



Girl Camper

User Experience and Analytics Audit

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Introduction

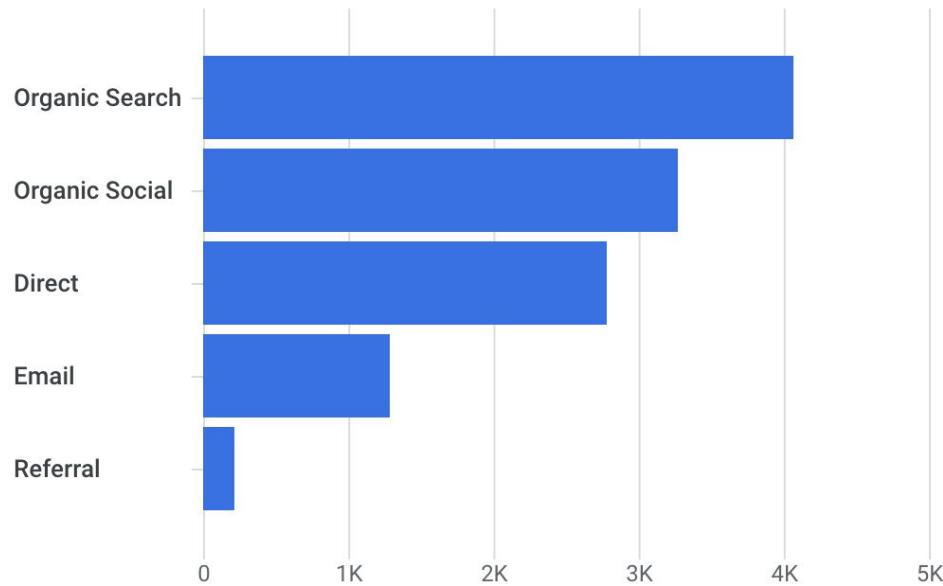
Welcome! The goal of this presentation is to give you an understanding of how your users behave on your site via a number of key metrics. We will then provide user experience (UX), design, and marketing recommendations based on those metrics.



General Metrics and Observations

General Metrics - Traffic Sources

Users by Session default channel group



You're getting about 11-12k users per month, and over 2/3rds of these are from organic social and organic search.

That is an outstanding and extremely healthy traffic distribution!

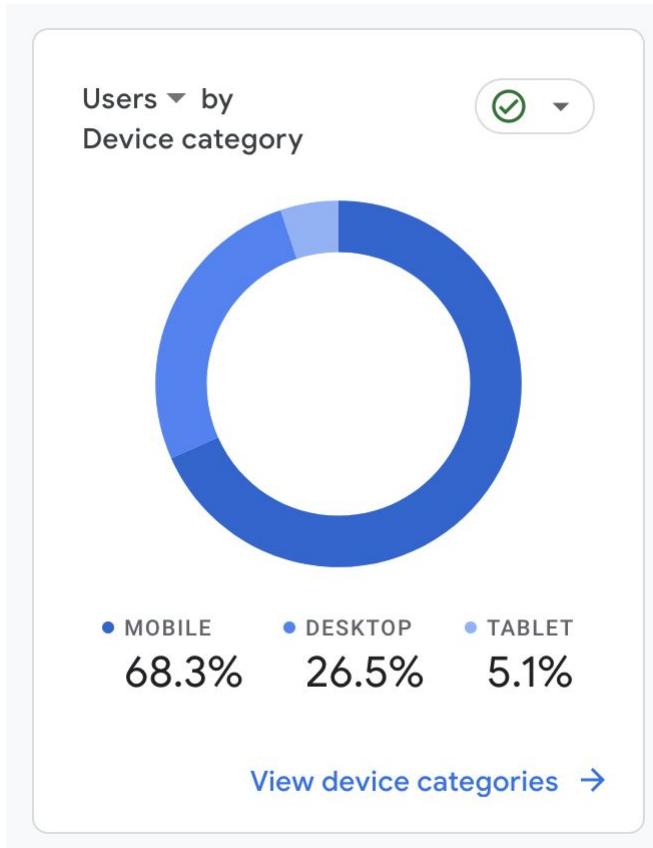
General Metrics - Landing Pages

Landing page	+	↓ Sessions	Users	New users
		15,690 100% of total	11,059 100% of total	10,265 100% of total
1 /		3,228	2,304	1,942
2 /girlcamper-magazine		1,126	1,012	953
3 /content-restricted		997	829	685
4 /events-page		988	712	452
5 (not set)		653	455	0
6		584	473	370
7 /my-account		406	327	204
8 /tick-bite-primer		321	258	215
9 /wine-crate-chuck-box		307	251	214
10 /attached-awning-tutorial		284	273	273

Your most popular landing page is the home page. In my experience, this is actually quite rare!

This means you should put extra care into your home page as it is by far the most common first point of contact for new users.

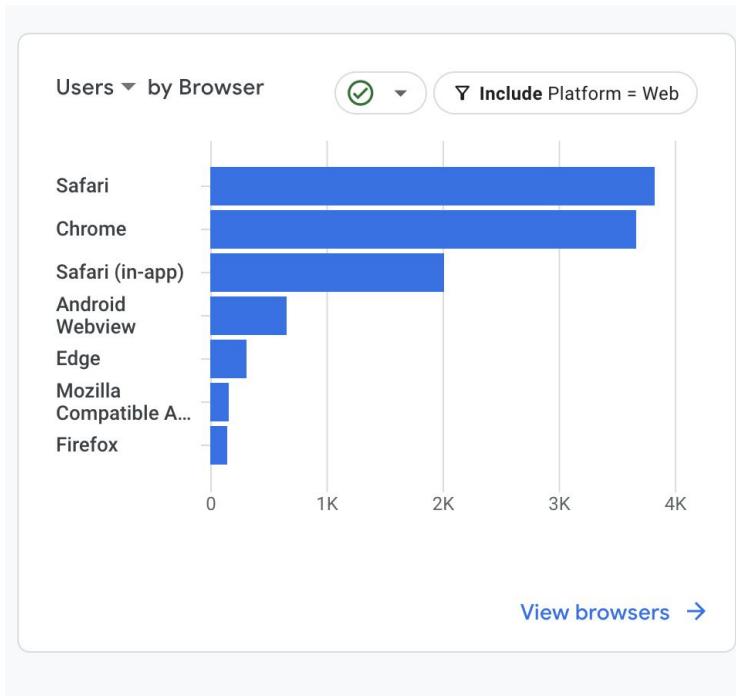
General Metrics - User Devices



You have almost **3 times more users on their phones than on desktop!**

This means it's much more important to test new pages/features on phone than on your desktop/laptop.

General Metrics - User Browsers



You also have a ton of people that use Safari as their desktop on browser.

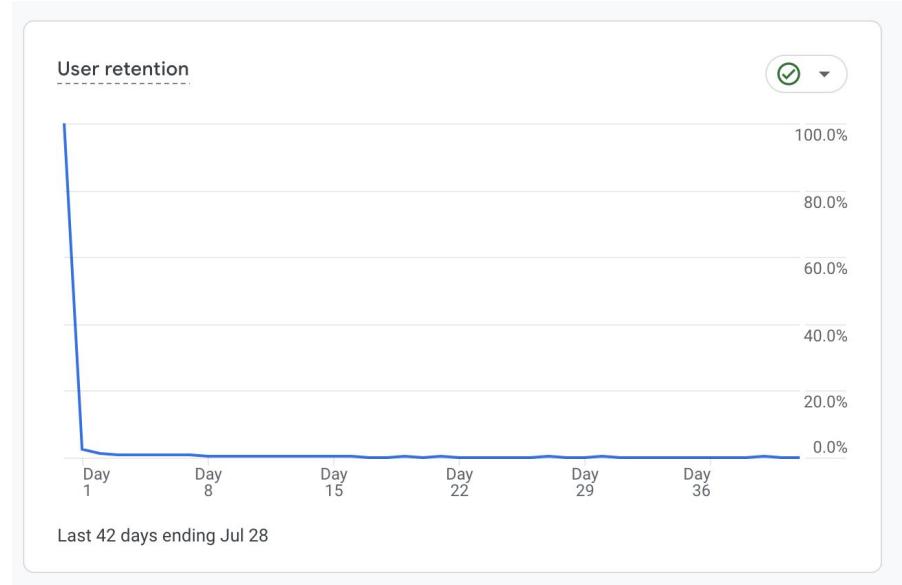
Safari is by far the most finicky browser (at least now that Internet Explorer is gone) so you should also test on Safari whenever possible.

General Metrics - New vs. Returning Users

Audience	+	↓ Users	New users
		11,059 100% of total	10,265 100% of total
1 All Users		11,059	10,265

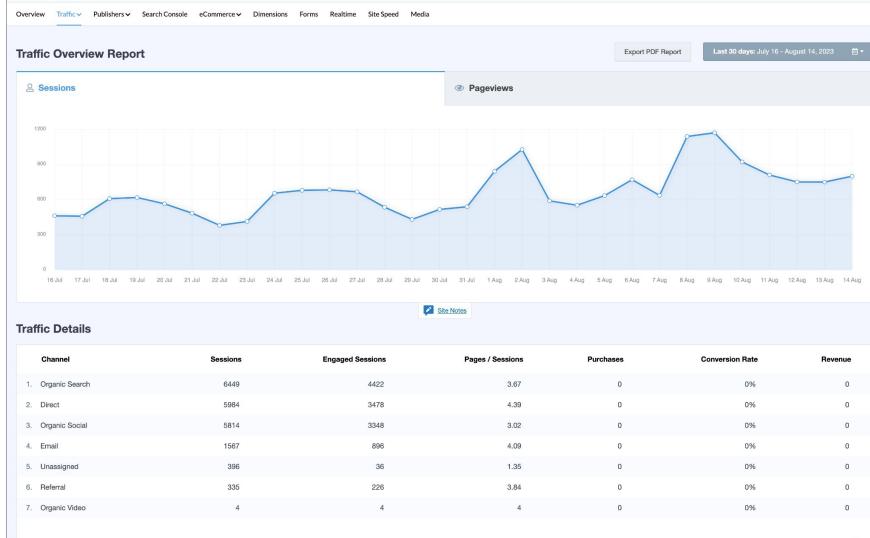
Of all of your users, **over 90% are new users**. This is a double-edged sword of a metric... It's great in that you're attracting a ton of new users onto your site through your content and marketing efforts, but it also means you have a lot of users who never return.

General Metrics - User Retention



In fact, only 1 out of 1,000 new users will return after a month. (Your analytics account only started tracking in May so this number may be slightly higher but not by much.)

General Metrics - Monster Insights

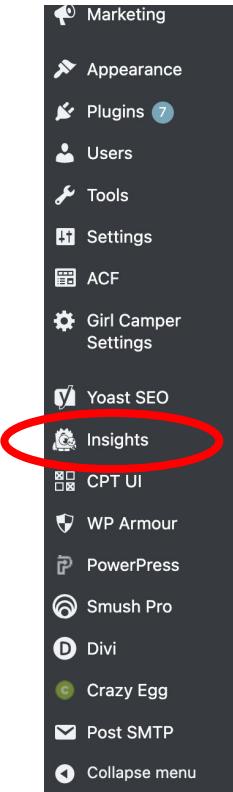


Normally we like to set up our clients with reports in Google Analytics, but their newest version is not user-friendly at all.

