



# Conversion Audit

Prepared for: Demo Company



Clutch Overall Rating review 5.0

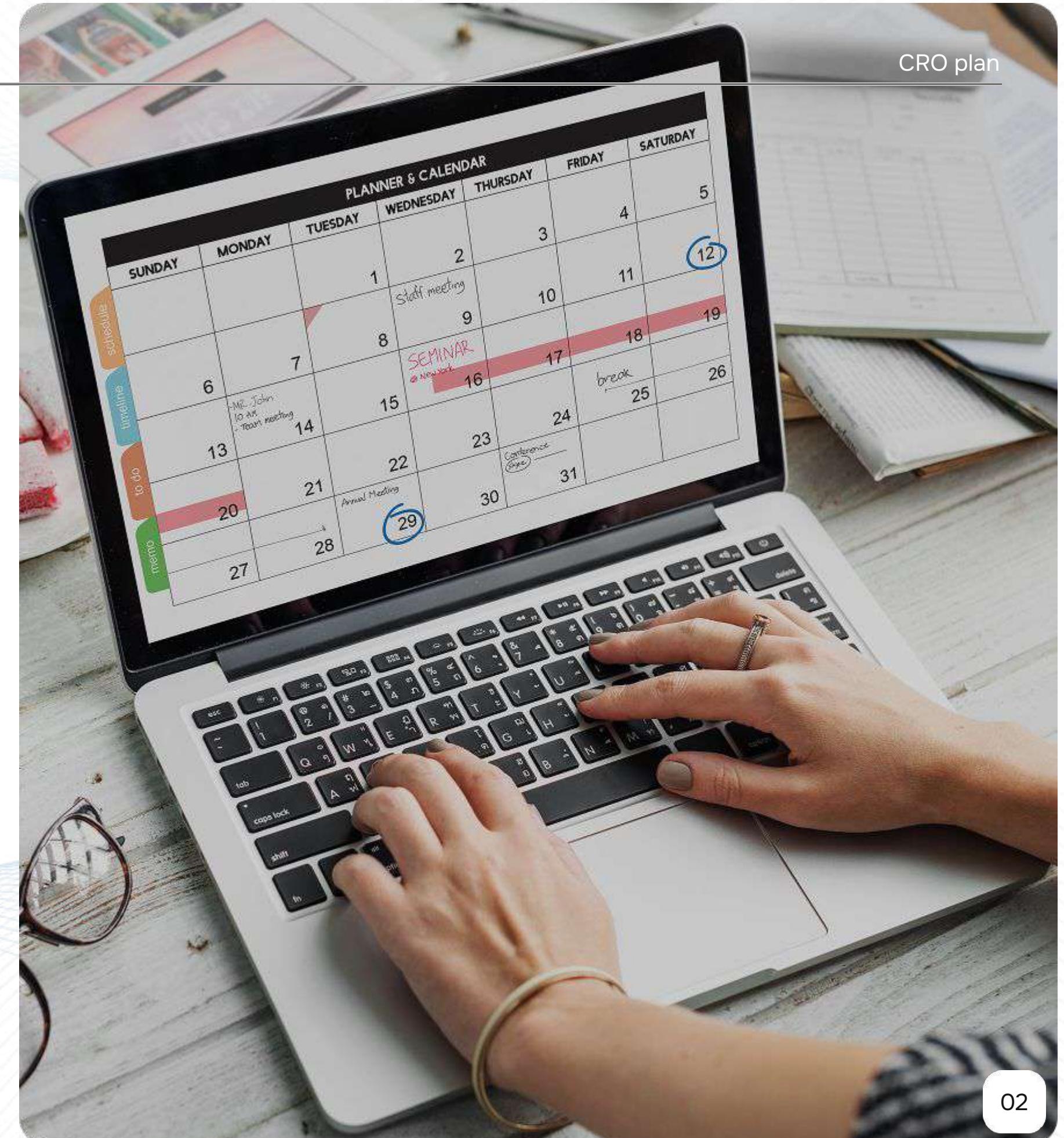


TOP RATED PLUS



# Agenda

- 01 / Home page 03
- 02 / Product Page 14
- 03 / Checkout page 17
- 04 / Catalog Page 19
- 05 / Comparison analysis 21
- 06 / Next Steps 25



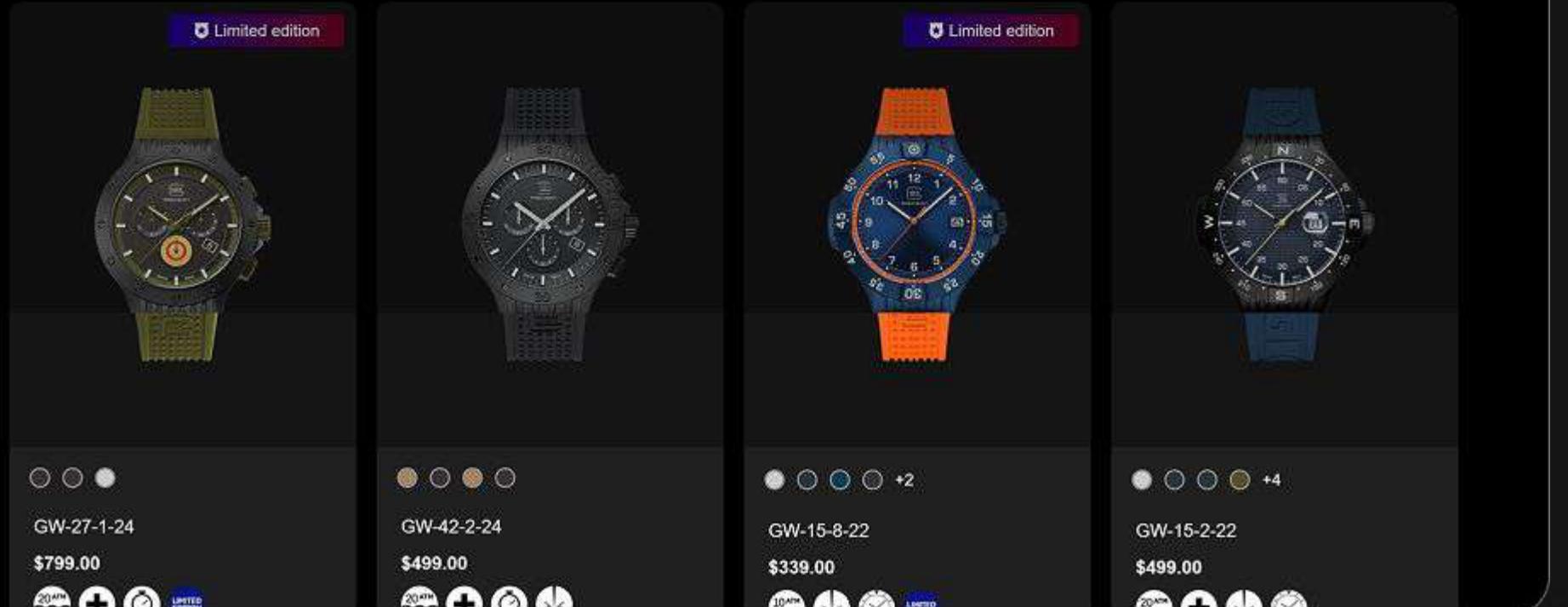


Limited edition

EXCLUSIVE LIMITED EDITION WATCHES. ONLY 7500 PIECES WORLDWIDE!

