



SITE REVIEW REPORT

FOR

Korkers

By Phil Stark



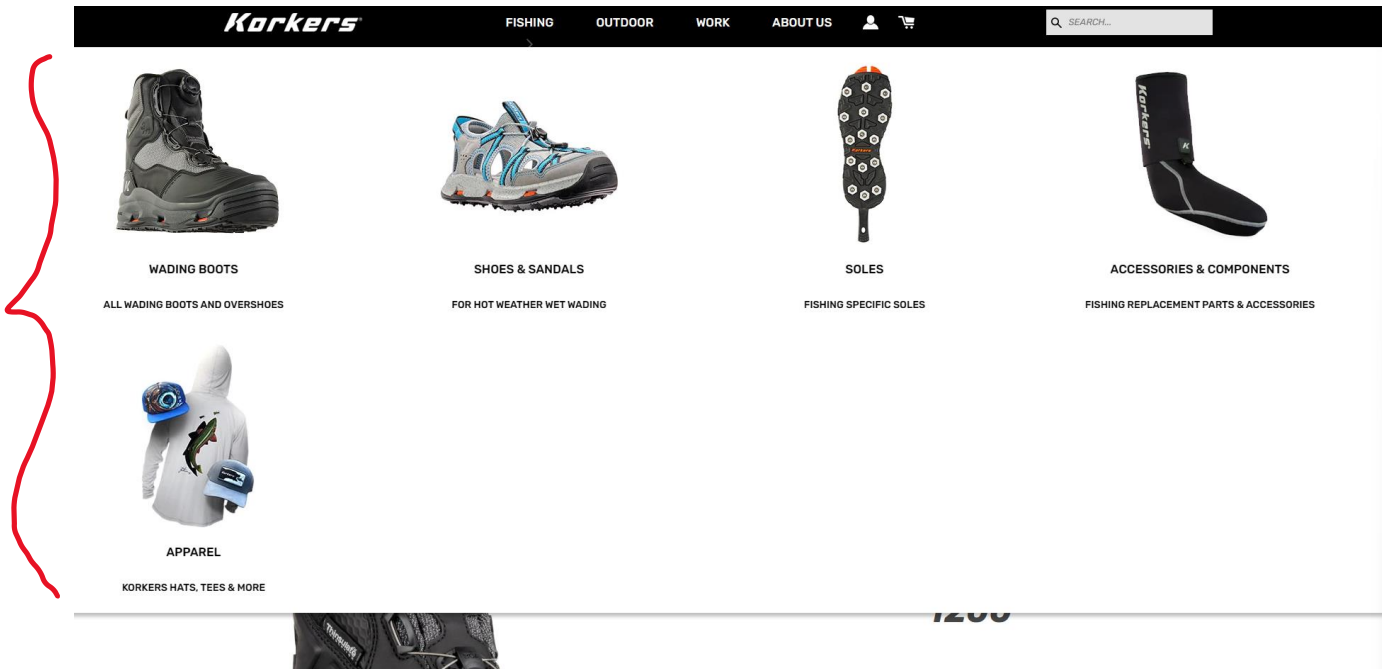
INTRODUCTION

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	Navigation	The main nav item drop down (showing the sub product categories) is very large and takes up nearly 100% of the view port. If I move my cursor in the middle of that drop-down menu, I have to drag my cursor all the way to the top or bottom of the page to get rid of the drop-down menu. Very frustrating that it's so big.	Reduce the drop-down product images. You could easily reduce the vertical height of the drop down menu by 50%. Def test and do some research to see if a smaller drop-down menu performs better and improves the user's experience.

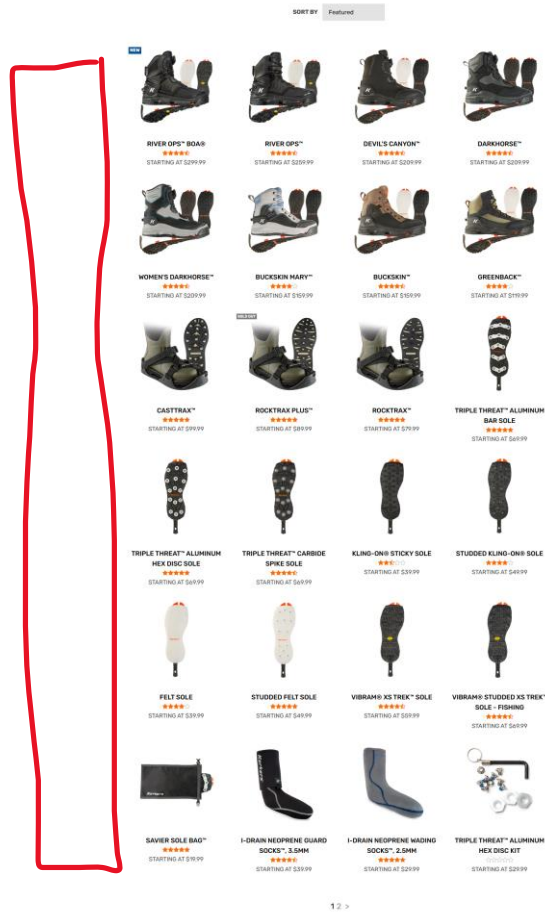


Page	Section	Observation	Recommendation
Home page	Hero image	Image takes up 100% space above the fold. The copy isn't great. Copy is very general. If I wasn't familiar with your products, I'm not sure what this hero image is suppose to communicate. The heading text and label on the button seem repetitive.	<p>This would be a great candidate for A/B testing.</p> <p>Test:</p> <ul style="list-style-type: none">• Size of hero image• Copy• Image background• Button label <p>Test different variations of the hero image to see what combination performs the best.</p>



Page	Section	Observation	Recommendation
Product list page	Top image	Again, image take up 100% space above the fold. This size image doesn't add any additional value compared to a smaller image. I have to scroll a bit to get to the list of products. Frustrating.	Reduce size of image. Try testing removing the image all together and just use a H1.

Product List Page



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Page	Section	Observation	Recommendation
Product list page	Filtering	There is no filtering on product list pages.	Add filter section to improve user experience.

CUSTOMER REVIEWS

★★★★☆ based on 31 reviews



Page	Section	Observation	Recommendation
Product detail page	List of review rating level and how many reviews for each.	Can't click on say 5 stars (24) to see just the 5 star reviews.	Add the ability for the user to filter reviews by clicking on the review rating level. For example, user clicks on 5 stars. Visitor then just sees the 5 star reviews.

Product Detail Page



Page	Section	Observation	Recommendation
Product detail page	Reviews	Length of reviews are very long. Hard to read through the reviews because a single column isn't being used but rather reviews are scattered.	Use a single column and list all reviews. Add pagination to go through the reviews and reduce the height of reviews.



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?



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