

Report: Website Improvement Recommendations for ISEFY

Compared with (Eufy, reolink, Ring, Arlo, Lorex, TP-Link, Defender Guard)

Executive Summary:

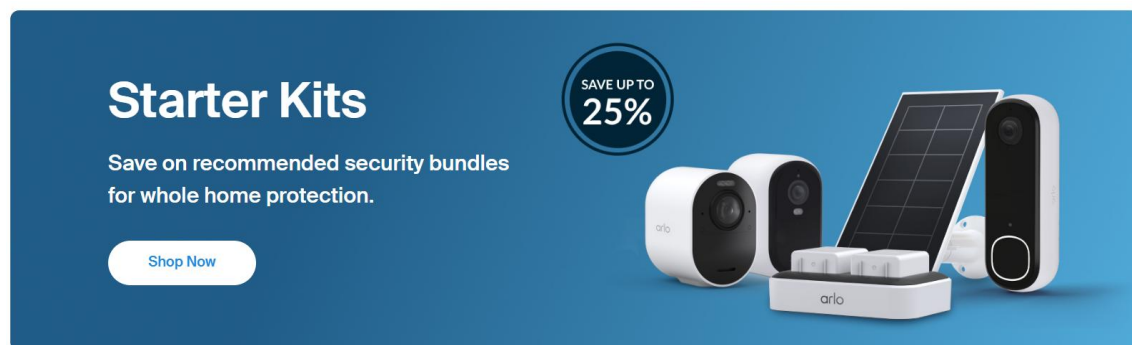
This report analyzes the current state of ISEFY's website and provides recommendations for improvement based on insights gained from reviewing Lorex, Eufy, and Arlo websites. The objective is to enhance user experience, improve product visibility, increase conversions, and establish a professional and user-friendly online presence.

Homepage Improvements

- Include a large, visually appealing product ecosystem graphic that illustrates how ISEFY products integrate and work together.

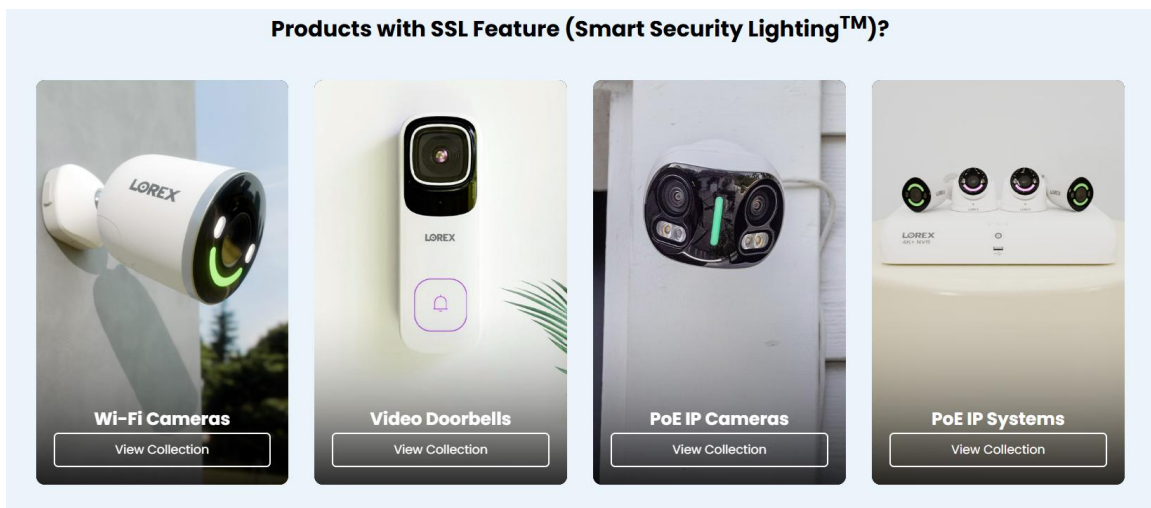


- Add sections for showcasing seasonal or holiday-specific discounts with clear CTAs like 'Shop Now' or 'Learn More.'

