

*Wine at Home*  
ARTISAN WINES DELIVERED

WEBSITE AUDIT

# *What's* INSIDE



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# Website Changes

## Process:

1. Review User and Customer Experience and research best practices.
2. Submit site audit and recommendations in presentation form.
3. Once confirmed, changes are made in a duplicate theme, on products, pages and reviewed, and published.

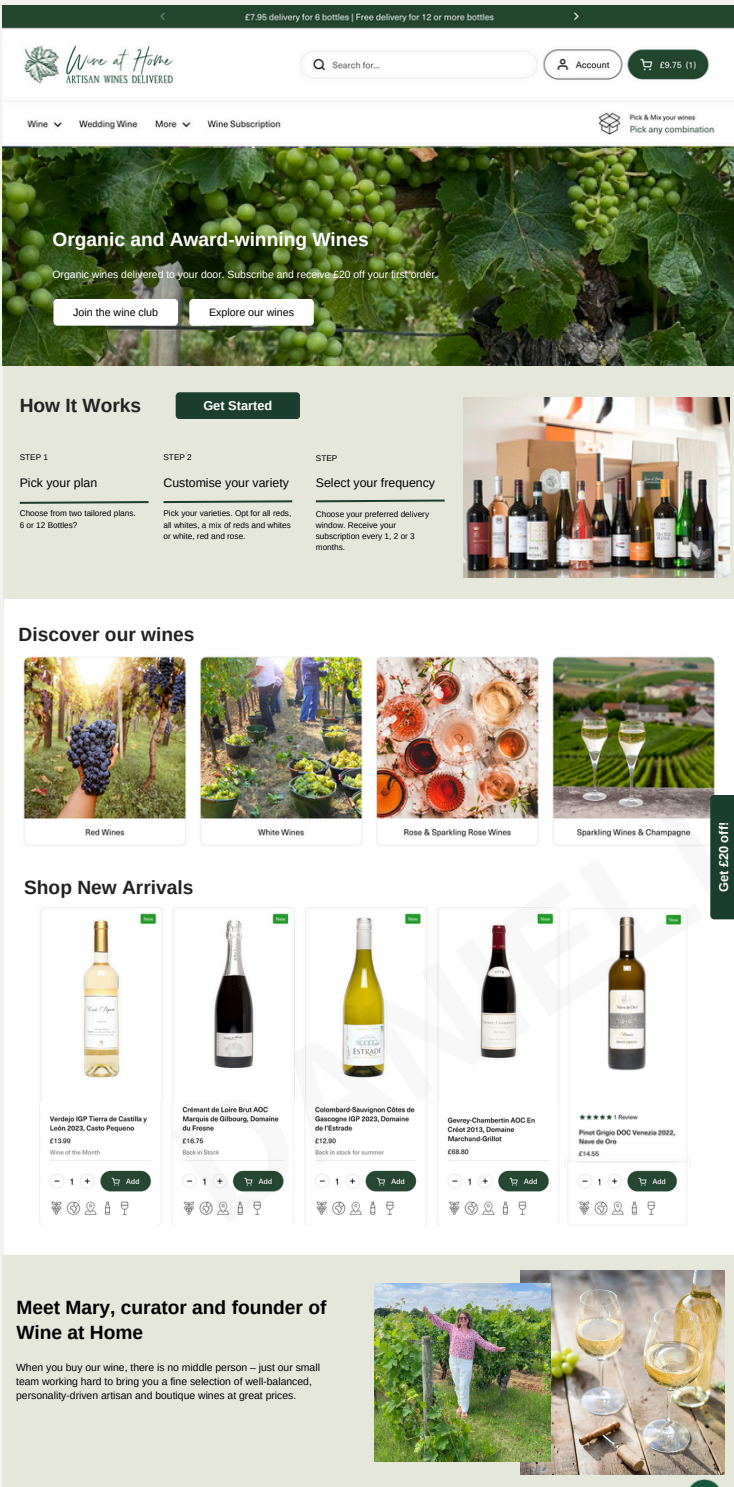
## Website:

### User & Customer Experience Changes:

1. Homepage changes (in presentation).
2. Product page changes:
  - Add “Buy Now” button, and move “Add to cart” button higher.
  - Include FAQ section to include shipping times & details, payment options.
  - Include links to relevant blog posts.
3. Create an interactive Subscription page.
4. Collection Pages: “Buy Now” Button on products.
5. Chatbot prompts: Add shipping, payment, FAQ’s.
6. Sticky Header.







