



CRO plan

Prepared for: Demo Company

Clutch (5.0) ★★★★★
Clutch Overall Rating review 5.0

Upwork 
TOP RATED PLUS

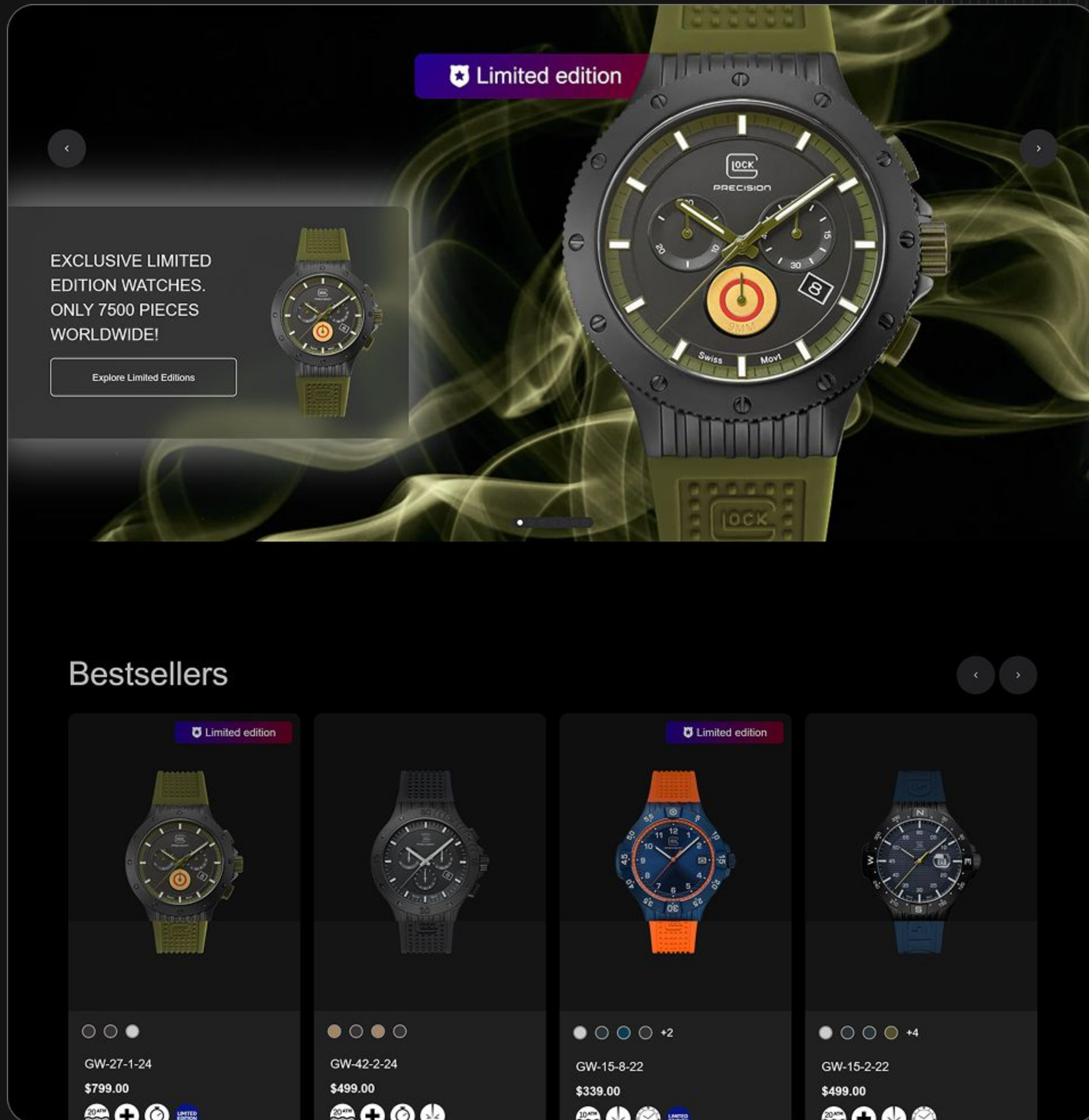
 **shopify** *plus*
partners



Agenda

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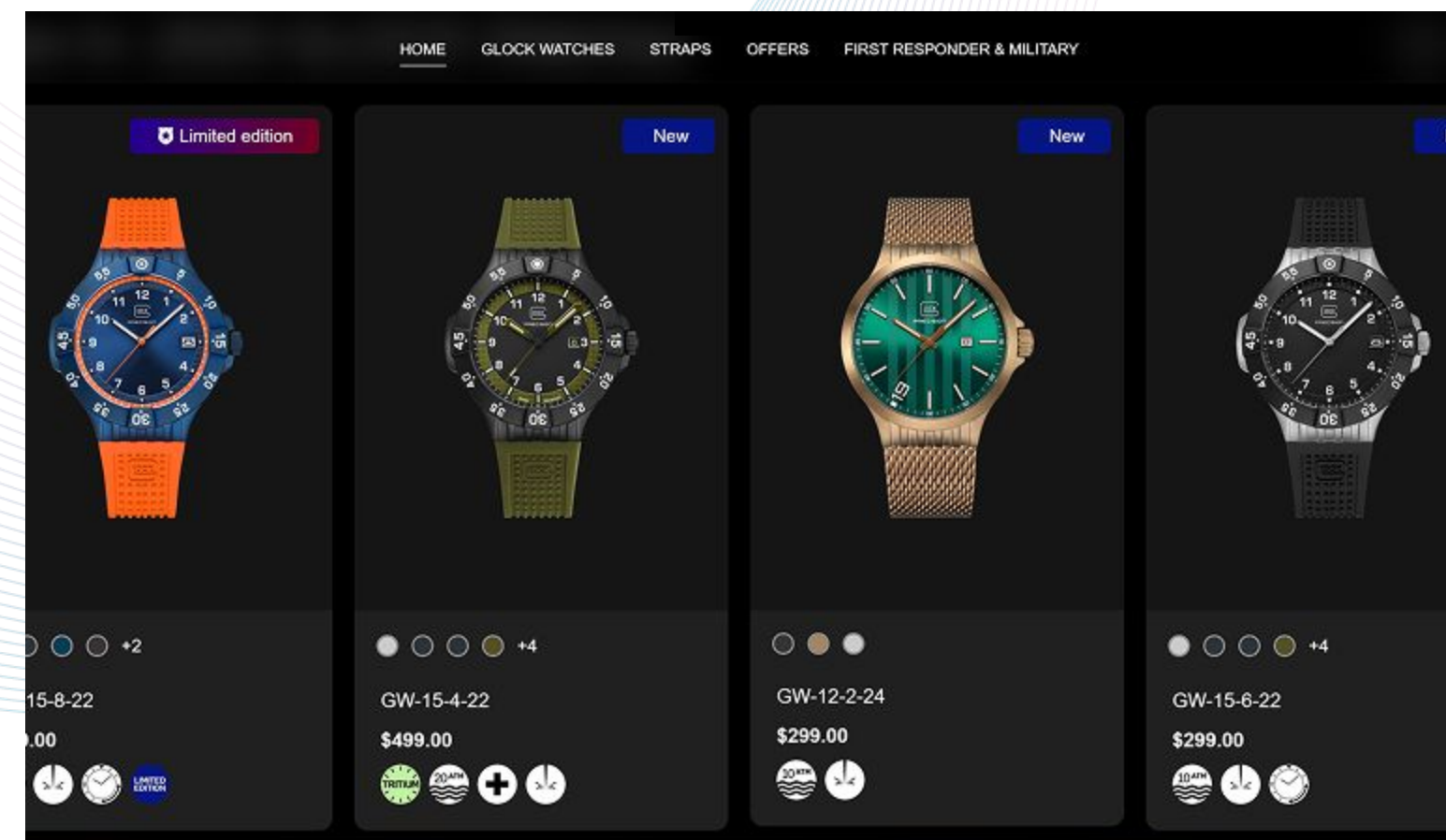
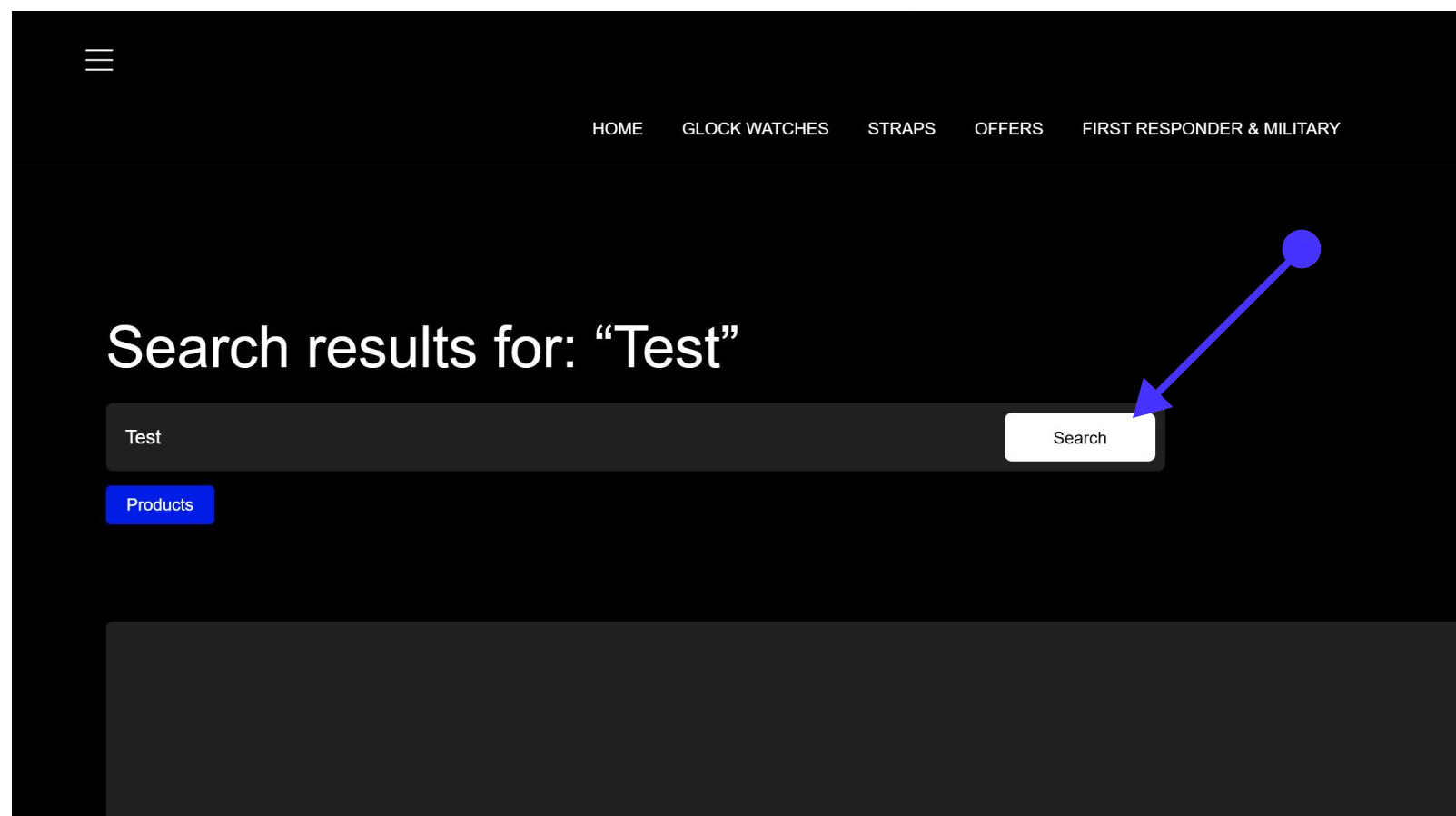


1/ Home page

1 / Home page

Smart Suggestions for Irrelevant Search Queries

