

VAIMO.COM

1. Redirect http traffic to https

It's only partially redirected atm, for example, there's no redirect here <http://www.vaimo.com/news/> and on many other inner pages.

2. LinkedIn's cookies (GDPR)

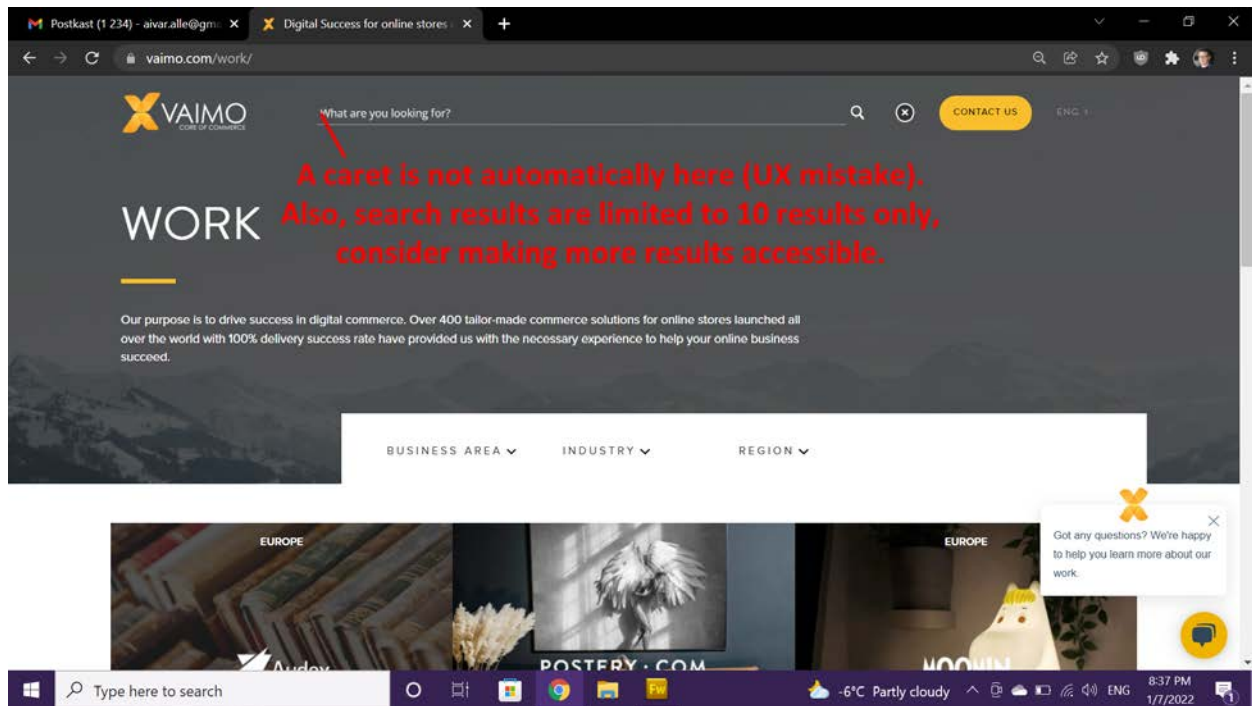
LinkedIn's tracking cookies are present **before** user's consent. This is not allowed according to GDPR. <https://techcrunch.com/2020/12/10/france-fines-google-120m-and-amazon-42m-for-dropping-tracking-cookies-without-consent/>

3. Cloudflare & Privacy Policy (GDPR)

Please write in your Privacy Policy a little bit more about Cloudflare & why you use it. It's a service that re-encrypts traffic and therefore sees everything (including submitted forms, that may contain personal data). Data processing (in unencrypted form) often happens outside the EU, unless you're using this: <https://blog.cloudflare.com/introducing-regional-services/>

It's OK to use Cloudflare without user's consent, but the law requires transparency and your usage of Cloudflare is not communicated transparently enough atm.

