

FANCY SPRINKLES

INTRO

This report was conducted by first checking four pages of the site: the homepage, a collection page, a product page and a landing page.

Each page was compared against a checklist of e-commerce best practices produced by Google's internal PPC advertising department.

Next, heatmaps were generated for the four pages, and the findings of the audit were framed in the context of onsite activity. KPIs were click rate, bounce rate and exit rate.

Recommendations and testing frameworks are given at the conclusion.

HOMEPAGE

L.P.	Area	Criterion	Yes/No	Notes
H o m e p a g e	C a l l t o A c t i o n	Single Call to Action	N	there are competing "shop now" buttons, below the hero image
		CTA above the fold	N	cta is below the fold
		CTA focuses on benefit	N	cta is 'shop now'
		CTA is descriptive	N	see above
		CTA has contrasting colors	Y	black against bright colors
		Clear value proposition	Y	sprinkles that are fancy, could be stronger, but it's clear
	M e n u s	No distracting navigation	N	there are 29 links, two seasonal promotions, two clubs, a sale, a new items link, it's a lot
		30-40% of top level categories are mentioned	Y	these are hidden within the menu, promotions have a lot more weight
		Consolidated menu	N	categories are not visually listed on page, users who don't know dragées or jimmies are lost
	U F s o c r u s e d	Appeals to demographics	Y	colors and styling are right on point, very attractive imagery
		Appeals to interests	N	the products are present, but what to do with them is not
		Matches most common search intents	Y	most organic traffic is from branded searches, so intent is matched, paid traffic, not so much
		Personalization according to place in funnel	N	content is static
	U X	Ad copy matches landing page copy in intent	N	ad copy is not reflected on landing pages
		Social proof is present	Y	the instagram is on the homepage, still this is from the company, not the customer
		Dead zones are avoided	Y	
		Carousels are user-initiated	N/A	
	S e a r c h	Prominent Search	N	no search on mobile, this is very important
		Auto-Suggestions in search	Y	
		Spelling suggestions & corrections in search	Y	
Results always returned		N		
Include previous searches		N		

HOMEPAGE



Search gets 14% of clicks, but isn't visible on mobile.

Create account and Sprinkle club receive negligible clicks

5% of people click on the logo even though it links to the same page. This is indicative that they cannot find what they expect.

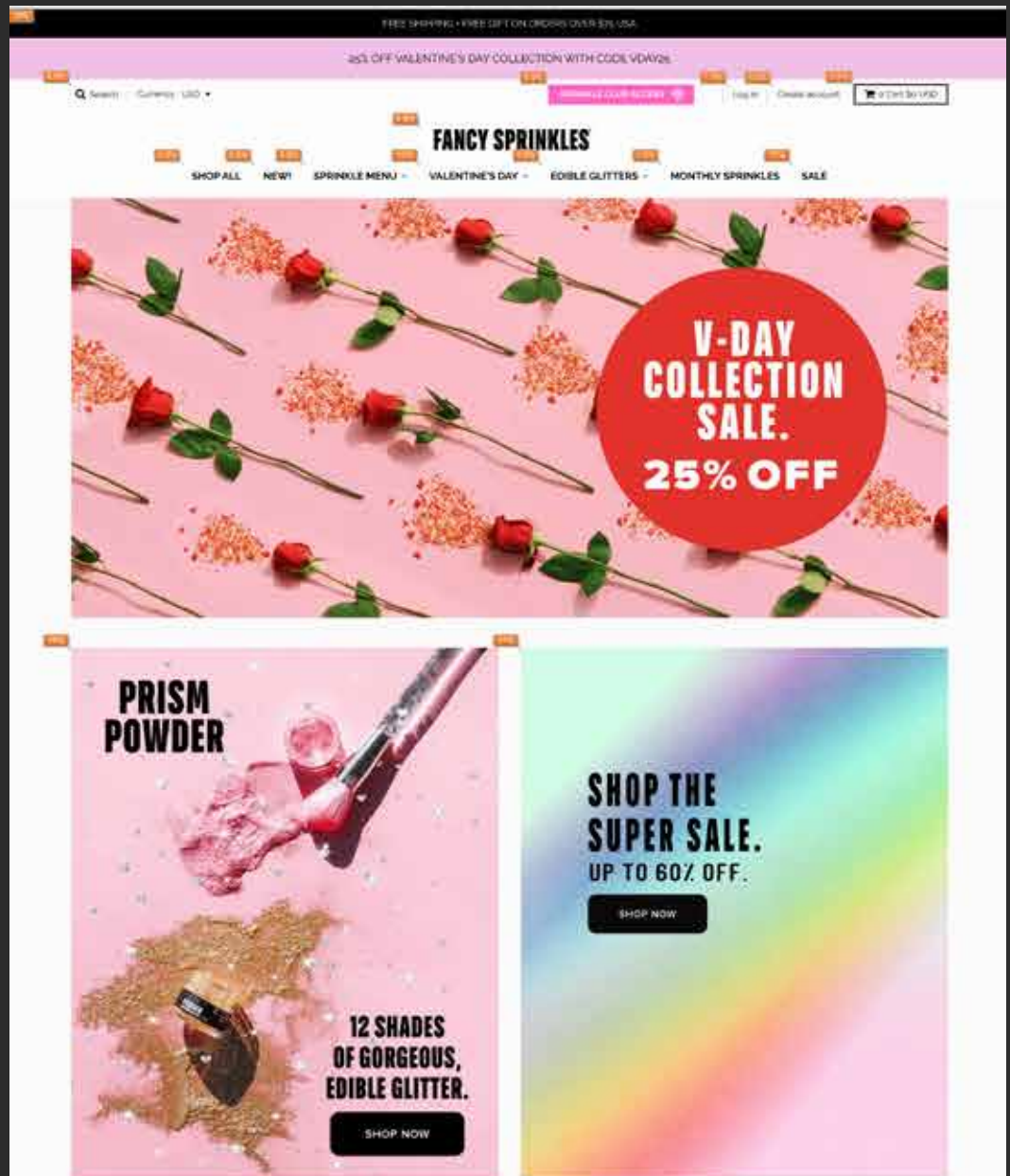
There are no clicks on the hero image.

