

Prepared For: That's So Andrew

<https://thatssoandrew.com/>

Prepared By: JH Visual Design

Purpose: Marketing & usability analysis of website & social

Introduction

Thank you for the opportunity to examine your website! I love having the chance to put my visual design and marketing skills to use.

Skipping over anything visual, let's talk marketing. After examining your social media accounts, I can see that you have a huge following on Instagram. This is so important for basic marketing. It helps to get your name out there and helps give the audience a feel of who you are as a business. Having a direct link to your website in your introduction, is great UX practice – making it easy for the audience to go directly to the website without having to search. Ultimately, the goal here (I would assume) is to increase conversion rates so anyway that you can make your business easy to access will help this.

*Throughout this report I have used the terms audience, user, and customer interchangeable. Please note that I am referring to the customer.

*UX refers to user experience (the how, what, and why users/ audience use websites)

*SEO refers to search engine optimization (optimizing your website digitally in a search engine such as Google)

*SERP refers to the search engine results page (the results found in a search engine such as google – goal is to rank in the top 3, never on the 2nds page)

Instagram


Before we get too much into marketing practices on your website, let's take a quick look at your Instagram presence as it all ties in closely to your website. One of the key factors of being successful now on social media, isn't just the number of followers but also the engagement rate. Currently your average engagement rate is around .6%, with an average of 75 likes per post. With a larger following, trends a lower engagement rate. However, the national average for 5-15k followers is around 2.43%. There are several things that play into this including consistency in posting both frequency and time of day and taking advantage of a few hashtags that are directly related to your brand.







































Hashtags

I know, I know – using hashtags does seem kind of dorky right? There are several ways we can do this on a more discrete level. The BEST way that I have found, is to use some of the hashtag

tools on the web, predictive text on google, and even predictive text on Instagram to research what other brands that are similar to yours are using. Find the hashtags that are related to your brand and save them. Even using 8-10 hashtags, can dramatically increase the engagement rate of each post. Even if you aren't that interested in increasing engagement rate, remember it does help to increase conversion. The algorithm on Instagram, shows that the more people interact with your page, the more your page will pop up on their feed. This increases your chances of any flash sales, big announcements, etc. being seen by more people.

So which are the right hashtags to use? Similar to keywords which are used in a google search – there are several different kinds. The first hashtags are known as branded hashtags. Branded hashtags are great for people who have heard of your brand and want to learn more about *your* brand because the hashtag #thatsoandrew should bring up a large number of posts directly related to your product whether it is you posting or user generated content from real people. However – similar to branded keywords on a search engine – branded hashtags don't help people who are looking up products which you sell (home goods, mugs etc) or people who haven't heard of your brand. So in addition to a few branded hashtags, there are a lot of other conversations that your brand can jump into depending on who your target audience is. As examples – I have researched some of those conversations that you can jump into but a lot of will be based on trial and error or testing to see which generates the *most* engagement rate from the audience. Below is an example of these hashtags. The number given to the right, is the number of times each of these tags are seen. To see how many times they are used, simply type them into the search icon in Instagram. For example, #interiordesign has been used 97.8 million times and seen 111,838 (as of the last 30 days).

Hashtags 

  #interiordesign	111,838	  #farmhousedecor	8,808
  #decoration	707,467	  #farmhousestyle	4,992
  #architecture	358,171	  #farmhouselife	583
  #shopsmall	855,883	  #artisanmarket	117
  #homedecor	35,917	  #monroewa	525
  #shoplocal	55,525	  #decorinspo	5,996
  #farmhouse	4,150	  #etsyvintage	13,312
  #vintage	852,558	  #handmade	4,507,383
  #rusticdecor	23,267	  #handmadejewelry	20,067
  #rustic	146		

Some of the more obvious and louder conversations that your brand could jump into are going to be #design, #handmade, #shopsmall, #interiordesign and #vintage. Using hashtags with a larger volume similar to these examples will help to create a buzz instantly and help to promote

your post right away. Direct attention isn't always good however, so it is important to generate buzz overtime or also focus on the quieter conversations. These conversations help to create a more loyal following of people who enjoy engaging with your content. These conversations could include #farmhousedecor or #decorinspo. Getting even quieter – there are some conversations that are will be extremely brand specific. These conversations could include using your own brand as a hashtag (to ensure that it pops up anytime someone looks up your brand), #thatssoandrew, #artisanmarket, or #monroewa (if you want to focus on a physical location).

