

eCommerce Website Analysis

from WebMeridian's Certified Experts

Our developers, project managers, business analyst, and sales department have evaluated your website and come up with a list of features and optimisations for your eShop.

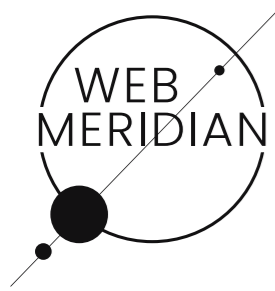


Conversion Optimisation

Made Simple

Features, navigation improvements, blocks and trends

conversion



Sample - iHerb

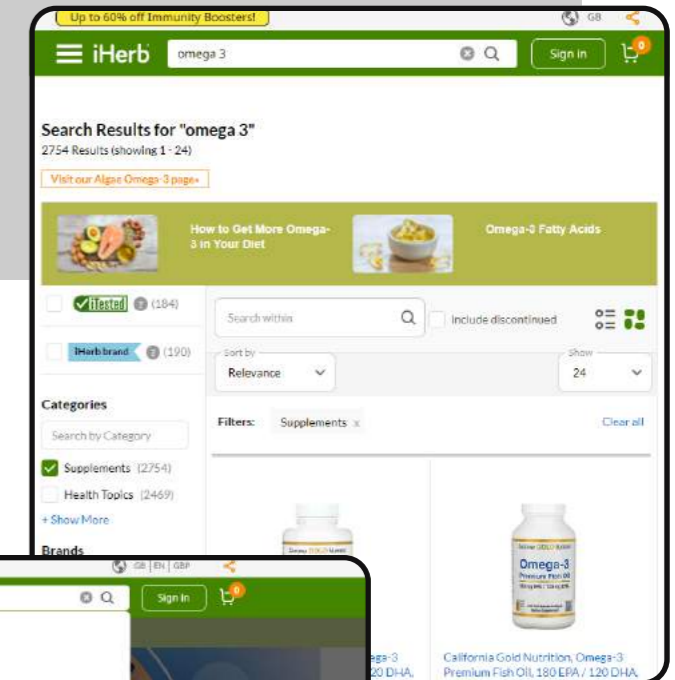
This is precisely how it is set up in iHerb, an online shop of organic cosmetics:

Popular products for a specific query are displayed first, and then the matching products with an image.

#1. Special Offers For Newsletter Subscribers

Auto mailing with discounts or coupons when website visitors subscribed to newsletters

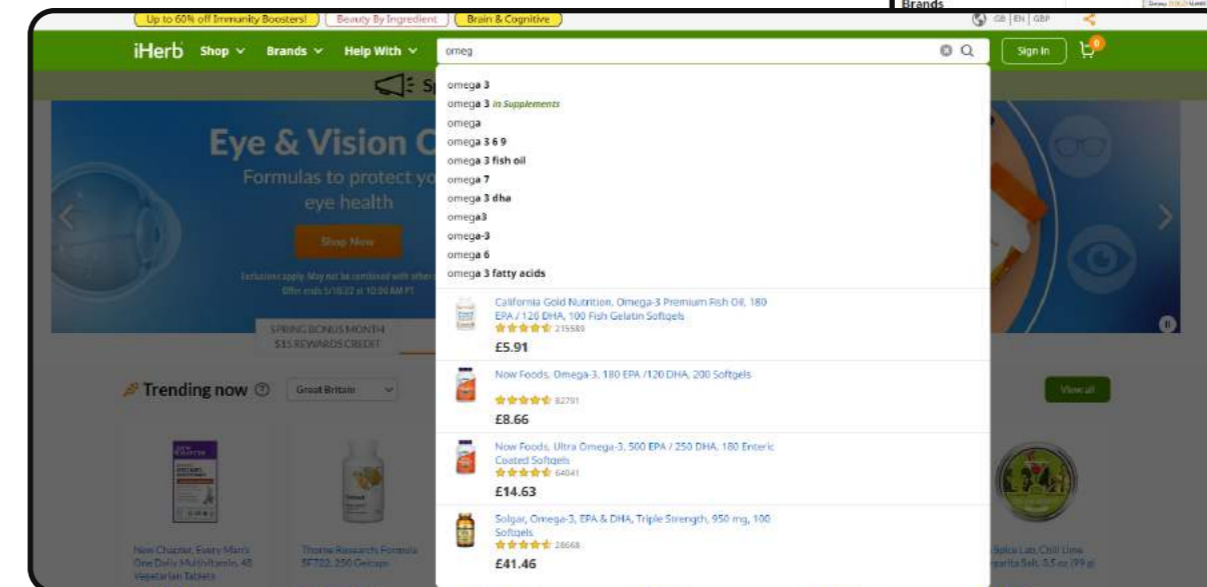
Estimate:



#2. Autofill Search

Make searches faster and easier with Autofill. It works this way: the user starts typing a word, and a drop down list appears with the related products. It's great if you can display not only the name but also an image in the list.