Product categories receive very high clicks, but there are only two: Sale and Prism powder.

The hot and new section receives relatively few clicks, especially when compared with the product categories.

The vast majority of links are in the header and footer. There is very little actual content on the page, as even the text in the image.

The aesthetic is great. It suits the target customer, and is very visually appealing. The usability is lacking, as is conversion rate optimization.



COLLECTION & PRODUCT PAGE

Collection Page	Value	Value proposition	Y	
		CTAs for each product	N	just the price is listed
		Value is communicated in descriptions	N	no description on the page
	CRO	Clear pricing info	Y	
		Urgency elements	N	
Secondary CTA (wishlist, find in store)		N		
Sorting/Filtering		Y		
Product Page	Value	Value proposition	Y	
		Value prop is repeated at conversion point	Y	
		Urgency elements	N	
		Social proof is present	N	Blank reviews, employees can write honest reviews too!
	CRO	Description are readable (bullets, lists)	N	caps lock, aggressive formatting
		Secondary CTA (wishlist, find in store)	N	no wishlist or other cta
		Price info above the fold	Y	

COLLECTION PAGE



This collection page has average bounce and exit rates, so it's not exceptional in that regard.

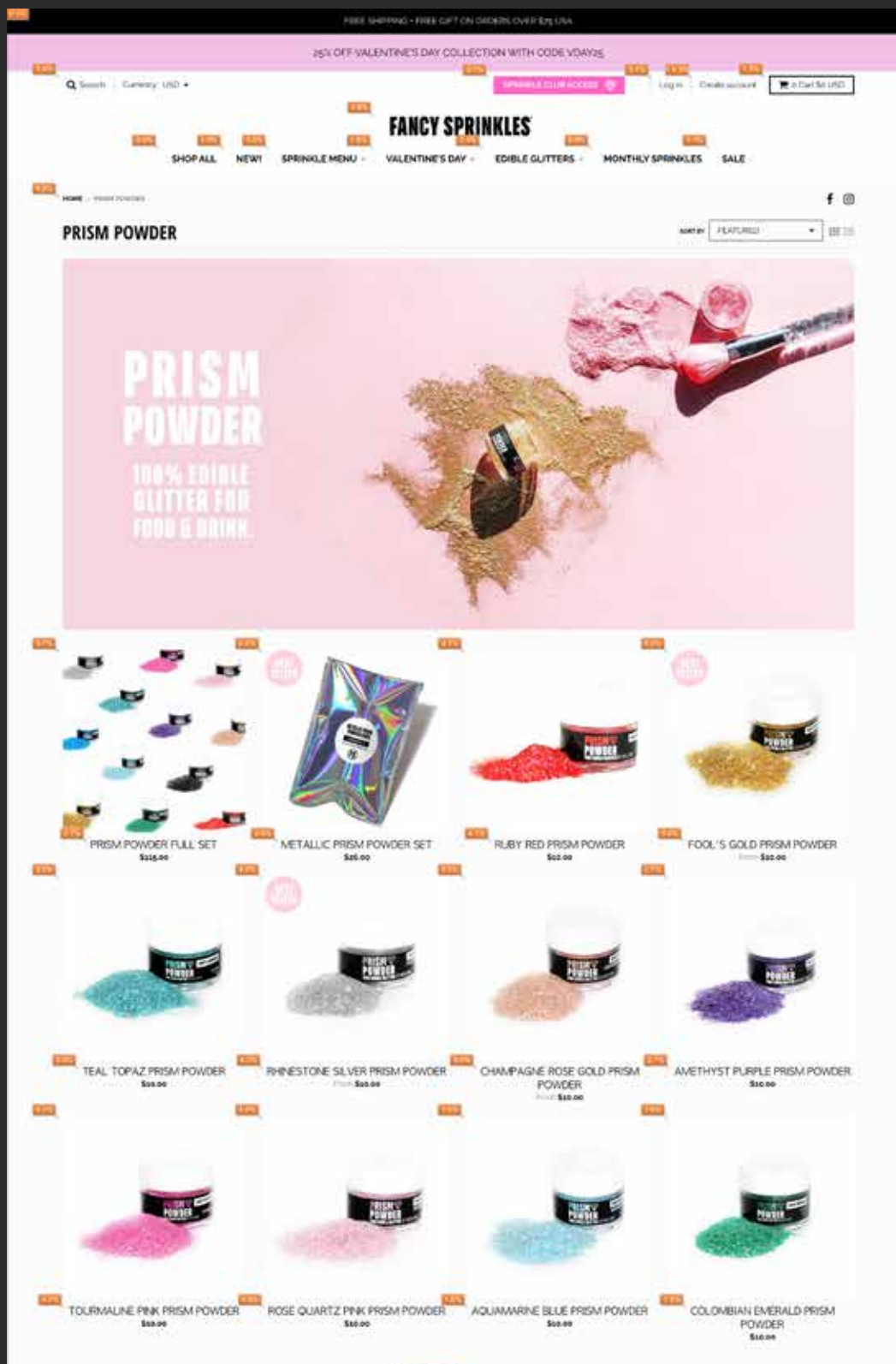
One thing to note is that the text is burned into the image again, meaning it won't be scanned by Google and those terms do not contribute to keyword rankings, quality scores in ads or search engine result pages (SERPs).