To give everyone the chance to look into these top line metrics, we've signed you up for Monster Insights, a plugin that will draw this data from Google Analytics and put the most important stuff directly into your Wordpress Dashboard.

It doesn't have all the more advanced features of GA, but it will let you keep track of the most important info, and you can reach out to us with more advanced analytics questions.

General Metrics - Monster Insights



The screenshot shows the WordPress dashboard sidebar. On the left, there's a vertical list of plugins and tools. The 'Insights' option, which includes a small icon of a person with a gear, is highlighted with a red circle. Other items in the list include Marketing, Appearance, Plugins (with a count of 7), Users, Tools, Settings, ACF, Girl Camper Settings, Yoast SEO, CPT UI, WP Armour, PowerPress, Smush Pro, Divi, Crazy Egg, Post SMTP, and a 'Collapse menu' option at the bottom.

WooCommerce Status

	\$16,347.00 net sales this month
	Magazine Subscription top seller this month (sold 510)
	5650 orders awaiting processing
	4 products low in stock
	197 signups subscription signups this month
	\$5,734.00 signup revenue this month
	318 renewals subscription renewals this month
	\$10,061.00 renewal revenue this month
	1873 cancellations subscription cancellations this mor

Thanks for creating with [WordPress](#) and i

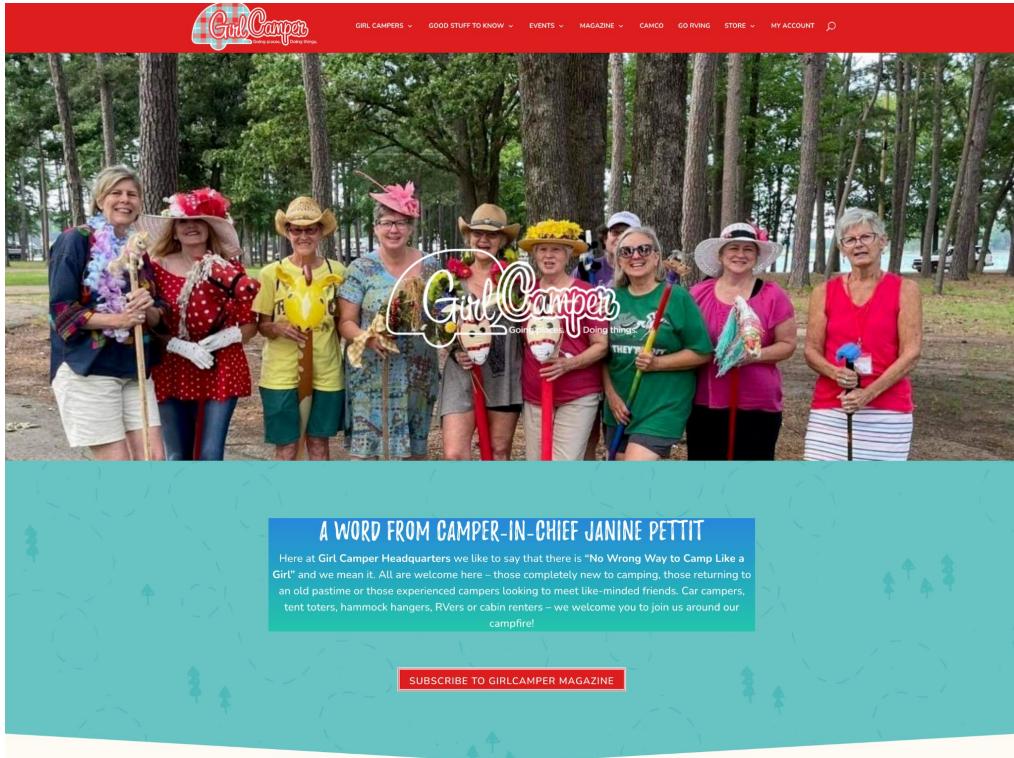
To access these reports, go near the bottom of the side navigation on WordPress and go to “Insights”.



Recommendation #1

Home Page Above the Fold Redesign

Recommendation #1: Above the Fold Redesign



Overview

The above the fold section is everything a user can see when they first load the page.

This section is basically your “30-second elevator pitch to new users”, and it needs to convey as much information about your brand as possible.

Recommendation #1: Above the Fold Redesign



The screenshot shows the homepage of the Girl Camper website. At the top, there is a red navigation bar with the "Girl Camper" logo and links for "GIRL CAMPERS", "GOOD STUFF TO KNOW", "EVENTS", "MAGAZINE", "CAMCO", "GO RVING", "STORE", and "MY ACCOUNT". Below the navigation bar is a large photograph of a group of women dressed in various costumes, including cowboy hats and floral arrangements, standing in a wooded area near a body of water. A circular "Girl Camper" logo with the tagline "Going places. Doing things." is overlaid on the left side of the photo. At the bottom of the page, there is a teal-colored section containing a box titled "A WORD FROM CAMPER-IN-CHIEF JANINE PETTIT" with text about the website's mission, and a red button labeled "SUBSCRIBE TO GIRLCAMPER MAGAZINE".

Overview

The issues we want to address here are...

1. Lack of info about the brand / no clear mission statement.
2. Readability and contrast.
3. Unexpected and unclear CTA.

Recommendation #1: Above the Fold Redesign



The screenshot shows the Girl Camper website's homepage. At the top, there is a red navigation bar with the Girl Camper logo and links for "GIRL CAMPERS", "GOOD STUFF TO KNOW", "EVENTS", "MAGAZINE", "CAMCO", "GO RVING", "STORE", and "MY ACCOUNT". Below the navigation bar is a large hero image featuring a group of nine women of various ages standing outdoors in a wooded area near a body of water. They are all wearing hats and holding sticks or small flags. A circular "Girl Camper" logo with the tagline "Going places. Doing things." is overlaid on the left side of the photo. Below the hero image is a teal-colored section containing a white box with the heading "A WORD FROM CAMPER-IN-CHIEF JANINE PETTIT". Inside the box, Janine Pettit discusses the welcoming nature of the organization to all campers, regardless of experience. At the bottom of this section is a red button labeled "SUBSCRIBE TO GIRLCAMPER MAGAZINE". The background of the main content area features a subtle illustration of trees and foliage.

1a. Lack of Info - No RVs or Camp Sites in Hero Image

The hero section should visually communicate why the organization exists. It's not clear from the photo what Girl Camper is for as there are no RV's or camping equipment in the photo.

It does express the real, in-person community aspect which is excellent, but it doesn't give enough context around what the community is for, where it is located, or how people can join it.

Recommendation #1: Above the Fold Redesign



A WORD FROM CAMPER-IN-CHIEF JANINE PETTIT

Here at Girl Camper Headquarters we like to say that there is "No Wrong Way to Camp Like a Girl" and we mean it. All are welcome here – those completely new to camping, those returning to an old pastime or those experienced campers looking to meet like-minded friends. Car campers, tent totters, hammock hangers, RVers or cabin renters – we welcome you to join us around our campfire!

SUBSCRIBE TO GIRLCAMPER MAGAZINE

1b. Lack of Info - No Clear Mission Statement

This section from Janine does get you closer to conveying what Girl Camper is about, but it says more about the values of Girl Camper rather than what services you provide. It needs to mention that you're a platform for hosting camping events for women traveling alone, and that you have a huge community (show the number if you have it!) with chapters and events all over the country.

Recommendation #1: Above the Fold Redesign

The screenshot shows the homepage of the Girl Camper website. At the top, there's a red navigation bar with the 'Girl Camper' logo and links for 'GIRL CAMPERS', 'GOOD STUFF TO KNOW', 'EVENTS', 'MAGAZINE', 'CAMCO', 'GO RVING', 'STORE', 'MY ACCOUNT', and a search icon. Below the navigation is a large, vibrant photograph of a group of women dressed in various costumes (cowgirl hats, floral leis, etc.) standing outdoors in a wooded area. A semi-transparent white box with a green gradient overlay is placed over the middle-left of the photo. Inside the box, the 'Girl Camper' logo is centered, and below it is a testimonial: 'A WORD FROM CAMPER-IN-CHIEF JANINE PETTIT'. The text reads: 'Here at Girl Camper Headquarters we like to say that there is "No Wrong Way to Camp Like a Girl" and we mean it. All are welcome here – those completely new to camping, those returning to an old pastime or those experienced campers looking to meet like-minded friends. Car campers, tent totters, hammock hangers, RVers or cabin renters – we welcome you to join us around our campfire!' At the bottom of the page, there's a red button labeled 'SUBSCRIBE TO GIRLCAMPER MAGAZINE'.

2. Contrast / Readability

It's very difficult to read the logo when it's placed on top of people's faces.

This paragraph is also very difficult to read. The font is small, the green of the gradient clashes with background, and the box could use more padding around the edges.

The page would benefit from a very large, catchy headline that conveys what you do and your brand values.

Recommendation #1: Above the Fold Redesign



A WORD FROM CAMPER-IN-CHIEF JANINE PETTIT

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SUBSCRIBE TO GIRLCAMPER MAGAZINE

3. Unexpected CTA

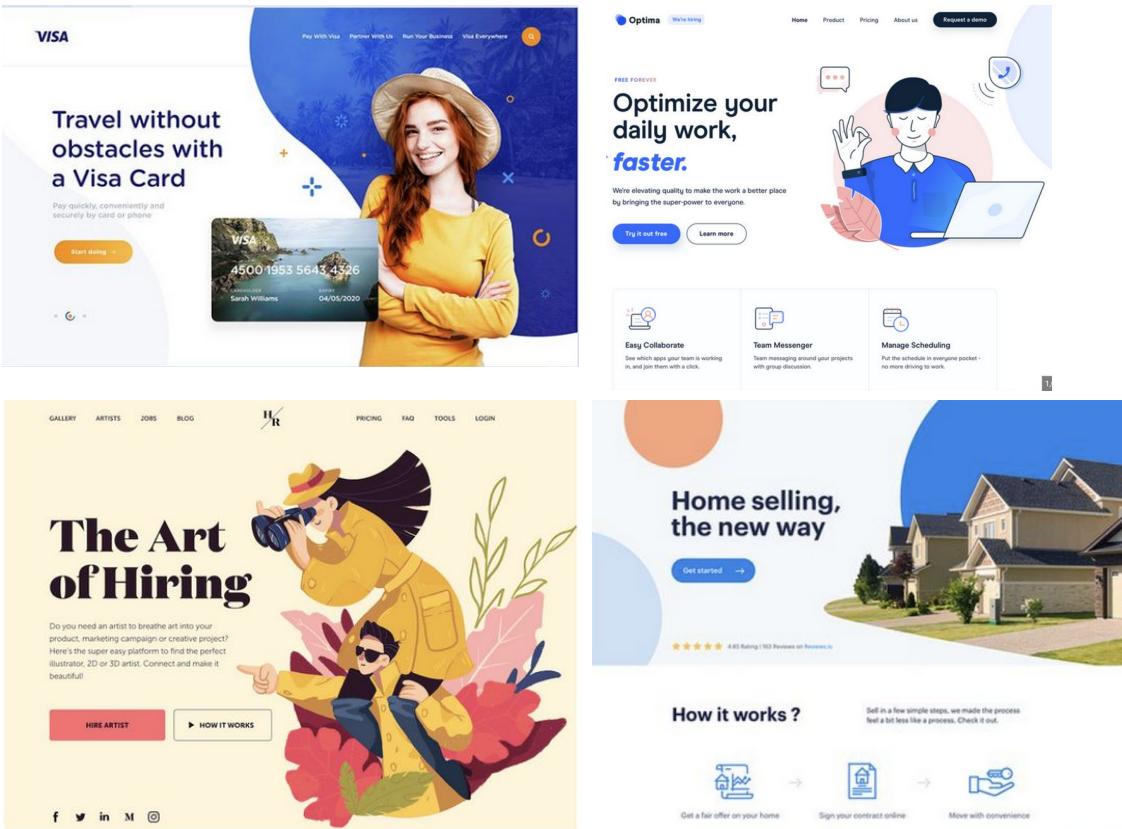
This call to-action button is well placed and definitely catches the eye, but it's confusing as since magazine hasn't been properly introduced. This CTA could also lead users to believe that you are mainly a magazine/content platform when in reality you are much more than that!