4. Search

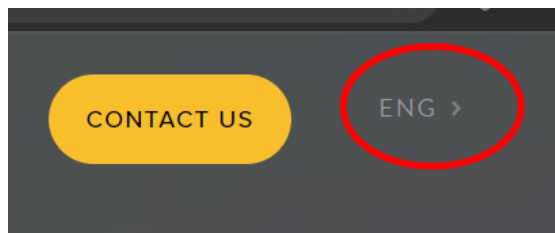


5. Small or too gray font

The issue is present in many different places on your website. Both small & too gray fonts are not good for usability, and their combo is the worst.

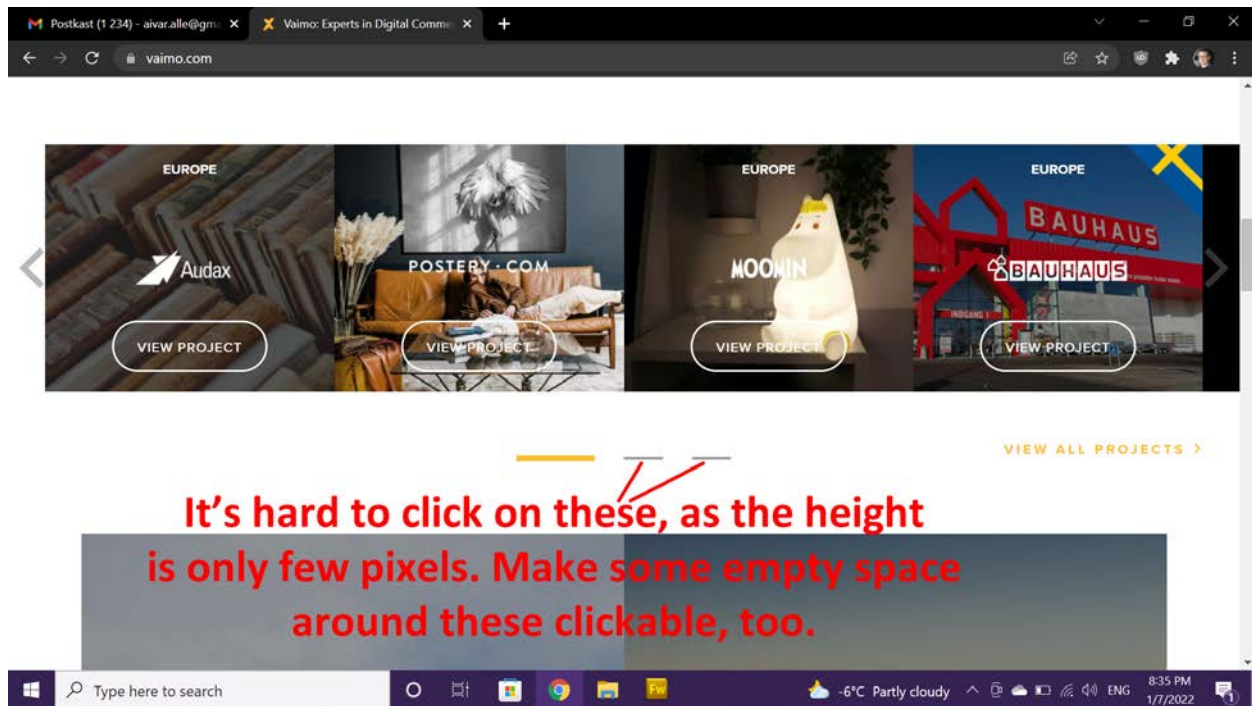
I'm not saying that you should completely avoid this, it's sometimes OK, but my advice is to review the usage of small/grey font and improve readability in at least some cases,

For example, your language selector – an important UI element – is barely visible.

