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# Strategic Website Audit

**STRATEGIC UX, CONVERSION &  
EXPERIENCE SYSTEM**

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# DATA-LED UX & CRO WEBSITE AUDIT

- Behavioural and performance data analysis
- UX and customer journey diagnosis
- Intent-creation and conversion strategy
- Page-by-page optimisation priorities
- High-impact quick wins vs. long-term growth opportunities
- Clear implementation sequence

## STRATEGIC OUTCOME

You receive a clear, data-led optimisation roadmap that:

- identifies how to increase conversion and create buying intent
- transforms your website into a guided, decision-driven experience
- increases performance of paid and cold traffic
- removes friction across the customer journey
- unlocks scalable revenue without a full redesign



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# SCOPE OF SERVICE

## 1. DATA & PERFORMANCE ANALYSIS

- Performance and revenue diagnostics (Shopify / GA4)
- Traffic source quality & behavioural patterns
- Session → add-to-cart → checkout progression
- Revenue per session & engagement depth
- Identification of intent-creation constraints

## 2. CUSTOMER JOURNEY & CONVERSION ARCHITECTURE

- End-to-end journey mapping (first touch → purchase)
- Cold vs. warm traffic experience analysis
- Friction and drop-off point identification
- Confidence-building and momentum gaps
- Alignment between acquisition and on-site experience

## 3. HOMEPAGE AS AN INTENT-CREATION SYSTEM

- First-touch messaging hierarchy
- Desire-building visual direction
- Decision-guidance structure
- Product discovery logic
- Trust & authority placement

## 4. NAVIGATION, SITE STRUCTURE & DECISION FLOWS

- Menu complexity & cognitive load reduction
- Category and collection logic optimisation
- “How users choose” structural frameworks
- Guidance vs. merchandising balance
- Scalable browsing architecture

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# SCOPE OF SERVICE

## 5. COLLECTION PAGES AS DECISION LAYERS

- Product differentiation systems
- Format / shade / use-case clarity
- Embedded decision frameworks
- Result-led browsing experience
- Integration of guidance tools

## 6. PRODUCT PAGES AS HIGH-CONVERSION LANDING ENVIRONMENTS

- Effective conversion-oriented architecture
- Visual hierarchy & gallery UX optimisation
- Benefit-first buy-area structure
- AOV growth opportunities (bundles, routines, cross-sell)
- Reassurance & trust signal placement

## 7. LEAD CAPTURE, LIFECYCLE ENTRY & RETENTION TOUCHPOINTS

- Email capture strategy & incentive model
- Value-driven vs. discount-driven approach
- Engagement mechanics & exclusivity logic
- Loyalty and subscription positioning
- Long-term retention impact

## 8. TRUST, AUTHORITY & CHECKOUT ACCELERATION SYSTEM

- Social proof & real-result integration across the journey
- Brand credibility communication
- About page as a conversion asset
- Express checkout optimisation
- High-intent user acceleration

# STRUCTURE

## **Phase 1 - Strategic Deep-Dive**

90-minute session to review business model, traffic mix, performance data, and growth objectives.

## **Phase 2 - Strategy Development**

Full behavioural, UX, and conversion analysis with strategic system build-out.

## **Phase 3 - Strategy Presentation**

90-minute working session with a clear action roadmap, priorities, and implementation logic.