You could improve click through rates and alleviate this confusion by adding an image showing that it's a print magazine and a quick paragraph explaining what topics it covers.

Recommendation #1: Above the Fold Redesign

Here are some common approaches to hero /
above-the-fold sections.

Recommendation #1: Above the Fold Redesign



Common Elements of a Hero Section

Eye-Catching Headline: A bold, attention-grabbing 5-10 word summary of what you do.

Supporting Description: A 1-2 sentence description on how you deliver on that promise.

CTA Button: A clear next step for an interested user to take.

Benefits/Services: A 3 point summary of all the benefits and services you provide.

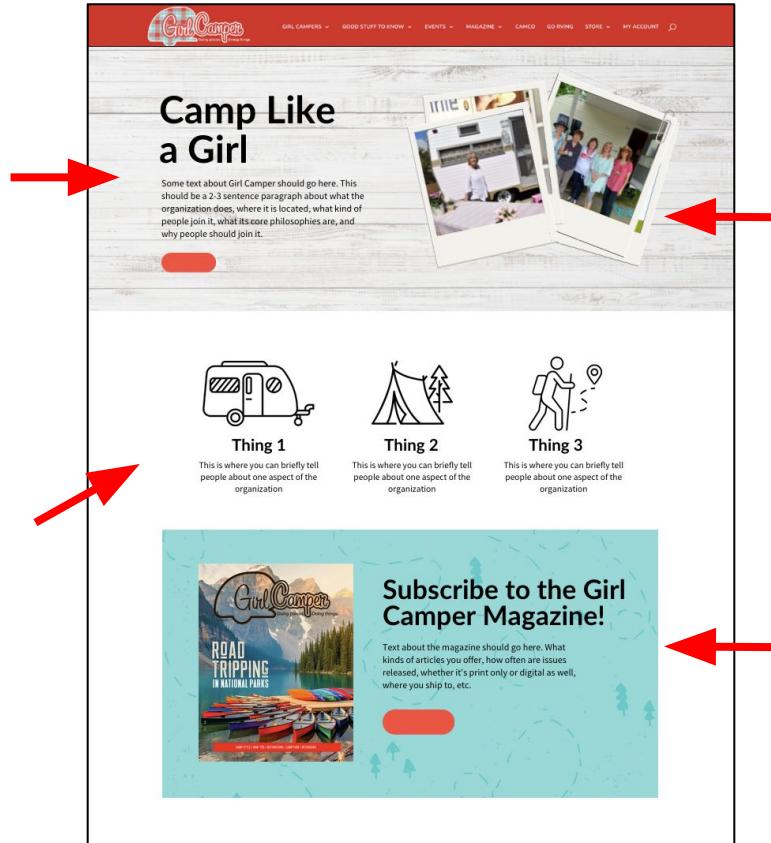
Recommendation #1: Above the Fold Redesign

This is a very rough mockup of how you
could reformat the above-the-fold portion of
the home page...

Recommendation #1: Above the Fold Redesign

Headline and description: A catchy headline and 2-3 sentence description of *what* Girl Camper does, *where* it is located, *who* joins it, and *why* people should join.

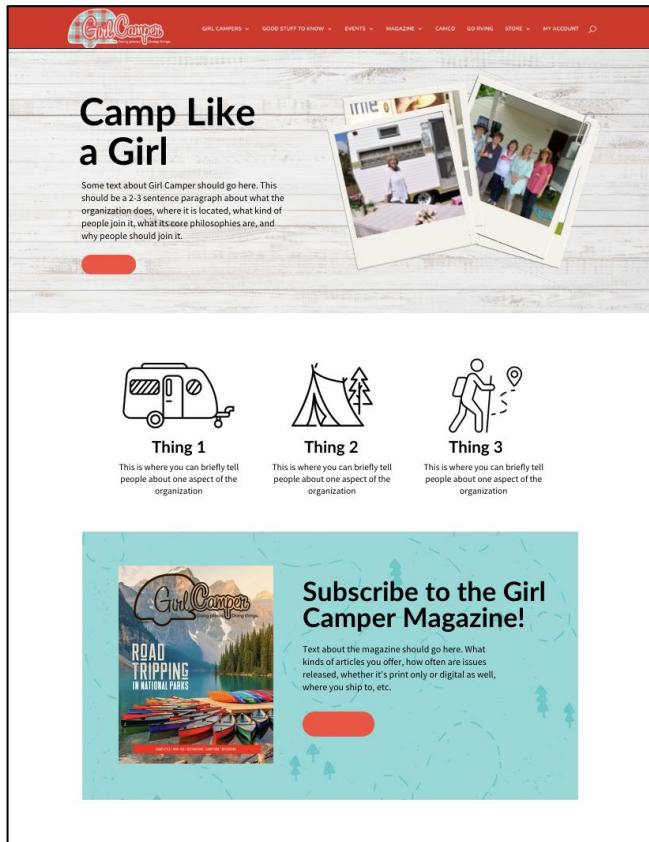
Summary of Benefits: Three benefits people can access when they subscribe/join, like not camping alone, camping with friends, the national nature of the organization, etc.



Community Photos: Convey the social, community aspect of Girl Camper with a collection of community photos displayed in a way that you would show vacation photos.

Magazine Overview: Put the magazine into its own section with a description and image. Setting it apart like this will draw attention to it while also demonstrating it's not the only thing you do.

Recommendation #1: Above the Fold Redesign



If successful, this change should positively impact the following metrics...

Increased Clicks to Magazine: Right now, 9.5% of new users who view the home page click through to the magazine.

Increase in Member Sign Ups: ***Need metric***

Increased Engagement: 64% of new users on the home page are marked as engaged by GA (users who spend more than 10 seconds on the page or click through to another page).



Recommendation #2

Improved User Sign Up Process

Recommendation #2: Improved User Sign Up Process



The screenshot shows the homepage of the Girl Camper website. At the top, there's a red navigation bar with the Girl Camper logo and links for "GIRL CAMPERS", "GOOD STUFF TO KNOW", "EVENTS", "MAGAZINE", "CAMCO", "GO RVING", "STORE", and "MY ACCOUNT". Below the navigation is a large photo of a group of women dressed in colorful, whimsical costumes (like a cowboy, a flower girl, etc.) standing in a wooded area near a lake. A circular watermark with the "Girl Camper" logo and the tagline "Going places. Doing things." is overlaid on the photo. At the bottom of the page, there's a teal-colored sidebar with the heading "A WORD FROM CAMPER-IN-CHIEF JANINE PETTIT" and a paragraph of text. A red button at the bottom says "SUBSCRIBE TO GIRLCAMPER MAGAZINE".

A WORD FROM CAMPER-IN-CHIEF JANINE PETTIT

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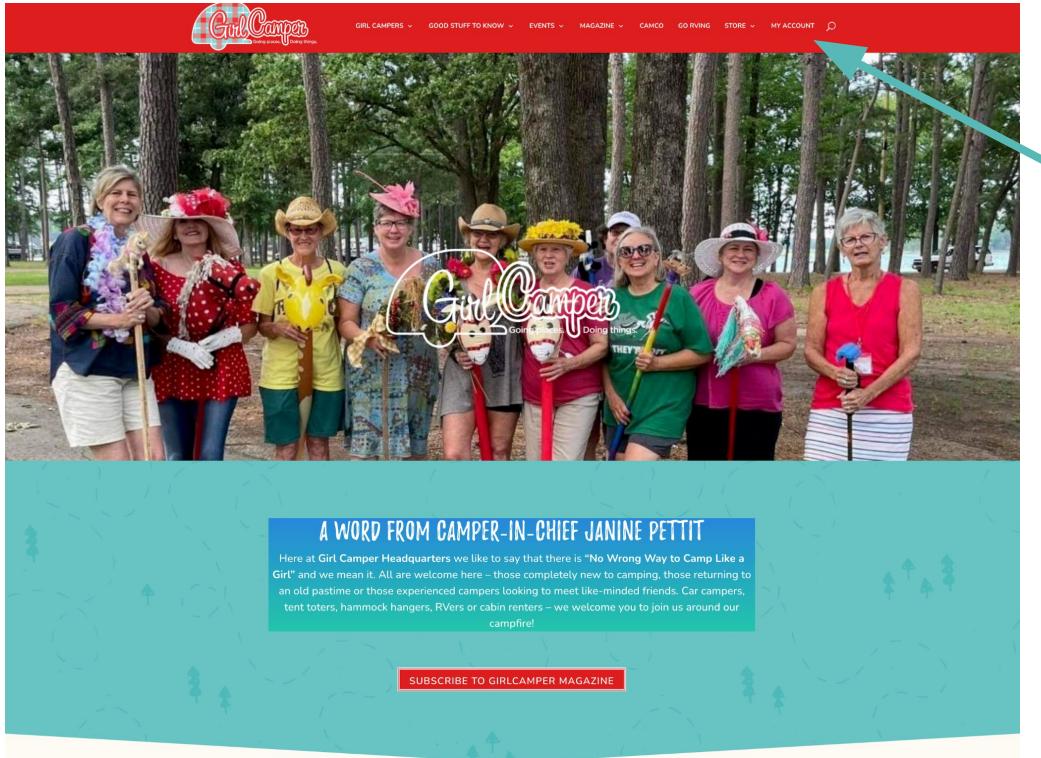
SUBSCRIBE TO GIRLCAMPER MAGAZINE

Overview

There needs to be a clear, standardized way to get people to sign up as members on your site.

Right now the process is confusing, and it's not clear what the perks of being a member are.

Recommendation #2: Improved User Sign Up Process



1. Unclear Logged-In Status

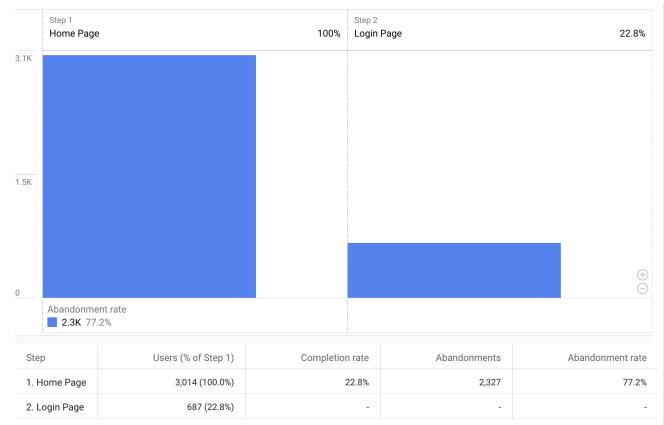
The account button should always respond dynamically based on the login state of the user. If a new user hasn't made an account, they might be confused thinking that they've already made one.

