

Audit Report Prepared For

Jazeswim.com - Shopify Store

Unique, comfortable, sporty and functional
swimwear for women.

Platform: **Shopify**

Date: **04.11.2024**



About Us

15+ Years Of Expertise In Web Design
And Development

Proven Expertise To Craft Exceptional Online Experiences

Over 450 ECommerce Projects
Delivered

Delivering Results-Driven Solutions For Diverse Businesses

Partnered With Top Shopify
Agencies

Trusted By Industry Leaders For Seamless, High-Quality Results

Intro

Audit Overview

In this audit, we conducted a comprehensive review of your online store, focusing on key areas such as user experience, functionality, visual design, and conversion rate optimization. Our analysis included a detailed examination of your store's current setup, design elements, and overall performance, with particular attention to opportunities for improvement.

We also reviewed competitor websites to gain insights into industry trends and benchmarks, ensuring that our recommendations align with best practices in your niche.

When formulating our recommendations, we considered the capabilities and limitations of the Pipeline theme, prioritizing achievable solutions that maximize the theme's potential while enhancing your store's performance and customer experience.

Global Suggestions

1. Theme Version Update

The theme is currently on version 6.3.0, released two years ago. Upgrading to the latest version (7.4.1) will integrate all new features, bug fixes, and enhancements introduced over the past two years, including new sections, improved usability, support for the latest Shopify features, and faster performance.

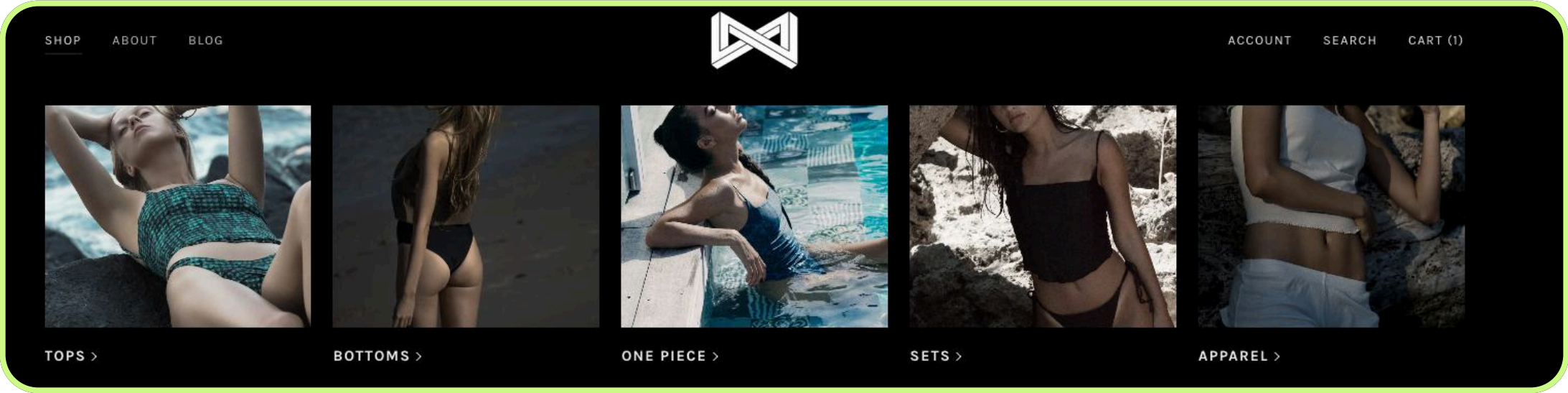
 **Benefits:** new features, improved usability, better performance

2. Navigation Update - Adding Megamenu With Images

A mega menu with images improves user experience by providing an organized, visually guided navigation. It allows users to quickly find categories and products, making navigation more intuitive and engaging. This approach enhances user satisfaction and can lead to higher conversions.

This can be achieved by utilizing Pipeline’s built-in meagamenu feature.

 **Benefits:** improved navigation, improved usability, higher conversion



3. Footer - Add About, Company Info or Mission Statement

The left side of the footer feels empty and unbalanced compared to the other sections. Adding a brief description, such as a slogan, company information, or mission statement beneath the logo, can make the footer look more complete and professional.