The biggest takeaway from this page is the "Best Seller" icon on some products.

These products usually have higher than average click rates, based on a quick observation.

These icons should be tested in other forms (i.e. "New" "Favorite" etc) across other products to see if they have a measurable effect on click rates.

Without testing, it will be difficult to say what is causing the boost, whether the product is innately popular or whether the product is responsible for the increased click rate relative to similar products.



PRODUCT PAGE



Approximately 1/3 of people who view a product add it to their cart, so the product page works well, generally.

This is an example of a high performing product.

40% of outbound clicks are to the category page for Prism Powder, indicative of interest within the category.

Two factors in the success of this product are that it is labeled as a best seller on both the collection page and the product page, and the social proof at the bottom.

Photo reviews are extremely powerful, and this product has tons.

The reviews on this product include a variety of colors of Prism Powder, not only Fool's Gold, so the site users accept some flexibility which could be applied to other product categories.

The strength of this page is backed by the data, as this is the #2 best selling product in the store, and the #1 best selling edible product.

Turquoise Caviar has no call out, one non-photo review, and poor sales, so it would be a good test to give it the same attention as Fool's gold.

The screenshot shows a product page for 'Fool's Gold Prism Powder'. At the top, there is a navigation bar with 'FANCY SPrINKLES' and a '20% OFF VALENTINE'S DAY COLLECTION WITH CODE VDM723' banner. Below the navigation, there is a category filter bar with options like 'Shop All', 'New', 'Sprinkle Mix', 'Prism Powder', 'Edible Glitters', 'Monthly Sprinkles', and 'Sale'. The main product image shows a jar of 'PRISM POWDER FINE EDIBLE GLITTER' with a pile of gold glitter next to it. A 'BEST SELLER' badge is visible on the left. The product title is 'FOOL'S GOLD PRISM POWDER' with a price of '\$50.00'. There is a quantity selector set to '40 units' and an 'ADD TO CART' button. Below the product image, there is a detailed description: 'FOOL'S GOLD IS ONE OF OUR STUNNING, FINE EDIBLE GLITTER COLORS, AKA PRISM POWDER, FOR FOOD & DRINK. THAT'S RIGHT- WE SAID DRINKS! ADD THIS POWDER TO CHAMPAGNE, BEER, CIDER, ETC... IT'LL CREATE A GLITTERY HURRICANE IN ANYTHING BUBBLY. IT'S ALSO AMAZING ON CAKES, CUPCAKES, PASTRIES, OR ANYTHING ELSE FOOD RELATED YOU WOULD WANT TO MAKE GLITTERY. IT'S 100% FDA APPROVED FOR CONSUMPTION, AND IT IS SHOCKINGLY GLITTERY. BONUS: IT HAS ABSOLUTELY NO FLAVOR OR TEXTURE. SHE'S JUST HERE FOR PURE EYE CANDY.' Below the description, there is a 'VEGAN' logo and a list of ingredients: 'Ingredients: Mica-Based Pearlescent Pigment, Dextrose, FD&C Artificial Food Coloring.' At the bottom, there are social media sharing icons for Facebook, Twitter, and YouTube.

The screenshot shows a section for customer reviews. At the top, it says '★★★★★ 10 Reviews' and there is a 'Write a review' button. Below this, there are several review cards, each featuring a photo of a customer's creation and a text review. The reviews are as follows:

- Carolyn T.** (★★★★★) Really took my mermaid tails to the next level! Loved the look it gave them! (4 jars)
- Lillian S.** (★★★★★) This is so pretty! Cannot wait to try it!
- Jadyn H.** (★★★★★) We got the rose gold and it's gorgeous! I put like 1/2 of a teaspoon in a champagne glass with some bubbly to test it out and it was super sparkly and didn't change the taste at all. Can't wait for New Year's!
- Wendy J.** (★★★★★) I love your new edible glitter in gold, all of our cookies sparkle!
- Liz M.** (★★★★★) Beautiful! I love the pretty gold. It's going to be lovely on my Valentine's candy and cupcakes!
- Eleri F.** (★★★★★) I used gold prism powder to decorate chocolates with caramels!
- Lelia H.** (★★★★★) Added it to sanding sugar to bring up the pretty on one of my holiday cookies. I am in love with the stuff!! (4 jars)