All of these hashtags are just examples of what you could use, research is key. As you can see from the image, there are several different volumes of what defines hashtags that are loud, seen over time, and brand specific. All of these hashtags will help to target people who are interested in the same things as your brand OR help to become more searchable for these people. This isn't saying that you need to jump into all of these conversations at once – but instead try 1-2 hashtags per post to test and see what generates more of a reaction from your audience. For example – one of your posts with the highest engagement rate mentions @pikeplacemarket. Just by mentioning a popular topic with your audience, it immediately boosted your engagement rate and most likely boosted your overall following. Remember that you don't have to just focus your hashtags on physical items like home décor – they can focus on whatever you want, even if it is just to boost your own brand – so add that sass and personality into your tags just make sure that they are frequently used. Hopefully you can see how the idea of using dorky hashtags can open up new doors to reaching a larger demographic of your audience.

Type of Content

I am taking a quick glance at your posts with the highest engagement rates and what I have found immediately is when you talk to your audience or share something personal – your engagement rate grows from an average .6% to over 2% in both comments and likes. Your post that announces the *big news* – mentions that your new line represents getting through mental barriers, something which your entire audience can relate to and it SHOWS (applause) because of how they interacted with your post. Similar to the use of hashtags – don't dive in and focus every post on being personal but do make sure that you continue to include this in a few of your posts. This is how you boost your engagement rate, create a *loyal* and *returning* customer base and improve word of mouth for your brand. Part of what makes your business so unique is that you have created not only physical merchandise for sale but you have created yourself as a brand - connecting with your audience is key – they want to know who you are and feel involved. This is an easy technique to take advantage of by provoking certain emotions of the audience. The more connected they feel, the more they can relate, the more they begin to advocate for the product and market it for you.

In addition to posting actual posts on Instagram, your brand can expand by posting more to stories and IGTV. What makes stories and IGTV so great? To start it is an *exclusive* story, available for only 24 hours. After that it vanishes (unless pinned to your page) – meaning that the audience will need to actively check out the stories while they are available. The more that

they get in the habit of checking, the more your brand will pop up at the beginning of their news feed. In addition, it is an easy way to add stories in an organized way to your page as a highlight so that the audience has easy access to any information on upcoming events, product, sales, or new line releases. It also acts as an easy way for new audience members to get to know you.

Stories are a great way to start promoting UGC (user generated content). UGC is a great way for your brand to start interacting with the audience. TO do this, start by promoting your own hashtag, #thatssoandrew. Take notice when this tag is used and repost the content. The audience is more likely to take notice and pay attention to recommendations when the product being used is shared by a real person. Reposting the content not only acts as free marketing but also helps to build up a strong, loyal relationship with those who use the brand. The more you opt to share content, giving the audience a shoutout, the more encouraged people are to share and tag #thatssoandrew. The best part about all of this? FREE MARKETING! Anytime anyone looks up the hashtag, #thatssoandrew, ALL of the UGC will show up.

To get the ball rolling on this hashtag, I have found that an easy way is to ask your audience members to start posting! You can include a promotion, such as “for the most loyal fans and content reshares, we will feature a fan of the week and send some free swag.” Even if it something as small as a beanie or a few stickers, it will help you to gain a positive reputation and vibe out in your IG community and continue to motivate the audience to share their experience with your brand, while continuing a movement that is all audience focused. To help keep your main page looking clean and professional (uncluttered), you can create a highlight on your IG page and attach the UGC there – labeled *brand advocates* or something similar. This will help your actual IG posts to stay on brand in both written content and the image style. With IG stories being one of the fastest growing platforms in social media today, generating posts that seem almost exclusive (with the short viewing window) may even end up gaining a higher engagement rate than your actual posts because they also help to provoke *fear of missing out* for your audience. It is an easy way to continue to grow your brand’s community, making loyal fans feel appreciated *and* creating fans who want to engage with your content. The key here is to start using social listening – pay attention to what people are saying about your brand and what they are posting – it can also help you to understand your target audience and tweak anything you need to on your brand.