 **Benefits:** more appealing/professional look, improved branding

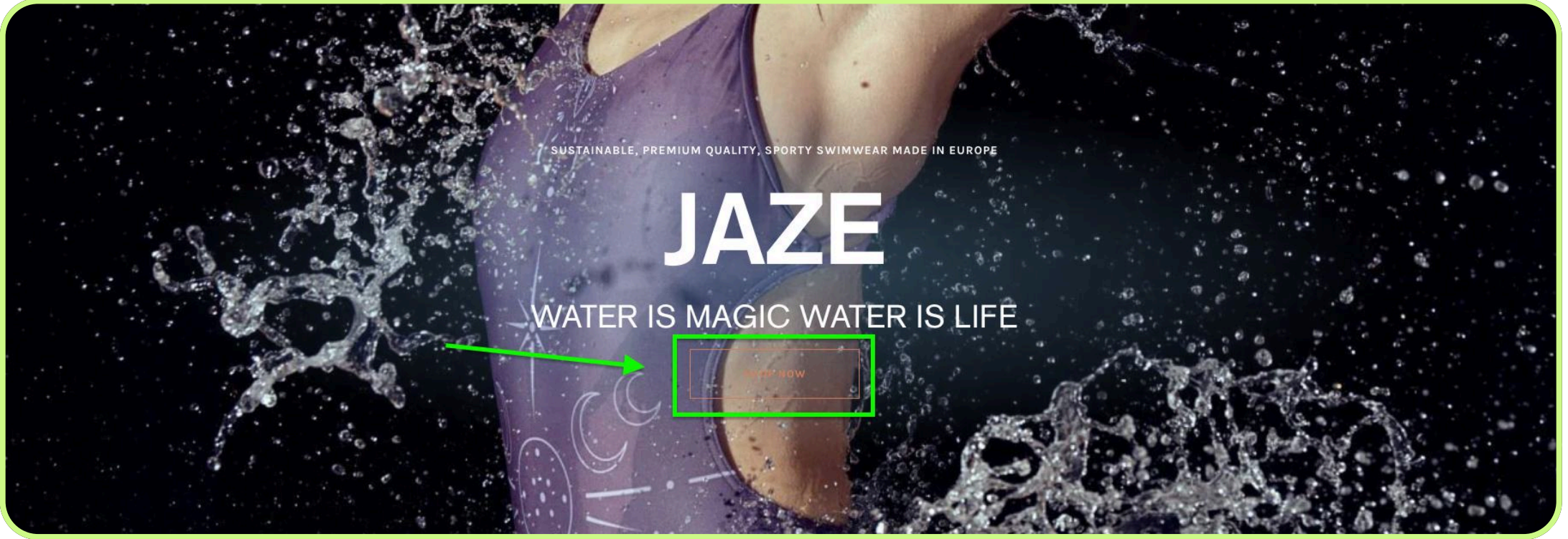


Homepage

1. Hero Section - Main Call To Action Visibility

The main Call To Action on the homepage hero lacks visibility and needs to be more prominent to effectively capture user attention and lead users to your featured products.

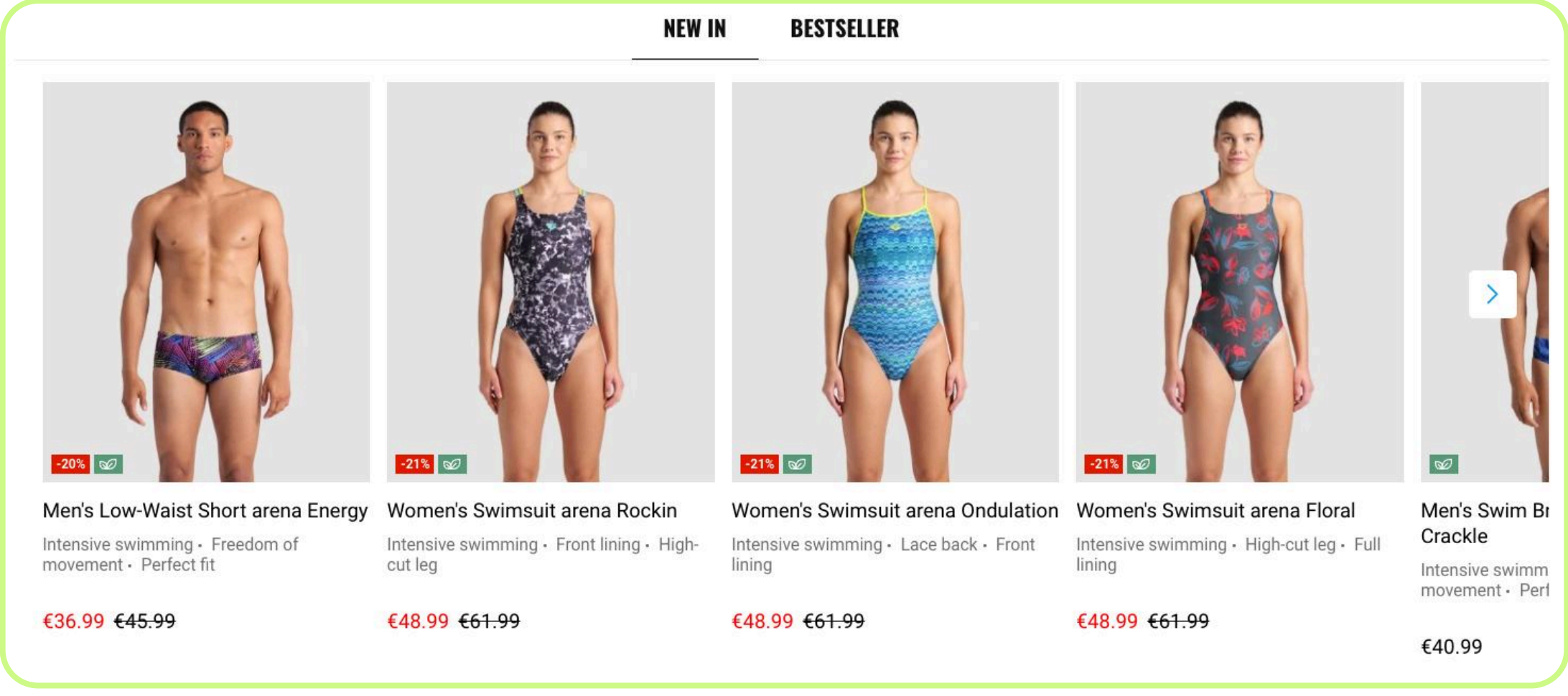
 **Benefits:** conversion rate, increase overall sales