If a user enters something irrelevant in the search bar on the main screen, suggest something relevant instead, such as links with "Did you mean..." or similar options.



1 / Home page

Enhance Main Image Quality with WebP for Better macOS Display

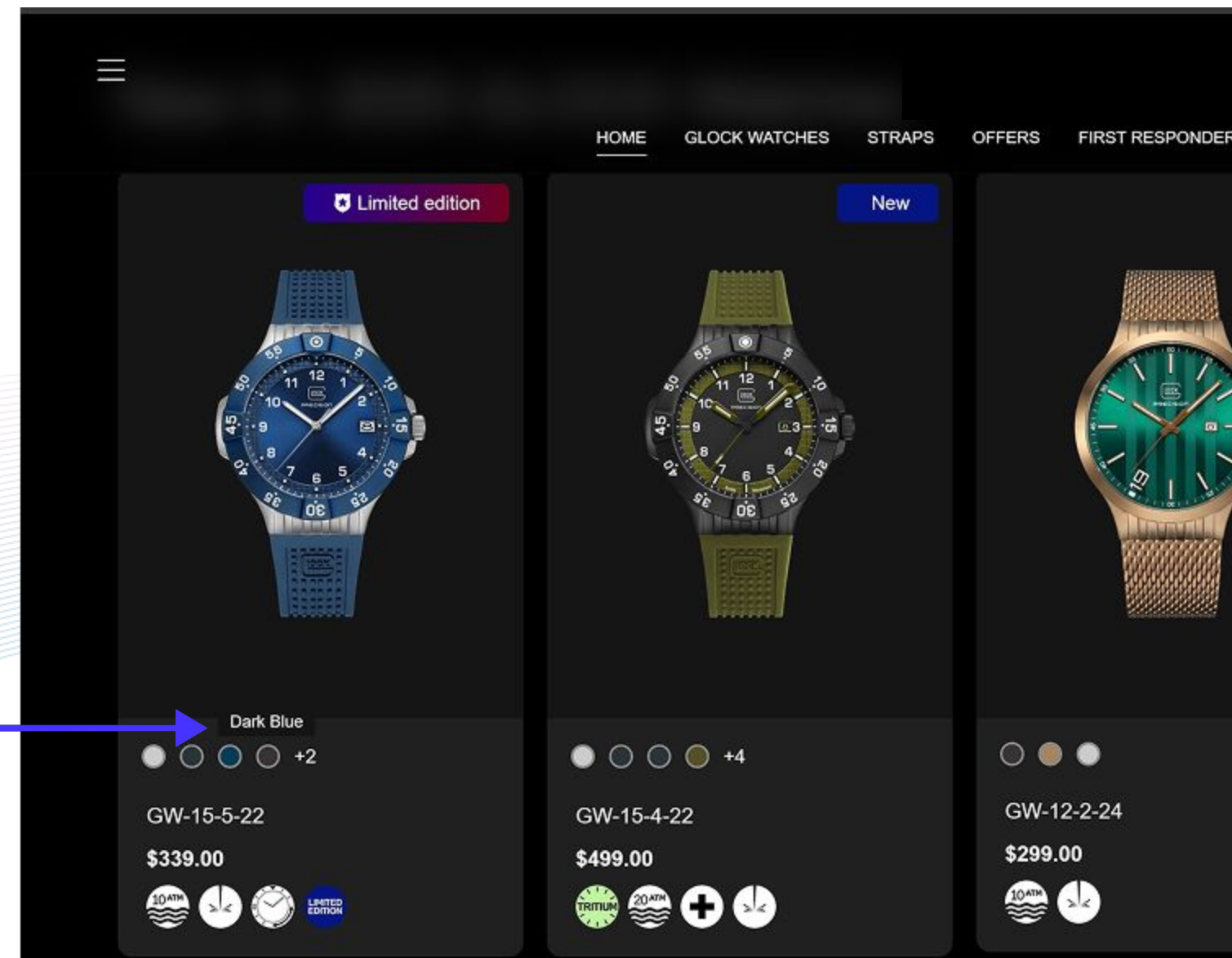
Improve the quality of the main images. Switching to the WebP format is advised to ensure they look great on macOS. Currently, the images in JPEG with low resolution don't meet the desired standard.



