The UX And CRO Review

Conducted by:

ROI JOLT

UX & CRO Review

What's a UX Review?

- A User Experience Review is an assessment of the usability of a website or software.
- The user interface is evaluated against established usability principles, scientific research, best-in-class practices, and current trends for creating intuitive, rewarding websites and applications that resonate with the way people think.
- UX principles are derived from over a century of research documenting the workings of human sensation, perception, and cognition.

UX & CRO Review

Good vs Bad User Experience

- Good UX is something that lays undetected and unnoticed. It provides users a *feeling of simplicity and elegance*. It exists behind the scenes, in the small details, but it is *essential* for your company and the people who use your products.

- Poor UX also lays undetected and unnoticed. However, it results in *clutter*, *frustration*, *and feelings of distaste*. People will say “this product is confusing”, or “something just isn’t right” or “I am lost”. A poor experience and usability may not immediately drive customers away, but it will eventually.

Usability Rating Scale

The following usability rating scale was used in this report:

Cosmetic problem: does not need to be fixed unless extra time is available on project

Minor UX problem: fixing this should be given low priority

Major UX problem: important to fix, so should be given high priority

UX catastrophe: imperative to fix this before product can be released

UX & CRO Review

Format of the Report

A Issues will be described in text, with screenshots of the interface shown to visually identify those issues. A blue letter callout on the screenshot corresponds to the text issue.

Solutions are hinted at throughout the document. However, direct guidance can be found in these blue boxes.

UX Review
Major Findings

Primary navigation has scope for improvement.
The website navigation covers most of the necessary elements. It can however be improved for increased conversions. Suggestions and recommendations are included in this report.

Mobile responsiveness issues
Overall the site does a good job transitioning from desktop to mobile, but there are areas where the layout breaks on mobile or is not mobile-optimized.

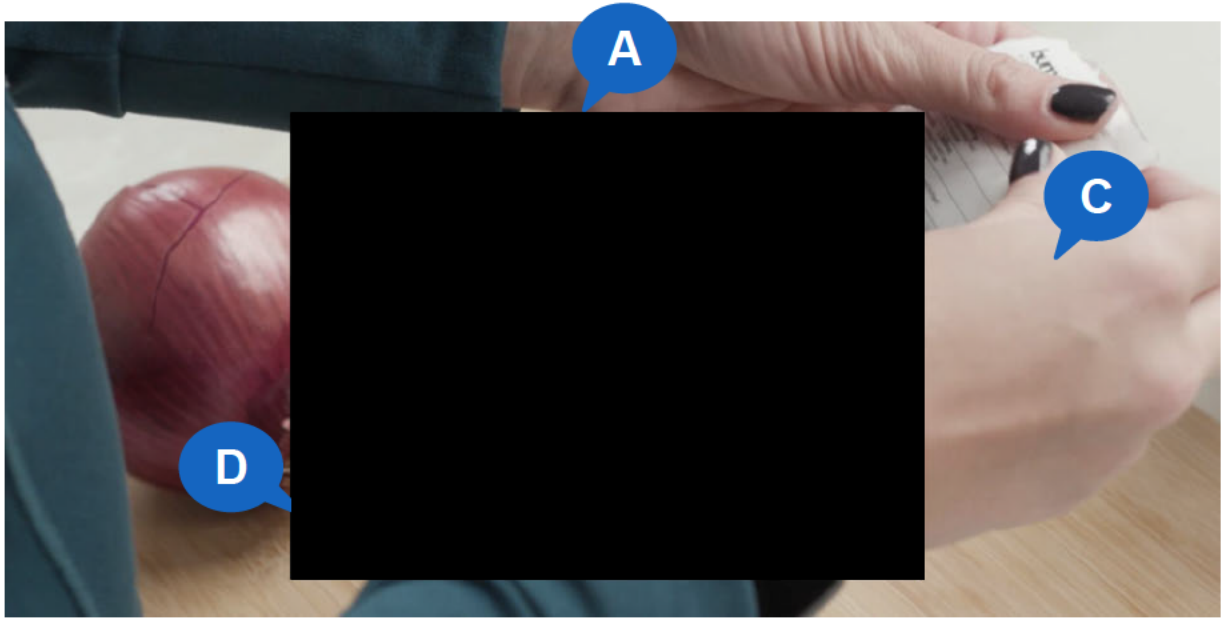
Low legibility
The text is too small in some parts of the site. Legibility should be improved, since it makes it easier for users to scan the pages.

Opportunities to improve social proof
There are some forms of social proof on the site, but even better results could be achieved with some modifications and additions. For example, the “X has recently purchased the product” pop up. There are other techniques that Bump Vitamins can make use of, like including media mentions, creating a waitlist, etc.

Homepage

Home Page Conversion UX

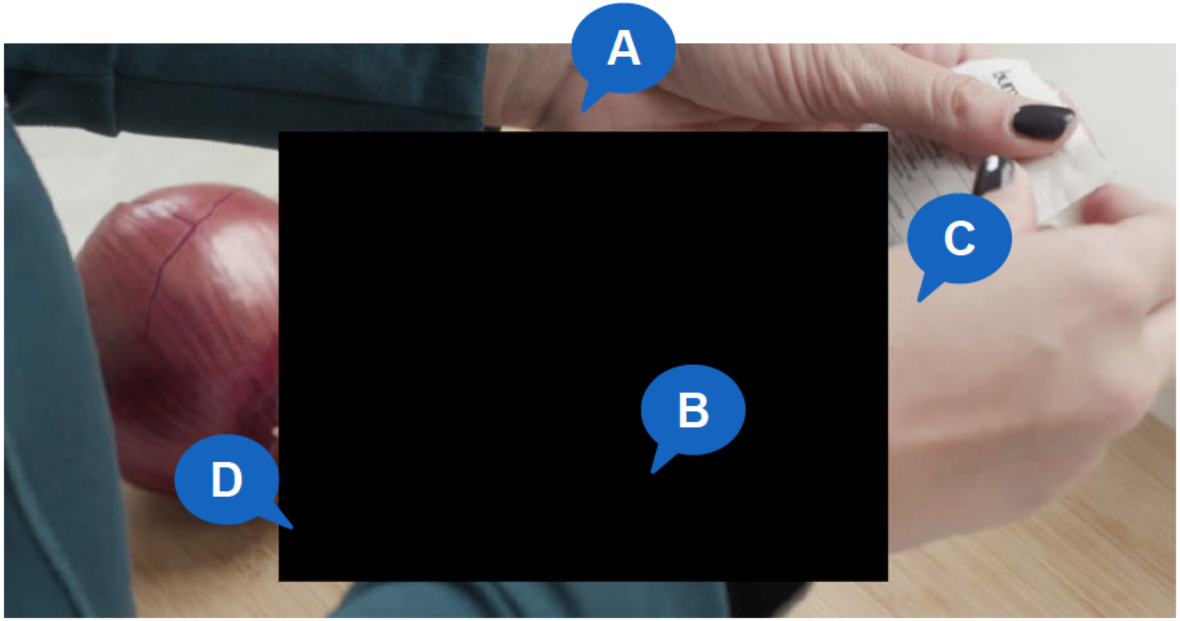
Upper page



A. There is a lot of going on here in the headline section. Three different colors, multiple headlines, italic text, etc. It's not legible at all.
B. This part can be hard to read due to the color and the video playing in the background.
C. The video background takes away from the headlines and CTA.
D. The CTA button is a bit on the small side.

Home Page Conversion UX

Upper page

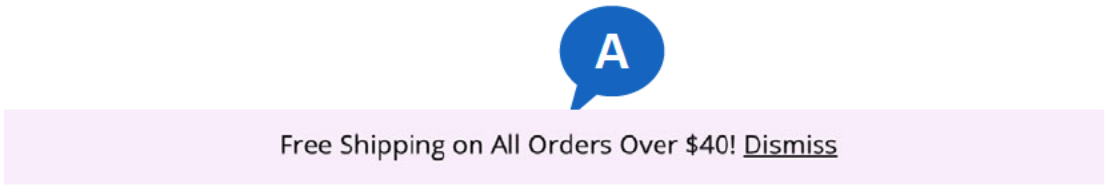


A. Keep this section clean. Keep only one headline and one subheadline.
B. Don't use italics and the navy color in the last line.
C. Remove the video and have a static image.
D. Make the button a bit bigger. Also we think that some other text would be better. This doesn't tell them that there is some type of assessment there.
E. We love the hero image on [redacted]. It shows the target customer plus what you're selling in a very good way with the [redacted]

Home Page Conversion UX

Upper page

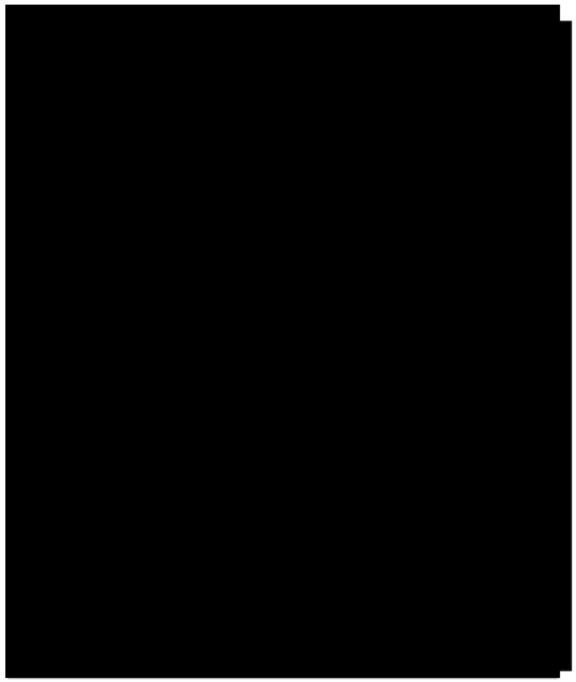
A. You can use the top bar to display more information.



Home Page Conversion UX

Mid page

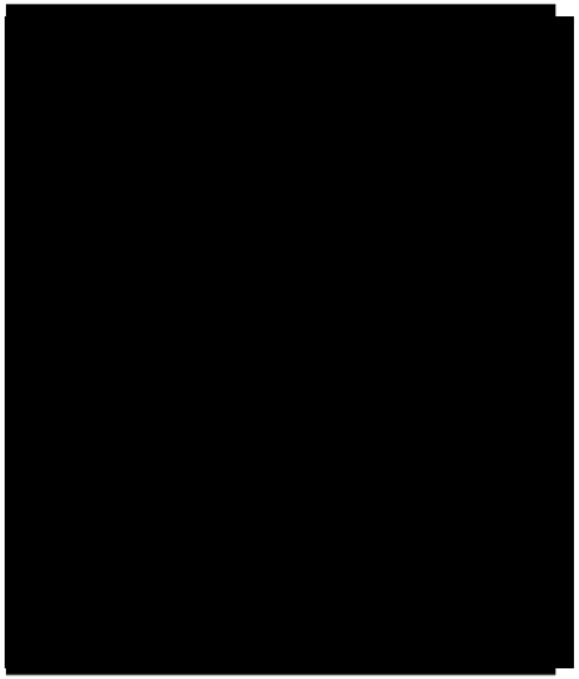
A. Here again you have different colors, font size, etc. making it a bit hard to read.
B. There is a lot of information to go through here on each slide.

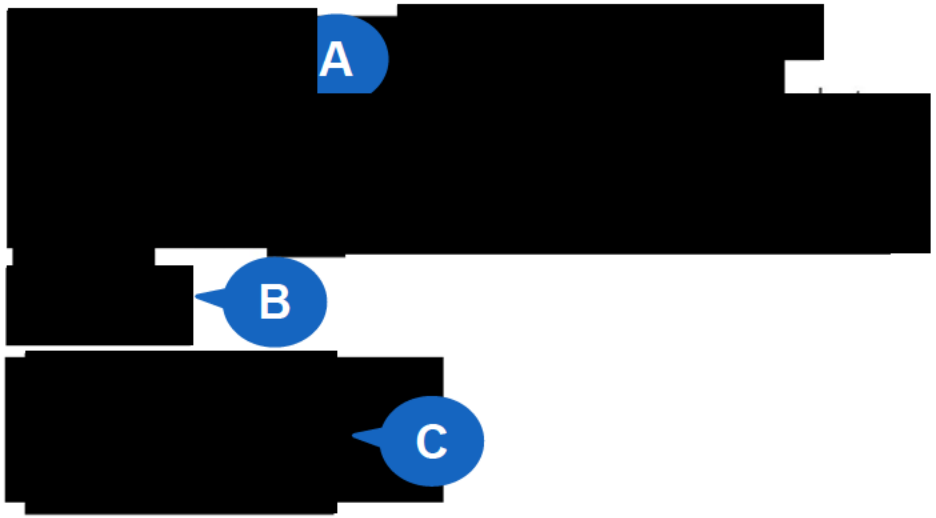


Home Page Conversion UX

Mid page

A. The font size for the quotes is too big, reduce it.
B. Stick with a more uniform font and style instead of varying it all across the page in each section.
C. Condensce the information in each tab. You want all information to be available at quick glance.