If the user is not logged in, it should say log in, which should take you to a page where users can either sign up or register.

If the user is logged in, it should say My Account, or better yet, the name or username of the user.

Recommendation #2: Improved User Sign Up Process

The screenshot shows the 'My Account' section of the GirlCamps.com website. At the top, there's a navigation bar with links like 'GIRL CAMPERS', 'GOOD STUFF TO KNOW', 'EVENTS', 'MAGAZINE', 'CAMCO', 'GO IRVING', 'STORE', and 'MY ACCOUNT'. Below the navigation is a red decorative header with the 'GirlCamps' logo. The main content area has a light beige background and features a 'Login' form. It includes fields for 'Username or email address' and 'Password', a 'Remember me' checkbox, and a 'Log In' button. Below the 'Log In' button is a link 'Lost your password?'. The overall design is clean and user-friendly.



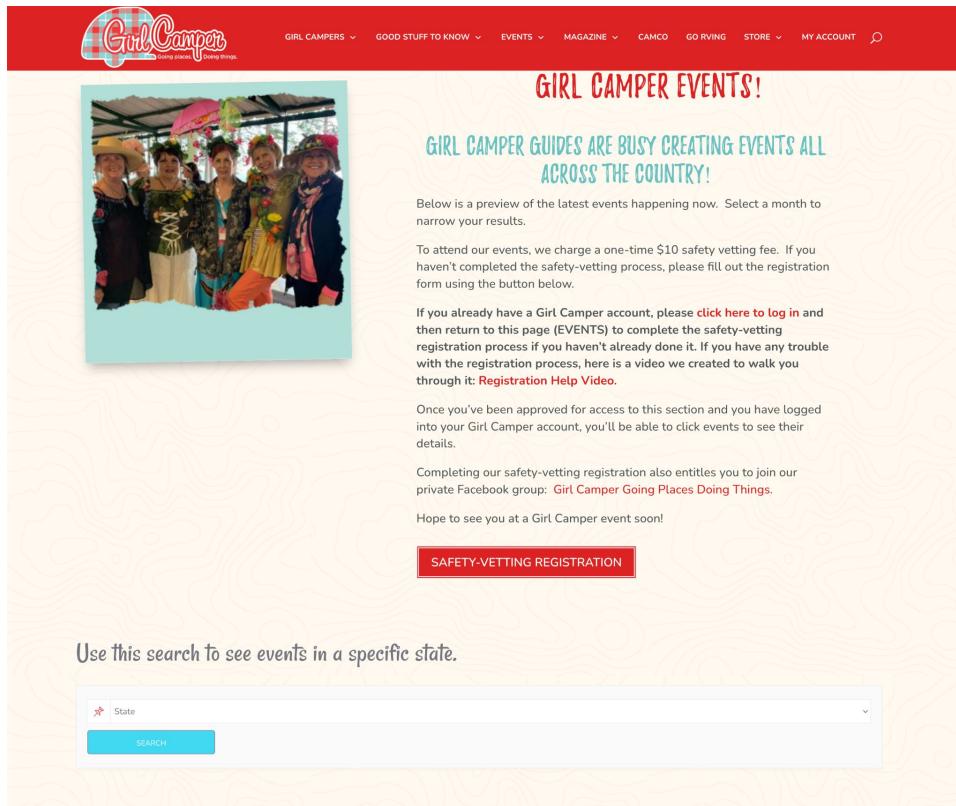
2. No Clear Path to Registration

When clicking on “My Account” button it brings you to this page to log in.

There needs to be an option for new users to register, whether it’s on this page or a link to a separate page.

This is a problem because 22% of new users who view the home page try to click this link. In other words, 1 in 5 new users are interested in becoming a member but are not given a way to do so!

Recommendation #2: Improved User Sign Up Process



The screenshot shows the 'GIRL CAMPER EVENTS!' section of the website. At the top, there is a navigation bar with links for 'GIRL CAMPERS', 'GOOD STUFF TO KNOW', 'EVENTS', 'MAGAZINE', 'CAMCO', 'GO RVING', 'STORE', 'MY ACCOUNT', and a search icon. Below the navigation, there is a large image of four women wearing colorful, whimsical hats and costumes. To the right of the image, the text 'GIRL CAMPER EVENTS!' is displayed in a large, bold, red font. Below this, a teal banner contains the text 'GIRL CAMPER GUIDES ARE BUSY CREATING EVENTS ALL ACROSS THE COUNTRY!'. A paragraph of text follows, explaining the safety-vetting process and linking to a registration video. Further down, another paragraph discusses the approval process and joining a private Facebook group. A red button labeled 'SAFETY-VETTING REGISTRATION' is visible. At the bottom of the page, there is a search bar with a placeholder 'State' and a blue 'SEARCH' button.

Use this search to see events in a specific state.

SEARCH

3. No Dedicated Page for Users to Register

After some searching I was able to find a registration flow that started on the Events page.

Ideally, a registration page should have its own page and URL.

This placement is also an issue because the actual events are far below the fold. I can see a lot of people clicking on this page, mistakenly thinking they accidentally clicked on a registration link, and wondering where the events are.

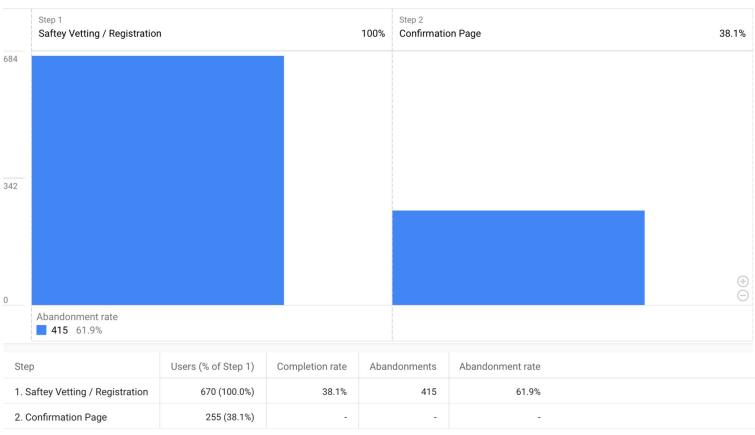
Recommendation #2: Improved User Sign Up Process

The screenshot shows a registration form for a "Safety Fee". At the top, a red banner says "Event safety fee" has been added to your cart and provides a "Continue Shopping" button. Below it, another red banner asks if you already have a Girl Camper account and provides a link to log in or create one. The main form area contains the following text:

Girl Camper Events Safety Fee
Please fill out the registration form and complete the Safety Fee purchase below. We will review your information and send you an approval email letting you know you've been approved with 24-48 hours.

Yes No - I don't use social media
Check the box to agree to the Girl Camper event waiver and release of liability agreement AND photo/video release

I accept Event Waiver and Release of Liability Agreement ("Agreement"). I acknowledge that by executing this Agreement and participating in ANY Girl Camper LLC Event, you will be expressly assuming all the risk and legal liability of my participation and waiving and releasing any claims for injuries, damages, physical, financial or emotional loss or harm which you might sustain as a result of ANY activities connected with the participation in ANY Girl Camper LLC sanctioned Event. By signing (or Click to Agree), you confirm that you have read it in its entirety and have sought the advice of legal counsel for any clarity if you are unsure of its effect. This Agreement covers all Girl Camper LLC affiliated Events from the date signed to the conclusion of any participation you may have in any Girl Camper LLC affiliated Event in perpetuity. Anyone attending a Girl Camper LLC affiliated Event must complete this Agreement. I, the undersigned, acknowledge that I am voluntarily attending and participating in one or more Girl Camper LLC Events for which I have registered. I have not registered for a Girl Camper LLC Event. I am not an official participant and have no legal right to attend. I hereby assume all risk of participating in or attending any Girl Camper LLC affiliated Event, and release Girl Camper LLC from any physical, financial or emotional losses, damages or liabilities including personal injury, death or damage suffered by me, my personal property or others, or other claims and causes of actions whatever that may arise from participating in an Girl Camper LLC affiliated Event, whether the loss or harm may arise from negligence, carelessness, dangerous or defective equipment; consumption of any food or beverage; contact with others attending the Event; sponsoring the Event; hosting the Event; promoting the Event; contributing to the Event including those that own the property where the Event is hosted; those managing that property or working for that property in any capacity; those maintaining the Event property; those who have registered for the Event and are in attendance and any and all



4. High Drop Off from Registration Page to Confirmation

There's a big drop-off from people who reach this registration page to those who actually end up signing up. Only 38% actually go through with their order.

We want to reduce the friction on this page by cleaning it up visually while also reminding people of what they get when they sign up.

Recommendation #2: Improved User Sign Up Process

The screenshot shows a payment page for a "Safety Fee". At the top, a red banner reads: "'Events safety fee' has been added to your cart." Below it, another red banner says: "If you already have a Girl Camper account please login first to complete your order. If you don't have a Girl Camper Account yet, one will be created for you and sent via email after you checkout. Click here to login". A "Continue Shopping" button is at the top right.

Girl Camper Events Safety Fee

Please fill out the registration form and complete the Safety Fee purchase below. We will review your information and send you an approval email letting you know you've been approved with 24-48 hours.

Yes No - I don't use social media

Check the box to agree to the Girl Camper event waiver and release of liability agreement AND photo/video release.

I accept this Event Waiver and Release of Liability Agreement ("Agreement"). Carefully. Be aware that by executing this Agreement and participating in any ANY Girl Camper LLC Event, you will be expressly assuming all the risk and legal liability of your participation and waiving and releasing any claims for injuries, damages, physical, financial or emotional loss or harm which you might sustain as a result of ANY activities connected with the participation in any ANY Girl Camper LLC sanctioned Event. By signing or Click to Agree, you confirm that you have read it in its entirety and have sought the advice of legal counsel for any clarity if you are unsure of its effect. This Agreement covers all Girl Camper LLC affiliated Events from the date signed to the conclusion of any participation you may have in any Girl Camper LLC affiliated Event in perpetuity. Anyone attending a Girl Camper LLC affiliated Event must complete this Agreement. I, the undersigned, acknowledge that I am voluntarily attending and participating in one or more Girl Camper LLC Events for which I have registered. I have not registered for a Girl Camper LLC Event. I am not an official participant and have no legal right to attend. I hereby assume all risk of participating in or attending any Girl Camper LLC affiliated Event, and release Girl Camper LLC from any physical, financial or emotional losses, damages or liabilities including personal injury, death or damage suffered by me, my personal property or others, or other claims and causes of actions whatever that may arise from participating in an Girl Camper LLC affiliated Event, whether the loss or harm may arise from negligence, carelessness, dangerous or defective equipment; consumption of any food or beverage; contact with others attending the Event; sponsoring the Event; hosting the Event; promoting the Event; contributing to the Event including those that own the property where the Event is hosted; those managing that property or working for that property in any capacity; those maintaining the Event property; those who have registered for the Event and are in attendance and any and all

Phone *

Email address *

I want to receive the latest news, giveaways and promotions.