Explore Limited Editions

Bestsellers



GW-27-1-24 \$799.00

GW-42-2-24 \$499.00

GW-15-8-22 \$339.00

GW-15-2-22 \$499.00

20ATM + 10ATM + 20ATM + 10ATM  
LIMITED EDITION

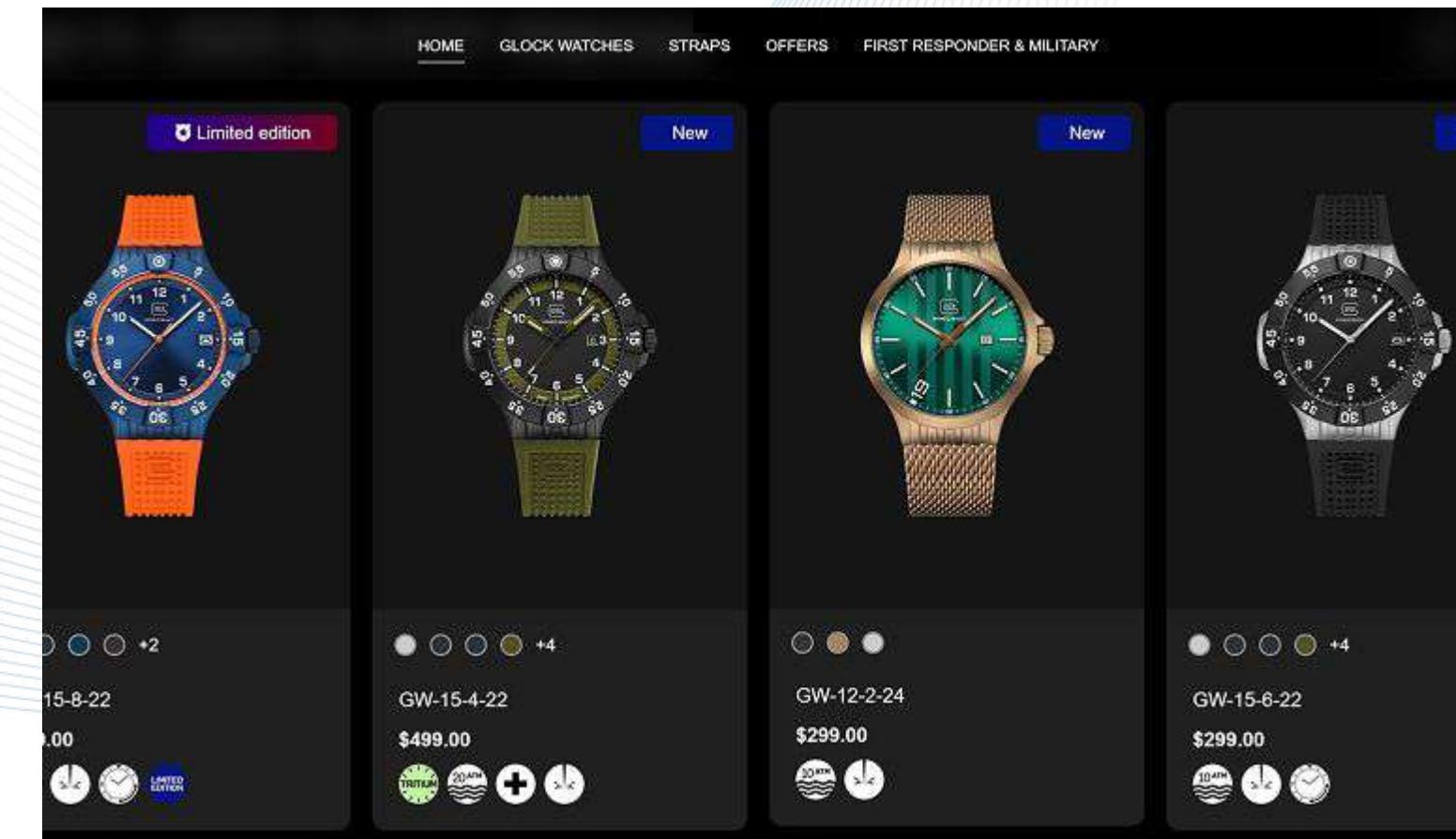
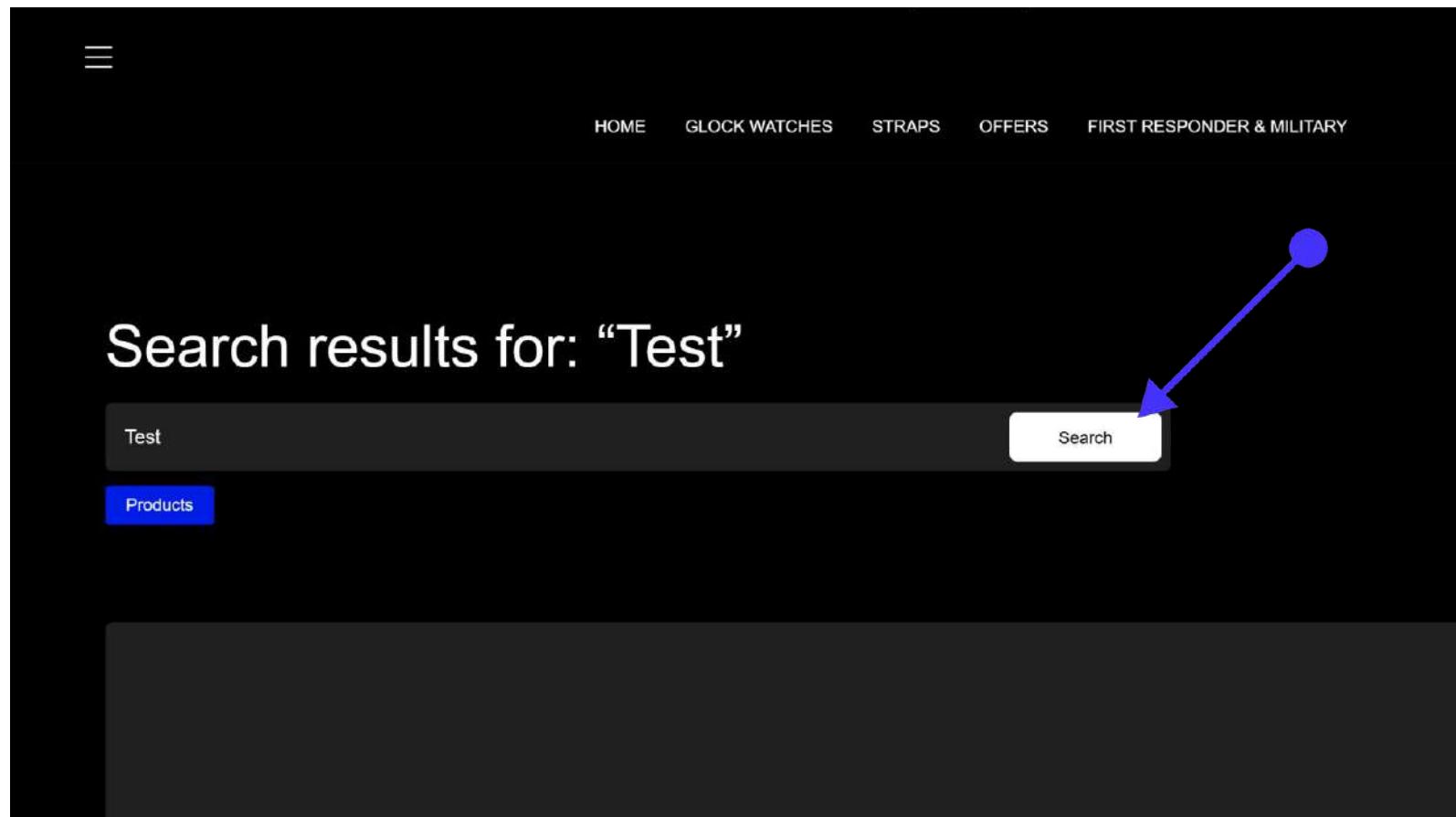
01 /  

# Home page

01 / Home page

# Smart Suggestions for Irrelevant Search Queries

If a user enters something irrelevant in the search bar on the main screen, suggest something relevant instead, such as links with "Did you mean..." or similar options.