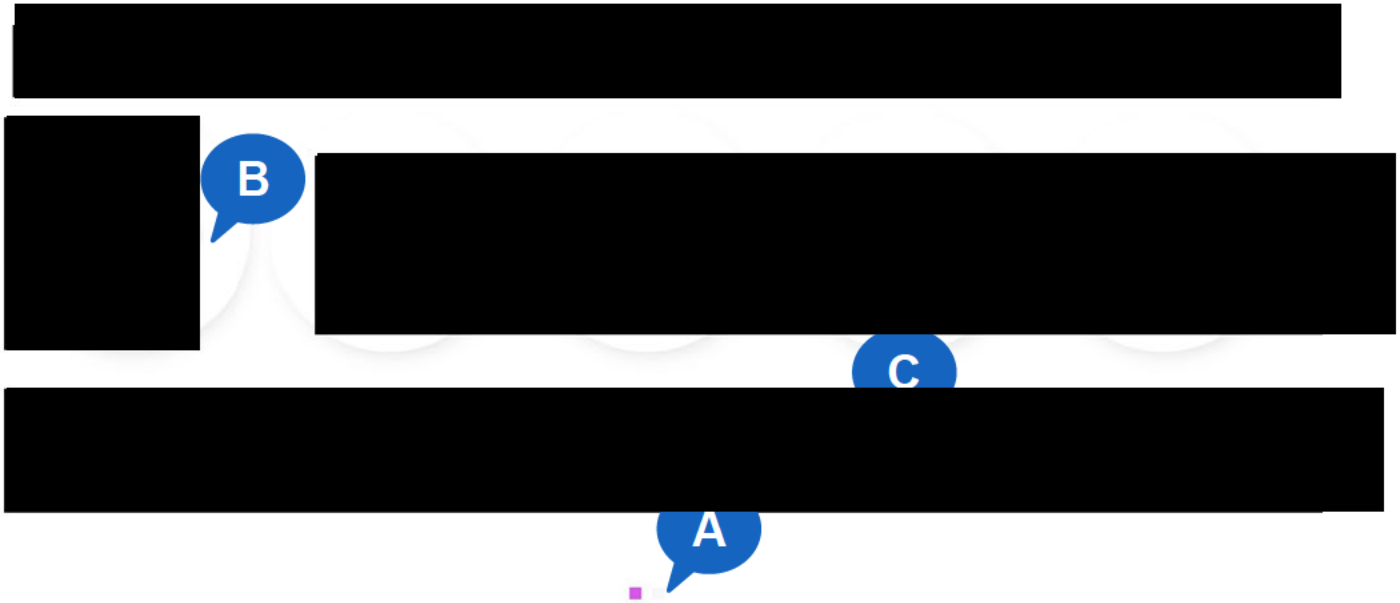




Home Page Conversion UX

Mid page

A. A lot of people could miss the last plan in the slider.
B. The icons here look too generic and don't represent what they are for as it's just a bunch of random pills.
C. We also think that you don't need to state the prices here.



Home Page Conversion UX

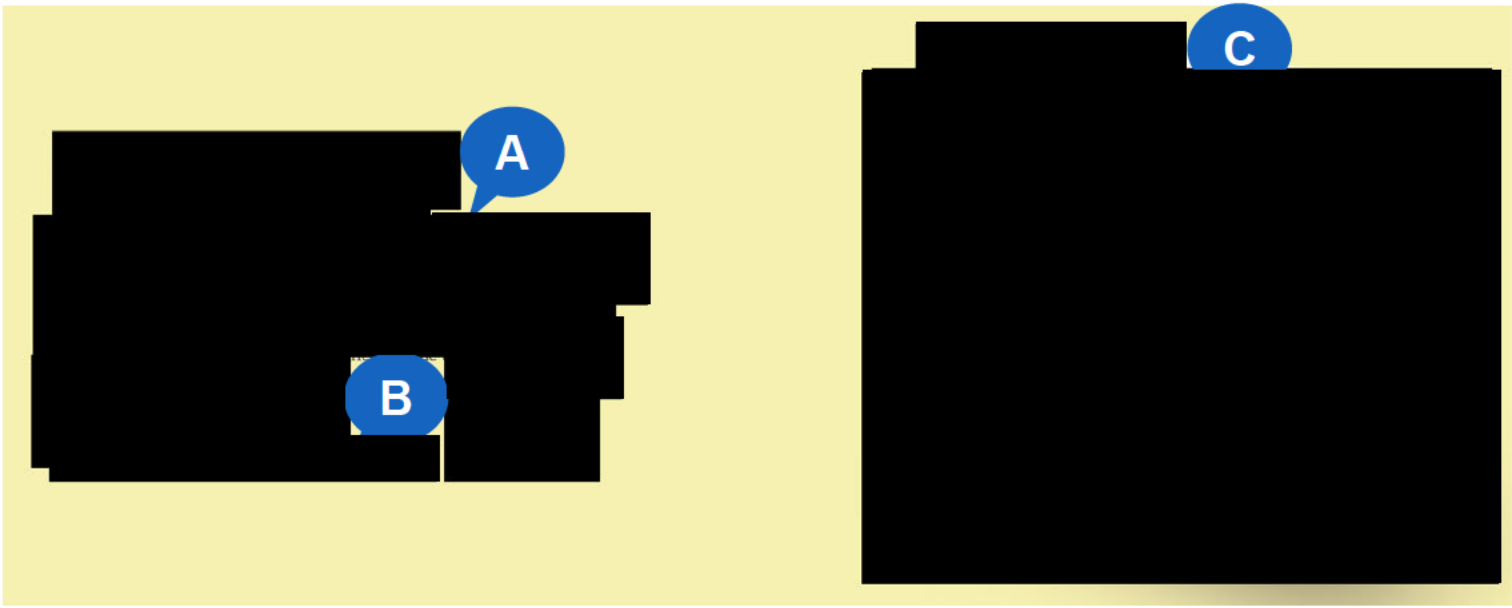
Mid page

A. Putting all plans in front of the visitors allows them to see all options so nothing gets lost between the cracks.
B. Use icons that represent the stage of life so visitors can easily identify themselves.

Home Page Conversion UX

Mid page

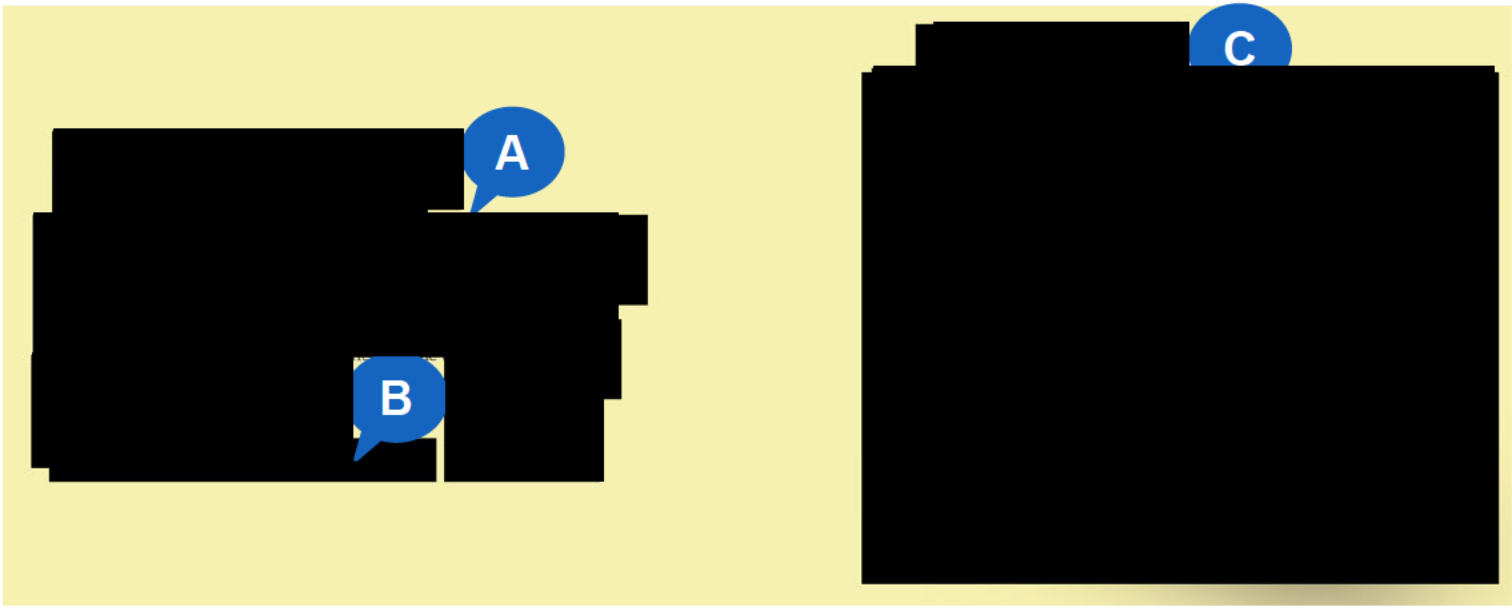
A. The font here is too small
B. Keep the CTA across the page consistent, we wouldn't link to this page
C. The graphic here looks low res



Home Page Conversion UX

Mid page

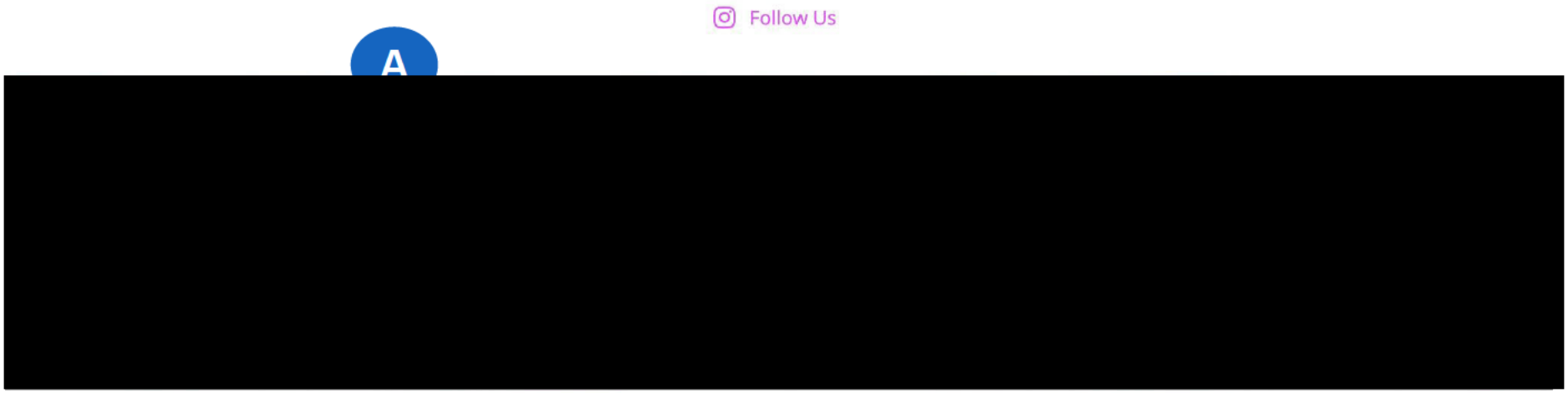
A. Increase the font size here. Keep the font size for paragraphs uniform across the page.
B. We wouldn't link to the comparison page here. You want to keep the CTA uniform across the page (the assessment).
C. Upload a high res version of this image (keep the file size as small as possible).



Home Page Conversion UX

Bottom page

A. We don't think that the Instagram section is needed here or that it offers any value on the homepage.
B. You can consider adding it back in once you have a lot of social proof on your Instagram page.

