

# ANALYZE SOCIOLLA.COM

Group Assignment : Analysis of a  
Good E-commerce Website

SIB-2C



# INTRODUCTION

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# sociolla



Sociolla is Indonesia's trusted and most complete online shopping destination offering authentic beauty products e.g. make up, skin care, hair care, fragrance and beauty tools serving women across Indonesia.



# CHARACTERISTICS OF A GOOD WEBSITE

**source of website criteria:**

[hostinger.com/tutorials/what-makes-a-good-website](https://www.hostinger.com/tutorials/what-makes-a-good-website)

1.

Easy to Navigate

2.

Good Page  
Speed

3.

Responsive Design

4.

Follow Security  
Protocols

5.

Optimized for Search  
Engines

6.

Structured Data

7.

Simple Inquiry and  
Checkout Process

8.

Up to Date  
Content

9.

Clear CTAs

10.

Relevant  
Content

11.

Quality Visuals

12.

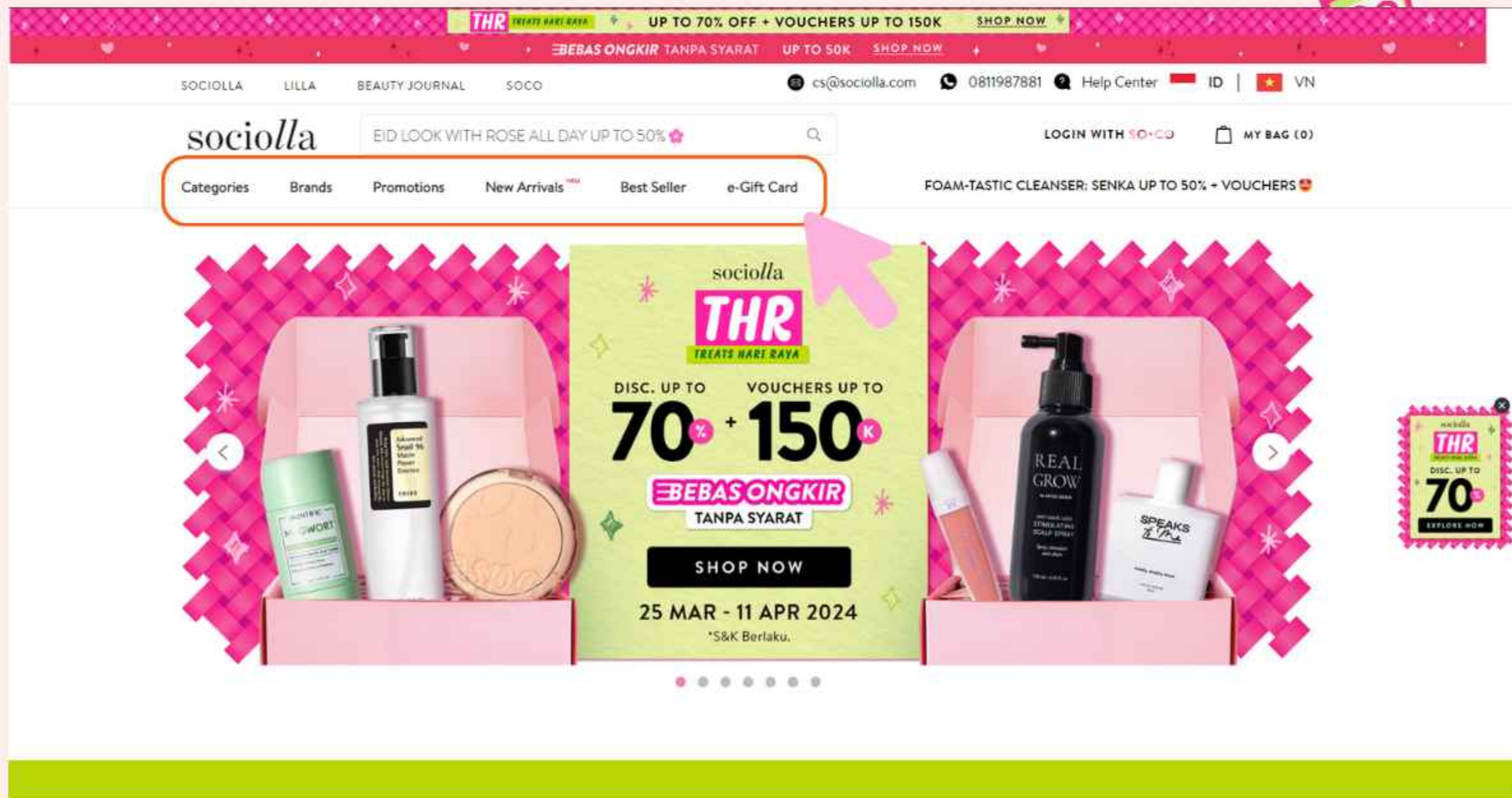
Good Copy



# EASY TO NAVIGATE

## AVAILABLE

The navigation on this website is easy to understand, and has many features, so users can use the features of this website easily.

