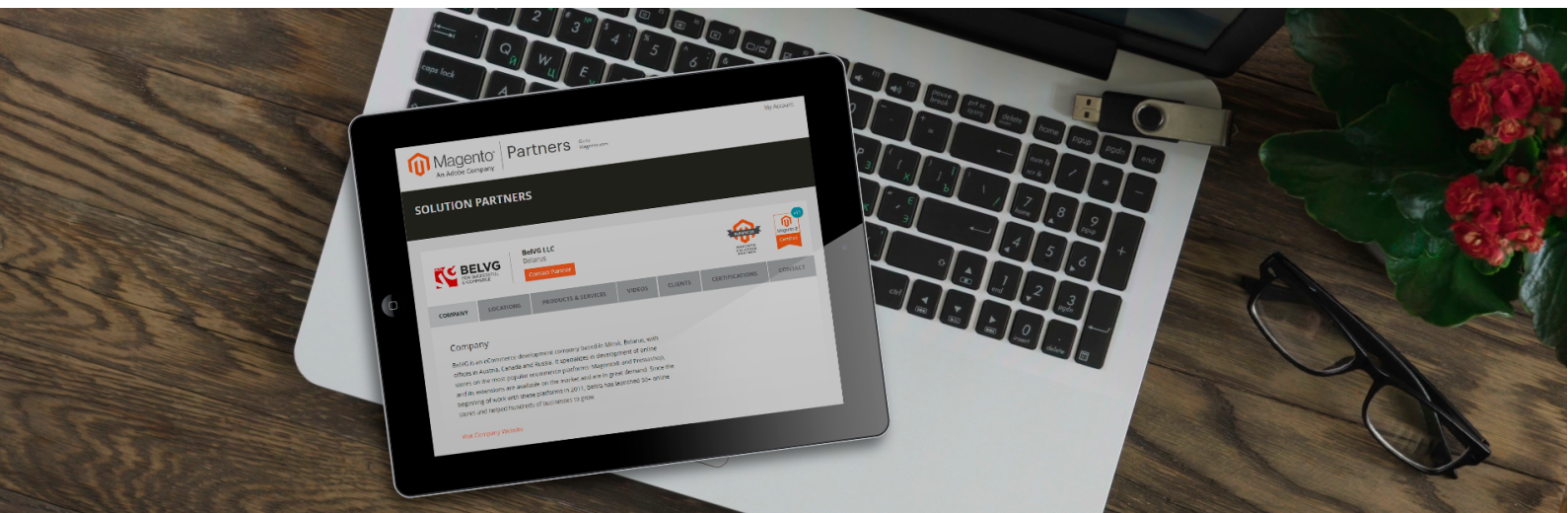


Site audit for conversion improvement

Project Title: Online Shop

Project manager at BelVG: Andrus Dubina



Who We Are

BelVG is a reliable team of solution experts who build unforgettable digital experiences. For over 15 years, we have been gathering developer and market knowledge to prepare for this very moment - to share all of it with you.



Top
E-commerce
Since 2018



Magento
Partner Since
2012



Magento
Certified
Developers



Prestashop
Partner
Since 2012



Prestashop
Certified
Developers



Zend
Certified
Engineers





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Site optimization: pre-launch recommendations





It is recommended to show top selling products on the main page:

TOPSELLERS VAN VANDAAG




			
Bleher Technical Reflective Regenjas Dam... € 120,-	BBB Impulse BSG-52S Brillenglas Small,... € 69,99 € 24,99	Red Cycling Products High Secure Cable Lock, black € 16,99 € 8,99	Clarks Calliper Remschoenen met Lichtho... € 6,99 € 3,49

It is recommended to show the newest products on the main page:

NIEUWE PRODUCTEN




			
Red Cycling Products EVO-13 Seat Post Bag, black € 59,99 € 33,99	SCHWALBE Super Moto Performance Clincher ... € 36,99 € 32,99	WOHO Zadeltas Stabiliseerder Brooks B-s... € 24,99 € 21,99	WOHO Filterbo Waterfilter Fles, black € 29,99 € 26,99

The CTA buttons should draw attention on every page:


		
★★★★★ Not yet reviewed	★★★★★ 1 review	★★★★★ 1 review
\$6.99	\$69.99	\$31.49
ADD TO CART	ADD TO CART	ADD TO CART
Continental Presta Valve Tube (700 x 32-47) (42mm Valve)	NiteRider Lumina Micro 650 Cordless Light System + Combo	Crankbrothers M19 Multi Tool (Nickel)


