Ecommerce Custom Solution Developer

BELVG
FOR SUCCESSFUL
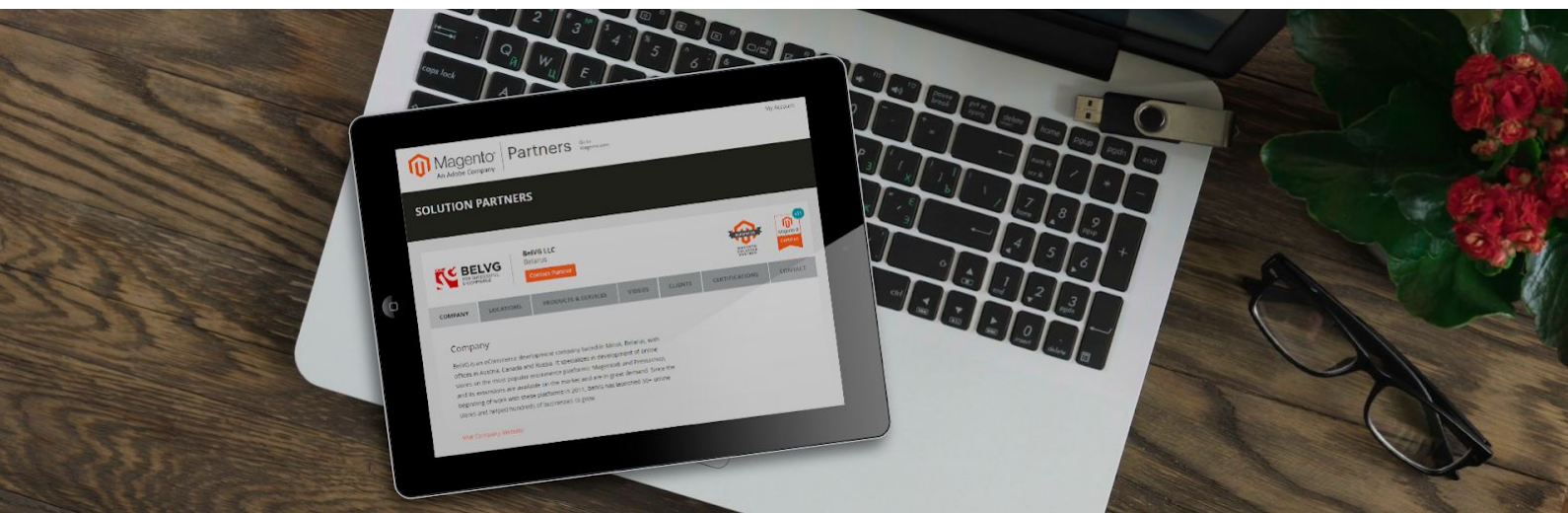E-COMMERCE

We build affordable sophisticated e-commerce
solutions with Magento and PrestaShop

Who We Are

Meet BelVG, e-commerce fans and development enthusiasts.
We started our journey in 2004 and since that time we audit,
create and support web stores from all over the world. With a
good eye on the latest e-commerce trends, we deliver clear,
exclusive and smart websites of all types and size that
engage and build an exciting shopping experience for every
customer.

Top
E-commerce
2018/2021

Magento
Partner Since
2012

Magento
Certified
Developers

PrestaShop
Partner Since
2012

PrestaShop
Certified
Developers

Zend Certified
Engineers

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Site audit for conversion improvement

Table of contents

Site optimization: pre-launch recommendations

1) It's recommended to show top selling products on the main page:

TOPSELLERS VAN VANDAAG

Biehler
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
Caliper Remschoenen met Lichtho…
€ 6,99 € 3,49

2) It's 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 …
€ 35,99 € 32,99

WOHO
Zadeltas Stabiliseerder Brooks B-s…
€ 24,99 € 21,99

WOHO
Filterbo Waterfilter Fles, black
€ 29,99 € 26,99

3) The CTA buttons should draw attention on every page:

★ ★ ★ ★ ★ Not yet reviewed

$6.99

ADD TO CART

Continental Presta Valve Tube (7 00 x 32-47) (42mm Valve)

★ ★ ★ ★ ★ 1 review

$69.99

ADD TO CART

NiteRider Lumina Micro 650 Cor dless Light System + Combo

★ ★ ★ ★ ★ 1 review

$31.49
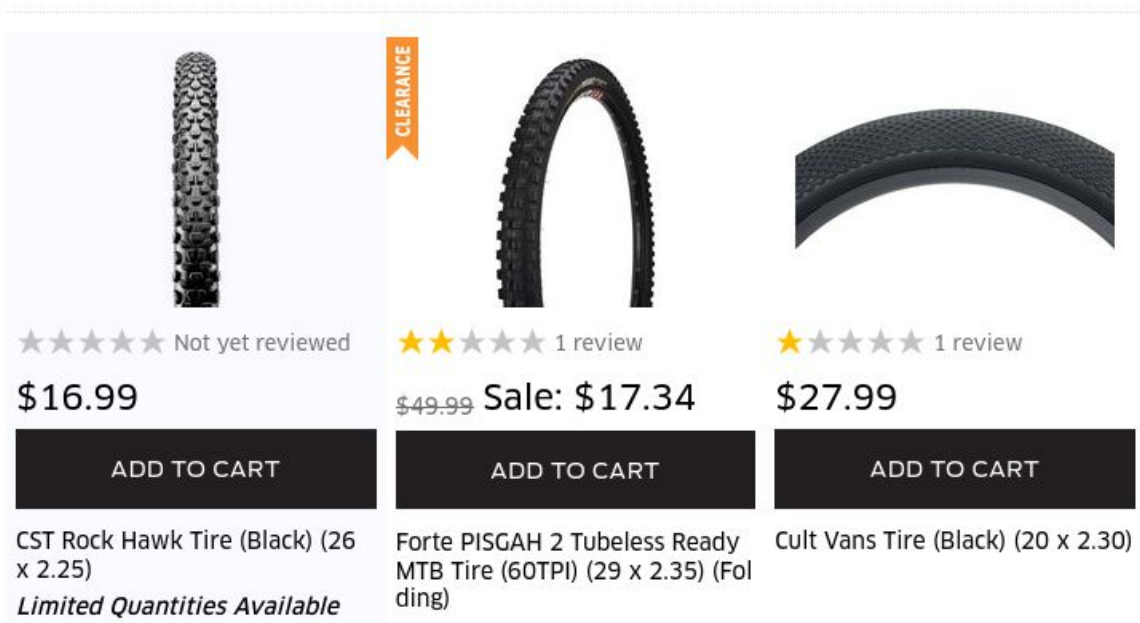
ADD TO CART

Crankbrothers M19 Multi Tool (N ickel)

Usability

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

2) You need to add an appropriate error message if the transaction is declined.

3) The CTA button on the cart page and checkout page should be highlighted:
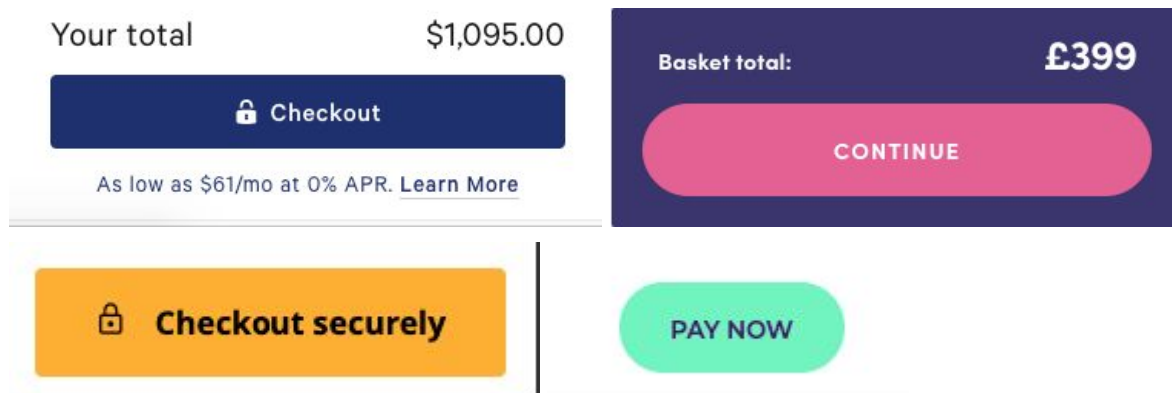
Design & Theme