← Sticky Header - allows users to access the menu items quickly, saving time and providing a more efficient user experience.

Hero Banner

CTA - Subscription & Mailing List Details.

← CTA - Changes with focus of the month. eg. Collection pages, New arrivals, Best Sellers, Vineyard Focus etc.

← How it works - Subscription box breakdown - creating a how to and transparency for customers.

← Easy to access links to collections.

← Teaser for email marketing subscription.

← Product Focus- Can change with focus of the month, New arrivals, best sellers.

← Personal Component on homepage - connecting users/customers to the brand. CTA links to About page and video.

Chatbot with extra prompts - create transparency and answer questions

← before they are asked. Saving both the customer and Mary time.



# 3 MONTH FOCUS

In no particular order: changes and final steps will be determined by audits.

*Performance Audit*

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*SEO Audit*

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*UX & CX*

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*Performance Marketing*

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*Data Focus*

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# Performance Audit

1. Page Speed.
2. Mobile Optimisation.
3. Review heat maps (Gather data on customer/user experience).

## SEO Audit

### 1. On-page SEO

- Check missing and duplicate product descriptions, meta titles.
- Ensure all images have Alt Text.
- Keyword research and optimisation.
- Check URL descriptions and keywords.
- Spelling and grammar check

### 2. Technical SEO

- Ensure sitemaps are set up and submitted to google search.
- Identify broken links (404 pages).
- Update redirects for url's (ensure 404 pages are redirected).



# User & Customer Experience

- Website content changes (featured in presentation). Content changes to happen bi-weekly and/or aligned with campaigns.
- Heat-maps: Use tools to see where users are clicking and how they navigate your site.
- Ensure Menu navigation is intuitive and easy to navigate for customers.
- Consistent Branding: Maintain consistent colours, fonts, and logo placement throughout the e-commerce site and marketing platforms.
- Content Marketing: Provide valuable content through blogs, guides, and videos to engage and educate your audience.
- A/B Testing: Perform A/B testing on various elements (e.g., call-to-action buttons, product page layouts) to optimise the user experience.
- Error-Free Experience: Regularly test site for broken links, 404 errors, and other issues.





# Performance Marketing

## 1. Review Email Flows:

- Extensive welcome flow (at least 4 emails).
- Abandoned cart, browse abandonment
- Back in stock
- Restock reminders
- Sunset flow
- Post-purchase
- Birthday or 1st order anniversary
- Referrals and Reviews

## 2. Weekly email campaigns

- Focus of the month (choose a focus each month; type of wines, vineyard focus, recipes, Mary's favourites, picnic spots etc.)
- New arrivals or best sellers
- Blog post highlight or newsletter
- Product Focused

## 3. Review email lists and segments

## 4. Google Merchant Centre

- Sign up to Google Merchant Centre (if not already)

## 5. Ensure Web & Email marketing are aligned to Socials.

The screenshot displays a multi-section email campaign for wine. At the top, there are navigation links for 'NEW', 'SUBSCRIBE', a circular logo, 'REDS', and 'WHITES'. The first section features a bottle of wine with the text 'WINE OF THE MONTH', 'Casto Pequeno', 'Verdejo IGP Tierra de Castilla y León 2023', and a 'SHOP NOW' button. The second section, titled 'IN THE GLASS', describes the wine's aromatic profile and includes an image of a glass of wine. The third section, 'PAIR IT WITH', shows a dish of food and explains why the wine is a good match. The fourth section shows another bottle of wine with the text 'VERDEJO IGP TIERRA DE CASTILLA Y LEÓN 2023, CASTO PEQUENO', the price '£13.99', and a 'BUY NOW' button. The fifth section, 'KEEP YOUR RACK WELL STACKED!', promotes a subscription service with a 'SUBSCRIBE' button. The bottom section features a 'LET'S CONNECT' area with social media icons and a 'Win at Home ARTISAN WINES DELIVERED' logo. At the very bottom, there are links for 'Free shipping for 12 or more bottles', 'Multiple ways to pay', 'Organic Fair Trade', and a footer with 'No longer want to receive these emails? Unsubscribe' and 'Want to manage your preferences? Manage Preferences'.

# Data Focus & Metrics

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- Return on Investment
- Average Order Value Growth
- Website Traffic
- Email Marketing List Growth
- Email Marketing Deliverability Metrics
- Attributed Revenue from Email Marketing, Social Platforms, Google Search, Merchant Centre
- Ecommerce Conversion Rate



# THANK YOU

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