

Re: Web site evaluation

Source:

<http://www.tech-archive.net/Archive/FrontPage/microsoft.public.frontpage.client/2004-06/1900.html>

From: Crash Gordon® (*ask_for_my_email_at_I'm_sick_of_spamandviruses.com*)

Date: 06/09/04

Date: Wed, 9 Jun 2004 15:23:16 -0700

Wow, that Tiffany's site makes me want to buy that watch.

"Jon Spivey" <jons@mvps.org> wrote in message news:egqCH0mTEHA.2408@tk2msftngp13.phx.gbl...
| Hi Bob,

|
| Id lose the Flash on every page – as Chris says look at doing something
| similar with script/css. The 2 issues I'd address with this site are firstly
| design – jewellery needs to convey quality. Have a look at this jewellery
| site www.tiffany.com for some ideas, especially the use of white space – the
| easiest way in the world to convey quality. I know tiffany's are chasing a
| different market to you but the principle is the same – to a millionaire
| spending 10 grand for a ring is the same as 100 bucks for a regular working
| guy – both customers need to believe they're buying quality and luxury. To
| my mind your site design is too "fussy" which detracts from the product. Let
| your product do the talking. And please lose that music at best it's not
| going to do anything to persuade people to buy – at worst it'll send them
| away.

|
| Second point is the "feel" of the site – it doesn't convey trust. However
| good your product is if a guy doesn't trust you he isn't going to give you
| his card number. The language on the site needs work, and things like pop up
| windows don't scroll so you can't read all the info. Try going through every
| page on the site yourself and imagining yourself as a customer – or better
| still have your wife/girlfriend go through the site. Very often this is the
| most valuable feedback you can get.

|
| You mention you're using pay per click ads so presumably you're in a money
| losing situation at present. I'd stop the ads now put in a couple days work
| tidying up the site and then restart the ads – there's no point paying for
| traffic if you're not going to convert it. You've got a good basis here but
| as things stand you're not going to convert traffic on this site.

|
| ---

| Cheers,

| Jon

| Microsoft MVP – FP

|
| Bob wrote:
| > I really like the flash intro, hate to lose it, but I do have plans
| > to remove it. It could make the zero second duration shoppers stay a
| > little longer. Thanks for all the help so far, still working hard at
| > it. Robert..
| >
| > "ctw" wrote:
| >
| >> In addition to previous comments also take the time to
| >> check your pages in several resolutions and other browsers.
| >> blueline.jpg for one needs centering or expanding in larger
| >> resolutions,,,, currently left aligned by default.
| >>
| >> You've done a good job optimizing images for fast loading
| >> only to blow load time with a 112K swf file plopped into
| >> prime web real estate. That area stays blank for a good
| >> amount of time while loading here on modem. Put that space
| >> to better use or redo the swf for faster loading. Removing
| >> the sound should help toward that end.
| >>
| >> But you're still off to a good start IMHO
| >>
| >>
| >>> -----Original Message-----
| >>> Thanks every one, keep the comments coming, I need all the
| >>> advice you can give me. Robert..
| >>>
| >>> "auerbach" wrote:
| >>>
| >>>> Bob,
| >>>>
| >>>> Looks nice, but I wouldn't buy. First, I won't send
| >>>> money to an online store
| >>>> that doesn't clearly disclose its physical location. For
| >>>> a jewelry supplier,
| >>>> that's even more important. I'd expect to see that in
| >>>> "About Us," or
| >>>> "Contacts," or both.
| >>>>
| >>>> Your Warranty seems contradictory. On your page you say
| >>>> "Your satisfaction
| >>>> at Susan's Jewelry is guaranteed 100% and your money
| >>>> refunded less postage."
| >>>> In your Warranty pop-up you say a buyer can return
| >>>> anything if it has a
| >>>> defect, yet a few lines later you say jewelry is
| >>>> delicate and if arrives
| >>>> broken, you won't accept a return. Which is it? Can I
| >>>> return anything if I
| >>>> don't like it, or only if it has a defect, but not if it

|>> arrives broken?
|>>>> Huh?
|>>>>
|>>>> Given that I'm buying an expensive item from a
|>> low-resolution photo online,
|>>>> I'd expect an absolute right to return merchandise if I
|>> didn't like it, no
|>>>> questions asked. Anything that modifies that right is a
|>> red flag to me,
|>>>> especially when it comes to a small company I've never
|>> heard of before.
|>>>>
|>>>> The site looks good, but displays small-company or even
|>> amateur status. For
|>>>> example, in the footer you have " Â©2003 Your Company
|>> Name Privacy Policy."
|>>>> That clearly came from a template. The "Links" link is
|>> broken. Your
|>>>> Warranty shows up with the title "New Page 1". You have
|>> a mis-spelling on
|>>>> the Warranty page ("Guarantee's" when you mean
|>> "Guarantees"), and you say
|>>>> "Its always smart to be a wise shopper on the internet"
|>> when you mean "It's
|>>>> always smart to be a wise shopper on the Internet," and
|>> "You cannot loose or
|>>>> go wrong with Susan's Jewelry" when you mean "You cannot
|>> lose..."
|>>>>
|>>>> Little stuff like that makes it clear you're a small
|>> outfit. Small is OK,
|>>>> but if it looks like you are trying to "pretend" to be
|>> something else, the
|>>>> shopper gets nervous.
|>>>>
|>>>> I'm not a big fan of Flash, especially on every page. As
|>> a shopper I want to
|>>>> spend my time shopping, not being forced to watch
|>> "entertainment" I haven't
|>>>> asked for.
|>>>>
|>>>> Sorry to be so negative, but you asked. Good luck!
|>>>>
|>>>> Alex
|>>>>
|>>>> "Bob" <Bob@discussions.microsoft.com> wrote in message
|>>>> news:46EC99A4-9318-4E4C-8252-D0C89EEF8D46@microsoft.com...
|>>>>> Hi every one,
|>>>>>
|>>>>> I have put many hours of hard work into my first
|>> e-commerce web site, and

|>>>> have had about 2,500 hits on it. I have not been able to
|>> sell a single thing
|>>>> with it and need help in figuring out what could be
|>> wrong. I see my pay per
|>>>> click ad's every where and they are working. If any of
|>> you guys and gal's
|>>>> have the time, will you please give me a evaluation of
|>> my site. All comments
|>>>> good and bad are welcome. I dont want to run out of
|>> business before I make
|>>>> my first sale.
|>>>>> Thanks... Robert <http://www.susansjewelry.net>
|>>>>
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|>>>> .
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