship Safety Pin	27
Mini Friendship Safety Pin	26
Demi Herringbone Necklace - 16"	24
Heart Safety Pin Earring - Yellow Gold	23
Mini Heart Safety Pin Earring - Yellow Gold	22
Valle Hoops	20

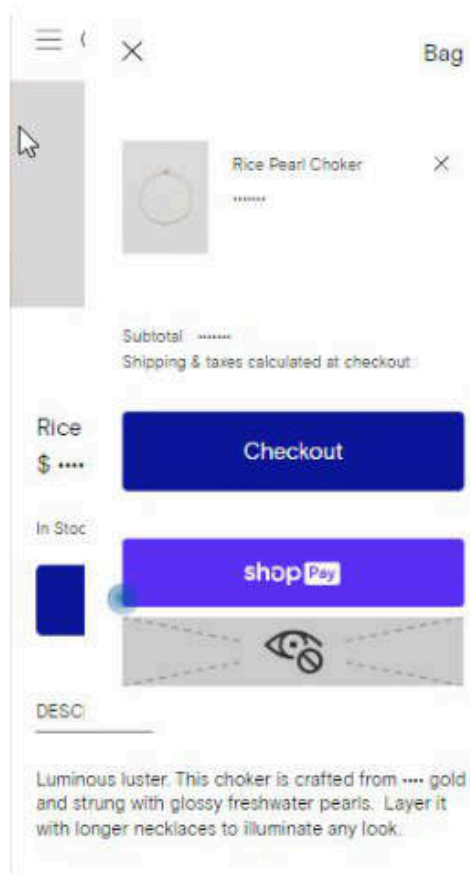
Data Analysis

01 Analytics - Errors

We've seen a pattern where javascript issues start to arise as soon as the user adds an item to their bag, just as the cart functionality is about to show. Check out the recordings below in pink marker:

[Recording 1 video](#)

[Recording 2 video](#)



JavaScript errors

2.86% of sessions have JavaScript errors



■ sessions with JavaScript errors

IMPLICATIONS

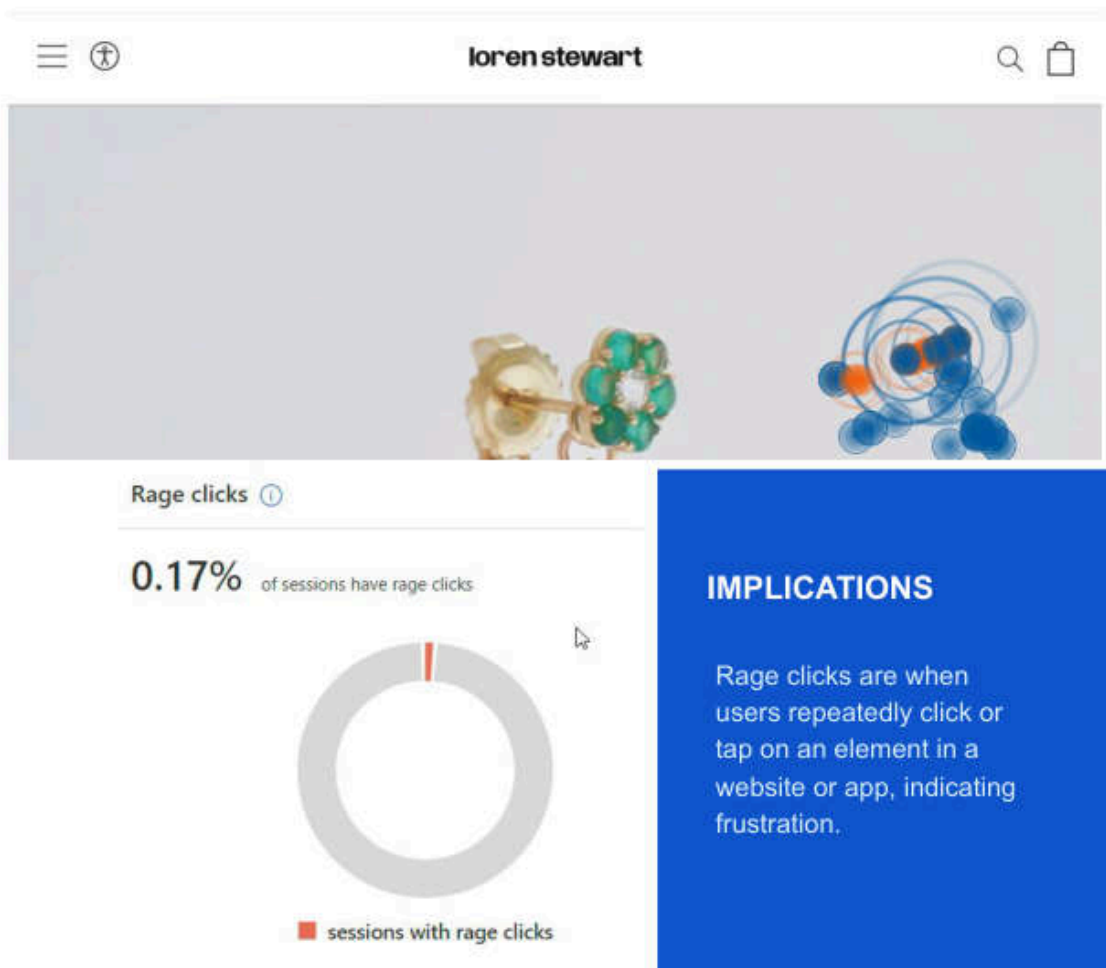
Javascript errors can cause interruptions to a smoother user experience such as a delayed loading time.

