

**FOX & LEE**

# eCommerce Website Audit

Actionable advice on how to engage your  
website visitors and inspire them to buy!



FOX & LEE



# Great!

We're thrilled that you downloaded an example of the ecommerce website audit report.




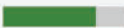














## There's two things we must address about the data on the following pages...

- 1.** The data shown in this report is from a real website audit. By taking swift action based on the recommendations contained within this report, our client increased their monthly revenue through the site by over 200%. For privacy purposes, we have blurred out information that would identify the client in question.
- 2.** As a sneak peek, we have shown you just over 10 pages of the audit report, instead of the 40 odd pages that the audit can sometimes be.

**FOX & LEE**

Here are the scores for your site:



	Home Page	76/100		GOOD
	Site Search	100/100		GREAT
	Product Listing Pages	59/100		POOR
	Product Detail Page	64/100		POOR
	Cart & Checkout	90/100		GREAT
	Confirmation Page	100/100		GREAT
	Tracking & Reporting	88/100		GOOD
	Legal	100/100		GREAT

### Impact Rating:

Our audit factors range from high impact to low impact based on how much they can influence the way your website converts visitors into leads and customers, performance, security and your rankings in search engine results.

Apply the recommendations below to help your site look nicer, run faster, rank better and start converting more visitors into customers.

# Home Page

YOUR SCORE

76 / 100

The homepage can be thought of as the storefront for your e-commerce site. Therefore, it needs to reflect who you are and what you sell. This is where you draw and engage your visitors to view and order your products.

## WWW Resolve

✔ Passed

📈 High Impact

Search engines consider [example.com](#) and [www.example.com](#) to be different. Unless you use a WWW Resolve, you could be penalized for duplicate content.

## Sitemap.xml File

✔ Passed

📈 Medium Impact

A sitemap is a file that lists the pages in your site to help search engines find them easily. The sitemap is generated automatically so you don't have to manually update it.

### ! Learn More

Most content management systems like WordPress, Joomla and Drupal have plugins or addons to dynamically create sitemaps. You can also use a free service like [XML-Sitemaps](#) to create a [sitemap.xml](#) file and submit it to search engines.

## Google Analytics / Tag Manager

✔ Passed

📈 High Impact

Analytics help you better understand your visitors and customers to improve engagement, usability and drive sales. Google Analytics & Tag Manager are popular free services.

### ! Learn More

Visit the [Google Analytics](#) site or [Google Tag Manager](#) page to learn more about how it can help your business.

## Google Business Profile (GBP)

✔ Passed

📈 High Impact

Google Business Profile gets you in front of customers who are looking to buy. You'll stand out, whether people are looking for you on Google Search or Maps.

## Brand in Page Title

✖ Failed

📊 Medium Impact

Having your brand or company name in your title tag is an easy way to build brand awareness and help searchers find your business by name.

### Recommended Action

Add your brand / company name at the end of your meta title tag.

### Learn More

If a person is searching for your brand or company, you should have more than a few places where that name or brand is mentioned. That is why we highly recommend adding the company name at the end of the title tag on your home, about and contact us pages.

## Open Graph

✖ Failed

📊 Medium Impact

Open Graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

### Recommended Action

## Learn More

You can test your robots.txt file to see if it's blocking your site from being crawled using [Google's Robot.txt Tester](#). You can also see what Google sees when it tries to access your website by using the [Fetch As Google Tool](#). When ready you can follow [these directions](#) to have Google crawl your site.

## Keywords in Image Alt Attribute

 Passed

 Low Impact

Using keywords in the alt attribute of an image can boost the search rankings of important pages like your home page, product listing, and product detail pages—it can also add value for sight-impaired users.

## Learn More

You can learn more about what alt tags are, why they are important, and how to add them to your site [here](#).

## Optimal Page Title Length

 Failed

 Medium Impact

Page titles are an important factor in your search engine position. Note that search engines often only show about the first 60 characters of your title in their search results.

## Recommended Action

Limit your meta title length to 60 characters or fewer on all your pages.

