



# SITE REVIEW REPORT

**FOR**

Dean's Beans

By Phil Stark



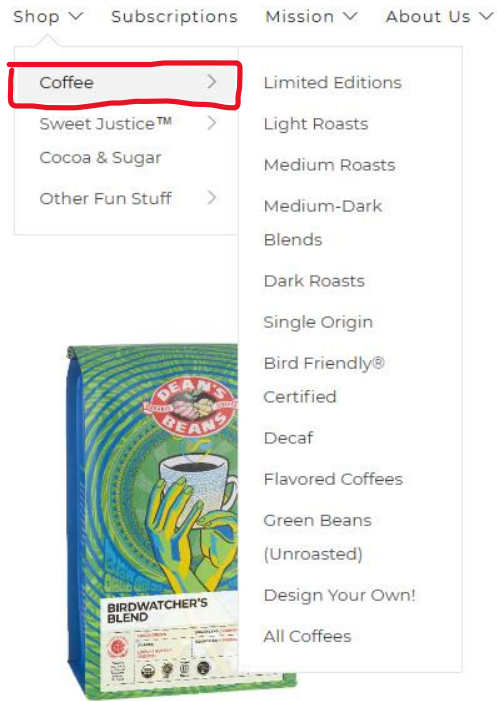
## INTRODUCTION

Welcome to the Site Review Report by BoostClick, a conversion rate optimization specialist agency. Conducted by one of our seasoned conversion experts, this report delves into key aspects of your website to uncover potential enhancements in user experience, functionality, and conversions.

While this report provides valuable insights, it is not an exhaustive list of observations but rather a focused overview of quick yet impactful findings. Our aim is to equip you and your team with actionable recommendations that can help propel your conversion rates in the right direction.

# FINDINGS

## Global



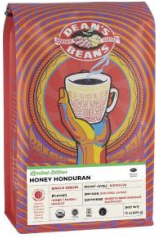
Page	Section	Observation	Recommendation
Global	Shop drop down	I'm not able to click on "Coffee" and go to a page that lists all your coffees. "All Coffees" is an option but it's at the bottom of the list of coffees	Enable the visitor to click on "Coffee" parent link and go to all coffees.

Page	Section	Observation	Recommendation
Home	Entire home page	Some sections are more helpful than others.	I would test the order of the different sections of the homepage. Additionally, test removing some sections to see if it helps visitors find what they are looking for.

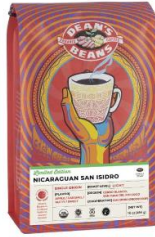


Page	Section	Observation	Recommendation
Home	Hero	I could take or leave the image carousel. I typically don't scroll through the different slides on any site.	This is an area I would certainly be testing. Test carousel vs static image. I've found carousels perform poorly for our clients.  See <a href="https://thegood.com">Why Image Carousels Are Almost Always A Bad Idea (thegood.com)</a> for more information.

## Featured Products



\*LIMITED EDITION\* Honey Honduran  
\$15.99



\*LIMITED EDITION\* Nicaraguan San Isidro  
\$15.79



Organic \*Limited Edition\* HONEY Honduran Green Coffee (Unroasted)  
\$8.00



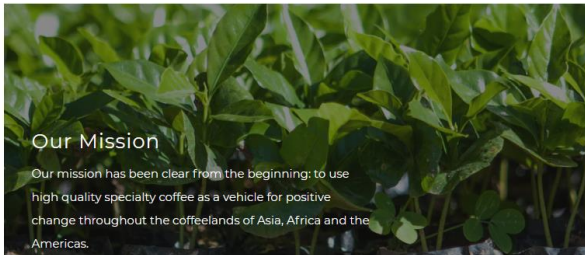
\*LIMITED EDITION\* Nicaraguan San Isidro (Unroasted)  
\$8.00