Data Analysis

01 Analytics - Errors

When users attempted to rotate the image carousel part on mobile devices, we observed some angry clicks happening. We discovered this portion was challenging because there were no obvious controls to rotate the photographs. For your older readership, this can be more of a problem.

[Recording 1 video](#)



Data Analysis

01 Analytics - Errors

Google's site speed test was successful, thus there are no SEO issues. To make the site load faster for users regardless of their internet connection, there are still certain areas that may be improved.

[Link to report](#)



Core Web Vitals Assessment: **Passed** ⓘ

39

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator](#).



0-49



50-89



90-100

▲ Properly size images	2.22 s
▲ Serve images in next-gen formats	2.22 s
▲ Reduce unused JavaScript	1.77 s
▲ Eliminate render-blocking resources	0.87 s
■ Reduce unused CSS	0.15 s

IMPLICATIONS

Poorly performing sites that render slowly in a browser can drive users away. Conversely, sites that load quickly will typically receive more traffic and have better conversion rates.

CRO Audit

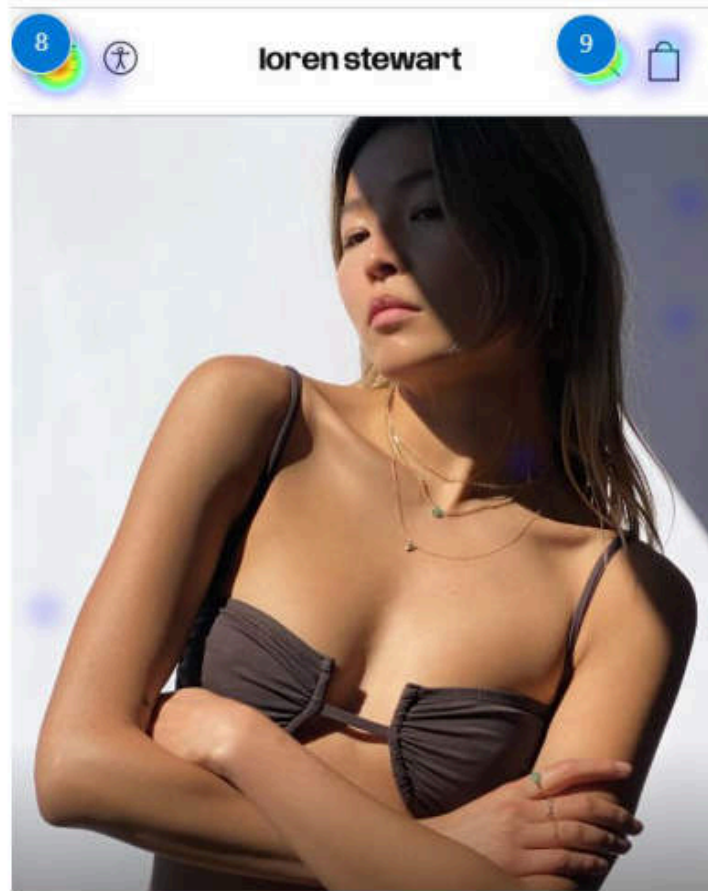
- | | |
|--------------------------|----------------------|
| 01 First Impression | 06 Conversion Points |
| 02 Site Navigation | 07 Checkout |
| 03 Content Information | 08 User Experience |
| 04 Trust and Persuasion | 09 Forms |
| 05 User Journey | 10 Search |