## Learn More

Learn more [here](#).

## Keyword Used in Page Title

 Passed

 High Impact

Using a keyword in your title helps search engines associate your home page with a topic. Higher search engine positions are directly correlated to the appropriate use of relevant keywords in the page title.

## Learn More

Learn more [here](#).

# Use of Keywords in H1 Tags

Failed

High Impact

H1 tags can help improve your site's home page search engine ranking. They are also a best practice for accessibility and help potential visitors determine your page content.

## Recommended Action

Add your primary keyword at least once in your header tags (H1 and H2) on your home page. Use variations of the keyword in other titles whenever appropriate.

## Learn More

The H1 tag helps not only with your onsite SEO but it also effectively engage users and captures their attention since it is larger and most often bolder. To adhere to search engine best practices headlines should contain the relevant keyword target, and be treated with the same importance as title tags.

## Your Website Headings

Subheadings	
H2	An extensive range of fly fishing & fly tying gear for fresh & saltwater
	Top Rated Fly Tying Kit
	Great Value 2 Pack Fly Rod
	Fly Fishing 2022 Issue #100
	Great Fly Approach Book
	Great Guide Fly Pack
	Great Flyweight Access Pack
H3	WELCOME TO OUR WEBSITE
	NEWSLETTER SIGNUP
	LATEST NEWS
	FACEBOOK FEED

Use website caching services, compress your scripts, and use other speed optimization techniques to make your landing page load faster.

## ! Learn More

Check out Google's [PageSpeed Insights Tool](#) for more info. Other popular page performance testing tools you can use are [GTmetrix](#) and [Pingdom](#).

## ! Page Speed Results



## 🕒 Lab Data

First Contentful Paint	1.0 s !	Time to Interactive	3.9 s !
Speed Index	2.3 s !	Total Blocking Time	70 ms ✓
Largest Contentful Paint	3.6 s ✖	Cumulative Layout Shift	0.01 ✓

## 📁 Opportunities

OPPORTUNITIES	ESTIMATED SAVINGS
1 Properly size images	3.72 s ✖
2 Serve images in next-gen formats	1.76 s ✖
3 Reduce initial server response time	1.17 s ✖
4 Eliminate render-blocking resources	0.6 s !
5 Efficiently encode images	0.48 s !
6 Preload key requests	✖

# Google Page Speed

✖ Failed

🚦 High Impact

Every second counts when a visitor is waiting for your landing page to load. Slow page speeds lead to poor user experience. Stats show that your conversions drop for every second longer your visitor has to wait.

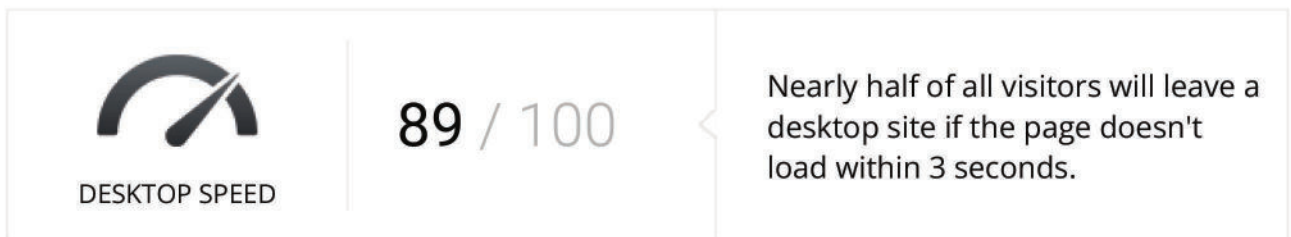
## 💡 Recommended Action

Use website caching services, compress your scripts, and use other speed optimization techniques to make your landing page load faster.

## ⚠️ Learn More

Check out Google's [PageSpeed Insights Tool](#) for more info. Other popular page performance testing tools you can use are [GTmetrix](#) and [Pingdom](#).