Your order

Product	Quantity	Unit Price	Total
Guest safety fee x 1	1	\$10.00	\$10.00
Subtotal		\$10.00	\$10.00
Total		\$10.00	\$10.00

Credit Card Pay with your credit card

Card number *

Expiration Date * Month Year Card Security Code *

Save payment method to my account.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

I have read and agree to the website [terms and conditions](#).

Have a gift card? Use a gift card Add on fee

4a. Unclear How the Events Safety Fee is Supposed to be Paid

It says the safety fee has been added to the cart, and then there's a payment form at the bottom of the page.

I also find the “Safety Fee” tag a bit confusing. I think “One-Time Registration Fee” is a little bit more clear. This works because it creates an account on the site, pays for your access to events, and gets you into the Facebook group.

Recommendation #2: Events Section Placement and Design

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Yes No - I don't use social media

Check the box to agree to the Girl Camper event waiver and release of liability agreement AND photo/video release.

Read this Event Waiver and Release of Liability Agreement ("The "Agreement") carefully. Be aware that by executing this Agreement and participating in ANY Girl Camper LLC Event, you will be expressly assuming all the risk and legal liability of your participation and waiving and releasing any claims for injuries, damages, physical, financial or emotional loss or harm which you might sustain as a result of ANY activities connected with the participation in ANY Girl Camper LLC sanctioned Event. By signing (or Click to Agree), you confirm that you have read it in its entirety and have sought the advice of legal counsel for any clarity if you are unsure of its effect. This Agreement covers all Girl Camper LLC affiliated Events from the date signed to the conclusion of any participation you may have in any Girl Camper LLC affiliated Event in perpetuity. Anyone attending a Girl Camper LLC affiliated Event must complete this Agreement! I, the undersigned, acknowledge that I am voluntarily attending and participating in one or more Girl Camper LLC Events for which I have registered. If I have not registered for a Girl Camper LLC Event, I am not an official participant and have no legal right to attend. I hereby assume all risk of participating in or attending any Girl Camper LLC affiliated Event, and release Girl Camper LLC from any physical, financial or emotional losses, damages or liabilities including personal injury, death or damage suffered by me, my personal property or others, or other claims and causes of actions whatever that may arise from participating in an Girl Camper LLC affiliated Event, whether the loss or harm may arise from negligence, carelessness, dangerous or defective equipment; consumption of any food or beverage; contact with others attending the Event, sponsoring the Event, hosting the Event, promoting the Event, contributing to the Event including those that own the property where the Event is hosted, those managing that property or working for that property in any capacity; those maintaining the Event property; those who have registered for the Event and are in attendance and any and all others who are officially sanctioned participants in any Girl Camper LLC Event for which I am in attendance. I certify that I have sufficiently prepared for participation in any Girl Camper LLC Event for which I register, and have not been advised to not participate by a qualified medical professional. I certify that there are no health-related reasons or problems which would preclude me from participating in any Girl Camper LLC Event for which I register. My safety, well-being and physical as well as emotional well-being are my sole responsibility at any Girl Camper LLC Event. I agree not to participate in any activity in which I am not physically, emotionally or in any way ill-prepared. I agree to observe all rules and practices of the Event, Chapter Guide, hosts, property and sponsors. I agree to refrain from any and all activities that will post a hazard to myself or others. If necessary, I hereby consent to receive medical treatment which may be deemed advisable and necessary in the activity of injury, accident and / or illness while participating in a Girl Camper LLC Event. If I do not follow all the rules of any and all Girl Camper LLC Events for which I am a participant, I understand that I may be removed from the Event at the sole discretion of Girl Camper LLC and its Assigns. I agree that, in the event any person brings any claim or action individually or on my behalf, related to any injury or loss suffered by me as a result of my participation in any Girl Camper LLC Event, that I will indemnify Girl Camper LLC, all hosts, sponsors, participants and any and all legal representatives of the Events, including payment of attorney fees. I agree that this Agreement shall bind my Guardian, Assigns, Heirs, Administrators and Executors forever. I have read and agree to any and all Pet Policies in connection with any Girl Camper LLC Event and consider my pet personal property as to the effect of this Agreement. I give my full permission to Girl Camper LLC, their sponsors, hosts and Chapter Guides to use any photographs, videotapes or other recordings of me that are made during the course of any Girl Camper LLC Event for which I am in attendance in perpetuity. I understand that this Waiver and Release may be stored electronically and agree that a copy is authentic and admissible as evidence in any future dispute or proceedings. To the fullest extent permitted by law, I hereby release, waive, hold harmless and covenant not to file suit against Girl Camper LLC, the sponsor, host, location, nor any affiliated individuals or entities associated with any Girl Camper LLC Event. I certify that I have read this document and I fully understand its contents. I am aware that this is a release of any and all liability and a contract that I am signing of my own free will. *

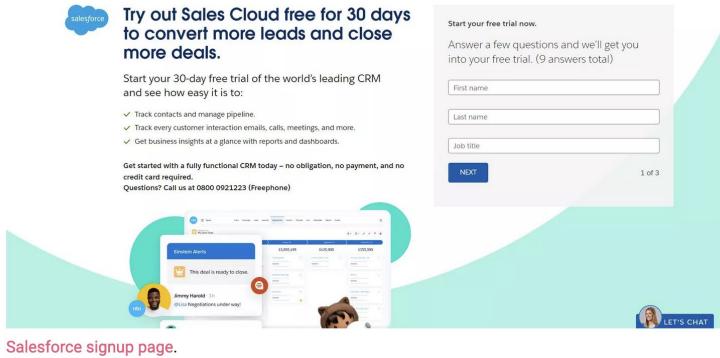
4b. Lots of legalese

I feel like most of this could be covered under the terms and conditions.



If it does need to be included, it should be included underneath the payment form so that it's not the first thing people see. This much fine print right up front is very off putting and discouraging, and would be very difficult to navigate through on mobile.

Recommendation #2: Improved User Sign Up Process



Salesforce signup page.



Try out Sales Cloud free for 30 days to convert more leads and close more deals.

Start your 30-day free trial of the world's leading CRM and see how easy it is to:

- ✓ Track contacts and manage pipeline.
- ✓ Track every customer interaction emails, calls, meetings, and more.
- ✓ Get business insights at a glance with reports and dashboards.

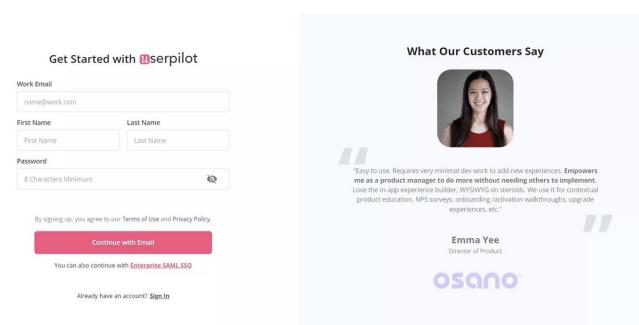
Get started with a fully functional CRM today – no obligation, no payment, and no credit card required.

Questions? Call us at 0800 0921223 (Freephone)

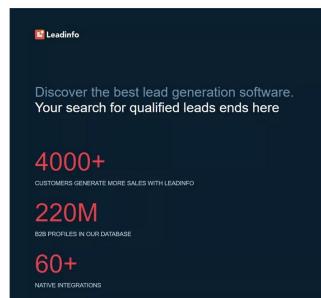
The screenshot shows the Leadinfo sign-up process. It has a header "Start your free trial now." followed by a note: "Answer a few questions and we'll get you into your free trial. (9 answers total)". There are three input fields for "First name", "Last name", and "Job title". A "NEXT" button is at the bottom right. A small note "1 of 3" is visible.

4c. No Reminders of What People get When They Join

Some content, metrics, or testimonials reminding people what they get when they join can go a long way! It will make them more willing to pay the fee, and deal with the hassle of filling out a form.



Userpilot signup page.



Leadinfo signup page.

Recommendation #2: Improved User Sign Up Process

"Events safety fee" has been added to your cart.

Continue Shopping

If you already have a Girl Camper account please login first to complete your order. If you don't have a Girl Camper Account yet, one will be created for you and sent via email after you checkout. Click here to login

Girl Camper Events Safety Fee

Please fill out the registration form and complete the Safety Fee purchase below. We will review your information and send you an approval email letting you know you've been approved with 24-48 hours.

Yes No - I don't use social media

I agree to the [Girl Camper event waiver and release of liability agreement AND photo/video release](#).

I agree to this Event Waiver and Release of Liability Agreement ("Agreement"). Carefully Be aware that by executing this Agreement and participating in ANY Girl Camper LLC Event, you will be expressly assuming all the risk and legal liability of your participation and waiving and releasing any claims for injuries, damages, physical, financial or emotional loss or harm which you might sustain as a result of ANY activities connected with the participation in ANY Girl Camper LLC sanctioned Event. By signing or Click to Agree, you confirm that you have read it in its entirety and have sought the advice of legal counsel for any clarity if you are unsure of its effect. This Agreement covers all Girl Camper LLC affiliated Events from the date signed to the conclusion of any participation you may have in any Girl Camper LLC affiliated Event in perpetuity. Anyone attending a Girl Camper LLC affiliated Event must complete this Agreement. I, the undersigned, acknowledge that I am voluntarily attending and participating in one or more Girl Camper LLC Events for which I have registered. I have not registered for a Girl Camper LLC Event. I am not an official participant and have no legal right to attend. I hereby assume all risk of participating in or attending any Girl Camper LLC affiliated Event, and release Girl Camper LLC from any physical, financial or emotional losses, damages or liabilities including personal injury, death or damage suffered by me, my personal property or others, or other claims and causes of actions whatever that may arise from participating in an Girl Camper LLC affiliated Event, whether the loss or harm may arise from negligence, carelessness, dangerous or defective equipment; consumption of any food or beverage; contact with others attending the Event; sponsoring the Event; hosting the Event; promoting the Event; contributing to the Event including those that own the property where the Event is hosted; those managing that property or working for that property in any capacity; those maintaining the Event property; those who have registered for the Event and are in attendance and any and all

Phone *

Email address *

I want to receive the latest news, giveaways and promotions.

Your order

Product	Submitted
Events safety fee x 1	\$0.00
Subtotal	\$0.00
Total	\$0.00

Credit Card

Pay with your credit card

Card number *

Expiration Date *

Month Year

Card Security Code *

Save payment method to my account.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

I accept and agree to the website [terms and conditions](#).

Have a gift card?

Gift card code

New on sale

4d. Long Wait after Submission with No Loading Indicator

When I submitted my fee, the page seemed to freeze for at least 5 seconds before taking me to the order confirmation. Some kind of loading indicator would be useful here.

Recommendation #2: Improved User Sign Up Process

The screenshot shows a two-column layout. The left column contains a heading 'GIRL CAMPER EVENTS!' in red, followed by a teal message 'GIRL CAMPER GUIDES ARE BUSY CREATING EVENTS ALL ACROSS THE COUNTRY!'. Below this is a paragraph about safety vetting fees and a link to log in. It also includes a paragraph about existing accounts and a video help link. The right column is a 'Billing details' form with fields for First name, Last name, Company name (optional), Country / Region, Street address, Town / City, State, ZIP Code, Phone, Email address, Create account password, and Password.

GIRL CAMPER EVENTS!

GIRL CAMPER GUIDES ARE BUSY CREATING EVENTS ALL ACROSS THE COUNTRY!

Below is a preview of the latest events happening now. Select a month to narrow your results.