Estimate:



#3. Improved Search Functionality

Set up a search functionality with the following points:

1. Search with typos and auto-correct
2. Display matching items if nothing was found for a particular query
3. Search including symbols () and abbreviations
4. Understand keyboard layouts. If a user forgets to change the language when writing a query - this query should still be recognized and found
5. Recognize synonyms
6. Create (in the admin panel) a list with requests for which nothing was found

#4. Authorisation Via SMS

If the buyer is already registered on the website, allow them to sign in via SMS on their phone (which is linked to the client's personal account).

Estimate:



◀ tap to the link

Magento 2 [tap to the link](#)
Augmented Reality
(WebAR) Extension

#5. Optimise The Image On The Product Card

Implement a 3D model of the product that gives items that aren't truly there a sensation of presence.

Estimate:

min max
2h 4h

WEB
MERIDIAN

#6. Abandoned Shopping Carts

A common way to return users is by email chain, so your team should set up a chain of emails.

Estimate:

min max
2h 4h

Abandoned
Cart Email

[tap to the link](#)

12+ Best
Magento 2
Abandoned Cart
Email Extensions
in 2022

[tap to the link](#)

#7. Save A List Of Customer Search Queries

Save a list of customer search queries on the site in the admin panel:

- with the ability to export
- with the ability to filter alphabetically
- also, if possible, don't duplicate requests and do a postscript next to how many times this request was.

Estimate:



#8. Reset Password Via The Phone Number

If the client is already registered on the website, give them the additional option of resetting their password via SMS to their phone (which is linked to their personal account).

Estimate:



#9. Localisation

Add versions in other languages (French etc.)

Estimate:



#10. One Step Checkout

One Step Checkout helps to gather all relevant data in one form

Verified modules:

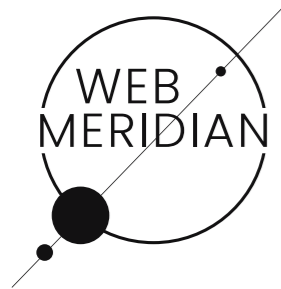
Fire Checkout

One Step Checkout Pro

Magento 2 One Step Checkout

Estimate:





Loading Speed Optimisation

in a few steps

Reduce abandoned shopping carts and increase a store's conversion

Loading Speed

#1. Image Compression

Analyse the number of images on the site and compress the images without loss of quality.

Estimate:



#3. Set Up Asynchronous Loading For CSS And JavaScript Files

Asynchronous loading of files will help to solve the issue of how to speed up the site because when the page loads, the browser robot moves from top to bottom.

Estimate:

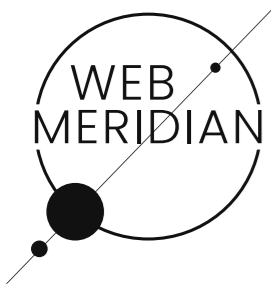


#2. Install LazyLoad

Install and configure LazyLoad.

Estimate:





SEO

to rank up your eShop

SEO Audit and
optimisation



Indexed URLs

Check if URLs are indexed and adjust if necessary. Estimate: 2-3 hours.

Website Visibility

Analyse overall website visibility not only for high-frequency query but also for medium- and low-frequency ones. Estimate: 3-4 hours.

Generate task on internal optimisation

Tasks to correct errors in internal optimisation of the site, work with landing pages for groups of requests, and remove duplicate pages. Estimate: 3-4 hours.

Full technical audit

Analysis of the entire site for internal and external errors. Estimate: 5-8 hours.

Checking the site for Mobile-Friendly

Run Google's Mobile Friendly test. Estimate: 0,5-1 hour.

Check advanced search results

Run a Google test to check snippets. Estimate: 0,5-1 hour.

Backlinks

Analyse backlinks. Estimate: 0,5-1 hour.



**It is worth
discussing**

Get In Touch!



Availability

We're available for meetings at Magento, at major eCommerce conferences in EU countries and at the world's biggest Magento web summits. Leave us a message to schedule a meeting.



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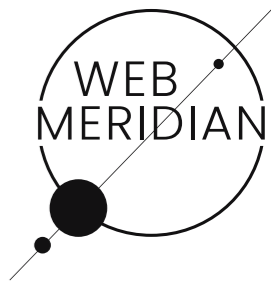


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