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://i.imgur.com/kOKPfMI.png
2. The icons are displayed incorrectly. The sizing is different from one another:
   https://i.imgur.com/ynLYRdG.png
3. The text content and icons are not aligned with each other:
   https://i.imgur.com/yWspL3D.png
4. The spaces between the sentences in the listing are unequal:
   https://i.imgur.com/678OE3T.png
5. The menu items are displayed incorrectly:
   https://i.imgur.com/YxWuMWJ.png
6. When switching to the English language, the menu items are not translated:
   https://i.imgur.com/0KMSIwy.png
   https://i.imgur.com/ees6RdD.png
   https://i.imgur.com/U221Hig.png
7. These menu items regularly belong to the footer area:
   https://i.imgur.com/ngAuSTM.png
8. After clicking on the Read more button, the new page opens with an error:
   https://i.imgur.com/YkXsIMd.png
   https://i.imgur.com/YqZIgWx.png
9. After clicking on the items in this menu, the new page opens by search request "about us":
   https://i.imgur.com/2kvJ48p.png
   https://i.imgur.com/FOtaM9t.png

CATEGORY PAGE

10. The text content and icons are not aligned with each other:
    https://i.imgur.com/KW5cm76.png
11. The empty field is too large:
    https://i.imgur.com/Fe3e6s0.png
12. The accessories page is empty:
    https://i.imgur.com/WalB7OK.png

13. The bags page is empty:
    https://i.imgur.com/peZGy5g.png
14. The image goes above the text content on the rat bikes page:
    https://i.imgur.com/3ZmaLyr.png
15. On the rat bikes page, the English language cannot be selected. After clicking, nothing happens:
    https://drive.google.com/file/d/1PJv8Rsac16HodSHkHSsy9dR_Wi1t-jwx/view?usp=sharing

PRODUCT PAGE

16. Switching between the tabs should work smooth and without scrolling:
    https://drive.google.com/file/d/14dhKhZkzBito4BrmVbyRafV1GW0mn4J3/view?usp=sharing
17. These fields are not aligned with each other:
    https://i.imgur.com/sIVRFRH.png
18. When switching to the English language, this text is not translated:
    https://i.imgur.com/9uxqjow.png

CHECKOUT PAGE

19. The drop down menu should open smoothly and without scrolling:
    https://drive.google.com/file/d/1VCNYNg4rqazylCKvURODKMQEJQsc30ld/view?usp=sharing
20. There should a link to the terms and conditions page instead of this message:
    https://i.imgur.com/d0BqsNc.png
21. 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://i.imgur.com/Xq5OmF7.png
    https://i.imgur.com/rVpdZTO.png

Mobile

MAIN PAGE

1. The text content is hardly readable:
   https://i.imgur.com/0IQ8V2D.png
2. The empty space is too large:
   https://i.imgur.com/s9gN1Um.png
+ The rest of the issues are the same as for the desktop version.

Speed optimization before going live

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

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

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	Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
					Web Vitals			**Document Complete**			**Fully Loaded**			
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	$$$$-

79

https://rat-bikes.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.