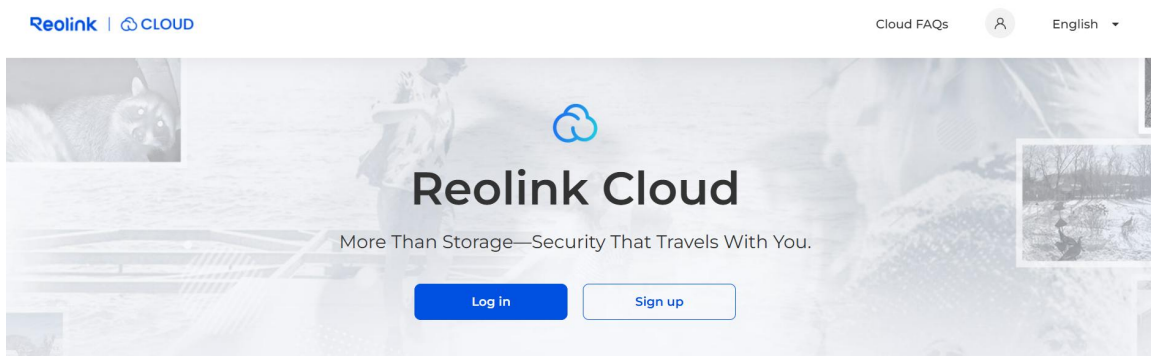




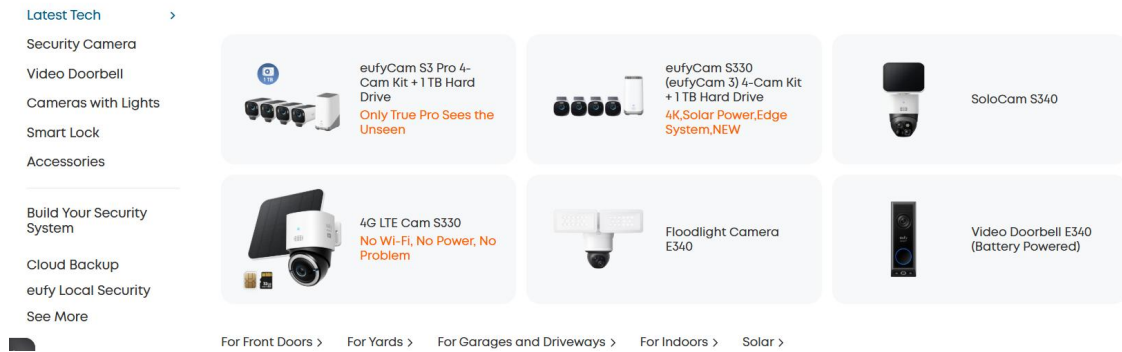
- Display major product categories or flagship products with high-quality images and direct options for 'Learn More' and 'Buy Now.'



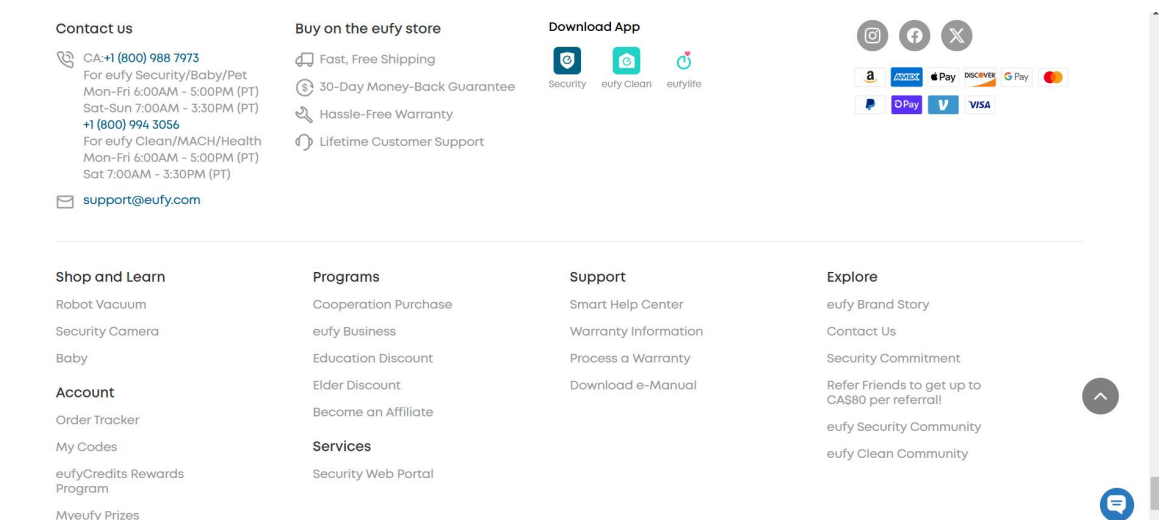
- Create a dedicated section to promote cloud storage services, highlighting benefits like data security, accessibility, and competitive pricing.