Usability

Showing product rating and reviews on the category page increases conversions:




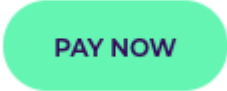
 ★★★★★ Not yet reviewed \$16.99 ADD TO CART CST Rock Hawk Tire (Black) (26 x 2.25) <i>Limited Quantities Available</i>	 CLEARANCE ★★★☆☆ 1 review \$49.99 Sale: \$17.34 ADD TO CART Forte PISGAH 2 Tubeless Ready MTB Tire (60TPI) (29 x 2.35) (Folding)	 ★★★★★ 1 review \$27.99 ADD TO CART Cult Vans Tire (Black) (20 x 2.30)
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You need to add an appropriate error message if the transaction is declined.

 Your payment could not be processed at this time, please try again in a few minutes

 Transaction has been declined. Please try again later.

The CTA button on the cart page and checkout page should be highlighted:

Your total \$1,095.00  As low as \$61/mo at 0% APR. Learn More	Basket total: £399 
	

Design & theme

THE SITE SHOULD BE RESPONSIVE

All the website pages should be responsive across the most common browsers and devices.

When delivering the site, we make sure that the theme supports the following devices and browsers (if necessary, we can check any additional devices or browsers):

- **Mobile:** Samsung Galaxy 9/10, iPhone 8/SE2 , iPhone 11/11 Pro (Chrome, Safari)
- **Tablet:** iPad, iPad Pro (Chrome, Safari)
- **Desktop:**
 - Min 1366x768
 - Max 1920x1080
 - Higher resolution: basic responsiveness with the limited content area
 - Browsers:
 - Chrome 86, 85, 84
 - Mozilla 82, 81, 80
 - Safari 14, 13.1, 12
 - Edge

Alignment recommendations & errors

Desktop

Main page

1. When switching to the English language, this text is not translated:

<https://belvg.co/7c>

2. The icons are displayed incorrectly. The sizing is different from one another:

<https://belvg.co/7d>

3. The text content and icons are not aligned with each other:

<https://belvg.co/7e>

4. The spaces between the sentences in the listing are unequal:

<https://belvg.co/7f>

5. The menu items are displayed incorrectly:

<https://belvg.co/7g>

6. When switching to the English language, the menu items are not translated:

<https://belvg.co/7h>

<https://belvg.co/7i>

<https://belvg.co/7j>

7. These menu items regularly belong to the footer area:

<https://belvg.co/7k>

8. After clicking on the Read more button, the new page opens with an error:

<https://belvg.co/7l>

<https://belvg.co/7m>

9. After clicking on the items in this menu, the new page opens by search request
“about us”:

<https://belvg.co/7n>

<https://belvg.co/7o>

Category page

10. The text content and icons are not aligned with each other:

<https://belvg.co/7p>

11. The empty field is too large:

<https://belvg.co/7q>

12. The accessories page is empty:

<https://belvg.co/7r>

13. The bags page is empty:

<https://belvg.co/7s>

Product page

14. These fields are not aligned with each other:

<https://belvg.co/7t>

15. When switching to the English language, this text is not translated:

<https://belvg.co/7u>

Checkout page

16. There should a link to the terms and conditions page instead of this message:

<https://belvg.co/7v>

17. After clicking on Place Order, an error is displayed, but when filling in the shipping information, there are no required fields. (Street and City)

<https://belvg.co/7w>

<https://belvg.co/7x>

Mobile

Main page

1. The text content is hardly readable:

<https://belvg.co/7y>

2. The empty space is too large:

<https://belvg.co/7z>

+ The rest of the issues are the same as for the desktop version.

Speed optimization before going live

1) Server:

- You need to host assets separately
- Compression with GZip is required
- Redirects should be minimized
- DNS Lookups should be reduced
- Varnish cache should be set up


2) Assets (CSS, JavaScript, Images):

1. Multiple JavaScripts should be merged into one
2. Javascript & CSS files need to be compressed
3. Header expiry/caching should be customized
4. The assets should be off-loaded
5. Handling CSS and web images needs to be properly configured

Here you can see the main issues according to the most popular metrics:

The optimisation according to Google Page speed insights, GTmetrix and WebPageTest is required before the site goes live. You can see the performance grades and ways to improve them:

Desktop

 **Outdated Magento version?**
CE 2.3.3 - 2.3.3-p1

Risk rating High

This shows your current Magento version. Magento releases security fixes periodically in all newer versions, after 1.4.0 (Community) and 1.10 (Enterprise).