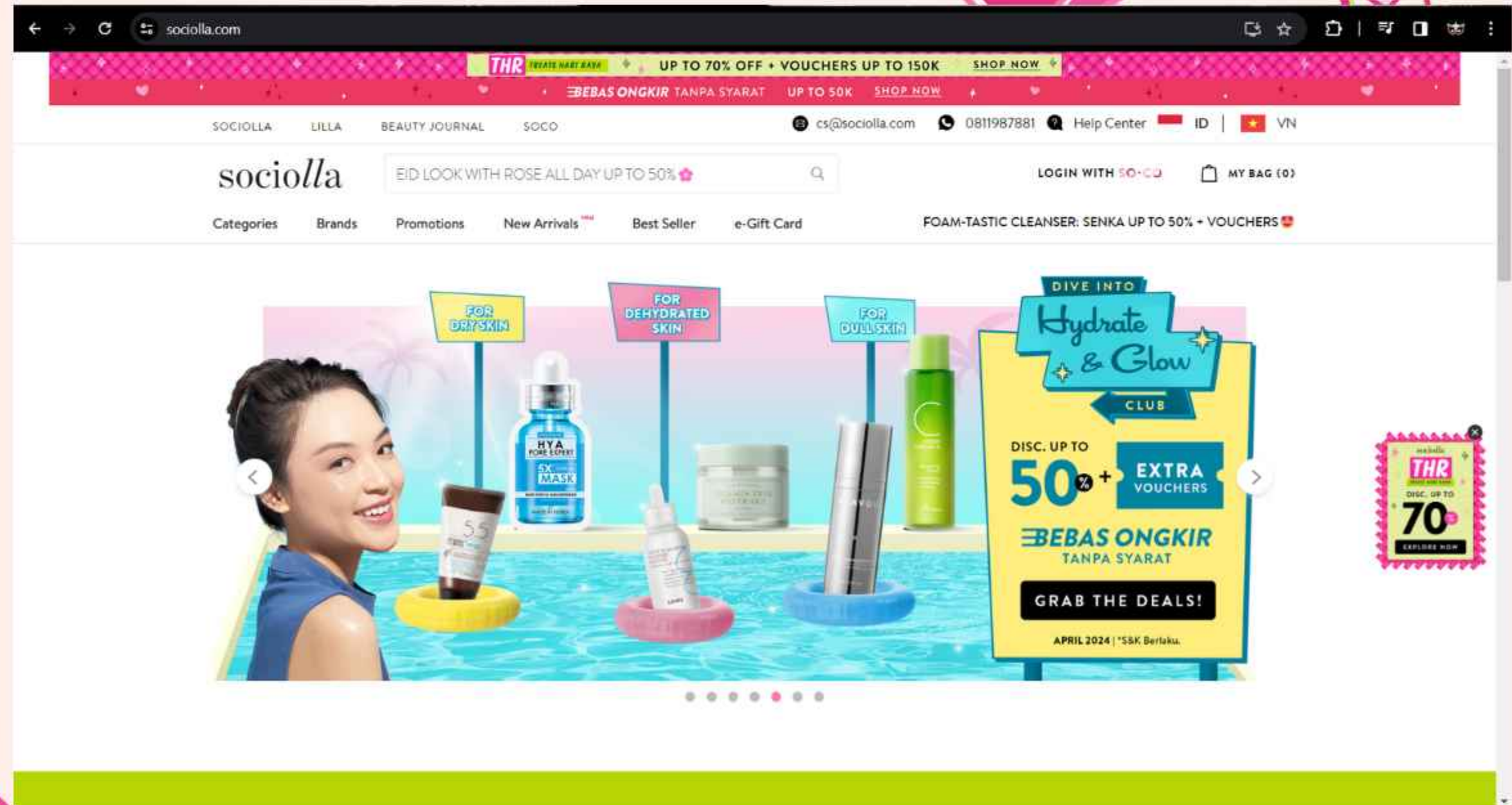




# GOOD PAGE SPEED

## AVAILABLE

The access speed of this website is quite fast because it has a central server with a large capacity, so it can support the number of users. The user interface has many components but still looks attractive. But this depends on signal strength

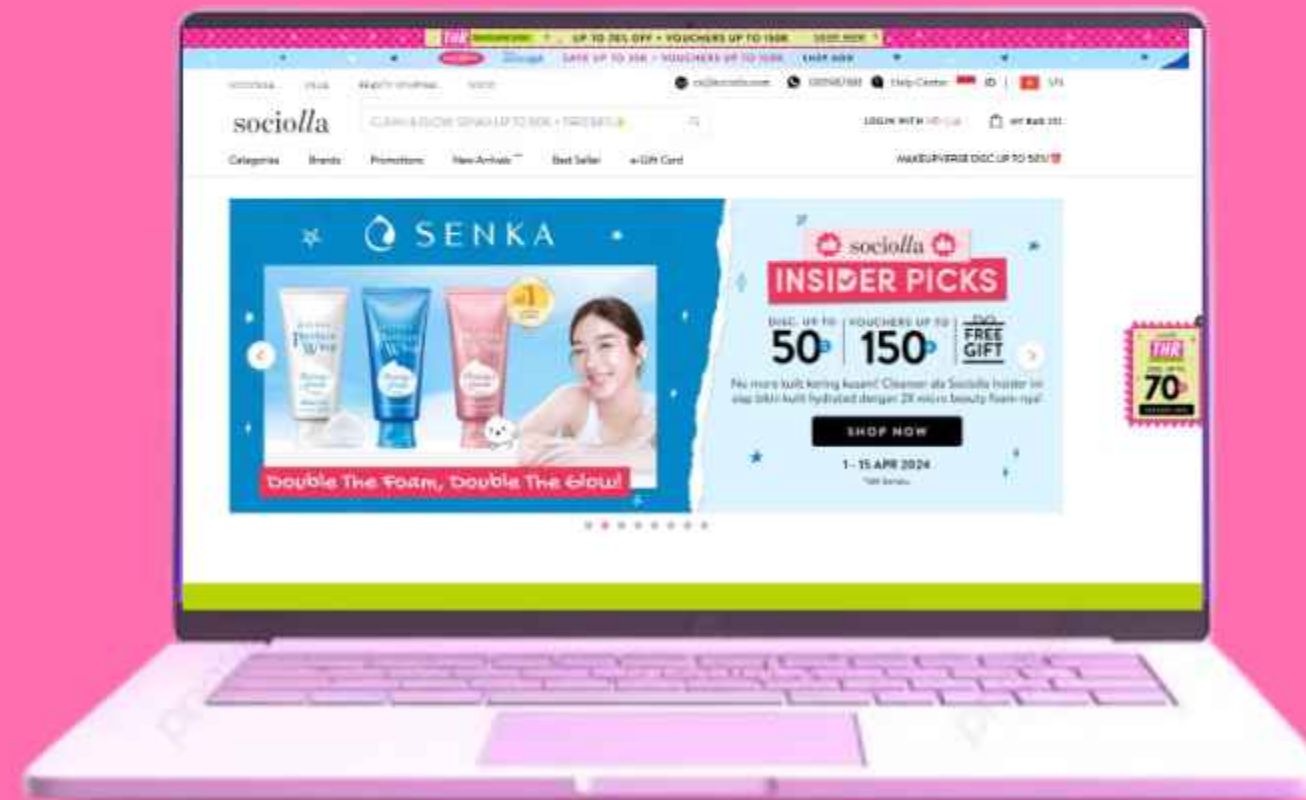




# RESPONSIVE DESIGN

## AVAILABLE

This website is responsive because its layout adapts and changes according to the device or browser we use to access it.