1 / Home page

Enhance Color Selection in the "Bestsellers" Section

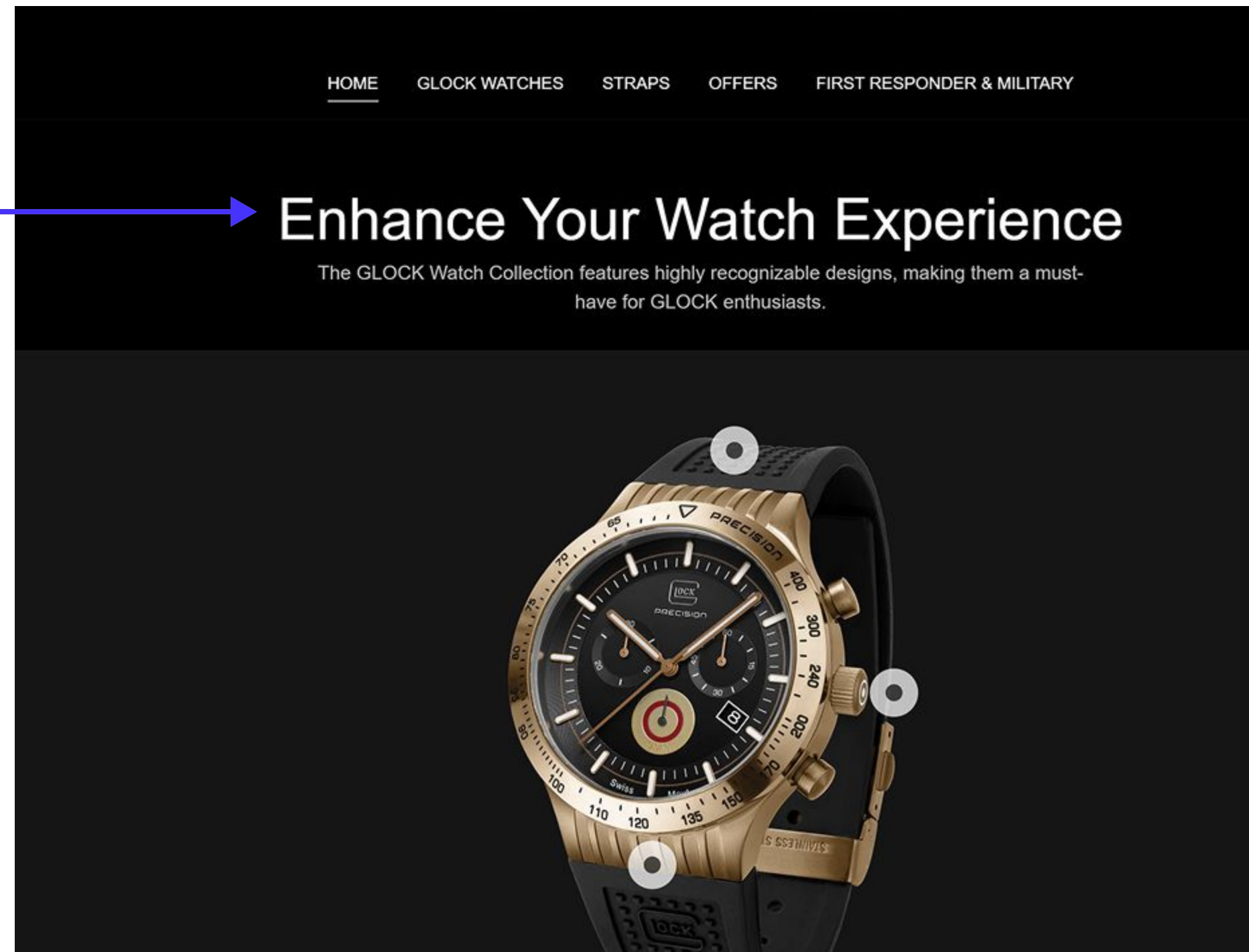
Improve the clickability for color changes in the "Bestsellers" section. Instead of changing the color on hover, make it clickable, as the current hover functionality is not always convenient and doesn't load reliably.



1 / Home page

Improving Visual Appeal and User Interaction on the Homepage

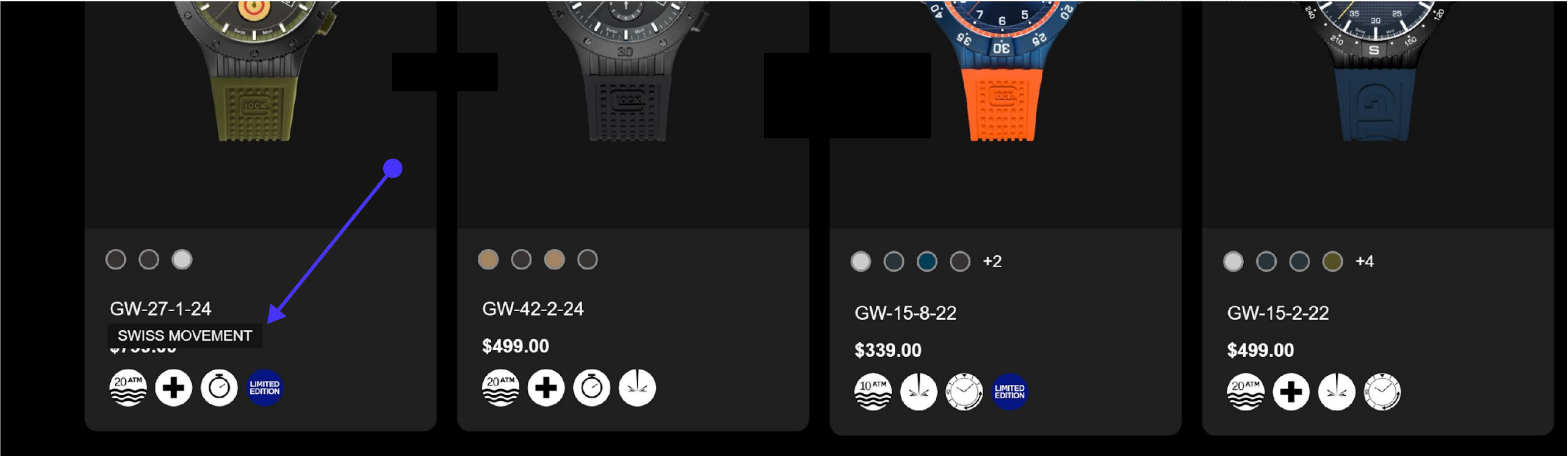
The click does not justify user engagement. On the homepage, the section with watches and dots looks dull. We recommend exploring more engaging design options, as too much small text exists. Perhaps consider hover effects that reveal additional content. Additionally, there is a lot of empty space to the left of the watch that could be utilized more effectively.



