Review of Daraz.pk

The overall indications of this e-commerce site are good, the reason it would not take much to push it to the top of Google ranking.

Design: Visually, it has a strong impact, is well branded, like the site name, use of imagery and brief intro effectively conveys the visitor as to what the site is all about. However, there is one issue of concern and should be addressed.

Due to maximum number of images, it takes some waiting time for all images to load. it could be argued this problem does not affect the usability of the site it challenges the consumer's patience.

Accessibility: It refers to ensuring a web site is accessible to the widest possible audience including disabled users, those with poor vision such as the elderly. This site lacks that sort of complete accessibility, which it should, as in UK alone, the disabled people spend £50 billion annually on online purchases.

Driving traffic

Fortunately, Daraz.pk does have the online profile it should have and this directly influences the number of sales being made.

Daraz.pk is on a par with the competition. It is therefore fair to say that this is a hot site, which has maximum number of visits each day, especially from the major cities of Pakistan.

Look for link partners

it is great for any e-commerce site to look for as many sites that will link to it and get them to add Daraz.pk site. For example, a woman surfing a designer's dress website, can be attracted to some great offers from Daraz.pk and then click the link and visit Daraz.pk.

This review has outlined some of areas in which Daraz.pk could be improved. However, the best recommendation is increasing the levels of traffic.