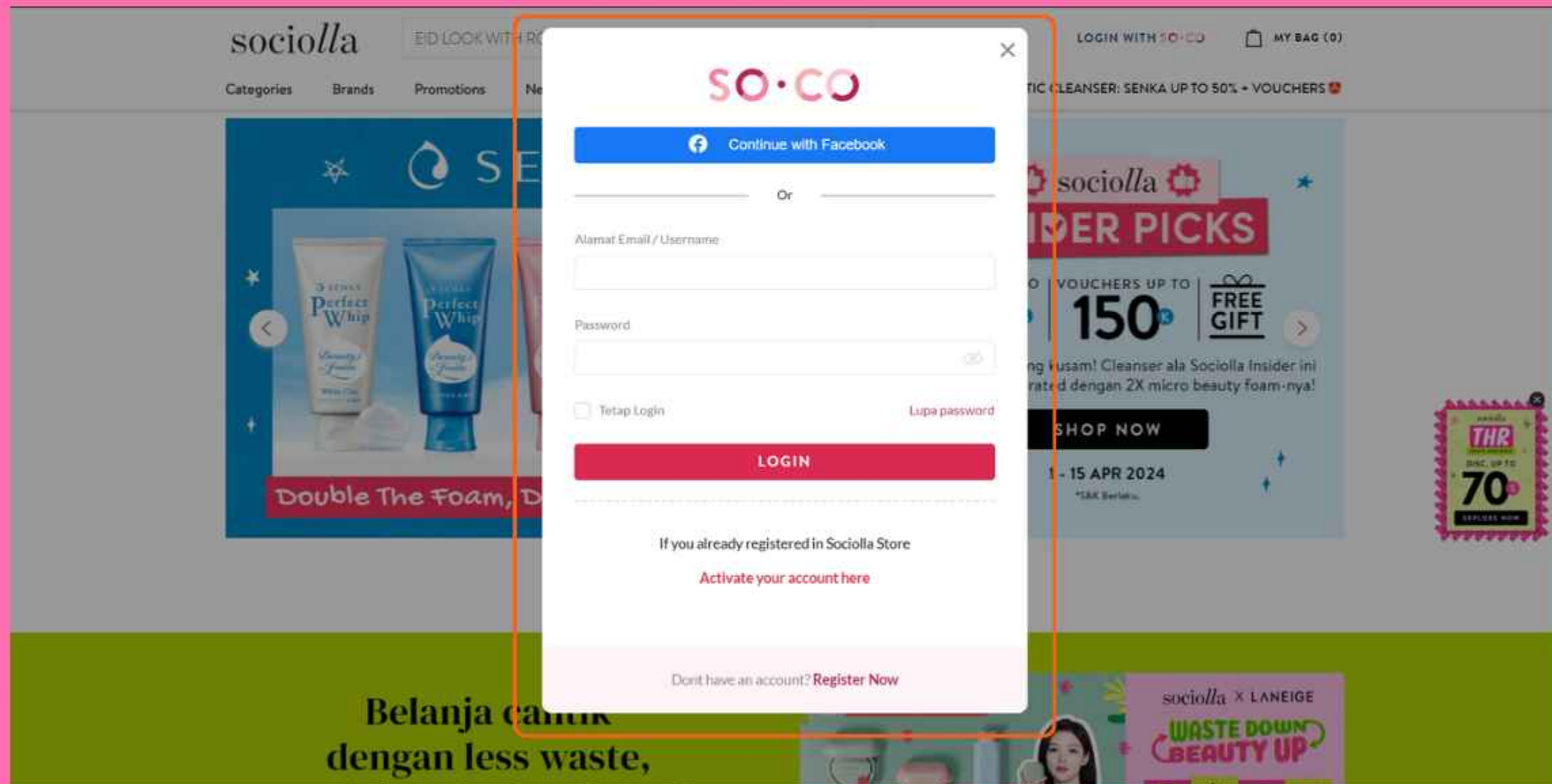




# FOLLOW SECURITY PROTOCOLS

## AVAILABLE

To maintain the security of seller and user data, there are requirements for carrying out transactions that must be agreed to by prospective sellers and users, one of which is having to create an account on the Sociolla website.