1 / Home page

Fixing Text Overlap Issue in Watch Labels

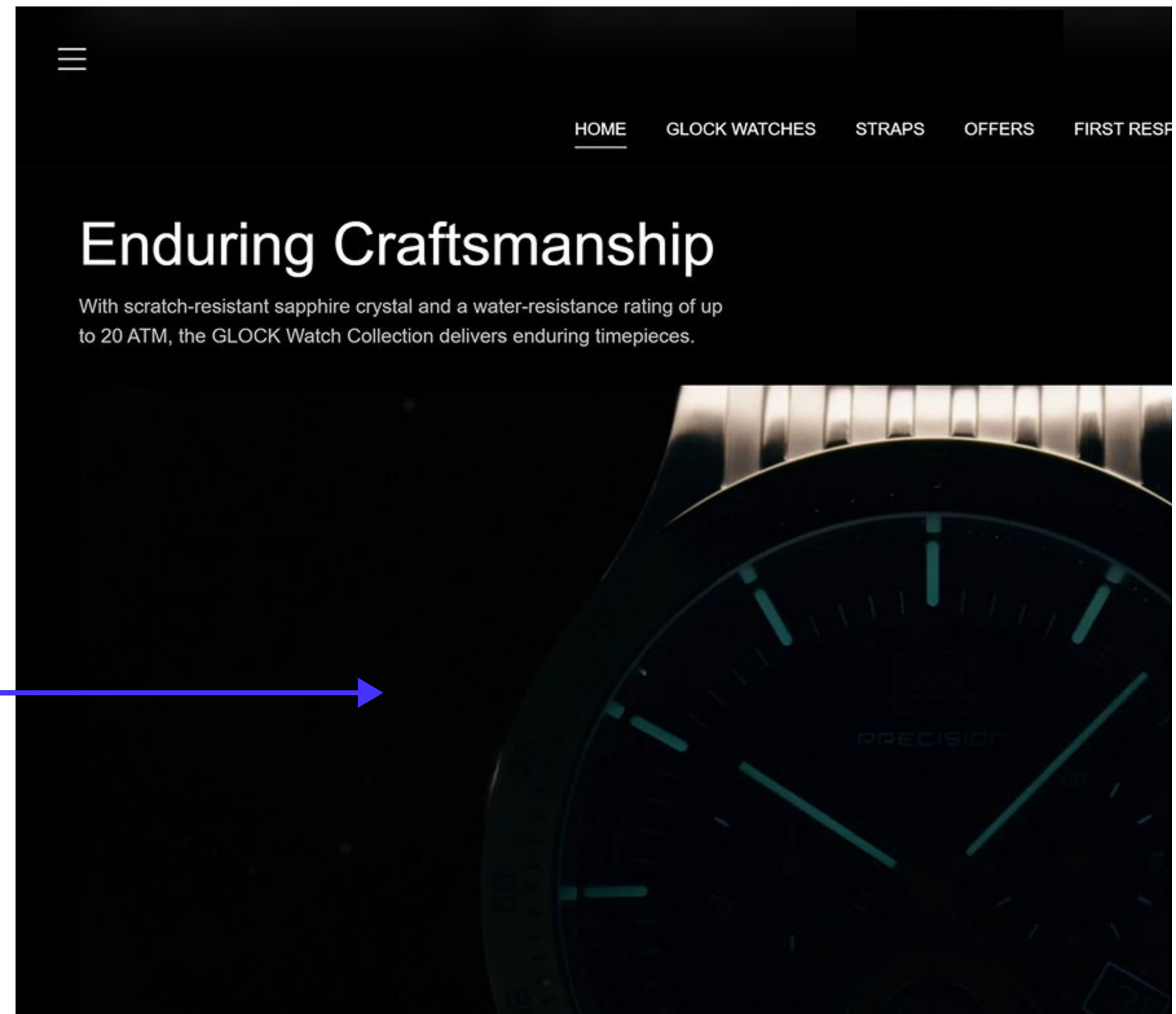
The labels under the watches, with the dropdown text description, overlap the price. Ideally, the text should not overlap with other elements.



1 / Home page

Optimizing the Video Section for Better Engagement

For the video section, we recommend adding a large button styled like YouTube's or enabling autoplay without sound. If autoplay is not an option, make the first frame more eye-catching to encourage users to play the video, as it currently blends in too much.



More Advices for Better Engagement

01

Add emotions

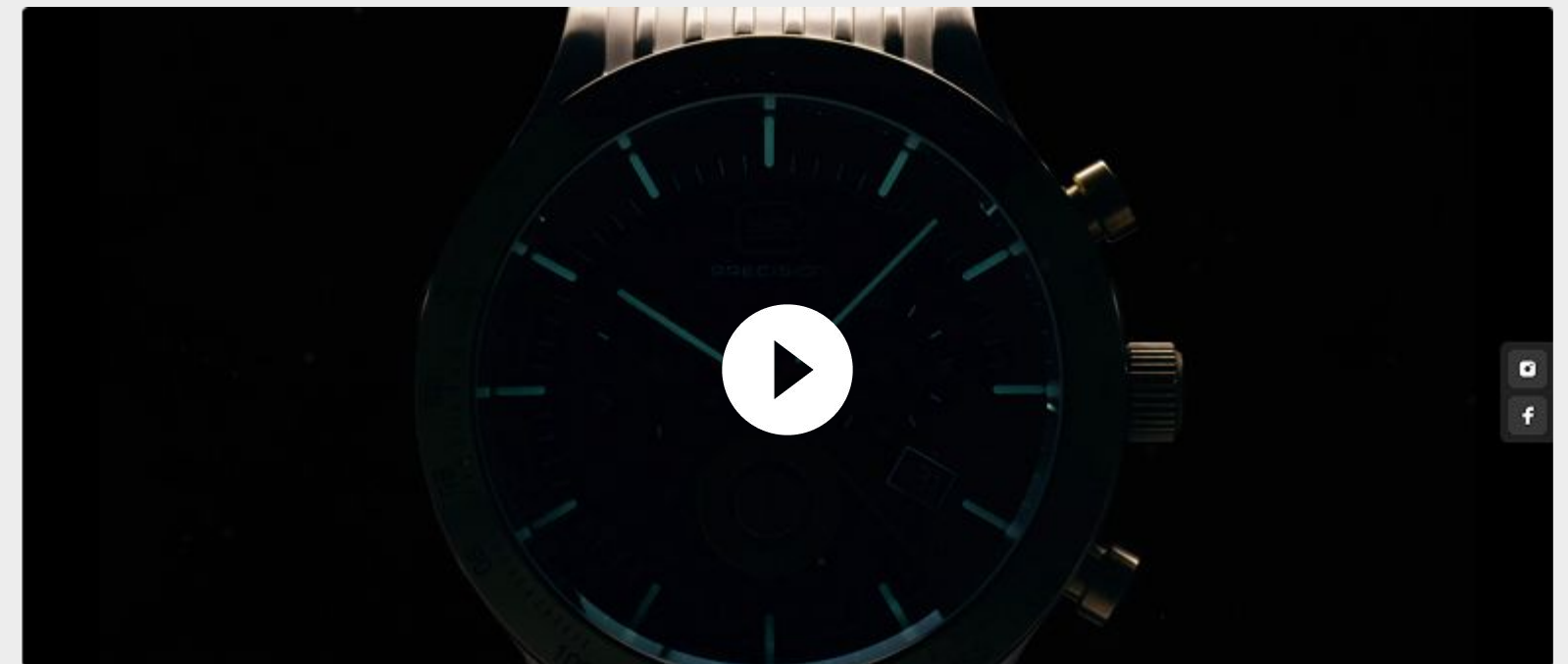
Add photos of people wearing the watches, especially for high-quality models, showcasing a highly skilled watchmaker assembling a watch. It's important to see happy people wearing the watches, or alternatively, replace them with a different watch that better reflects the brand. We recommend adding more "emotion" to the visuals.