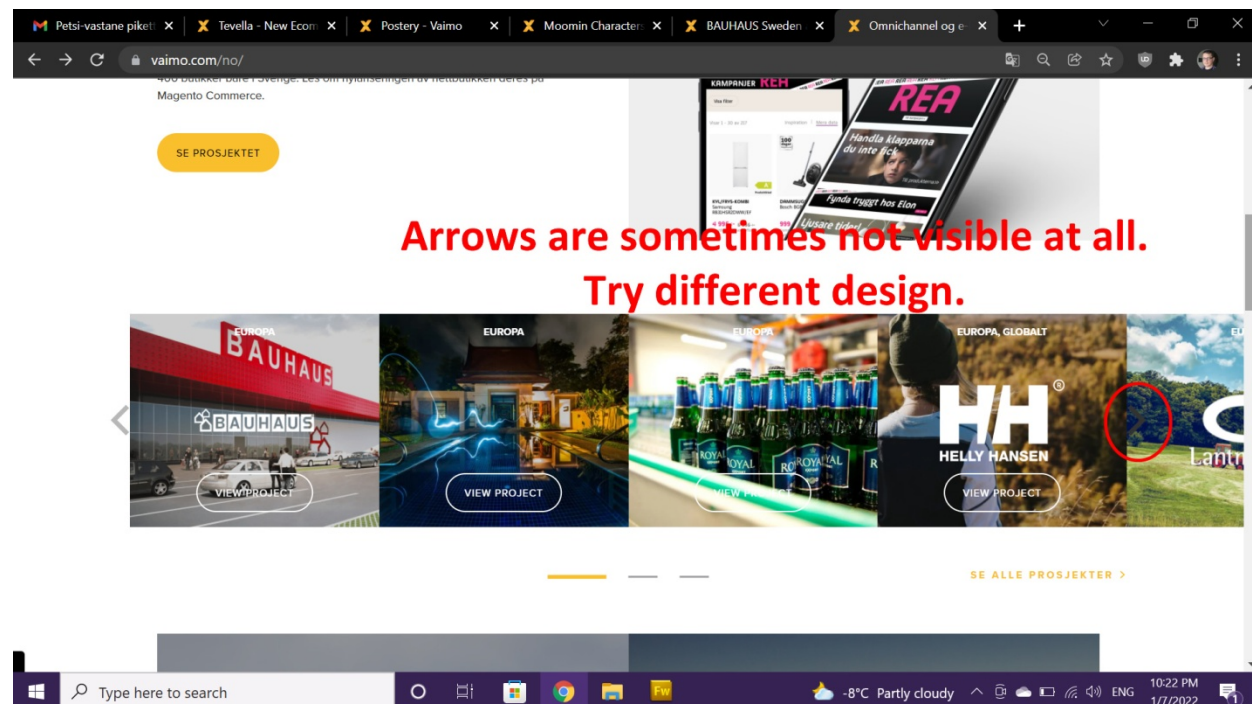


You may also do usability testing with older persons & low-quality screens, they'll confirm my advice.