Conclusion

SO that was a lot of information I just threw at you! Remember, research is key. The overall goal here is to *increase conversion* of your business and to *increase awareness* of your brand. These simple Instagram tactics will help to do that. As far as time of day goes, there are some algorithms out there already that reference time of day and which days to post on depending on your content. I would suggest researching this and again test, test, test to see how your audience reacts. Ready to visit your website together? Here we go.

Website: SEO, UX, and Marketing

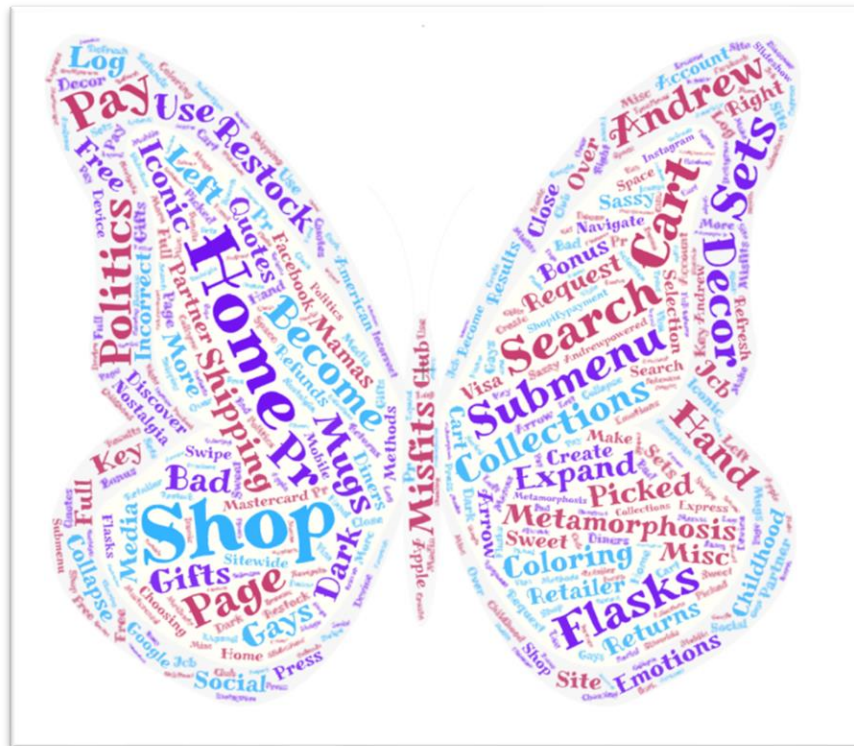
Similar to hashtags, each website features a set of keywords. I am not sure if you are familiar with what these do but just as a brief overview – these keywords help the audience *find* the website in search engine. They are especially important if the audience doesn't know the name of your brand and is looking for it specifically or is looking for product but unfamiliar with your brand. For example, imagine that I am driving through Monroe on a road trip and I am extremely tired and looking for a coffee. I am not familiar with the town but I am picky when it comes to the right cup of espresso. In my search engine – I would most likely type something similar to *coffee shop near me* or *best coffee shops in Monroe*. If I am hungry, I might look something up like *coffee shops with food* or if I am craving something sweet, I might type in *coffee shop donuts*.

Knowing that there are about 25 coffee shops in Monroe, it would be *extremely* important for each of the coffee shops to focus on SEO (search engine optimization) by researching these commonly used phrases (long tail keywords) or keywords and including them into their website. As another example, Darci's is one of the most popular coffee shops in Monroe but when typing in coffee shop, Monroe into Google, it doesn't show up on the top 3 for the Google local pack (map showing local intent which results in business, products or services). Why? Well (one) there is no website for their company and (two) their social media pages don't include any of the keywords that are frequently searched for by the audience. Darci's does show up on Yelp, but again is listed as number 5. Most people do not go past the third suggestion, so it limits their audience to local, word of mouth. Although this doesn't seem to slow down their customer base, word of mouth alone won't work for an ecommerce business such as yours.

