

## **Report: Website Improvement Recommendations for ISEFY**

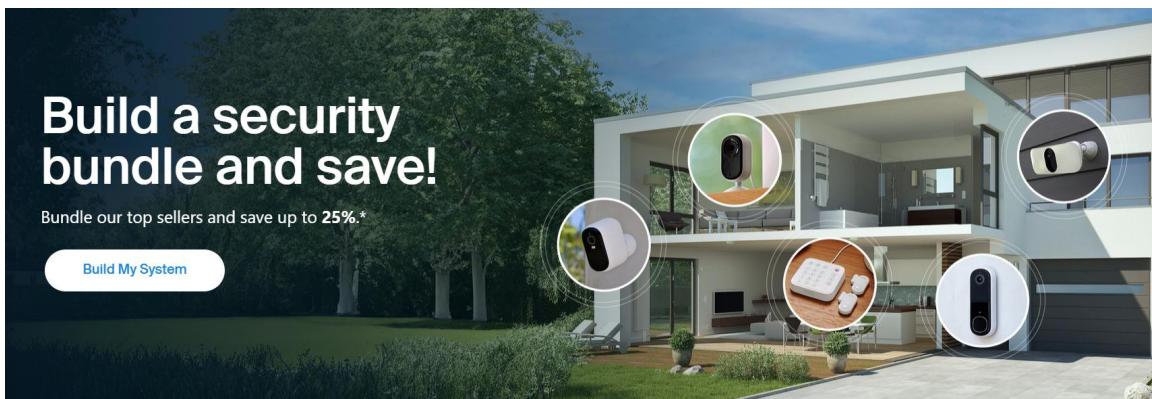
**Compared with (Eufy, reolink, Ring, Arlo, Lorex, TP-Link, Defender Guard)**

### **Executive Summary:**

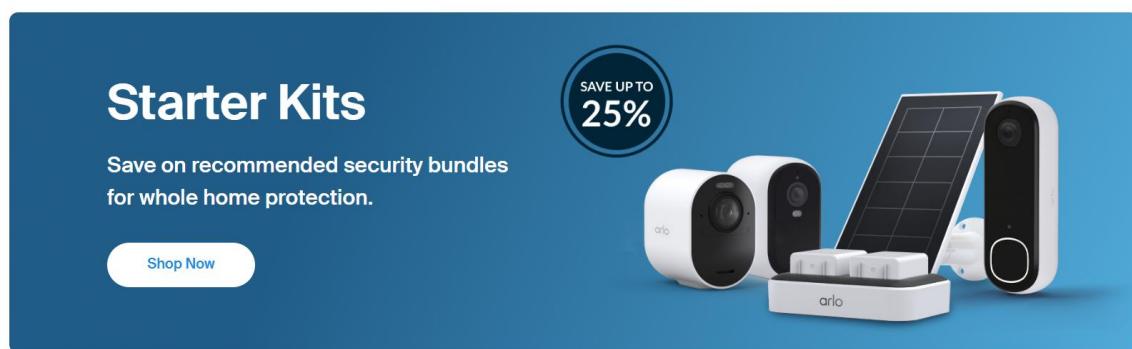
This report analyzes the current state of ISEFY's website and provides recommendations for improvement based on insights gained from reviewing Lorex, Eufy, and Arlo websites. The objective is to enhance user experience, improve product visibility, increase conversions, and establish a professional and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

**Products with SSL Feature (Smart Security Lighting™)?**



**Wi-Fi Cameras**

[View Collection](#)



**Video Doorbells**

[View Collection](#)



**PoE IP Cameras**

[View Collection](#)



**PoE IP Systems**

[View Collection](#)

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

[Reolink | CLOUD](#)



## Reolink Cloud

More Than Storage—Security That Travels With You.

[Log in](#)   [Sign up](#)

- 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.