01 / Home page

# Enhance Main Image Quality with WebP for Better macOS Display

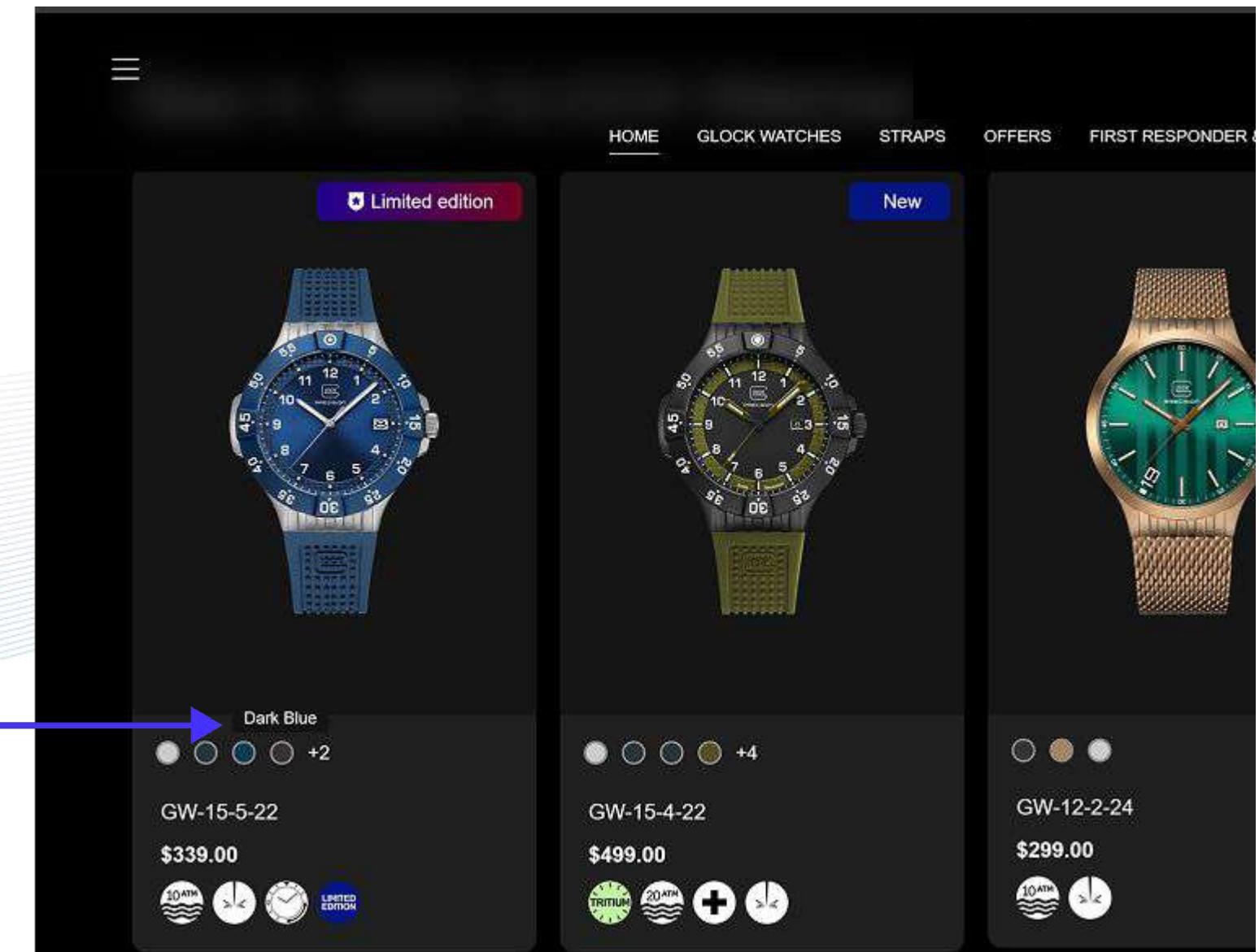
Improve the quality of the main images. Switching to the WebP format is advised to ensure they look great on macOS. Currently, the images in JPEG with low resolution don't meet the desired standard.



01 / Home page

# Enhance Color Selection in the "Bestsellers" Section

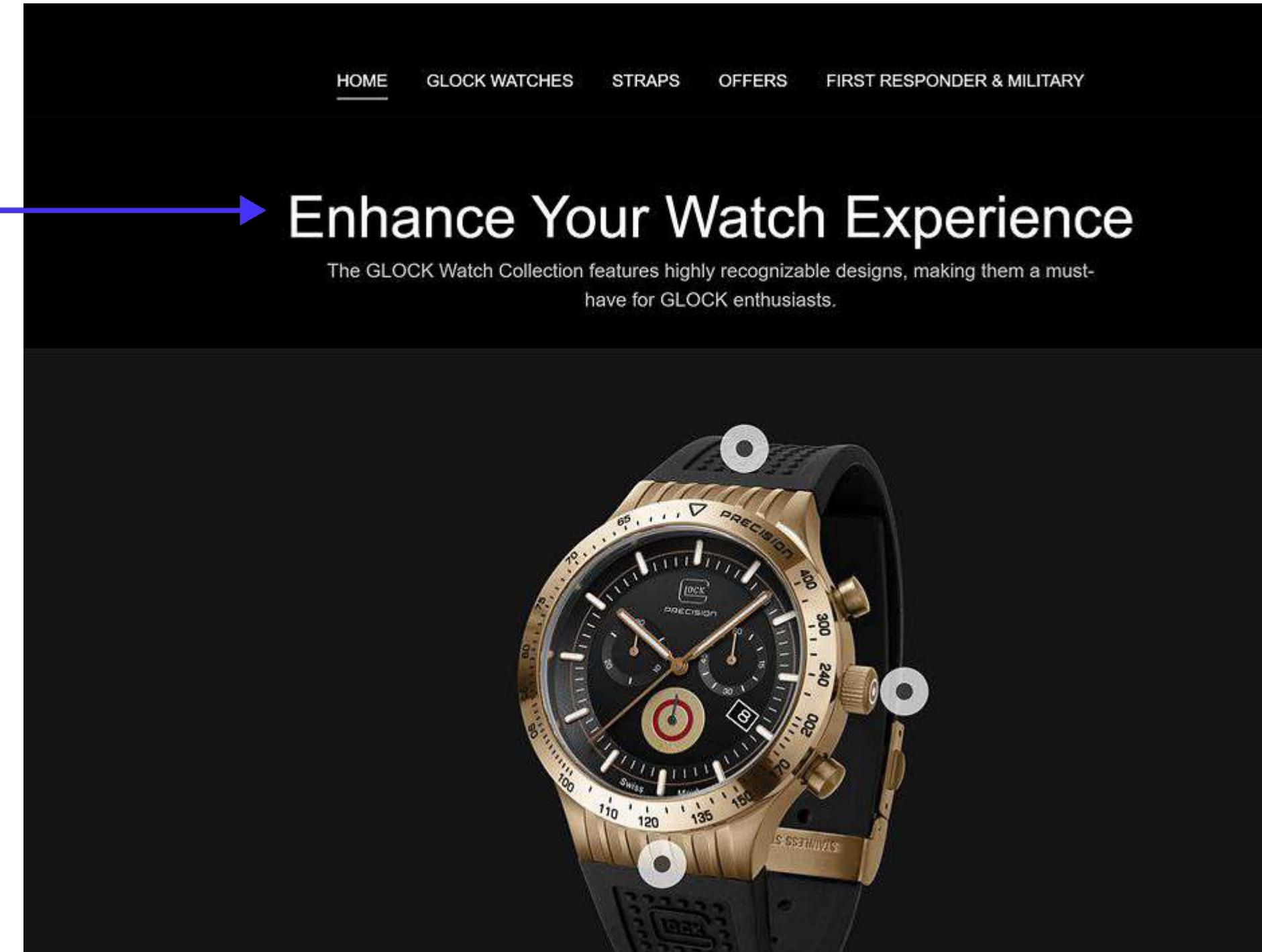
Improve the clickability for color changes in the "Bestsellers" section. Instead of changing the color on hover, make it clickable, as the current hover functionality is not always convenient and doesn't load reliably.