LANDING PAGE

Prism Powder Landing Page	Call to Action	Single Call to Action	N	no, just 'add to cart'
		CTA above the fold	N	cta is below the fold
		CTA focuses on benefit	N	cta is 'add to cart', too abrupt
		CTA is descriptive	N	see above
		CTA has contrasting colors	Y	black against bright colors
		Clear value proposition	Y	only when watching video
	Menu	No distracting navigation	N	regular header, not abbreviated
		30-40% of top level categories are mentioned	NA	not relevant to landing page
		Consolidated menu	NA	not relevant to landing page
	UF Scored	Appeals to demographics	Y	colors and styling are right on point, very attractive imagery
		Appeals to interests	Y	champagne is an interesting choice, it doesn't match up with the rest of the site
		Matches most common search intents	Y	most organic traffic is from branded searches, so intent is matched, paid traffic, not so much
		Personalization according to place in funnel	N	it's a bit rushed, not enough about the product before pushing the sale
	UX	Ad copy matches landing page copy in intent	Y	prism powder is clearly what the page is about
		Social proof is present	Y	youtube technically, although again from the company
		Dead zones are avoided	Y	
Carousels are user-initiated		NA		

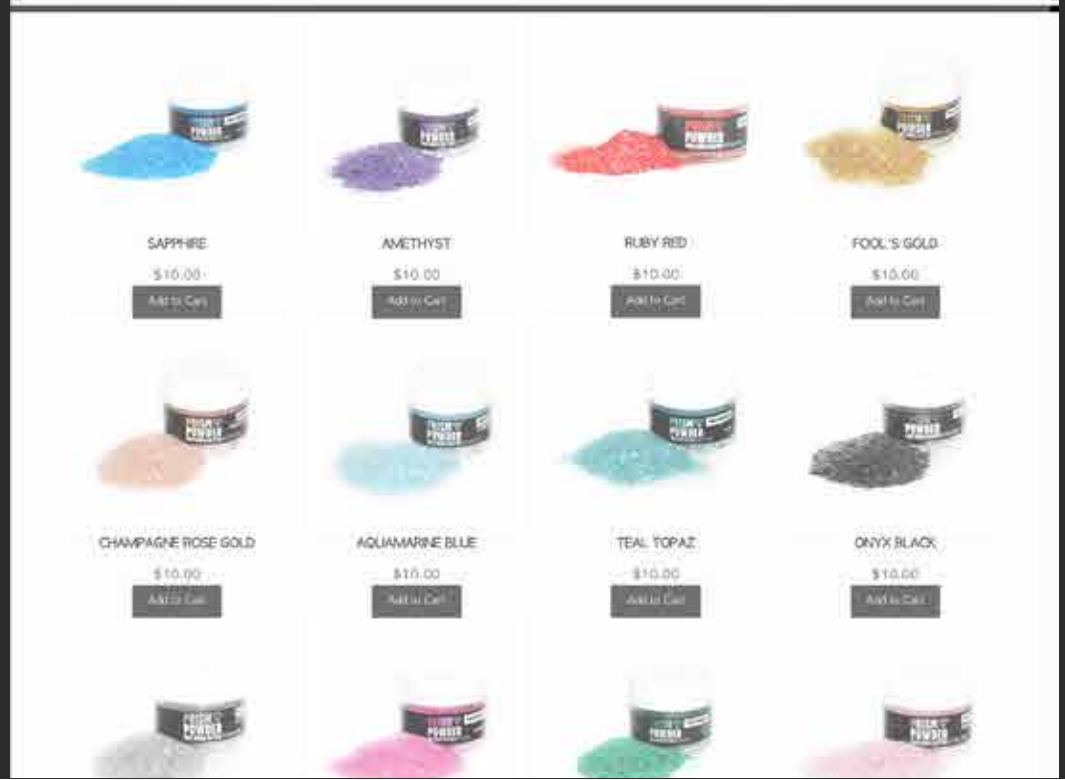
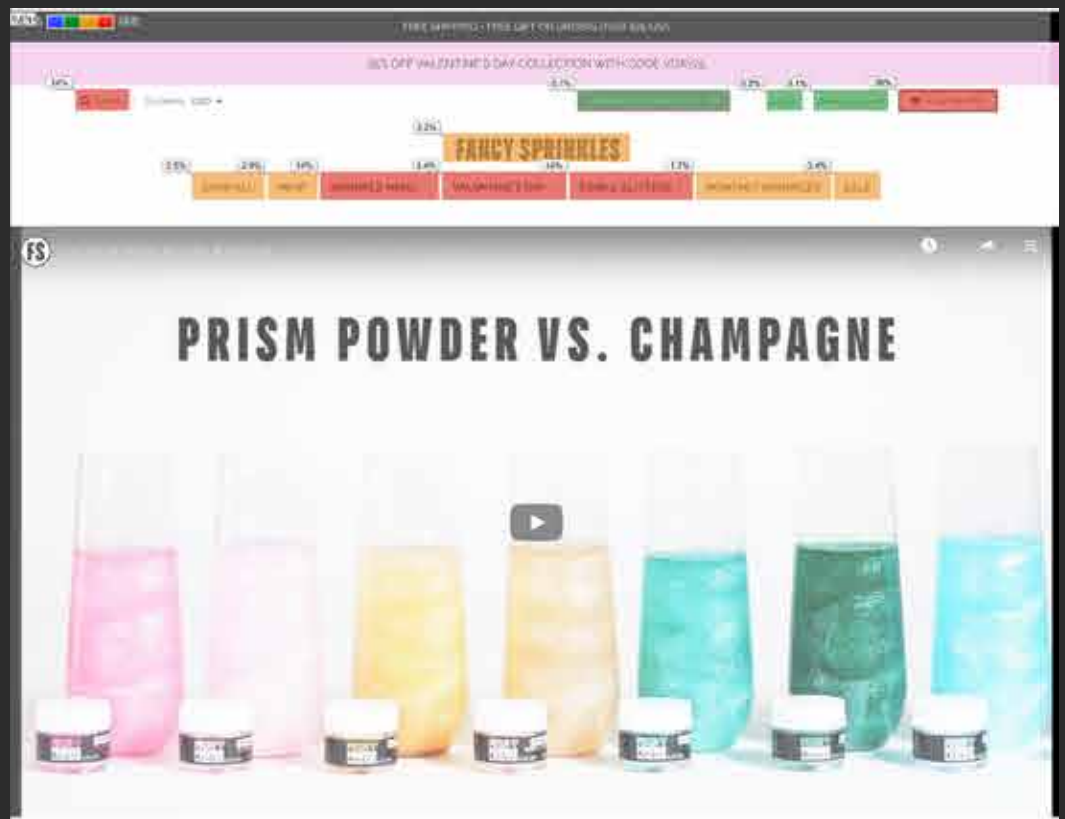
LANDING PAGE