## ⚠️ Page Speed Results



## 🕒 Lab Data

First Contentful Paint	0.8 s ✓	Time to Interactive	1.8 s ✓
Speed Index	1.7 s ❗	Total Blocking Time	90 ms ✓
Largest Contentful Paint	1.7 s ❗	Cumulative Layout Shift	0.077 ✓

## 📁 Opportunities

The product page is one of the most important pages on an e-commerce website. It's primary goal is to act as the salesperson for your products. It's often on the product page where users make up their mind on whether or not they want to purchase the product. Do it right and you will see a significant increase in both your traffic and sales.



<https://www.pond.com.au/product-category/pond-accessories/pond-accessories-pond-accessories/>

## Mobile Friendly

✔ Passed



High Impact

On average, visitors now spend more than half of their time online on a mobile device. Data shows more and more visitors are purchasing while on mobile devices. That means a mobile-friendly website and shopping experience should be critical part of your online presence.

### ! Learn More

You can have Google test your website by using their [Mobile-Friendly Test Tool](#)

## Open Graph

✘ Failed



Medium Impact

Open Graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

### 💡 Recommended Action

Hire a web professional to implement Open Graph tags appropriately on your website. The key tags to use are og:title, og:description, og:type and og:image. Plugins like [Yoast SEO](#) can help.

### ! Learn More

You can learn more about the Open Graph tags, and protocol by visiting <http://ogp.me/>

### ! Open Graph Result

Talk to your web developer about how to display an "item added to cart" message.

### **Learn More**

Learn more [here](#).

## **Relevant Product Reviews**

 **Failed**

 **High Impact**

Product reviews help buyers overcome objections, plus these reviews offer social proof that build trust in your product. Together, these benefits lead to more sales.

### **Recommended Action**

Ask your web developer to add reviews on your product pages. Be sure to only use the reviews that are likely to have the biggest impact on conversions. (E.G., think quality, not quantity.) Don't have reviews? Start asking satisfied customers to send you their reviews and testimonials.

### **Learn More**

Learn more on [How To Use Product Reviews To Sell Your Ecommerce Products here](#).

## **Cross Sell / Related Products Listing**

 **Failed**

 **Medium Impact**

Cross-sells are products you recommend to someone who's looking at a related offer. For example, you might recommend sunscreen and towels to someone who's shopping for a swimsuit. This increases your per-transaction amount.

### **Recommended Action**

Work with your web developer to choose a script, plugin or other solution to help you display and promote related products on your site.

### **Learn More**

Read this [A Step-By-Step Guide To Increasing Sales](#).

## FAQ's

✖ Failed

🌂 Medium Impact

You won't make the sale unless you answer all your prospect's questions about a product. A product FAQ (frequently asked questions) not only boosts your conversions, it also cuts down on customer service inquiries.

### 💡 Recommended Action

Talk to your prospects and customers so that you know what questions they're actually asking. Then create benefit-driven, succinct answers to these questions.

### ⓘ Learn More

Get tips for writing effective FAQ documents: <https://www.socialmediatoday.com/content/10-tips-creating-killer-faq-page>

## Upsell Offers

✖ Failed

🌂 Medium Impact

An upsell is a higher-end version of a product that's similar to the one your prospect is about to buy. You can boost your per-transaction amounts by recommending upsells across your ordering process.

### 💡 Recommended Action

Insert upsells on your product pages, inside the cart or bag, and on the order form. E.G., "Would you like to upgrade to a Platinum membership for just \$7 more?"

### ⓘ Learn More

Learn how to craft your upsells here: <https://blog.hubspot.com/service/upsell-and-cross-sell>

## Keyword Ranking on Page #1

✔ Passed

🌂 High Impact

When your site shows on the first page of the search engines, it puts your business in front of prospective customers. This leads to increased visibility, traffic and more sales.



**FOX & LEE**

# Need to convert more visitors into customers?

Schedule Your eCommerce  
Consultation via our website

or call us now on 03 9043 1039

[foxandlee.com.au](http://foxandlee.com.au)