01 / Home page

# Improving Visual Appeal and User Interaction on the Homepage

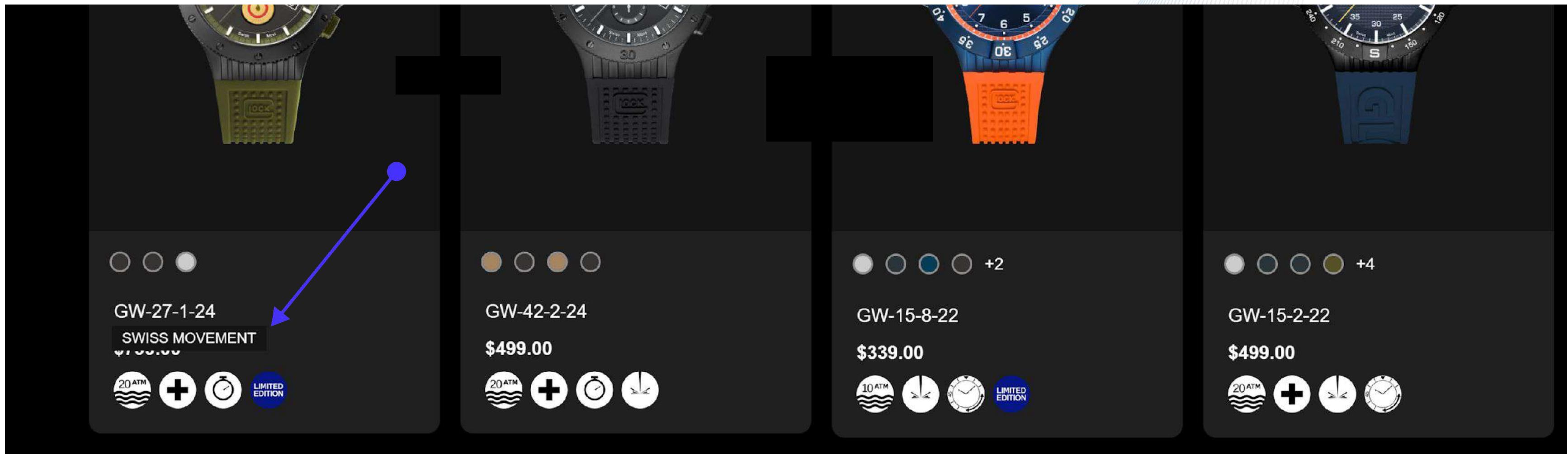
The click does not justify user engagement. On the homepage, the section with watches and dots looks dull. We recommend exploring more engaging design options, as too much small text exists. Perhaps consider hover effects that reveal additional content. Additionally, there is a lot of empty space to the left of the watch that could be utilized more effectively.



01 / Home page

# Fixing Text Overlap Issue in Watch Labels

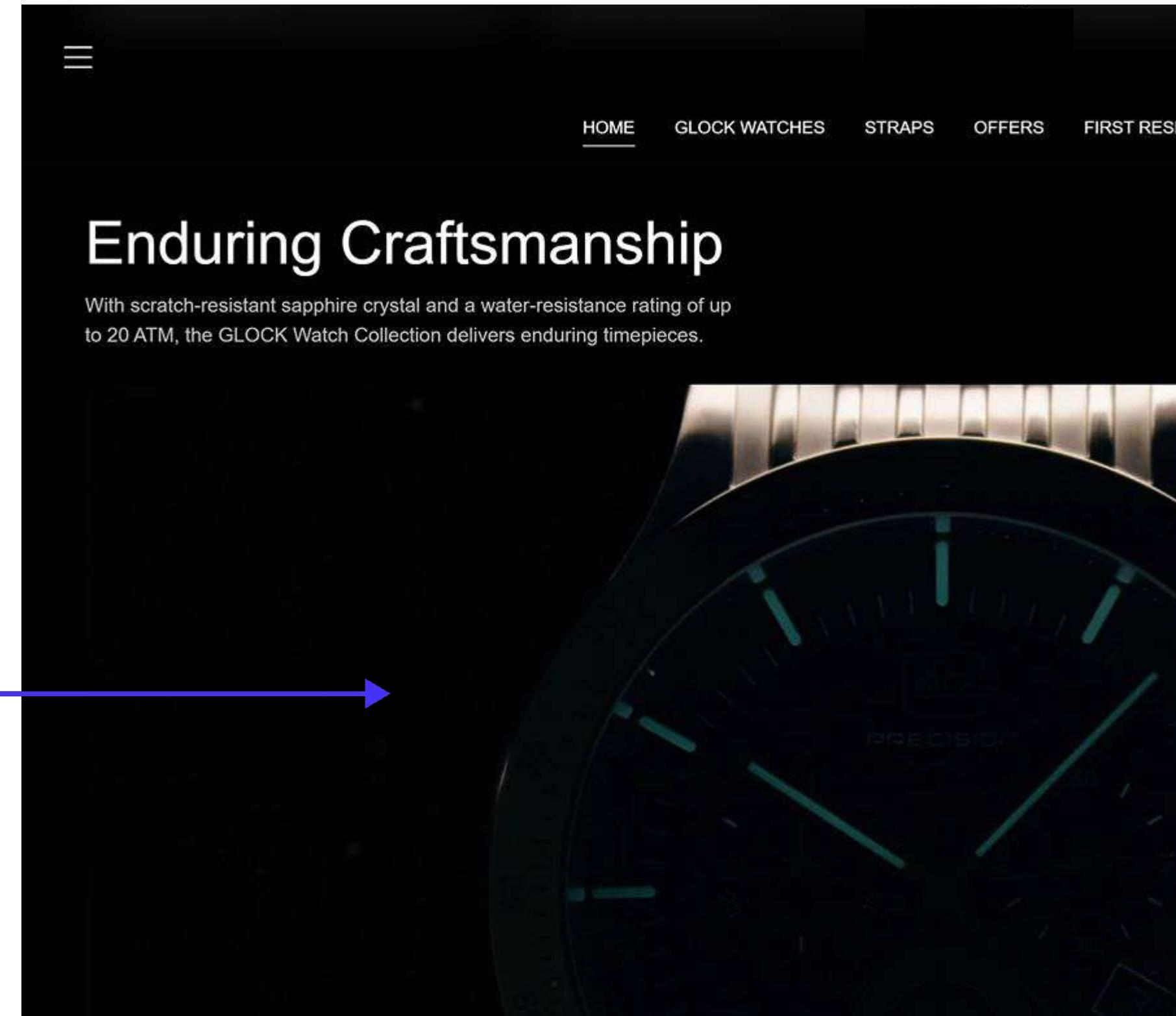
The labels under the watches, with the dropdown text description, overlap the price. Ideally, the text should not overlap with other elements.



01 / Home page

# Optimizing the Video Section for Better Engagement

For the video section, we recommend adding a large button styled like YouTube's or enabling autoplay without sound. If autoplay is not an option, make the first frame more eye-catching to encourage users to play the video, as it currently blends in too much.