2. Products in Tabs

Presenting both “New Arrivals” and “Bestsellers” in a tabbed view will allow users to easily navigate and explore popular and fresh products without cluttering the page. This organized layout enhances user experience by offering quick access to key product categories, helping customers find what’s trending or discover the latest additions effortlessly.

 **Benefits:** easy navigation, easy finding products, increased sales volume

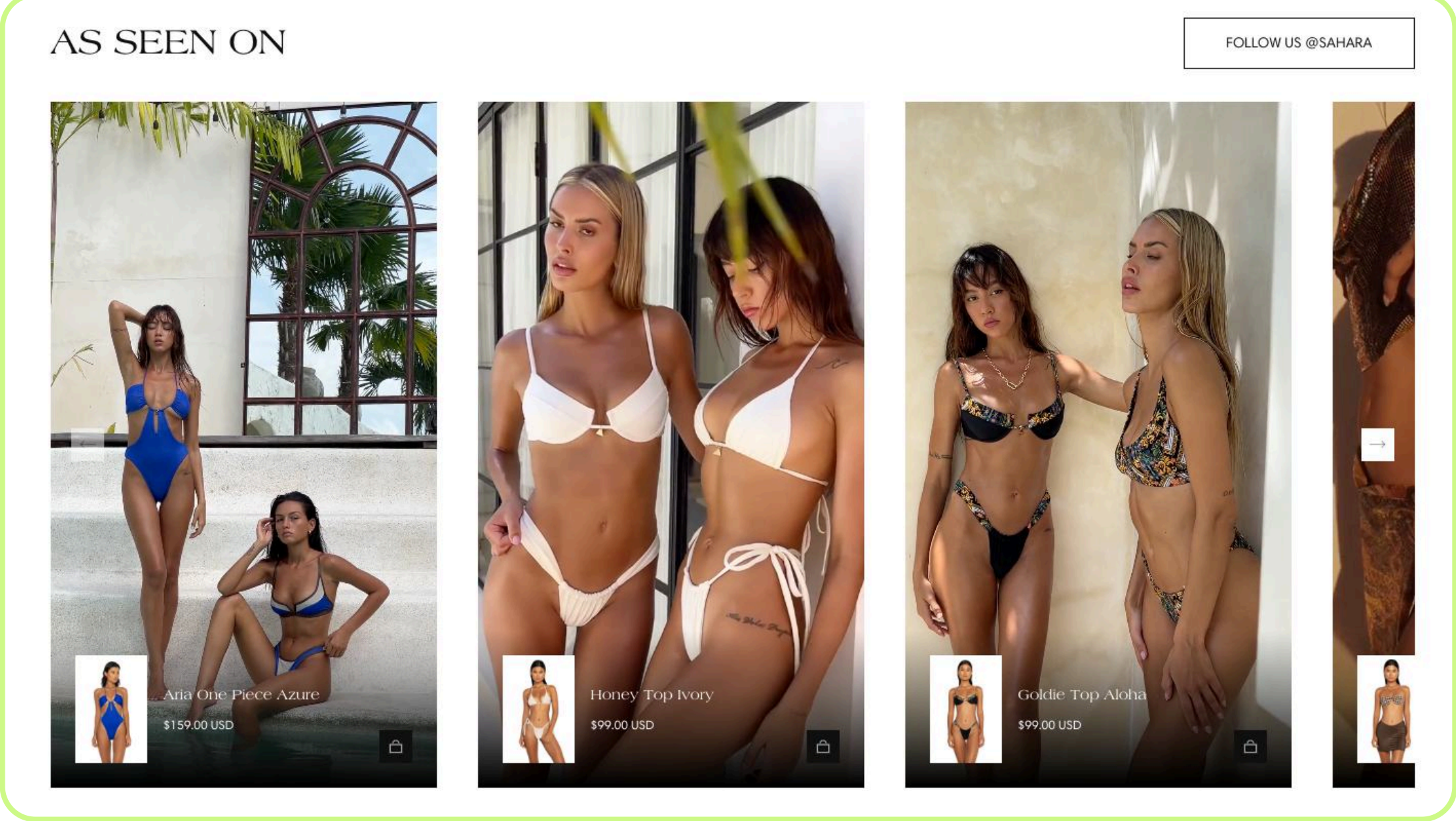


3. New Section - As Seen On

User-generated content is invaluable for building trust, and showcasing your brand’s collaborations with top athletes can significantly enhance brand perception. Featuring real athletes prominently makes an impactful impression on users.

