Design/Development Analysis

1. Site should be full width to fully avail capabilities of the website design.
2. No Hover effects on Major parts of the website includes simple texts and boxes and menu.
3. No Transaction/Animation effects in the website to make it more appealing it more to customers.
4. Main Menu animation should be changed and fixed to in and out and transition should be applied on the main menu animation including the background color, font color and main right menu opening container.
5. Images are too large according to the website design. Logo is itself only 16 MB.
6. Images looks very blurry because of the huge size of images. All images should be the exact size of the container size.
7. There should be a sticky Menu on top of website, with menu on the place of Search.
8. There should not be any animation with text being regular to bold, thus this is not a transition and looks bad.
9. Should increase some spaces between section, right now it looks very congested
10. Site should be optimized, right now its loading speed is 26 second’s.
11. Areas outside the text/content/box is also clickable.
12. Removing the 404 errors given in console to optimize the site speed and fix all errors.
13. Fixing Contact Page, it’s completely messed up right now also the form should be fixed with spacing and designs.
14. Customer popup should be closed by default and should not appear by itself every time as it can annoy the customer if the customer do not want to ask something.
15. Faq Page styling should be fixed.
16. Products list pages Layout Options and layouts itself should be fixed as they are relevant to each other now.
17. There’s a lot of places, where margins, paddings and border issues are occurring especially the cart checkout pages.
18. Number on footer and number/email in contact page is not linked.
19. About us page main banner text is not readable.
20. Design is not responsive completely. Especially Tablet.
21. All Products that have variations in it should always have a default value checked so that it can display the price by default.

SEO

1. The most common keywords are not appearing in the meta-tags. Primary keywords should appear in meta-tags to identify the website to search engines.
2. Website contains URLs that are not SEO friendly!
3. One of the important issues is the homepage does not contains any content and this is a big problem in terms of seo, it should has atleast a big paragraph contain atleast one H1 and one H2 headings with a paragraph.
4. Some basic image issue and optimization issues will can fix the seo as well as the optimization of website.
5. A lot of Inline CSS is found on page that should be in a complete separate file.