

HENRIANDSARAH.COM

Website Critical Evaluation

Report Summary

The overall design of the site is clean and uncluttered (perhaps too the extreme). You are underutilizing lots of valuable home page real estate with the current design. The site functions well and usability will improve with some easy tweaks, but your search engine optimization needs an overhaul

DESIGN

- Create a more descriptive tagline
- Redesign the center of the home page to be more engaging and dynamic
- Use photographs instead of illustrations
- Include incentives to get users to click through

NAVIGATION

- Consider flyout menus/dropdowns on the main nav bar to give users one- click access
- Add breadcrumb navigation to all pages
- Make sure all visited links change color
- Revise secondary and ecommerce nav links

USABILITY

- Add Search function
- Add SSL seal graphics to site or checkout pages
- Create up/cross selling opportunities – “You May Also Like”
- Offer competitive shipping rates, sale merchandise and promotions

TECHNOLOGY

- Increase size of site- up to date resolution size is 1024x768
- Create SEO friendly URLs
- Include key words in site copy, page titles and metatags

Design & Content



www.henriandsarah.com

Is look and feel of the site consistent with our company's branding?

Logo and website colors are consistent with other (printed) marketing materials. A descriptive and specific tagline would add a deeper understanding of your company and its benefits. **TIPS** Write a tagline that sets you apart from the competition. It should let visitors know why they should continue deeper into your site and what they'll find. Example: "Classic Clothing for Infants, Kids and New Moms"

Sitewide design consistency - are major elements in the same spot throughout the site?

Your logo, nav bars and main elements are consistently placed through site pages.

Is it clear what our company does? Who, what, why

Baby clothes? But then we see tween, mom and accessories on left nav bar. You should include descriptive copy (including key words) on the home page. This is an opportunity for you to grab your audience and pull them deeper into the site. Also include key words in the browser and page title. **TIPS** Write some copy for the home page that gives users a taste of your brand. What are the benefits of shopping with you? How are you different from your competition? What will users find within your site? Example "All of our clothing is Made in the USA", "With loving care, we giftwrap your purchases and hand write a note from you to your recipient", "As we do, all of the brands we carry care deeply about our environment and use only 100% organic cotton."

Are we maximizing space on our home page?

This is an area where you can make significant change for the good. There is a lot of space that can be used toward engaging more with customers.

TIPS Include some strategically written copy (see Step above) and make sure it is live text so search engines can index it. Photos of products or (even better) kids wearing products would add some energy and interest to the home page. Show off what you've got! Create a large space for the most compelling photo and create several more 'areas' on the page for other content such as "New Items" or "Summer Sale" or "Designer of the Month". Get creative with content ideas and change them out monthly to keep site fresh.

Do we include live text on the home page?

No, but see Step above. You want to include live text on the page to aid the search engines in finding and indexing the site. **TIPS** The live text should include key words.

Is the use of multimedia/Flash appropriate?

No multimedia or flash on the site. **TIPS** No flash/video is just fine. If it becomes something you need to add to the site be sure to use in small doses.

Are critical elements of the site above the fold? (top 450 pixels)?

Yes! **TIPS** It's best to keep the most important information right in front of users without scrolling.

Do we have at least one call to action on the home page?

No and this relates to the info above on home page content. You've got two images on the home page "girl's closet" and "boy's closet". **TIPS** It would help even to add "Girl's Closet – Peek Inside", etc. Tell users what you want them to do next.

Are links and page names clear, obvious and 'standard'?

Link terminology is standard (good). You might consider moving "our story" and "contact us" up to the secondary nav spot (where shopping cart, login, etc. is now) to give it more prominence. You would move cart and login up to the very top right in smaller font. This is a more typical way to lay out the page. **TIPS** You would convert more leads if you included the field for Join Email List in the site header (or footer). Users can join up more easily on any page of the site without leaving the page they are on.

Are there any broken links?

No broken links!

Do we have a copyright and it is up to date?

Copyright is outdated – correct this asap. **TIPS** Anything outdated on the site (copyright/blog) tells users that the site isn't fresh and can cast doubts as to whether products and info on the site are fresh too.

Do we have a privacy policy and/or terms & conditions and is it up to date?

We found the copyright is a link that brings up terms and conditions. **TIPS** Set this up with it's own link or add "terms" to this line so users know what and where it is.

Is our image quality good?

