Domain : dsdunitedstates.com

This project will restructure dsdunitedstates.com and make it easier and more efficient for visitors to locate products on the site. The current layout of this page is not optimal for customer satisfaction and ease of use. Therefore, the site is not working to its full potential. Additionally, the fixes I plan on implementing will help your site’s ranking, which will result in more visitors and more purchases.

The current website has a variety of issues which can be address with a better site structure. On the home page there are a variety of problems which have been fixed in the design that I am proposing. For example, the home page is currently being used to host a Welcome message and some history about the company. This information is valuable, but it has no place on the front page and should be located in an About Us page. The front page of the site should be used a billboard to attract customers and display your latest products and promotions. The site also lacks a clear call to action, which is a message that engages visitors and drives them deeper into your site. I have addressed this issue by adding a clear call to action message on your main content block. The title or heading of your site is an image, which cannot be read by search engines. This part of your site should be text, so that search engines can identify your site. This issue will also be addressed with the restructure I have proposed.

Along with the redesign of the front page, all of the pages on this site will be restructured to match the new layout. The Products page for example also suffers from many of these issues. The problem I found with this portion of the site in particular was the length of the page and the lack of division and organization in the products section. Instead of having the customer scroll until they find the product they are searching for we can divide the products page into multiple sections with different subcategories. This way if a customer is looking for a specific type of product, like an Anti-dandruff shampoo, they can have an easier and less time consuming search experience.