Part of what I love about a well-designed website, is everything that goes into it that the audience can't see. This includes everything from SEO, to how the audience uses the website, to the thought process of where the designer put a simple button. For right now, we are going to focus on the SEO, now that we have an understanding of what it is. I think it is one of the most important elements of a website because even if you have a beautifully designed website and stunning product, if the audience can't find your website, you will never increase your conversion rates. End of story. We don't want this to happen. Looking more in depth at the structure of your website, I found right away that there are not a lot of keywords included in the page title, meta description, or H1 and H2 tags. Using a website builder, I know there is only so much control over what you use in each of the *Header* tags but the page title and meta description can be easily edited and are SO important to take advantage of.

I started the analysis of your website by doing a quick Google search for *that's so Andrew*. I found that while your Facebook and Etsy pages page shows up, the website does not. I tried adding a few keywords to the search such as mugs, home décor, sweet and sassy, and politically incorrect and discovered the same results. Using MozBar (an add on extension through google)

OR the developer tools, I can see that there are currently no meta keywords, description, or H tags being used. Remember those handy keywords we just talked about? Using these in any of the previously listed tags will help you to boost your place on any search engine. You sell a great product and have such a unique brand, so let's make sure that we can connect more people to your website and your product. To give you a better understanding of what words are found on your website, I created this word cloud. It is just something fun that you can reference down the road to make sure that your chosen keywords are showing up (the bigger the word, the more frequently it used).



Understanding which keywords to use for your target audience is very similar to discovering hashtags for IG. To start, we need to define your target audience if you haven't already. Knowing key demographics like their age, location, salary range and even what they do for work will help you to define who the ideal customer is. From here, we can begin to understand what kind of product they will be searching and how they will be searching. There are a handful of tools out there that can help you to research keywords, including Google Trends (which will help to find trending topics that are frequently searching in Google), Google Adwords, or Ubersuggest. Part of the reason it is so important to define your target audience before starting the build of a new website or even tapping into social media – is that it is the *same* target audience for both platforms. Understanding your IG hashtags first, will help you SO much when researching for keywords because the phrases should be very similar.

Using NeilPatel.com/Ubersuggest – I did a quick search for farmhouse décor. This is one of the keywords that showed up for your Facebook Group Page which you are already using and an easy, short keyword to tap into. It is important that you use a mix of short and longtail

keywords (words vs phrases) in your meta description but the benefit of using shorter keyword phrases is that it is more likely to show up on a basic search (less specific). The graph below breaks down the volume that this keyword is used and the SEO difficulty (how hard it will be to rank using this keyword). The suggestions below are useful to pay attention to, showing longtail keywords which could be used that will have a greater chance of having your site rank high in Google. The graph below shows which sites are ranking on Google currently using that phrase. Ultimately, we want to see your site ranking in the top five to make sure that it is searchable (good usability practice for your audience). Some of the keywords that I would suggest for you to use would be the product which you sell, with an adjective or two attached. For example, farmhouse mugs if you are selling that kind of product. It is important that you don't overload your Meta Keywords with too many keywords, this will usually flag in Google and is seen as spam.

<input type="checkbox"/>	KEYWORD		VOL	CPC	PD	SD
<input type="checkbox"/>	farmhouse decor		90,500	\$0.66	100	76
<input type="checkbox"/>	farmhouse decor wall		18,100	\$0.55	100	49
<input type="checkbox"/>	farmhouse decor for walls		14,800	\$0.75	100	40
<input type="checkbox"/>	farmhouse decor for kitchen		14,800	\$0.49	100	40
<input type="checkbox"/>	farmhouse decor bathroom		14,800	\$0.42	100	48
<input type="checkbox"/>	farmhouse decor kitchen		14,800	\$0.49	100	48
<input type="checkbox"/>	farmhouse decor ideas		12,100	\$0.70	100	47
<input type="checkbox"/>	farmhouse decor for bathroom		9,900	\$0.59	100	38
<input type="checkbox"/>	farmhouse decor living room		9,900	\$0.79	100	38

