



Beardo.in

Website Planning and Audit

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Executive Summary

The Purpose of the Beardo brand Website Audit is to develop a deeper understanding and portray the current working strategies and performance of the brand's website.

About Beardo

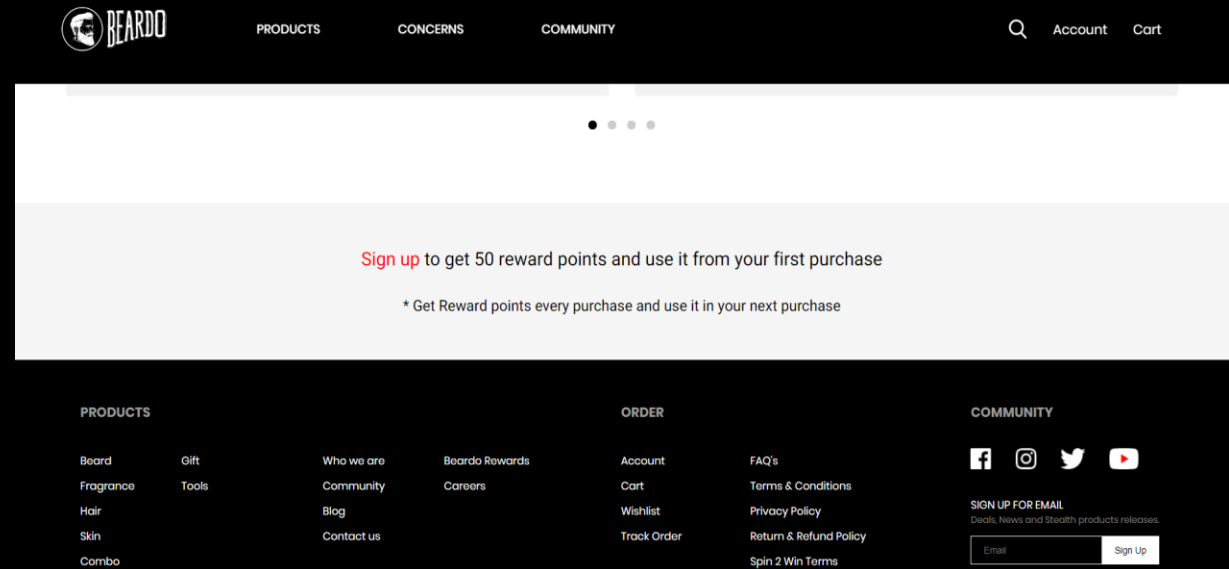
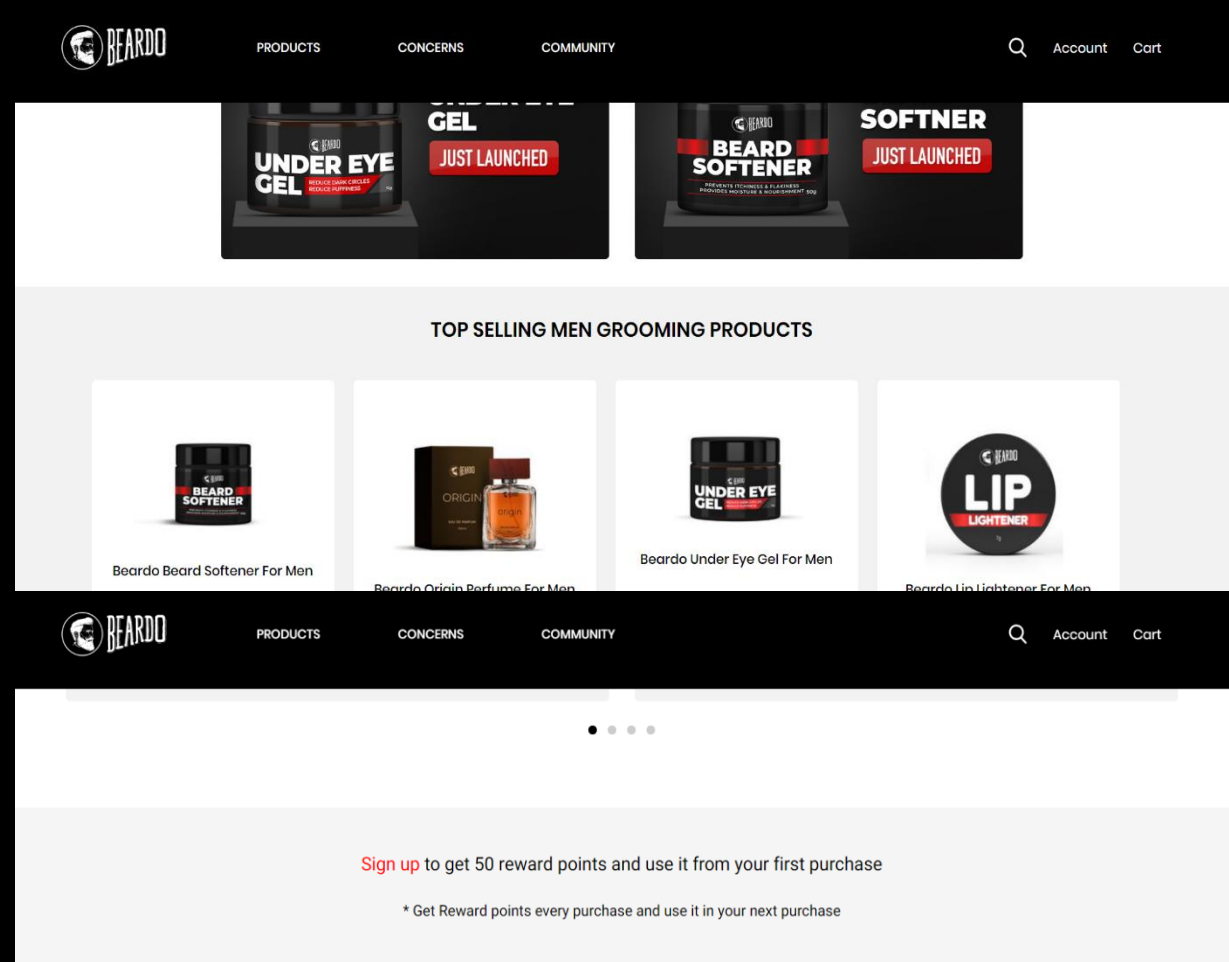
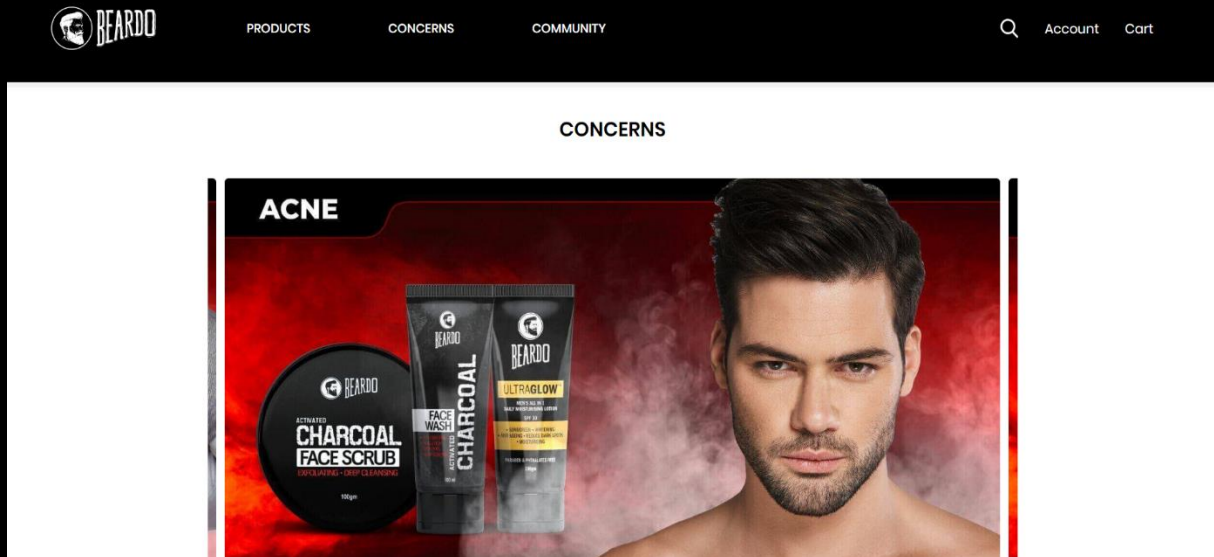
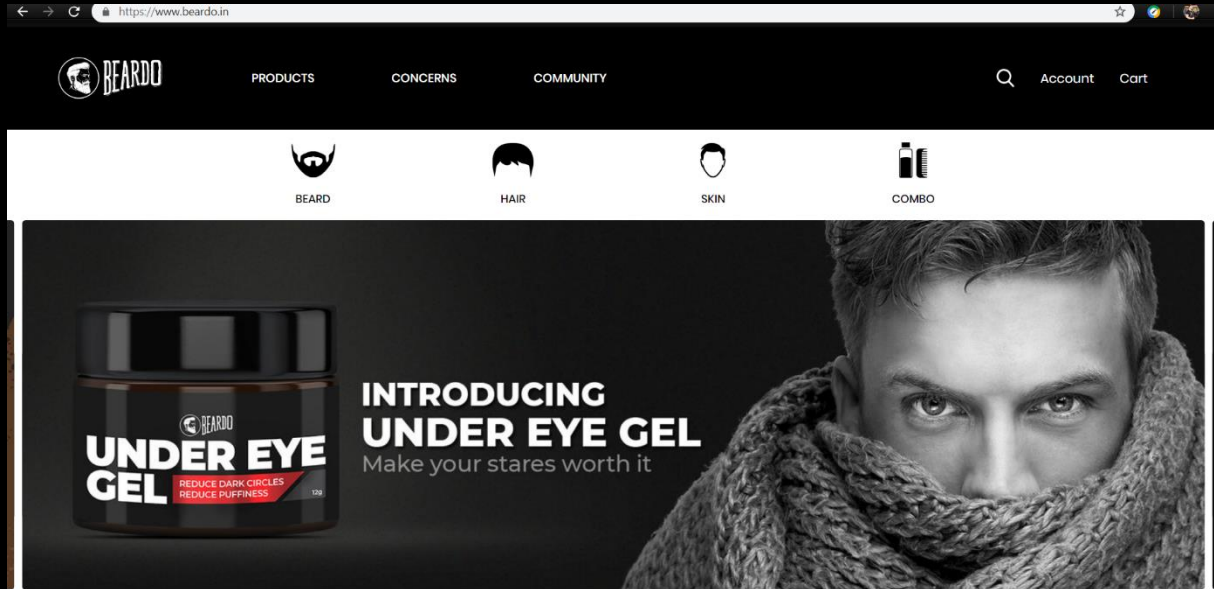
If you thought styling of beards by coloring, plaiting, or trimming them in a particular way was a fad, then think again. Historical and empirical evidence points to the fact that beard styling has been a trend since ancient Egyptian civilization.