To attend our events, we charge a one-time \$10 safety vetting fee. If you haven't completed the safety-vetting process, please fill out the registration form using the button below.

If you already have a Girl Camper account, please [click here to log in](#) and then return to this page (EVENTS) to complete the safety-vetting registration process if you haven't already done it. If you have any trouble with the registration process, here is a video we created to walk you through it: [Registration Help Video](#).

Once you've been approved for access to this section and you have logged into your Girl Camper account, you'll be able to click events to see their details.

Completing our safety-vetting registration also entitles you to join our private Facebook group: [Girl Camper Going Places Doing Things](#).

Hope to see you at a Girl Camper event soon!

SAFETY-VETTING REGISTRATION

Billing details

First name *

Last name *

Company name (optional)

Country / Region *

Select a country / region...

Street address *

House number and street name

Apartment, suite, unit, etc. (optional)

Town / City *

State *

Select an option...

ZIP Code *

Phone *

Email address *

Create account password *

Password

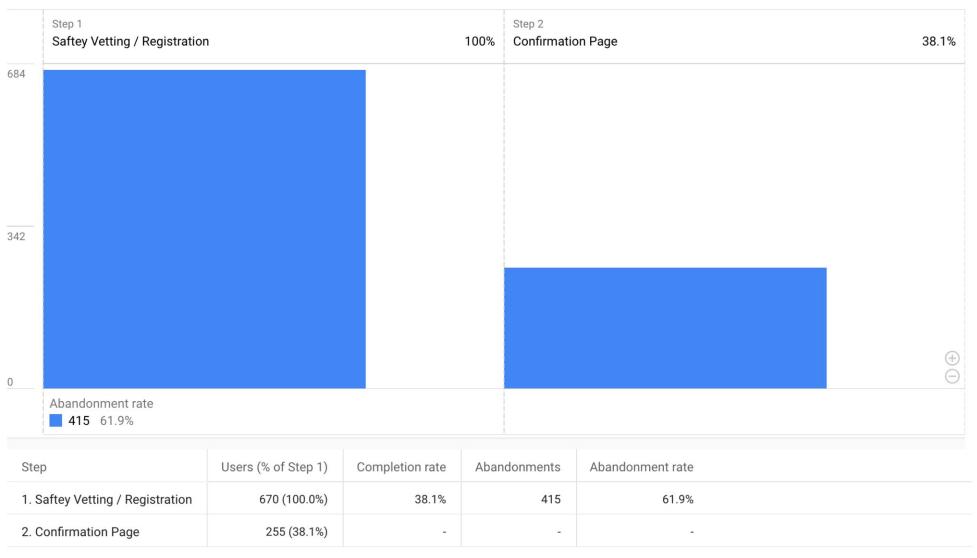
Combine The /Events page with the Registration Page



Make this page a two-column layout that combines /events and /checkout. The left side should briefly state why a membership fee is necessary, and everything they get once they become a Girl Camper member (access to events and a private community of 250,000 other solo female campers).

Take this opportunity to remove any unnecessary copy or fields to speed up the process.

Recommendation #2: Improved User Sign Up Process



If these changes are successful, we should see..

Increased overall User Signups: We should see an increase in the overall number of user signups. (*Need metric of new users/month*).

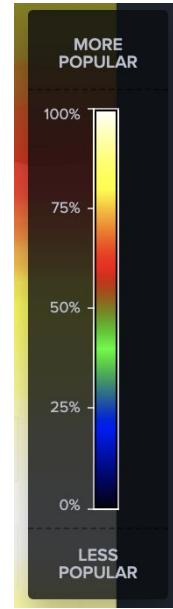
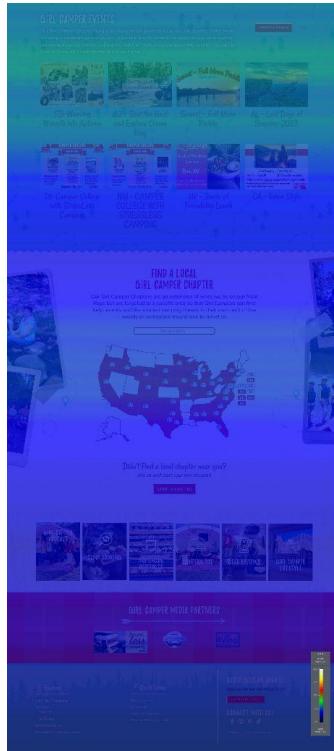
Reduced Churn in Registration Funnel: Right now you're losing nearly 2/3rds of people who express interest in signing up. These changes should reduce that metric.



Recommendation #3

Update the Home Page Layout

Recommendation #3: Updated Home Page Layout



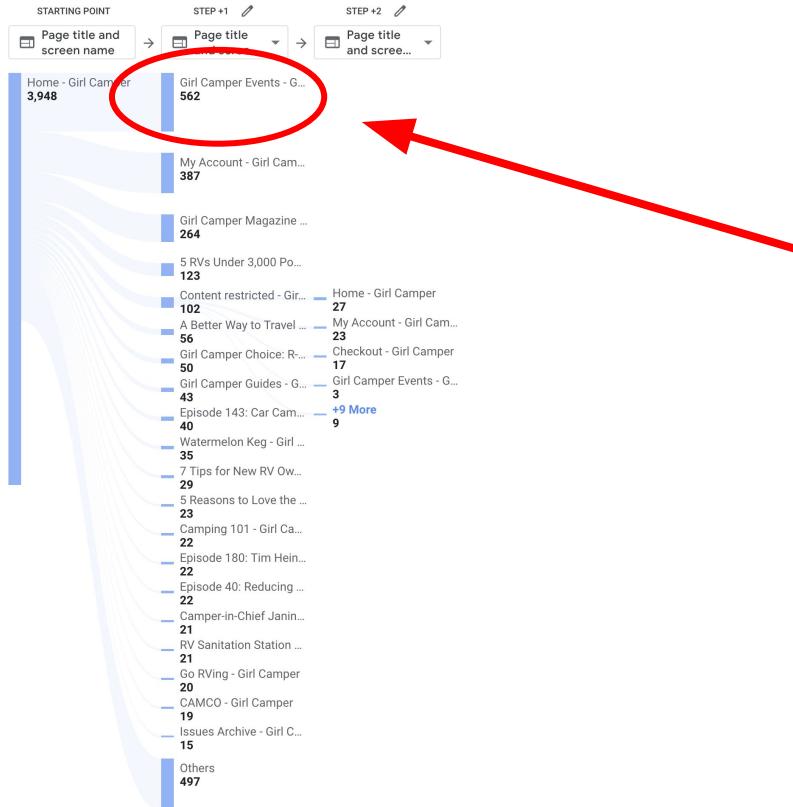
Overview

Two of the most important aspects of your brand, your events and your nationwide collection of chapters, are buried below the content section.

According to these scrollmaps, less than 25% of people make it past the content section.

On mobile, the drop-off is even greater.

Recommendation #3: Updated Home Page Layout

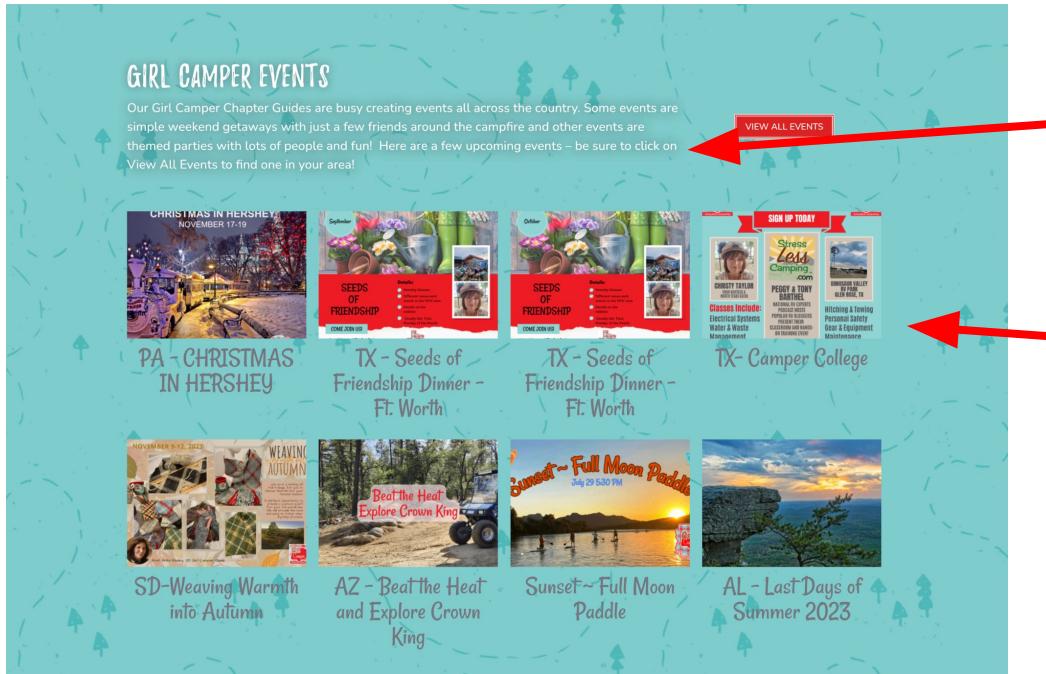


1. Layout Does not Match User Interest

Despite being below the content, the events section is by far the most clicked by new users. When you add in the individual event pages, that number goes up even higher.

30% of users who see the home page will click something to do with events, twice as many people that will click on content. This means your new users are far more interested in the events you offer than the content.

Recommendation #3: Updated Home Page Layout



2. Readability Issues

It's very difficult to read the white text on this background which may lead people to skip it entirely. Ditto for the grey text.

The text on these images also makes it very noisy and difficult to scan. The pictures should be visuals only. They also shouldn't use red as that color should be reserved for the buttons.

Recommendation #3: Updated Home Page Layout



3. Unconventional CTA Placement

I missed this button the first few times I looked at this page. The red of the images likely drew my eyes away, but generally a “See all” button is centered at the bottom of the section.

Recommendation #3: Updated Home Page Layout



Move up the Events and Chapters Sections

I think the most important sections on this page are the events and chapters sections. They show off the active community you have created, and show people that there's probably an active chapter near them.

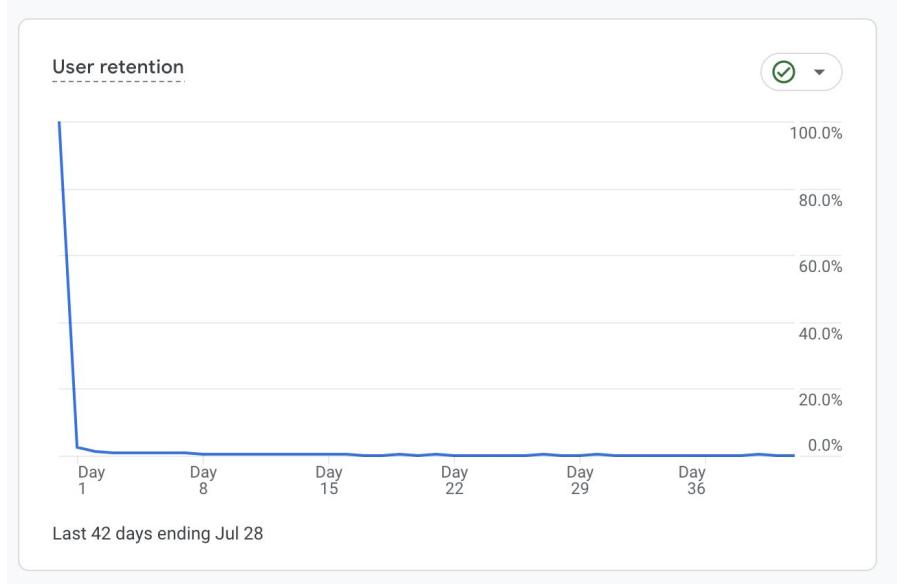
I would move them above the content section. The chapter section is gorgeous, but I would change the events section so that it has a white background to make it more readable and make the images pop more.