- On the top of the website. Develop a comprehensive search bar that features autosuggestions and dropdown menus when users hover, showing popular searches and categories.



- Improve the footer with links to FAQs, customer support, terms of service, privacy policies, and quick links to product categories.





- Add a prominent link to the online store and ensure account management functionalities like order tracking, wishlist creation, and subscription management are accessible.

Get 10% OFF & up to \$50 OFF Coupons

[Sign Up](#)

Existing user? [Log in](#)

 Order Track >


 Refer Friends, Be Rewarded



- Provide direct access to customer support options, including live chat, phone support, and a ticketing system.

(CA) Lorex Sales Support

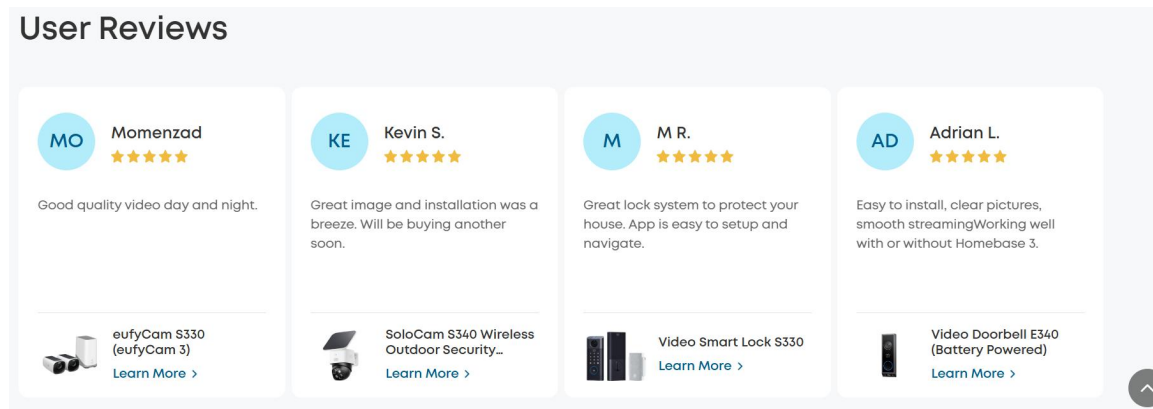
How can we help?

- What is your shipping policy? >
- What product should I buy? >
- How can I get Technical Support? >
- Lorex for Business Support >

 **Track and manage my orders** >

 **(CA) Lorex Sales Support** 
Send us a message

- Introduce a community forum or user space where customers can share reviews, tips, or setup guides.






- Introduce famous partner:





OUR PARTNERS




Product Details Pages

- Build comprehensive product descriptions based on the predefined feature lists, covering specifications, benefits, and ideal use cases.



