

Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🙄 🙋 😊

How to audit your eCommerce site and improve the customer journey




Katherine Brown
19th January 2023



Digital Culture
Network



digitalculturenetwork.org.uk

  [Ask a Tech Champion](#) [Events](#) [External Support](#) [News](#) [About](#) [Knowledge Hub](#) 

We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)



Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



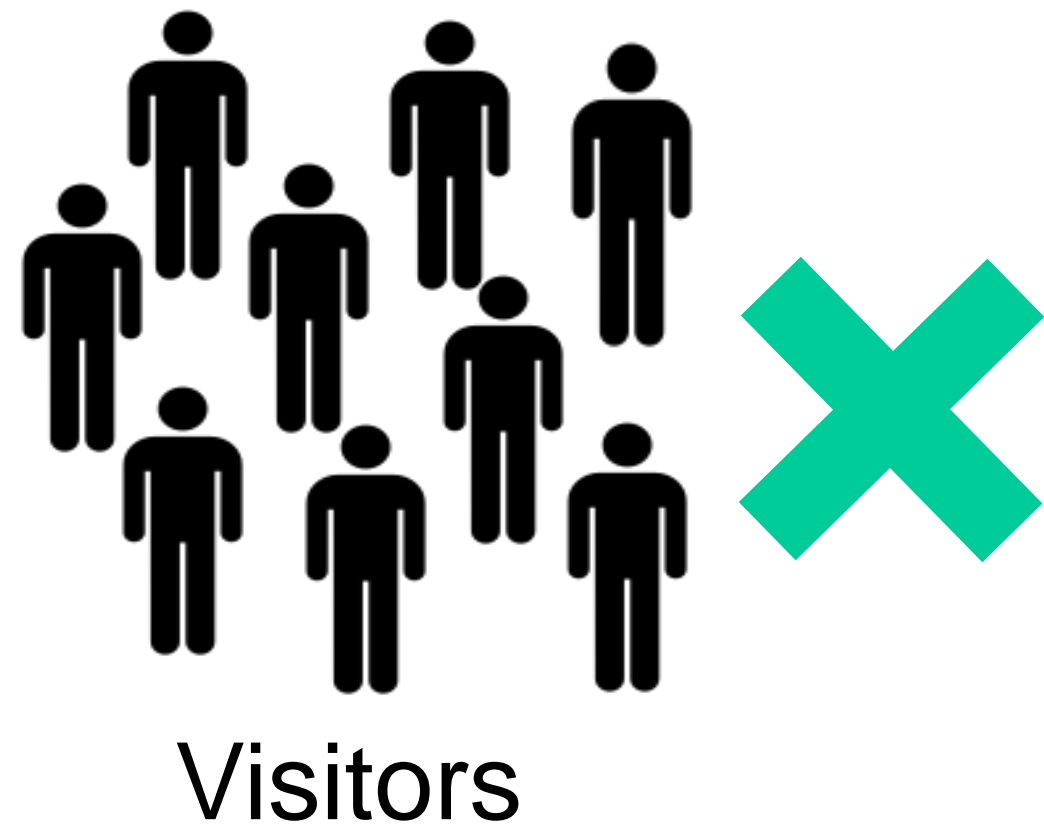
The aim of this webinar is:

- Understand the stages in a typical customer journey
- Identify the key customer needs on each page of your site
- Learn how your website compares to best practice and identify opportunities for improvement



A Banksy film
The world's first Street Art disaster movie...

PRODUCED BY JAIME STROZ; MANAGED BY RHYSS HEANS; EDITED BY CHRIS KING AND TOM FULLFORD; ORIGINAL MUSIC BY GREGG BARRON; ADDITIONAL ORIGINAL MUSIC BY RONI SIZE; EXECUTIVE PRODUCERS HOLLY COOKE AND JAMIE SAMPSON; WRITTEN BY JIM LARBY; EXECUTIVE PRODUCERS WILSON MORRIS; ASSISTANT PRODUCER BECCY BONDEN; DIRECTOR OF PHOTOGRAPHY JIM LARBY; EXECUTIVE PRODUCERS WILSON MORRIS; ASSISTANT PRODUCER BECCY BONDEN; EXECUTIVE PRODUCERS WILSON MORRIS; ASSISTANT PRODUCER BECCY BONDEN



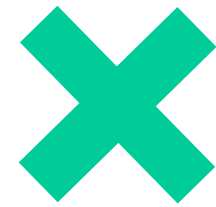
Shop



Revenue!

Customer Journey

Traffic



Conversion Rate



Average Order Value



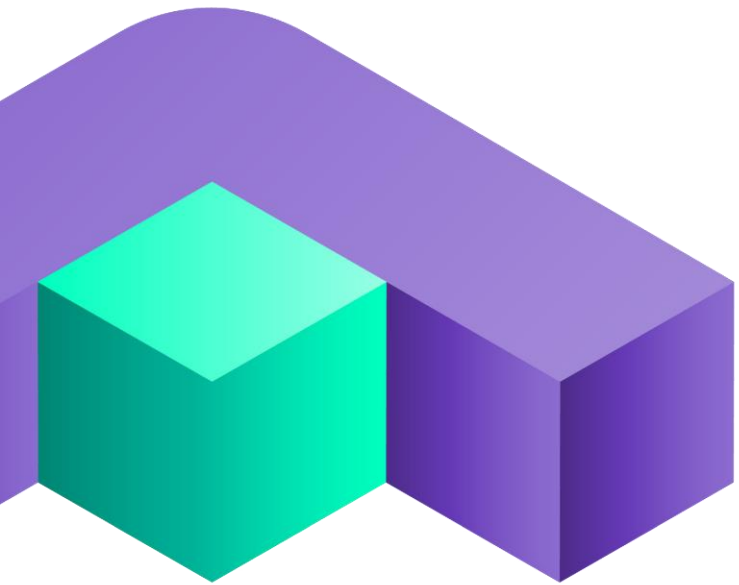
££ Online Revenue ££

E.g. 20,000 visitors in a month

3% make a purchase

On average they spend £25 each

£15,000 revenue in a month



Tate Britain

Browse

Look at things



I know
where I am
& what
happens
next

CERTAINTY

Find related
items

Price tags

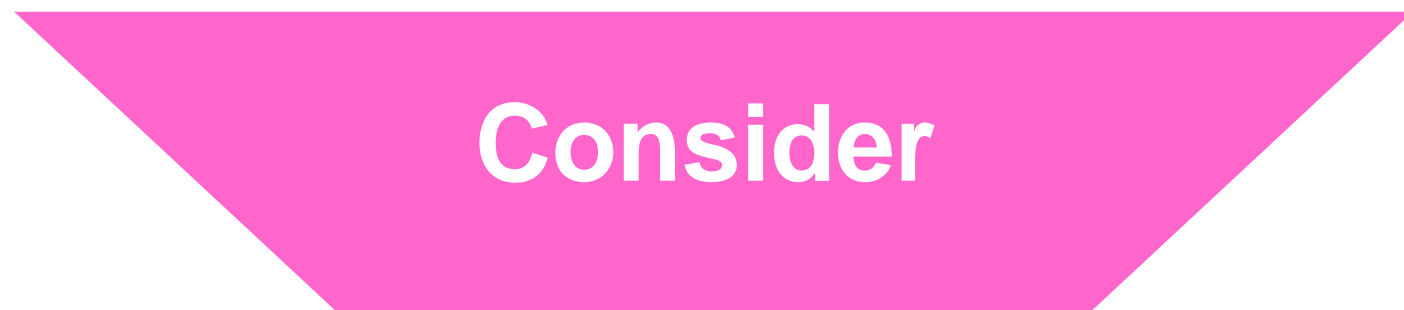
Ask a
question



Could be any page!