6. Navigation in carousels



7. Arrows



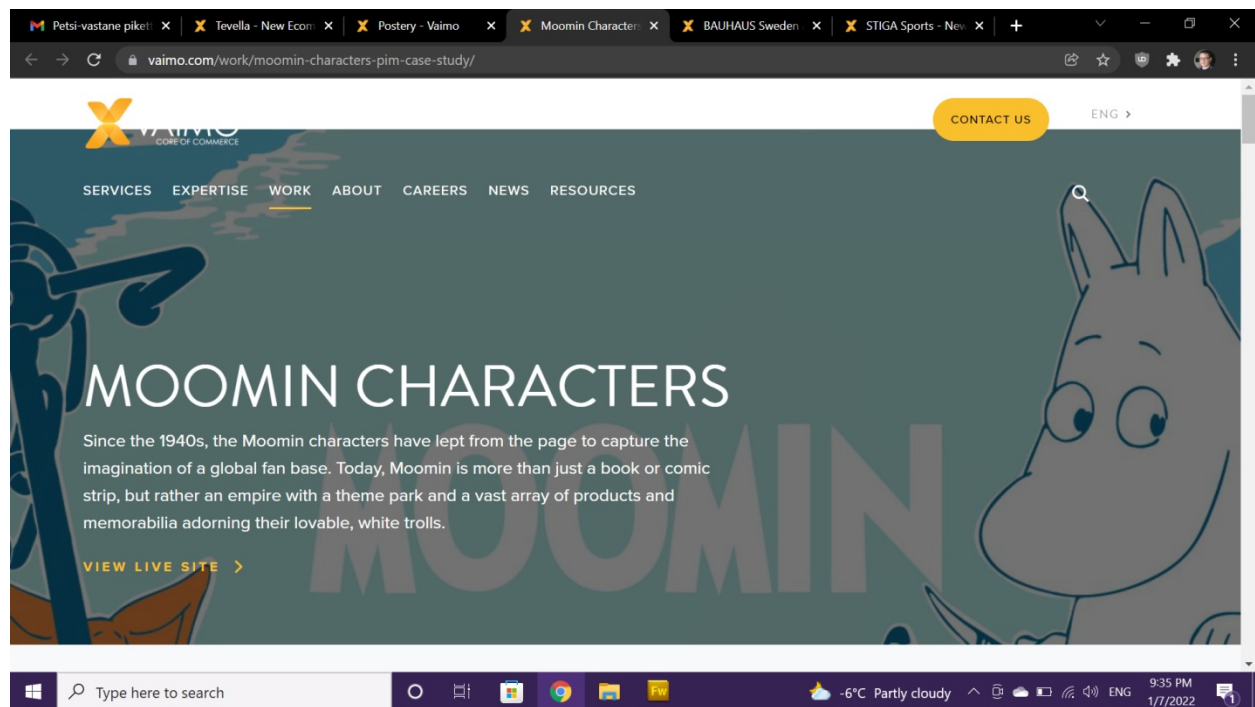
8. Do more testing on a regular laptop etc

Win10, FullHD (**with scaling 150%**) is a very common configuration. However, designers often work on bigger screens and don't do proper testing on other configurations.

For example, a design mistake that was skipped due to limited testing – **a minor issue, yes, but it happened on your front page**, not in some blog post.

