



Conversion Rate Optimization Audit Report

Introduction

This Conversion Rate Optimization (CRO) Audit Report for Novella Pets has been meticulously crafted to identify and address key opportunities for improving website performance and user experience. The report highlights critical areas such as page speed, tracking implementation, product presentation, user engagement, and trust-building elements that directly impact conversion rates. Through a comprehensive analysis, the report offers actionable recommendations to enhance both technical and strategic aspects of the website.

Goal

The primary goal of this report is to provide Novella Pets with a clear, data-driven roadmap for optimizing its website's performance and boosting conversions. By implementing the outlined strategies, the online store can foster trust, streamline user journeys, and ultimately drive increased revenue and customer satisfaction.



Page Speed Analysis & Recommendations

Website speed plays a critical role in providing a smooth and engaging user experience. Slow-loading pages can frustrate visitors and lead to higher bounce rates, reducing the chances of conversion.

Page Speed Recommendations:

The current website speed requires optimization to improve user experience and conversion rates.

- Mobile Speed Score: 34 (Fail)
- Desktop Speed Score: 66 (Needs Improvement)
- Target Score:
 - Google Page Speed: 75 to 90+ for mobile & 80 to 90+ for desktop
 - GTmetrix Grade: B or A

Overall Status: **Need Improvement**

Priority: **High**

To see the speed test results please visit the below URLs:

Google Page Speed Mobile:

https://pagespeed.web.dev/analysis/https-novellapets-com/sp2f7uw0ok?form_factor=mobile

Google Page Speed Desktop:

https://pagespeed.web.dev/analysis/https-novellapets-com/sp2f7uw0ok?form_factor=desktop

GTMetrix Speed Test:

<https://gtmetrix.com/reports/novellapets.com/GpGgdXoO/>

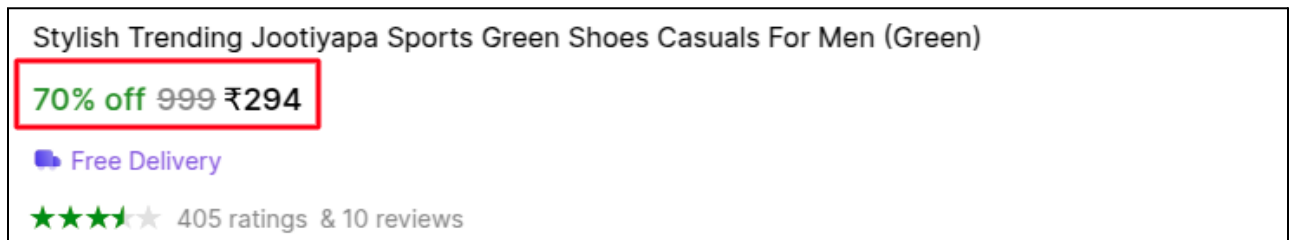


User Experience Analysis & Recommendations

A positive user experience (UX) ensures that visitors can easily navigate the website, find the information they need, and complete their purchases without frustration.

Display X% Off Along with Pricing:

Adding the percentage discount next to the pricing on product pages makes savings more noticeable and enticing for customers. Clearly displaying the discount helps drive urgency and encourages more conversions by highlighting the value of the offer.