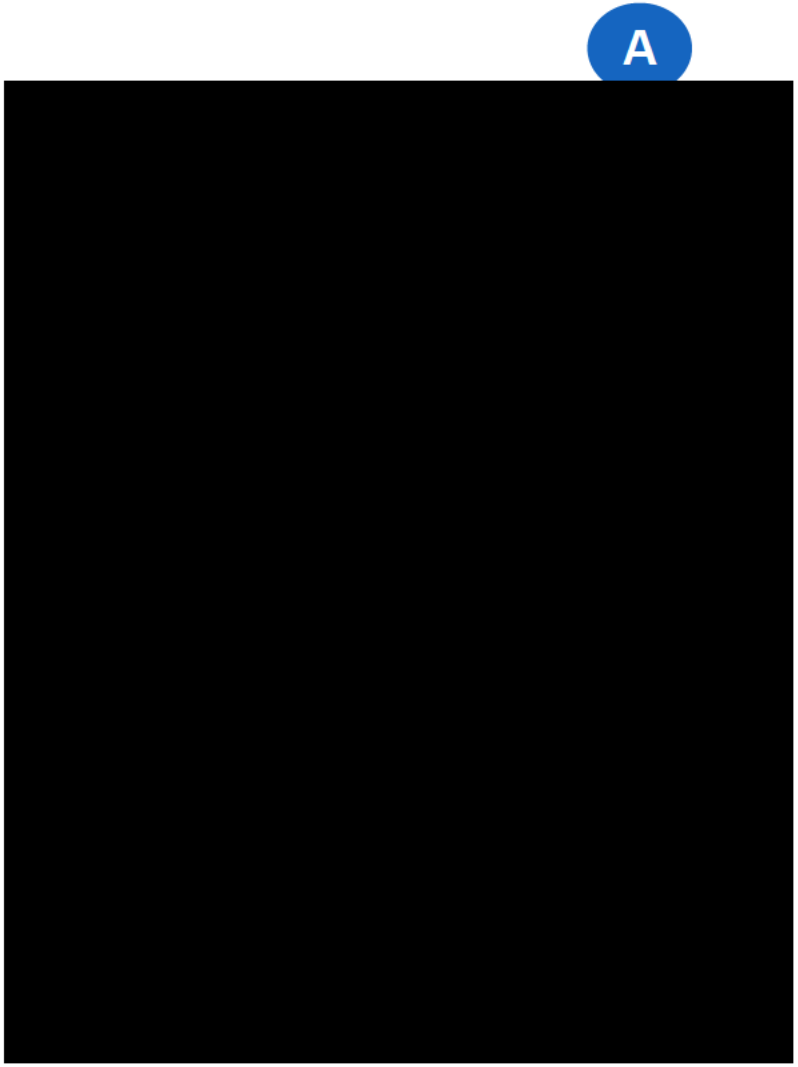


Home Page Conversion UX

Bottom page

A. Instead of the Instagram section, you can put a call to action section like in the image on the left.

Schema/Metadata



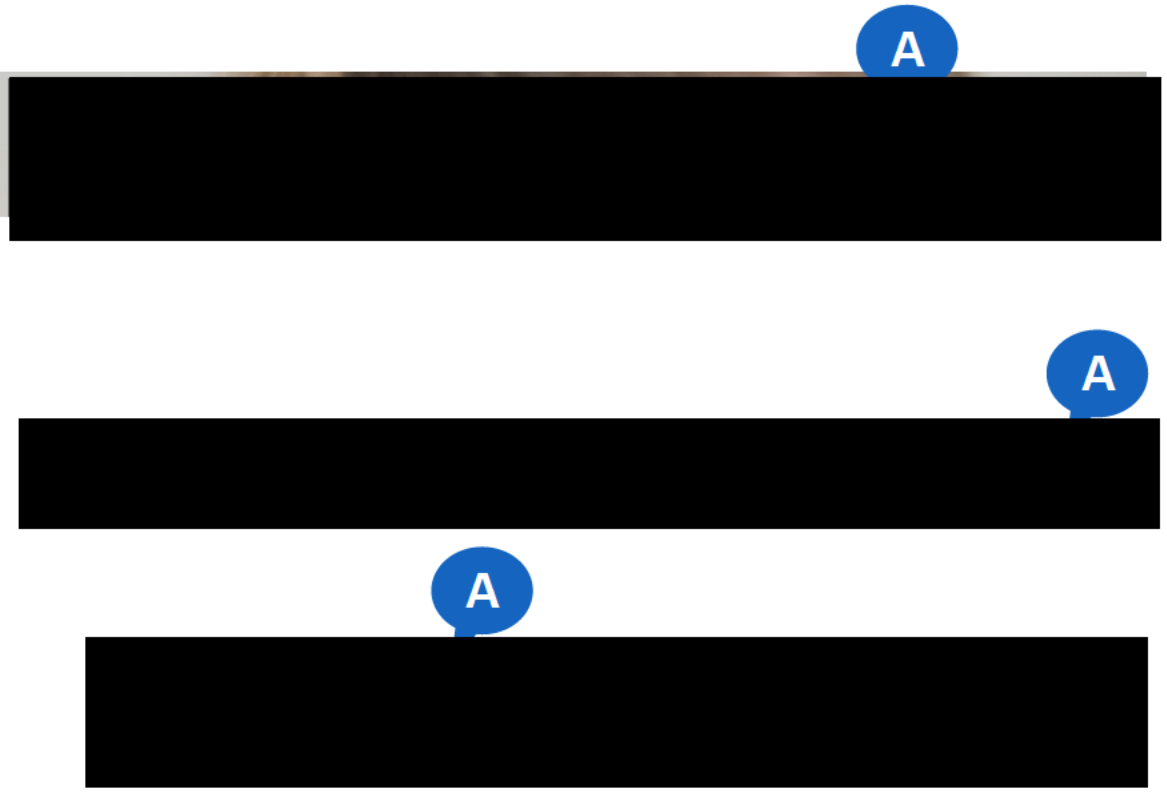
A. All of this information is in place, no action required here.

Navigation

Navigation

CTA

A. For most websites, there should be a suggested CTA which leads to simple decisions. Right now, there isn't anything that stands out in your navigation.



A. You can include a helpful CTA like [redacted] or [redacted]" instead of just having it the same style as other navigation elements.

Navigation

CTA

A. Options in the menu are fine, it's just that the size of the dropdown looks unnecessarily huge.

Navigation
Best Practices

Don't:

1. Include too many options or large mega menus.
2. Make sure menus work well with mouse movement. If they aren't designed perfectly with mouse movement timing, the menu can be difficult and frustrating to navigate
3. Make large sized menus. These don't work on all screens and you'll lose a large portion of your audience.

Do:

1. Reduce options to avoid the "Paradox of Choice" which lowers conversions. Navigation must be done right or people WILL bounce.
2. Review analytics to create a hierarchy of important pages (highest converting or viewed pages) and reorganize the navigation.
3. Include a clear CTA.

The Assessment

The Assessment

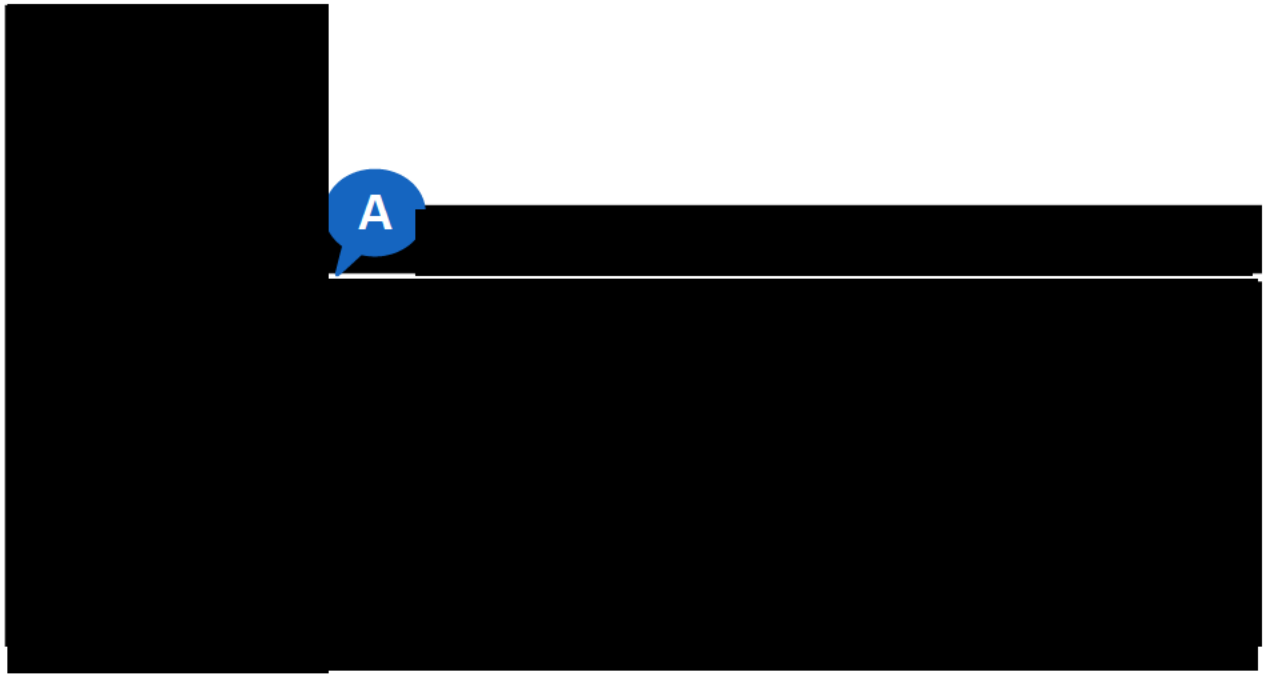
[redacted]

A. The [redacted]" part on many of the questions clutters the page and makes it look a lot more complicated and daunting. We would possibly remove it.

The Assessment

Questions

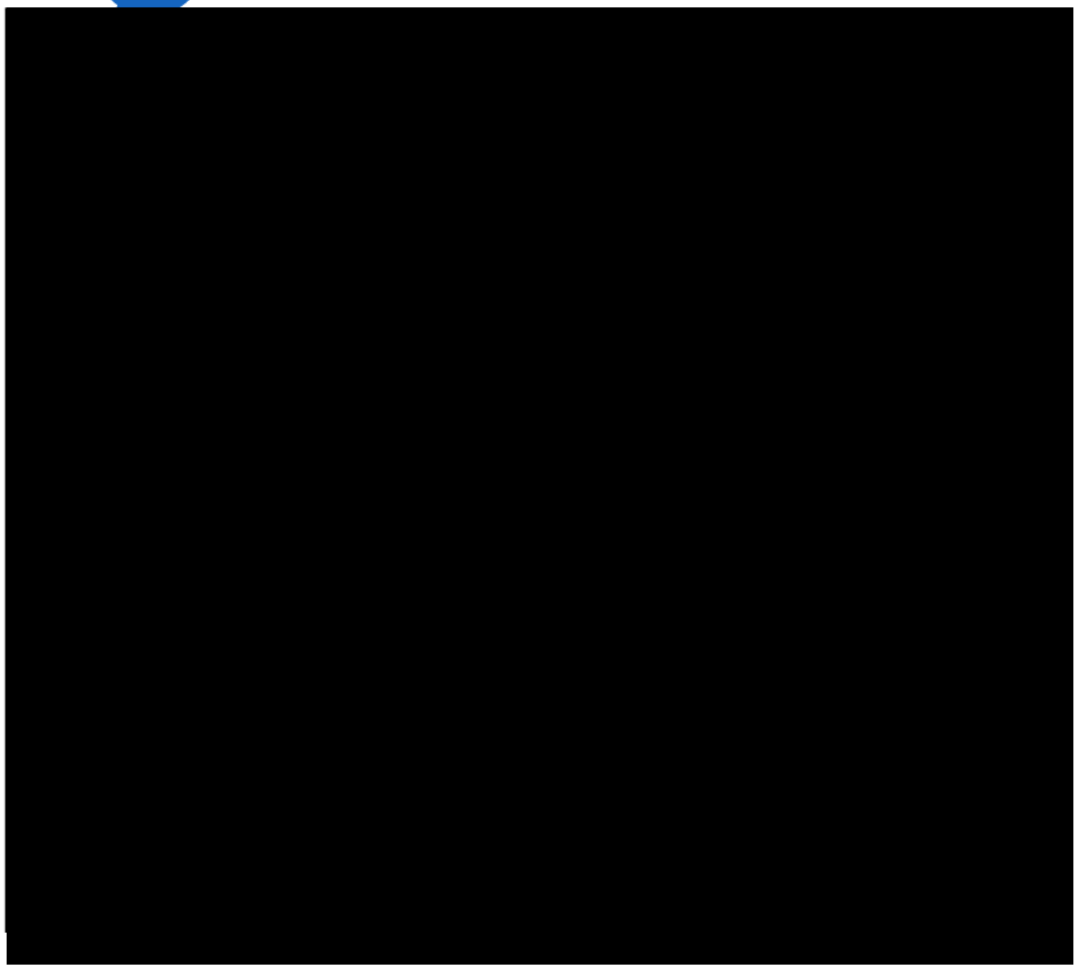
A. Think about possibly removing some of the questions that are not totally necessary. As a rule, the more questions you have in any form, the lower the conversion rate will be. We don't have insight into how personalized the recommendations are but removing some of the questions may be a good idea if it makes sense.



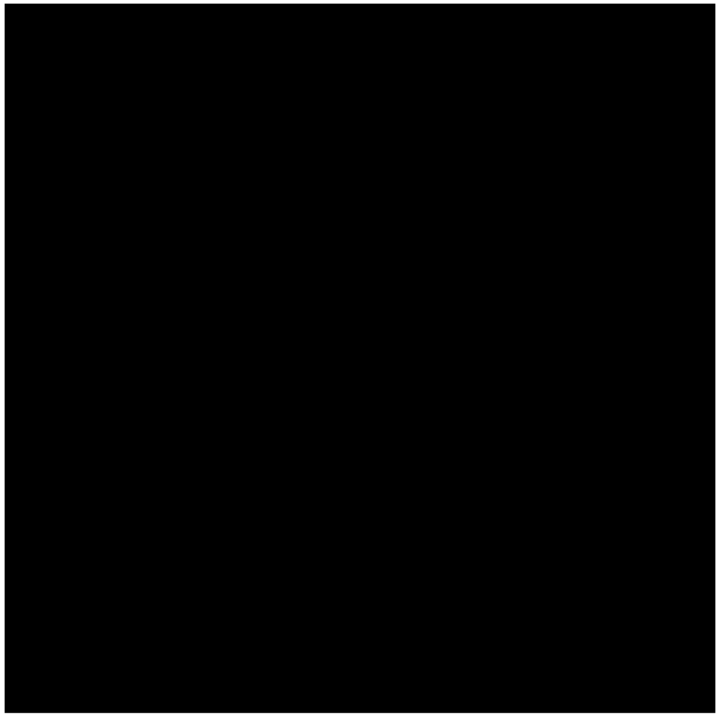
The Assessment

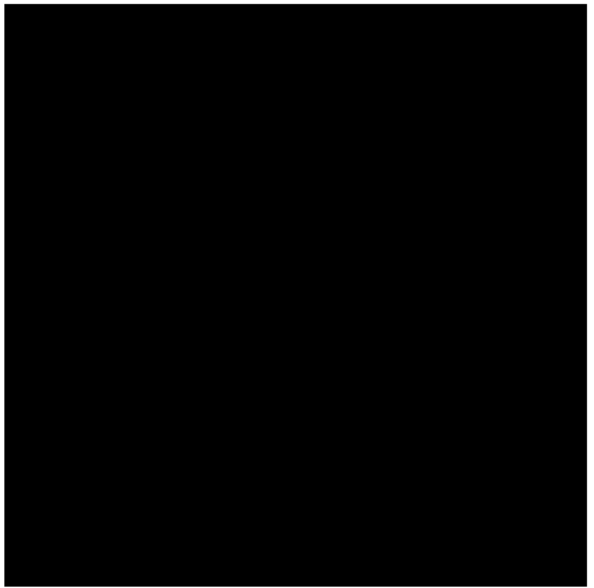
Style of the form

A



A. The overall assessment looks a little bland and not engaging. There's nothing going on, no page is different, it's all very uniform and static. It also looks like they are filling out a government form instead of something fun and exciting.