This new section will include short, looping portrait videos that auto-play, displaying the featured products over the video. This approach captures attention instantly and highlights the product's appeal in a real-world context. Example below.

 **Benefits:** building trust, increased sales, increasing conversion rate



4. New Section - Testimonials

Adding a dedicated section with 5-6 authentic testimonials from real users can significantly strengthen brand trust and credibility. Genuine feedback from satisfied customers helps potential buyers feel more confident in their purchasing decisions by showcasing real experiences and positive outcomes.

You can achieve this using the theme's built-in Testimonials section.

 **Benefits:** building trust, improve conversion

5. New Section - Instagram Feed

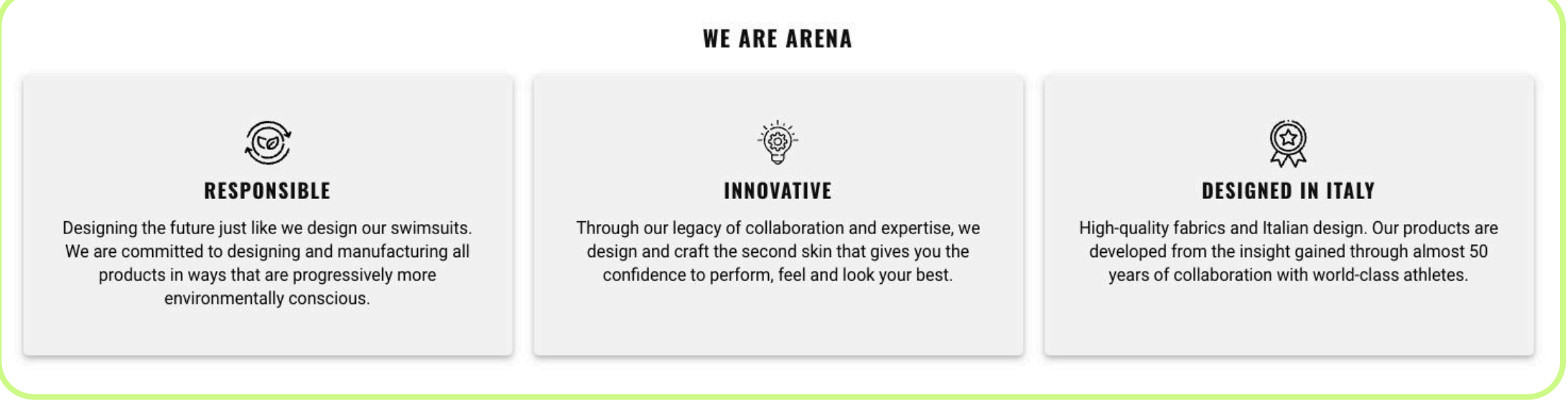
Adding a section featuring your most recent Instagram posts brings fresh, dynamic content to the site while showcasing your brand’s personality and aesthetic. This integration keeps your site visually engaging and up-to-date, giving users a glimpse into your latest products, collaborations, and community engagement.

 **Benefits:** build trust and desire, emotional connection, help purchasing decisions

6. New Section - Unique Selling Points

Highlighting your unique selling points (USPs) clearly communicates what sets your brand or products apart from the competition. Presenting these USPs in an easily visible and concise format helps build trust and can significantly influence purchasing decisions.

 **Benefits:** build trust and credibility, emotional connection, help purchasing decisions



Products & Product Page

1. Bundles

Offering products as bundles can benefit both the merchant and the buyer. For the merchant, it encourages higher-value purchases and increases sales volume. For the buyer, bundles provide a convenient, curated selection at a discounted price, enhancing value and simplifying decision-making. Creating a separate category for bundles showcases these combinations clearly, making it easy for customers to explore and take advantage of bundle offers.

Bundles can be easily managed via Shopify's free app: <https://apps.shopify.com/shopify-bundles>

 **Benefits:** increase sales volume

2. Product Card Ratio

The current ratio of the product images is square and the images are cropped. Users can't see the full picture. It should be set to portrait as in the product pages to ensure images are not cut. The change should be applied site-wide.