	GOOGLE SERP	EST. VISITS	LINKS	DS	SOCIAL SHARES
1	amazon.com/farmhouse-decor/s?k=farm...	27,511	-	98	0
2	kirklands.com/thumbnaill/Collections-Ne...	14,661	48	70	319
3	birchlane.com/decor-pillows/cat/farmho...	8,805	45	73	0
4	lakeside.com/browse/Country-Farmhous...	5,963	31	42	52
5	biglots.com/c/home-decor/farmhouse-d...	4,244	19	74	0
6	antiquefarmhouse.com/	3,058	707	43	200,418
7	goodhousekeeping.com/home/decorati...	2,316	10	89	0
8	wayfair.com/decor-pillows/cat/farmhous...	1,782	15	88	13
9	countryliving.com/home-design/decorat...	1,357	205	86	110,006

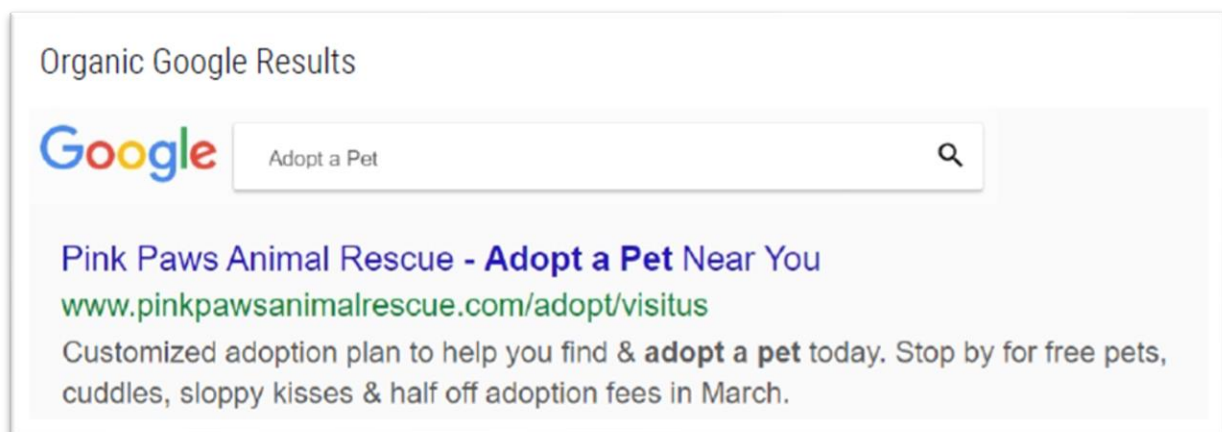
The Meta Keywords should also be used in your written content throughout your website.

Again, don't keyword overload, but use them strategically and sparingly throughout your website. The chosen keywords should be used in the meta description of your website. This is the informational piece that describes and summarizes the contents of the webpage. Again, it should contain your chosen keywords but also be descriptive enough to give the audience an understanding of what the website is. If you sell mugs, write that in there – if you are selling yourself, write that in there. The description should *drive* the audience to want to view your site, so get creative. A good way to help get the wheels turning, is to start plugging competitor or similar companies into Google so that you have a better understanding of how this should be written. The page title is going to be a shorter version of this – I would suggest adding in another section that says something like handmade goods or home goods at the end of what you already have to help audience again understand *what* your website is selling.

Below is an example of your current SERP results. Currently there isn't much of a description of what the website is, I would suggest adding this into the title *and* the Meta Description. The Meta Description currently displays the names of your collections. While the collection names are great, it isn't something which I would solely feature in the description. For those who are new to the brand, it doesn't give a great description of what the website is or what you sell.