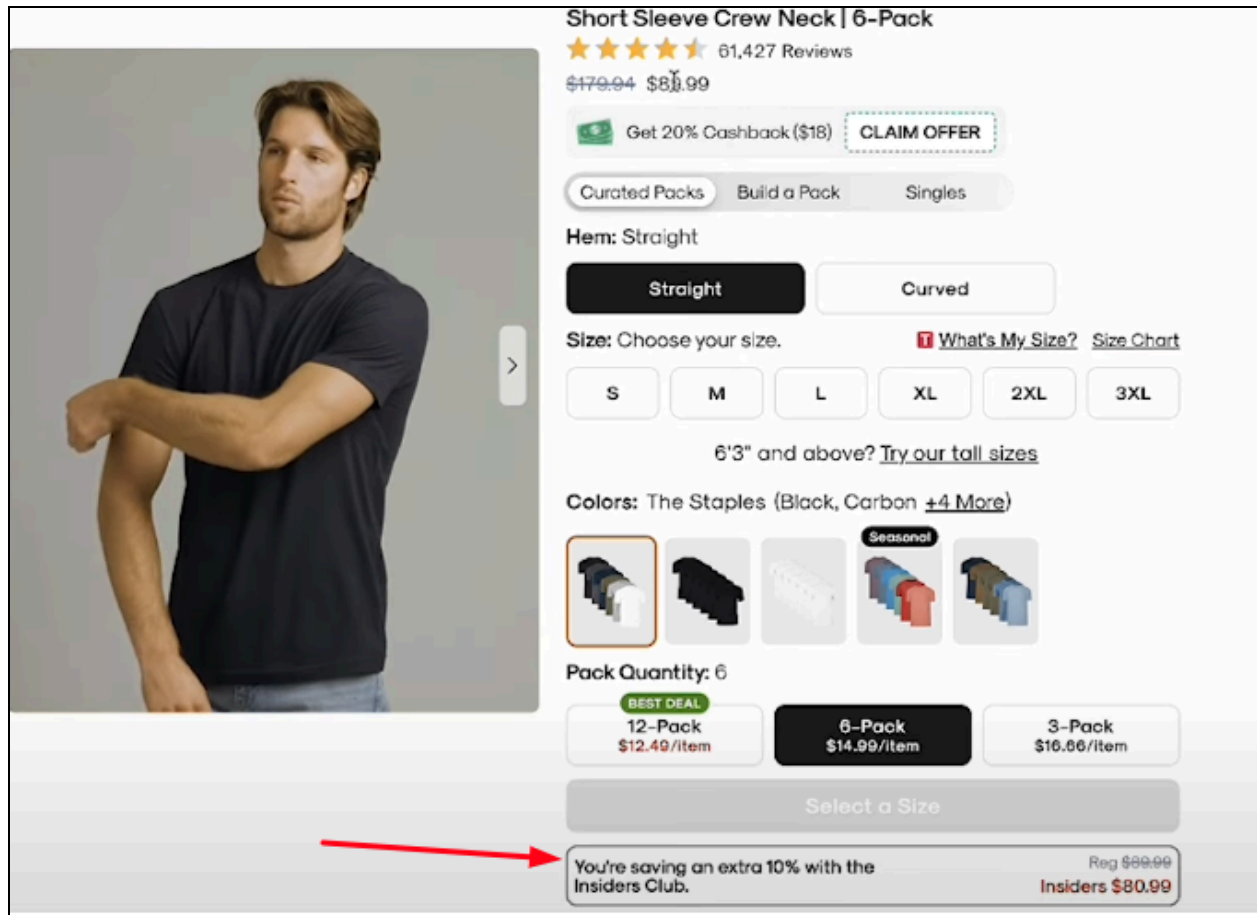
Overall Status: Missing Feature

Priority: High

Add Membership & Loyalty Programs:

Implementing offers and loyalty programs on the product pages can encourage repeat purchases and enhance customer retention. Highlighting these benefits directly on product pages will create additional incentives for shoppers, increasing engagement and long-term brand loyalty.