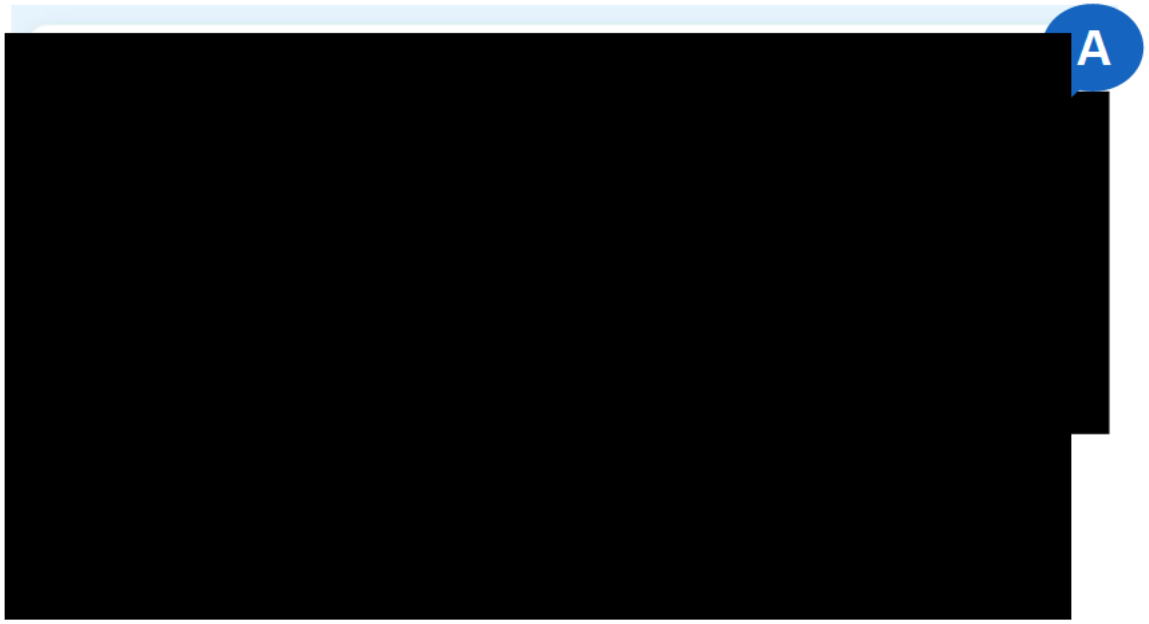




The Assessment

Thank you page

A. Even though the assessment is extremely detailed, there's no personalization on the thank you page.



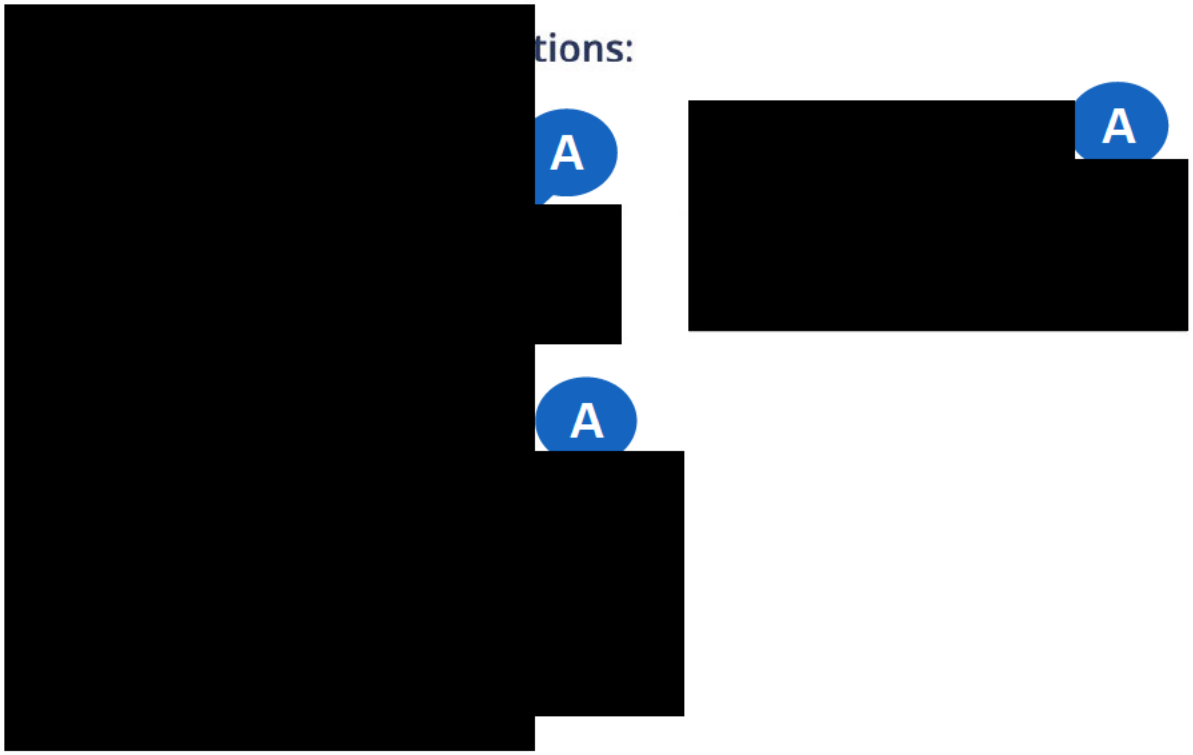
The Assessment

Thank you page

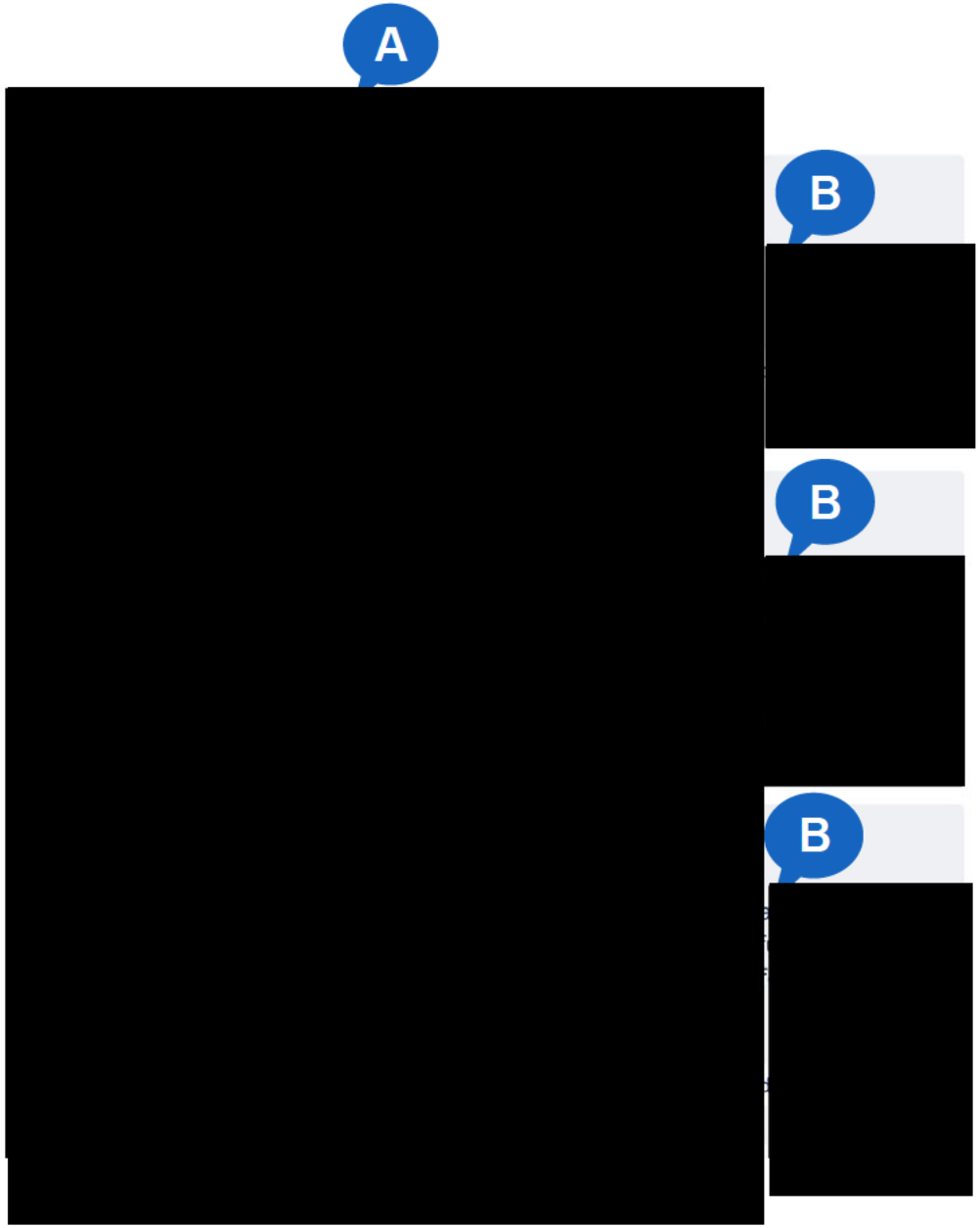
A. You could simply insert a placeholder for the first name here and it could say [redacted]

The Assessment

Thank you page



A. We are not sure how the assessment works in the backend but it would be ideal if these additional recommendations are really customized per their questionnaire because if these are just some general additions that don't make too much sense in combination with their answers then the whole custom thing could be questionable in leads mind. Otherwise, it may be a good idea to A/B test removing these recommendations after getting enough traffic going through the page and seeing how it affects the conversion rate and AOV.



The Assessment

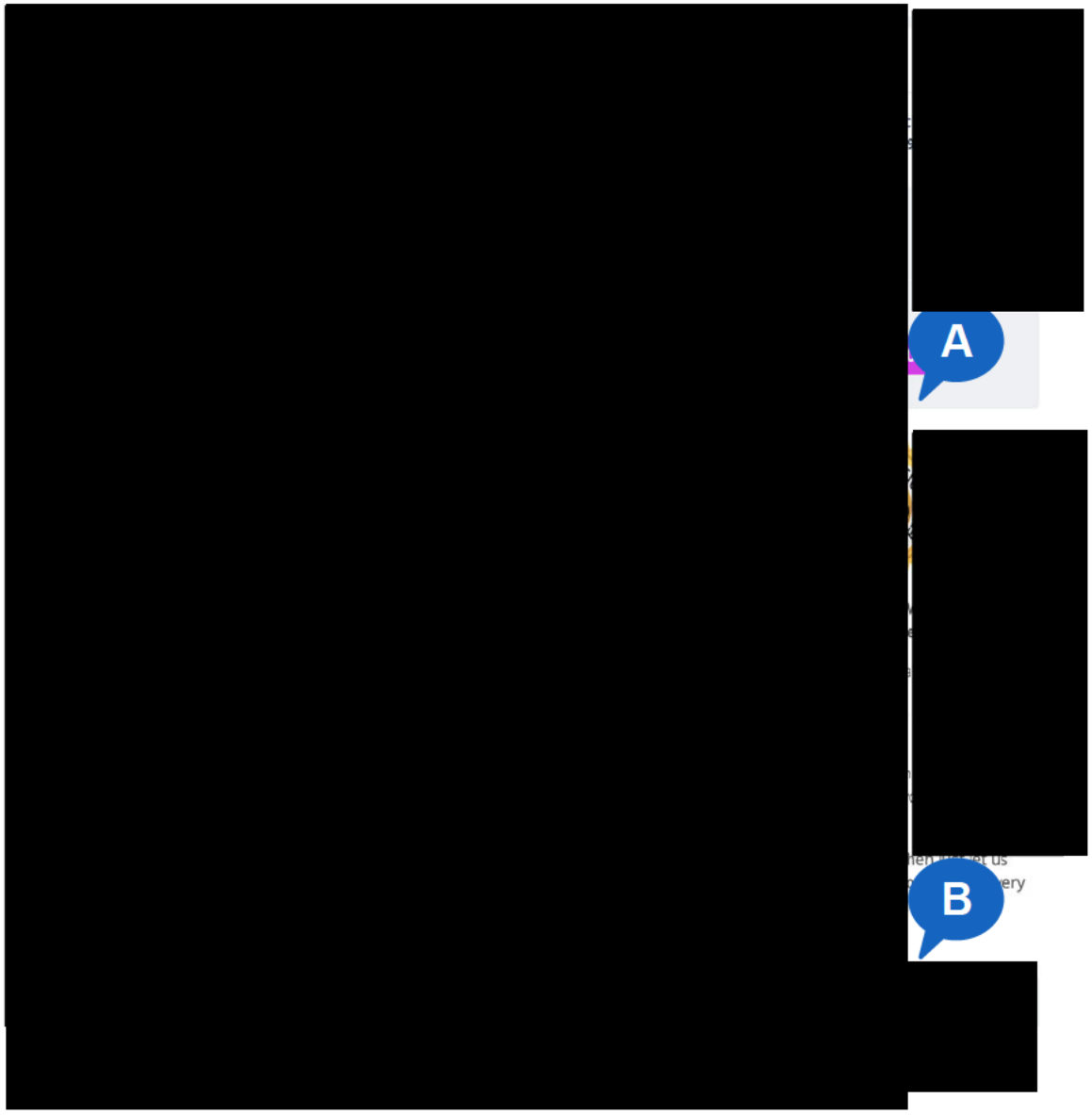
Thank you page

A. These essential recommendations feel generic and not personalized. [redacted] are already taking.

B. It would be great if these descriptions would be personalized as well, maybe with their first name or something that relates to their assessment [redacted]

