TYI Rebuild Proposal

Jay Franks – 25/03/2021

Contents

Current issues with TYI and ways to improve

Navigation and product names

Jamie Monk Review Video
https://www.youtube.com/watch?v=Nokk62oFAF4&feature=youtu.be&ab_channel=JamieMonk

What he says about the navigation is something I completely agree with, it needs completely restriping and simplifying.

When rebuilding this site I will make sure it is completely user friendly on desktop and mobile, and it is clear and simple what we offer.

I also agree with him and believe we need new product names to just make simple and easy to understand.

(See Navigation Proposal Document)

The amount of jargon used on the site

Another main point Jamie raised was the amount of Jargon used on the sites.

Since I am new to the company still and don't know much about the ins and outs of our tests, I will be able ensure we reduce the amount of Jargon more and really make it more consumer friendly.

I understand the reasoning for a more science based use of terminology, but I really do think it is hurting our sales and just turning customers away because they don't know what it means.

e.g Bioresonance tests compared to Hair sample testing

The order and checkout process
- CTA buttons need to be user friendly and not put them off viewing tests and viewing more info, currently number 2 below is 'Buy Now'.

1. Shop – (SHOP NOW)

2. Find out more info using the different product buttons (VIEW TEST)

3. Add that product to cart (ADD TO CART) or Buy Now (BUY NOW)

4. Proceed to checkout (CHECKOUT)

Product pages design

- Change buttons to add to cart, instead of purchase now
- Fixed CTA buttons on mobile for easier shopping experience, can click add to basket no matter where they are on the page

Tabs to be used
- Description
- Items tested
- What's in the box?
- Results example
- Reviews
- FAQ's
- Videos (if really want to keep the videos)

Laptop:

- Product image way too big

- Way too much info underneath the price - use bullet points only, other info can replace the current info in the description tab – keep it simple!

- Remove PayPal and debit card buttons, leave them for checkout

- Make button say 'Add to cart'

  (See New Product Page Design In Images)

Mobile:

- Page is way too long, too much scrolling to get too add to cart button

- Add a fixed add to cart button – this way user can always add to cart wherever they are on the page (see Gymshark, JBL examples)

Advising tests for consumers

The site is very much built for people who just want to get tested over a wide variety of items to then discover what they are intolerant too. However, some customers will have a specific symptoms or type of allergy or intolerance in mind e.g nut, dairy that they want to find the best test for.

The majority of customers are also probably unsure what test they want and need a quick and easy way to find this out. They also won't know the clear difference between intolerances, allergies and sensitivities so we need to make this crystal clear for them and point them in the right direction.

I like the test advisor currently on the TYI site and Lifelab site. Some extra options and an improved design to this system would make it look much better and would be the most useful system on the site for users – however this will take some work. See below for question ideas for this, this is something we will all have to work on together.

Alternatively, we could just built a 'Which Test?' page, and have all the similar info that would be on that system on a page. This would be good for SEO but might not be as user friendly as a click through system. This page can make it really clear the items that are tested for the different tests, break down the differences clearly between allergies, intolerances, sensitivities and then customers can easily decide which test is best for them.

Question ideas for 'What Test?' (the typical journey for different customers – good to keep in mind):

1. **What are you looking for?**

- Allergy or Intolerance Test

    o How soon after eating or being exposed to a certain item are you seeing a reaction?
    (Immediately = Allergy, Delayed = Intolerance)

        o Please choose your worst symptom below
        (Keep list, add other option)

            o How much is your wellness worth?
            (Under £100, Over £100, Budget Does Not Matter)

- Sensitivity Test (Hair Tests)

- Health evaluation (Health Tests)

    o Do you want to see your health right now or your long-term wellness?
    (Right now equals Vit D, Urine, kidney – Long term = Tests with MyDna)

- Test for a specific symptom (e.g Diarrhoea, Stomach Ache, Bloating)

- Test for a type of allergy (e.g Nut)

- Test for a type of intolerance (e.g Dairy)

- A bit of everything (Bundles)

- Not sure, need some help (ask questions to determine this)

Combine 'Why Choose Us' and 'Benefits of Testing' sections on the homepage

Taking up a lot of space on the homepage, when one section can do both jobs. See image for example – change into both consumer and company pros which is persuasive for getting a test with us.

'Our Promise' Section Design

I feel this section of the design can be improved, so I will work on redesigning this section before the rebuild starts

SEO issues and improvements

Webpage SEO to be improved – need to have consistent keywords

When rebuilding this site, I noticed a lot of the pages didn't actually have good SEO used on them.

The TYI homepage doesn't have good SEO that matches the content on the homepage, as designs change, and any content changes, the SEO must change with it. This might be why the SEO has dropped off so much.

We need a list of keywords we want to rank high for on all the main pages, and then we need to make sure that the content on the page matches the keywords we want to rank high for – and also matches page urls and any image file names/alt tags etc.