Battery Smart Doorbell

Lorex 2K Wi-Fi Video Doorbell (Battery-Operated, 32GB)

SKU: 9463AJ08-F

★★★★☆ 29 Reviews

Highly rated by customers for: [camera](#) [quality](#) [picture](#)

~~\$259.00~~ **\$139.99** Save \$120 (46%)

or 4 payments of \$35.00 with sezzle

Trade old items for instant store credit & save \$100s on today's purchase! [Try now!](#)

Can 108 points for this product: [Log in or sign up](#)

Color

☒ Black
 ☐ White

Quantity

- 1 +

Volume Pricing

| | |
|--------------------|-------------|
| Buy 1 | \$139.99/ea |
| Buy 2, get 2% off | \$137.19/ea |
| Buy 4, get 5% off | \$132.99/ea |
| Buy 8, get 10% off | \$125.99/ea |

Add product protection powered by **Extend**

☐ 2 Year \$15.99
 ☐ 4 Year \$20.99
 ☐ 6 Year \$24.99

[Add to cart](#)

[Buy with gshop](#)

[More payment options](#)

Key Features

- 2K Video Resolution (HDR)
- Full Duplex 2-Way audio with noise cancellation
- Built-in Battery (5200mAh)
- IP65 weatherproof Rated (-10°C to 50°C)
- Compatible with Lorex App
- No Subscription required

First, the left side should include an ecosystem diagram of the product and images such as "what's in the box." The right side should contain text descriptions of key features and purchase options.

Video Doorbell E340 (Battery Powered)

★★★★☆ 107 reviews

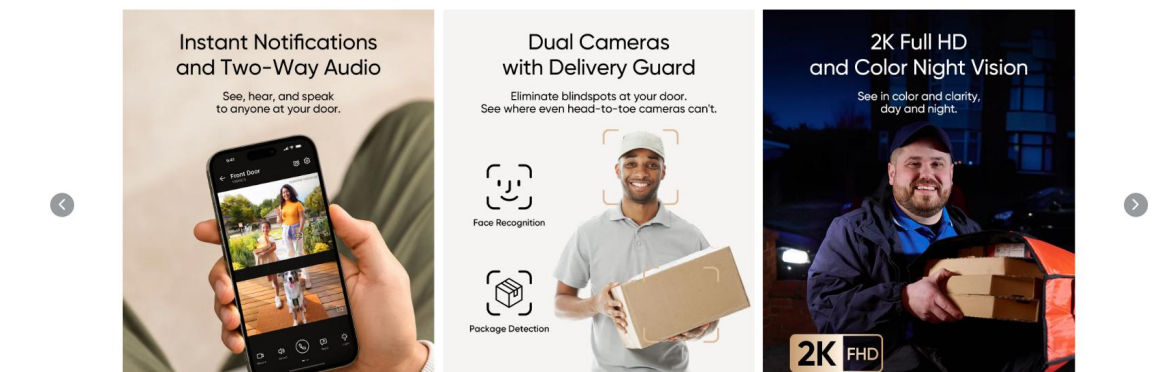
CA\$229.99

- **Dual Cameras, Double Security:** Two cameras work together to deliver advanced viewing. The front-facing camera focuses on people, while the downward-facing camera fills in the gaps with a view of the floor in front of your door.
- **Color Night Vision for a Clear View :** Introducing the industry's first dual-light system paired with an advanced light capturing and processing algorithm. Less blur than previous iterations of night vision and a clear nighttime viewing distance of up to 16ft (5m).
- **See What Matters in 2K Full HD Clarity:** 2K clarity reveals more details. Get clear and detailed visuals of your doorstep and anyone who drops by.
- **Battery or Wired, Your Choice:** Battery mode makes installation easy. Keep a spare quick-release battery for quick swaps and avoiding downtime due to charging. Wired mode is also powered

- Integrate videos and multiple high-quality images, including 360-degree views and lifestyle shots. ** include how the features are displayed in the app.

Quick Intro

[Learn More](#)



Total protection starts with an Arlo Secure Plan.

Elevate your security with AI-powered features. Receive personalized, actionable alerts around the clock for faster emergency response.