Bounce and exit rate are very high on this page. There don't appear to be any major points of interactivity below the header.

This page is the entrance view for many site visitors, but over 60% make it their last page.

There could be any number of reasons for this, but it could be similar to other pages where there's a lack of copy. Visual appeal, but lacking in substance.



RECOMMENDATIONS

Testing is most easily accomplished through Google Optimize, which can be added on to the Tag Manager account for an easy integration.

Based on the audit, I recommend that the first tests should focus on:

NAVIGATION

The top menu has many links that are rarely used, at the sacrifice of key site features like search. The search function is extremely robust and well-built, yet it's not present on the mobile site at all. In testing, I recommend that underutilized links are removed, and the header menu is simplified.

HERO CTA

The hero image is not supported with a strong, specific, descriptive call to action, and this leaves users confused about what to do next. The site should guide them down the funnel. I recommend testing alternative pieces of creative content with different CTAs, leading down different funnels. This multivariate testing will tell you what resonates, and how to optimize it.

RELEVANT LANDING PAGES

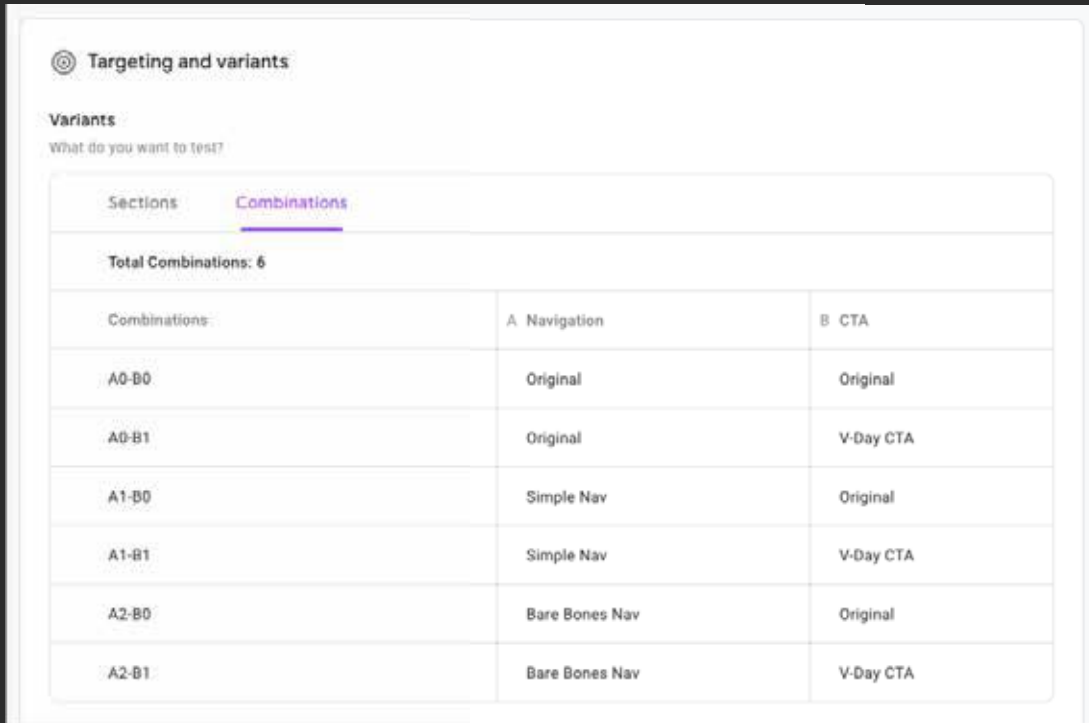
Make specific landing pages for specific ads, and make sure there is symmetric matching of the copy in the ad and the copy on the page. This will make your advertising cheaper through increasing your quality score, and could also lower bounce rates.