02

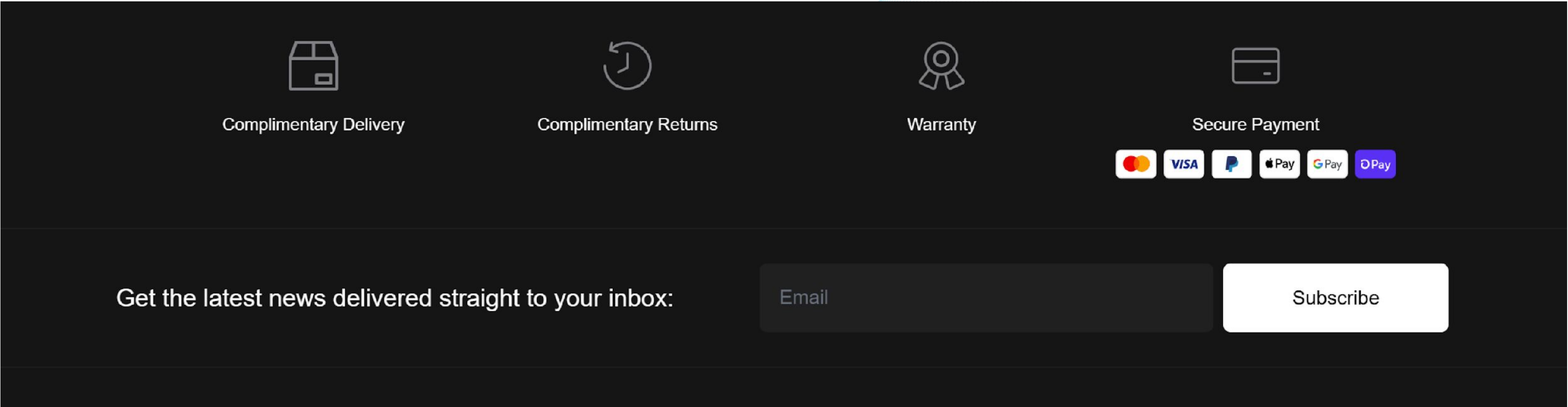
Add large buttons

Consider moving the video to the foreground and adding a large "Play" button. Rethink the overall call-to-action concept to make it more engaging and effective.



Visual enhancement of benefits

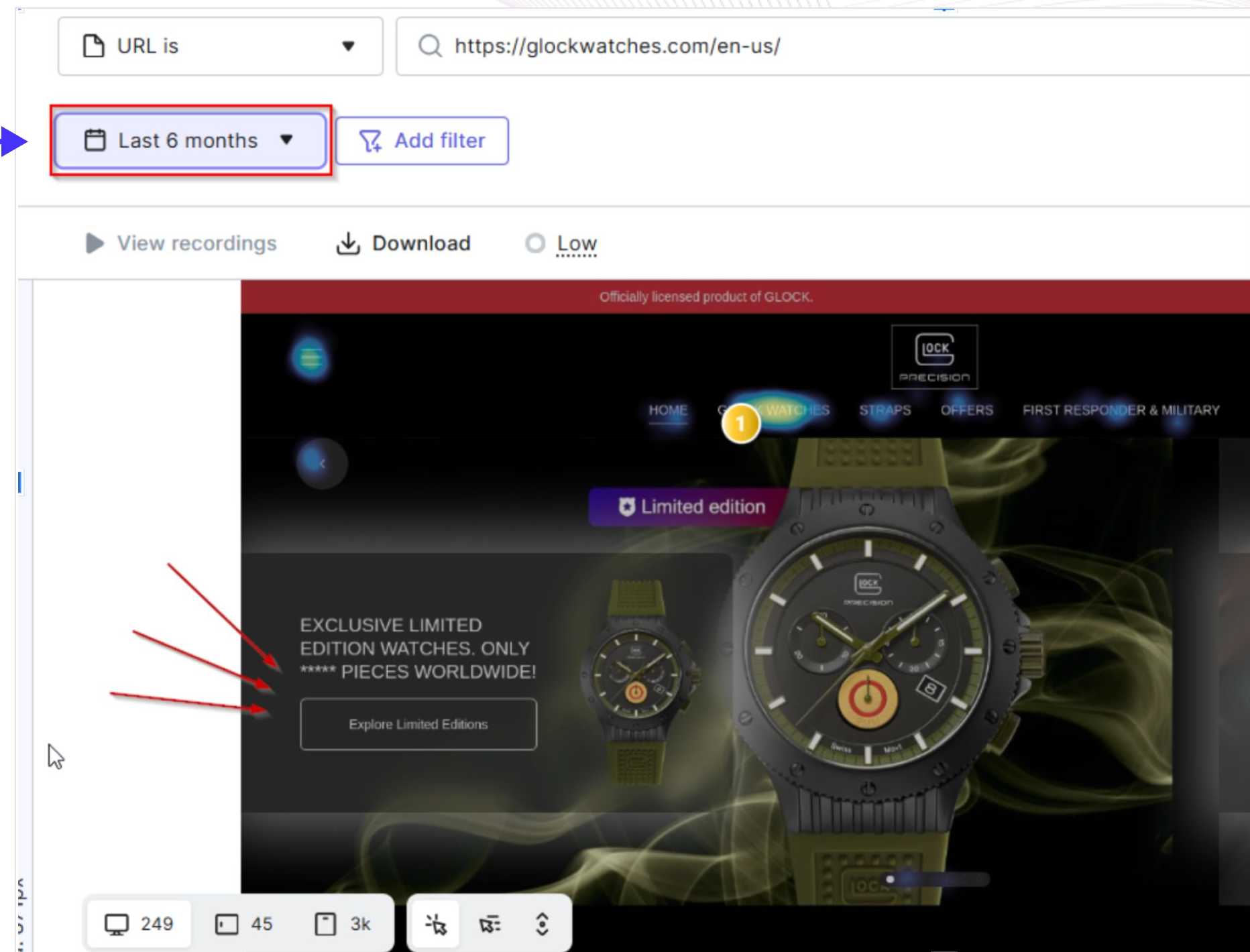
The section with "Complimentary Returns," "Warranty," and others should be redesigned to be more interesting. Consider keeping only "Complimentary Delivery" and integrating it with the Call to Action section above.