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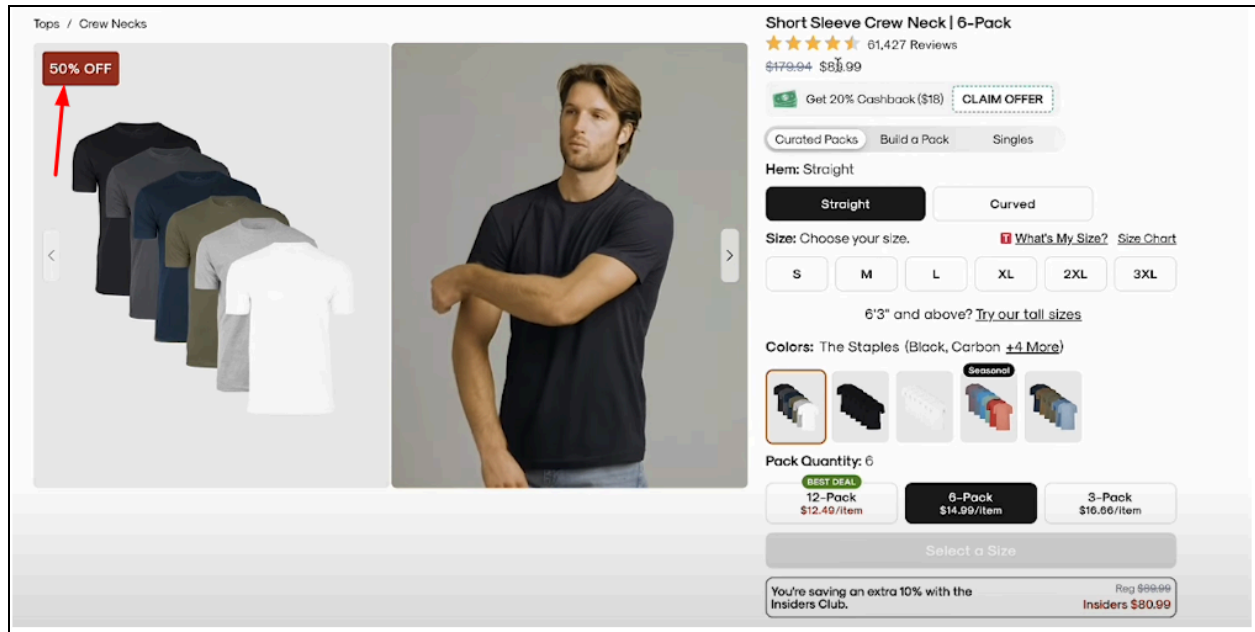


Overall Status: **Missing Feature**

Priority: **Medium**

Add Discount Badges on Products:

Displaying discount badges (e.g., "X% Off") on product images across product pages, collection pages, and the homepage can grab customer attention and highlight savings instantly. This visual cue reinforces urgency and encourages more purchases, ultimately boosting conversion rates.