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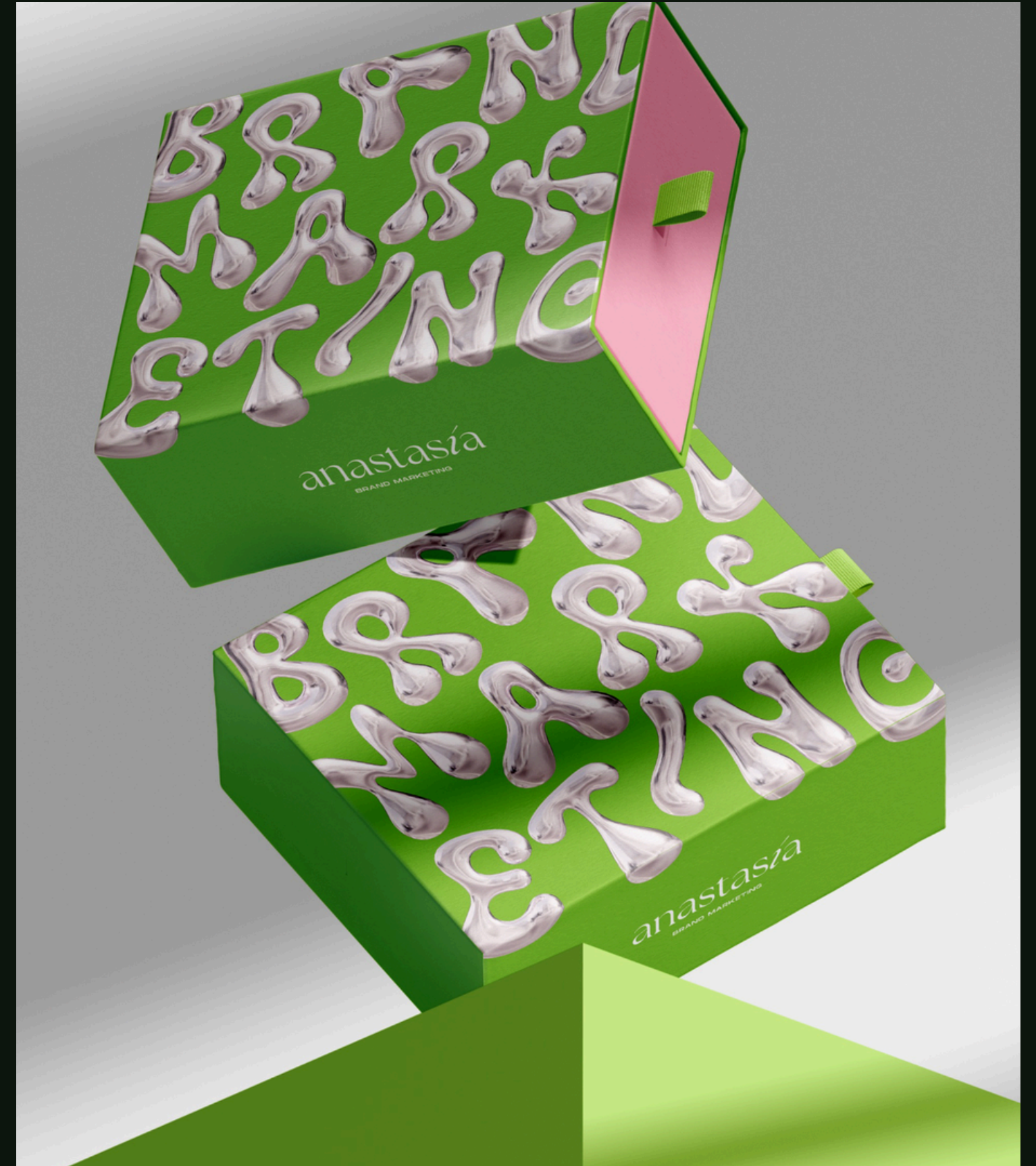
# IMPLEMENTATION ADVISORY (OPTIONAL)

To ensure the strategy is implemented correctly and delivers its full potential, you may add an additional support layer.

Each session focuses on progress review, key decisions, performance-based optimisation, and clear next-step priorities. All progress is reviewed in advance to keep the conversation highly strategic and action-driven.