SOCIAL PROOF AS CONTENT

Leverage the social proof you have as content for pages across the site. Let people imagine what they can do with the product, and they'll be more engaged.

GOOGLE OPTIMIZE

This is the testing framework and organization.



The screenshot shows the 'Targeting and variants' section in Google Optimize. Under the 'Variants' heading, there is a question 'What do you want to test?'. Below this, there are two tabs: 'Sections' and 'Combinations', with 'Combinations' being the active tab. A summary line states 'Total Combinations: 6'. Below this is a table with three columns: 'Combinations', 'A Navigation', and 'B CTA'. The table lists six combinations of navigation and CTA variants.

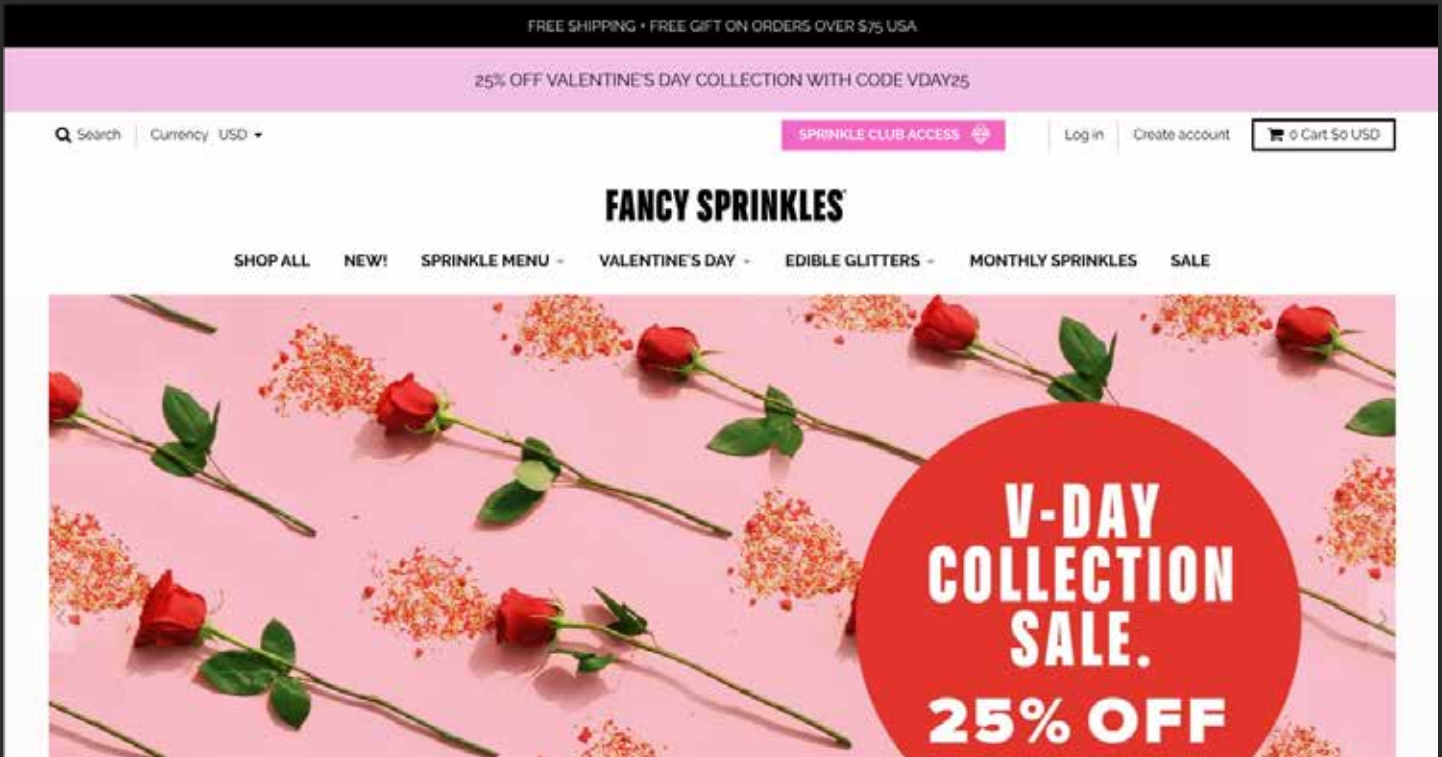
Combinations	A Navigation	B CTA
A0-B0	Original	Original
A0-B1	Original	V-Day CTA
A1-B0	Simple Nav	Original
A1-B1	Simple Nav	V-Day CTA
A2-B0	Bare Bones Nav	Original
A2-B1	Bare Bones Nav	V-Day CTA

There are three menu variants: (1) Original, (2) Simple and (3) Bare bones.

