

1

The navigation gets lost in the background image when the page first loads.

2

This hero image goes beyond the bottom of some browser windows. This means less savvy shoppers won't know they need to scroll for more.

3

I loved learning about Malcom's story. However this black section takes up 300px of vertical space – that's a lot. I recommend you remove this section and tell your story in other parts of the site. That will help increase your conversion rate.

4

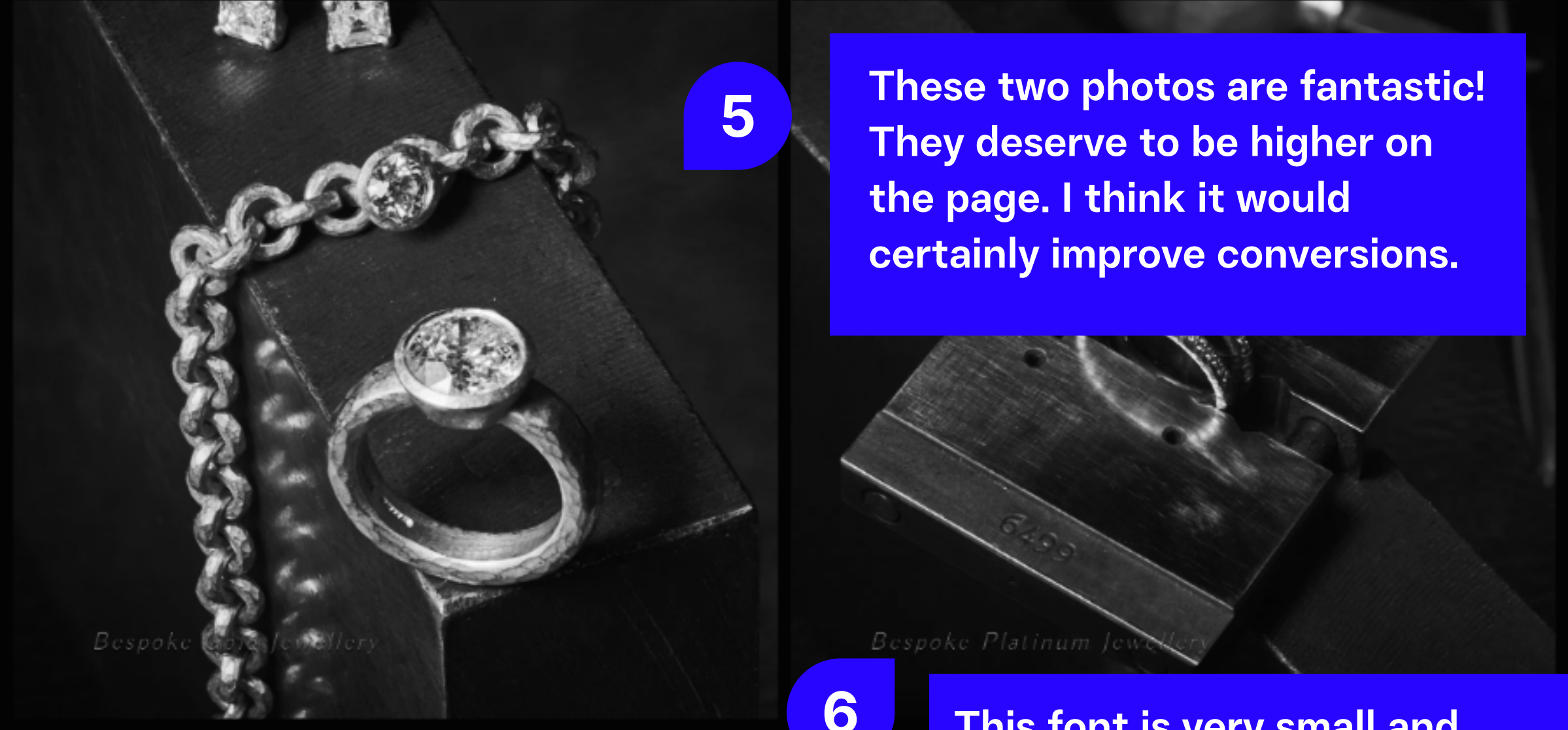
This image while nice, also takes up 500px of vertical space and prevents your customer from seeing the wonderful jewelry images below.



One of a kind collection hand made in London. A true craftsman, Malcolm Betts creates individual pieces, designed and hand forged in his Notting Hill workshop.

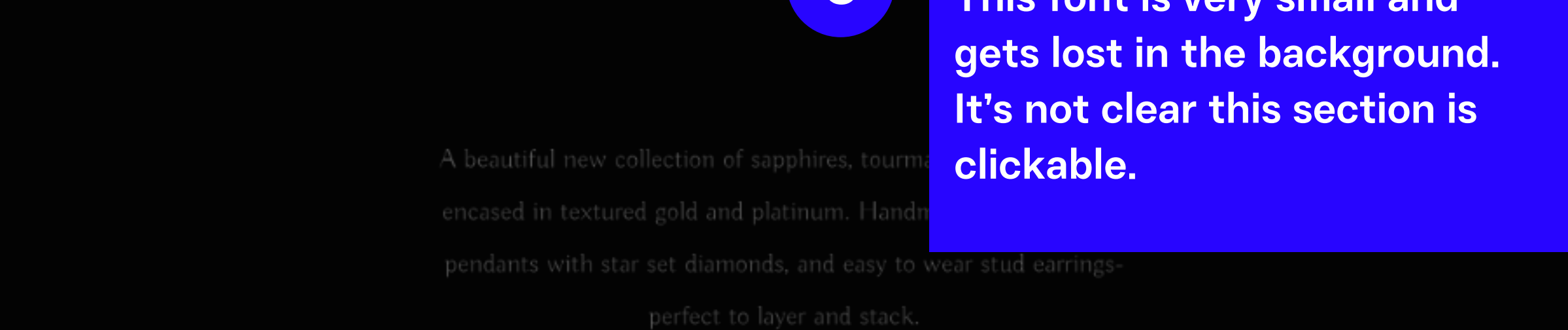
5

These two photos are fantastic! They deserve to be higher on the page. I think it would certainly improve conversions.



6

This font is very small and gets lost in the background. It's not clear this section is clickable.



A beautiful new collection of sapphires, tourmalines and diamonds encased in textured gold and platinum. Handmade pendants with star set diamonds, and easy to wear stud earrings – perfect to layer and stack.



7

I think there's a way to combine 'bespoke' and 'collections'. Right now it's not immediately clear what the difference is between them.



ONLINE SHOP

We have a range of products which are available to purchase simply by selecting the size and the material.

Buy direct from Malcolm Betts in London and delivered to your door Worldwide.



Rings

Earrings

Bracelets

Necklaces

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ABOUT THE GALLERY

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