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Ecommerce Site-Report

1 INTRODUCTION

1.1 Does your site have the conversion factor?

Many websites that sell products or services fail to meet the expectations of their owners or the people that visit them.

It is time to ensure that your website is operating at its full potential by:

- ranking highly in the search engines for the kind of search terms your target customer will be using to find sites like yours
- enforcing your unique selling point and standing out from the crowd
- easing visitors from their landing page through to the point of conversion (the purchase of a product, the selling of a service, a newsletter signup, etc)
- meeting the appropriate ecommerce regulations and thereby ensuring that all site visitors view your company as one they want to 'do business' with.

This Site-Report is aimed at web sites that promote or sell products or services online and that may not be achieving these expectations, resulting in:

- low traffic
- poor conversion (typically less than 1%)
- early site abandonment

1.2 How is the Site-Report produced?

When producing the Site-Report, we analyse your web site from both a visitor - centric perspective and a technical perspective and identify major problems with the site that may result in poor performance.

The analysis focuses on:

- How visitors find your web site and impediments that may make this difficult
- The first impressions a visitor may have of the web site when arriving at your site
- Speed and download performance issues when using the web site
- Usability and navigation problems that may lead to site abandonment
- The persuasiveness of the content and the selling power of the copy (for example on the home page, department and product or service pages)