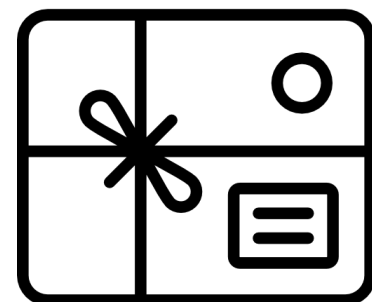
Search box, nav menu, category pages, homepage



Product page, Delivery & Returns info



Product page, basket, checkout



Deliver

Emails, parcel arrives!

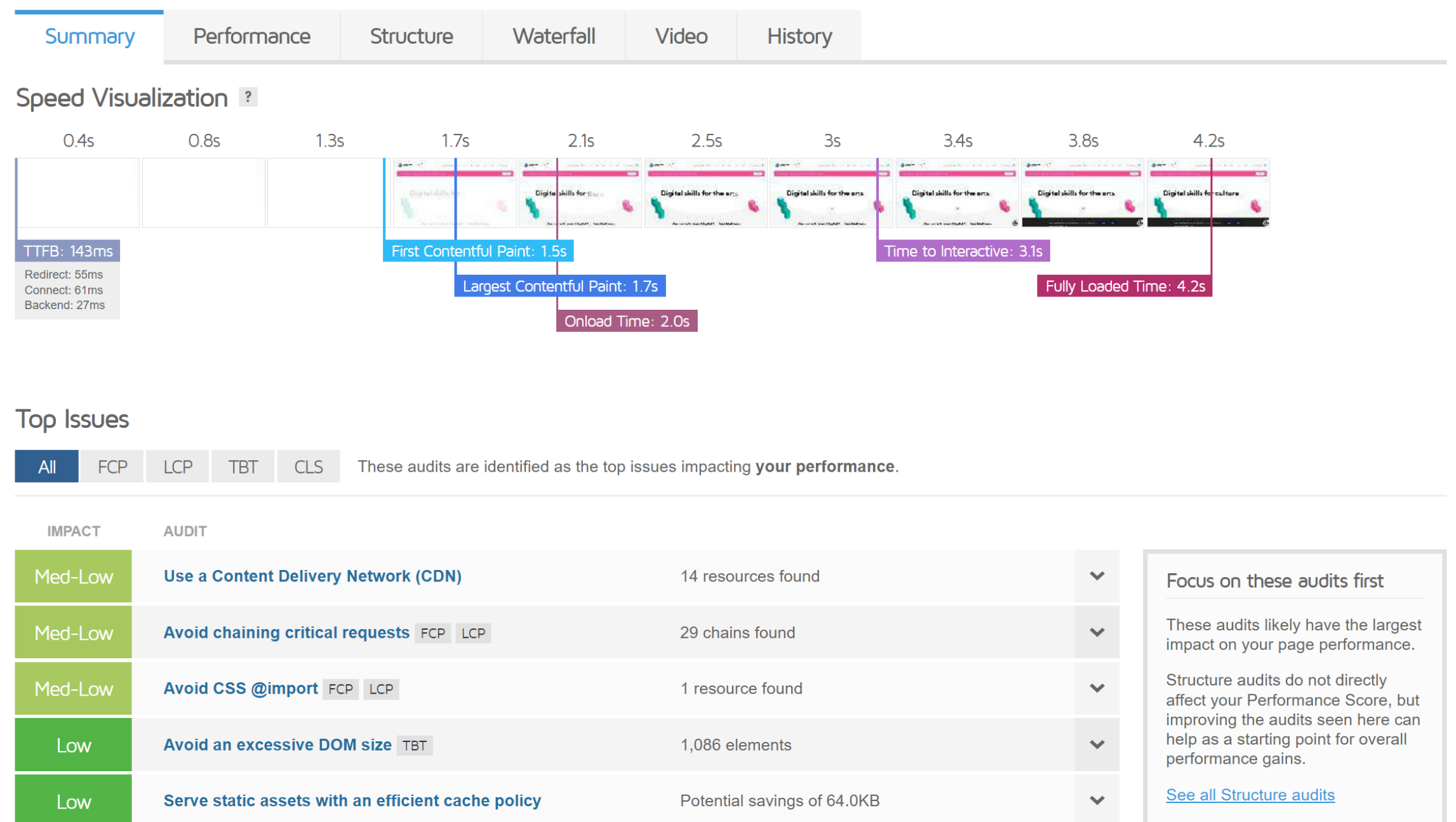
A = Arrive = let me in!



- Page speed
- Device accessibility
- Link from homepage to shop
- Human accessibility

Checking page speed

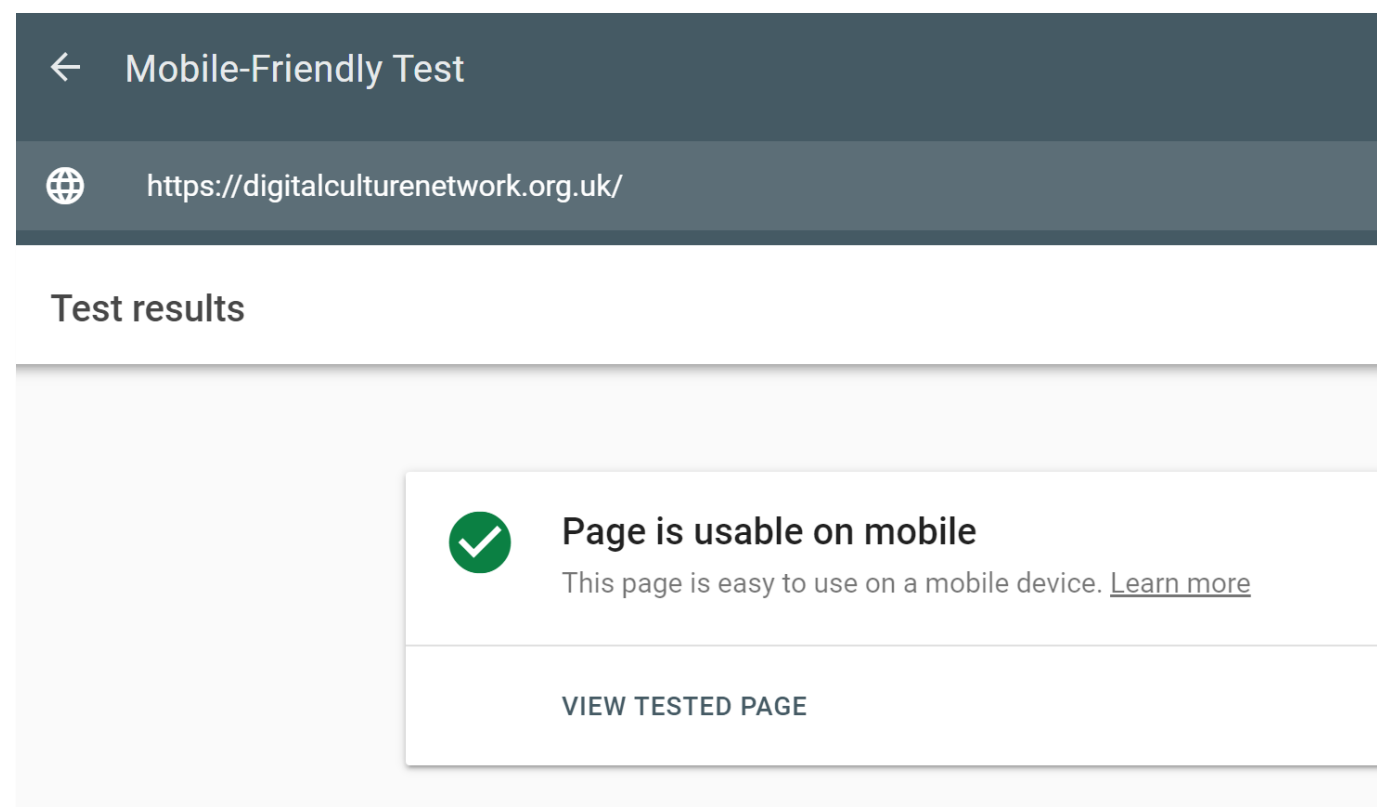
- Why do it? To improve conversion rate!
- Use free tools such as:
 - PageSpeedInsights
 - GTMetrix
 - Pingdom
- Identify:
 - large images
 - script errors