 **Benefits:** allowing users to see the full product, improved usability

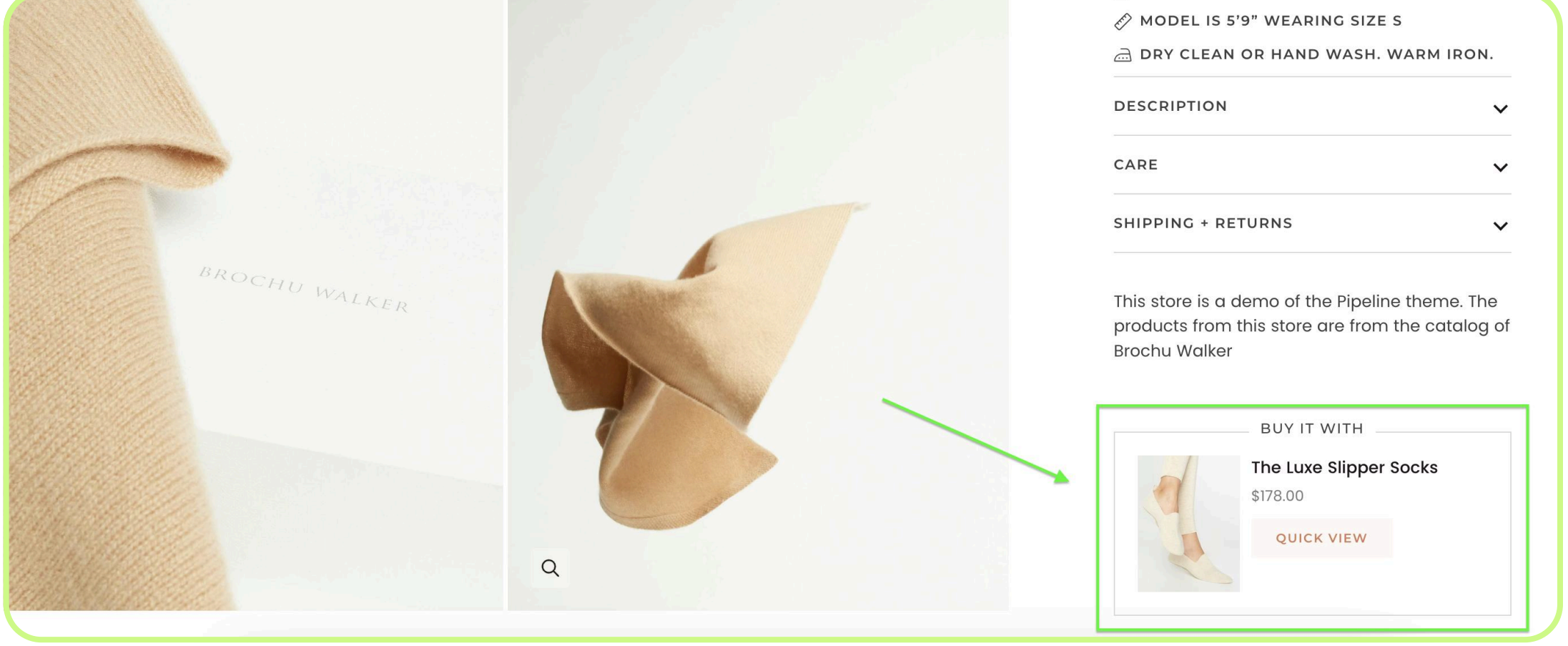


3. Connect Tops With Bottoms

Currently, tops and bottoms are set up as separate products, requiring users to search individually if they want to buy both. Adding a "Buy with" section will make it easy for users to find related items and purchase them as a set. This feature simplifies the shopping experience, helping users discover complementary pieces and encouraging higher-value purchases.

The functionality can be achieved with the built-in Shopify feature for complimentary products.

 **Benefits:** fixed user-experience blocker, increasing conversion rate



4. Product Media - Add Product Videos

Adding short portrait videos to your product media enhances engagement by showcasing the product in action. These videos provide a more immersive view, allowing customers to see details like fit, movement, and texture, which can increase confidence in purchasing.

Example:
<https://www.sachadrake.com/collections/new-arrivals/products/make-a-splash-shift-sixties-floral>

 **Benefits:** enhance shopping experience, increase engagement, reduce returns

5. Product Media - Image Size

Images on the product page are currently too tall, forcing users to scroll down to access thumbnails and then scroll back up after selecting a new one. This repetitive scrolling creates a frustrating user experience. To improve this, switch to a gallery layout with two images per row, making thumbnails more accessible without extra scrolling. Alternatively, repositioning the thumbnails next to the main image would reduce the image height and improve navigation, making browsing smoother and more intuitive.

 **Benefits:** improve usability

6. Product Page - Add Size Guide Popup

The current size guide is difficult to locate and opens on an external page, disrupting the shopping experience. To improve usability, it should be easily accessible and displayed in a popup for a seamless and user-friendly experience.