Yes, quality looks good. You should increase the size of your photos for the chooser and product pages. Photos can make or break a sale and the more detail a user can see, the better. **TIPS** Increase photo sizes as big as possible to still fit the page. Add a zoom feature if you can or at least offer different views of products.

Navigation

Is site architecture logical?

Yes, structure looks clear and logical **TIPS** We've talked already about ideas to make secondary links more effective. Move our story and contact up to the secondary nav bar and move the shopping links to the very top- a more typical layout.

Does our logo link back to the home page? Do we include a separate Home link?

Yes, logo links back and no redundant Home link

Do visitors know where they have come from and how to get back there?

Yes, the links on the main nav change colors to indicate the page you're viewing. You've got headers on each page along with link backs.

Can visitors clearly find info they are seeking?

We were able to find our way around the site. **TIPS** Some of the categories have multiple subcategories. Creating flyout menus on the main nav bar would get users to the page they want in one click.

Do we use nav breadcrumbs where appropriate?

Yes, we found breadcrumbs on the product pages where they are the most helpful. Using them on every page would be helpful too.

Do we have a site map? Help pages?

No site map, but we didn't find one to be necessary. Help info is located under Customer Service- just where we expected to find it.

Do visited links change color?

No. when clicked links change color it lets users know that they've been to a page before. It's a very easy thing to set up and can aid site navigation quite a bit. **TIPS** Change visited link color for every link (not just product links)

Usability

Do we have cross selling or up selling capabilities?

We didn't find any upselling/cross selling functions on the site. **TIPS** Add a "You May Also Like" area on each product page. It's a great way to display more products to an interested user. A more sophisticated (although some say pushy) method is to show users more products as they are checking out.

Do we have a search function?

No! Add a search function immediately to your header (preferably), footer or other. Studies show that users use Search functions at an extremely high rate. **TIPS** Add a search field to a consistent spot on the page(s) and display search results in an easy to see layout.

Is it clear that the site is secure, that we won't sell or give away private information?

The URL window does display the https when you are on the checkout pages. **TIPS** Add your SSL seal graphic to your site's footer or at least on the checkout pieces to reinforce the idea of security. Add a prominent Privacy Policy link to the site and clearly spell out that you will not sell or give away user's private information.

Do we have incentives for people to take action?

We didn't find any incentives on the site. **TIPS** Research your competitor's ship rates. Do they offer free shipping, flat rate shipping? Consider doing the same. Coupon codes for periodic promotions are great incentives and so is a prominent Sale link.

Are transactions easy to complete?

Fairly easy. Your checkout process spanned several pages. Ideally you would condense this down to one page and offer the option "Use Billing Address for Shipping" to possibly eliminate a set a fields for users.

Are email confirmations sent after setting up accounts, completing a purchase, joining email list?

We received emails after setting up and account and completing a purchase. We didn't receive one after joining the email list. **TIPS** Send short, informative emails after every action a user takes on the site. This reinforces your connection with the user and let's the user know that their information was received and processed.

Technology

Does site appear consistently across browsers?

Yes, we tested in IE 7, IE 8, Firefox and Chrome

Is site designed for modern screen resolution settings?

Your site looks like it was designed for 800x600 screen resolution. **TIPS** Sites should be designed for minimum 1024x768 resolution.

Do we have a secure server? Is one necessary?

Yes, and you do have one. Again, posting your SSL seal on the site would reinforce the idea of safety for users.

Are forms working?

Yes, we were shown a success page after we submitted our form.

Are thank you/success pages working and custom? Custom 404 page?

We did see success screens after submitting our join email and contact forms. **TIPS** After a successful purchase create a success and thank you screen that offers links back to the site.

Are alt tags being utilized?

Yes, most images have used the alt tag

Are pages loading quickly?

Yes, graphics have been optimized

Are URL's SEO friendly?

The URLs within the site are not SEO friendly. **TIPS** A lot of shopping cart programs have a specific URL string to follow. But there are add-on services that you can implement that will give you SEP friendly URL's. Try www.magic-seo.com.

Do we have our key words in the browser and page titles?

No key words in browser/page. **TIPS** Determine your key words, integrate them into your copy and also your page titles.

Are we utilizing metatags?

We see evidence of metatags, but you need to use more keywords here. **TIPS** Determine keywords and create metatags for each page that reflect the page's content.

Do we have sufficient internal linking?

You have the typical amount. Internal links help with ranking so adding more would be beneficial. **TIPS** You could add text links at the bottom of your pages to repeat the nav links. And go through the site copy and be sure to link to other pages of the site where appropriate.