We might need to change some page URL's to match the page content but this will be worth it in the long run.

E.g https://www.testyourintolerance.com/bioresonance-intolerance-tests/ - this page all features the keywords 'hair test', 'hair sample testing', 'hair testing' – and doesn't mention 'bioresonance'. This will hurt our SEO.

Product SEO

Set up poorly, see images saved. Needs to include type of test to help ranking for these keywords e.g 'essentials' to 'essentials-sensitivity-test'

Poor SEO used with image file names and alt tags

SEO has not been set up properly when using images, I will make sure that file names are SEO friendly as well as adding alt tags to all images that are relevant and help our SEO ranking.

Speed

Speed impacts our ranking, which will easily improve with a fresh rebuild.

Mobile version of the site to be improved

Previously the website was very poor on mobile, and took way too long to load. With a fresh rebuild this will significantly improve the speed and therefore help our SEO ranking.

Broken links to be removed

Will do a full scan after the rebuild is done to ensure there is no broken links.

Overall site errors

Majority will be solved through site rebuild and setting it up correctly.

Hreflang links will solve 786 issues, 2,491 images don't have alt attributes, 82 pages don't have meta descriptions.

Links to include Hreflang

Me and Adam have already started working towards sorting this issue, so this will not only improve our SEO for TYI going forward, but also for all websites. The reports stated we had an international SEO score of 62% and this should start improving once we implement the changes.

Multiple H1 tags

Spreadsheet has been provided which documents all web pages that have this, solving this will help SEO. H1's tell google what the page is about, if there's multiple, our SEO consequently be poor.

Website redirects to TYI homepage

This can harm our SEO, we need to prevent different language sites been redirected to an English version.

Keeping the blog content

This should be a pretty simple task, all is required is to export the posts from the existing wordpress site which can be converted into an XML file. Then we can upload these onto the staging build and it will keep all tags, images etc.

We can either do this using the wordpress exporter (Tools > Export), or through plugins or manually by exporting the posts database for TYI.

Speed issues and improvements

Rebuild page elements from scratch

A main way that will drastically improve our speeds is building the homepage and landing pages from scratch. Divi adds a lot of unnecessary code to the pages which results in slower loading times. We will also need to rebuild the navigation from scratch as this also adds a lot of code.

While this will take some time to build, now we have our design set, the elements on the page aren't that difficult to build and we will really see the rewards of our quicker loading times.

Other pages such as product pages, blog and others can all still use divi.

Lazy loading

This will mean that only images / videos will be loaded when they are in view. E.g Images, videos won't be loaded in until they scroll down. This will really help initial loading times (see image).

There are plenty of plugins that can do this for us well, but we will have to set this up correctly otherwise this could impact our SEO if google doesn't index the content.

Removing old plugin files

A fresh rebuild will mean we remove all the files from plugins that have been installed and we now don't use anymore. This is really important to not download plugins and then forget to delete the files in the backend when we don't use them.

I know Adam has highlighted how much this has affected the header.php file, and as this is one of the first files loaded, a fresh build will really help our speeds.

Plugins need updating + amount of plugins

Currently on the site there is *53 plugins that need updating*. With a fresh build, we will try and use the most up to date plugins that will work faster and help the speed. Not only this, there currently *83 active plugins* – this is a high amount which will slow the site down. We will try and only use the plugins we really need.

With a fresh build, we will be able to install the latest version of wordpress and divi which will be really beneficial in the long run as they are faster and easier to use.

Videos stored on our server

The homepage and product pages all include videos that have been uploaded directly to our wordpress server. This will really hurt the loading speeds as these videos are big files. I propose we cut down on unnecessary videos and upload them to a third-party service like Vimeo or YouTube and embed them on our site.

Correct file sizes and compression

Images / videos used on this site will all be compressed and will use the correct size to reduce file sizes and again help speed when loading pages – an example of this was the 3000x3000px images used when they only needed to be 500x500 – this will reduce file sizes and speed greatly.

Amount of images

So many images have been uploaded to the TYI site that just aren't used anymore, a fresh rebuild will only include the images we need and therefore help our speed.

Code strip back

Functions.php (one of the main files for the website) includes a lot of code that isn't used anymore, in a fresh build I will go through and work with Adam to remove the code that isn't needed.

Size of homepage HTML document

After running a mobile friendly test with google, the HTML document for the homepage is 3000 lines of code long. This is massive, I will work on stripping this back as much as possible. A fresh build will allow us to this more easily as there won't be any unnecessary code added.

Strip back product pages

There is a lot of unnecessary information on the product pages, they are massive. To help speed, and SEO (relevant content) we need to really simplify these pages and provide the crucial information customers need to aid them to make a purchase.

(See 'Product pages design' for my new version)

Description tab – content on here is way too long, no one is going to read it, provide the bare minimum, persuasive useful content that will help make purchases.