01 / Home page

# More Advices for Better Engagement

01

## Add emotions

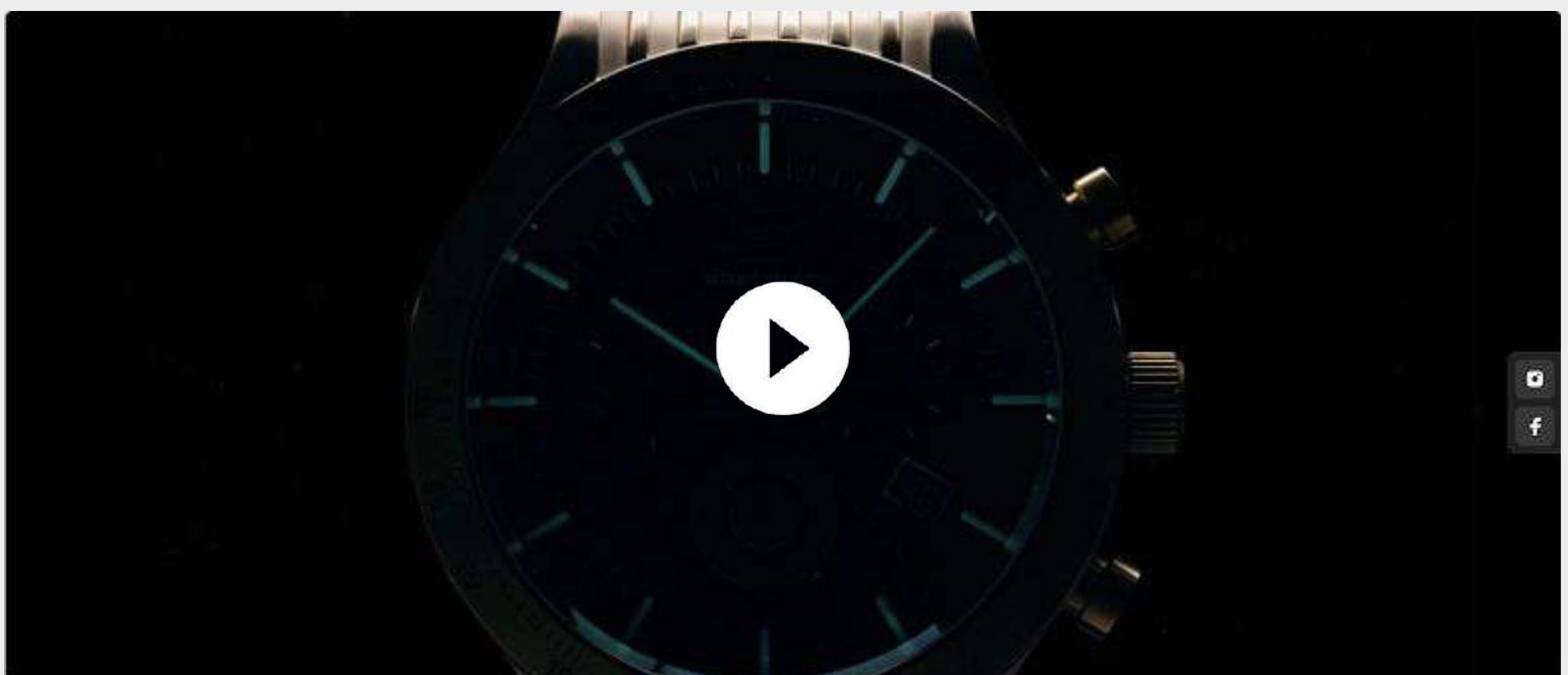
Add photos of people wearing the watches, especially for high-quality models, showcasing a highly skilled watchmaker assembling a watch. It's important to see happy people wearing the watches, or alternatively, replace them with a different watch that better reflects the brand. We recommend adding more "emotion" to the visuals.



02

## Add large buttons

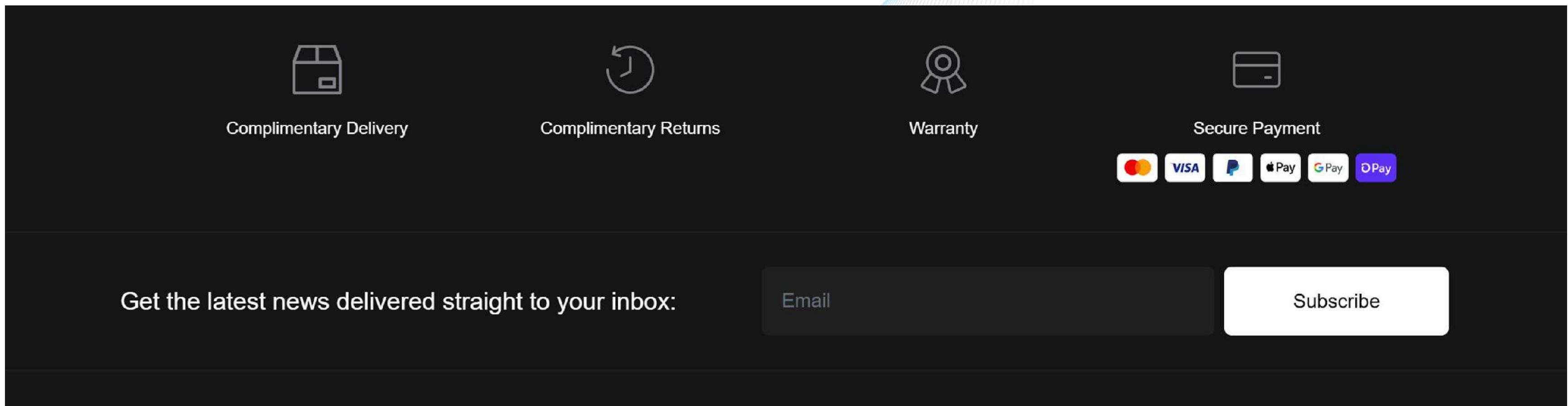
Consider moving the video to the foreground and adding a large "Play" button. Rethink the overall call-to-action concept to make it more engaging and effective.



01 / Home page

# Visual enhancement of benefits

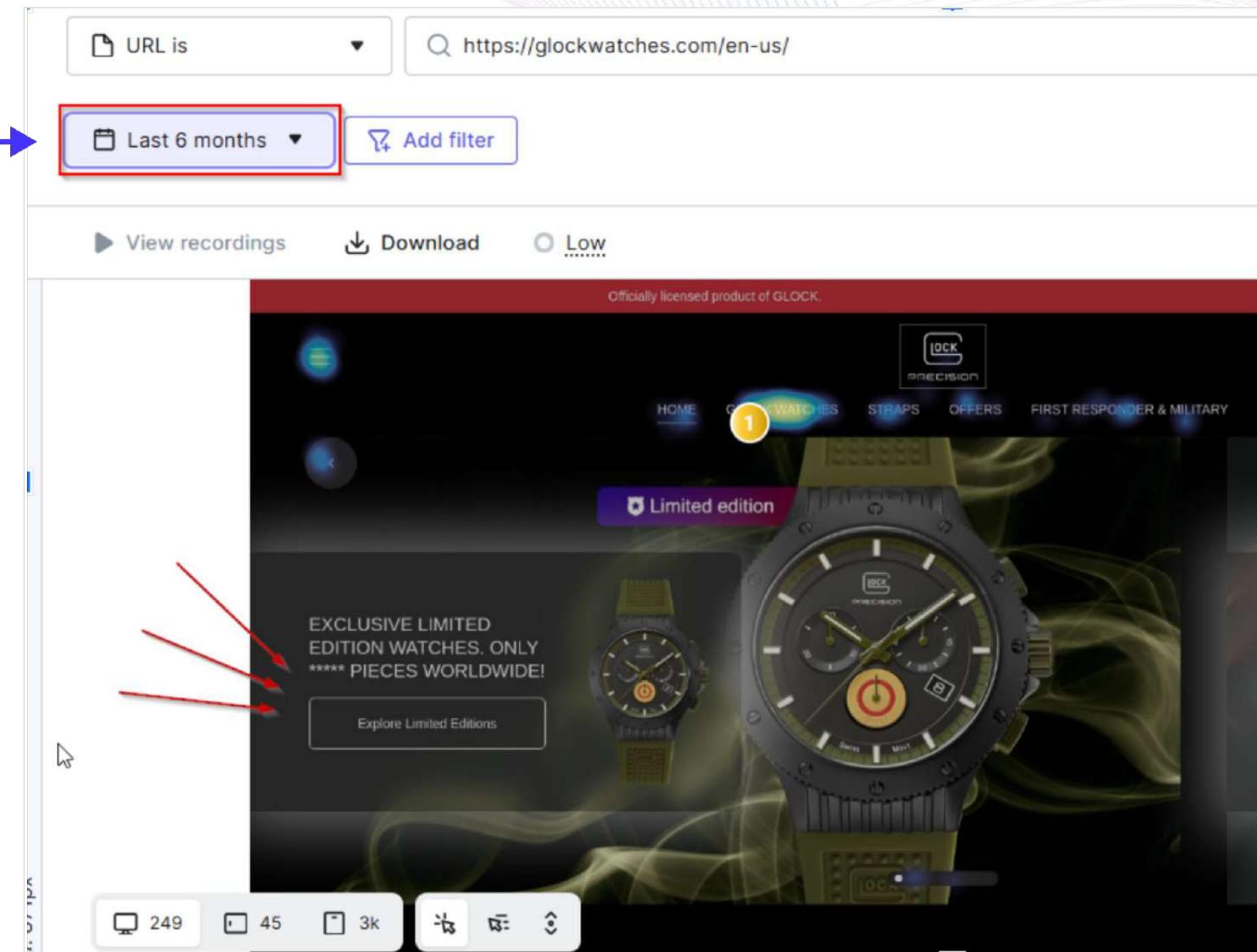
The section with "Complimentary Returns," "Warranty," and others should be redesigned to be more interesting. Consider keeping only "Complimentary Delivery" and integrating it with the Call to Action section above.