01 | First Impressions

Good areas

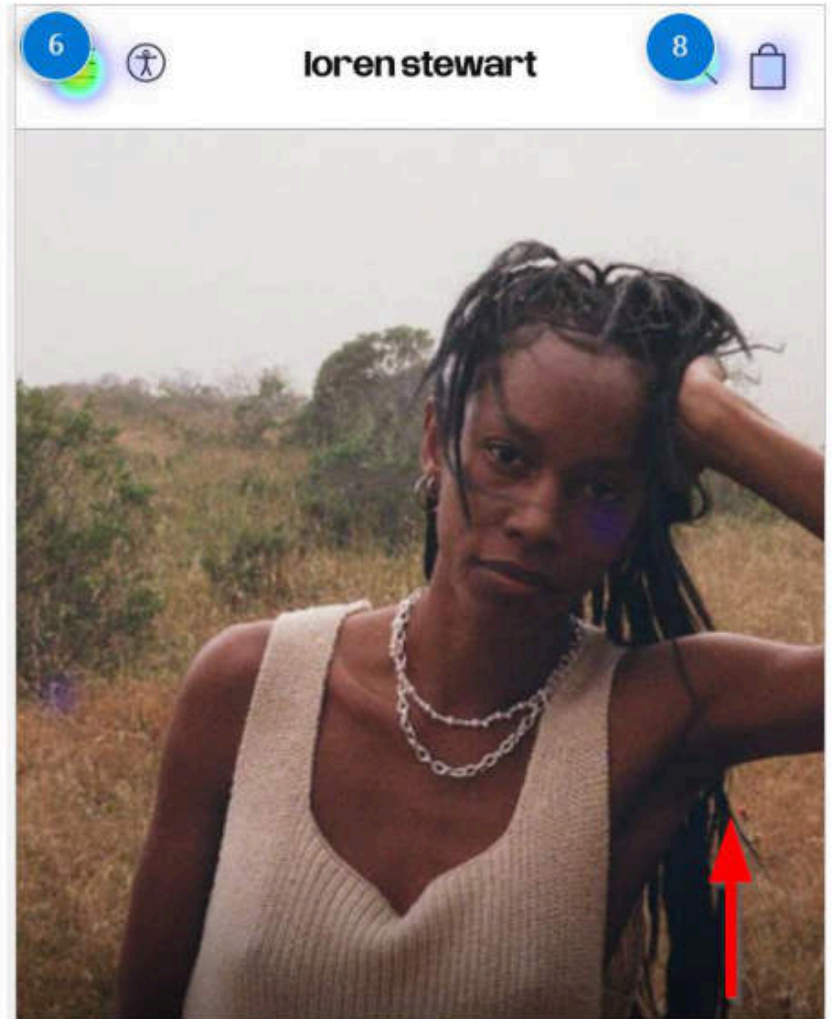
- ✓ Imagery, design or written information that support the proposition.
- ✓ Website representative of offline brand.
- ✓ Cue's that show the website is current.
- ✓ Amount of clutter and white space on website.
- ✓ Clarity on homepage of where to go or what to do next.