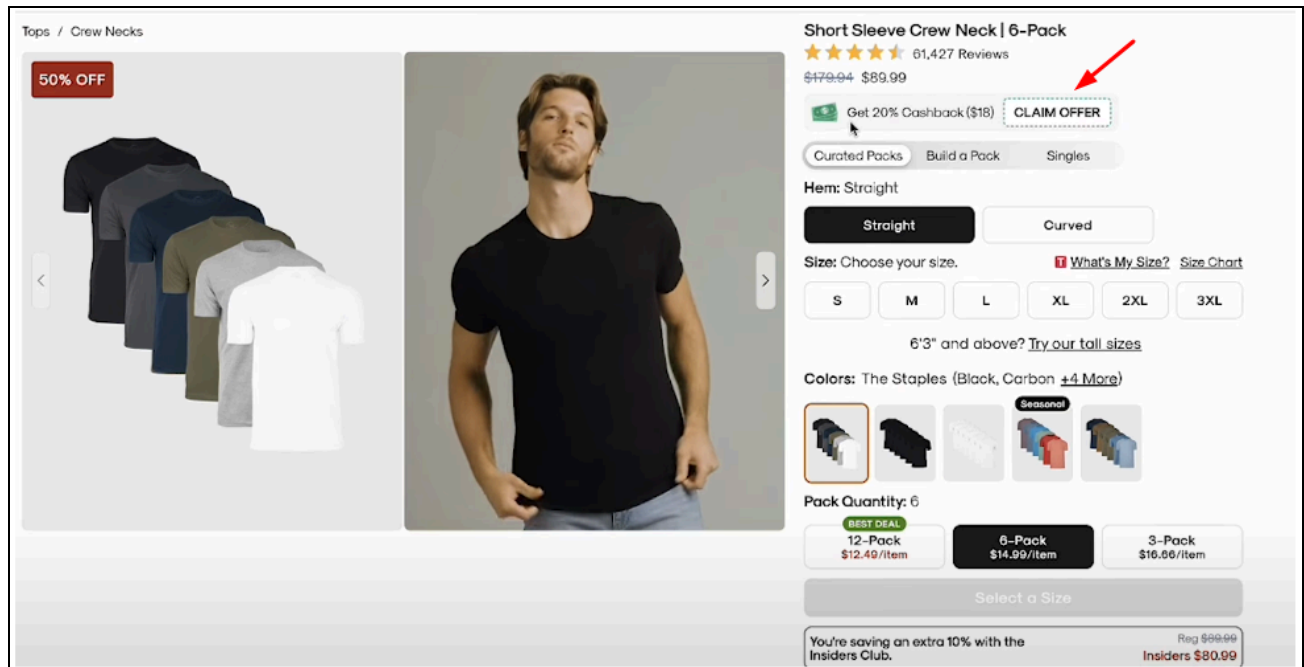


Overall Status: Missing Feature

Priority: Medium

Add a 'Claim Offer' Section Above the Price:

Adding a 'Claim Offer' section above the price on product pages can effectively grab visitors' attention and encourage them to take action. This feature highlights available deals, making it easier for customers to redeem offers and boosting conversion rates.

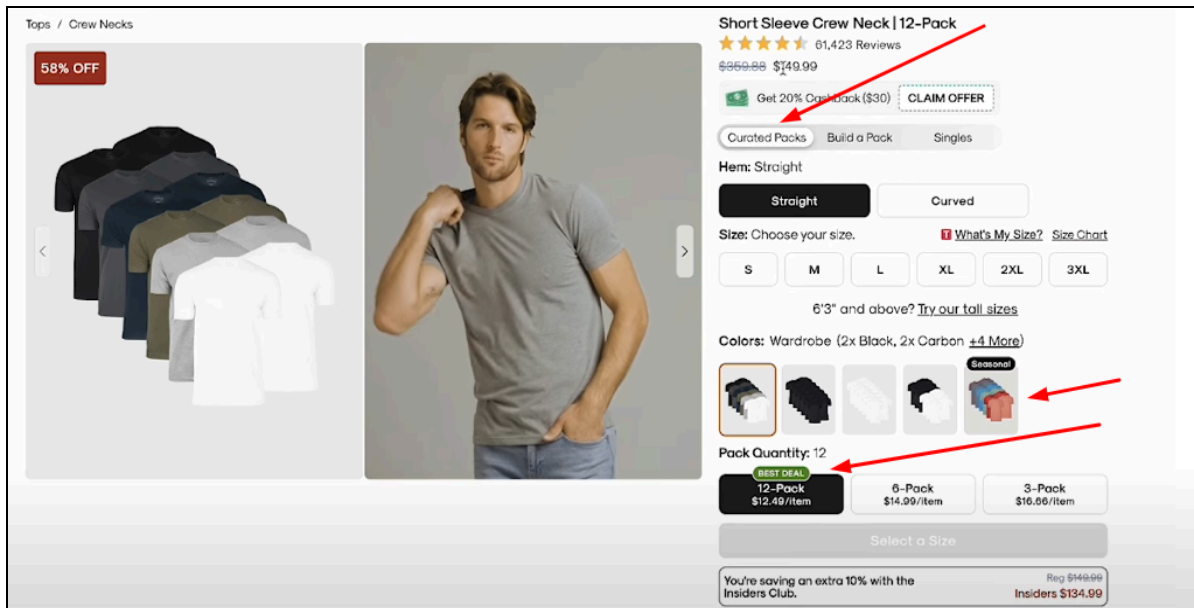


Overall Status: **Missing Feature**

Priority: **Medium**

Implement Item Bundles:

Offering item bundles instead of single-item purchases can increase average order value and drive more sales. Displaying bundles of 3, 6, or 12 items encourages customers to buy in larger quantities, maximizing revenue while providing added value to shoppers.