Device accessibility

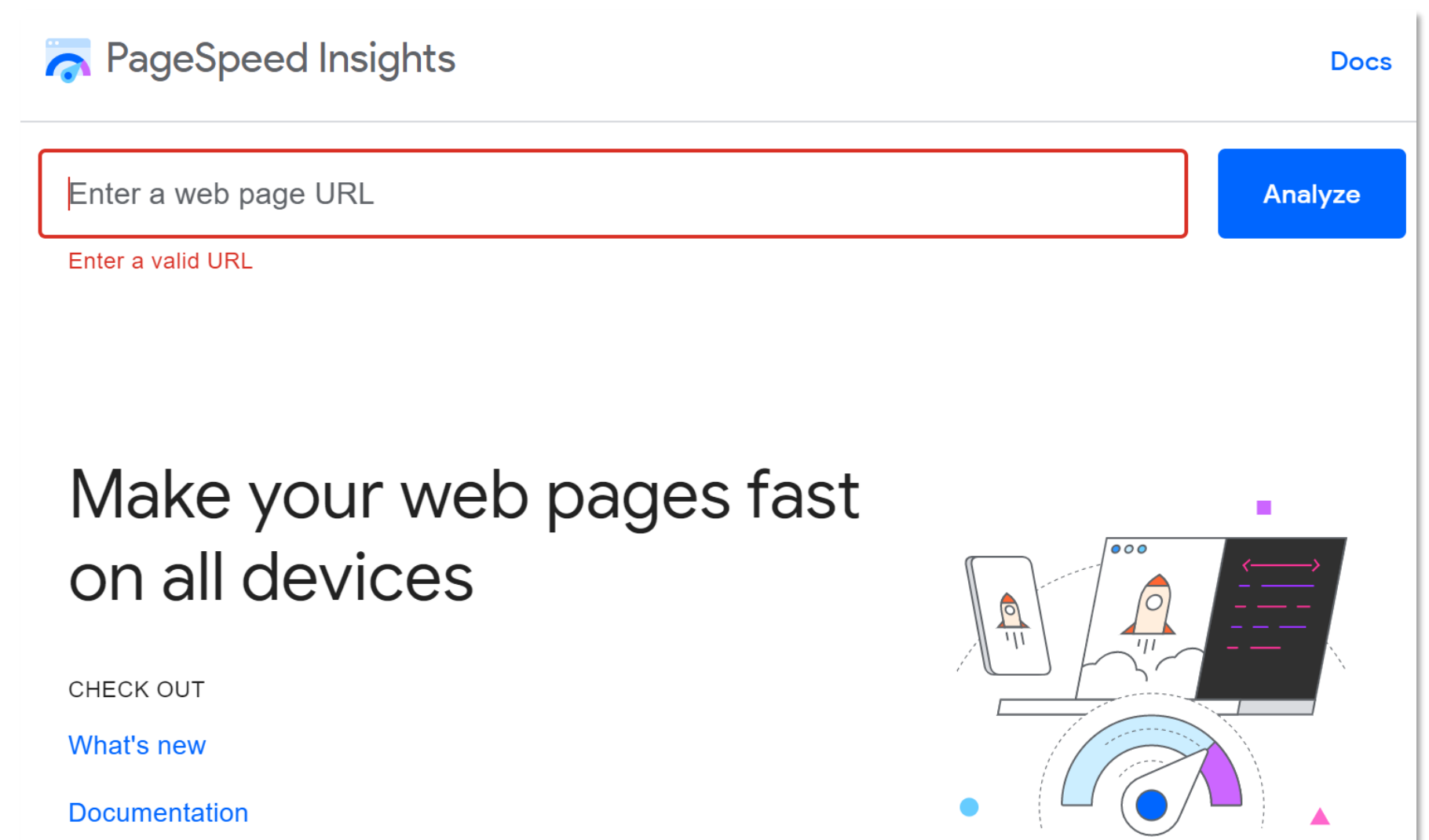
- How device friendly is your website?