01 | First Impressions

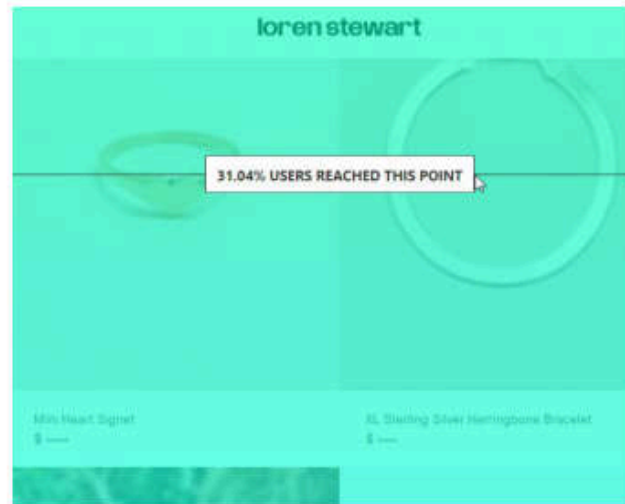
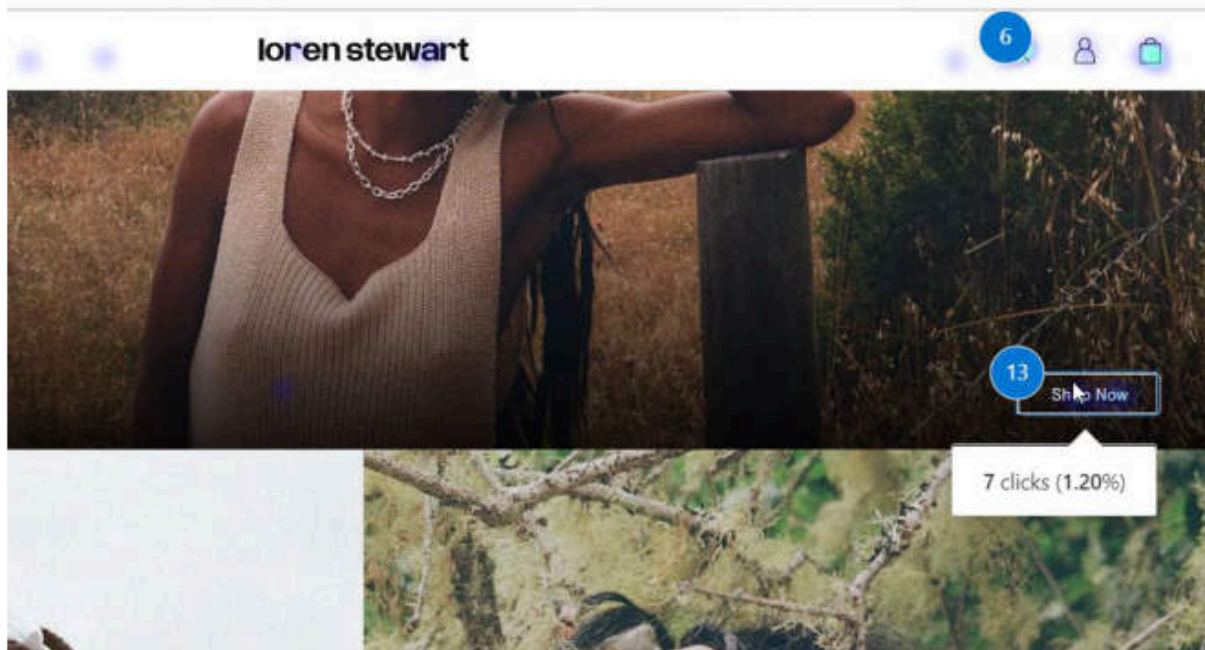
Areas to improve

- CTA button should be more prominently placed above the fold on mobile.
 - The most important elements should be at the top of the page.
 - This also includes the main title/message



01 | First Impressions

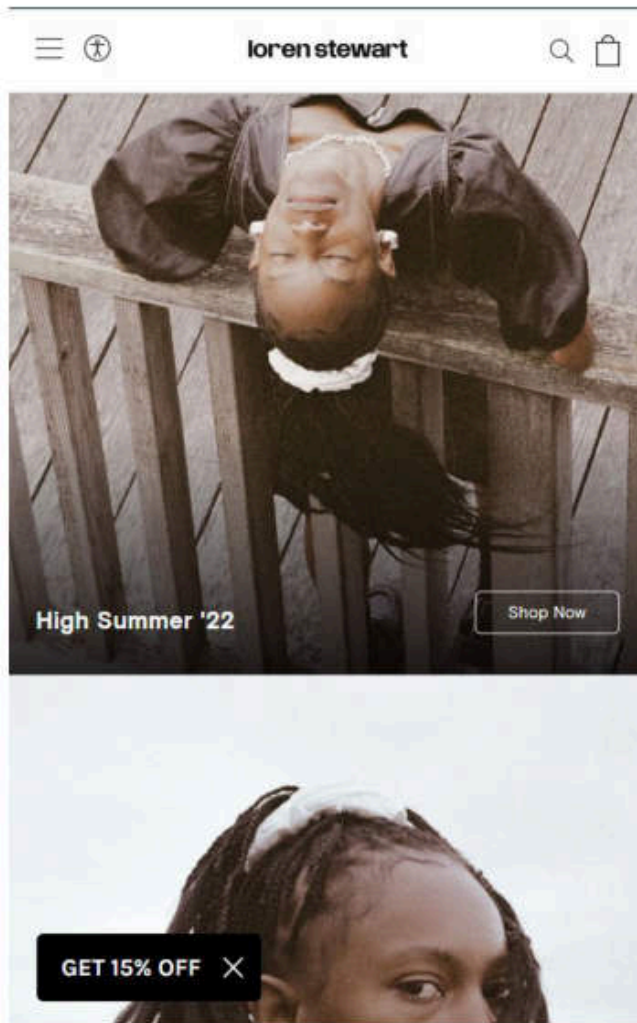
CTA Heatmap and Scrollmap results



01 | First Impressions

Areas to improve

- The homepage shows a majority of larger block images that lead to the collection pages with no social proof (IG, FB), no user reviews and trust badges.
 - Consider adding more products from the best sellers collection or new arrivals.