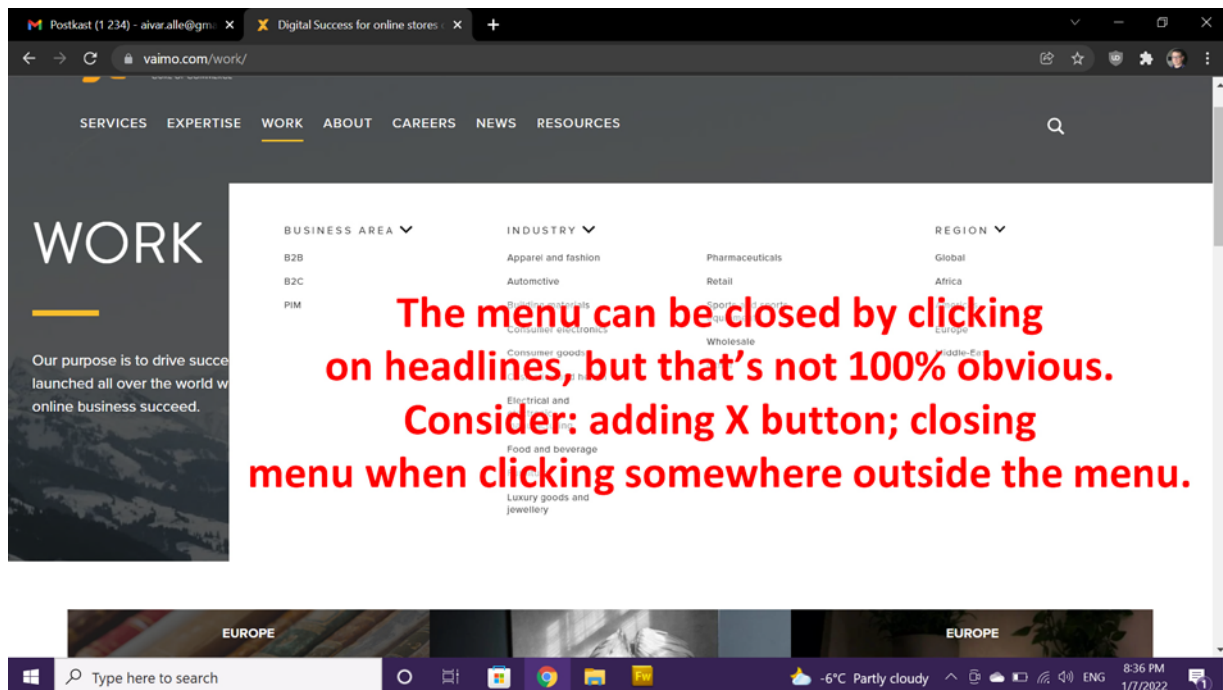


An issue with your logo that also takes place on a regular laptop:



Also, check out World's Map in <https://www.vaimo.com/about/> on a regular laptop. According