Google Mobile-friendly check



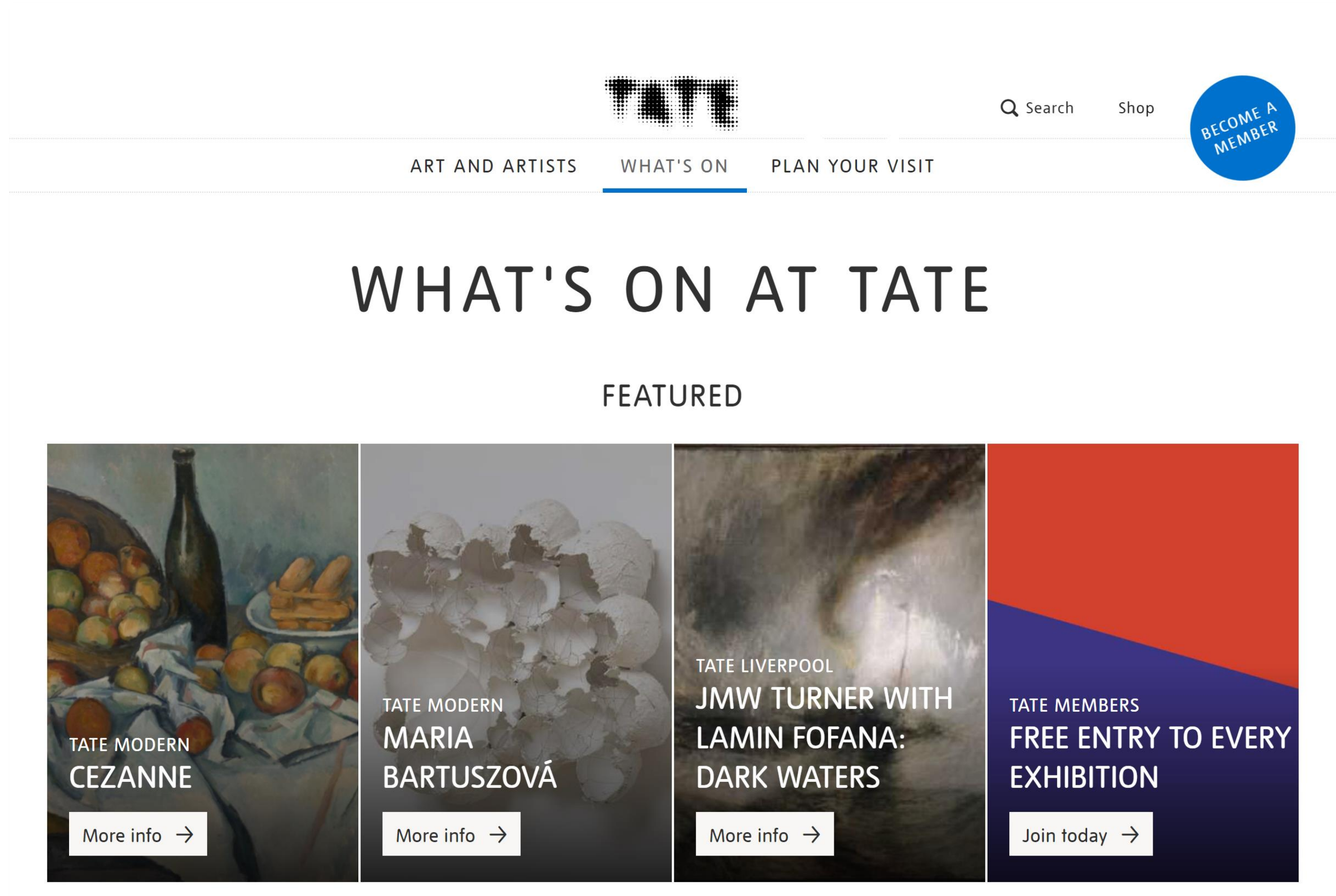
The screenshot shows the Google Mobile-Friendly Test interface. At the top, there is a back arrow and the text "Mobile-Friendly Test". Below that is the URL "https://digitalculturenetwork.org.uk/". The main section is titled "Test results" and contains a green checkmark icon next to the text "Page is usable on mobile". Below this, it says "This page is easy to use on a mobile device. [Learn more](#)". At the bottom of the result box, there is a button that says "VIEW TESTED PAGE".

PageSpeedInsights



The screenshot shows the PageSpeed Insights website. At the top left is the PageSpeed Insights logo, and at the top right is a "Docs" link. Below the logo is a search bar with the placeholder text "Enter a web page URL" and a blue "Analyze" button. Below the search bar, there is a red error message that says "Enter a valid URL". Below the search bar and button, there is a large heading that says "Make your web pages fast on all devices". Below the heading, there are three links: "CHECK OUT", "What's new", and "Documentation". At the bottom right, there is an illustration of a smartphone, a laptop, and a tablet, all displaying a rocket launch, with a speedometer-like graphic below them.

Link from Homepage to Shop



KETTLE'S YARD

University of Cambridge

Admission Free

Opening Times

[Visit](#) [What's On](#) [Collection](#) [Learn](#) [Support Us](#) [About](#) [Shop](#)

[Search](#) 

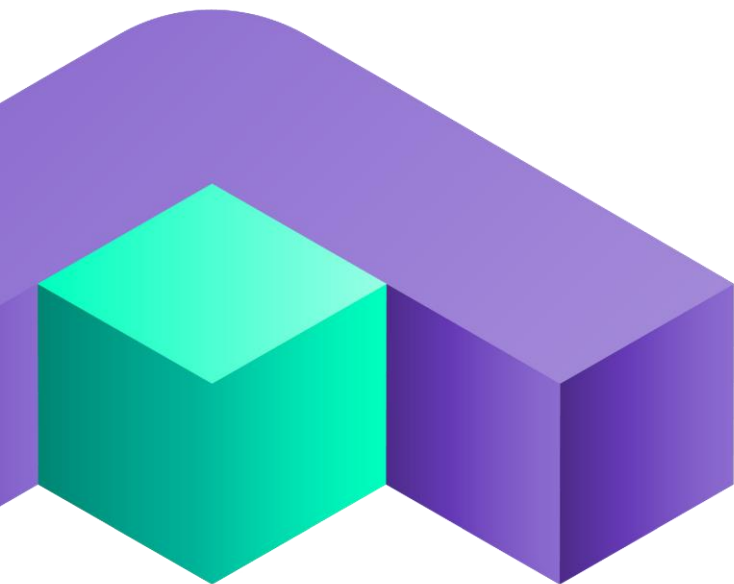
Kettle's Yard Shop

Kettle's Yard Shop is open Tuesday
- Sunday, 11am - 5pm



Human accessibility



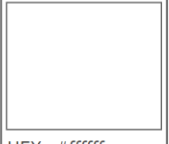

- Avoid moving, flashing images
- Colour contrast
 - WebAIM – check specific colour pairs
 - a11y – check whole webpages



- Screenreaders
 - ensure you use alt text for images



Samples of GOOD contrast color-pairs.

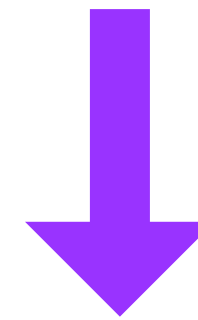
Item	Background Color	Text Color	Font	Content	Ratio Success
1	 HEX: #ffffff rgb(255,255,255)	 HEX: #000000 rgb(0,0,0)	Family: tt-norms-regular, -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, "Helvetica Neue", Arial, "Noto Sans", sans-serif Size: 20px (15pt) Style: normal Weight: 500 Line-Height: 36px (27pt)	Ask a Tech Champion Code Snippet Pass 1	Required ratio: 4.5:1 Current ratio: 21:1 Contrast passes. Test Colors Pass 1
2	 HEX: #ffffff rgb(255,255,255)	 HEX: #6639b6 rgb(102,57,182)	Family: tt-norms-regular, -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, "Helvetica Neue", Arial, "Noto Sans", sans-serif Size: 13px (9.75pt) Style: normal Weight: 300 Line-Height: 23.4px (17.55pt)	Enter now! Code Snippet Pass 2	Required ratio: 4.5:1 Current ratio: 7.43:1 Contrast passes. Test Colors Pass 2

B = Browse = help me find stuff!



