

1

With a total of (12?) distinct watch styles, it might make sense to consolidate the watches under a single 'Shop' page. This 'Shop' page can then be segmented into the five categories currently in your navigation.

2

The main navigation isn't standing out as it should, largely because the white font gets lost in these clouds.

3

Subsequently, your primary navigation could be simplified to links such as these:

- Shop
- Performance
- Accessories

## ENJOY THE VIEW

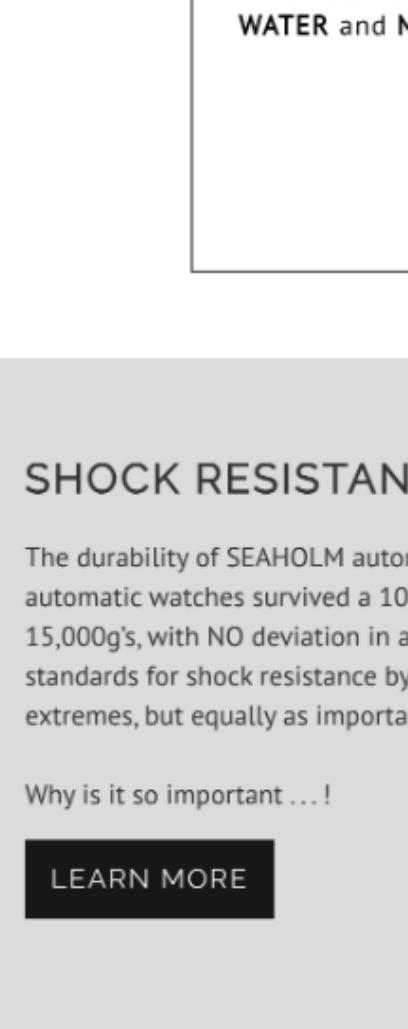
4

I don't think this headline is needed. I

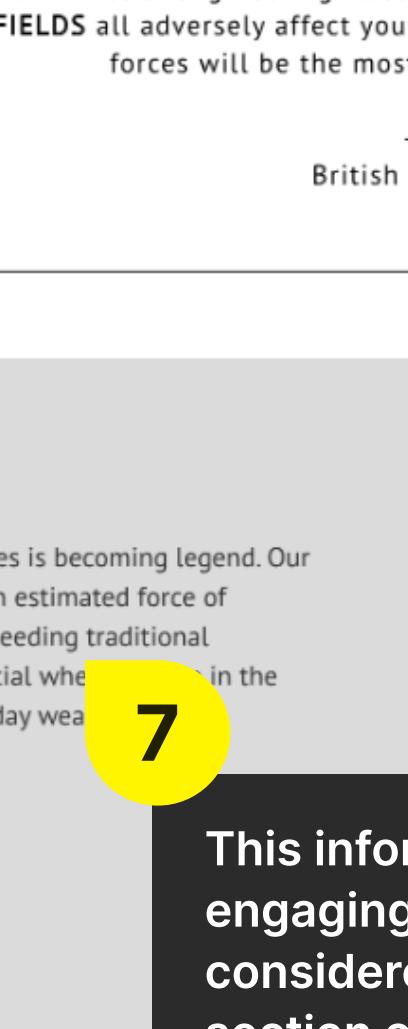
don't dislike the phrase, just the position; it forces the user to scroll down the page an extra 200px to see the watches.

5

This product photography is excellent!



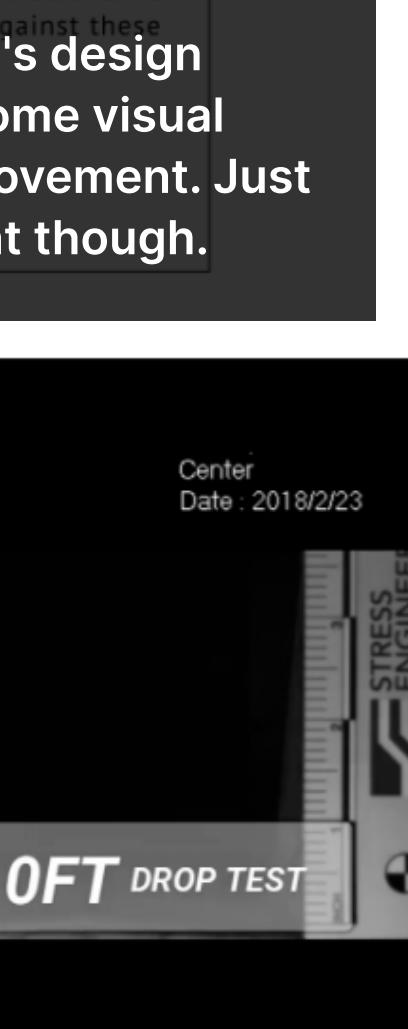
THE FLATS



THE OFFSHORE



THE ROVER



THE CLARK LE

### BUILT FOR LIFE . . . AND LONGER

"The automatic watch is a marvel of engineering. Well built, they can last a lifetime or more. But SHOCKS, EXPOSURE TO WATER and MAGNETIC FIELDS all adversely affect your watch's performance.

forces will be the most durable, reliable and long-lasting."

- Ashton Tracy,  
British Horological Institute

6

This section's design could use some visual design improvement. Just a minor point though.

### SHOCK RESISTANCE

The durability of SEAHOLM automatic watches is becoming legend. Our automatic watches survived a 10ft drop, or an estimated force of 15,000g's, with NO deviation in accuracy; exceeding traditional standards for shock resistance by 400%. Crucial when you're in the extremes, but equally as important for everyday wear.

Why is it so important...!

LEARN MORE

7

This information is quite engaging. Have you considered putting it in a section of its own?

### ANTI-MAGNETISM

Unlike a quartz watch that uses a battery and plastic, mechanical watches use micro-machined metal springs and gears to keep accurate time. Exposure to a magnetic force can cause precision metal parts to stick together and malfunction. Our movements protect against the extreme magnetism of MRI machines.

How do we do it...!

LEARN MORE

### DIVER'S WATER RESISTANCE

There is more to "water resistance" than most people are aware of. Due to pressure exerted from activity, watches tested to 200M under ISO 28810 are only suitable for bathing, shallow swimming and limited underwater activities. All SEAHOLM automatic watches are tested to the highest standard, ISO 6425...Diver's 200M.

If it doesn't say Diver's 200M, leave it on the boat.

LEARN MORE

8

I don't think these small logos are effective as page breaks.

ROB G. - ICELAND



I just wanted to share with you a story regarding my SEAHOLM Rover watch. I am a U.S. Fulbright Specialist project in Iceland. On the day I made the excursion into the circle, I had my Seaholm Rover on my wrist. I had to get it off within my time window to make the 5 hour trip back to the main island.

ROB G. - ICELAND

These reviews are great. I'd suggest adding a link to a dedicated page that showcases all the reviews. Right now, many of these valuable testimonials are tucked away in the carousel. Research indicates that carousels often see limited interaction, with the majority of users only noticing the first slide and overlooking the rest.

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