to my testing, it doesn't always work properly.

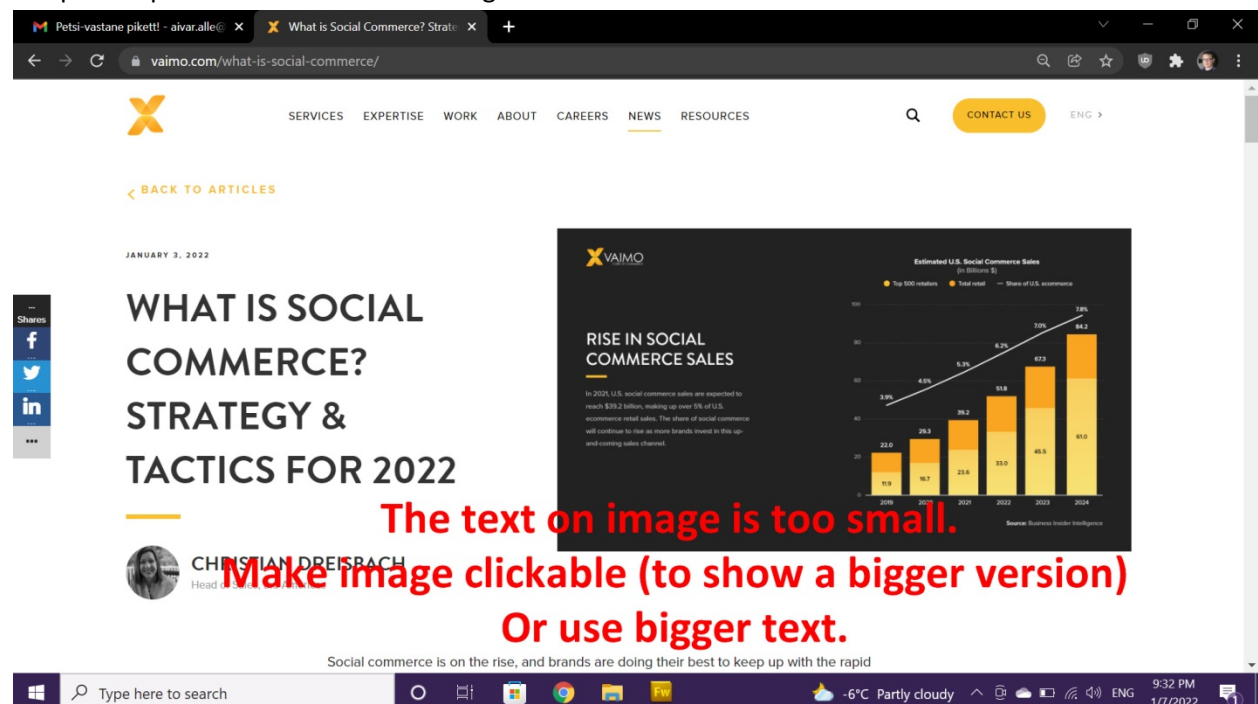
9. In-content menus



Also, the previously mentioned issue with too small text is quite critical here.