The Assessment

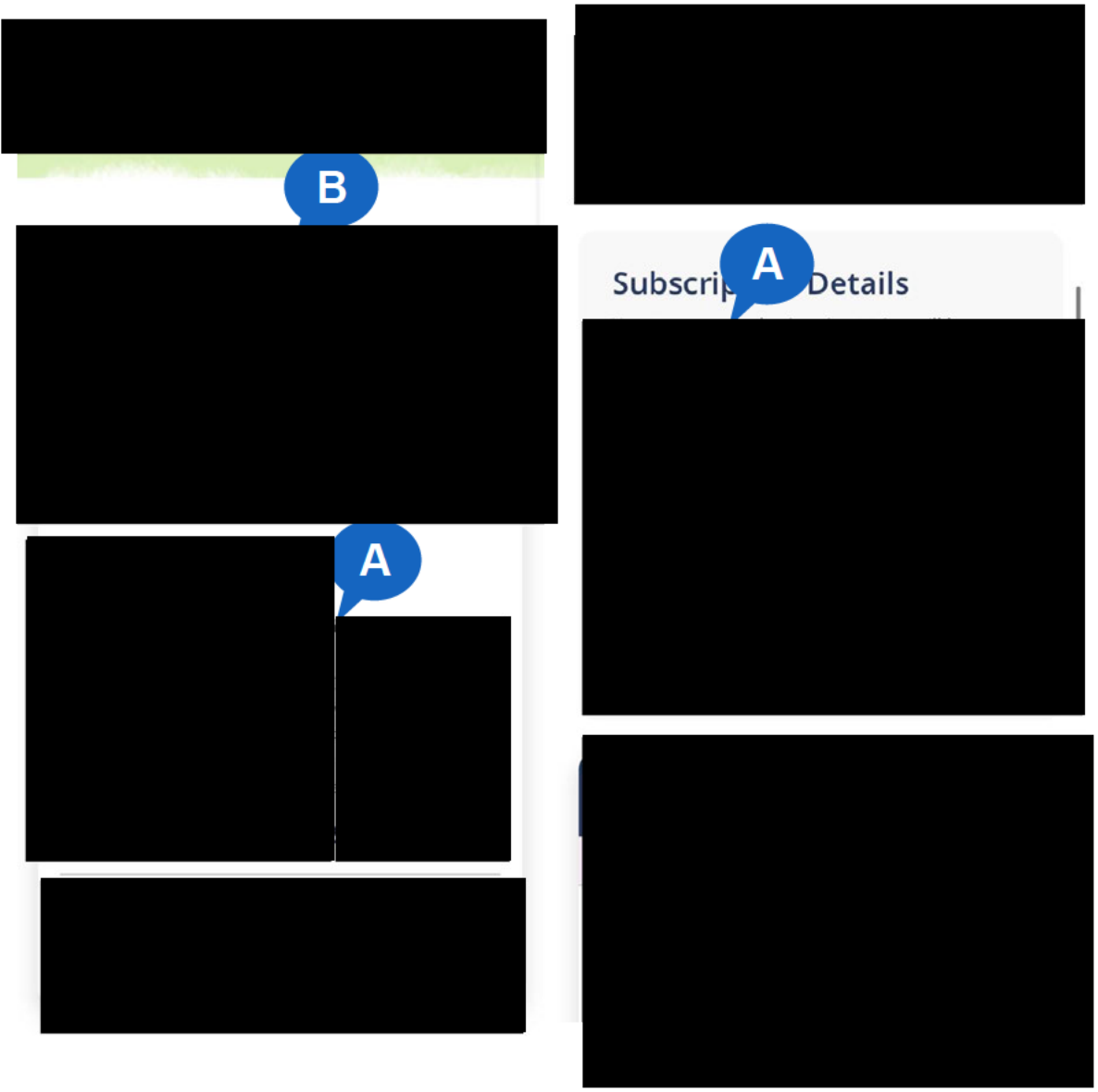
Thank you page



A. Consider adding Checkout with PayPal button as that's a very common option for people to pay with
B. Adding other useful information on the page such as Shipping info would be a good idea. You can either have an accordion style element if you have multiple information that you want to share that you don't want to simply add on the page in a form of text in order to reduce clutter or have a button that says Shipping information and then a pop-up that appears when someone clicks it.

The Assessment

Checkout page

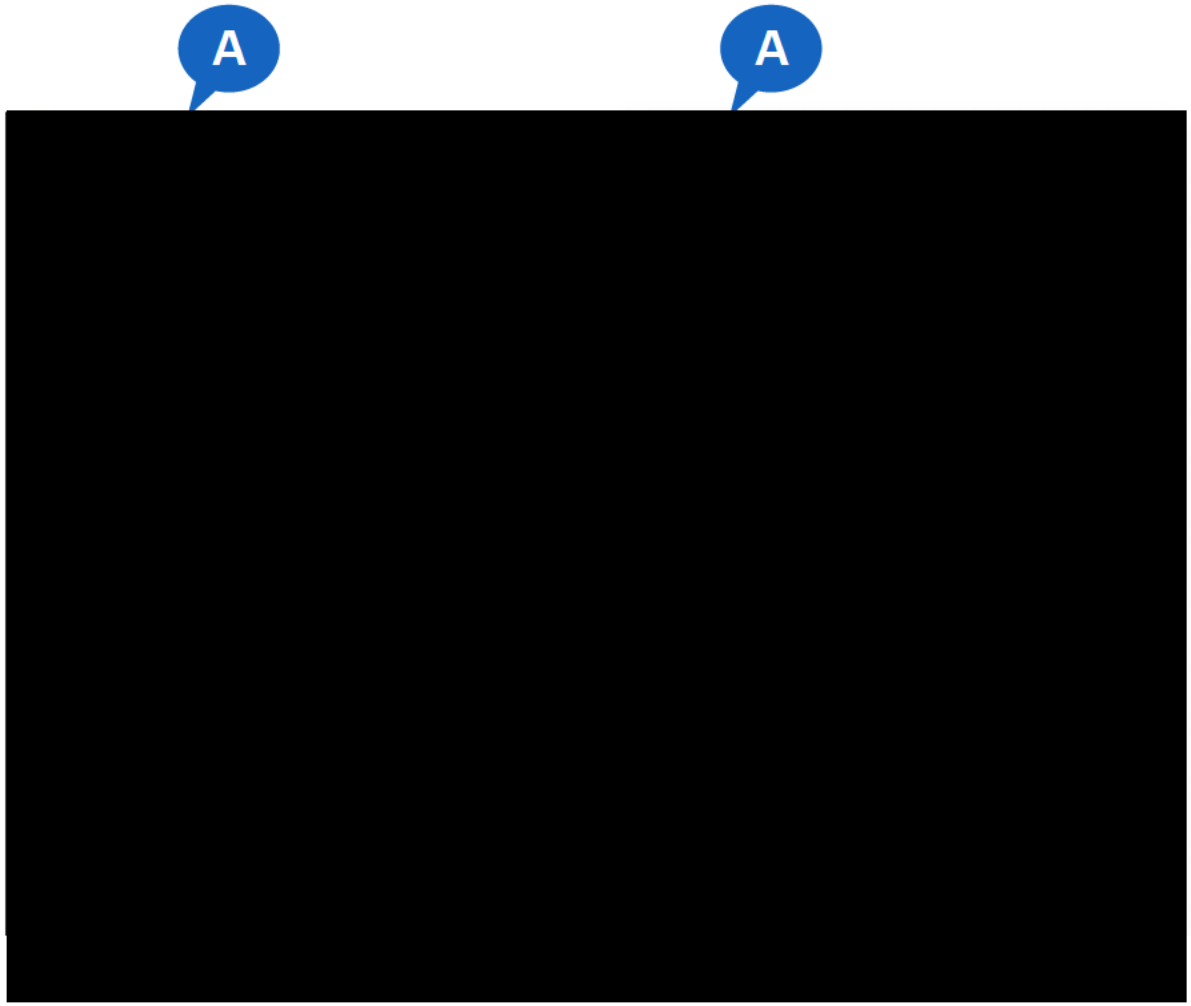


A. There are mentions of the [redacted] throughout the checkout even if someone didn't take the assessment. This creates a disconnect in buyers mind.

B. The recommended add-ons only appear on mobile.

The Assessment

Checkout page



A. We think that the design needs to be better organized. Overcrowding the customers' screen can distract and confuse potential buyers. Everything is kinda blended together and it's not very clear what you should do first here or what to look at.

The Assessment

Checkout page

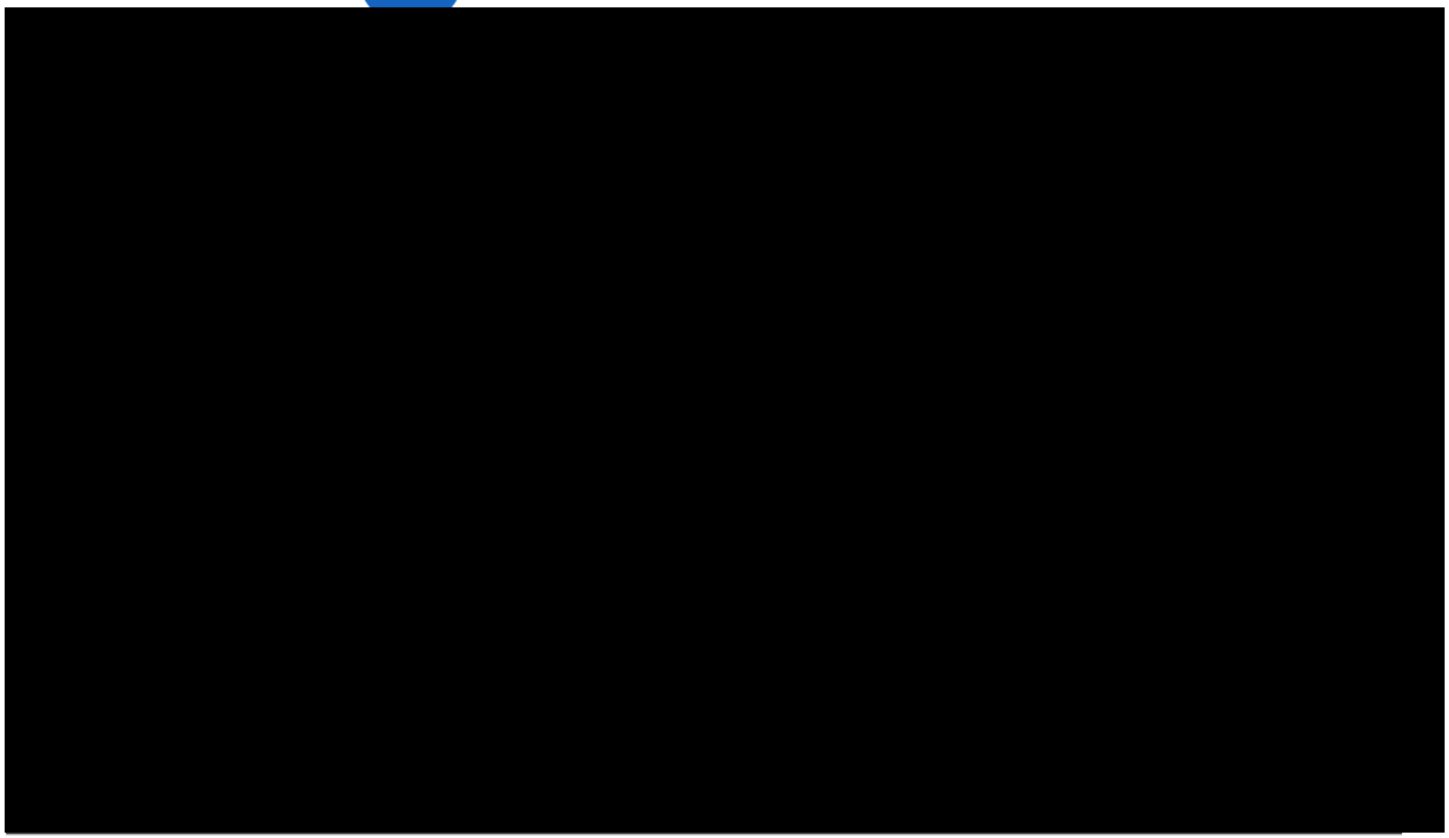
The main thing that we would suggest doing for the checkout page is to make it very clear what someone needs to do and present it in a specific order.