01 | First Impressions

Areas to improve

- The featured image on the collections is too big and noticeable, drawing attention away from the items, filter, and page's primary title.
 - If you want users to know not to click on this part, think about reducing it and moving the title above the image.



02 | Site Navigation

Good areas

- ✓ Logical hierarchy of categories or pages.
- ✓ Categories/Menus are mutually exclusive and contain the expected information.
- ✓ Conciseness of content.

Shop All
Necklaces
Earrings
Rings
Bracelets
Anklets

New Arrivals
Best Sellers
SALE

Personalize
Mama & Baby

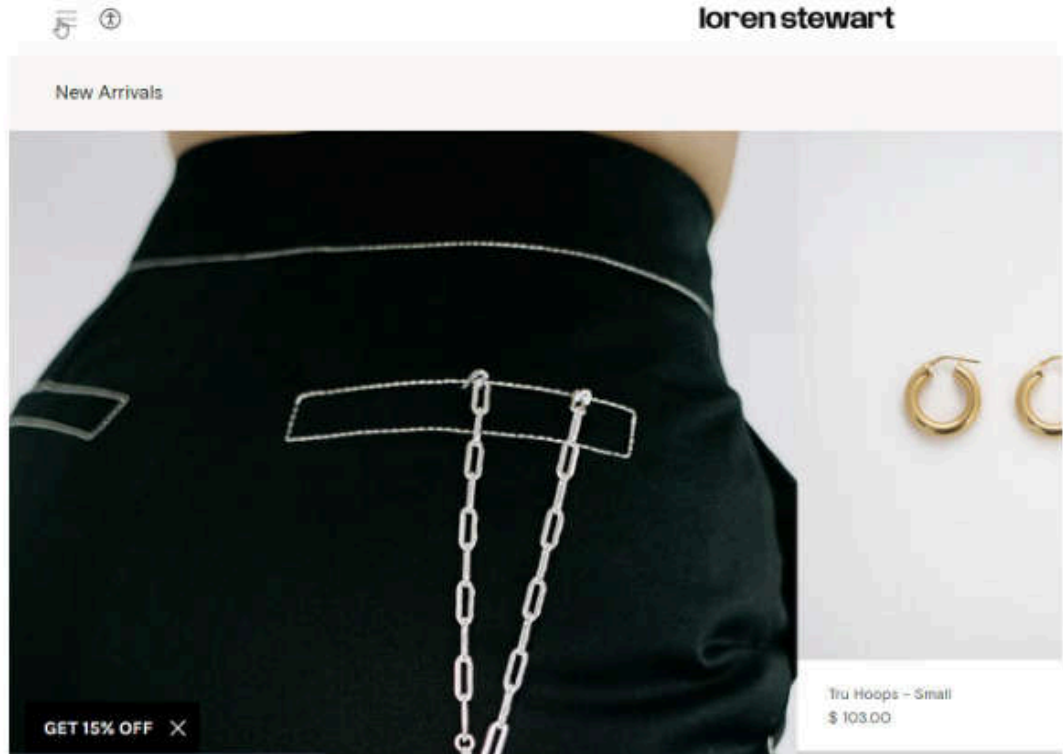
Collaborations
Vintage



01 | Site Navigation

Areas to improve

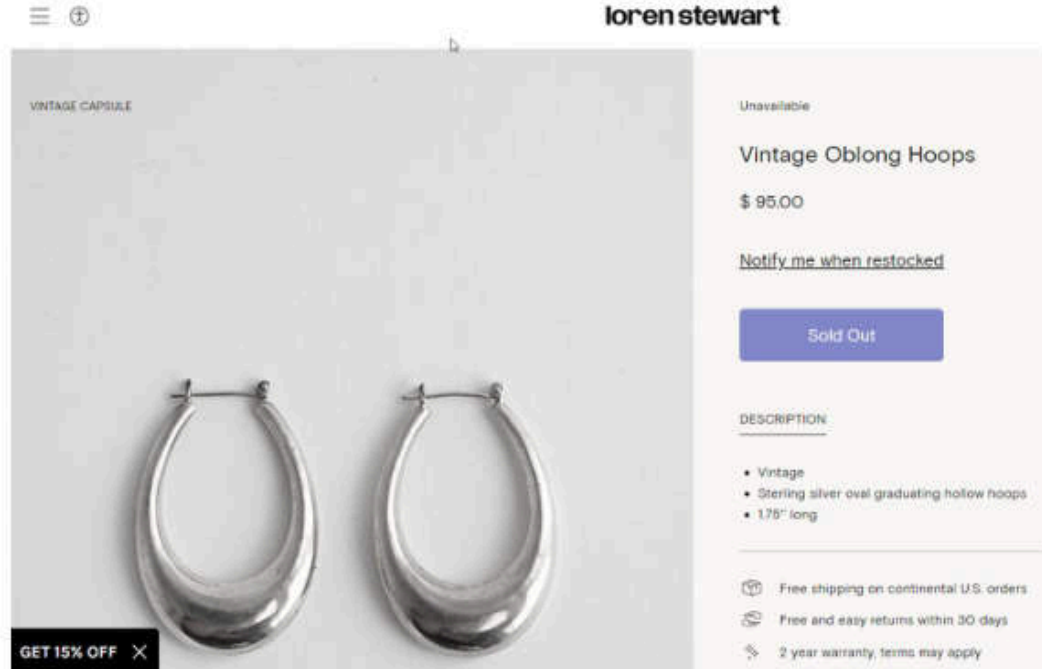
- Since desktop computers have larger screens than mobile or tablet devices, you may leverage them to draw customers to your collection pages by using the hamburger menu button.
 - To make it simple for people to access your collection pages on desktop, think about creating a more traditional menu.