10. Very serious issue in News

It's quite impossible to read text on images.



11. The logo is not fully visible in News

See the previous screenshot again, the logo is not fully visible, as you can see. Maybe you're aware of this issue, but don't think it's important... Still, news & articles are usually an important part of SEO activity. Users from Google, who end up reading these articles should clearly see your logo & brand name

12. Different logic in News & Resources

It's confusing users. I guess you can just make pictures & headlines in Resources clickable, too, it will solve the problem.

January 3, 2022



Pic & headline

KNOWLEDGE

WHAT IS SOCIAL COMMERCE? STRATEGY & TACTICS FOR 2022

Social commerce is on the rise, and brands are doing their best to keep up with the rapid evolution of channels and tactics. The big social platforms are all making huge investments into commerce



NOT CLICKABLE

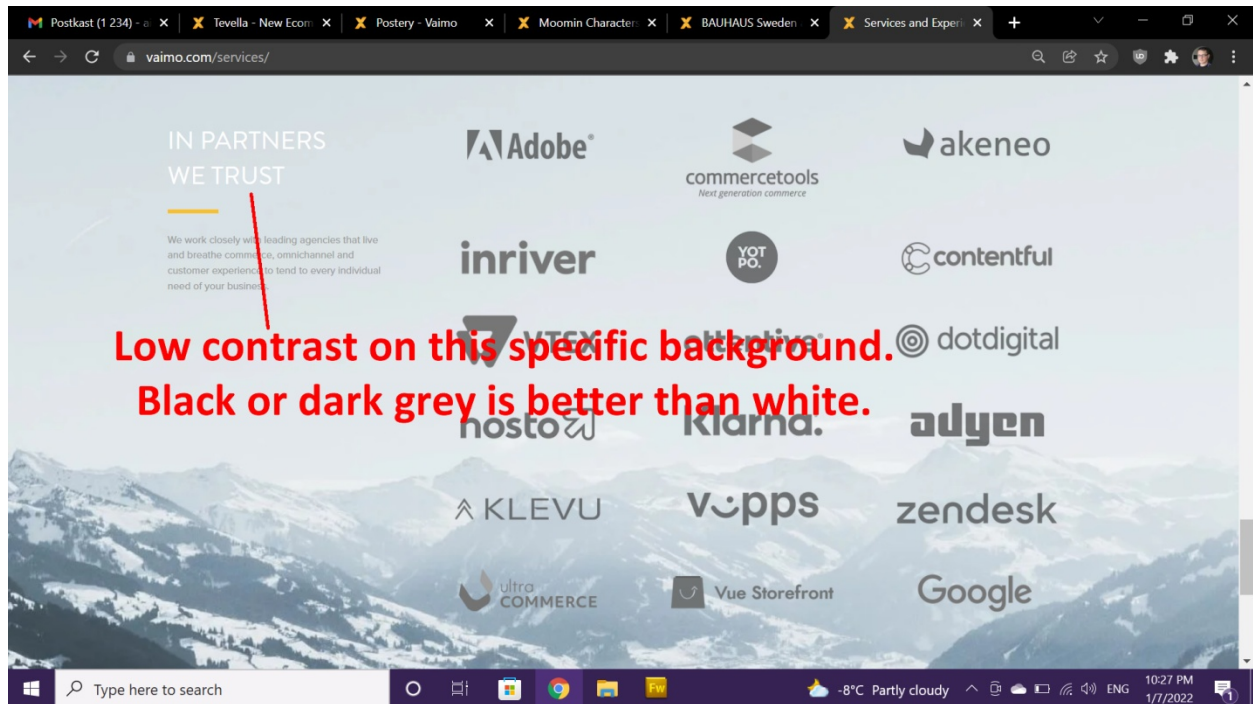
CHEAT SHEET

5 MISTAKES TO AVOID IN PREPARATION FOR BLACK FRIDAY

DOWNLOAD HERE >

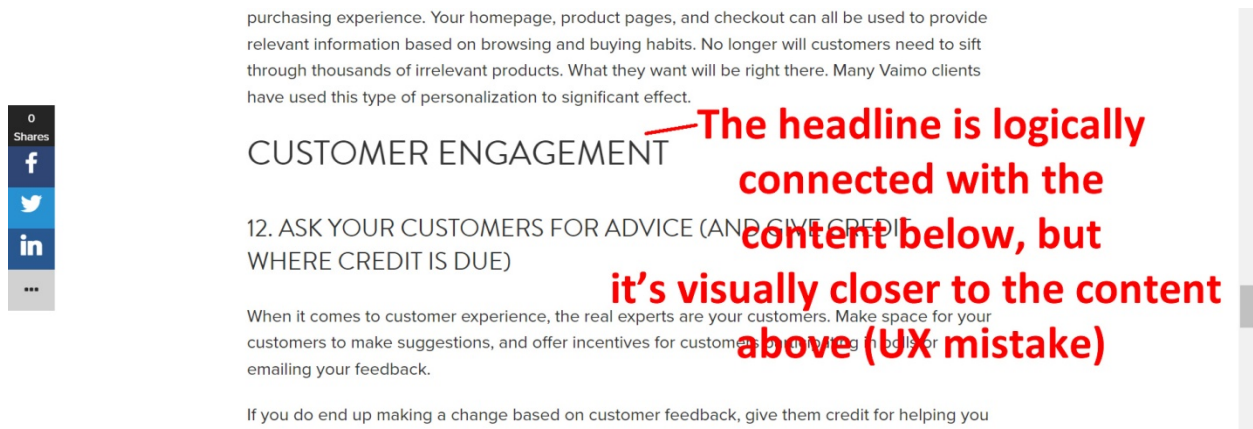
13. <https://www.vaimo.com/services/>

Better change the color - or background.