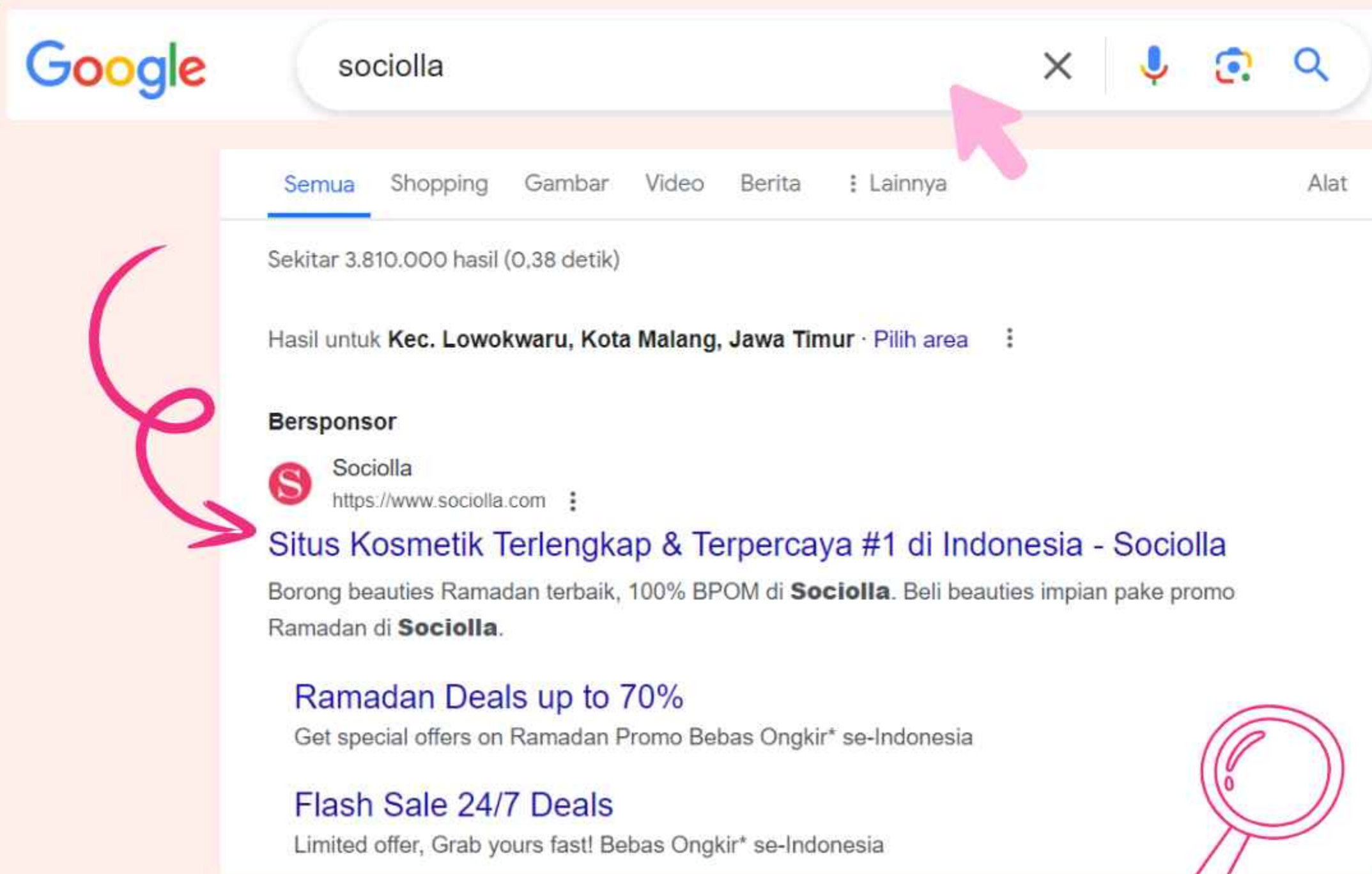
The screenshot displays the Sociolla website interface with a login modal for SO.CO overlaid. The modal includes a 'Continue with Facebook' button, a text input for 'Alamat Email / Username', a password input with a toggle for visibility, and a 'LOGIN' button. Below the login fields, there are links for 'Tetap Login' and 'Lupa password'. At the bottom of the modal, there is a link to 'Activate your account here' for existing users and a 'Register Now' link for new users. The background shows a product banner for 'Perfect Whip' and various promotional banners, including one for '150% VOUCHERS' and another for 'WASTE DOWN BEAUTY UP'.



# OPTIMIZED FOR SEARCH ENGINES

## AVAILABLE

Sociolla website has been fully optimized for search engines (SEO). When we type 'Sociolla' into the search bar, the Sociolla website immediately appears as the top recommendation.