Recommendation #4

Newsletter Sign Up Modal

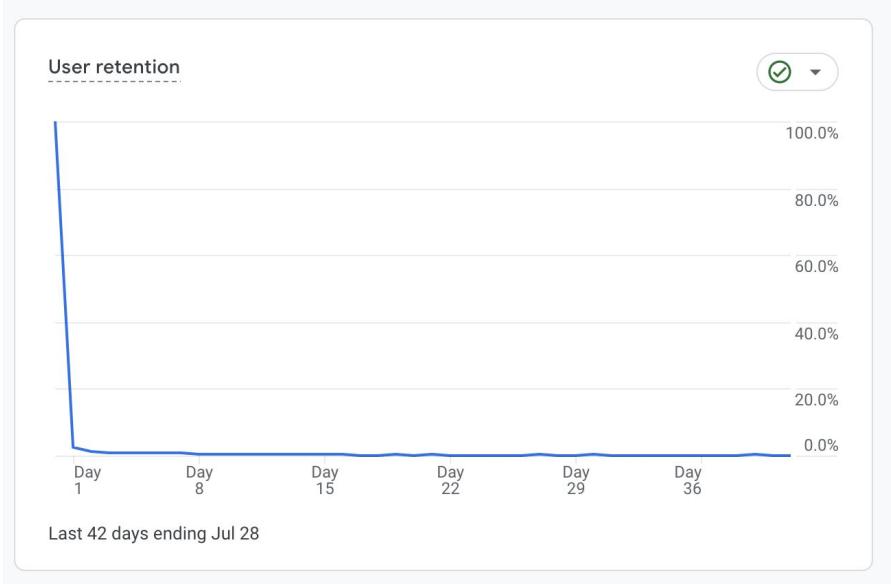
Recommendation #4: Newsletter Sign Up Modal



Overview

You have a ton of new users coming onto the site every day, but no efficient way of capturing them. The only sign up for the newsletter I saw was buried in the footer, which is seen by less than 10% of users.

Recommendation #4: Newsletter Sign Up Modal

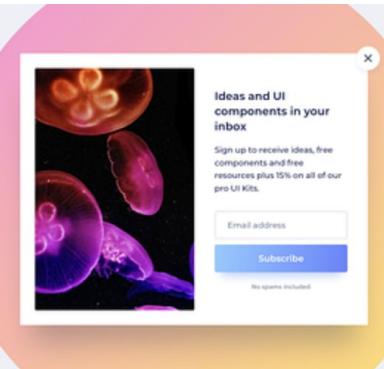
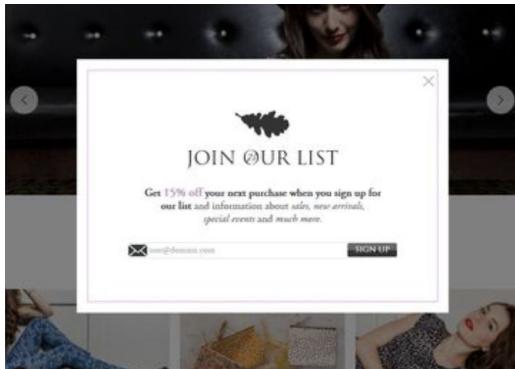
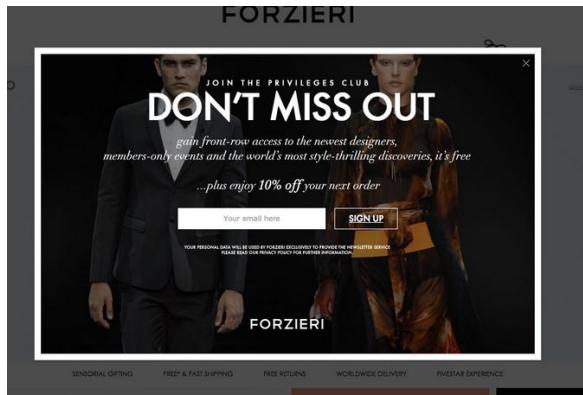
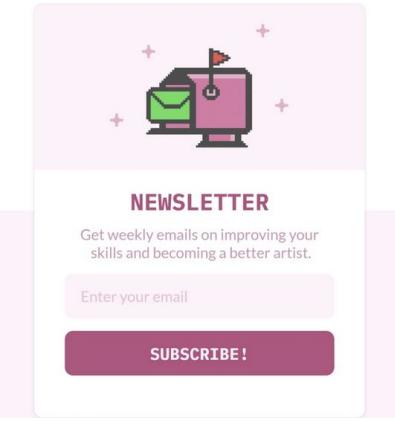


Sign Up Modal

You have a ton of new users coming onto the site every day, but no efficient way of capturing them. The only sign up for the newsletter I saw was buried in the footer, which is seen by less than 10% of users.

We want to have a way to capture these users so even if they're not ready to sign up for an event or pay the membership fee, you can at least keep them in your marketing ecosystem.

Recommendation #4: Newsletter Sign Up Modal



Sign Up Modal

A sign up modal for your newsletter is the easiest way to capture potential new members and make sure that they keep coming back.

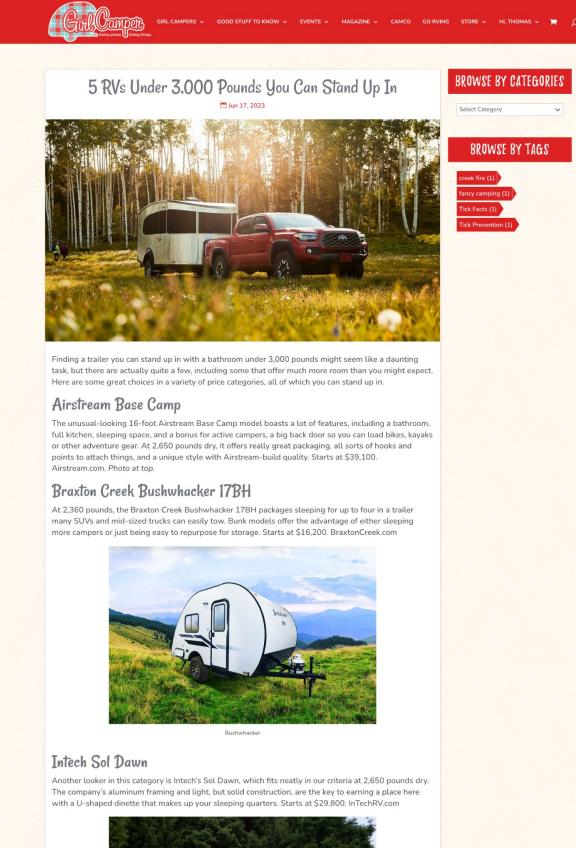
The modal should have a brief description of why they should sign up and what topics the newsletter covers. It should only display for users once every week or month so people don't get annoyed.



Recommendation #5

In-Article Sign Up Widgets

Recommendation #5: In-Article Sign Up Widgets



The screenshot shows a web page from GirlCamps.com. At the top, there's a navigation bar with links for GIRL CAMPERS, GOOD STUFF TO KNOW, EVENTS, MAGAZINE, CAMPING, GO RVING, STORE, and HI. THOMAS. Below the navigation is a search bar. The main content area features a title "5 RVs Under 3,000 Pounds You Can Stand Up In" with a date "Jun 17, 2023". To the right of the title are two sections: "BROWSE BY CATEGORIES" and "BROWSE BY TAGS". The "BROWSE BY CATEGORIES" section has a dropdown menu labeled "Select Category". The "BROWSE BY TAGS" section lists categories with counts: "Camping (1)", "Family Camping (1)", "Travel Facts (1)", and "Tick Prevention (1)". The main article content includes a large image of a red pickup truck towing a white Airstream Base Camp trailer in a forest setting. Below the image is a paragraph about the Airstream Base Camp, followed by a heading "Airstream Base Camp" and a detailed description. Further down the page are sections for "Braxton Creek Bushwhacker 17BH" and "InTech Sol Dawn", each with its own image and brief description.

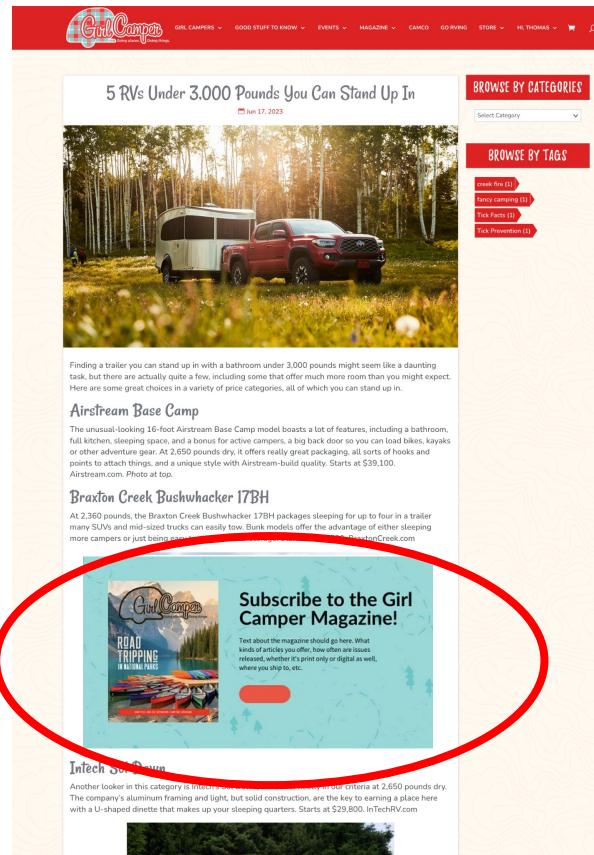
Overview

This is another way of addressing your user retention issue.

It's very common for users on content sites to click into an article, read the article, and leave, without ever taking note of what site they were on.

A good number of people will reflexively close modals, so we want to put some sort of conversion (whether it's signing up for the magazine, the newsletter, or to be a member) directly in the body of the article.