Overall Status: **Missing Feature**

Priority: **Medium**

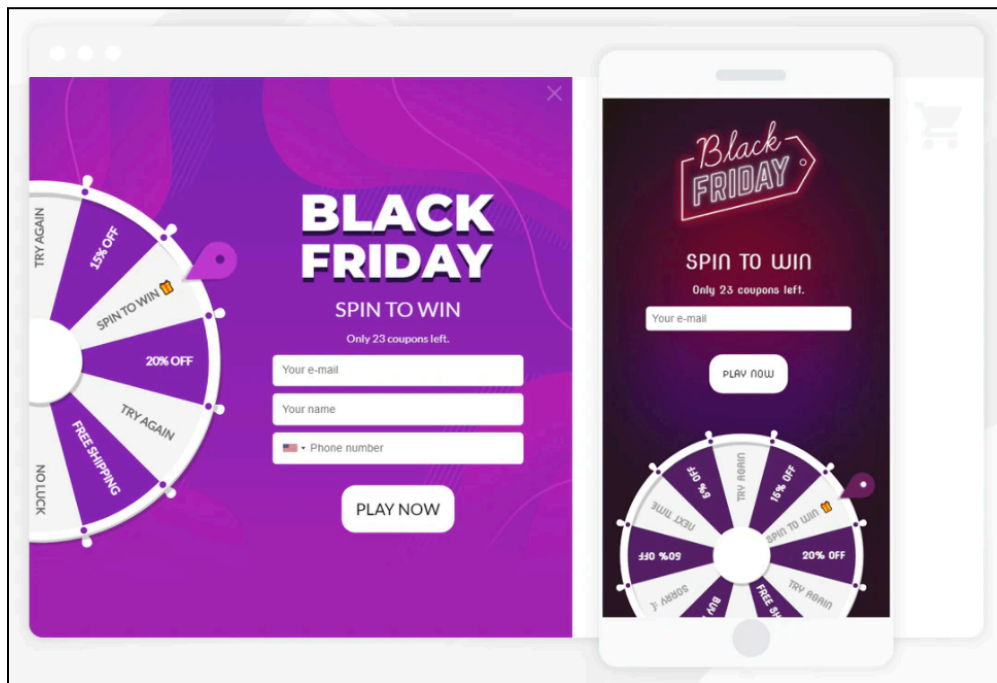
Add a 'Lowest Price' Badge

Displaying a 'Lowest Price' badge on product pages can reinforce the value of the deal and encourage faster purchase decisions. Placing it near the pricing section will attract customer attention and enhance conversion rates by emphasizing affordability.



Add a Spin Wheel Popup:

Integrating a spin wheel popup can make the shopping experience more interactive and engaging. This feature encourages customer participation, increases conversions, and enhances user engagement by offering discounts or special deals in a fun, gamified way.



Overall Status: **Missing Feature**

Priority: **Medium**

Recover Lost Sales: Send an SMS for Cart Reminders:

Sending SMS reminders to users who have added products to their cart but haven't completed the purchase can help recover lost sales. These reminders encourage customers to return to the store and complete their orders, improving conversion rates and overall revenue.

Overall Status: **Missing Feature**

Priority: **Medium**



Additional Suggestions & Important Note

Important Suggestions:

Regular data analysis is essential to identify what works and what doesn't on your website.

It is recommended to:

- Monitor analytics tools (GA4 & Microsoft Clarity) regularly to track user behavior and conversion trends.
- Identify problem areas such as high bounce rates or drop-offs in the conversion funnel.
- Make data-driven changes to improve performance, enhance user experience, and boost conversions.

Consistent analysis and adjustments are key to long-term growth and better website performance.

Important Note:

Any paid tools or features, such as premium Shopify apps, advanced tracking solutions, or third-party integrations, required during the Conversion Rate Optimization process will be covered by the client, and we will share the details as needed.

Conclusion

The recommendations in this CRO audit focus on enhancing user engagement, boosting conversions, and increasing customer retention. By implementing membership and loyalty programs, discount badges, and a 'Claim Offer' section, the website can encourage repeat purchases and highlight value-driven deals. Additionally, strategies like item bundles, spin wheel popups, and SMS reminders for cart recovery will help maximize revenue, improve the shopping experience, and reduce abandoned carts. Continuous optimization and data-driven adjustments will ensure long-term growth and sustained success.

Thank You