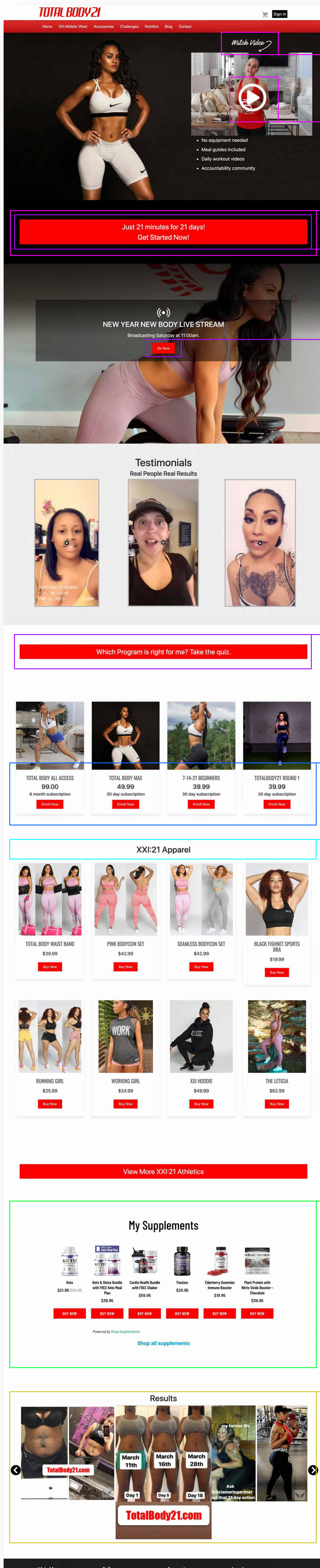


TOTAL BODY 21 STRATEGY SITE



Competing Calls to Action

Where should the customer focus here? Think of the customer's gaze. It should fall naturally on a point that contains a single desired action.

Here, the eye bounces around between the oversized button, the callout text and the video icon, then falls to the bullet points.

Something is missing.

What is the product? What value does it provide? Who should buy it?

Button Sizing

Buttons and other components are functional, not design features, and are typically similarly styled across the website.

The less effort to identify what is a button and what isn't, the better. Consistent button sizing encourages action because users don't have to wonder, "Is this where I click?"

They'll intuitively know.

Product Differentiation

There really isn't an explanation of what these products are, or how they're different. Users aren't likely to purchase a product if they aren't aware of its features or selling points.

This is a good opportunity for a "Featured Product" section where you can expand on one product and give details about its value.

Customer Mandate

It's always helpful to have a unique selling point, especially in apparel since a different design is given. The customer mandate is the need we are addressing, the problem we are solving by making these garments.

Consider adding a sentence about why you've decided to add a clothing line to the site. It gives context and helps integrate the products with the rest of the website. Otherwise these products run the risk of feeling 'tacked on.'

Detour?

Same as above. Without explanation, it's a non-sequitur. These products may seem obvious to you, but you're the expert, and your customers are not. They might be confused or overwhelmed by options, especially when presented with so many.

Should they purchase your meal plan, or the meal plan provided with the Keto product second from the left? Are these necessary

Customer Promise

This is the most important part of the page. This part should be sung from the rooftops, lauded as proof of the power of the product. It's evidence that the program works, consistently, for many people. The fact that this is user-generated content just makes it an even more powerful section.

I would seriously consider elevating this on the page. If not, make sure you're using scroll depth tracking so you can see what percentage of people are reaching this point on the page. Right now, it's the last section before the footer, so as little as 30% of people see it, perhaps even less.