1 / Home page

A call to action that delivers results

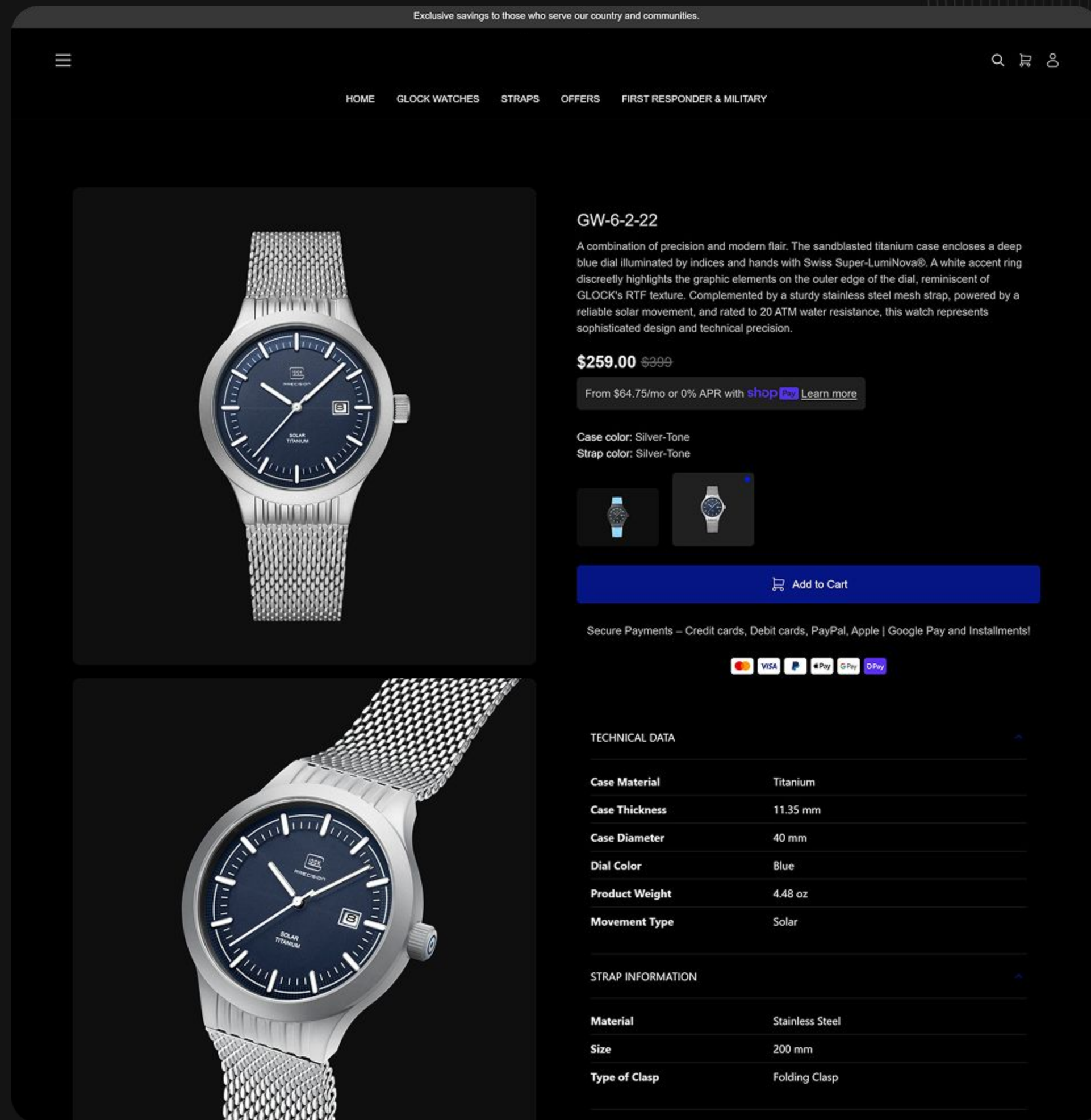
The main call to action doesn't work at all. It has no clicks within the last 6 months according to Hotjar. Consider adding a call to action for a current sale, a link where you explain your warranty or any other important Call to Action.



Delete Content to Get Better Engagement

There are NO Clicks after the first 2 sections within the last 30 days on the main page. I mean that users are not engaged. I suggest deleting certain sections and making them smaller. For example, consider deleting some of the sections after the Bestsellers section and up to Enduring Craftsmanship. Consider turning the video in Enduring Craftsmanship into the main video on the first screen.



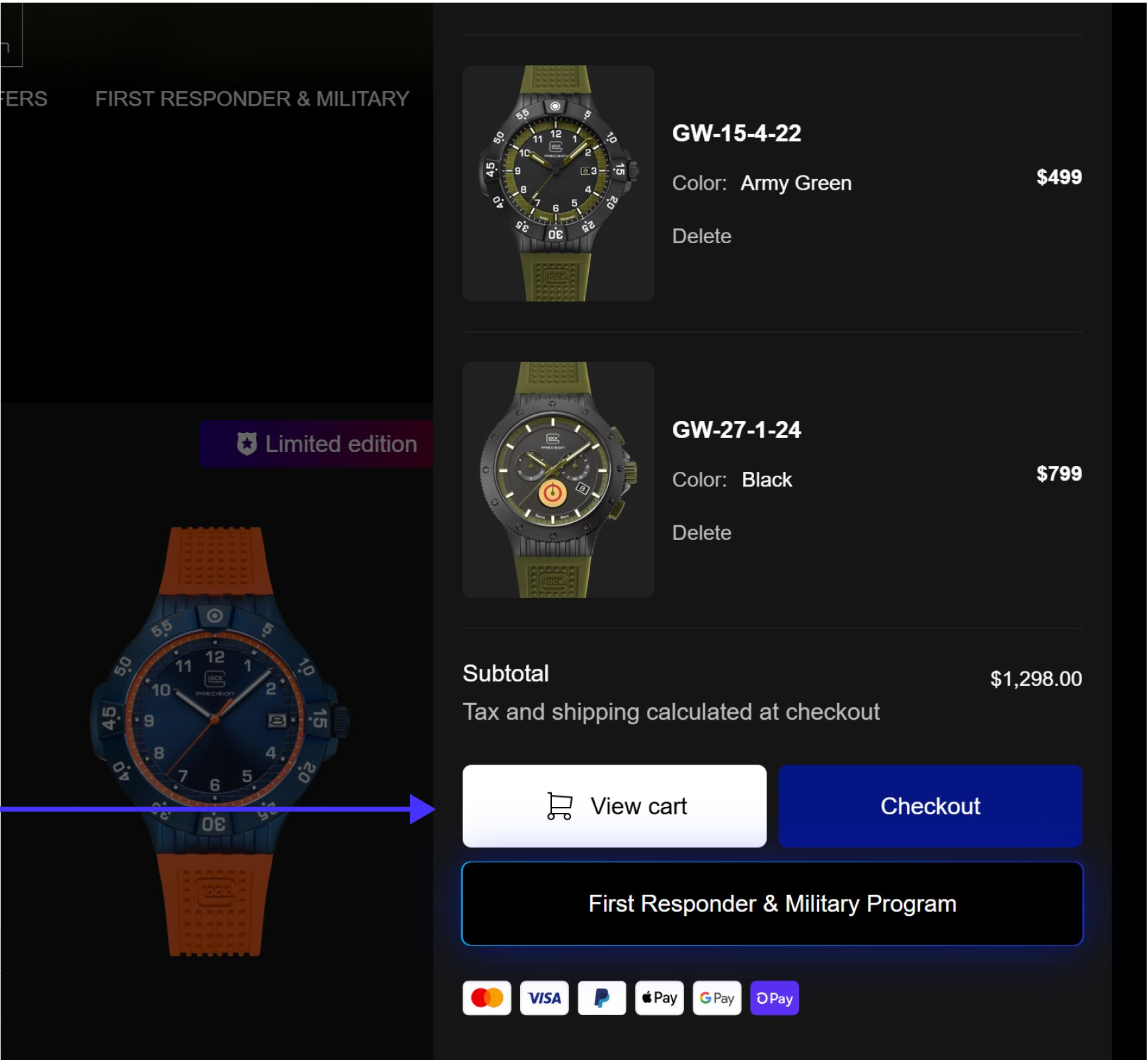


2/ Product page

2 / Product page

Improve Cart Button Visibility


In the Cart tab, there are two blue buttons. Consider differentiating them or dimming the "View Cart" button, as their relevance differs.