Page	Section	Observation	Recommendation
Home	Featured Products	I would like to see a little more elements for each of the products in this section.	<p>Here are the following elements that would be helpful to have for each product:</p> <ul style="list-style-type: none"> <li>• “Add to Cart” button that way anyone can easily add the product to the cart.</li> <li>• Number of reviews and rating (using stars)</li> <li>• On hover over the image show the color of the bean in a pile.</li> <li>• Label showing the type of coffee bean it is such as “Light, medium, dark, etc.”</li> </ul>



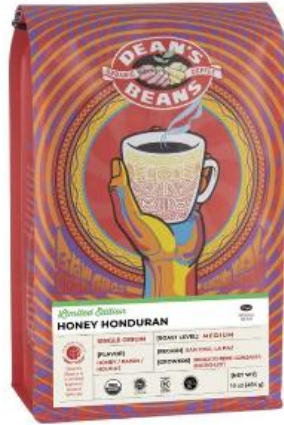


Page	Section	Observation	Recommendation
Home	Video	This video seems too large and takes of a lot of space.	I would check analytics to see how often people are playing the video. If not many people are, then remove it. This is something I might too.



Page	Section	Observation	Recommendation
Home	Image gallery	This section was hard to follow. There was a mix of product highlights and stories or other parts of the site the visitor could go to.	I would def. test this section. Maybe rethink what type of content to put in the image cards. Maybe test a different layout. Also check analytics and heatmapping tool to see if there is engagement for this section.

# Product List Pages



**\*LIMITED EDITION\*** Honey Honduran  
\$15.99



Birdwatcher's Blend  
from \$14.59

Page	Section	Observation	Recommendation
Any product list page	Product cards	There aren't much helpful elements for each product card.	As mentioned above (under Featured Products observation), add more elements that are helpful to the user that improves usability and can help with conversions.





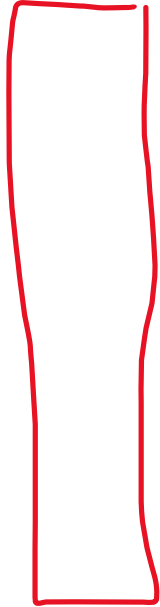
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offer. So, try them all, find your favorite and share widely! Can't decide? Try a sampler!

To maximize your enjoyment, check out our comprehensive [Brewing Guide](#).

Sort by - Alphabetically, A-Z



\*LIMITED EDITION\* Honey Honduran \$15.99



\*LIMITED EDITION\* Nicaraguan San Isidro \$15.79



Ahab's Revenge from \$13.79



Arctic Sunrise from \$14.99



Aztec Two-Step from \$14.39



Aztec Two-Step - Natural Water Process DFCAF



Berkeley Shark Bite from \$14.39



Birdwatcher's Blend from \$14.59



Page	Section	Observation	Recommendation
All coffees list page	Filter	There is not filtering for this page. Difficult to find the coffee I'm looking for.	Add a robust filtering section to the left side of the page. This will dramatically improve usability of this page and help visitors find what they are looking for.

# Product Detail Page



[Roast Level] Light\*  
[Region] Huehuetenango, Guatemala  
[Cooperative] Los Jovenes, ASOBAGRI  
[Partners Since] 2001  
[Altitude] 1650m  
[Varietal] Bourbon, Catuai, Caturra  
[Processing Method] Fully Washed

\*You may have noticed that this coffee is now listed as a light instead of medium roast. We haven't changed anything about the roast (I repeat: nothing has changed!), we are just recategorizing it to more accurately reflect it's roast level.

We've collaborated with this community to design and implement the following

Link	Section	Observation	Recommendation
Any product detail page	Description	Copy circled above is hard to read.	Improve the legibility of the text making easier for visitors to read. Maybe use a table or have headers with text below.



## ENJOY

Hope you've found these insights helpful for improving your website. While we've covered some key observations in this report, our expert discovered additional opportunities for enhancements. But hey, we don't want to overwhelm you! We respect your time.

If you're curious about the additional findings or want to discuss ways we can help improve your conversions specifically for your site, feel free to schedule a meeting down below. We're more than happy to hop on a quick call.

## WANT TO CHAT?



[Click to Schedule a Meeting](#)