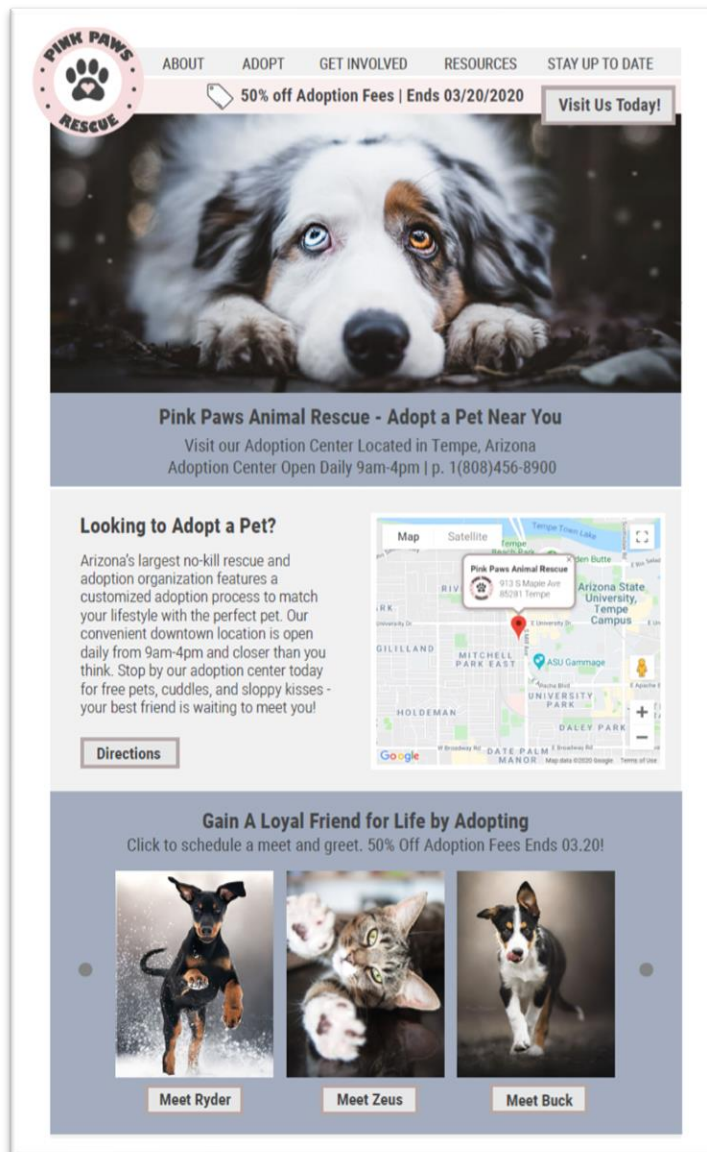


An example of how keywords, page title, and the meta description relate to what the audience are searching:



The above example is something that I created for a pet rescue agency. In this case, I researched commonly used phrases or topics (adopt a pet) that relate to pet rescue adoption

centers and then used that as a longtail keyword in my page title AND Meta Description. To further help my page rank on Google, all of my subpages are titled with commonly used keywords. Below I have attached a clip of the landing page that I created for this business, again using the researched keywords as part of the text as my H1 tags, written descriptions, and even in my navigation bar. This is just an example of *how* keywords can be used in the written content on your page – from page titles to even the navigation links. Take notice to how the keywords *adopt a pet* or *animal rescue* are used.



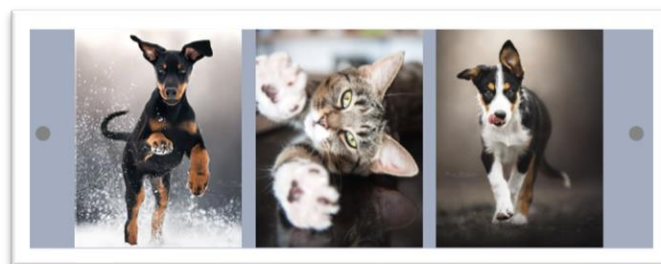
Usability

Now that we have had a chance to analyse some of the marketing tactics that you can incorporate into your website – let's focus on the visual aspects and usability. I mentioned in the marketing section that you can incorporate the keywords into the navigation. This not only

helps the website to rank higher on Google but it is also good usability practice for those who are trying to navigate through your website. I really like that you currently have the navigation broken down into a few basic categories, to make it easy for the audience to find exactly what they are looking for. The “A-Z” may confuse both the audience and the SERP. When I click on Mugs A-Z, I would expect it to be alphabetized but then found that there is a separate *sort by* button. I think the *sort by* button is a great addition, making the website easier to navigate through. It is also in an easy to find location and easy to use. These are all parts of good usability practice for the audience. I do think that you could ditch the “A-Z,” leaving the page title as just *mugs*. If you are using mugs as a keyword in your metadescription, this will help someone to find your website who is looking for these kind of mugs. You could also consider adding in more of a description about your mugs at the top of the page, but again this would be purely to help the website rank higher in Google.