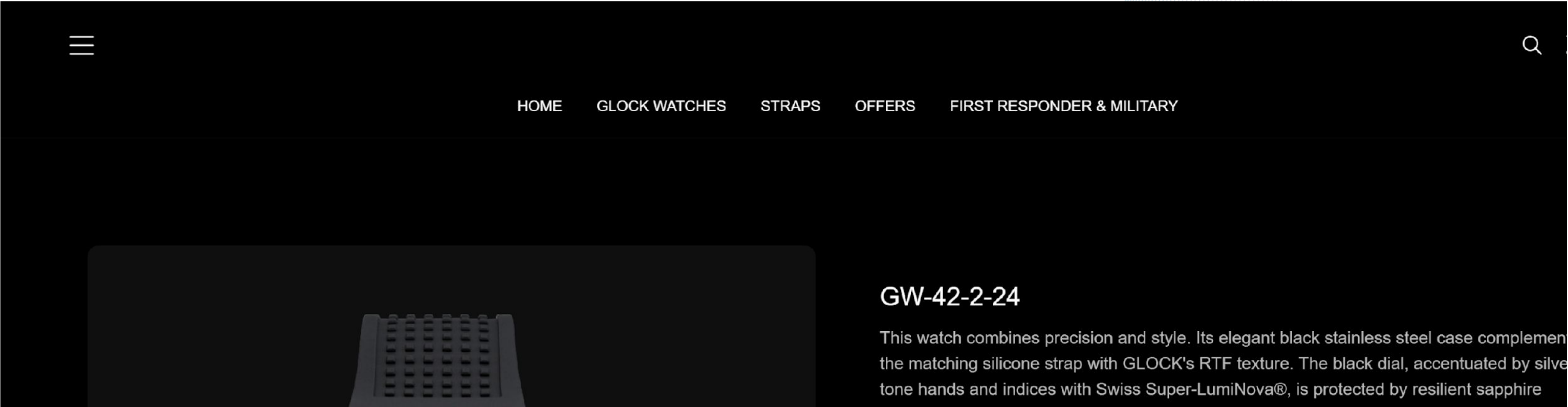


2 / Product page

Anchor Link: Incorrect Redirect to Section

The anchor link for navigating back is not working correctly. It redirects to the wrong section instead of returning to the section from which the user navigated to "Robust Styles for Your Adventures." [This needs to be fixed.](#)

[View screenshot video](#) to deeply understand the issue 



Express checkout

shop Pay

PayPal

 Pay

OR

Contact

Email or mobile phone number

☒ Email me with news and offers

Shipping address

Country/Region
United States

First name (optional)

Last name

Address

Apartment, suite, etc. (optional)

City

State

ZIP code

[Return to cart](#)

Continue to shipping



GW-6-2-22

Discount code

Subtotal

Shipping

Total

3/

Checkout

3 / Checkout page

Make “Secure Payment” more visible

It would be better to move "Secure Payment" (or "Secure Express Checkout") from the footer to the checkout tab for better visibility and relevance.



GLOCK Watches | USA

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

shop Pay

PayPal

G Pay

OR

Contact

Email or mobile phone number

☒ Email me with news and offers

Shipping address

Country/Region
United States

First name (optional)

Last name

Address

Apartment, suite, etc. (optional)

City

State

ZIP code

1

GW-15-4-22

1

GW-27-1-24

Discount code

Subtotal · 2 items

Shipping ⓘ

Total


Discover the world of GLOCK Watches, where precision meets elegance.
Explore our extensive range of high-quality timepieces and find your perfect match in our exceptional collection.

Hide Filters

- Sort by
- ☒ Featured
 - ☐ Newest First
 - ☐ Oldest First
 - ☐ Price: High to Low
 - ☐ Price: Low to High

- Gender +
- Availability +
- Strap Material +
- Case Color +
- Case Material +
- Case Shape +
- Case Size +
- Display Type +
- Water Resistance +
- Movement Type +
- Chronograph Multifunction +
- Date Window +
- Dual Time +
- Strap Color +
- Clasp Color +

On sale



GW-40-1-24

\$299.00 \$499 40% Off

Icons: 20ATM, +, 12HR, 100%

On sale



GW-5-1-24

\$239.00 \$399 40% Off


Icons: 20ATM, +, 12HR, SSL



Explore our most popular timepieces

Explore Bestseller

Limited edition



GW-27-1-24


\$799.00

Icons: 20ATM, +, 12HR, LIMITED EDITION



Interchangeable strap system

Customize your look



GW-42-2-24

\$499.00

Icons: 20ATM, +, 12HR, 100%

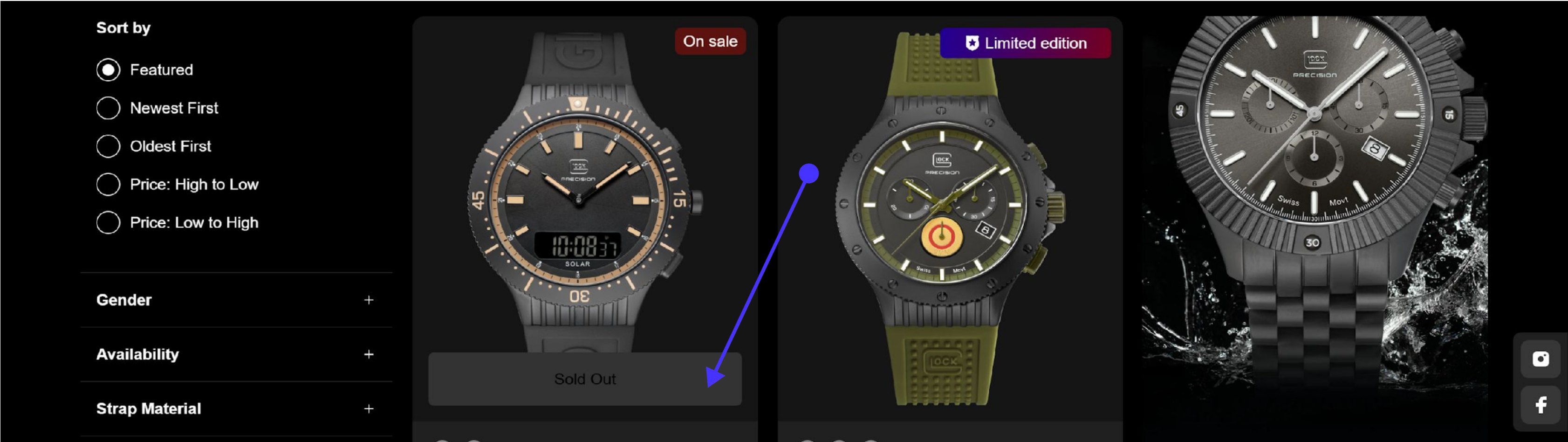


4/

Catalog

Product availability reminder via e-mail

In the "GLOCK Watches" tab, for out-of-stock watches, customers can add them to their favorites and be notified when the item is back in stock. Include an option for email sign-ups to receive updates about restocked products. Additionally, add a "Favorites" tab for easier access to saved items.



