



SITE REVIEW REPORT

FOR

Exotic Nutrition Pet Supply

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



Home Shop By Pet Shop By Category Contact

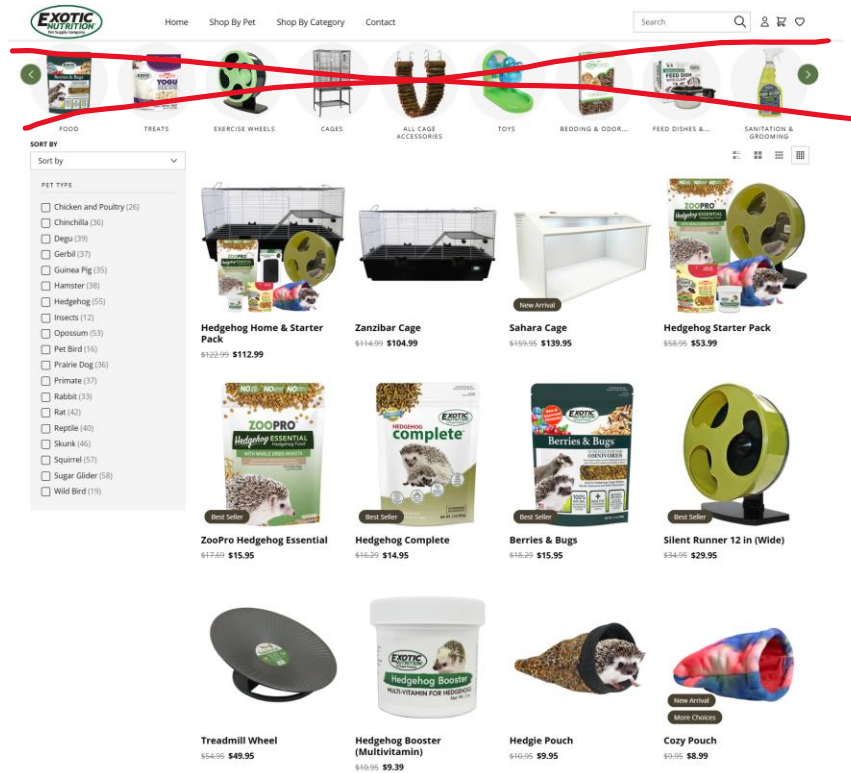


Page	Section	Observation	Recommendation
Global	Main nav	There is no mega menu. I have to click on main nav item link to go to a page to then click on say shop by wild birds.	Add mega menu so visitor don't have to go to a new page to shop by pet or category.



Page	Section	Observation	Recommendation
Home	"Shop by"	This homepage makes me dizzy. All the horizontal moving images are very distracting.	Use static images instead of scrolling product images. Moving image links is poor user experience. Look into analytics and sales to see what the most popular species and categories are, then only show those using non-scrolling static images.

Product List Page



Page	Section	Observation	Recommendation
Product list page	Entire page	<p>Overall, the product list page is hard to follow and is confusing. Not sure what the horizontal product images are at the top. Are those subcategories of products?</p> <p>Limited filtering. Wish there was a more useful filter functionality.</p>	<p>I would approach this page differently. Adding a powerful filtering section would help improve the user's experience. Proper filtering would eliminate the need for the top horizontal product carousel.</p> <p>There are a lot of opportunities to improve this page and help visitors find what they are looking for. Def test different variations of this page to see what improves conversions the most.</p>

SKU: EN7727-G

☆☆☆☆ No reviews

No-Tip Ceramic Feed Station

~~\$5.95~~ **\$4.95**

Colors:

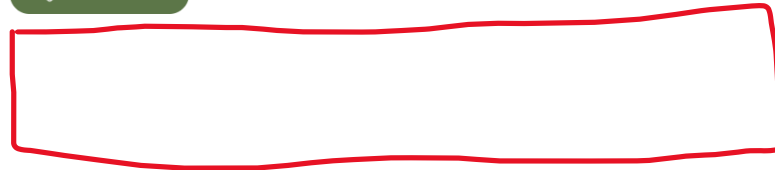
Green

- 1 +

Add to cart - \$4.95

The NativeCritter No-Tip Ceramic Feed Station is a durable ceramic food and water bowl that is great for small animals. Features a hi-glaze finish that is dishwasher safe, lead free, and super sanitary. Perfect as a live mealworm feeding dish— no escapes! Available in assorted colors: green, peach, pink or purple.

Size: 3" wide x 2" tall



Page	Section	Observation	Recommendation
Home	Bundles products	Don't see any kind of bundle product options. There is "you may also like" but not bundle and save option.	Add bundled product option. Test product detail pages with and with out bundled products and check sales. Could be an opportunity to increase AOV.

You may also like



Ceramic Holder with Water Bottle
\$9.95



Clean Feed & Water Cup
\$6.95 \$5.95



Hedgehog Treat Variety Pack
\$14.95 \$11.95



No-Escape Mealworm Feeding Dish
\$5.95 \$4.95



Chamber Box
\$18.95 \$13.95

Page	Section	Observation	Recommendation
Home	You may also like	Section seems bigger than it needs to. Also, images and text touching the edges of the view port	Make section smaller so it doesn't dominate the page so much.



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](#)