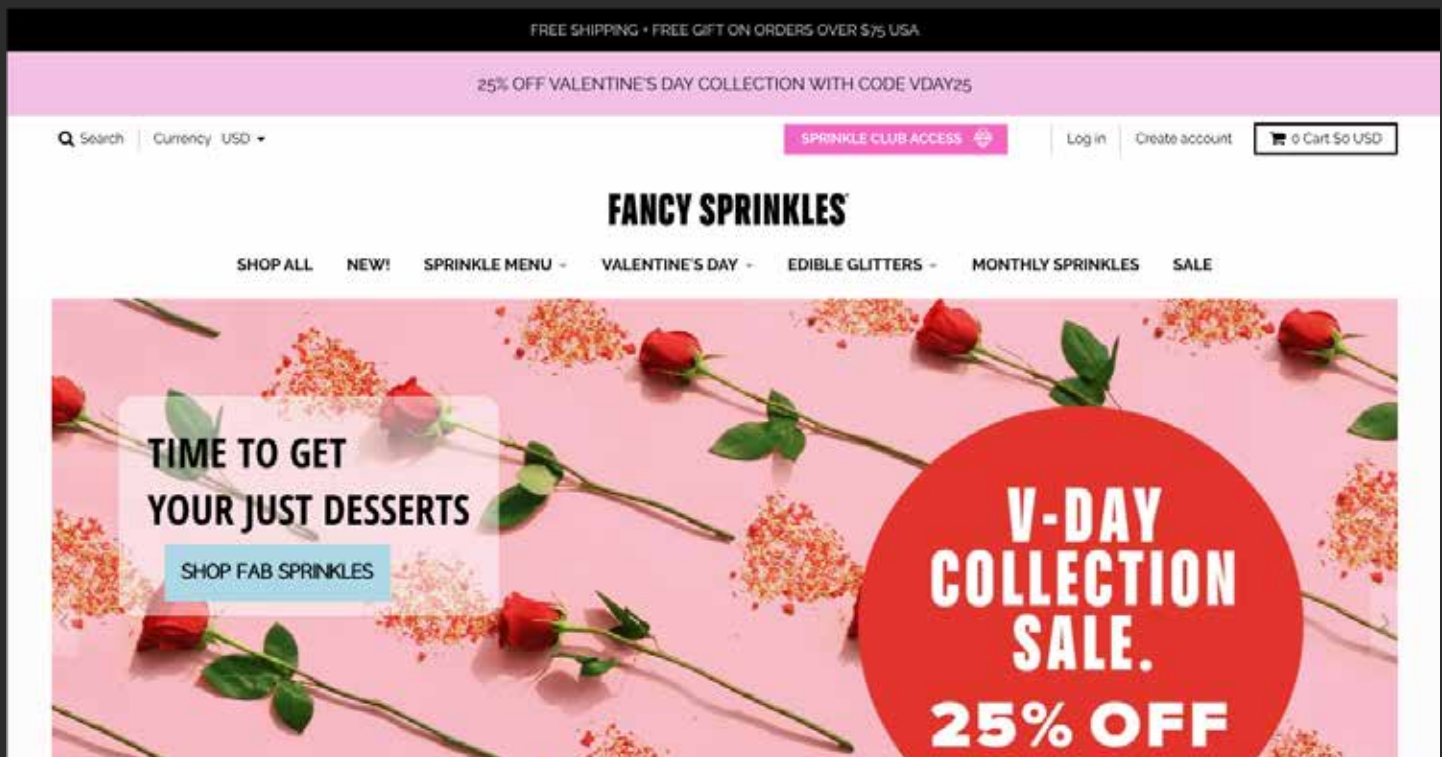
There are two hero variants: (1) Original, and (2) with a Valentine's Day CTA.