5/ Comparison analysis

Comparison analysis

| Number | Functionality | Demo Company | Demo Company | Demo Company | Demo Company | Demo Company |
|--------|--|--------------|--------------|--------------|--------------|--------------|
| 01 | Add CTA buttons to every page, even 404 error pages, result pages with 0 results, blog posts, and the about us page | | | ✓ | ✓ | ✓ |
| 02 | Auto-complete and auto-suggest options for search | ✓ | ✓ | ✓ | | |
| 03 | Display suggestions on "No result search request" page | ✓ | ✓ | ✓ | | |
| 04 | Display the empty cart widget has (on hover) CTA to "Shop our best-sellers" | | | | | |
| 05 | The footer should include links to social networks and a total number of likes/followers (so that the user can check them for trust) | ✓ | ✓ | | ✓ | ✓ |
| 06 | Footer includes links to main categories | ✓ | ✓ | | | |
| 07 | Add banners with highlights of any specific deals, special offers or urgency offers near the top with CTA buttons | ✓ | | ✓ | ✓ | ✓ |
| 08 | Display the most important product categories first, with descriptive photos near the top of the homepage | | ✓ | ✓ | ✓ | ✓ |

* example of comparison analysis

Comparison analysis

| Number | Functionality | Demo Company | Demo Company | Demo Company | Demo Company | Demo Company |
|--------|---|--------------|--------------|--------------|--------------|--------------|
| 09 | Add an option for customers to contact the store (e.g. live chat, email, or phone number) | | | | | |
| 10 | Add new sorting options | ✓ | ✓ | ✓ | | |
| 11 | "Only 1 left" | | | ✓ | | |
| 12 | The main product photo allows a user to zoom in easily (especially on mobile) | ✓ | | ✓ | ✓ | ✓ |
| 13 | The product page contains photos in reviews (with faces) of how (happy) customers are using the product | | | ✓ | | |
| 14 | Relevant cross-sell/up-sell products are offered on the product page | ✓ | ✓ | ✓ | ✓ | |
| 15 | The product page contains "Visitors who viewed this product also viewed..." where users are shown complementary OR/AND alternative products | ✓ | ✓ | | ✓ | ✓ |
| 16 | Urgency triggers are used (e.g. "Today only", "Black Friday offer", "Free bonus", "If an order is placed in the next 12 min, it will be shipped today") near the main CTA | ✓ | | ✓ | ✓ | ✓ |

* example of comparison analysis

Comparison analysis

| Number | Functionality | Demo Company | Demo Company | Demo Company | Demo Company | Demo Company |
|--------|---|--------------|--------------|--------------|--------------|--------------|
| 17 | Display info about returns, delivery, etc on the pop-up | | ✓ | ✓ | ✓ | ✓ |
| 18 | Add upsell/cross-sell products on the cart page | | | | | |
| 19 | Add the "Continue shopping" button on the cart page | ✓ | ✓ | ✓ | | |
| 20 | Add trust icons on the Cart page and checkout | | | ✓ | | |
| 21 | Add address validation on checkout | ✓ | | ✓ | ✓ | ✓ |
| 22 | Offer an easy way for the user to get in touch with the store owner(e.g. live chat, email, phone number) | | | ✓ | | |
| 23 | Offer the user to buy additional items/quantity of the same product at a lower price, or buy another complementary product, with a clear explanation that these additional items will be combined with their recently made order) | ✓ | ✓ | ✓ | ✓ | |
| 24 | Offer the user a coupon code that they can use for their next purchase, or give it to their friends. | ✓ | ✓ | | ✓ | ✓ |

* example of comparison analysis

6/ Development Estimate

We have carefully assessed the financial and time requirements for your project, ensuring clarity and transparency in our approach. This structured approach ensures efficient resource allocation while maintaining high-quality development standards.


| Services | Total hours | Rate per hour | Timeline | Total cost |
|---|-------------|---------------|----------|-------------|
| UI/UX design | 20 | \$XX | X weeks | \$XXX |
| Front-end development | 174 | \$XX | X weeks | \$X,XXX |
| Back-end development | 401 | \$XX | X weeks | \$X,XXX |
| Quality assurance | 88 | \$XX | X weeks | \$X,XXX |
| Risk management | 60 | \$XX | X weeks | \$X,XXX |
| DevOps | 28 | \$XX | X weeks | \$X,XXX |
| Business analyst | 45 | \$XX | X weeks | \$XXX |
| Project Management | 150 | \$XX | X weeks | \$XXX |
| Total | 948 | | | \$XX,XXX.00 |
| Link to the Detailed Estimate | | | | |

* example of development estimate

7/ Next Steps

Next, please review our CRO plan. If you're ready to proceed with improving your website, confirm, and we'll prepare the agreement and necessary documents.

We can start without a prepayment, with the first payment due at the end of the first month.



(5.0)

★★★★★

Clutch Overall Rating review 5.0




TOP RATED PLUS

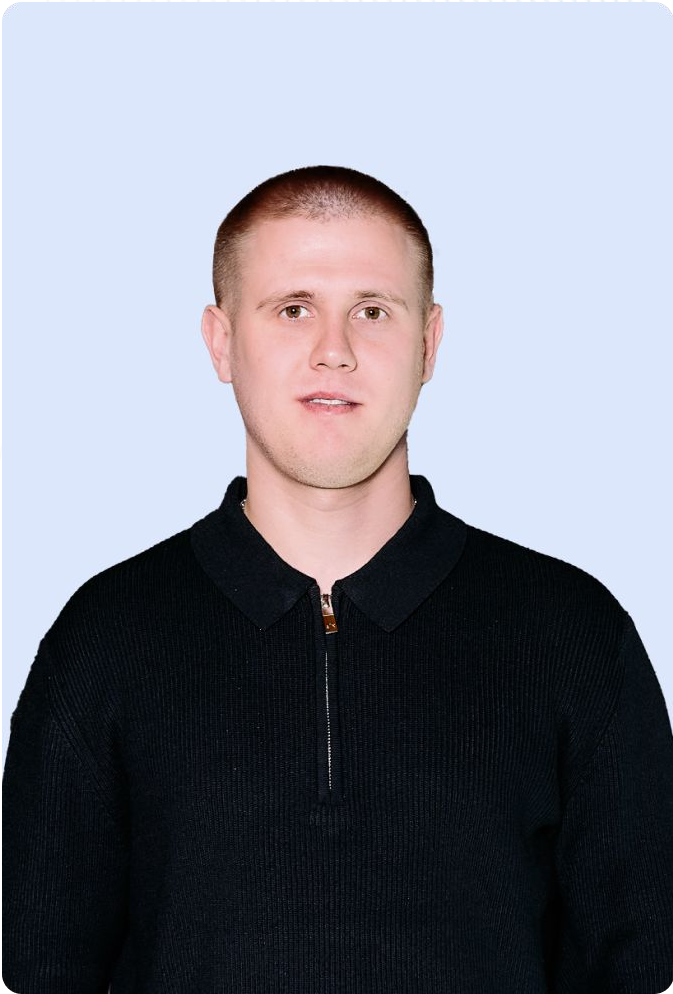




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