03 Content

Good areas

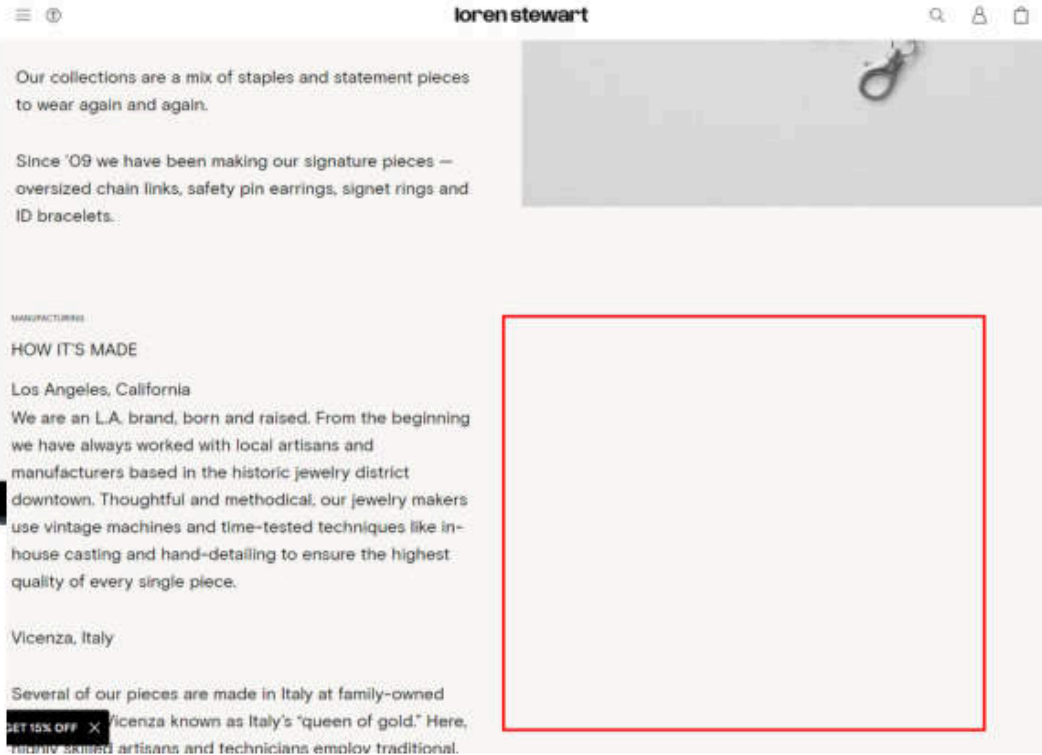
- ✓ Logical order of content presented
- ✓ Conciseness of content
- ✓ Content is unique per page
- ✓ Information and terms used are familiar
- ✓ Ability to quickly locate information
- ✓ Photographic quality



03 Content | Information

Areas to improve

- ! Your content pages (/pages/about) render the content on the left only where there's a large amount of white space on the right which could leave a bad impression with users who might think the site is under designed.
- ! Your About Page could benefit from including some team photos to show transparency of the company.



04 Trust & Persuasion

Good areas

- ✓ Content to remove apprehensions when providing personal information
- ✓ Ease of finding company contact details
- ✓ Presence of SSL certificate

Areas to improve

- ! Testimonials or reviews could be added to homepage for additional social proof
- ! Additional company information and reference to real people to add trust

05 User Journey

Areas to improve

- ! Full guidance at each step
 - When visitors are unsure about how your checkout process works, they are more likely to leave.
 - Give them direction to the next steps, and they will be more likely to make a purchase.
 - Consider using more hover actions on the collection pages to include CTAs like "Shop Now"



06 Conversion Points

Areas to improve

- ! The CTA button on the homepage hero is not visible above the fold on desktop
 - A visible CTA here is a must. It is currently on the bottom left which requires users to scroll.
- ! Another CTA banner/button at the bottom of the page would likely catch a percentage of visitors that drop-off at the bottom of page.