Page Load Time

When opening the homepage and running an analysis on it, I found that the page load time on average was 4.2 seconds. Optimal page load times are 2-4 seconds, so it is teetering on the high side. For something with a slower internet connection, the large images may take a long time to load. While images are great for provoking emotions and help the audience to connect with your site, you may want to consider either reducing the size of the images or placing them in an image carousel that is smaller such as this one. I don’t know that I would change it too much other than playing around with image size because the simplicity of your site works so well for your brand – drawing the audience’s eye immedietly to your latest line.



Page load time is important for a few reasons, which is why I thought it was important to bring it up. As I previously mentioned, depending on the internet connection of the audience, the page could take even longer than 4.2 seconds to load. This can result in decreased conversion rates and/or high bounce rates. This means that the audience doesn’t wait for the page to load all of the way and bounces (probably onto the next site). They may become frustrated with the load time and not reach conversion, abandoning the shopping cart. Most studies have found that 75% of online buyers who experience page load failures, long time loads, or a complicated checkout system will leave and not return. This works as a sort of domino effect, if the audience doesn’t return, they also aren’t recommending your site to others. In addition to a frustrated audience, slower load times will also reduce your search engine ranking. I know, yet another thing to think about when it comes to ranking on Google.

Social Media

Back to social media: it is such a powerful marketing tool! For those on IG, it is so easy for the audience to connect with your website and for those who come across your website, we want them to connect with your social so that they are forever reminded of your brand. Currently your social icons are located at the bottom of your website. Although this looks very clean and tidy, it does result in the audience having to scroll through the entire website just to find the icons. I know this may not sound like a big deal, but the average time spent on a single page of your website, after running an analysis, is just over 1 minute which may not even be enough time for the audience to find the icons.

Opting to move the social media icons to the top of the page, in the header, the audience will be able to quickly connect with your social media pages without having to search for them. Even if the audience isn't searching for your social icons, having them at the top of every page will result in more people clicking on the links and following. Even if the audience isn't ready to purchase product that day, by following your brand on social media, they are constantly reminded of your brand (free marketing).

Page Layout

I didn't want to throw too much information at you all at once, so I think we will stop there for the day. But before I wrap this up, I wanted to mention a few things that I think work really well for your site and reflect a well-designed website and a few things to think about in the future.

As a review, some of the most important elements of a well-designed website which help the website to rank high on a SERP and result in driving the audience to conversion, including having the customer's testimonial, easy to find business information (name address, phone, and hours if applicable), clearly stating what the business is and what they offer (good usability practice), clear call to action (reflecting your conversion goal), consistency throughout the page (using a strong hierarchical structure to guide the audience through the website), creating a strong brand message, and using consistent language (to be informative and clear).

Some elements that I noticed that you already have done really well include the strong brand message and consistency in visual layout, color scheme, and typography. Your choice in color scheme, typeface, and simple layout on your home screen are extremely easy to navigate through. The entire website does have a strong reflection of your brand, again through visual elements *and* through your choice in words (it's the sass from your tagline and all that). I love that your navigation is so user friendly – organized into dropdown menus. From diving into Google Analytics for other websites, one of the leading causes for website users to bounce from the website is because they are frustrated by not being able to navigate easily throughout the website. You nailed this!

By keeping the color scheme and typeface simple and repetitive throughout the website, you are able to help the audience understand what is a button and what is not (great usability). By adding a “shop now” button on the image carousel, you have created a strong call to action right away. This is proven to help boost conversion rates because it brings the audience right to the product page, without even having to think about where to look in the navigation. At the top of the homepage, you have included information about a sale (free shipping) to help grab the attention of the audience right away. This is vital information that *all* users want to know when visiting a website and comparing prices.