A. Rearrange the sections so they are clearly labeled in 3 steps. This would not feel overwhelming or complicated as there's a clear order in which you need to checkout.

[redacted]

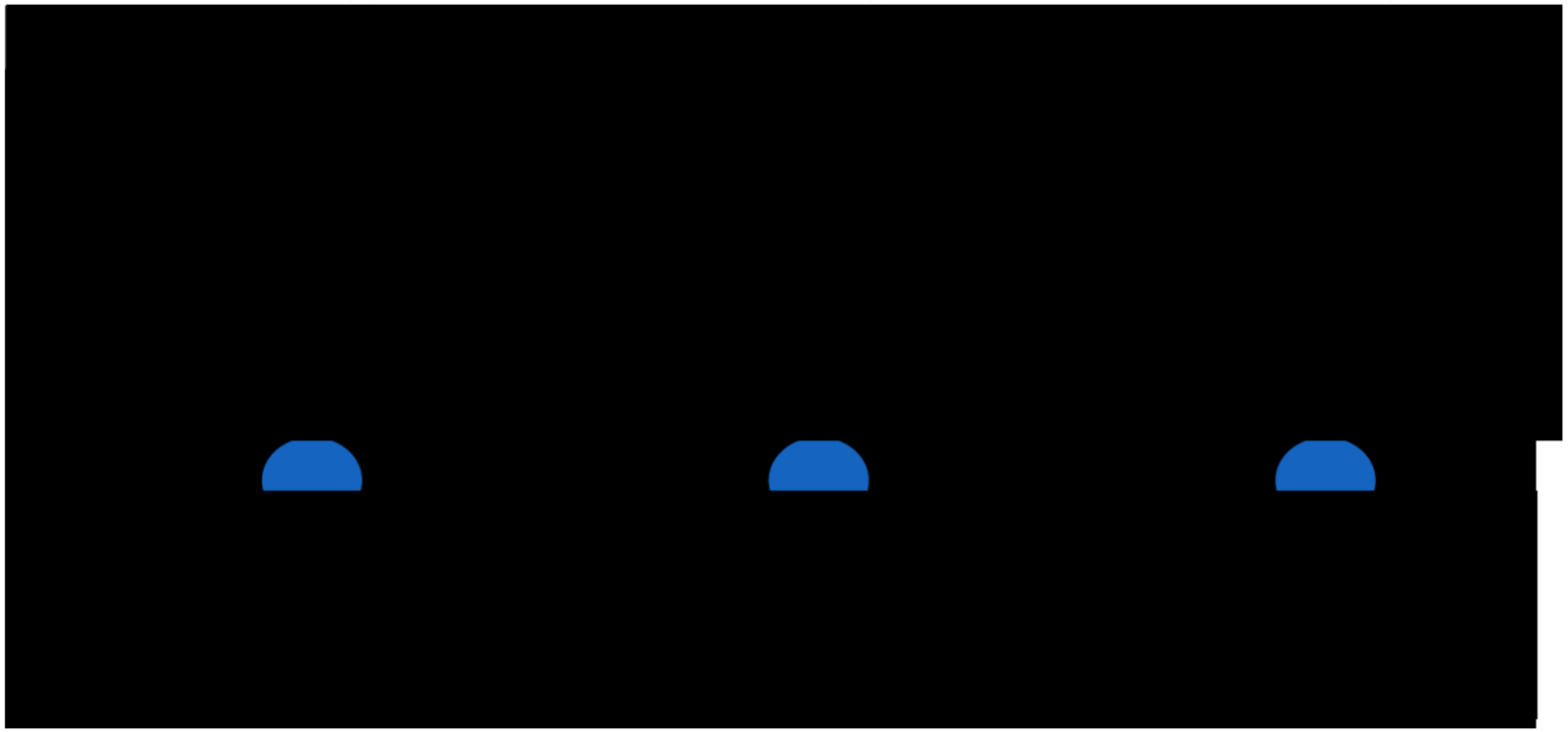
A. The font is changing again even on the same page. The font below is also too small.

A

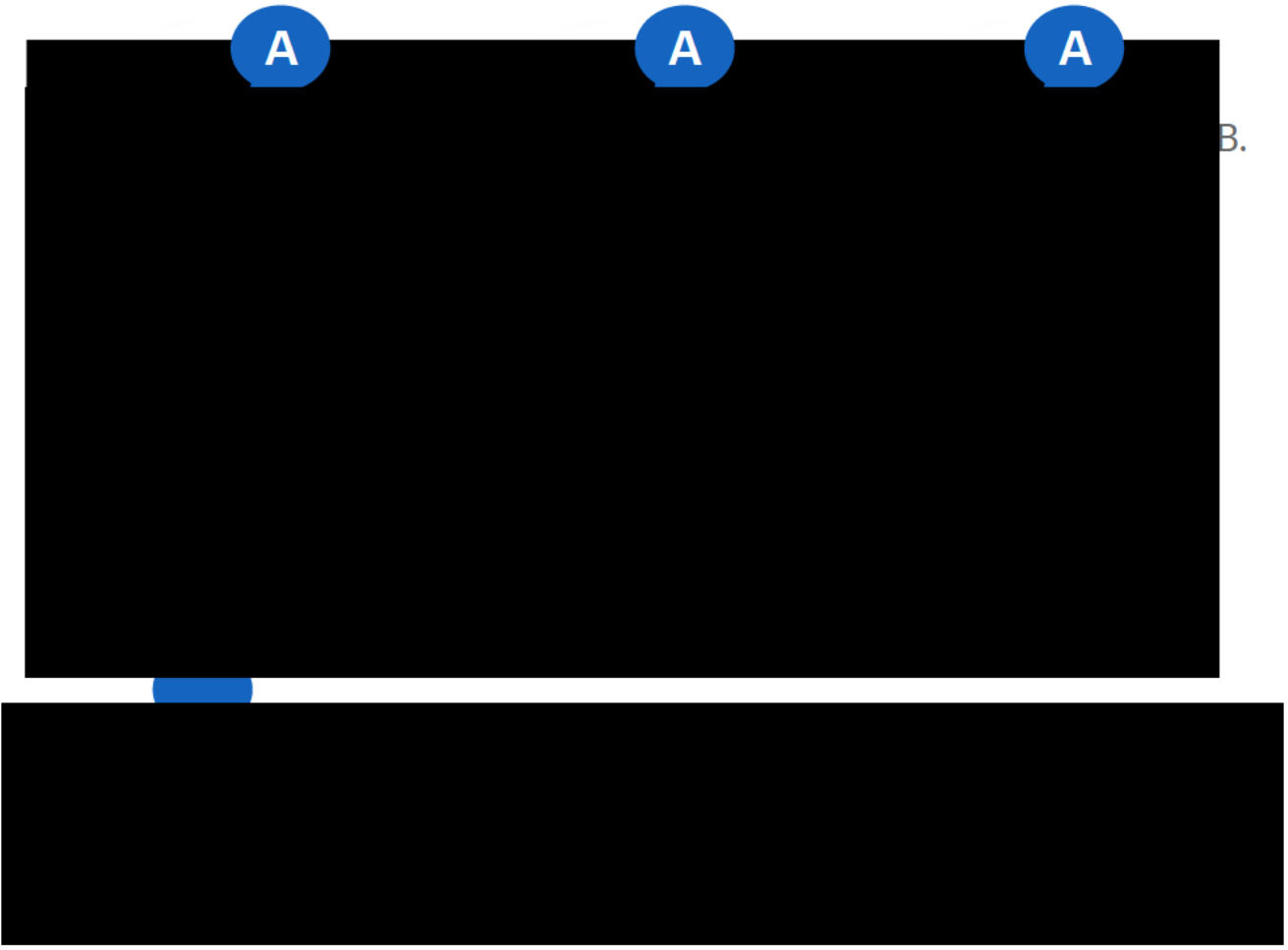


[redacted]

A. There is no way that someone can read font this small. There is also no need to cram this much information below each foundation product, it should be just the most important points.



Supplement Shop



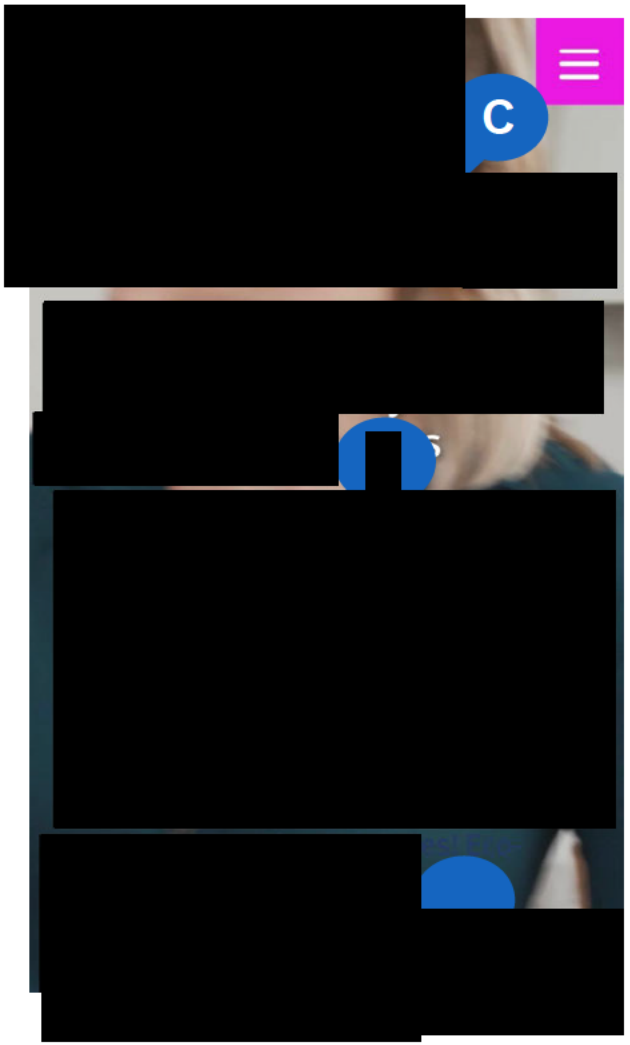
A. Here we have generic images again that don't represent the product being sold. It also makes the products look like generic low quality supplements.

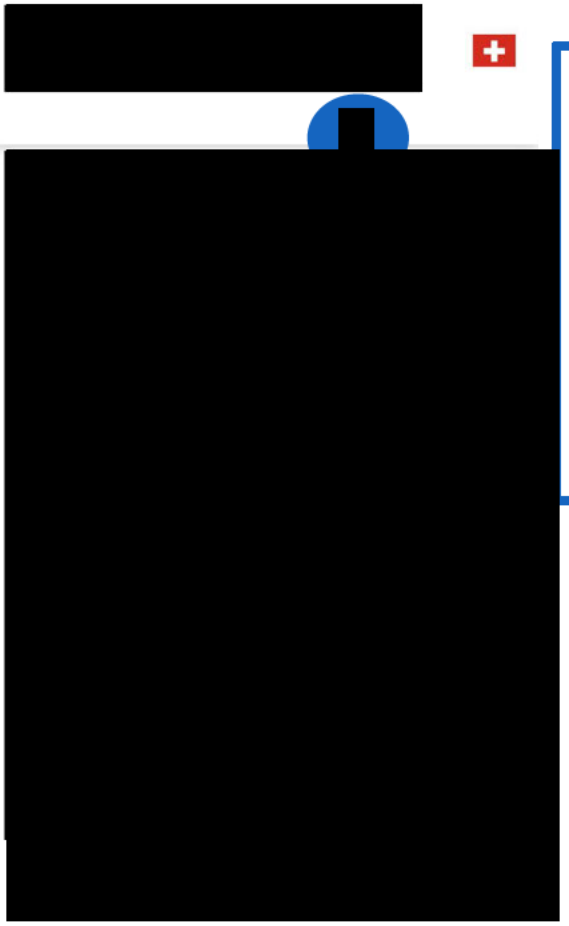
B. Either put something like graphics below or [redacted] Something that gives them a clear idea of what it is.