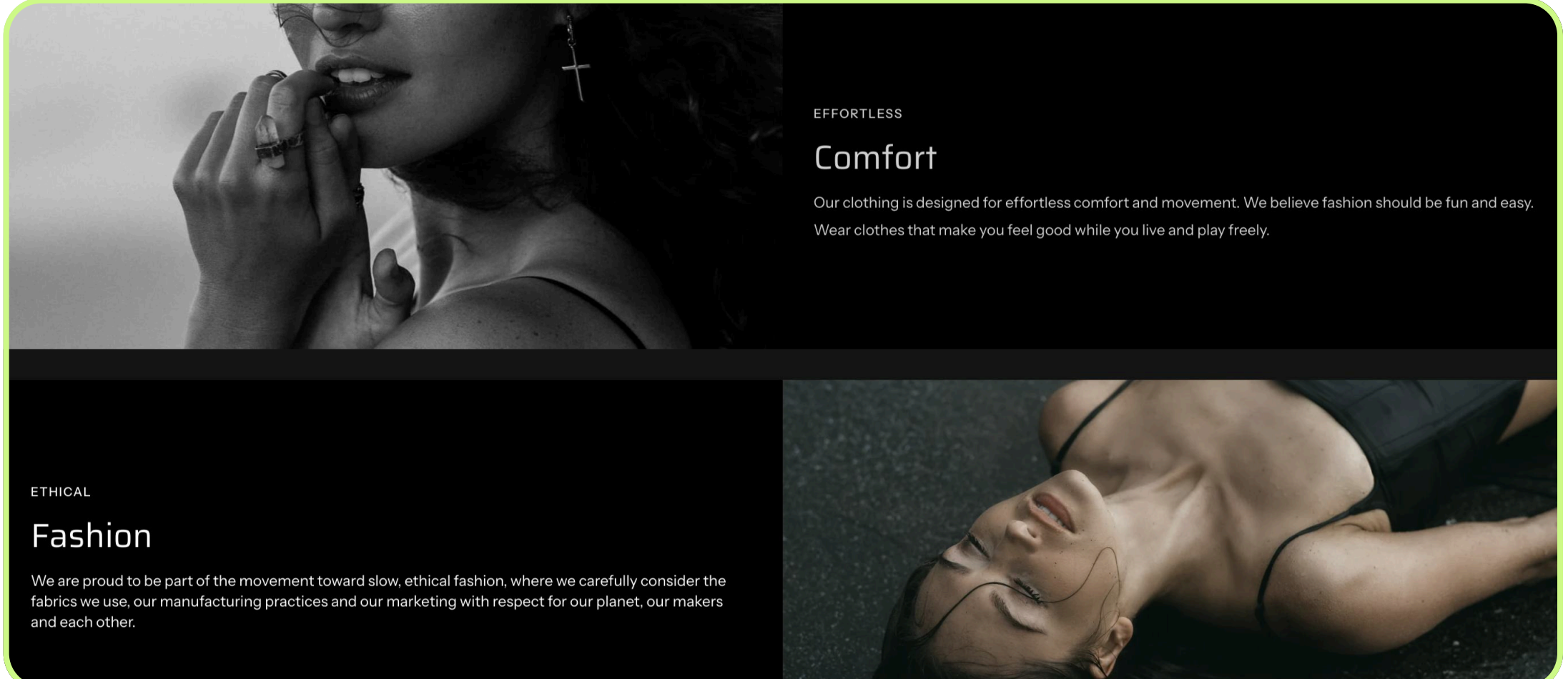
 **Benefits:** improve usability, enhance shopping experience

7. Add Story Blocks to Products

Enhancing each product page with additional sections featuring images and text will add storytelling elements that make your products more compelling and memorable. This approach presents the products in a richer, more engaging way, capturing users' attention and inviting them to connect with the story behind each item. With a smaller catalog, implementing these two new sections is manageable and allows for greater impact per product.

The sections will be powered by metafields, providing an easy-to-manage setup that keeps content updates simple and efficient.

 **Benefits:** build trust, present products' features, increasing conversion rate



8. Product page - Add Key Features

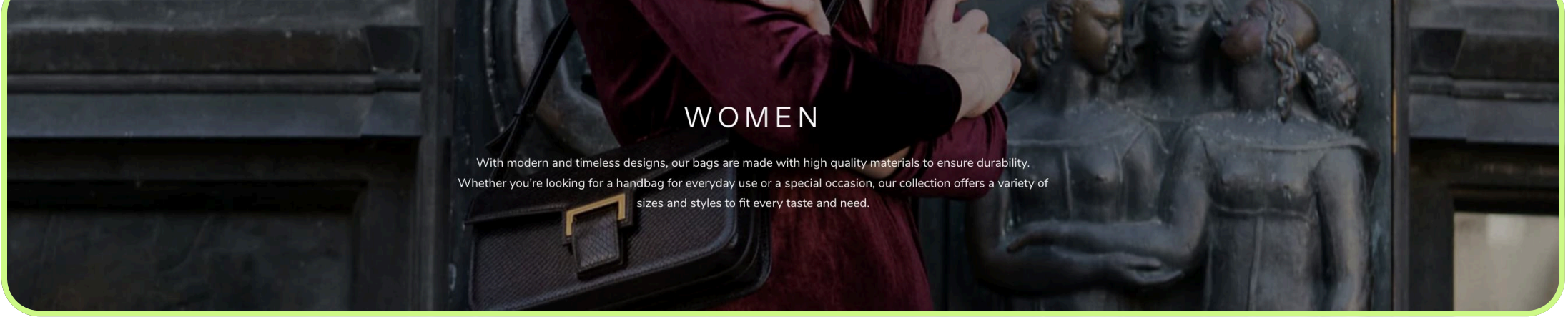
Using icons to highlight key fabric features makes them immediately noticeable, enabling users to quickly grasp essential benefits such as breathability or sustainability.