07 Checkout

Good areas

- ✓ Checkout for fields are simple and intuitive
- ✓ Cart page is clean and uncluttered design for the Cart page

Areas to improve

- ! Customers who are seeking quick answers would benefit from a FAQs page. If there are any concerns regarding your brand or items, have a look at your Search Console data.

07 Checkout

Areas to improve

- ! Your description modules receive clicks and user interest. Consider making all product pages more convincing and descriptive.



Add to Bag

DESCRIPTION	MATERIALS
• Vermeil RX Chain • Width: 6mm • Thickness: 2.2mm • Length: 15.25" • Sekor Clasp: 10.2mm • Made in Italy	

Free shipping on continental U.S. orders

Free and easy returns within 30 days

2 year warranty, terms may apply



4

In Stock — Ships in *** business days

Jade Coin Necklace X Fong Min Liao

\$ *****

2 **Add to Bag**

DESCRIPTION	MATERIALS
1 Jade favors the bold. In ancient Chinese traditions, jade is known for its strength and durability. It is a symbol of prosperity. Teamed with a gold coin reminiscent of the currency of the Ming Dynasty, this necklace is a classic good luck charm with elevated elegance. 3 Jade Coin Necklace imbues a classic good luck charm with elevated elegance. Fong Min Liao.	• **** Yellow Gold Chain Necklace with Jade and Gold Coin Pendant • Length: **** • Malay Jade Torus Pendant: **** • Gold Coin Pendant: **** • Stone origin: Guangzhou, China • Mined: Fu Xing, China • Cut: NanYang City, China • Assembled in L.A. • Each jade stone's color and cut is unique, no two stones are alike.

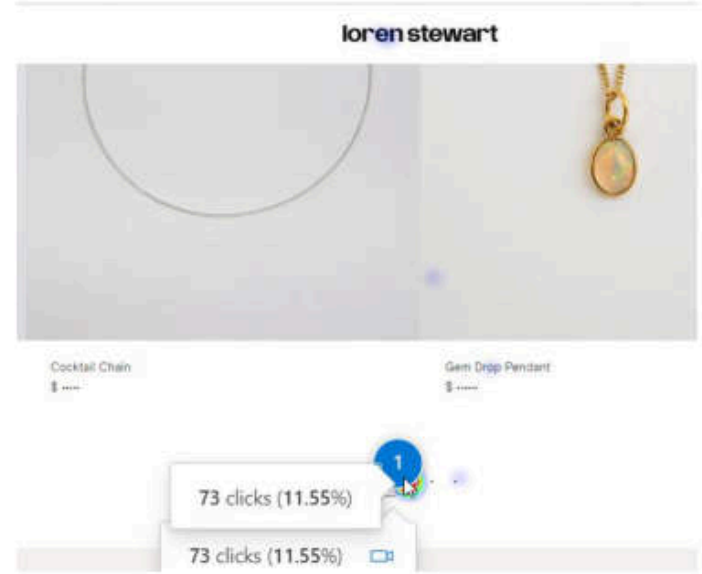
08 User Experience

Good areas

- ✓ Responsive design and functionality.
- ✓ Ease of repeated actions.

Areas to improve

- ! On collection pages, the filter button is scarcely noticeable because it renders the same as the page title, forcing visitors to descend to the bottom of the page and use the carousel buttons in its place.



09 Forms

Good areas

- ✓ Clarity of information required in form fields.
- ✓ Clarity of what format is required in form fields.
- ✓ Necessity of information requested.
- ✓ Error message location.
- ✓ Validation of information to avoid errors.
- ✓ Shortcuts for inputting information.



10 Search

Good areas

- ✓ Search option is available.
- ✓ Accessible on all devices.

Areas to improve

- ✓ If a person types their search incorrectly, the search box should be able to correct them.
- ✓ If the search query returns no products, take into account recommending products.

loren stewart



0 results for "ringsss"

Help

Payment

Shipping

Returns

What's Next?

- We recommend that you think about implementing all of the tactics described here - or at least the majority of them - but not all at once.
- Start with the ones that stand to make the greatest impact.
- Test each improvement to determine its impact on your bottom line.
- Record these results. These insights can be used develop new ideas and paint a picture of what resonates with your audience.
- Share insights throughout company to optimize other marketing efforts.



