
Critique Yo' Self


Be Ruthless...


Your Business Name



- Is it memorable?

- Is it unique?

- Does it reflect what you do, or does it limit you?

- Are you proud of it?


Your Logo/Banner



- Does it look professional?

- Is it clear and crisp?

- Is it easy to read?

- Does the style reflect your current brand aesthetic?

- Do you need to invest in a professional logo?

- Does your banner take up too much space 'above the fold' on your website?


Your About Page



- Do you have your name there?

- Do you have a photo of you/your work?

- Do your photos reflect your business aesthetic?- Are you telling your story?



- Are you connecting with your ideal customer through your story?

- Is everything grammatically correct?


Your Product Line



- Are you making something unique?

- Do all your products work well together, or are they a mish-mash?

- Do you need to remove anything from your range?



- Do you have enough products to look professional?

- Do you have new ideas you haven't yet implemented?

- What is your best-seller – why?


Your Titles &
Descriptions



- Are your titles easy to read for a human?

- Do your titles include the most important keywords? (material, size, type, colour, style, etc.)

- Are you using 'fluffy' titles?

- Remember – use words your customer would search for to find your item.



- Are you using keywords in your descriptions, too?

- Do your descriptions outline the benefits and features of your product?

- Do they include all relevant info?

- Are they written in your authentic voice?

- Read them aloud.


Your Product Photos



- Are your product photos clear, crisp, and clean?

- Are your photos taken in natural light or in a light-box?

- Does your main image show your product in an enticing way?



- Do you have enough photos to show all elements of your product? (Close-up, detail, model/style, full, partial, etc.)

- Do all your photos fit together?

- Do your photos reflect your brand aesthetic?

- Do your photos stand out against the competition?


Your Policies



- Do you have detailed policies?

- Do you have a returns/refund policy?

- Do you have a payment policy?

- DON'T claim you're not liable for missing parcels...

- FAQs?

- Some examples (Blackmilk, Dinosaur Designs...)


Your Prices



Go do the April Workshop:

Pricing with the Head and Heart


Navigation



- How easy is it for a brand-new customer to navigate your site?

- Can they find items quickly, by category?

- Can they search?

- Are your social icons obvious but not intrusive?

- Is your mailing list signup clear and enticing?

Overall Branding and Feel



- Does everything 'fit' together seamlessly?

- Are all the colours complimentary, and easy on the eye?

- Is the font easy to read, and in line with your brand aesthetic?

- Are your product photos in the style of your site?

Additional Strategies



- Get a friend/family member to look through your store with you.

- Open your store in different browsers/devices.

- Research successful stores in your niche, and analyse.

- Make a Pinterest board for style inspo.

Questions?