Do we need the science tab? This information can be found on separate dedicated pages

Do we need test facts? Who is actually reading this

Do we need 'Do you have any more questions' section – people have easy links to FAQ's throughout the landing pages and contact information

File structure

Currently we use one massive file and put all the code in functions.php and styles.css, I will split these up so that when a page loads it doesn't load all the code in these files and will only load the code needed. We also put code into functions.php that should belong in styles.css which is bad practice

Project time estimate

On initial thought, with the help of Adam when needed, I can see this project taking up to 15 weeks as there are bound to be issues along the way and that I will be needed on other tasks such as Mailchimp, new designs, new pages, blogs etc.

This would involve fully rebuilding the site from fresh, getting the homepage, landing pages, product pages, the whole checkout process developed to a professional standard – all set up using the latest version of wordpress and plugins.

However, I would advise the other pages on the site also need remaking to look more professional and to be in line with the rest of the site which would take an extra 4 weeks to fully redesign and build these other pages.

Notes

Building main pages from scratch – signing off on designs

With planning on building the homepage and landing pages from scratch, all design decisions and copy must be signed off before I start working on this project. It will be very inconvenient to have to make changes mid-way through building the different pages.

Rebuild Plan of Action

Stage 1

Step 1 – Discuss proposal document and agree on needed changes

To discuss proposal document to raise any issues or concerns not thought of, and agree on needed changes going forward.

Step 2 – Finalise different elements of the website

This is a required step before designing starts as this impacts the designs made.

- Finalise Navigation links to be used - consider mobile as well, Finalise product names (Jason, Cris & Jay)

- Finalise footer links

- Need to finalise a list of **keywords** we want to rank high for on each of the main pages, home, testing landing pages, product pages. (Jason and Fusion)

- Need all **copy for the main pages and product pages**, finalise content to be used (Cris and Enzo – Jay to review to ensure there is reduced Jargon and the content is easy to understand for all customers)

- Finalise CTA button text to be used throughout the different stages of the checkout process e.g 'Shop Now', 'View Test', 'Add to basket'

Step 3 – Redesign different elements for the site

The next step of the project will be to redesign needed website elements to then iterate until everyone is happy. Here is the chance to make any final design improvements to make it the best we can.

To be redesigned (desktop and mobile versions):

- Navigation, footer

  Homepage

- Finalise our tests section design

- Finalise product sections

- Finalise order process section, need images and copy

- Our Promise Section on homepage

- Finalise 'Why Choose Us?' section

  Test landing pages

- Finalise designs, pretty much the same, I think we should move the current bottom section up and replace with the science section. Bottom section gives some good info and looks good.

  Order now

- Think it is fine as it is, still finalise design before rebuilding
- Add order process section at the top, and then the product sections

  Product pages & checkout

- Finalise product pages designs, this will include initial fold (already started), and then also designs for the different tabs (DO MOBILE DESIGN WITH FIXED ADD TO BASKET BUTTON)

- Redesign basket page (be wary of being able to develop)
- Redesign checkout page (be wary of being able to develop)

Step 4 – Signing off on the project

Finalise and sign off on everything to do with the new rebuild. This is an essential first step to ensure once development starts, everyone is happy and there is no big changes as with building from scratch as this would really delay the project.

This will include signing off on:

- Product names and images

- All new designs

- Copy for the main pages, essential we ensure everything is consistent with the page copy, product names and copy, URL's, meta information - ensure we are targeting key words we want to rank high for

- Everything else discussed prior to step 4

Step 5 – Development starts - creating a fresh wordpress site

Create a fresh wordpress installation on a staging site

Step 6 – Setting up all the needed plugins

Set up all plugins and other needed elements for the site and make sure everything is working, e.g up to date wordpress, new divi licence, ecommerce plugins all set up correctly

- Install divi

- Sort out theme

- Set up woo store, export products over

- Install plugins

Step 7– Start developing new elements for the site

Start to build homepage, testing landing pages, new product pages, basket, checkout etc – ensure lazy loading has been set up correctly.

Development order:

- **Navigation and footer (from scratch)**

- Desktop and mobile versions

- **Homepage (from scratch)**

- Homepage hero – then to Homepage slider once finished for speed of project

- Other sections

- Product section

- Reviews section – single image, then to slider once finished for speed of project

- Other sections

- **Landing pages and order now (from scratch)**

- **Product pages and products**

- Set up all products, link to bloodsuite, hairsuite, royal mail
- Develop product pages, tabs etc.

- **Checkout page and checkout process**

- Develop checkout page

- Make sure email conformations are all working

- **Basket**

- Develop basket page

- Set up upsells correctly

Step 8 – Testing

Pursue full testing on the new site to ensure everything is working correctly.

Step 9 – Going live

Remove all existing files from live site, and replace with new wordpress build from staging site.

Ensure full backups are made of existing site and new build in case anything goes wrong

Stage 2

- Redesigning and developing all other pages

Stage 3

Advising tests for customers – test advisor system