



Fresh Marketing website recommendations for Fashion Brazil

Main menu

De-clutter the menu

- Move size chart under Information dropdown
- Move Stockists to before Contact
- Remove US from About and Contact

Change Beachwear to Swimwear and move it to the top level menu

Change Shop to Activewear

Remove Cart from the Shop menu drop down (people will look upper right)

Instead of having a drop down menu under Activewear, I suggest a page with a gallery view (images with title under each) like <http://www.icandy.co.nz/fun-kiwiana-childrens-gifts/> for these reasons:

- Drop down menus are fiddly and harder to see
- A gallery view means you can show images right away (well, one for each category)
- They are more intuitive and enticing
- Your Shop Now icon can link to the Activewear gallery view and people will immediately see ALL product categories, instead of just one – at the moment it only links to the activewear category (and I initially thought that was all you sold).

Events page can be linked to from the banners on the homepage

Wholesale should be accessed via a link on the stockists page, not appear in the whats new menu

Media page should be removed; these videos can be used on the about page

Promotions page should be removed and instead we can use a promo tile on the homepage for the first time customer discount, also a link to Join newsletter and save 10% could be in the footer.

So main menu will be as shown (recommended menu length is max 7 items):

Home / Activewear / Beachwear / Information / About / Stockists / Contact

Recommend you add a blog page so you can create text that will get you found in searches. Your site does not have enough text at the moment to rank in searches at all. You can use the blog to write about the events and specials and new ranges and all sorts of things. This can be called News and sit under About. More importantly it brings people to the site via natural search – and also gives you really nice pages to share on social media and bring people to the site that way. Also it creates meaningful newsletter content.

Homepage

Update 'shop now' icon to a more modern icon

Add social media icons to the header, ensure to use a modern icon and change to your pale blue
Change site font to more modern font
(fix the we're sorry message at the bottom)
Change the paypal icons to more modern ones all in the pale blue colour
The homepage needs to have text on it to get found in search. I can write some for you if required.

Shop

Maybe remove jumpsuit category - as it is only one item and that is out of stock

About page

Add a banner image showing the product
Change Born in Australia made in Brazil to be Born in the Pacific or New Zealand (kiwis are less likely to buy if they think it is an aussie brand)
Link to shopping pages from mentions of the product
Change the list of fabric benefits to bullet points

Events page

Remove the Mark your calendars, come join us and info on payment method images – they are cluttered and make the site look dated. The page should just have the event banners and a few lines of text beneath each explaining what the event is, where it is, and what you will be selling.

Contact page

Spelling mistake in below above the form
Add social media icons with a wee Follow:

Recommended Fresh Marketing activity

SEO research to identify search terms being used in NZ - \$125 +gst
Update home, about and stockists pages text to use search terms, and create meta text for search display results and SEO - \$250 +gst
Ongoing – create blog articles to create content (see proposal)