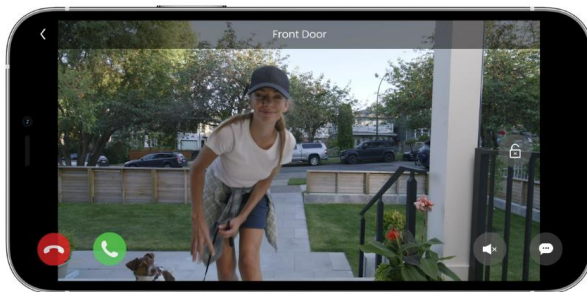
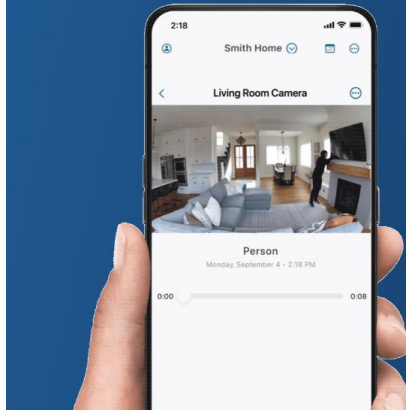
Starting at \$7.99 /mo**

[Learn More](#)

60 days of Video and Event History

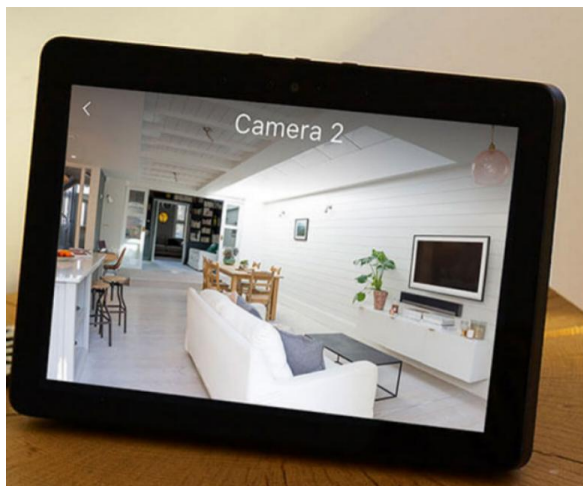
View, share, and save 60 days of video and event recordings with family or police, from anywhere.

Personalized alerts with Arlo Intelligence



Impressive Clarity, Day and Night

Get the best view with impressive 2K video quality and Color Night Vision (ambient light required). When light is limited, you can always rely on IR Night Vision, which produces clear black and white video.



Works with your favorite smart home devices.

works with



works with



Google Home

Works with

IFTTT

4:3

See more of your front door

See the full picture from head to toe, with the expansive 9:16 aspect ratio. This provides the full length of a person and can keep an eye on items delivered.

4:3 - Other Doorbells

9:16 - Lorex 4K Doorbell

LIGHTNING FAST PAIRING

Instantly pair your device with Smartcode & enjoy lightning fast live viewing with advanced Wi-Fi 6 connectivity.

PLUG & PLAY

Secure your home or business in less than 5 minutes.

WEATHERPROOF SECURITY

Outside & IP66 weather rated, protecting your property in extreme weather conditions.

TRESPASSER DETERRENCE

Equipped with quick-response, high-intensity siren light and a powerful siren to deter trespassers.

BANK LEVEL ENCRYPTION

Protected with SecureGuard encryption, your footage is protected and readable for your eyes only.

SEAMLESS TWO-WAY TALK

Stay in control with the ability to speak to and listen in on your camera anytime, anywhere.

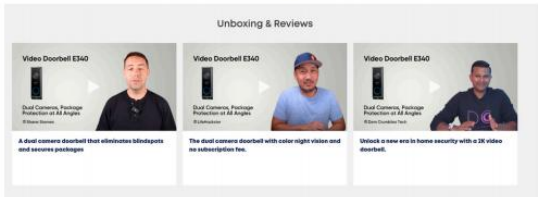
DEFENDER

THE FUTURE IS HERE

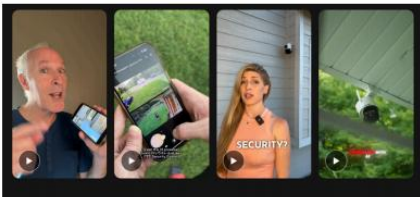
Store up to 30 days of continuous recordings in the cloud with detailed security reports on the optional Guard Cloud plan.