[Read more about this check](#)

To keep your shop safe, you need to update.
[How do I do that?](#)

Platform: Magento 1 & 2

GTmetrix Grade ?

E	Performance ? 42%	Structure ? 83%
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Web Vitals ?

Largest Contentful Paint ? 2.3s	Total Blocking Time ? 0.6s	Cumulative Layout Shift ? 0.12
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Performance Metrics

The following metrics are generated using Lighthouse Performance data.

Metric details OFF

First Contentful Paint ?	Much longer than recommended 1.7s	Time to Interactive ?	Much longer than recommended 6.0s
Speed Index ?	Longer than recommended 2.1s	Total Blocking Time ?	Much longer than recommended 0.6s
Largest Contentful Paint ?	Longer than recommended 2.3s	Cumulative Layout Shift ?	OK, but consider improvement 0.12

Top Issues

These audits are identified as the top issues impacting your performance.

IMPACT	AUDIT		
Med-High	Avoid an excessive DOM size	2,727 elements	▼
Med	Avoid chaining critical requests	16 chains found	▼
Med	Avoid long main-thread tasks	12 long tasks found	▼
Med-Low	Use a Content Delivery Network (CDN)	36 resources found	▼
Med-Low	Eliminate render-blocking resources	Potential savings of 180 ms	▼

Improve page performance

GRADE	SUGGESTION	
F 0	Use cookie-free domains	▼
F 0	Add Expires headers	▼
F 36	Make fewer HTTP requests	▼
E 60	Reduce DNS lookups	▼
C 78	Compress components with gzip	▼

Performance Results (Median Run - SpeedIndex)

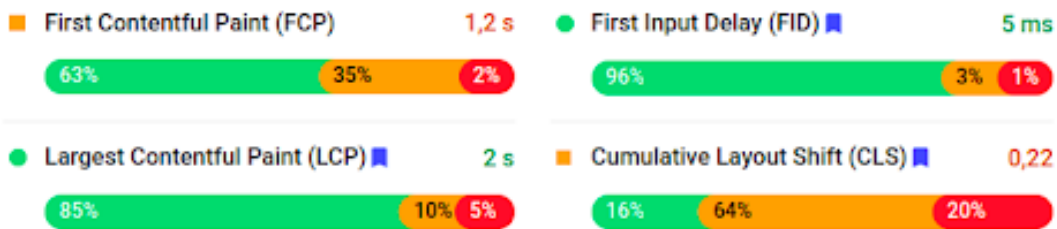
	First Byte	Start Render	First Contentful Paint	Speed Index	Web Vitals			Document Complete			Fully Loaded			
					Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View (Run 2)	0.211s	1.800s	1.745s	2.080s	2.197s	0.301	≥ 0.013s	3.386s	49	1,239 KB	6.171s	75	1,550 KB	\$\$\$\$



<https://website.com/>

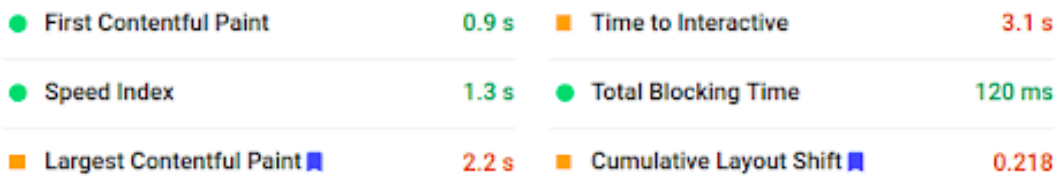
0-49 50-89 90-100 ⓘ

Field Data — Over the previous 28-day collection period, **field data** shows that this page **does not pass** the **Core Web Vitals** assessment.



Show Origin Summary

Lab Data



Opportunities — These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
▲ Preload key requests	0.8 s
■ Remove unused JavaScript	0.4 s
■ Remove unused CSS	0.32 s
■ Eliminate render-blocking resources	0.32 s

Diagnostics – More information about the performance of your application. These numbers don't **directly affect** the Performance score.