Latest Tech >

- Security Camera
- Video Doorbell
- Cameras with Lights
- Smart Lock
- Accessories



eufyCam S3 Pro 4-Cam Kit + 1TB Hard Drive  
Only True Pro Sees the Unseen



eufyCam S330 (eufyCam 3) 4-Cam Kit + 1TB Hard Drive  
4K,Solar Power,Edge System,NEW



SoloCam S340



4G LTE Cam S330  
No Wi-Fi, No Power, No Problem



Floodlight Camera E340



Video Doorbell E340 (Battery Powered)

For Front Doors > For Yards > For Garages and Driveways > For Indoors > Solar >

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

Contact us

 CA+1 (800) 988 7973  
For eufy Security/Baby/Pet  
Mon-Fri 6:00AM - 5:00PM (PT)  
Sat-Sun 7:00AM - 3:30PM (PT)  
 +1 (800) 994 3056  
For eufy Clean/MACH/Health  
Mon-Fri 6:00AM - 5:00PM (PT)  
Sat 7:00AM - 3:30PM (PT)

 support@eufy.com

Buy on the eufy store

 Fast, Free Shipping  
 30-Day Money-Back Guarantee  
 Hassle-Free Warranty  
 Lifetime Customer Support

Download App

 Security  eufy Clean  eufylife

Shop and Learn

Robot Vacuum

Security Camera

Baby

Account

Order Tracker

My Codes

eufyCredits Rewards Program

Myeufy Prizes

Programs

Cooperation Purchase

eufy Business

Education Discount

Elder Discount

Become an Affiliate

Services

Security Web Portal

Support

Smart Help Center

Warranty Information

Process a Warranty

Download e-Manual

Explore

eufy Brand Story

Contact Us

Security Commitment

Refer Friends to get up to CA\$80 per referral!

eufy Security Community

eufy Clean Community

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

[Explore](#)[Support](#)

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.

## User Reviews

**MO** Momenzad ★★★★★

Good quality video day and night.

**KE** Kevin S. ★★★★★

Great image and installation was a breeze. Will be buying another soon.

**M** M R. ★★★★★

Great lock system to protect your house. App is easy to setup and navigate.

**AD** Adrian L. ★★★★★

Easy to install, clear pictures, smooth streamingWorking well with or without Homebase 3.

**eufyCam S330 (eufyCam 3)** [Learn More >](#)

**SoloCam S340 Wireless Outdoor Security...** [Learn More >](#)

**Video Smart Lock S330** [Learn More >](#)

**Video Doorbell E340 (Battery Powered)** [Learn More >](#)

-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.

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

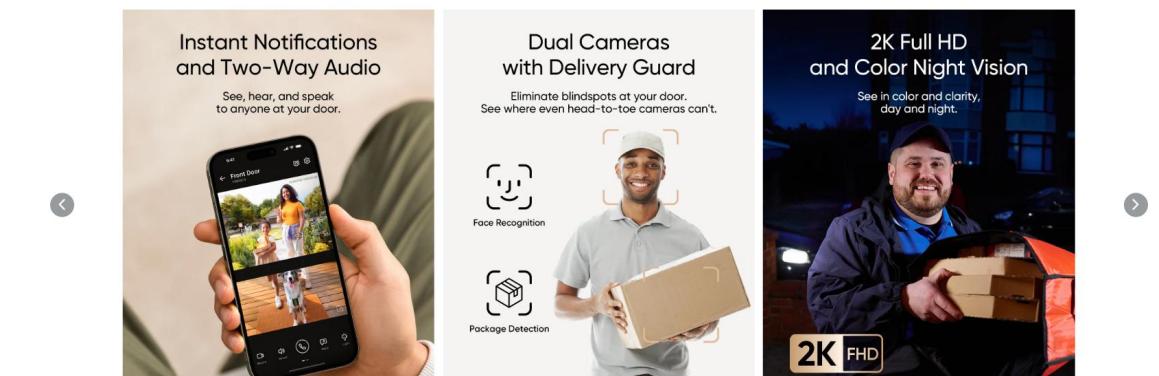
CA\$229.99

- **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.