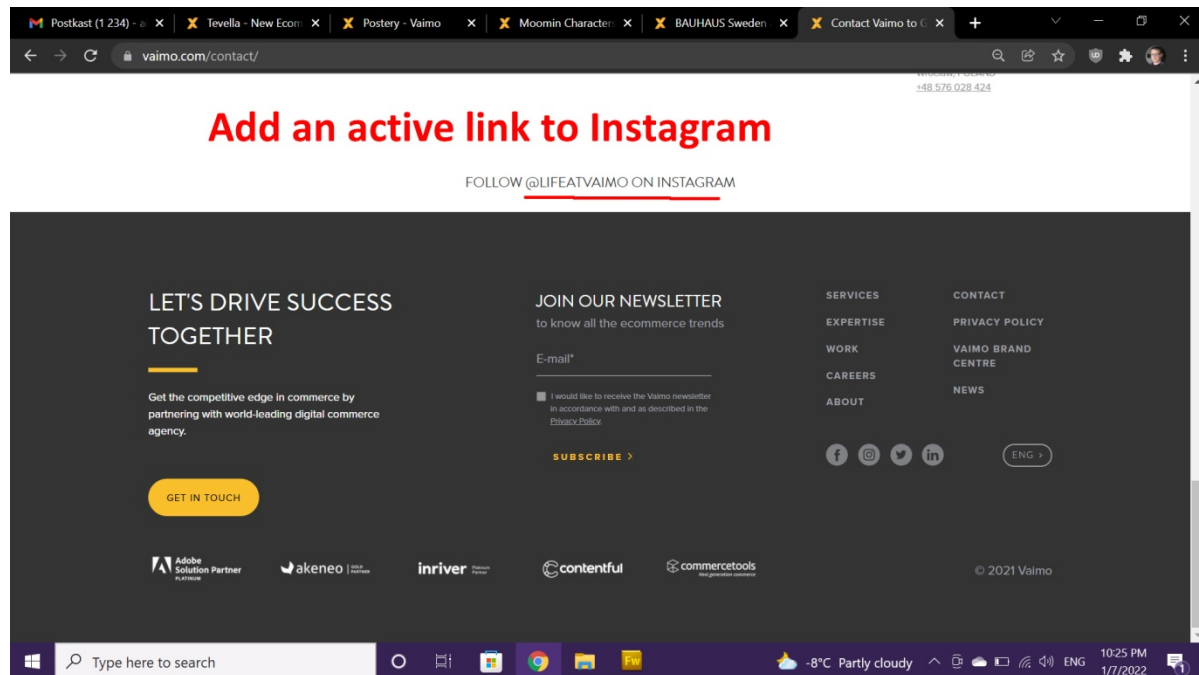


14. Vertical intervals

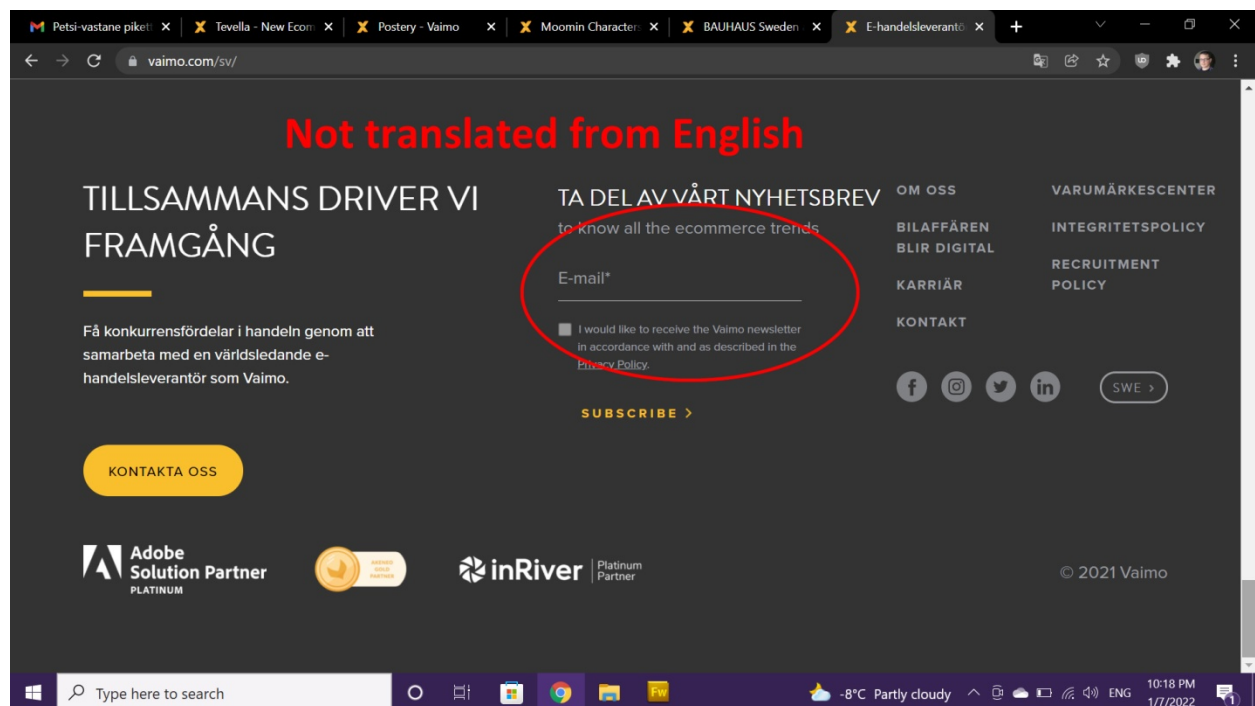
It happens sometimes on your website...



15. Link to Instagram



16. On many non-English pages



17. Norwegian version