**Available exclusively for strategy clients.**

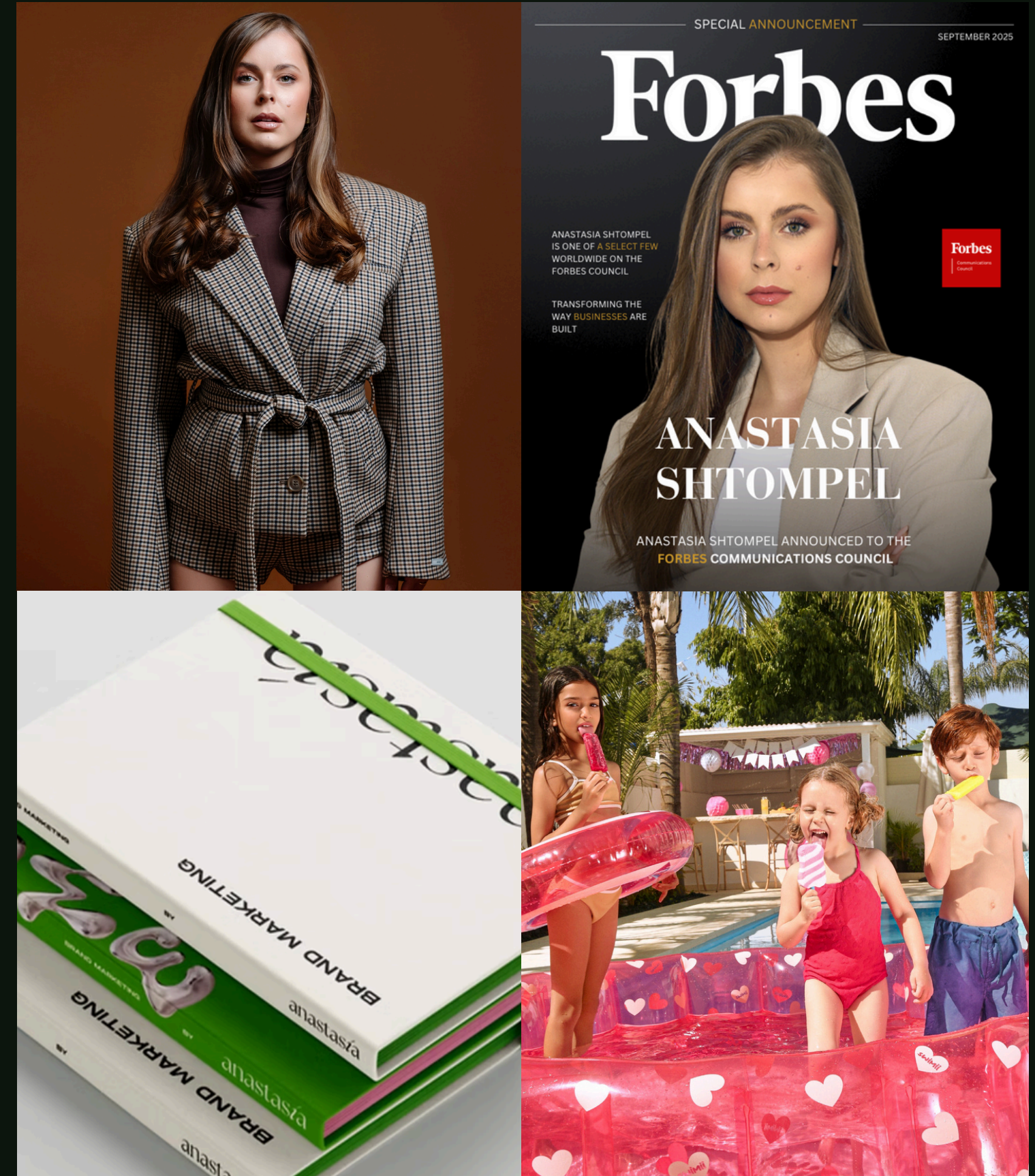
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# ABOUT ME

- Entrepreneur, marketer, and founder of a marketing education app with nearly 9 years of experience
- Forbes Council Member
- Former Head of Marketing at multi-million-dollar company
- Built a premium DTC U.S. brand with clients including top luxury hotel chains
- Worked with many DTC industry leaders, including leading companies like Bali Body
- Marketing & business influencer and speaker with 130K+ followers and 31M+ monthly views, followed by entrepreneurs like Jessica Alba (Honest), Rosie Huntington-Whiteley, Jen Atkin (OUAI), Negin Mirsalehi (Gisou), Olivia Culpo, and other brands like Revolve, FWRD, Lola Blankets, and many others
- Executed high-profile collaborations with MasterClass, Kim Kardashian, and more

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