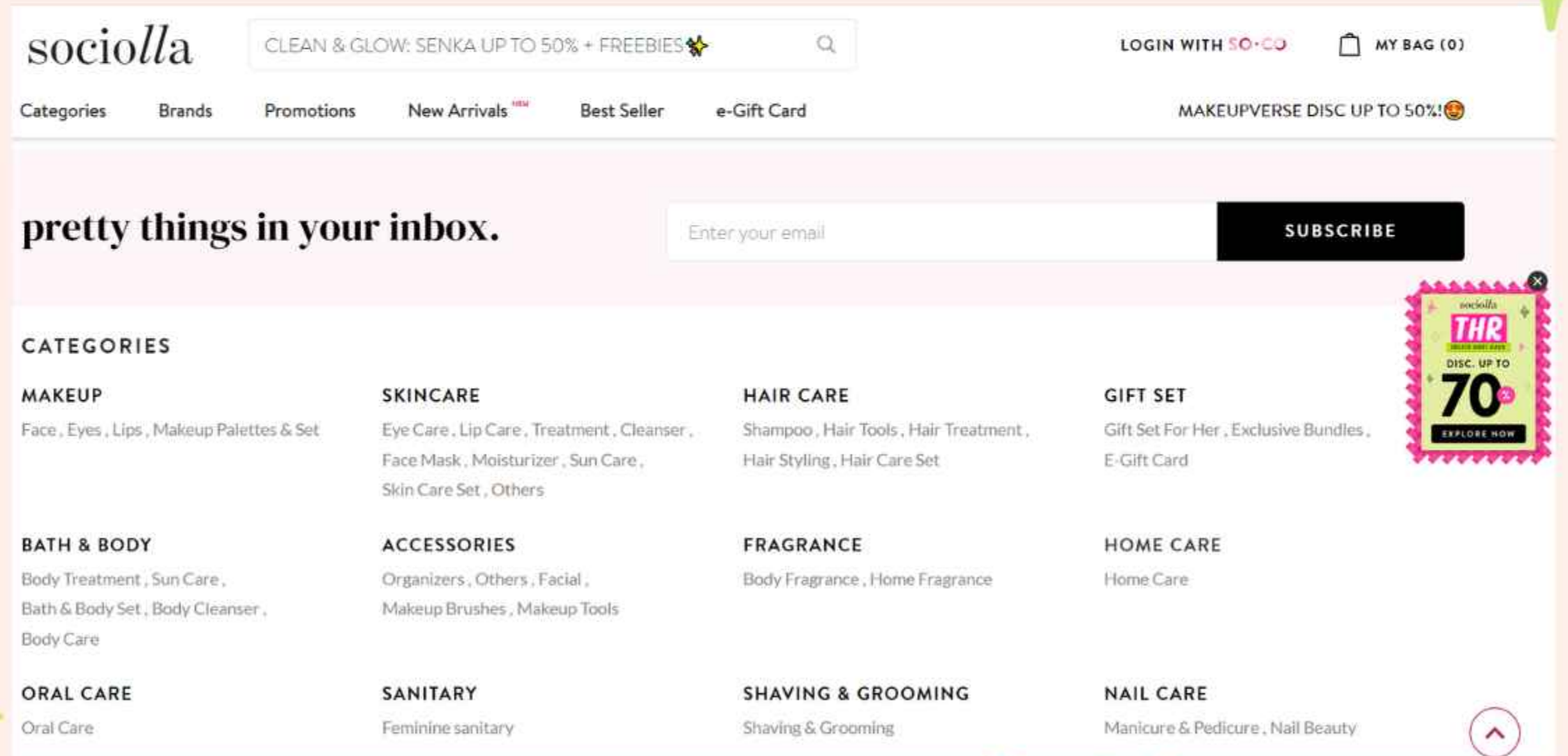


# STRUCTURED DATA

## AVAILABLE

Sociolla's website has a 'Categories' section to display grouped products such as makeup, skincare, fragrance, etc., making it easy for users to find products by their respective categories.

Users can also filter the category of the product they are searching for. For example, they can choose to display products from the lowest price to the highest price or from the top-rated products to the lowest-rated ones.



The screenshot displays the Sociolla website interface. At the top, there is a navigation bar with the Sociolla logo, a search bar containing the text "CLEAN & GLOW: SENKA UP TO 50% + FREEBIES", and links for "LOGIN WITH SO.CO" and "MY BAG (0)". Below the navigation bar, a secondary bar features links for "Categories", "Brands", "Promotions", "New Arrivals", "Best Seller", and "e-Gift Card", along with a "MAKEUPVERSE DISC UP TO 50%!" promotion. The main content area is titled "pretty things in your inbox." and includes an email subscription form with a "SUBSCRIBE" button. Below this, a "CATEGORIES" section is presented in a grid format, listing various product categories and their sub-items. A promotional banner for "THR 70% DISC. UP TO" is visible on the right side of the categories grid.