01 / Home page

# A call to action that delivers results

The main call to action doesn't work at all. It has no clicks within the last 6 months according to Hotjar. Consider adding a call to action for a current sale, a link where you explain your warranty or any other important Call to Action.



01 / Home page

# Delete Content to Get Better Engagement

There are NO Clicks after the first 2 sections within the last 30 days on the main page. I mean that users are not engaged. I suggest deleting certain sections and making them smaller. For example, consider deleting some of the sections after the Bestsellers section and up to Enduring Craftsmanship. Consider turning the video in Enduring Craftsmanship into the main video on the first screen.

The image shows a heatmap analysis tool interface on the left and a website page on the right. The tool's sidebar includes 'Highlights', 'Trends', 'Funnels', 'Recordings', 'Heatmaps' (which is selected), 'Surveys', 'Interviews', and 'Tests'. A 'New heatmap' button and a link to 'https://glockwatch...' are visible. The heatmap itself shows a cluster of red and yellow colors at the top center of the page, indicating high user engagement. The website page on the right has a dark background and features a large image of a GLOCK watch with the text 'Enhance Your Watch Experience' and a 'TUTORIAL' section titled 'Get Started with Heatmaps'.



HOME GLOCK WATCHES STRAPS OFFERS FIRST RESPONDER & MILITARY



### GW-6-2-22

A combination of precision and modern flair. The sandblasted titanium case encloses a deep blue dial illuminated by indices and hands with Swiss Super-LumiNova®. A white accent ring discreetly highlights the graphic elements on the outer edge of the dial, reminiscent of GLOCK's RTF texture. Complemented by a sturdy stainless steel mesh strap, powered by a reliable solar movement, and rated to 20 ATM water resistance, this watch represents sophisticated design and technical precision.

\$259.00 ~~\$300~~

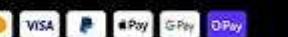
From \$64.75/mo or 0% APR with [shop now](#) Learn more

Case color: Silver-Tone  
Strap color: Silver-Tone



Add to Cart

Secure Payments – Credit cards, Debit cards, PayPal, Apple Pay and Google Pay and Installments



#### TECHNICAL DATA

Case Material	Titanium
Case Thickness	11.35 mm
Case Diameter	40 mm
Dial Color	Blue
Product Weight	4.48 oz
Movement Type	Solar

#### STRAP INFORMATION

Material	Stainless Steel
Size	200 mm
Type of Clasp	Folding Clasp

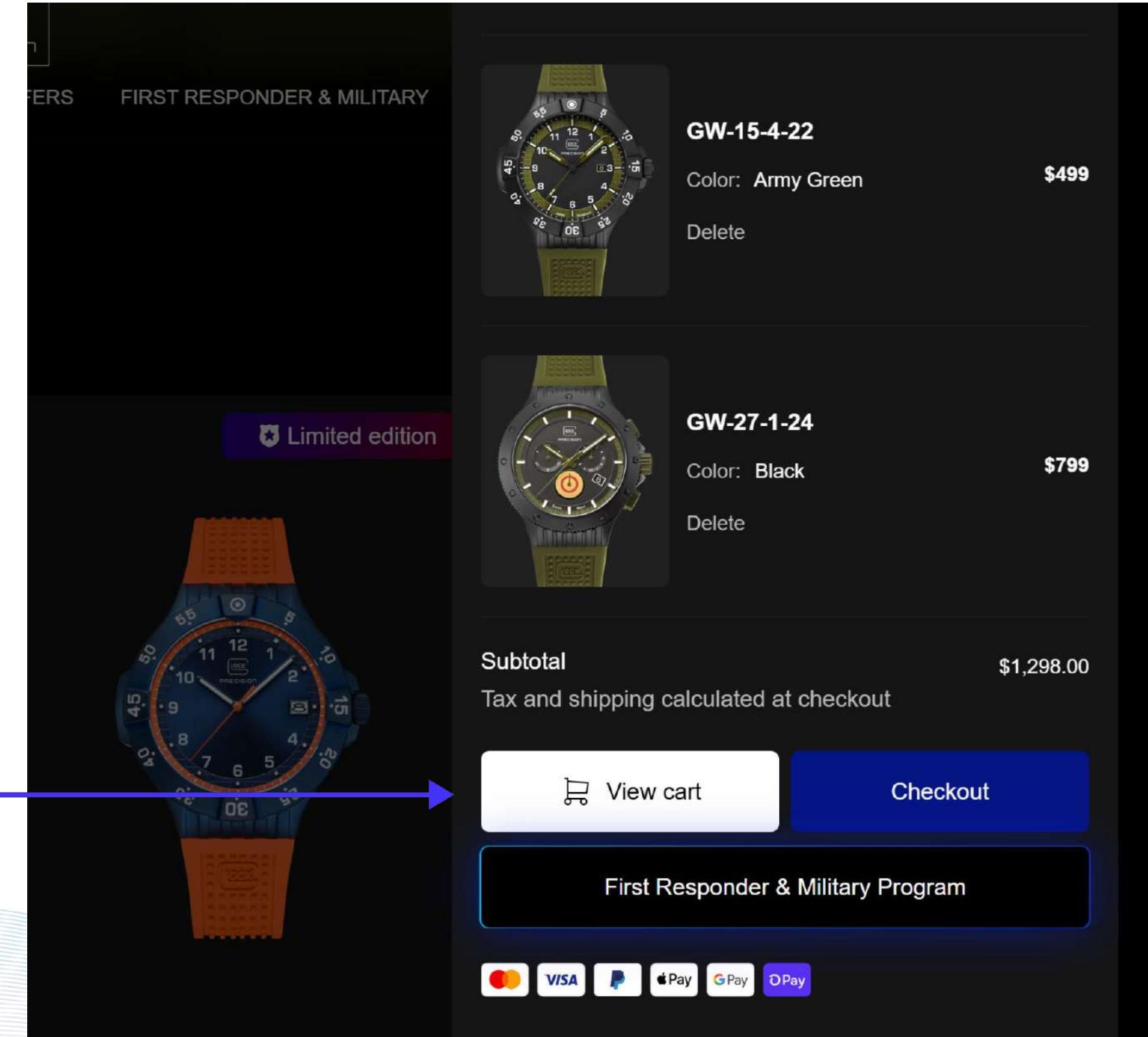


## 02 / Product page

02 / Product page

# Improve Cart Button Visibility

In the Cart tab, there are two blue buttons. Consider differentiating them or dimming the "View Cart" button, as their relevance differs.

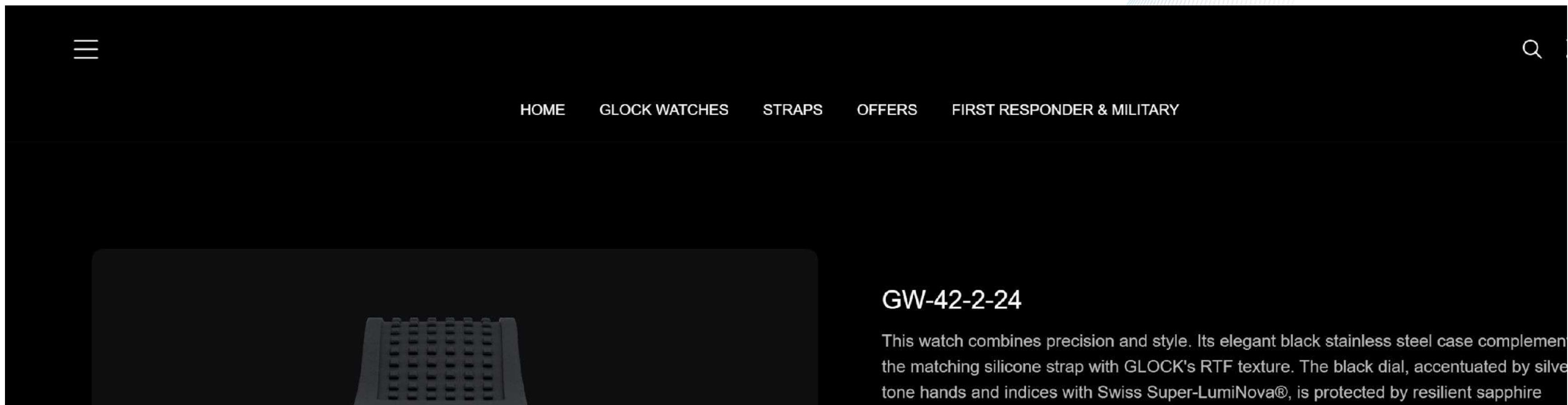


02 / Product page

## Anchor Link: Incorrect Redirect to Section

The anchor link for navigating back is not working correctly. It redirects to the wrong section instead of returning to the section from which the user navigated to "Robust Styles for Your Adventures." [This needs to be fixed.](#)

[View screenshot video to deeply understand the issue](#) 



≡

HOME GLOCK WATCHES STRAPS OFFERS FIRST RESPONDER & MILITARY

**GW-42-2-24**

This watch combines precision and style. Its elegant black stainless steel case complements the matching silicone strap with GLOCK's RTF texture. The black dial, accentuated by silver-tone hands and indices with Swiss Super-LumiNova®, is protected by resilient sapphire.