- Stock availability
- Search function
- Navigation menu
- Banners

= Looking for something specific



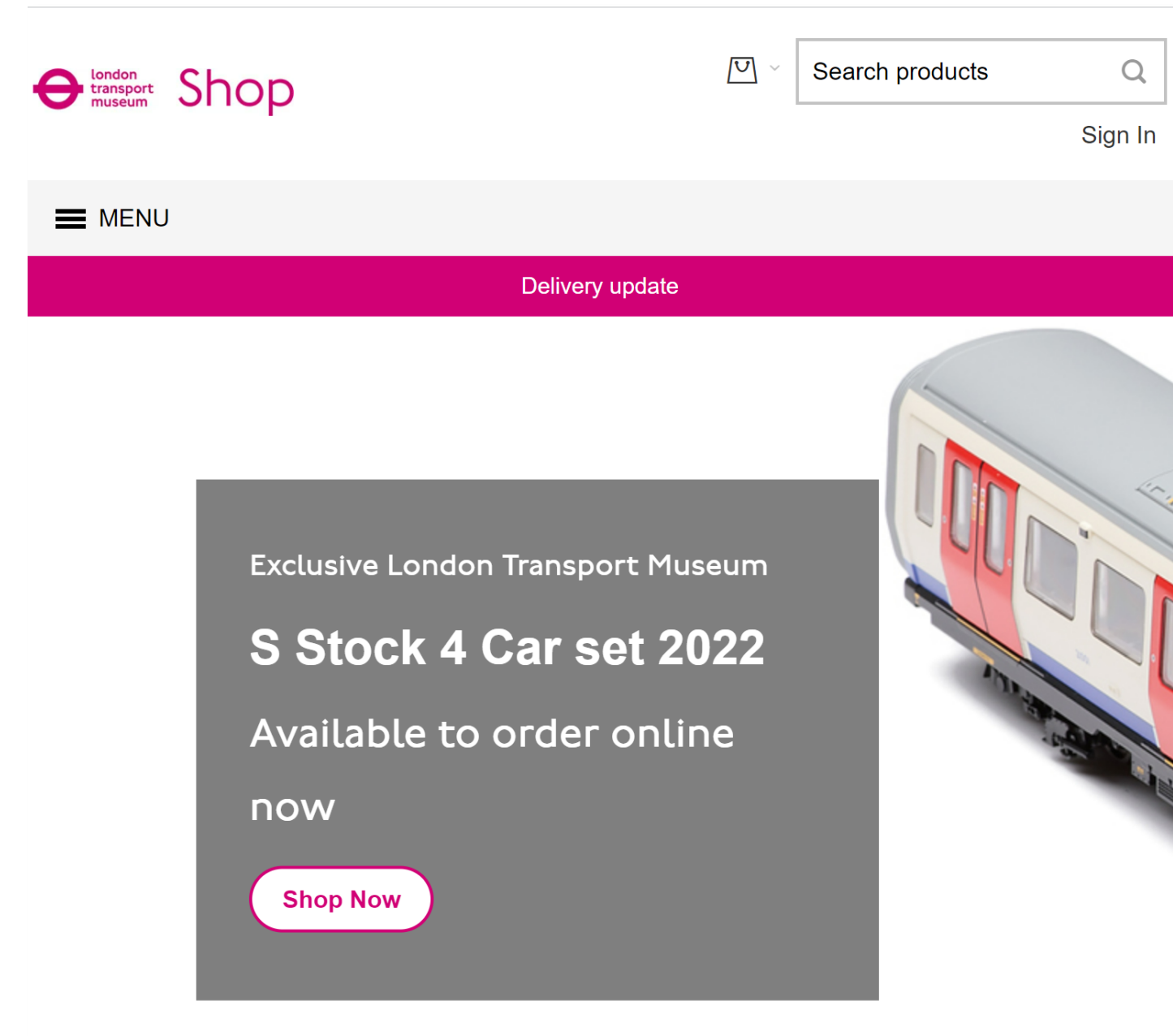
= Looking for inspiration

- Category page

Show me great products!

Search Function

- Clear, prominent design of search box
- Test it yourself – do you get sensible results back?
- Use Search query data
 - What are most common queries? Check weekly if possible – it will be seasonal!
- Check for queries with ‘no results found’ - setup manual links



Navigation Menus

- Clear, prominent design of navigation menu
- Shopper-friendly categories
 - what is audience looking for?
- Highlight seasonal / topical categories
- Is it possible to reach all of my products?



HOMEWARE

Shop all homeware

New homeware

Kitchen & dining

Food and drink

Home accessories

Cushions & soft furnishing

Gardening & outdoors

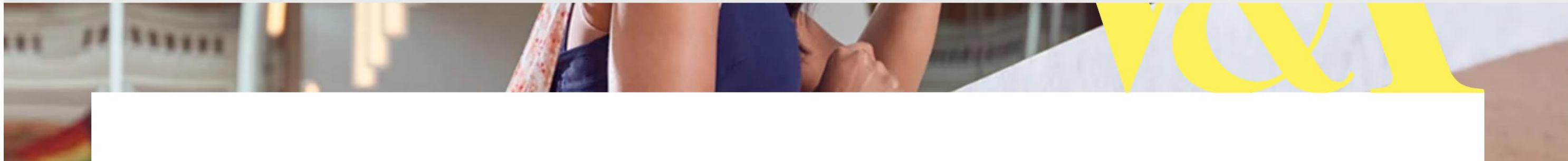
Arts & Crafts at home

Haberdashery



Home accessories

SHOP NOW ▶



* Free shipping on orders over £65 *



HAMPERS & GIFT IDEAS ▾

ESTATE FARM SHOP ▾

HOMEWARE & LIFESTYLE ▾

LOCAL MAKERS

ALL PRODUCTS

HAMPERS & GIFT SETS

CHRISTMAS GIFTS

FOOD GIFTS

WINE, BEER & SPIRIT GIFTS

NON-ALCOHOLIC GIFTS

TEA & COFFEE GIFTS

HOMEWARE GIFTS

VIEW ALL >

GIFT IDEAS

ANNIVERSARIES & WEDDINGS

BIRTHDAYS

CHRISTMAS

CONGRATULATIONS

HOUSEWARMING

THANK YOUS

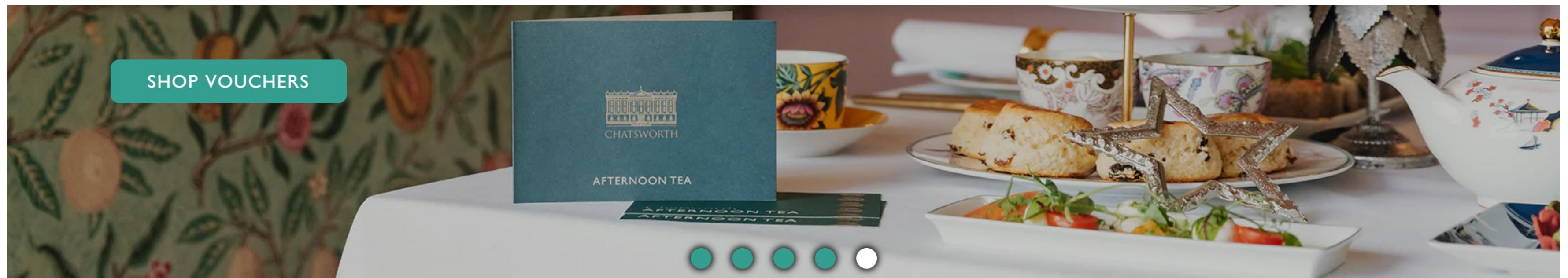
CORPORATE GIFTS

GIFT VOUCHERS

SHOPS & RESTAURANTS GIFT VOUCHERS

TRADITIONAL AFTERNOON TEA GIFT VOUCHERS

CHAMPAGNE AFTERNOON TEA GIFT VOUCHER



Banners

- Are important on the main Shop landing page
- Provide visual routes to groups of products
- Can be seasonal and frequently changed



BOOK OF THE MONTH

[Read more](#)

COFFEE BY TATE

[Shop now](#)

CARDS AND CALENDARS

[Shop now](#)

LYNETTE YIADOM-BOAKYE

[Shop now](#)

PAUL CEZANNE

[Shop now](#)

LUBAINA HIMID PYJAMAS

[Shop now](#)



Free delivery over £50 and free next-day Click & Collect over £30

HAPPIER Christmas moments

[Shop all Christmas](#)

Christmas Decorations

Gifts

Bed down for Christmas

Tick some gifts off your list with our top OFFERS

Great savings on
Apple
products

Shop now

Up to 50% off
selected
Christmas

Shop now

20% off
Liz Earle

Shop now

Up to £200 off
TVs

TV Offers

30% off
Ted Baker

Shop now

Up to 30% off
Mulberry

Shop now

Category Pages

- Minimum 3 - 4 products
- Illustrative, appealing images & names
- Clear prices
- Display bestselling items first
- Sort options – By Price, bestselling etc.
- (SEO text – can help customers too!)