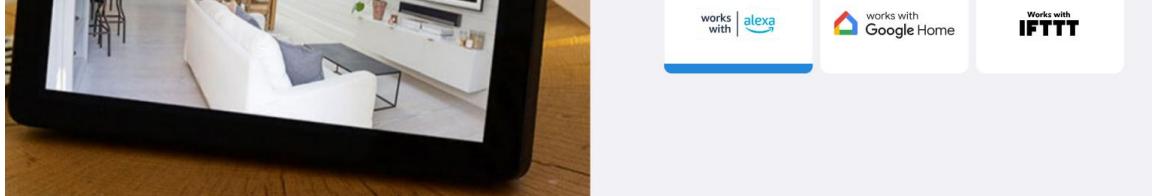


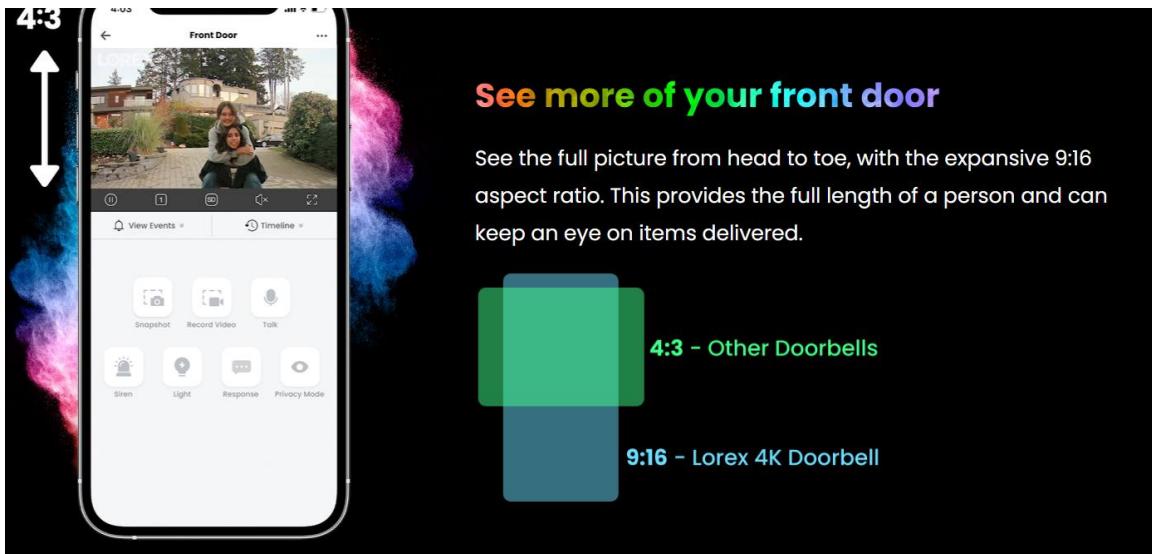
### Works with your favorite smart home devices.

works with

works with

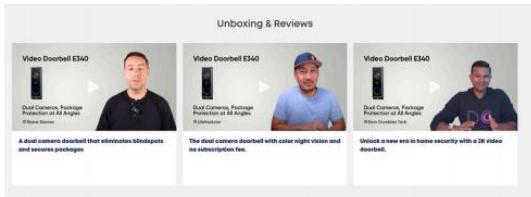
Works with



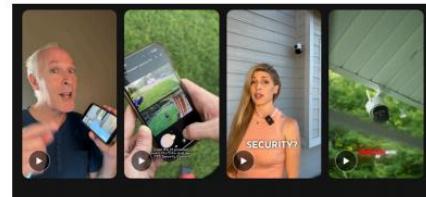


## Unboxing Videos & Customer Review

### Eufy



### Defender



### Arlo



### Wyze



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

Doorbell Comparison Chart

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

- 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

CAS210 Off



eufyCam E330 (Professional) 4-Cam Kit

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

4K Clarity | 24/7 Recording

CAS180 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

#### Reolink



#### Defender



### Social media

