

How to Critique a Website

Homepage

1. First impression - does not instil confidence for you to purchase
2. Banners with no call to actions
3. Hiding contact information – can't get in contact (faceless)
4. No predictive search – can't find products
5. No mega drop down
6. No images about security – to instil confidence
7. Not up front about delivery charges
8. Not up front about returns

Category Page

9. No multi-faceted search
10. Poor multi-faceted search
11. Poor product images
12. Hide to navigate

Product Description Page

13. Lack of detailed product information
14. Poor product images
15. Lack of product images
16. Buy button small
17. A long or confusing checkout process – too many clicks

Check out Process

18. Too many clicks
19. Process too long
20. Error handling poor
21. No postcode look up
22. Only one payment option

General

23. Products out of stock
24. Poor customer service options
25. Confusing navigation across the whole of the site

Advansys Fact Card (Continued)

Advansys High Conversion eCommerce Websites

- <http://www.babys-mart.co.uk/>
- <http://store.eurocell.co.uk/>
- <http://www.lavivion.com/>
- <http://www.briggsstore.co.uk/>
- <http://www.thisisitstores.co.uk/>

Store Express High Conversion eCommerce Websites

- <http://www.tech9.ms/>
- <http://www.loveonthewall.co.uk/>

Store Express High Conversion Brochure Websites

- <http://www.harrisandco.biz/>
- <http://www.thecoombes.com/>

Example of a poor website

- <http://www.drfunkenstein.net/>
- <http://alldayofficesupplies.co.uk/>
- <http://www.ghostbikes.com/>