GOOGLE OPTIMIZE

A0 B0 - Original



A0 B1 - Valentine's CTA



GOOGLE OPTIMIZE

A1 B0 - Free Shipping Removed, Menu Reduced



A1 B1 - Free Shipping Removed, Menu Reduced & Valentine's CTA

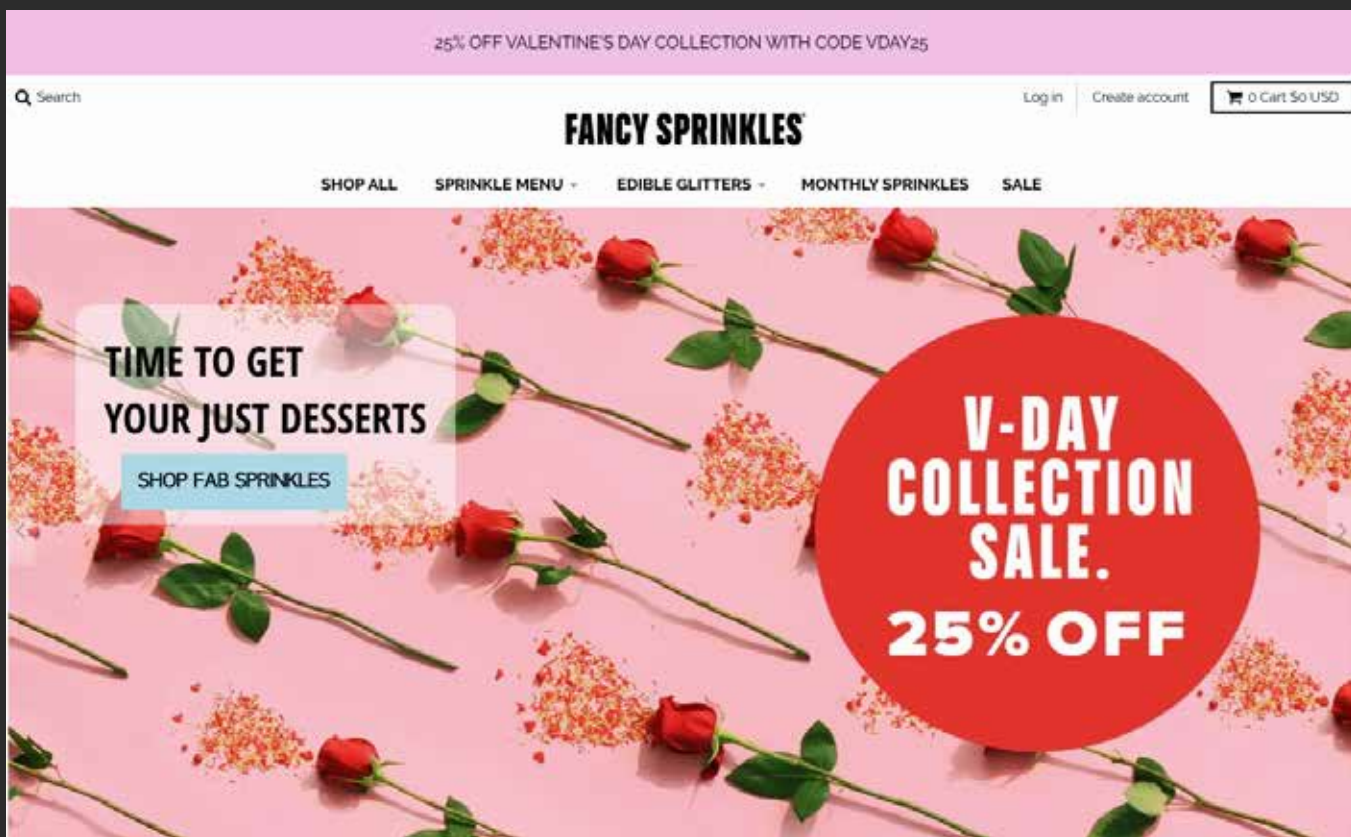


GOOGLE OPTIMIZE

A2 B0 - Bare Bones Menu

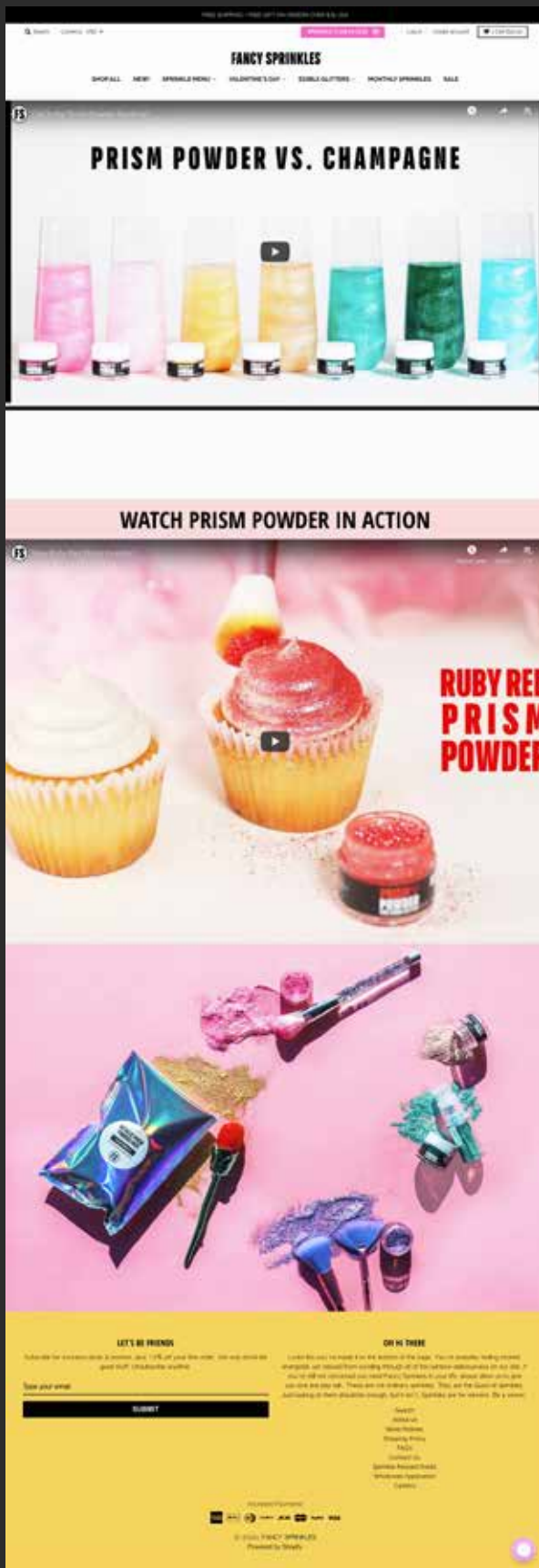


A2 B1 - Bare Bones Menu & Valentine's CTA



GOOGLE OPTIMIZE

To see a live version of the proposed site, go to: kevinorbach.com/prism



Current



Proposed