Mobile

Mobile

Above the fold



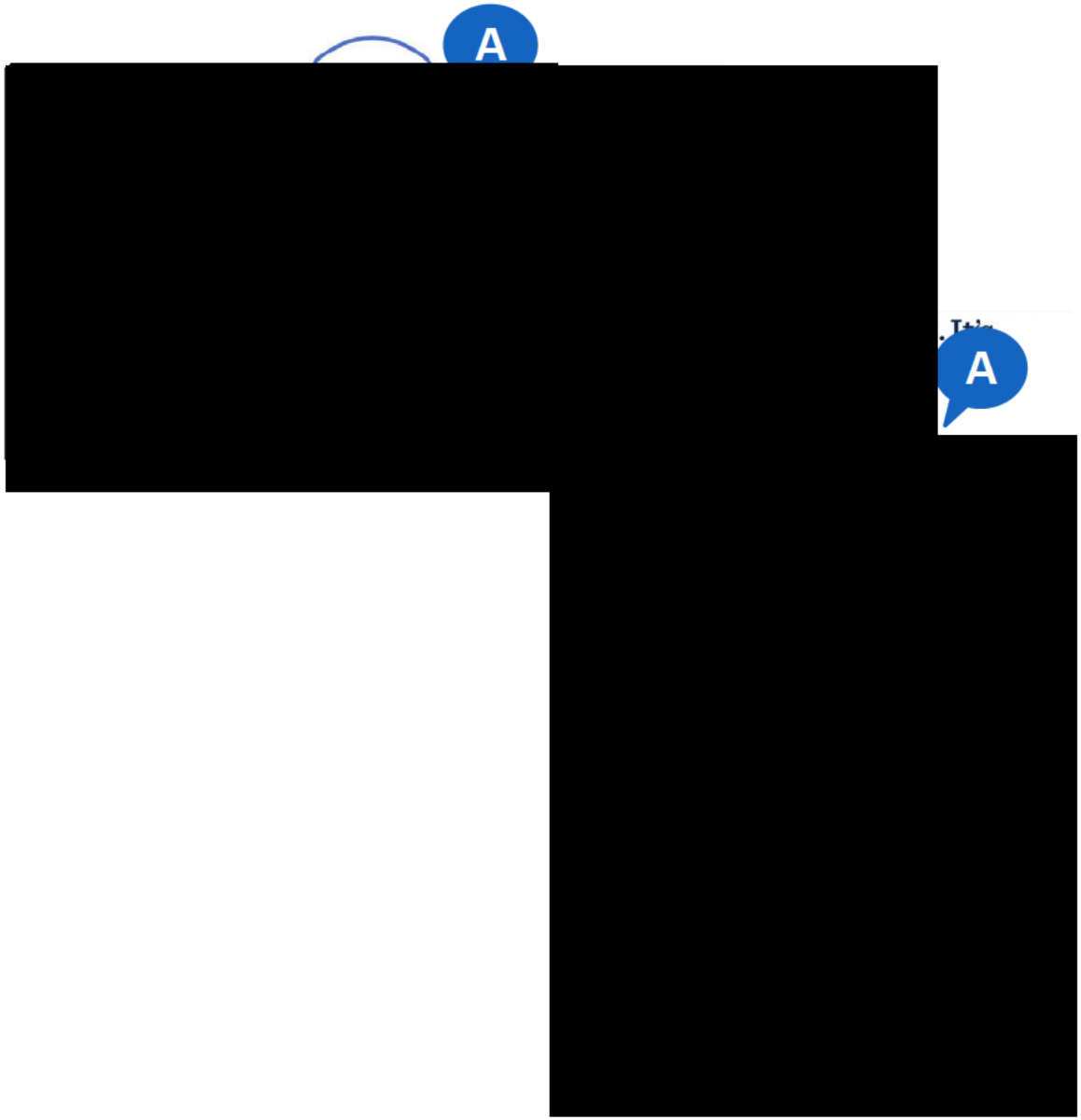


A. Like we've said earlier, you need to simplify the headline, there' just too much going on. [redacted] does a good job at this.

B. The CTA is not above the fold. See [redacted]

C. The video is very distracting and it just looks bad as a background in this section.

How It Works



Mobile

How it works

A. Ideally you want this section to be fully visible without any sliders.

Site Speed

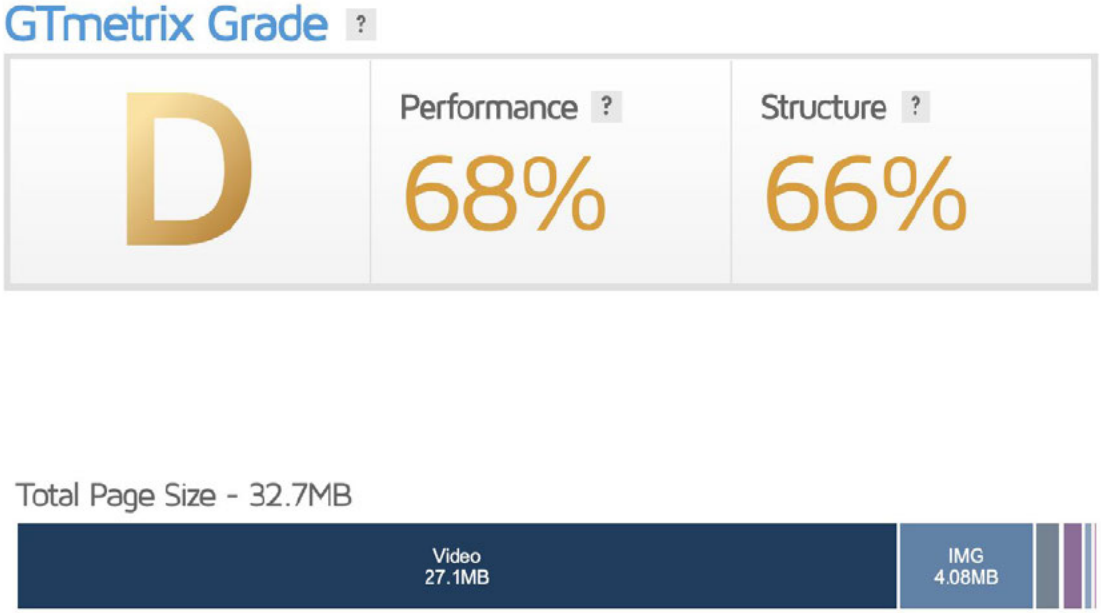
Load Times

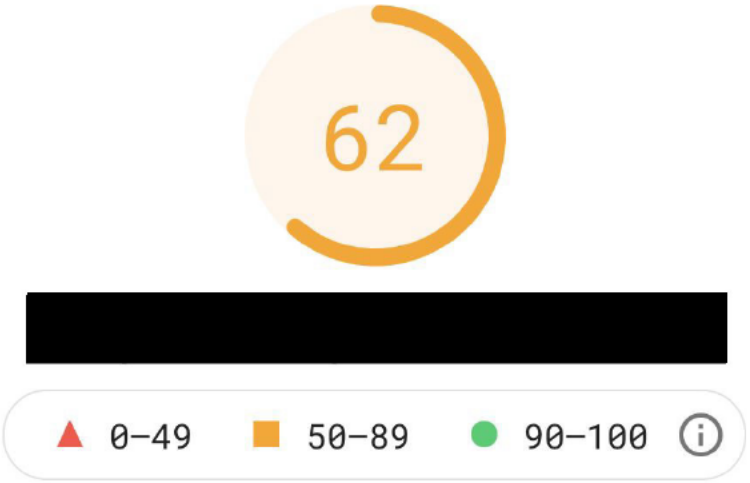
GTmetrix

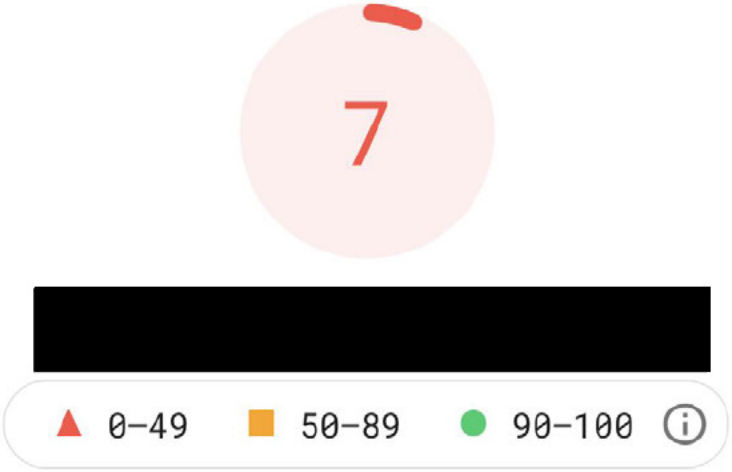
Any delays in the experience frustrate people, and many delays will cause them to abandon your site forever.

Overall, your load time is not bad but if you want to reduce the bounce rate and increase the conversion rate, you'll need to further improve it.

A. Total page size is huge - 32.7Mb. This is due to the video, just another reason to remove it.
B. You can gain quick wins by reducing the file size of images as they are too big.
C. There are a few other recommendations that your dev can implement by running a test through GTmetrix.







Load Times

Google PageSpeed Insights

The result shows a score of 62 on desktop and 7 on mobile.

Most recommendations are around images and are similar to what GTmetrix has recommended.

All other recommendations will need to be addressed by a developer.

Google Analytics

Google Analytics
Goals

There is some overlap in the goals that were set up. Besides goals, the Google Analytics setup seems to be working correctly.

A. These three goals seem to be identical so you could leave just one in there.
B. The Complete Online Assessment goal is fine.

B

	Id	Type	Past 7 day conversions
[redacted]	Goal ID 4 / Goal Set 1	Destination	37
	Goal ID 3 / Goal Set 1	Destination	4
	Goal ID 2 / Goal Set 1	Destination	4
	Goal ID 1 / Goal Set 1	Destination	4

Google Analytics

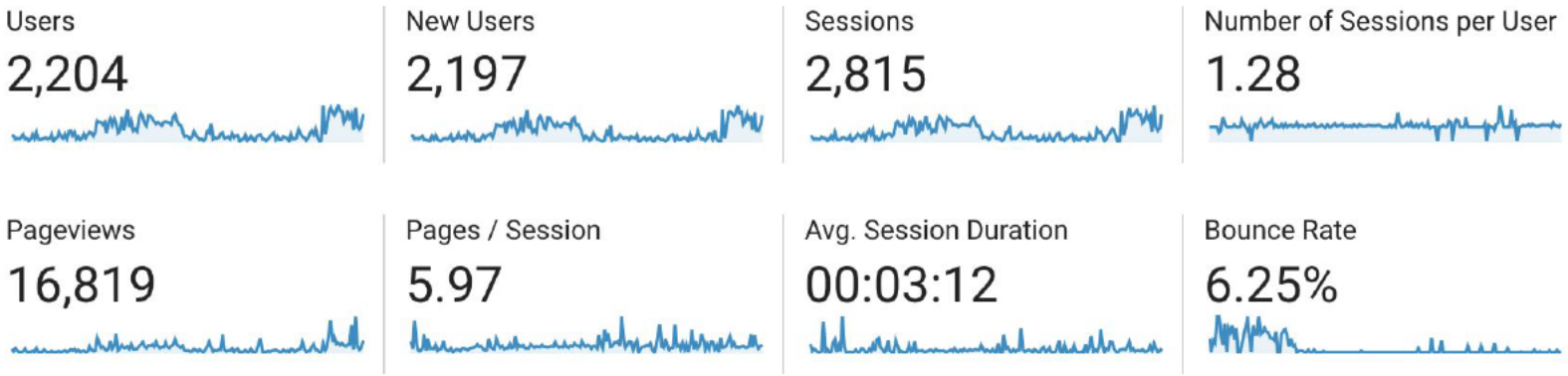
Sessions

Overall the bounce rate is pretty low which is great.

Sessions also tend to last longer which shows interest from visitors in learning more about what you have to offer.

The site has received only 2200 visitors this year and a handful of orders so there isn't any meaningful data to analyze or draw conclusions from.

Heatmaps are a great addition to ongoing CRO efforts.



Google Analytics
Devices

Mobile traffic represents ⅔ of your total traffic. This shows how it's critical to make your site and the assessment look and work perfect on mobile devices.

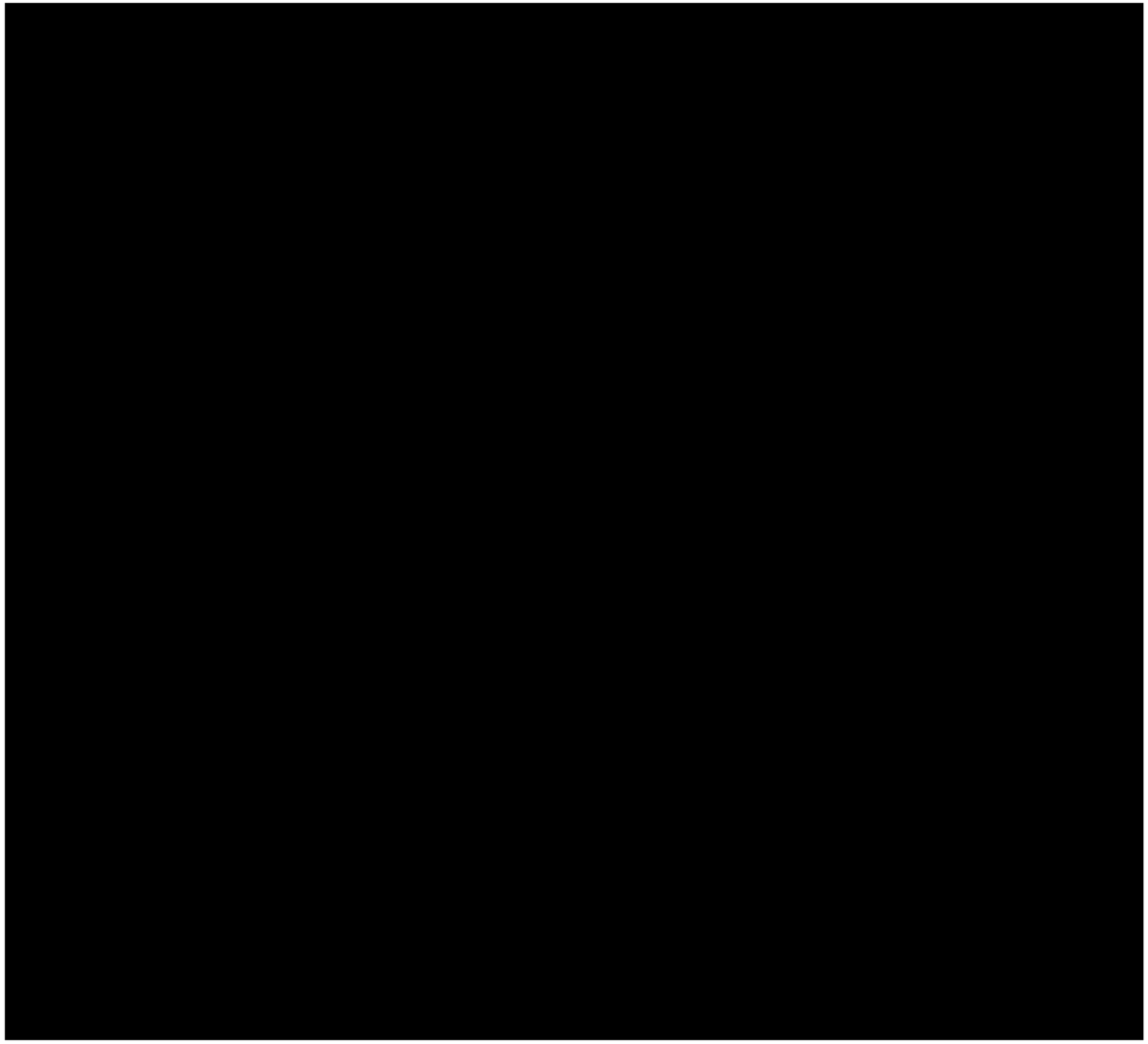
On Facebook, paid ads consist of almost all mobile traffic.