 **Benefits:** improve usability, communicate benefits quickly, enhance shopping experience

9. Collection Page - Description Block

The current collection pages lack a description, which is essential for providing context about the products. Adding a text block with a compelling description can enhance the user experience by giving visitors more insight into the collection's theme or purpose. Additionally, it improves SEO by providing keyword-rich content for search engines to index. To maintain a clean design, a "+ Read More" functionality can be implemented, allowing users to expand or collapse the text as needed.

 **Benefits:** improve user engagement, enhance SEO performance



10. Collection Page - Improve Filtering System

Currently, the filtering menu only includes options for price and availability. Adding more filters, such as color and size, would improve usability and allow customers to quickly locate products that meet their specific preferences.

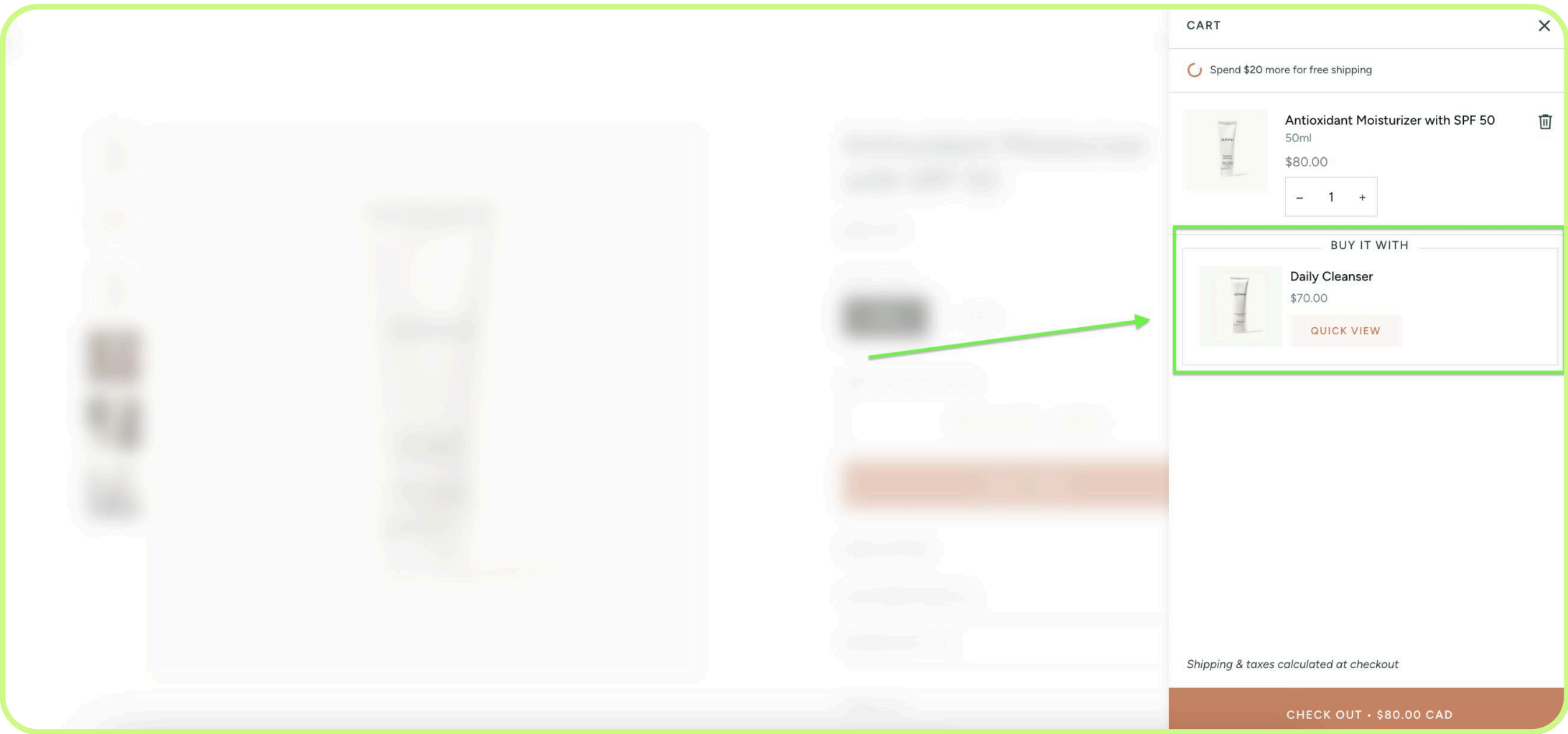
 **Benefits:** improve usability/UX, improve shopping experience, increase conversion rates

Other Pages & Features

1. Cart Drawer Upsells

Adding upsells to the cart is a strategic way to increase average order value by suggesting complementary or premium products that enhance the customer’s purchase. By displaying relevant upsell items directly in the cart, you make it easy for customers to add these products with minimal effort.