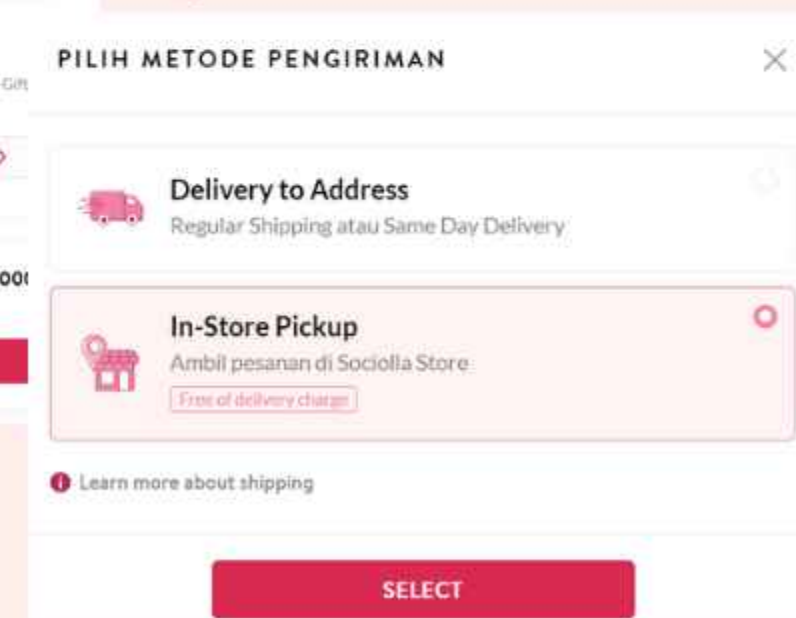
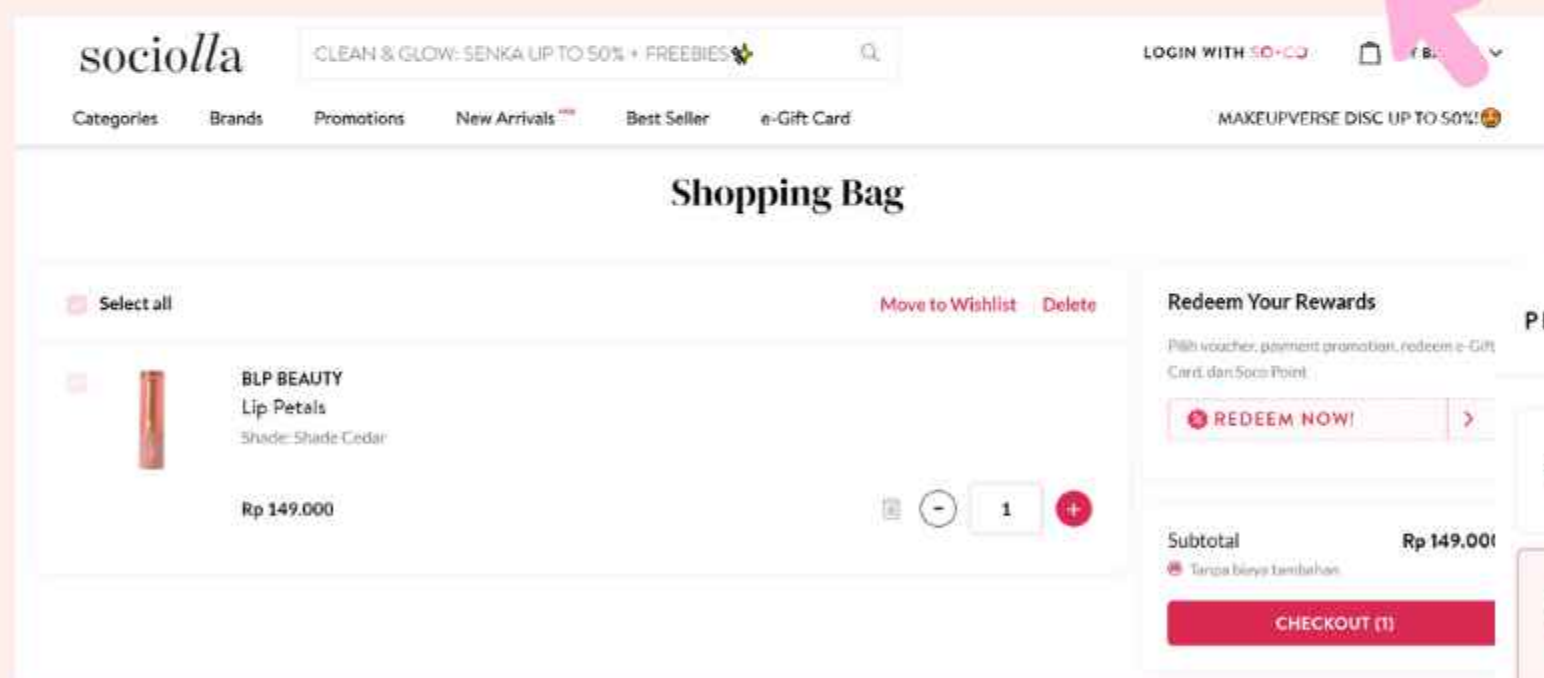
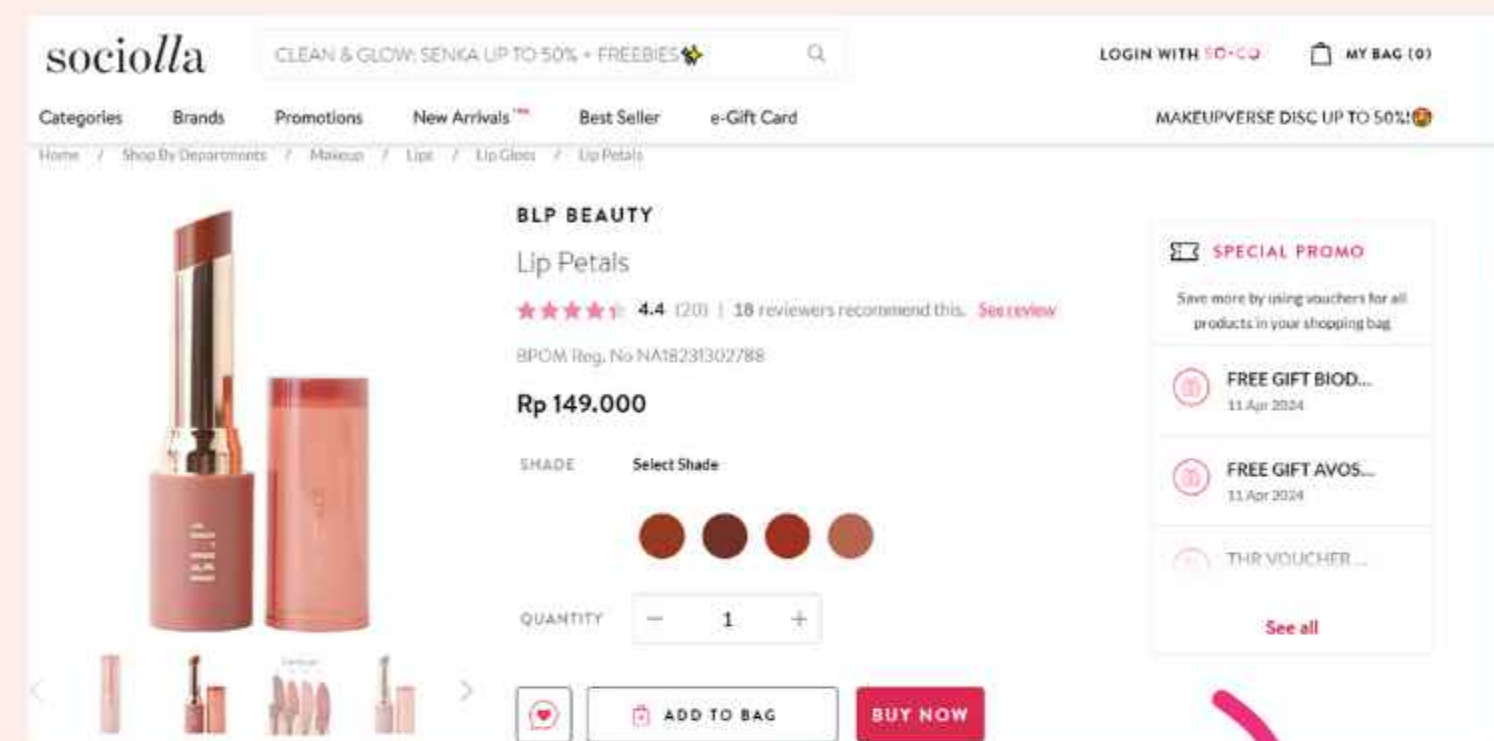
CATEGORIES			
<b>MAKEUP</b> Face , Eyes , Lips , Makeup Palettes & Set	<b>SKINCARE</b> Eye Care , Lip Care , Treatment , Cleanser , Face Mask , Moisturizer , Sun Care , Skin Care Set , Others	<b>HAIR CARE</b> Shampoo , Hair Tools , Hair Treatment , Hair Styling , Hair Care Set	<b>GIFT SET</b> Gift Set For Her , Exclusive Bundles , E-Gift Card
<b>BATH &amp; BODY</b> Body Treatment , Sun Care , Bath & Body Set , Body Cleanser , Body Care	<b>ACCESSORIES</b> Organizers , Others , Facial , Makeup Brushes , Makeup Tools	<b>FRAGRANCE</b> Body Fragrance , Home Fragrance	<b>HOME CARE</b> Home Care
<b>ORAL CARE</b> Oral Care	<b>SANITARY</b> Feminine sanitary	<b>SHAVING &amp; GROOMING</b> Shaving & Grooming	<b>NAIL CARE</b> Manicure & Pedicure , Nail Beauty



# SIMPLE INQUIRY AND CHECKOUT PROCESS

## AVAILABLE

Sociolla has a simple inquiry and checkout process, because the checkout process is straightforward and clear. Users just need to add products to the bag by clicking add to bag button, then click on checkout. After that, choose the preferred method of receiving the items, complete address details, and finally select payment method.