Device Category	Acquisition Users
	2,204 % of Total: 100.00% (2,204)
1. mobile	**1,460** (66.24%)
2. desktop	**712** (32.30%)
3. tablet	**32** (1.45%)

Affiliate Portal

Affiliate Portal

Registration page



The page lacks in information. Stating affiliate benefits is good but besides that, there isn't anything else that potential affiliates can learn about what you offer in your affiliate program.

Overall, the page lacks a lot of information and it the formatting is a bit off.

Affiliate Portal

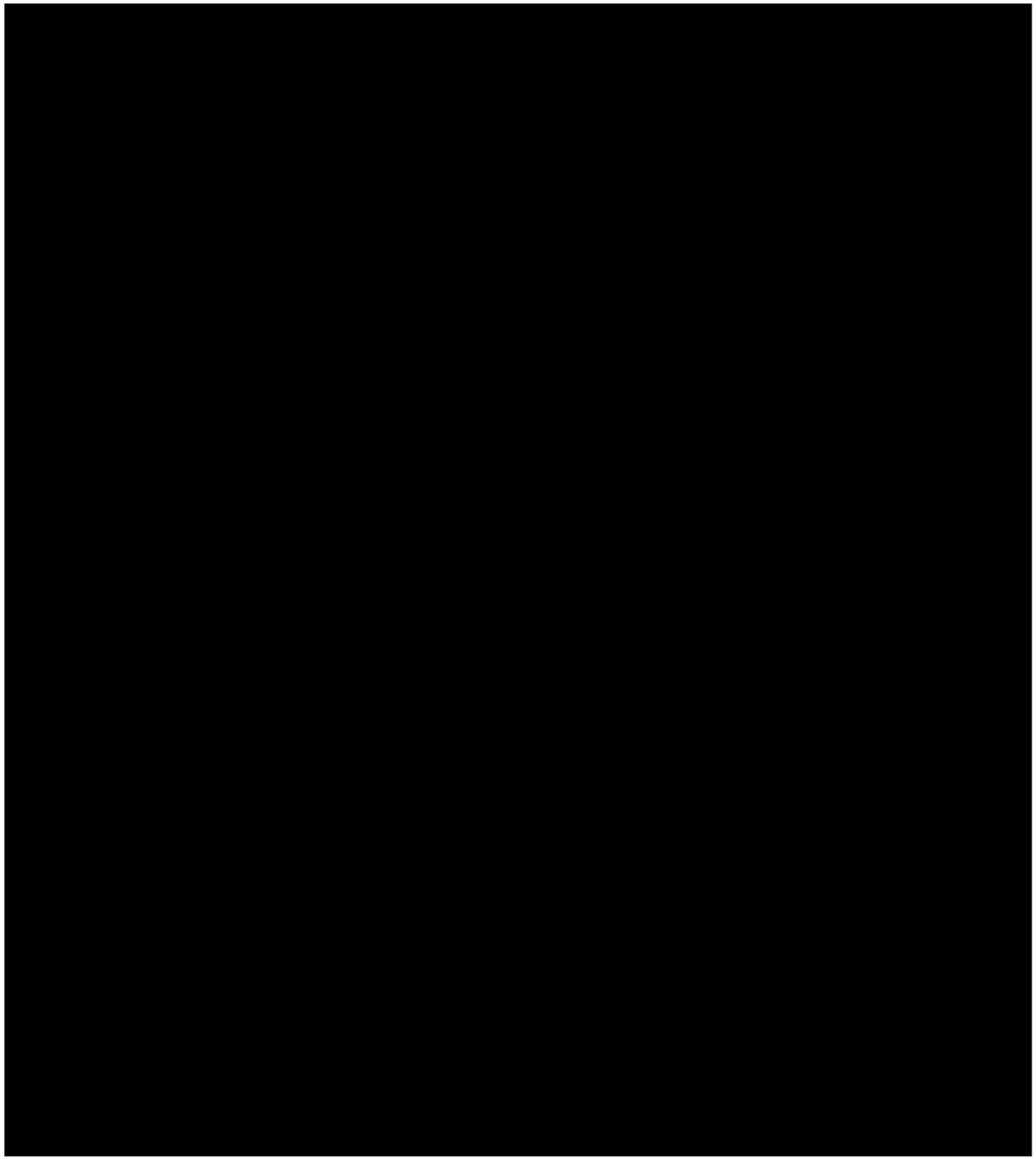
Registration page

Here's a quick example of a simple registration page that's a lot better.

There you can state rules and the approval process, why affiliates would want to join your program (talk about your conversion rate, payouts, etc.)...

Also talk about what materials you provide, such as:

- Landing pages
- Lead magnets
- Quiz
- Banners
- Social media images
- etc.



Affiliate Portal

Referral vs Affiliate program

There's a distinction between offering a referral program vs an affiliate program.

Your page says that it's an affiliate program but then when you create an account you see that you are only given a referral URL and that's it.

So if you wan, for the time being, to offer this, we suggest renaming it to a referral program.

The main distinction between the two is that referral program is more for people to share the link with their friends and family and get a commission or two while affiliates are people who have audiences, sites with traffic, big email lists, run a ton of paid traffic, Youtube channels, etc. that can generate a lot more sales, hence they need you to provide them with tools to promote your program.

The first step

Affiliate network vs In-house

Like we've mentioned, an affiliate program is not just giving a referral link and calling it a day. You need to ask yourself:

A. Do you need a robust, live reporting system?
B. Are you actively looking for affiliates for the first time?
C. Have you worked out your commission rates?
D. Have you got creatives ready?
E. Do you need to take care of the affiliate relationship?
F. Do you need tracking technology?

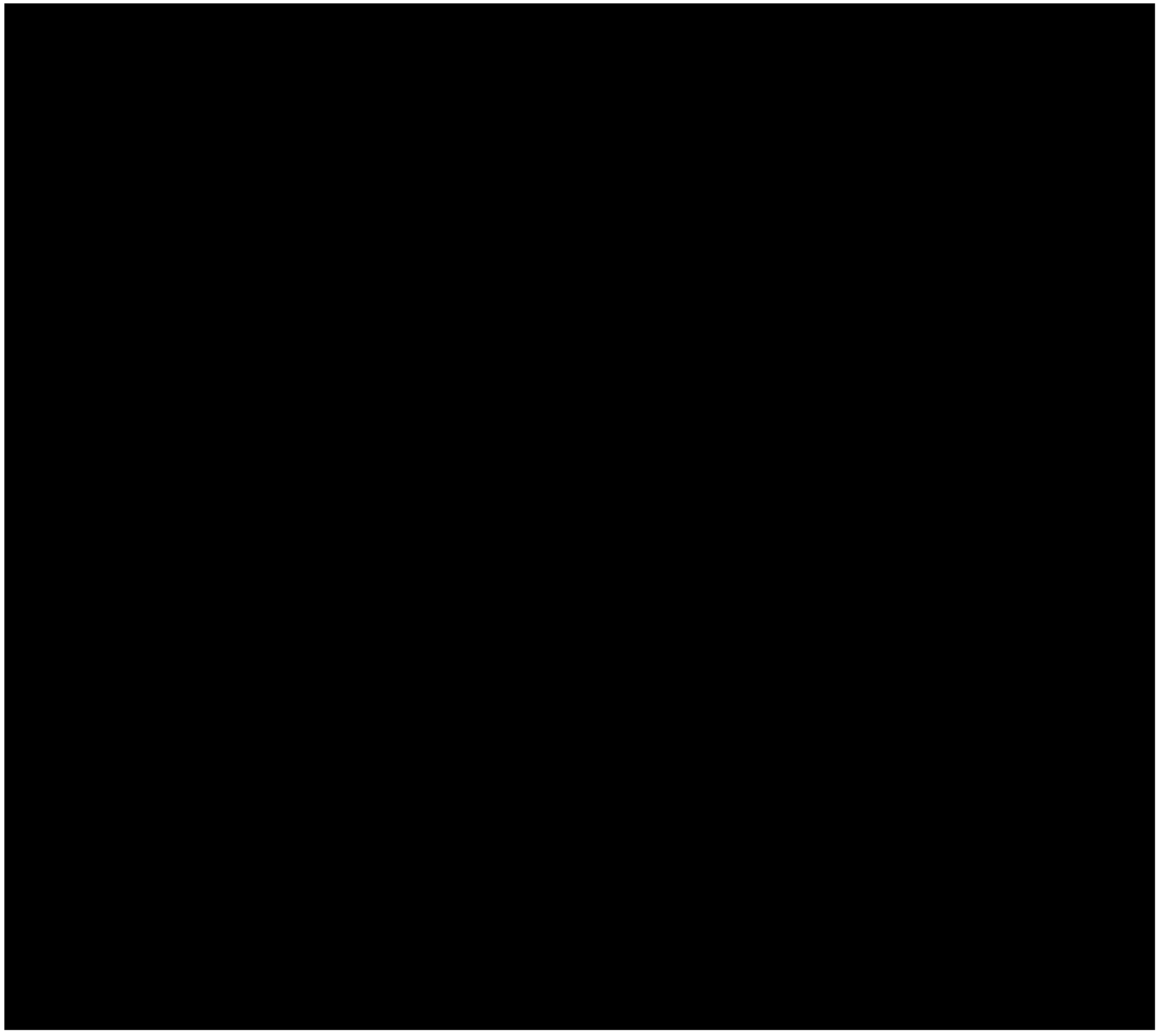
If you've said "yes", then you probably need to look into affiliate networks.

Disadvantages

In-house program

1. **Payments:** Affiliate networks have a finance team that arranges invoicing and payment. When running in-house, you will be ultimately responsible for affiliates being paid.
2. **Reporting:** A network is typically responsible for creating weekly report templates and measuring performance. If you want to get insight into a number of variables, this can often be quite time-consuming.
3. **Policing the program:** When you manage the program in-house, you are responsible for ensuring that affiliates are promoting your brand ethically.
4. **Recruitment:** If you are starting an affiliate program for the first time you can really benefit from working with networks that will instantly give you access to thousands of affiliates..

Analyze the competitors



If you're able to do some digging, try to find out other details about the competitor's programs.

A. What sort of training does each brand provide for affiliates, if any?
B. What promotional and branding resources does each brand provide to affiliates (banners, creatives, webinars...)?
C. How often does each brand communicate with affiliates?
D. How does a brand use affiliate tracking cookies? Do they use cookies to trace a sale back to an affiliate, even if someone doesn't make a purchase right away? How long do the cookies stay active?

Recruiting affiliates

After the affiliate program is set up, the most important task is finding affiliates. Here are some ideas below:

A. Approach your own customers. Your customers are already familiar with the product. Since they already know it, it'll make it easier for them to recommend to others.
B. Reach out to influencers and experts. Influencers are always a great choice for any growing or established brand. Experts can be leaders in FB groups, forums, etc.
C. Find competitors' affiliates. You can do some backlink research with tools like Ahrefs and see who's linking to them. You can also maybe find some via hashtag research on Instagram.
D. Paid advertising. Choose platforms where your ideal affiliate would hang out and link your ads to your social accounts.

Affiliate onboarding

After you find affiliates who want to join your program, you want to give them a good start. Here are some basic steps:

A. Affiliate approval
B. Welcome emails
C. Provide materials
D. Follow up and activate

Affiliate onboarding

Welcome

Good communication with your affiliates is crucial for the success of your program.

If you have a lot of affiliate signing up then you want to send automated emails.

However because you're just starting off, you can send a personalized email to get a better response.

In the email, explain the next steps of the sign-up process.

Are you providing any materials? Do you have an onboarding guide?

Make sure your affiliate gets to know exactly how the program works and where they have to go in case they have questions.

Affiliate onboarding

Materials

It's a great idea to provide something like a PDF or "How to get started" video tutorial that will fully explain your program.

Include information like when and how sales are tracked and what data the affiliate is able to access.

Next, you should set up your affiliates for success. This means providing them with materials such as:

- Customer reviews/case studies
- Webinar
- Landing pages
- Banners with affiliate links embedded
- Pre-written emails that affiliates can send to their list
- Social images
- Ad images (FB, Instagram, Google…)