Express checkout

shopPay

PayPal

G Pay

OR

## Contact

Email or mobile phone number

Email me with news and offers

## Shipping address

Country/Region  
United States

First name (optional)

Last name

Address



Apartment, suite, etc. (optional)

City

State

ZIP code

[Return to cart](#)

[Continue to shipping](#)



GW-6-2-22

Discount code

Subtotal

Shipping

Total

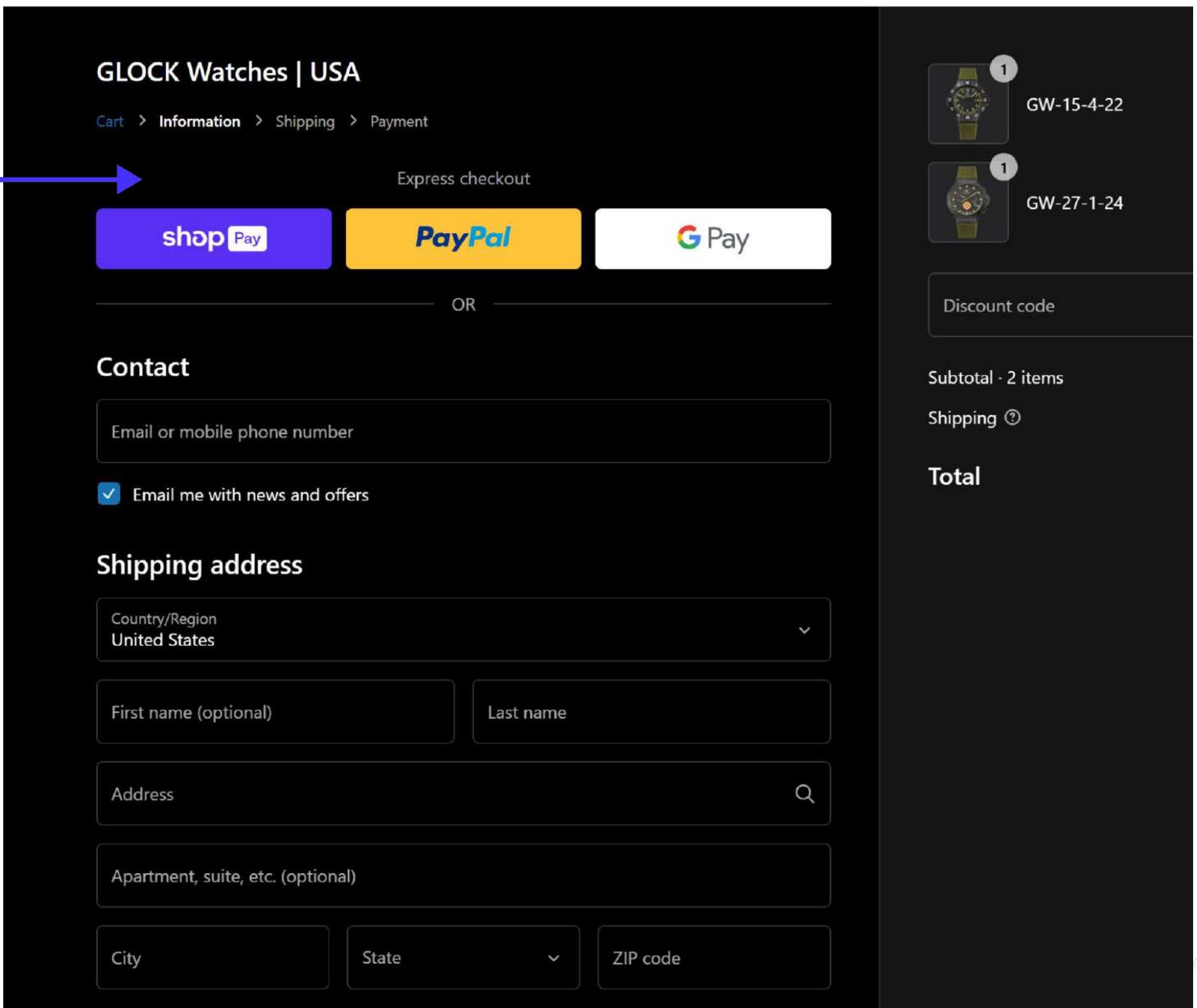
03 /  

# Checkout

03 / Checkout page

# Make “Secure Payment” more visible

It would be better to move "Secure Payment" (or "Secure Express Checkout") from the footer to the checkout tab for better visibility and relevance.



Discover the world of GLOCK Watches, where precision meets elegance.  
Explore our extensive range of high-quality timepieces and find your perfect  
match in our exceptional collection.

Hide Filters

Sort by

- Featured
- Newest First
- Oldest First
- Price: High to Low
- Price: Low to High