In several parts of the world different beard styles have had different meanings and statements. Even pop-culture trends have created several different beard styles. It was looking at this market that Priyank Shah and Ashutosh Valani started Beardo in Ahmedabad in October 2015.

Website Overview and Navigation


- Beardo's website mainly uses 3 colors which makes the website classy, elegant and simple at the same time. At the homepage of the website you can see the header consisting the very logo itself followed by products, concerns, community, search box and account and cart. Beneath that is the range of categories they have their products such as skin, hair etc.
- The next thing is a slider that shows 4 images with models promoting the new products and smart taglines. Under that they have displayed their top selling products (clicking which takes you to the product's page) followed by concerns , their Instagram account feeds and blogs respectively.
- The footer is absolutely simple and classy at the same time displaying all the necessary feeds with a Call to Action button to signup for deals, news etc.
- Once you've signed up to their newsletters, Beardo is everywhere, from your Gmail to YouTube, with the help of their strong SEO and SEM strategies, they make the visitors come again and again to their website.

Beardo's Homepage



Website Loading Speed and Bounce Rate

- The load time of Beardo's official website i.e. Beardo.in is 4-5 seconds.

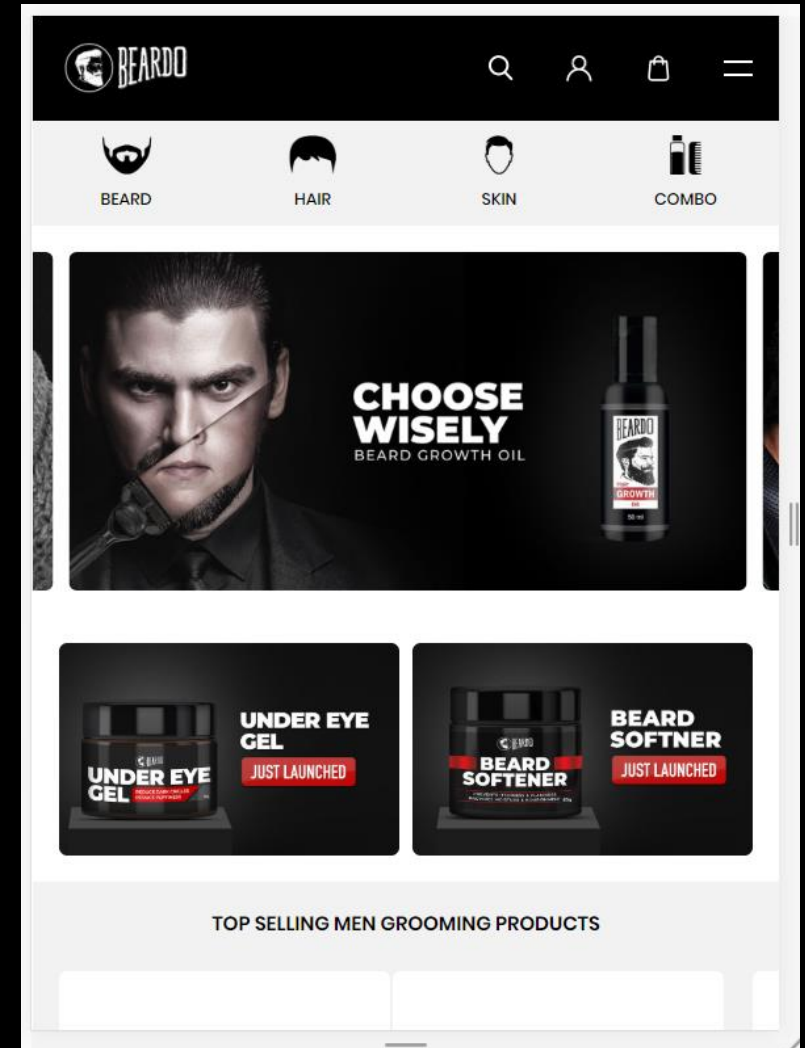
Performance grade  71	Page size 3.6 MB
Load time 4.98 s	Requests 120

- Bounce Rate of the website is 57.16%

Total Visits	355.91K ▼ 10.74%
⌚ Avg. Visit Duration	00:02:27
📄 Pages per Visit	4.50
↪ Bounce Rate	57.16%

Mobile Friendliness

Beardo's website is very responsive when it comes to mobile and tablets, it is extremely easy and handy to use, everything is at their right place neither it clutters nor it makes the experience any difficult for the users. It is in-fact better experience than that of the desktop website.



Use of Videos and User Experience

- Beardo does not have any videos on their website. Although they do have their Instagram feed linked which often uploads videos so a user can click on it and get redirected to their social page but Beardo does not have any video on their website.
- User Experience is all in all sleek and memorable, the whole design and content really connects to the specific targeted group of customers which then stays in a visitors head for long. Everything regarding their posts and taglines are relatable and catchy. Although, they can work on making the slider a little bit smaller as it covers up the whole page at the very beginning which I personally felt is not needed.

Call to Actions and Lead Generation Forms

- Beardo's home page has a Call to Action (CTA) to sign up the visitors to their newsfeed, deals, stealth product releases etc.
- As of now there's no Lead Generation forms available on Beardo's website.

Testimonials/Reviews and Blogs

- Beardo's website currently doesn't have any section for Testimonials or Reviews. Although they do have a community section where Beardo keeps on updating the latest #hashtags posted by users in regards to Beardo.
- Beardo is very good at keeping up with Blogs. Beardo brings up new couple of blogs almost every other month targeting the need and relatability of the customers that keep them attached to the brand. Also keeping in mind that their blogs are helpful and educational in terms of fashion, trend, skin care, beard care, etc.

Recommended changes for the website

Website is very simple, attractive and classy, that being said it still has certain points that it can work on to improve the user experience and keep the visitors engaged.

- The Slider at the homepage can be reduced to a little smaller size, the images in the slider are too big and as attractive as it maybe but kind of unneeded.
- The Blog section at the homepage below can be reduced too to add some more blogs in the showcase with a little bit of text content which explains a little bit about the blog to gain the interest of the visitors.
- Beardo should add videos to their homepage which shows a little about their products and upcoming product launches.
- They should add testimonials section as it is a vital medium for the visitors indulge them into the brand. Testimonials help the visitors relate their story with story shared by the customers who wrote them.

Sources and Resources

- <https://yourstory.com/2016/05/beardo>
- <https://www.similarweb.com/website/beardo.in>
- <https://tools.pingdom.com>
- <https://www.beardo.in>