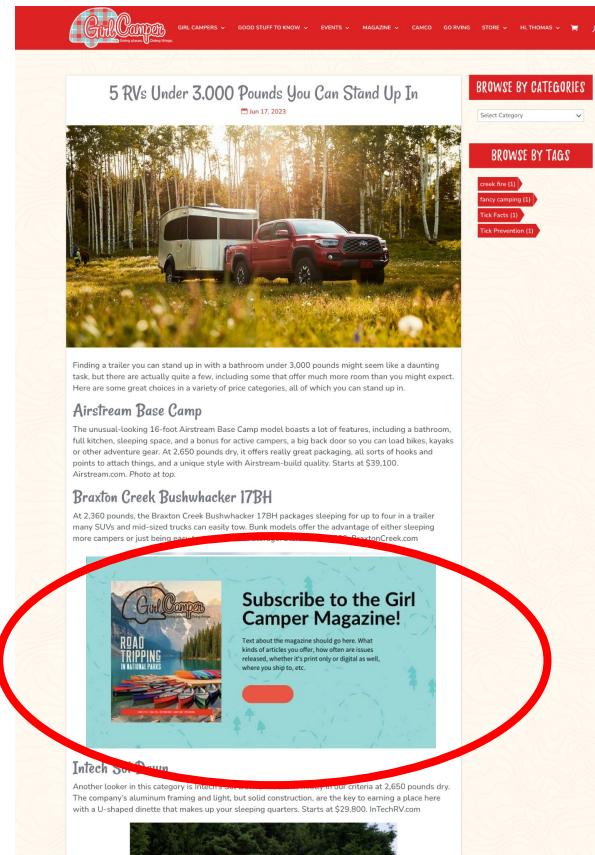
Recommendation #5: In-Article Sign Up Widgets



Overview

The solution here is add some kind of sign up section directly into the blogs. Something that pops visually will convert 10x better than just simple text, which is why I recommend having your green background with a photo of your magazine.

Recommendation #5: In-Article Sign Up Widgets



Overview

Adding a sign up opportunity directly onto your blogs will...

1. Tell users you're more than just a content site.
2. Show them you have a print magazine or a newsletter.
3. Bring more users into your marketing ecosystem. You likely have a lot of users who would love to get your content on a regular basis but aren't looking to join as members just yet.

Recommendation #5: In-Article Sign Up Widgets

The screenshot shows a magazine-style article on the Girl Camper website. The main content is titled "5 RVs Under 3,000 Pounds You Can Stand Up In" and includes a photo of a red pickup truck towing a white Airstream trailer in a forest. Below the photo is a paragraph of text. To the right of the article is a sidebar with two sections: "BROWSE BY CATEGORIES" and "BROWSE BY TAGS". The "BROWSE BY CATEGORIES" section has a dropdown menu set to "Select Category". The "BROWSE BY TAGS" section lists several tags with counts: "Camping (1)", "Family Camping (1)", "Ticks (1)", "Tick Facts (1)", and "Tick Prevention (1)". At the bottom of the sidebar is a large sign-up form for the "Girl Camper Magazine". The form features a placeholder image of a magazine cover titled "ROAD TRIPPING IN NATIONAL PARKS" with a photo of kayaks. The text "Subscribe to the Girl Camper Magazine!" is prominently displayed above the form. Below the form is a text area for "Text about the magazine should go here. What kinds of articles you offer, how often are issues released, whether it's print only or digital as well, where you ship to, etc.".

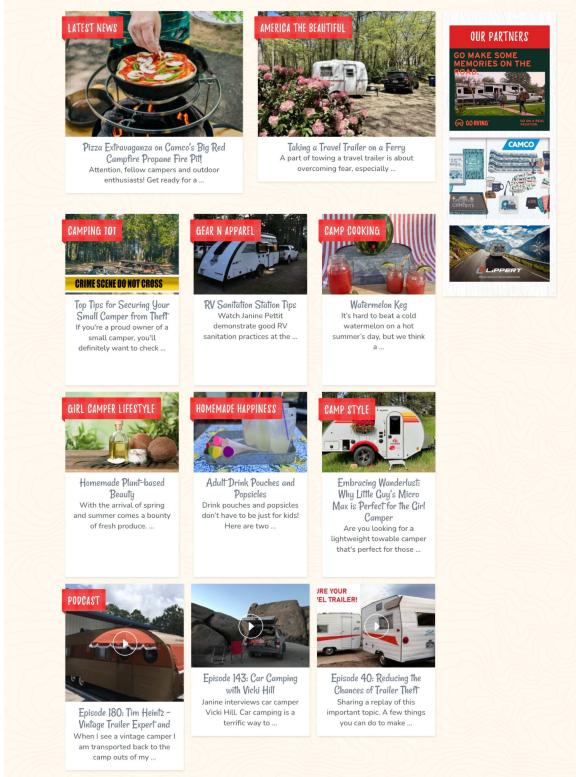
If it's successful...

You should see an increase in magazine or newsletter subscriptions, whichever you decide to highlight.



Other Recommendations

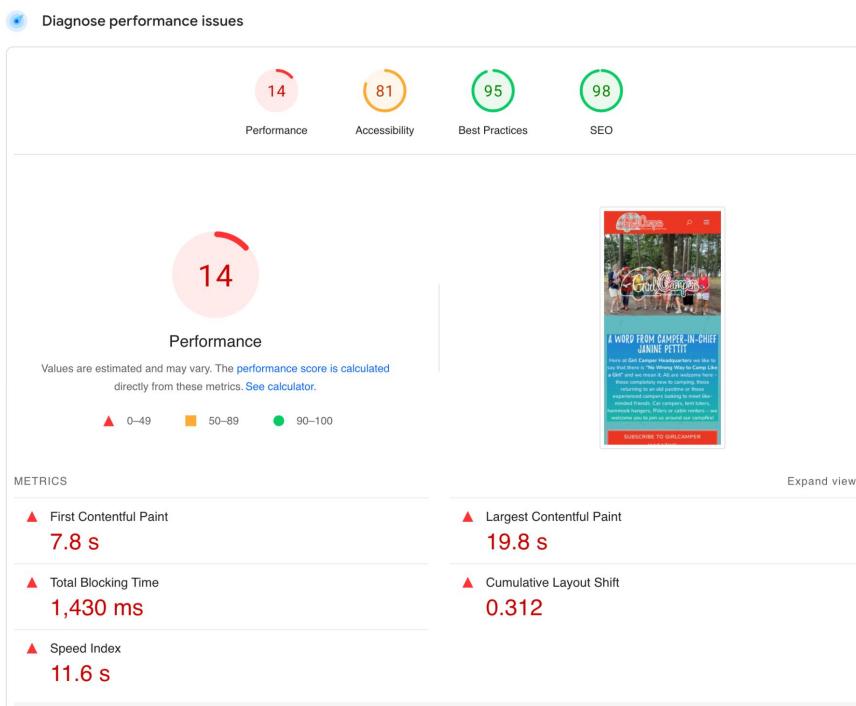
Other Recommendations: Reduce Content Section



Fewer Options

This content section has too many options. This overwhelms the user with choices while also adding to page load times due to the extra images. The usual strategy is to display 3-5 of your most popular or most recent pieces.

Other Recommendations: Improve Site Speed



Page Load Speeds

While desktop loading times have improved somewhat since I first tested them months ago, mobile still needs a ton of work. On slower connections, the page can take almost 20 seconds to load.

The main thing slowing down the page is the number and the size of the images, so the best courses of action will be to compress the images, lazy load anything lower down on the page, and if possible, reduce the number of images overall.

Other Recommendations: About Us Page

We cut out the middleman and get money directly into the hands of our weavers.

Empowering women.

Creating jobs for women is especially important for community transformation. Research shows that women will spend up to 90% of their income on health, nutrition, and education for their families.

Handwoven by Yalana

[Read Her Story](#)

MOZ

Products ▾ Free SEO Tools ▾ Learn SEO ▾ Blog Why Moz ▾

Log in

About | Our Story Culture Team Jobs Contact News

The Moz Story

We know SEO. In fact, we wrote the blog on it.

At Moz, we believe there is a better way to do marketing. A more valuable way where customers are earned rather than bought. We're obsessively passionate about it, and our mission is to help people achieve it. We focus on search engine optimization. It's one of the least understood and least transparent aspects of great marketing, and we see that as an opportunity. We're excited to simplify SEO for everyone through our software, education, and community.

Responsive Bootstrap About Us Page Template

MEET OUR TEAM

We are all very different. We were born in different cities, at different times, we love different music, food, movies. But we have something that unites us all. It is our company. We are its heart. We are not just a team, we are a family.

[CONTACT US](#)

Creativity
It's the ability to think outside the box. We make decisions, create something new and generate a lot of ideas.

Worldwide
All sites you make with Webrise are mobile-friendly. You don't have to create a special mobile version of your site.

Unique Styles
Webrise offers many site blocks in several themes, and though these blocks are pre-made, they are flexible.

Good afternoon, I am very pleased with the quality of the work of your employees representing your wonderful company

Webrise
DESIGNER

Add About Us Page

For the time being, the new home page format should do a good job of describing your organization, but in the long run, you should add a page that describes the origins of your company and your values. This is a great place for more info on Janine and the story of how she started the company, along with short bios of the people who work on the site.

Other Recommendations: Sort Option on My Account Page



Simplify the Nav

The conventional wisdom is to stay away from using dropdowns whenever possible. They can be difficult to navigate (especially so from an accessibility perspective), and there are a total of 21 different options for a user to choose from.

- If it's not a contractual obligation, remove partners from Nav.
- Remove the dropdowns and add a central blog page so people don't need to choose a topic.

Other Recommendations: Sort Option on My Account Page

The screenshot shows a user interface titled "»MY ACCOUNT«". On the left, there's a sidebar with links: "Back to Dashboard", "Content", "Products", and "Manage". The main area displays a table of events:

Title	Type	Accessible	Description	Action
PA - CHRISTMAS IN HERSHEY	Event	Now	Come join us for a wonderful treat before the holidays... Camping in Hershey can be a unique and memorable way...	View
TX - Seeds of Friendship Dinner - Ft. Worth	Event	Now	Come join us for September's Seeds of Friendship Monthly Dinner THIS MONTH we are meeting up at the Hotel ZaZa...	View
TX - Seeds of Friendship Dinner - Ft. Worth	Event	Now	Come and join us for October's monthly dinner - we are meeting up at Chisholm on the 2nd in Ft. Worth...	View
TX - Camper College	Event	Now	Tx Camper College with Stressless Camping Peggy and Tony of Stressless Camping Podcast are partnering with Grit Camper to offer you a...	View
SD-Weaving Warmth into Autumn	Event	Now	November 9 - 12 Join us for an amazing setting of fall foliage at Northeastern State University...	View
AZ - Beat the Heat and Explore Crown King	Event	Now	Escape the summer heat and discover the hidden gems of Crown King. Accessible from Flagstaff or the Bradshaw Mountains. Join...	View
Sunset - Fall Moon Paddle	Event	Now	Join us for an Unforgettable Sunset and Fall Moon Paddle on the Salt River! Ap 27th 2023	View
AL - Last Days of Summer 2023	Event	Now	Join Grit Campers of Alabama and Georgia for the last days of summer camping in the beautiful high country mountains...	View
TX - Camper College with Stressless Camping	Event	Now	Peggy and Tony of Stressless Camping Podcast are partnering with Grit Camper to offer you a Camper College just for...	View
MM - CAMPER COLLEGE WITH STRESSLESS CAMPING	Event	Now	Peggy and Tony of Stressless Camping Podcast are partnering with Grit Camper to offer you a Camper College just for...	View
NV - Seeds of Friendship Lunch	Event	Now	Come join me for our 1st Sierra Nevada lunch event! I will be welcoming ladies interested in learning about...	View
CA - Tahoe Style	Event	Now	Join us for a laid back Tahoe style camping on the west shore of Lake Tahoe. Our campground is set in...	View

Add Sort Option

It's very difficult for users to navigate through these events.

Is there a section that appears here when you register for an event?



Thank you!