■ **First Contentful Paint (FCP)**   1,2 s

| 63% | 35% | 2% |

● **First Input Delay (FID)** 🔖   5 ms

| 96% | 3% | 1% |

● **Largest Contentful Paint (LCP)** 🔖   2 s

| 85% | 10% | 5% |

■ **Cumulative Layout Shift (CLS)** 🔖   0,22

| 16% | 64% | 20% |
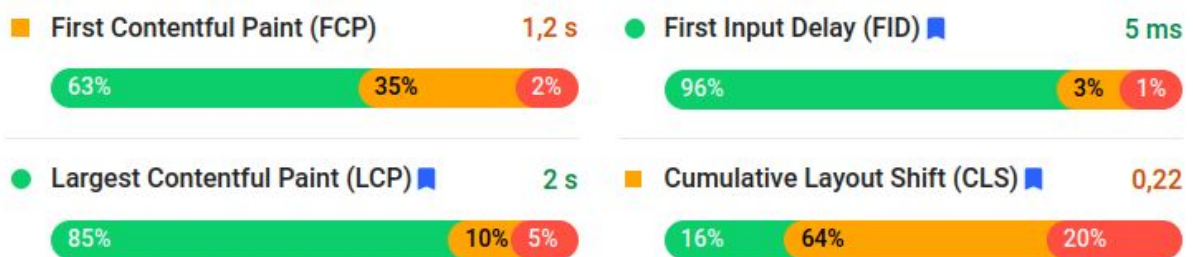
☐ **Show Origin Summary**

Lab Data

● **First Contentful Paint**	0.9 s	■ **Time to Interactive**	3.1 s
● **Speed Index**	1.3 s	● **Total Blocking Time**	120 ms
■ **Largest Contentful Paint** 🔖	2.2 s	■ **Cumulative Layout Shift** 🔖	0.218

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.

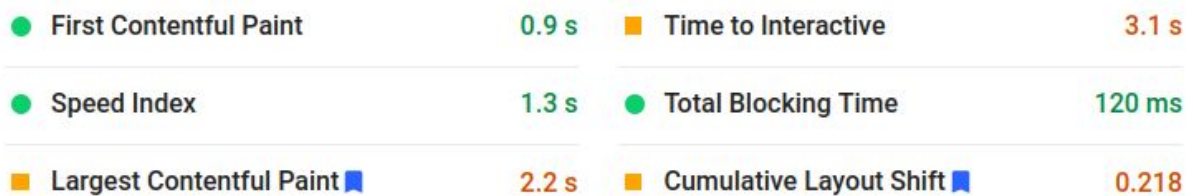|	
▲ Ensure text remains visible during webfont load	⌄
▲ Avoid an excessive DOM size — 2,737 elements	⌄
■ Minimize main-thread work — 2.7 s	⌄
■ Reduce JavaScript execution time — 1.6 s	⌄
● Avoid chaining critical requests — 17 chains found	⌄
● Keep request counts low and transfer sizes small — 76 requests · 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://rat-bikes.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.

▪ First Contentful Paint (FCP)	1,6 s	▪ First Input Delay (FID) ▐	256 ms
38% 56% 6%		23% 72% 5%	
● Largest Contentful Paint (LCP) ▐	2,5 s	● Cumulative Layout Shift (CLS) ▐	0,05
75% 21% 4%		94% 4% 2%	

▪ First Contentful Paint	3.3 s	▲ Time to Interactive	14.4 s
▪ Speed Index	5.6 s	▲ Total Blocking Time	1,820 ms
▲ Largest Contentful Paint ▐	9.0 s	● Cumulative Layout Shift ▐	0.044

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**. You can access our SLA here.

Do you work under NDA?

- **Sure**. We have **our own NDA template**, so we can share it with you. You can download this template here. 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. Here you can find a code review example.

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. You can take a look at an example of our SEO audit here.

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**. Here is an example of such an audit.

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.

Andruś Dubina

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