# SIMPLE INQUIRY AND CHECKOUT PROCESS

AVAILABLE

## ADD NEW ADDRESS

### Informasi Penerima

Nama Lengkap

Nomor Handphone

+62  Contoh: 812312312

### Alamat Penerima

Label Alamat:

Alamatku

Negara

Indonesia

Provinsi

Pilih provinsi

Kota/Kabupaten

Pilih kota/kabupaten

Kecamatan

Pilih kecamatan

☐ Gunakan sebagai alamat utama

CANCEL

SAVE

### Detail Alamat

Alamat Lengkap

Kode Pos

## Checkout

DELIVERY

[Change to In Store Pickup](#)

### Delivery Address

[Alamat...](#) Nabila Hasna • +6289227023906

Perumahan Griya Asri K-2, RT, 10, RW, 04, Kelurahan Pandanwangi, Kecamatan Blimbing, Kota Malang, Blimbing, Malang, Jawa Timur, 65124

[Add New Address](#)

[Change Address](#)

### Delivery Options

☒ Regular Shipping Rp 22.000 Estimasi tiba: 6-10 April 2024

[Estimasi tiba: 6-10 April 2024](#)

[Note: Sehubungan dengan Hari Raya Idul Fitri, order pada tanggal 7-15 April dapat mengalami keterlambatan pengiriman.](#)

### Payment Method

[Recommendation](#)

[E-Wallet](#)

[Credit/Debit Card](#)

[Virtual Account](#)

[Others](#)



[Add Credit/Debit Card](#)



Mandiri Virtual Account

☒ **BCA** BCA Virtual Account

☐ **BNI** BNI Virtual Account

### Summary Order (1 Items)



BLP BEAUTY  
Lip Petals  
Shade Candy  
1pcs

Rp 149.000

### Make It Special

☐ Sociolla Pink Box  
Rp 15.000

### Redeem Your Rewards

Pilih voucher, payment promotion, redeem e-Gift Card, dan Soco Points

[REDEEM NOW!](#)

Kamu memiliki 0 Soco Points

Subtotal Rp 149.000

Shipping Cost ~~Rp 22.000~~ FREE!

Berat produk 1kg

Total Rp 149.000

[Tanya biaya tambahan](#)

[PLACE ORDER](#)

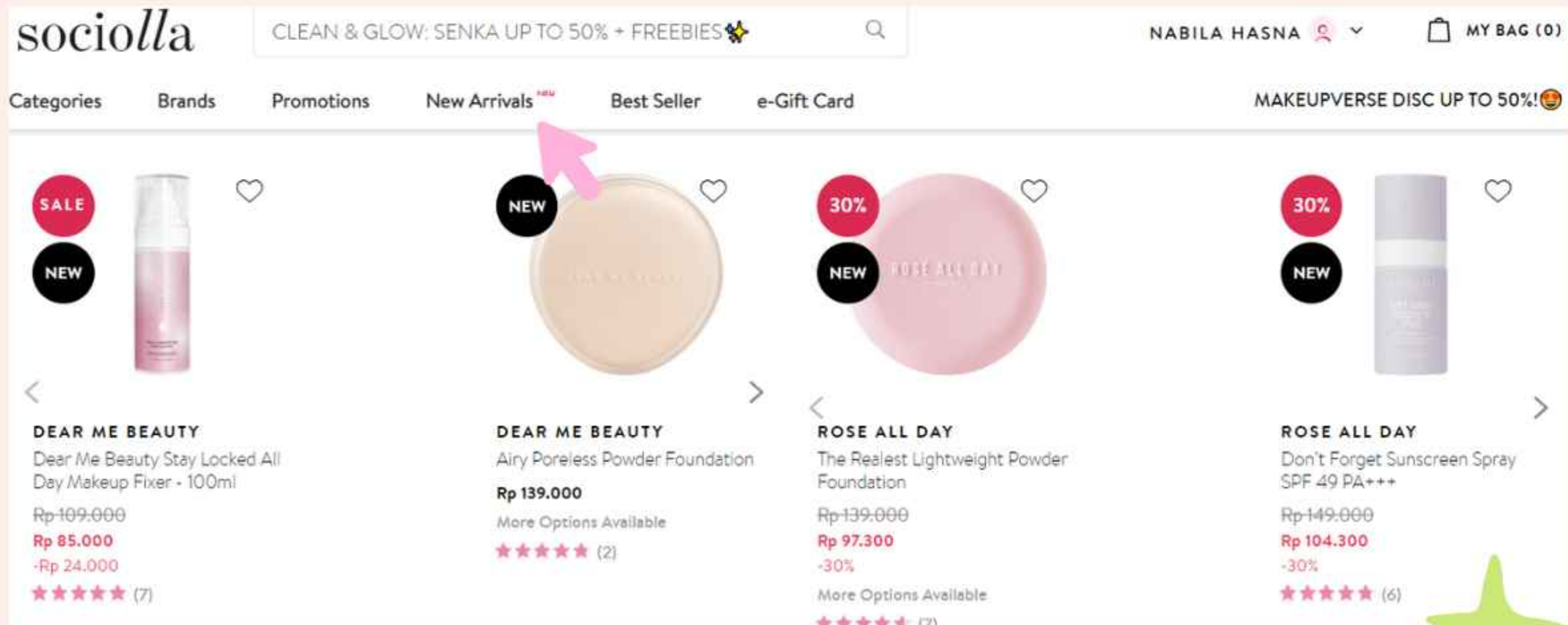
Kamu akan mendapatkan 20 Soco Points



# UP TO DATE CONTENT

## AVAILABLE

Sociolla website has a "New Arrival" section where they showcase the latest products they offer. Additionally, they consistently update discounts, often tailoring them to specific events such as national holidays. This ensures that users are always informed about the newest arrivals and ongoing promotions, enhancing their shopping experience and keeping the website's content fresh and relevant.





# Clear CTAs

## AVAILABLE

Sociolla uses “SHOP NOW” CTA to ignite action with irresistible discounts and a ticking time limit, instilling a sense of urgency that compels users to seize the opportunity.