Gender +

Availability +

Strap Material +

Case Color +

Case Material +

Case Shape +

Case Size +

Display Type +

Water Resistance +

Movement Type +

Chronograph Multifunction +

Date Window +

Dual Time +

Strap Color +

Clasp Color +

On sale

On sale

GW-40-1-24

\$299.00 \$499 40% Off

GW-5-1-24

\$239.00 \$399 40% Off

Limited edition

GW-27-1-24

\$799.00

Customize your look

Interchangeable strap system

GW-42-2-24

\$499.00

On sale

On sale



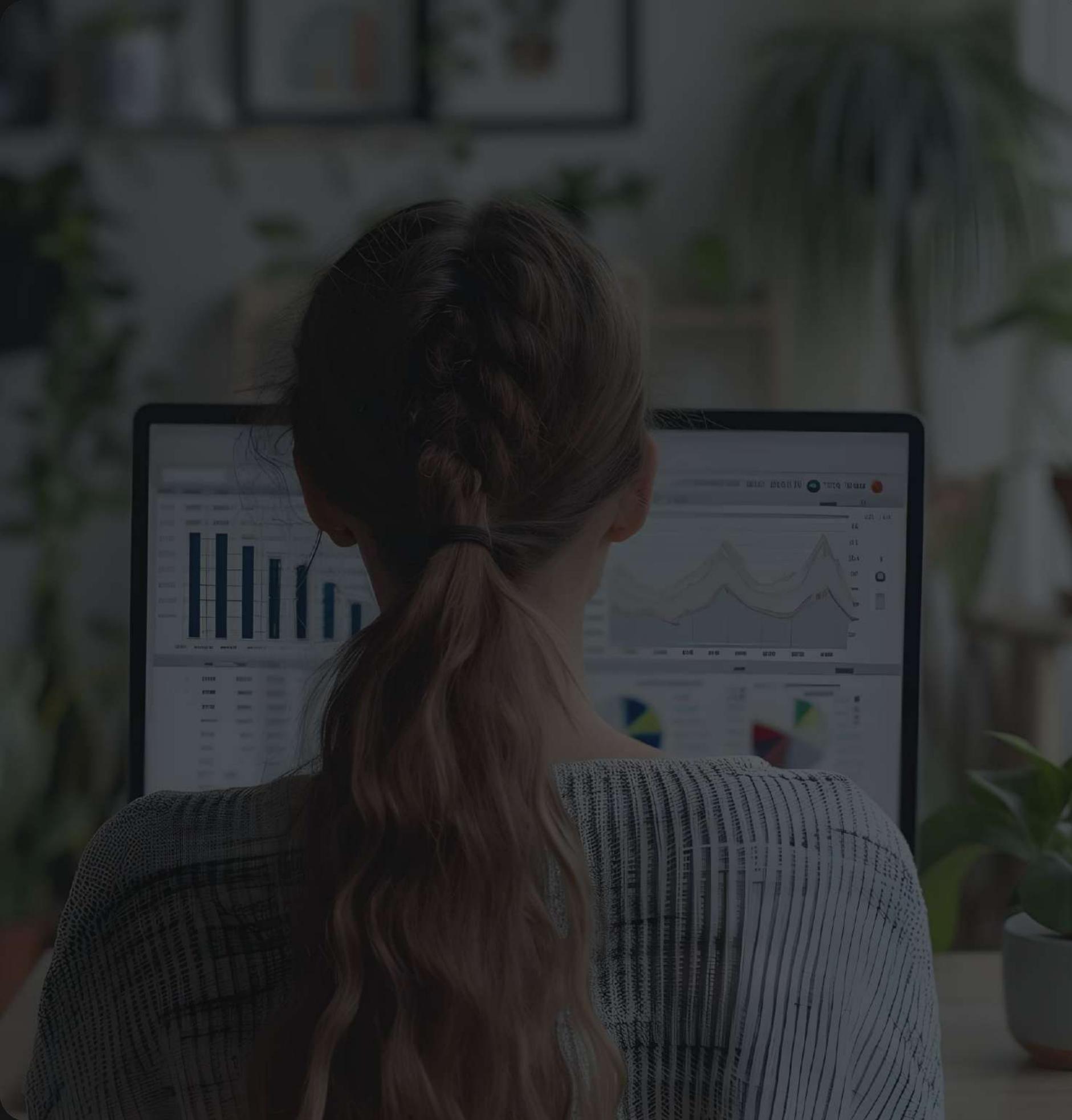
# 04 / Catalog

04 / Catalog

# Product availability reminder via e-mail

In the "Watches" tab, for out-of-stock watches, customers can add them to their favorites and be notified when the item is back in stock. Include an option for email sign-ups to receive updates about restocked products. Additionally, add a "Favorites" tab for easier access to saved items.

The screenshot shows a dark-themed e-commerce website for watches. On the left, a sidebar lists filtering options: Sort by (Featured selected), Gender, Availability, Strap Material, and Case Color. The main area displays three watches. The first watch on the left is black with a black dial, labeled 'On sale' and 'Sold Out'. A blue arrow points from the text 'In the "Watches" tab, for out-of-stock watches, customers can add them to their favorites and be notified when the item is back in stock.' to the 'Sold Out' text. The second watch is black with a green strap, labeled 'Limited edition'. The third watch on the right is black with a black dial, labeled 'Swiss Movt'. At the bottom right, there are social media icons for Instagram and Facebook, and the text 'Explore our most' followed by a page number '09'.



05 /

# Comparison analysis

# Comparison analysis

Number	Functionality	Demo Company				
01	Add CTA buttons to every page, even 404 error pages, result pages with 0 results, blog posts, and the about us page			✓	✓	✓
02	Auto-complete and auto-suggest options for search	✓	✓	✓		
03	Display suggestions on "No result search request" page	✓	✓	✓		
04	Display the empty cart widget has (on hover) CTA to "Shop our best-sellers"					
05	The footer should include links to social networks and a total number of likes/followers (so that the user can check them for trust)	✓	✓		✓	✓
06	Footer includes links to main categories	✓	✓			
07	Add banners with highlights of any specific deals, special offers or urgency offers near the top with CTA buttons	✓		✓	✓	✓
08	Display the most important product categories first, with descriptive photos near the top of the homepage		✓	✓	✓	✓

\* example of comparison analysis

# Comparison analysis

Number	Functionality	Demo Company				
09	Add an option for customers to contact the store (e.g. live chat, email, or phone number)					
10	Add new sorting options	✓	✓	✓		
11	"Only 1 left"			✓		
12	The main product photo allows a user to zoom in easily (especially on mobile)	✓		✓	✓	✓
13	The product page contains photos in reviews (with faces) of how (happy) customers are using the product			✓		
14	Relevant cross-sell/up-sell products are offered on the product page	✓	✓	✓	✓	
15	The product page contains "Visitors who viewed this product also viewed..." where users are shown complementary OR/AND alternative products	✓	✓		✓	✓
16	Urgency triggers are used (e.g. "Today only", "Black Friday offer", "Freebonus", "If an order is placed in the next 12 min, it will be shipped today")near the main CTA	✓		✓	✓	✓

\* example of comparison analysis

# Comparison analysis

Number	Functionality	Demo Company				
17	Display info about returns, delivery, etc on the pop-up		✓	✓	✓	✓
18	Add upsell/cross-sell products on the cart page					
19	Add the "Continue shopping" button on the cart page	✓	✓	✓		
20	Add trust icons on the Cart page and checkout			✓		
21	Add address validation on checkout	✓		✓	✓	✓
22	Offer an easy way for the user to get in touch with the store owner(e.g. live chat, email, phone number)			✓		
23	Offer the user to buy additional items/quantity of the same product at a lower price, or buy another complementary product, with a clear explanation that these additional items will be combined with their recently made order)	✓	✓	✓	✓	
24	Offer the user a coupon code that they can use for their next purchase, or give it to their friends.	✓	✓		✓	✓

\* example of comparison analysis

# Next Steps

Next, please review our CRO plan. If you're ready to proceed with improving your website, confirm, and we'll prepare the agreement and necessary documents.

We can start without a prepayment, with the first payment due at the end of the first month.



Clutch Overall Rating review 5.0



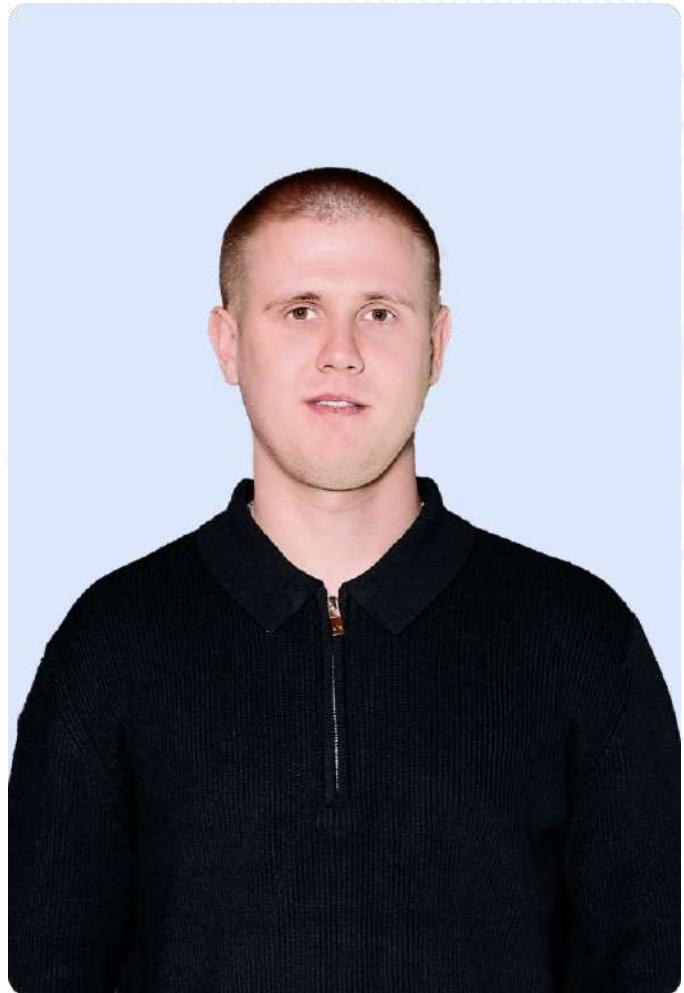
TOP RATED PLUS



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