Webshop analysis

1. Client and webshop informations

1.1. Client information

1.2. Statistics & other

1.3. Project Goal

1.4. Technical characteristics and total opinion of the webshop

2. Assortment

2.1. Variety of offers / collections

2.2. Innovation of the assortment & competition on the market

2.3. Hidden costs

2.4. Guarantees / Returns / Security of Purchase

2.5. Potential for Growth

2.5.1. Google Trends

2.5.2. Risk Analyser®

3. Webshop elements

3.1. Basic elements

3.2. Additional elements

3.3. Advertising elements

3.4. „Call to action" elements

3.5. Home Page & 5 second selling rule™

3.6. Product page

3.7. Cart

3.8. Payment page

3.9. FAQ, blog…

4. Design

    4.1. Color consistency

    4.2. Font consistency

    4.3. Visuals

    4.4. Creativity & Professionality of Design

    4.5. Purpose of the site in accordance with the design (sales, loyalty, informational)

    4.6. Don't let customer think™

    4.7. Design Style

    4.8. Complete Design

5. Photography

    5.1. Quality of photos

    5.2. Sizes & Post compatibility

    5.3. Design Sharpening

    5.4. Overall Impression

6. Marketing

    6.1. SEO Coverage

    6.2. Content marketing

    6.3. Special offers

    6.4. Target Group & Design

    6.5. User support

    6.6. Google My Business Account

    6.7. Social Media

    6.8. Complete marketing

7. Copywriting

7.1. Storytelling – Tell me a story™

7.2. Creativity and professionality of text

7.3. Amount of text

7.4. Grammatical features

7.5. Text & Target group

7.6. Overall Impression

8. Procedure testing

8.1. Sending of inquiry

8.2. Product Search

8.3. Cart Design

8.4. Making an order

8.5. Payment

9. Billing page

9.1. Payment methods

9.2. Complexity of payment provider

9.3. Security and Certificates

10. General Data Protection Regulation (GDPR)

10.1. Cookies

10.2. Privacy Statement

10.3. Other

11. Psychology of Sales

12. Overall Impression

13. Suggestions