Testing Strategy

- Begin experimenting on your highest traffic pages
- Focus on areas of lower performance and high user drop-off
- Use a testing roadmap with hypotheses designed to make an impact so that you can learn from them and build upon every experiment



Testing Roadmap Recommendations

Hypothesis 1:

- A homepage variation with a more strategically positioned hero CTA button above the fold on mobile will perform better than the the current control version.



Testing Roadmap Recommendations

Hypothesis 2:

- To inform herringbone, a FAQ page would be more appropriate than this type of text, which might put off some prospective customers who might think the product is "not durable."

[Add to Bag](#)

DESCRIPTION	MATERIALS
Simplify everything. Our delicate herringbone chain, handcrafted from 14kt or 10kt gold, moves fluidly and sits flat against the skin lending liquid shine to every ensemble. Wear it sans extras or turn up the brilliance with a layered look. • 10Kt Yellow Gold Herringbone Chain Necklace • Width: 2.5mm • Length: 16" or 18" • This piece does not include a logo in our effort to streamline and simplify the design. • Do not bend or pull this chain, as the Herringbone is delicate by nature and cannot be repaired. Not suitable for pendants. • Made in Italy • Warranty Terms Do Not Apply on all Herringbone styles. As this chain is delicate by nature, it is only returnable unworn and within 14 days. No exceptions, thank you.	

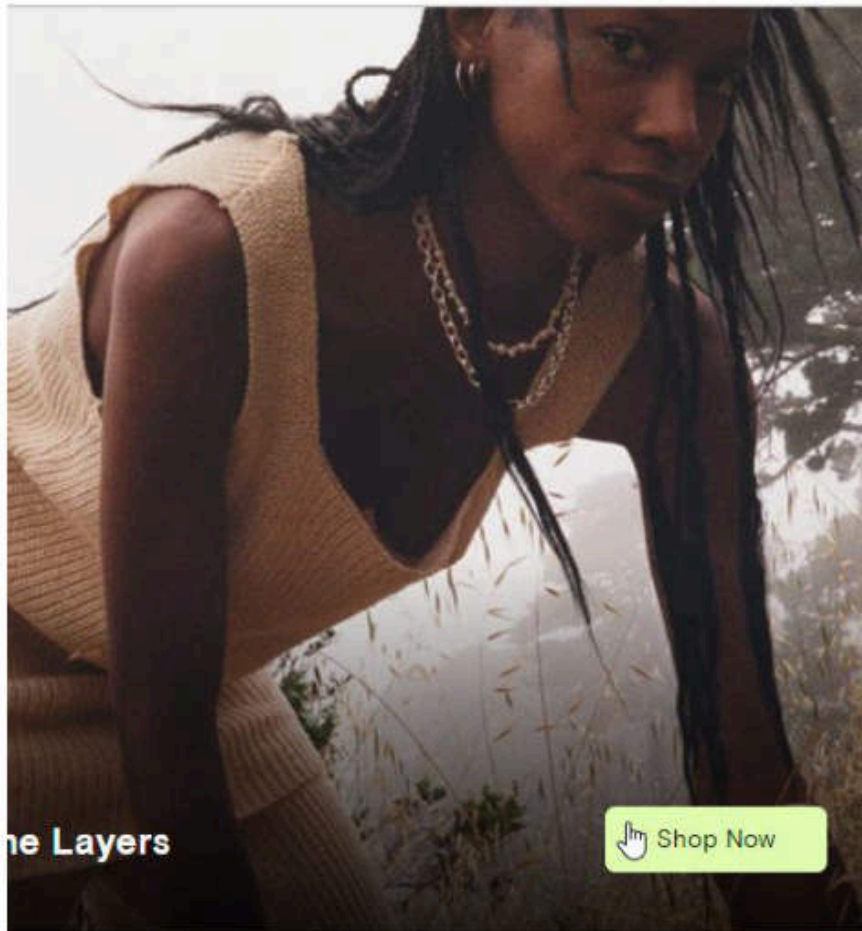
 Free shipping on continental U.S. orders

 Free and easy returns within 30 days

 Return policy

Next

- Build on previous insights
- Button color & microinteractions



Bonus Recommendations

- Get Google Analytics 4 Property set up! On July 1st, 2023, this will become the new Google Analytics, and Google plans to formally retire Universal Analytics.
- On Google Analytics, turn on your Bot filtering - your data is including bots and spiders when you should only track human users.
- On Google Analytics, turn on your Site search Tracking. This is a good way to track all searches on your website to help users find what they are looking.
- We recommend to use Google Optimize for AB tests



Thank you!

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