A promotional banner for Sociolla's THR (Treats Hari Raya) event. The banner has a light green background with pink and white decorative elements like stars and swirls. At the top, the Sociolla logo is in black, followed by 'THR' in large white letters on a pink background, and 'TREATS HARI RAYA' in smaller black letters on a yellow background. Below this, the text 'DISC. UP TO' and 'VOUCHERS UP TO' is displayed in black. The main offer is '50%' in large black letters with a pink percentage sign, followed by a plus sign and '150K' in large black letters with a pink 'K' and a white arrow pointing right. Below the offer, the text 'BEBASONGKIR' is in large pink letters with a white outline, and 'TANPA SYARAT' is in smaller black letters on a white background. At the bottom, there is a black button with 'SHOP NOW' in white text, and the dates '25 MAR - 11 APR 2024' in black. A small pink arrow points to the 'SHOP NOW' button. At the very bottom, the text '\*S&K Berlaku.' is in small black letters.

sociolla

**THR**  
TREATS HARI RAYA

DISC. UP TO    VOUCHERS UP TO

**50%** + **150K** >

**BEBASONGKIR**  
TANPA SYARAT

**SHOP NOW**

25 MAR - 11 APR 2024

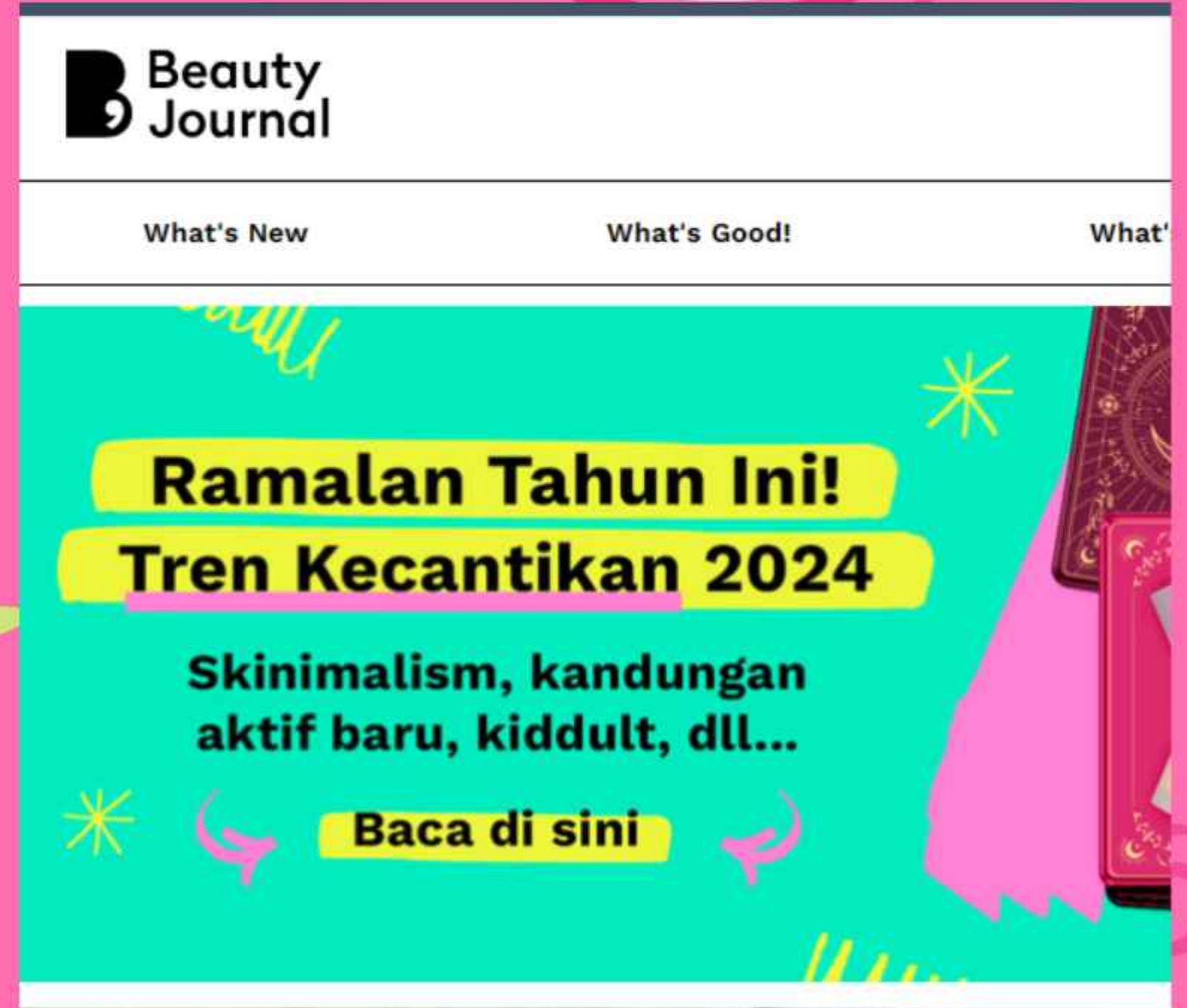
\*S&K Berlaku.



# Relevant Content

## AVAILABLE

Sociolla harnesses the power of blogging to create and publish regular, insightful posts that provide valuable information about skincare, makeup, and beauty trends.





# Quality Visuals

**AVAILABLE**

Sociolla use original, high-quality images relevant with their branding and messaging.





## Good Copy

### AVAILABLE

**Sociolla's copy effectively resonates with its audience by addressing their pain points and desires. This simplicity helps in communicating the value proposition effectively without using unnecessary jargon or complicated language.**

**Belanja cantik  
dengan less waste,  
mulai dari 4 langkah di  
sini!**





# CONCLUSIONS & SUGGESTIONS

The Sociolla website is a good website, because it meets the criteria for a good website. Apart from that, Sociolla also offers:

1. Attractive website design and lots of features,
2. Many discounts, vouchers and cashbacks,
3. Products that are guaranteed to be original and verified by BPOM.
4. Many kind of beauty products from different brands,
5. Various payment methods for transactions,

Suggestions for making this website even better, maybe Sociolla can add the variety of the brands to make it even more varied, especially in terms of price.



# *THANK YOU!*

Hopefully your love life is beautiful