*Objective of page
= get user to click
on a product*

Jewellery & Accessories

Whether you're accessorising for fun or heading to a more formal affair, we have your jewellery needs covered. With jewellery and accessories from designers such as Tatty Devine and Materia Rica, we have necklaces, earrings, tote bags and pins (to name but a few!) to fit every look and every budget. We even have socks! Browse our ranges of stunning jewellery and accessories and shop online today.

Sort: Featured ▾



David Bowie | Aladdin Sane Flash
Necklace
£17.95



Mint Necklace
£18.00



Playful Cat Necklace
£29.00



Tiny Lightning Studs
£17.00



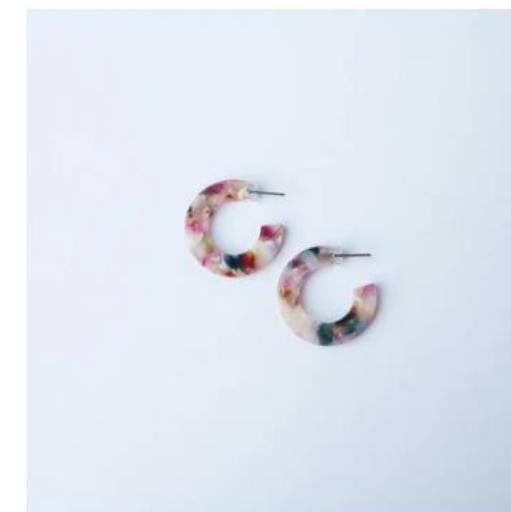
Horizon Necklace
£23.00



Chihuahua Earrings
£9.95



Flash Earrings
£9.95



Circe Mini Hoop Earrings
£23.00

Horniman Museum and Gardens > Accessories

Sort By
Recommended ▼

Filters

Types ▼

Colours ▼

Sizes ▼



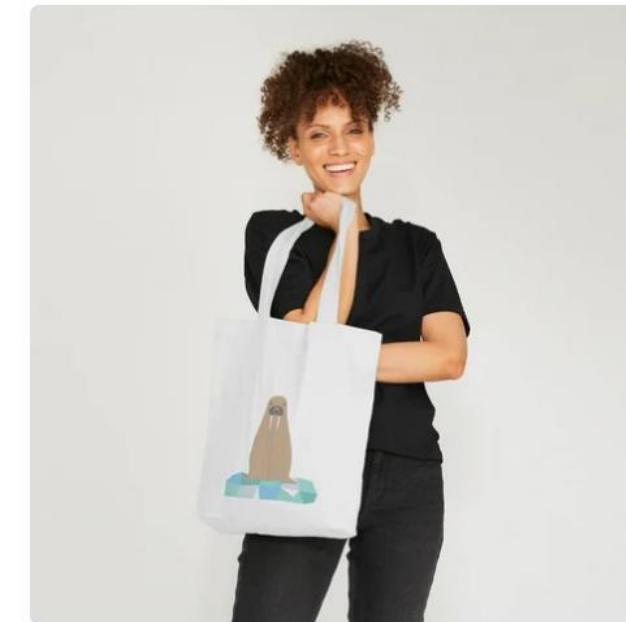
Aquarium Tote
£12



Toy Horse Tote
£12



Butterfly Tote
£12



Walrus Tote
£12

C = Consider = convince me!



- Product Page
- Delivery & Returns Info

***Removing doubts and
uncertainty!***

A double act....



KETTLE'S YARD



The Very Less Small Berry Bowl (2 parts)

£42.00



Add to Cart

We are here to help. If you've got a question? Ask us!

A small berry bowl with drainage holes and separate drip stand. Wash your berries and bring to the table in this pretty bowl with face and ears.

- Stoneware with off white matt glaze inside and out
- H10cm D11cm
- Please note due to the handmade nature of this product, the item you receive may vary slightly in size, shape and/or colour from those pictured

The Very Less is a small pottery studio in Cambridge, specialising in planters and decorative ceramic pieces. Taking inspiration from mid-century Scandinavian design and traditional Japanese ceramics, pieces are wheel thrown with hand-built additions, giving each piece its own character and personality. Working within a narrow palette of shades of white and black, and using techniques of wax resist, and faceting, the pieces embrace the unpredictability of glazing. Pots are made to work as families or on their own, and each pot will take on a new life with the addition of plant, leaf or flower.

More in this Collection



Home / All Artworks /

Next product →



Colour Atmosphere Sand II Blue Composition (Framed)

KANICA

£850.00

Wool on canvas

72.5 x 72.5 cm

2022

Framed

TYPE

Original Artwork (Unique)