Unboxing Videos & Customer Review

Eufy



Defender







Arlo



Wyze



- Add a comparison table that highlights differences between similar products to guide customer decisions.(Maybe Later)

| Doorbell Comparison Chart | | | | |
|---------------------------|--|--|--|--|
| | <div> B241AJD</div> | <div> B451AJD, B451AJDB</div> | <div> B463AJD, B463AJDB</div> | <div> B862AJD, B862AJDB</div> |
| | 1080p Wired Video Doorbell | 2K Wired Video Doorbell | 2K Battery Video Doorbell | 4K Wired Video Doorbell |
| Resolution | 1080p / 2MP (1920 × 1080) | 2K / 4MP (2560 × 1920) | 2K / 4MP (2560 × 1920) | 4K / 8MP (2160 × 3840) |
| Aspect Ratio | 16:9 | 4:3 | 4:3 | 9:16 |
| Color | <div><div></div>Dark Grey</div> | <div><div></div><div></div>White, Black</div> | <div><div></div><div></div>White, Black</div> | <div><div></div><div></div>White, Black</div> |

- Include a dedicated FAQ section for each product, addressing common questions about installation, usage, and compatibility.

FAQ

Does Video Doorbell E340 support Apple HomeKit?



How many hours of video can Video Doorbell E340 store?



Does Video Doorbell E340 support 5 GHz Wi-Fi?



Is Video Doorbell E340 compatible with HomeBase?



How do I link Alexa and Video Doorbell E340?




Can I remove the battery when using Video Doorbell E340 in wired mode?



- Add badges or labels like 'Bestseller,' 'New Arrival,' or 'Limited Offer' to products.

Discover What's Popular On eufy

CA\$210 Off




eufyCam E330 (Professional) 4-Cam Kit

CA\$589.99 ~~CA\$799.99~~

4K Clarity | 24/7 Recording


CA\$180 Off



eufy Clean L60 with Self-Empty Station

CA\$399.99 ~~CA\$579.99~~

Hair Detangling | 60 Days Hands-Free




Floodlight Cam S330

CA\$399.99

360° Camera Coverage | 2K Full HD



- Display related accessories or complementary items for upselling opportunities.([Maybe Later](#))


POPULAR ACCESSORIES



60ft. Ethernet Extension Cable with Ethernet Cable Coupler



\$35


0  



4x Window Warning Sticker (5*3 inches)

\$4



0  



AI POWERED Sentinel 4K Ultra HD Wired Additional Security Camera

~~\$199~~

\$169

0  

Online Store Enhancements

- Use hover-based dropdown menus to display subcategories for a smoother shopping experience.
- Allow filtering by price, resolution, features, and intended use (e.g., home, business, outdoor).
- Enable customers to save products for future reference.
- Simplify the process with one-click options and multiple payment methods.
- Clearly communicate shipping options, costs, and return policies on product and checkout pages.

Visual and Branding Enhancements

- **Replace any low-quality images with professionally taken photos and ensure consistency across the site.**
- Use a unified design language, including colors, fonts, and icons, to reinforce brand identity.
- Adopt clean and visually balanced layouts inspired by Eufy and Arlo.

Mobile Optimization

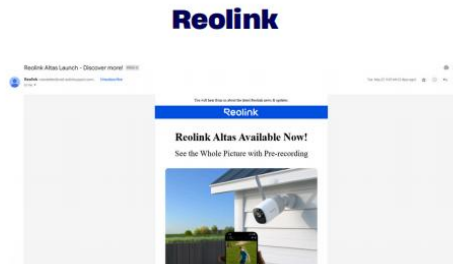
- Ensure the website is fully responsive, with touch-friendly navigation and swipeable galleries.
- Minimize page load times for mobile users.
- Add quick-action buttons like 'Call Support' or 'Buy Now' for mobile visitors.

Additional Pages

- Expand the 'About Us' page to include the company story, mission, and team introductions.
- Develop a dedicated support center with guides, videos, and downloadable resources.
- Launch a blog with regular updates on security tips, product features, and industry news.
- Create a space for user-generated content, including reviews, forums, and tutorials.
- Include multiple contact options, a contact form, and a map for physical office locations if applicable.

Others:

Email Marketing



Social media

