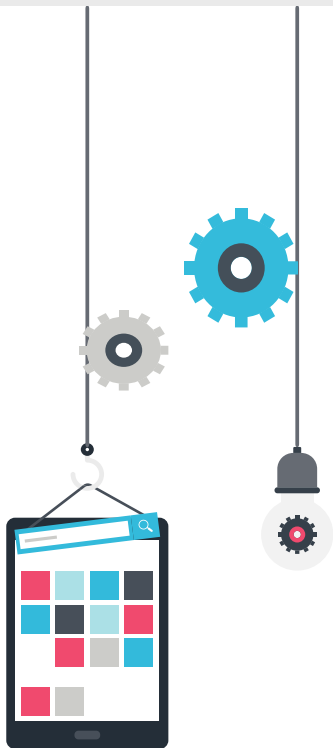


5 WEBSITE QUICK FIXES

BUT FIRST, WHAT'S WORKING?

- ✔ Install Analytics Code
- ✔ Set your goals
- ✔ Understand your conversion path



1. Imagery

- Use compressed, high resolution images to speed up load time
- Choose lifestyle or product images over stock images
- Showcase multiple product images and video

2. Navigation

- Limit navigation headers to less than 7
- Choose relevant navigation categories
- Highlight seasonal or holiday offerings

3. Content

- Use important keywords in your copy for better SEO
- Curate content, like gift guides, to keep content fresh
- Build trust with testimonials

4. Conversion

- Link homepage CTAs to a logical landing page
- Keep forms short and relevant
- Use action words in your CTAs - ditch "Submit"

5. Mobile

- Design for mobile devices
- Use icons and simplify design
- Ensure forms are mobile-friendly