GET SHIPPING QUOTE

BUY IT NOW

BY ARTIST

Kanica

ABOUT THE ARTIST

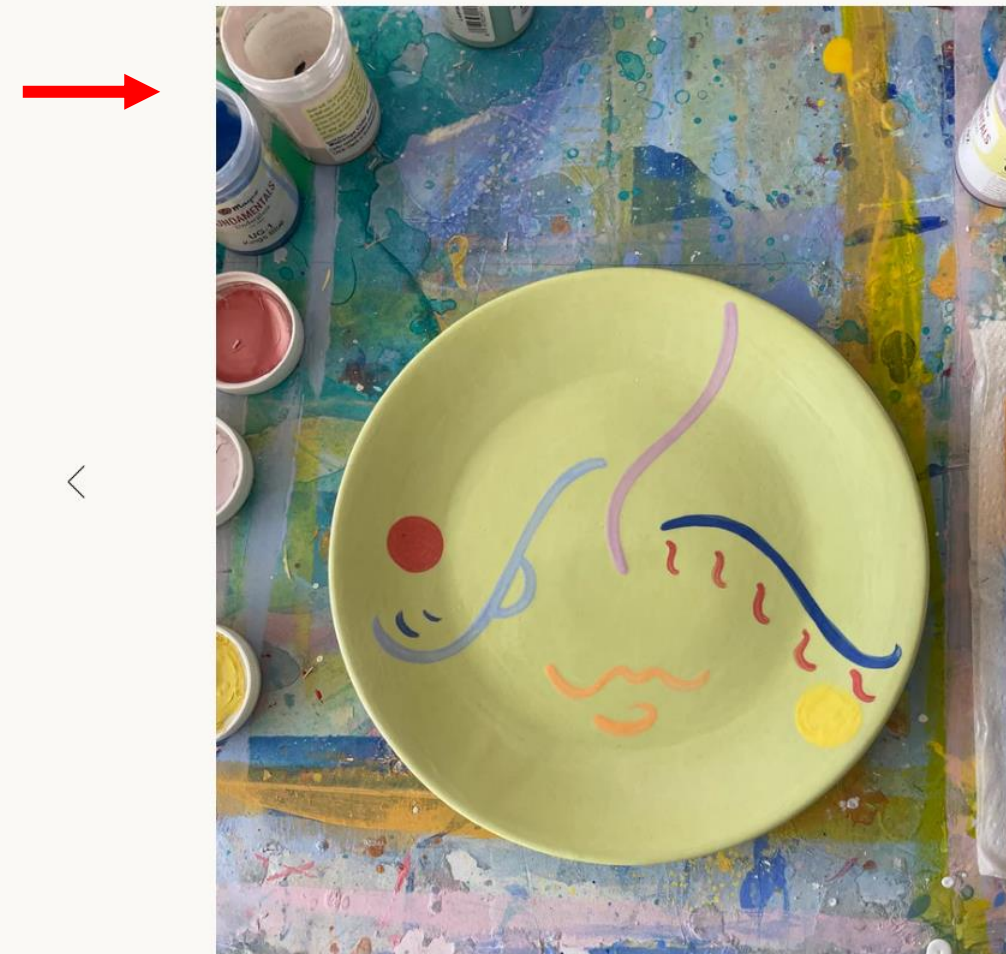
+

SHIPPING

+

Home / Ceramics /

Next product →



Ceramic Portrait 15

VENETIA BERRY

£200.00

Unframed

MEDIUM
Hand Painted Ceramic

SIZE
23.5cm wide

YEAR
2021

TYPE
Homeware

ADD TO CART

BUY IT NOW

BY ARTIST

Venetia Berry

ABOUT THE ARTIST

+

SHIPPING

+

RETURNS

+

Delivery & Returns

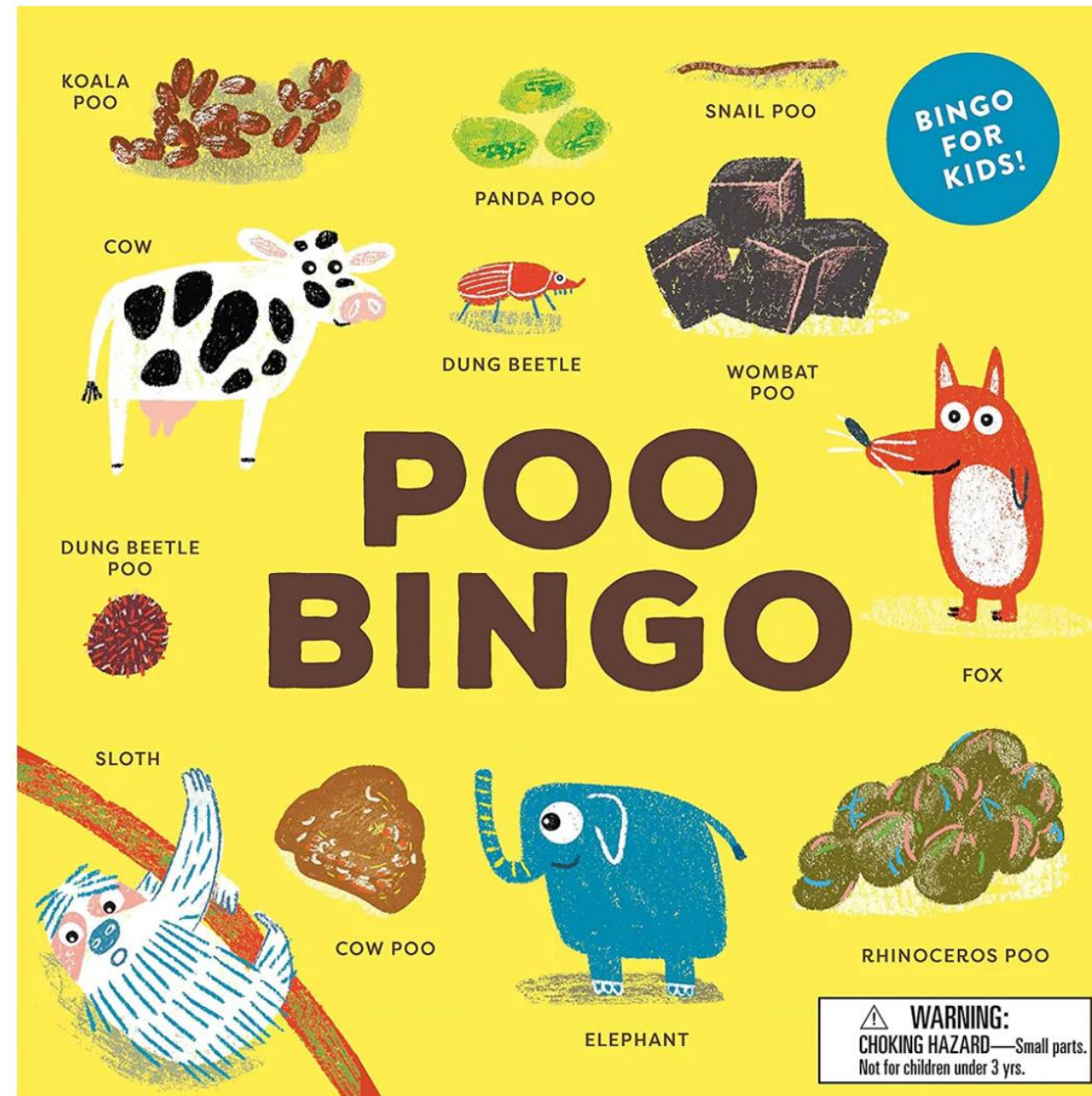
- Make it quick and easy to find out how much delivery will cost & how long it will take
- Highlight how much you have to spend to get 'free delivery'
- Clearly state your Returns policy



Free UK shipping when you spend £50! Use Code FREESHIPPING



Science ▾ Space ▾ Toys ▾ Books ▾ Branded ▾ Gifts ▾ All Products ▾
Gift Card



Poo Bingo

£16.99

Tax included. Shipping calculated at checkout.

Add to basket

Poo Bingo is our best-selling game!

The first person to fill their game card with animals and their matching poos wins!

Includes:

- Fully illustrated board
- Chips
- Small container to store them in
- 8 double-sided game cards
- Counters
- Informative booklet with lots of fun and smelly facts

What are you looking for? 

CHRISTMAS ▼

NEW ▼

MUGS

PRODUCTS ▼

COLLECTIONS ▼

PERSONALISED ▼

GIFTS ▼

VISIT OUR FACTORY ▼


OUTLET ▼



Flowers Cornflower 1/2 Pint Mug

£22.00

 112 Reviews

 Free delivery on orders over £50.00 .

 1303 views this week

333 people have bought this product this week

QTY − | + ADD TO BASKET SAVE 

All that seed planting takes a lot of effort but now you can sit back and admire your wild flower garden (especially these starry flowers in bright shades of blue) over tea in your Flowers Cornflower 1/2 Pint Mug.