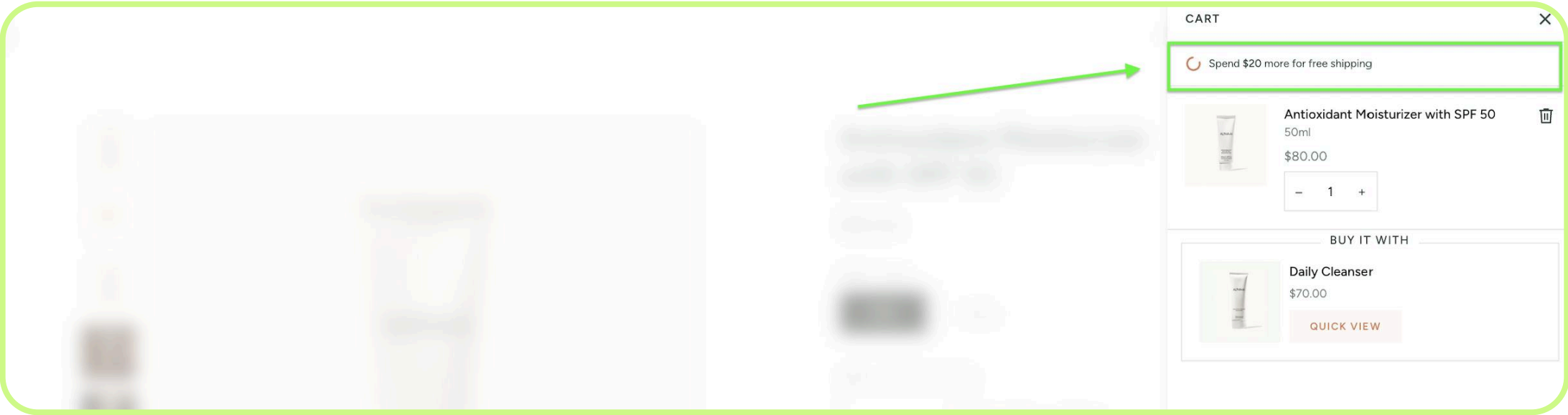
- 📈 **Benefits:** increase order value, increase conversion rates



2. Free Shipping Threshold Bar

Enabling a free shipping threshold message in the cart will notify customers when they are close to qualifying for free shipping, encouraging them to add more items to their cart to meet the minimum requirement.

- 📈 **Benefits:** increase order value, boost average revenue



3. Checkout Styles

The current checkout uses default styles and lacks branding elements like your logo, making the experience feel impersonal and disconnected from the rest of the site. Customizing the checkout with your brand identity - such as adding a logo and aligning colors - creates a cohesive and professional experience that builds trust and strengthens your brand image.

- 📈 **Benefits:** enhance customer trust, improves brand consistency, increase conversions

4. 404 Page

The current 404 page lacks a clear call-to-action button, leaving visitors unsure of how to navigate back to the main site. Adding a prominent call-to-action, such as a button directing users to the homepage or popular categories, can guide visitors effectively and reduce bounce rates.

- 📈 **Benefits:** improve user navigation, reduces bounce rate

5. Wishlist

Adding a wishlist feature allows customers to save products for future purchases, enhancing their shopping experience. It offers a convenient way for users to curate and revisit their favorite items without needing to search again, encouraging return visits and potential sales.

- 📈 **Benefits:** enhance shopping convenience, encourages return visits, increase engagement

6. About Page Updates

Adding an About page with real faces and people behind the brand will create a more personal and authentic connection with customers. Showing the team and sharing their stories helps humanize the brand, building trust and credibility by putting names and faces to the products. This approach can make customers feel more connected and engaged, enhancing their overall brand experience and increasing loyalty.

- 📈 **Benefits:** build trust and credibility, humanize the brand, enhance customer connection

Conclusions

Summary of Our Findings and Recommendations

Your website is in good shape, but there are numerous opportunities to enhance user experience, improve usability, and increase conversions.

Recommendations include:

- **Theme Update:** Upgrade to the latest version for improved features and performance.
- **Navigation:** Add a mega menu for better user experience.
- **Hero Section & Footer:** Improve CTA visibility and balance the footer with a mission statement.
- **New Sections:** Introduce “As Seen On,” testimonials, Instagram feed, and unique selling points to build trust and engagement.
- **Product Page Enhancements:** Add product videos, better image ratios, size guides, and storytelling elements.
- **Collection Pages:** Include descriptions and advanced filters for improved navigation and SEO.
- **Cart & Checkout:** Enable upsells, free shipping thresholds, and branded checkout for higher sales.
- **Additional Features:** Introduce a wishlist, improve the 404 page, and create an about page to humanize the brand.

These updates will make your website more engaging, user-friendly, and aligned with modern eCommerce standards while preserving its strong foundation.

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Thank You!

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Extend Your Digital Possibilities

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