# SITE REVIEW REPORT

FOR Sivana

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.
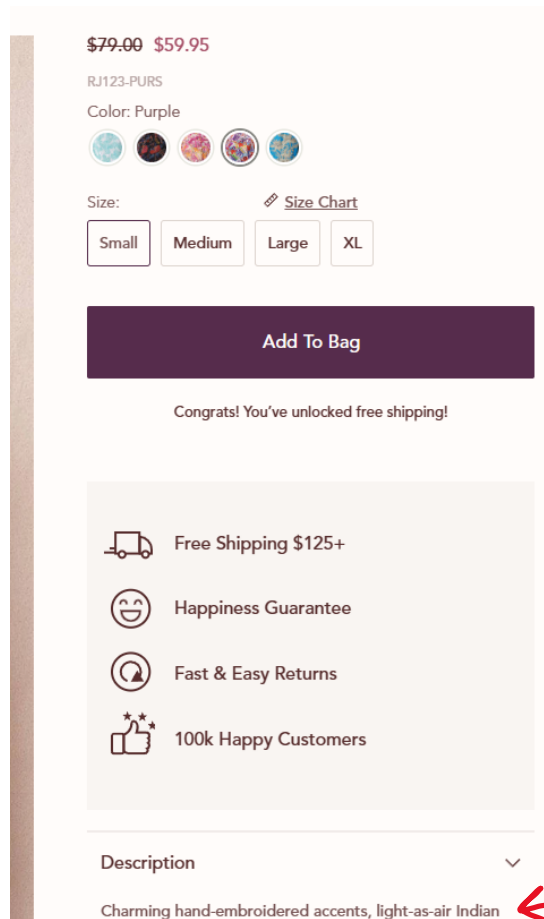
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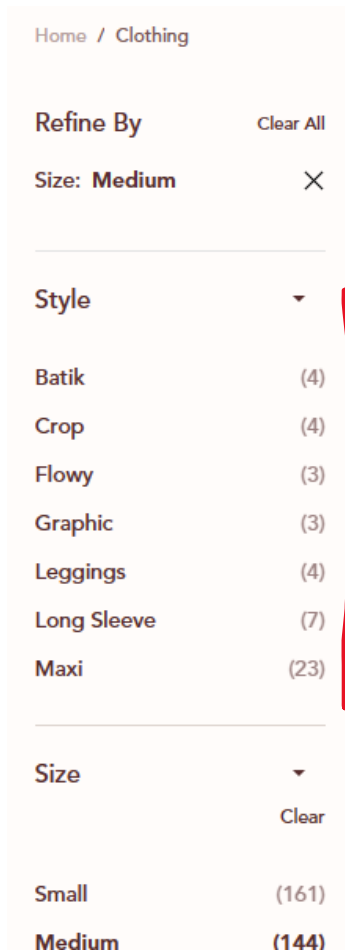
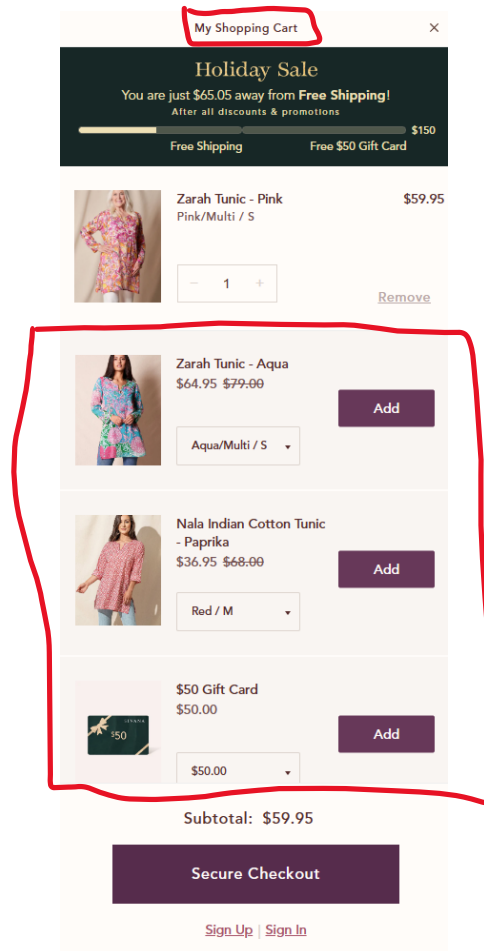| Page	Section	Observation	Recommendation
Product list pages	Filter sections	The variety of filtering is great. However, for each filter section, I didn't realize till later that each filter section scrolls.	Add a scroll bar to indicate there is more filter selection options for each filter section.

Zarah Tunic - Purple
$79.00 $59.95

Page	Section	Observation	Recommendation
Product list pages	Product card	A few things I noticed: 1. There isn't a quick add to cart button for each card. 2. I'm not sure what the difference between clicking on the "Quick Shop" button on hover over vs just clicking on the product image. 3. There is not a review rating component for the cards	Add elements such as "Add to Cart" button, review rating, and others to enhance the experience for the visitor. I would test some different variations to see what contributes to add to cart conversions.

Product Detail Pages

Page	Section	Observation	Recommendation
Product detail pages	Product description	There's an odd interaction that is occurring on the product detail pages. If I want to view the description, I click the section to expand. Part of the description is cut off because it's below the fold. If I try to scroll, the scrolling only moves the images. Once I get to the last image, then I'm able to see the description. This is very frustrating.	Having even just a few large images is creating issues with the usability of this page. It would be best if you had only one area for the image. If the user clicks on an image thumbnail, the larger image gets swapped. Swapping out the images would resolve the observation.

Cart

Page	Section	Observation	Recommendation
Cart	Other suggested products	Viewing the cart was slightly a frustrating experience. If I add a product to the cart, the product is added to the cart and the slide out cart is shown. That's fine. The problem is after a product gets added to the cart, I see all these other products in the cart. It took me a bit to realize the other products are suggest products and aren't actually in the cart.	Having suggested product in a slide out cart might not be the place to recommend other products. For me it adds confusion. I would test the cart quite a bit. Seeing if removing the recommended products has an effect on checking out and AOV. Analytics/heat map tool would also provide some insights.

| Cart | Top | At the top of the slide out cart, it says "My Shopping Cart" but on the product detail page the CTA says "Add To Bag" | Keep naming convention of cart/bag consistent across the site. |

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 be. We're more than happy to hop on a quick call.

WANT TO CHAT?

📅 Click to Schedule a Meeting