-
- ▲ Ensure text remains visible during webfont load ▼

 - ▲ Avoid an excessive DOM size – **2,737 elements** ▼

 - Minimize main-thread work – **2.7 s** ▼

 - Reduce JavaScript execution time – **1.6 s** ▼

 - Avoid chaining critical requests – 17 chains found ▼

 - Keep request counts low and transfer sizes small – 76 requests • 1,694 KiB ▼

 - Largest Contentful Paint element – 1 element found ▼

 - Avoid large layout shifts – 5 elements found ▼

 - Avoid long main-thread tasks – 10 long tasks found ▼
-

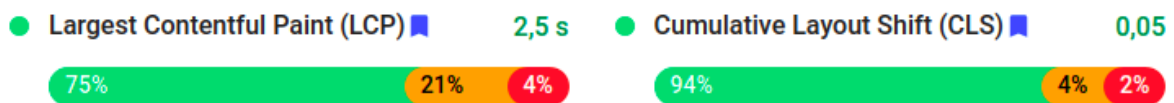
Mobile



<https://website.com/>





■ 0-49
 ■ 50-89
 ■ 90-100 ⓘ

Field Data — Over the previous 28-day collection period, **field data** shows that this page **does not pass** the **Core Web Vitals** assessment.



<p>■ First Contentful Paint 3.3 s</p>	<p>▲ Time to Interactive 14.4 s</p>
<p>■ Speed Index 5.6 s</p>	<p>▲ Total Blocking Time 1,820 ms</p>
<p>▲ Largest Contentful Paint 9.0 s</p>	<p>● Cumulative Layout Shift 0.044</p>

Opportunities – These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
▲ Preload key requests	 5.46 s ▾
▲ Eliminate render-blocking resources	 1.3 s ▾
▲ Remove unused CSS	 1.2 s ▾
▲ Remove unused JavaScript	 1.05 s ▾
▲ Properly size images	 0.9 s ▾
■ Serve images in next-gen formats	 0.3 s ▾

Diagnostics – More information about the performance of your application. These numbers don't **directly affect** the Performance score.

▲ Ensure text remains visible during webfont load	▾
▲ Reduce the impact of third-party code – Third-party code blocked the main thread for 500 ms	▾
▲ Avoid an excessive DOM size – 2,744 elements	▾
▲ Minimize main-thread work – 9.4 s	▾
▲ Reduce JavaScript execution time – 6.4 s	▾
● Avoid chaining critical requests – 16 chains found	▾
● Keep request counts low and transfer sizes small – 73 requests • 1,719 KiB	▾
● Largest Contentful Paint element – 1 element found	▾
● Avoid large layout shifts – 5 elements found	▾
● Avoid long main-thread tasks – 20 long tasks found	▾

Project roadmap & estimates:

TOTAL ESTIMATE:

Element	Time estimate	Price
Making adjustments following UI recommendations & alignment improvements	Time estimate is available upon request	Price is available upon request
Speed optimization	Time estimate is available upon request	Price is available upon request
Total:	Time estimate is available upon request	Price is available upon request

Please note that we only bill for the actual time spent on development, but we never bill more than the maximum estimate.

Frequently asked questions:

Do you provide all the legal documents for a project? (invoice, contracts, SLA etc.)

- We provide a full set of documents according to the stage of a project. Basic **contract** (with approximate estimates in Appendix, if required), **invoices** (usually issued on the weekly basis) and **SLA**.

Do you work under NDA?

- **Sure**. We have **our own NDA template**, so we can share it with you. Or we can use yours if necessary.

How do you approach code review and code audit?

- We follow the best practices in development and prefer a clean and optimized code. Team leads on each project check and prove every piece of code.

Additionally, we provide a **code audit service** if you need to review your existing code. It takes about **40 hours for a senior developer**. After the audit, we also provide an estimate of how long it takes to fix the detected issues and how much it costs.

Can you carry out a SEO audit?

- Our **SEO specialist** can create a complete report on all the errors negatively affecting your **ranking in search results** and provide recommendations on fixing them.

Do you provide UI/UX audits?

- **Yes**. Our **design team** can audit a website and provide a set of required improvements and recommendations for the **UI/UX side**.

Do you have a specific warranty period for the work you do? If yes, how long does this warranty last?

- If a project has lasted for at least 2 weeks, we give our clients an acceptance period of **1 business week** (5 working days). During this period, you can test our work and in case any bug appears, we fix it.

KEEP IN TOUCH WITH US

Feel free to reach out to us at contact@belvg.com



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