Improvements:

1. Reduce Header Height & Simplify the Nav Bar

The header looks tall and crowded on mobile.

Combine categories into dropdowns (e.g., "Jewelry" → Earrings, Rings, Necklaces, Bracelets).

Keep only 4–5 primary items visible.

Can add CTA button in Hero section.

2. Maintain Consistent Product Image Sizes

Some product cards appear mismatched in height.

→ Use a fixed aspect ratio for product listing images (e.g., 1:1 or 4:5).

3. Reduce the Number of Color Circles Under Products

Currently, each product card has 3–4 circles, making cards look busy.

→ Show 1 default color or move options inside the product detail page.

Can add button to visit a specific product.

4. Improve Price Visibility

Make price slightly bolder.

Add a "Starting at" tag if applicable.

5. Can Re-order Homepage Sections for Better Conversion

Use this order (high-converting pattern):

Hero Banner

Best Sellers

USP Section (Heera vs Others)

Collections

Testimonials

Blogs (optional)

Footer

Popup (delayed 3-5 sec)

6. Add Clear Headings & Subheadings

Some sections feel disconnected.

Add:

Short descriptions

1-liners above collections

Section dividers for clarity

7. Make CTA Buttons More Noticeable

Current buttons sometimes blend into background.

8. Add Filters for Major Collections

Important for Rings, Earrings, Bracelets:

Price

Metal type

Style

Occasion

This dramatically increases conversions.

9. Use Breadcrumbs

Helps users navigate easily: Home → Earrings → Diamond Earrings

10. Compress Images

Large banners cause first-page load delay.

Use WebP format.

11. Lazy Loading for Lower Sections

Especially for long product lists.

12. Reduce Scrolling Length

Users scroll too much due to repeating product grids.

→ Combine or shorten sections.

13. Make the Offer Popup More Elegant

Reduce darkness overlay

Can Add "No thanks" link

14. Add a Zoom-on-Hover Feature,

Jewelry buyers always zoom in.

15. Add Video or 360° View

Massively increases trust in fine jewelry.

16. Add Key Highlights

Small bullet list such as:

Lab-grown diamonds

Certified

Free shipping

Easy returns

17. Reduce Blog Thumbnail Size

The hero of the blog area is too large.

Make it a clean grid.

Give some space between the image and text.

Remove whitespace below section.