A few things to think about in the future as far as improving usability and increasing conversion rates would be to add in a small snippet somewhere on the homepage (I would suggest below the main image) about what your business is and what they sell. It doesn’t need to be long, but it does need to give the audience an answer if they stumble across your website and are wondering what exactly you sell, without having to look. If you are strictly ecommerce – this will work as the business information section as it is not applicable to you to have an address, phone, and hours listed. As mentioned, you already have information about a sale at the top of your homepage to help drive conversions. Something you could test in that location would be different sales to try to create a sense of urgency and *fear of missing out*. Changing out the sale each month, will give the audience something to lookout for and it helps you get to know your audience. For example, if you aren’t seeing high conversions with the free shipping – you could try rewording it and say free shipping – expires August 30th or 10% off mugs this month only. It will help you get a better idea of how your audience reacts to sales and different word choices. This is seen frequently with Google Ads. Several ads for the same sale will be tested, with slightly different wording or different color choices just to see how the audience reacts to them.

Lastly, I did notice that you have a customer review section under each product. Customer testimonials are proven to be one of the most important elements of a well-designed page. Having success stories from real people who have used your product, helps the audience to build trust with the company (hitting a potential pain point of the customer thinking can I trust this company?). It also helps to build confidence with the audience that they are choosing the right company to purchase from, with a well-designed and high-quality product. Another benefit of featuring a review section is that it again creates a feeling of *fear of missing out*, further driving the audience to conversion. Although you have included the review section in your product pages, it does seem like there are not many reviews yet. I would highly suggest testing out different ways to motivate the audience to leave reviews. If you do not already do this, ask for the user’s email address during the checkout process and/or create something in the footer that asks the audience to subscribe to your mailing list. Having their email will help you to gain “owned” marketing contacts (a marketing list that you own, without using pay per click ads). With the email addresses, you can create follow up emails asking the customer to leave a review for the product. You could try running an a/b test to see if the customer is more likely to leave a review by just asking them or giving them a discount code if they leave a review.

A lot of companies are now finding it helpful to place reviews right on the homepage, in the footer. This makes it easier for potential customers to find basic information on your business. With your social media following being so strong, you could also test running a promotion on your social account. Again, this would be similar to *leave a review, receive 10% off or free shipping* etc. Offering these types of discounts not only motivates people to leave reviews, but it also starts to create a repeat customer so it's a win/win situation.

Marketing + Testing

So much of marketing and UX design focuses around testing, testing, and more testing. This includes testing the initial run of a website, testing marketing ideas, sales, etc. It helps you to narrow down your target (or ideal) audience and get to know their habits, how they interact with your website, and social media which results in making your life more profitable and easier down the road. I would suggest creating a Google Analytics account and diving into the world of search engine optimization and analytics. It will show you everything to do with your website from how the audience is accessing it (mobile, tablet, or desktop) to where they are bouncing, how long they spend on the website etc. If you start to run Google Ads, it will give you an in-depth explanation of organic traffic vs paid traffic. It sounds slightly complicated, but it is such a useful and interesting tool for any business owner if you don't already use it.

One Last Example + Conclusion

Below is another example of homepage that I redesigned. This is just a color mockup / wireframe so please use your imagination on the image placeholders. In this example, I have placed the social media icons at the top of the page, in an easy to find location. I have created a search box, making it easy for the audience to search if there is a specific product they are looking for. Similar to your design, I have a main image that grabs the attention of the audience right away, a promotional banner at the top of the page, and shop now buttons to drive the audience directly to the product pages. The image placeholders below are placed in an image carousel to help reduce file size and increase page load time. These images are links to the most popular products or even products that are on sale. It helps to give the audience an idea of what the brand is selling right away. Some of the pain points that I researched for this brand include whether or not the company has free shipping, the warranty length, and what would happen if the customer doesn't like the product. This is why I chose to include that information in the top fold of the webpage – it is easy to find and again drives the audience to conversion. At the very bottom, I included a subscribe now box to increase my "owned" marketing list. I also included a find a dealer box, making it easy for those who want to see the product in person. This brand is brick and mortar and ecommerce, so it was important to add the NAP (name address and phone) information in the footer to help reduce frustration with the audience and increase placement on the search engine results page. Hopefully these examples will give you a better understanding of the huge amount of information I have just thrown at you.

Thank you again for the chance to analyze your website! Please let me know if you have any questions.