PRODUCT CODE: ICRN020002

Delivery

Christmas Personalised Last Order Date

UK Personalised: 06th December 2022
UK Non Personalised: 18th December 2022
UK Next Day Delivery Service: 19th December 2022

Rest Of The World Personalised: 04th December 2022
Rest Of The World Non Personalised: 13th December 2022

UK Standard

Cost: £5.00 (spend over £50 for free delivery)
Delivery: 5-7 days

For orders containing personalised and non-scripted personalised, delivery will be within 2 weeks



Link from footer!

The screenshot shows the footer of the Emma Bridgewater website. On the left is the logo "Emma Bridgewater FEELS LIKE HOME". The footer is divided into three columns of links. The first column, "Customer Service", contains links for "Help Centre", "Delivery", "Returns", "Give a free 1/2 Pint Mug", "Terms & conditions", "Promotions", and "Privacy policy". The second column, "Information", contains links for "About us", "News, Events & Competitions", "Visit our factory", "Collectors club", "Join Our Affiliate Programme", "Careers", "Customer Reviews", and "前往中文官方落地页". The third column contains a "Collectors club" section with a description and a tree image, followed by two buttons: "Find a store" and "Request a catalogue", both with right-pointing chevrons. At the bottom left are social media icons for Facebook, Twitter, Pinterest, and Instagram. At the bottom center is a Trustpilot review badge showing "Excellent" with 4.4 out of 5 stars based on 42,645 reviews.

Emma Bridgewater
FEELS LIKE HOME

Customer Service
Help Centre
Delivery
Returns
Give a free 1/2 Pint Mug
Terms & conditions
Promotions
Privacy policy

Information
About us
News, Events & Competitions
Visit our factory
Collectors club
Join Our Affiliate Programme
Careers
Customer Reviews
前往中文官方落地页

Collectors club
Join our collector's club for early access to sale, special offers and more.

Find a store >

Request a catalogue >

FIND US ON

f t p i

Excellent 4.4 out of 5 based on 42,645 reviews Trustpilot

Delivery Information

DELIVERY SERVICE	ORDER VALUE	DELIVERY CHARGE	STANDARD ITEMS	PERSONALISED ITEMS
Standard	Under £50	£5.00	5-7 days	Within 2 weeks
Standard	Over £50	Free	5-7 days	Within 2 weeks
Next Day	N/A	£7.95	Available	Service unavailable

Christmas Personalised Last Order Date ▼

Despatch & Delivery ▼

Delivery Restrictions ▼

Next Day Delivery ▼

Changing Delivery Address ▼

International Delivery ▼

Have you forgotten about piglet?





Shop ▾

Christmas ▾

Toy offers

🔍 Search products, brands or FAQs

Search

👤 Account

📖 Wishlist

🛒 Trolley

🏷️ Shop our latest voucher codes

🕒 Same or next day delivery available

📅 Flexible Credit Available

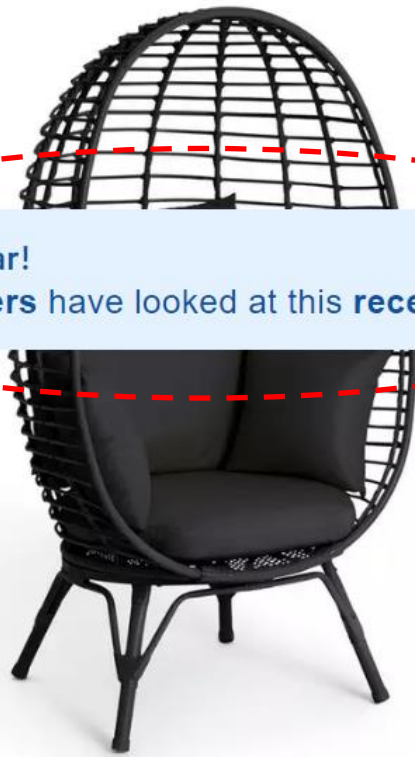
🔍 Garden and DIY < Garden furniture < Garden chairs and sun loungers < Habitat Kora Egg Chair - Black

Habitat Kora Egg Chair - Black 953/9060

★★★★★ [Read reviews \(46\)](#)

🔍 Shop similar

👤 Popular!
9 others have looked at this recently



£210.00

📄 Flexible credit available

[See options](#)

nectar Collect 210 Nectar points

[Find out more](#)

Check stock

Check stock to see your delivery and collection options:

Enter postcode

Check

1



Speak to an in-store expert about this product

Talk now



📖 [Add to Your Wishlist](#)

Feedback

C = Convert = help me checkout!



- The route from product page to order placed

PRODUCT PAGE



BASKET

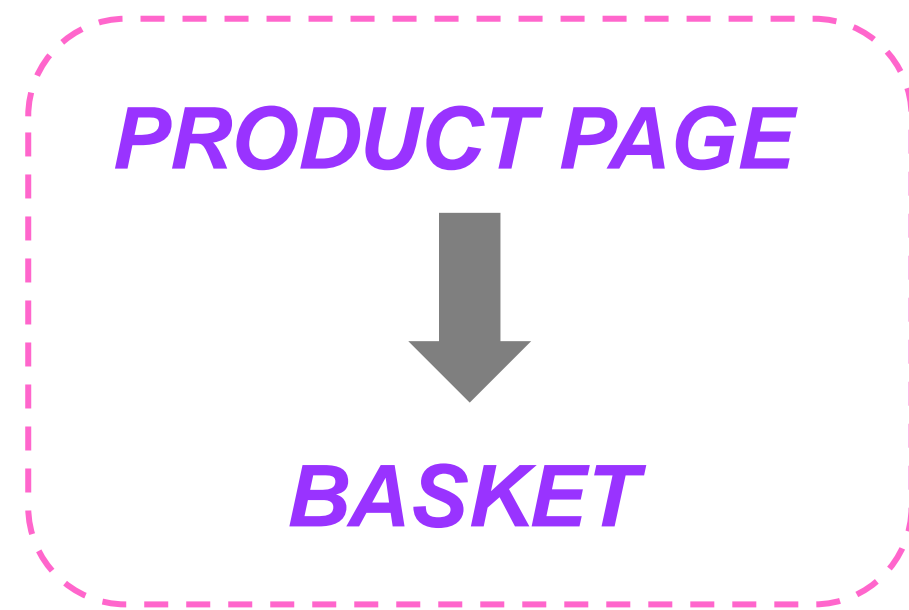


CHECKOUT

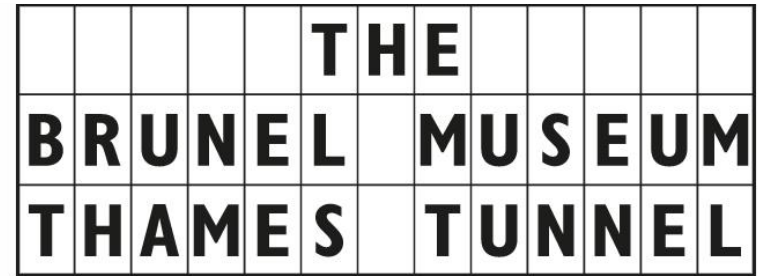


ORDER PLACED





- Clear CTA on Product Page
- Confirm item added to Basket
- Clear access to Basket sitewide



Join our mailing list

Covid-19: Visiting safely

Free UK shipping for orders over £30

Home » Shop » An Engineer Like Me



An Engineer Like Me

£6.99

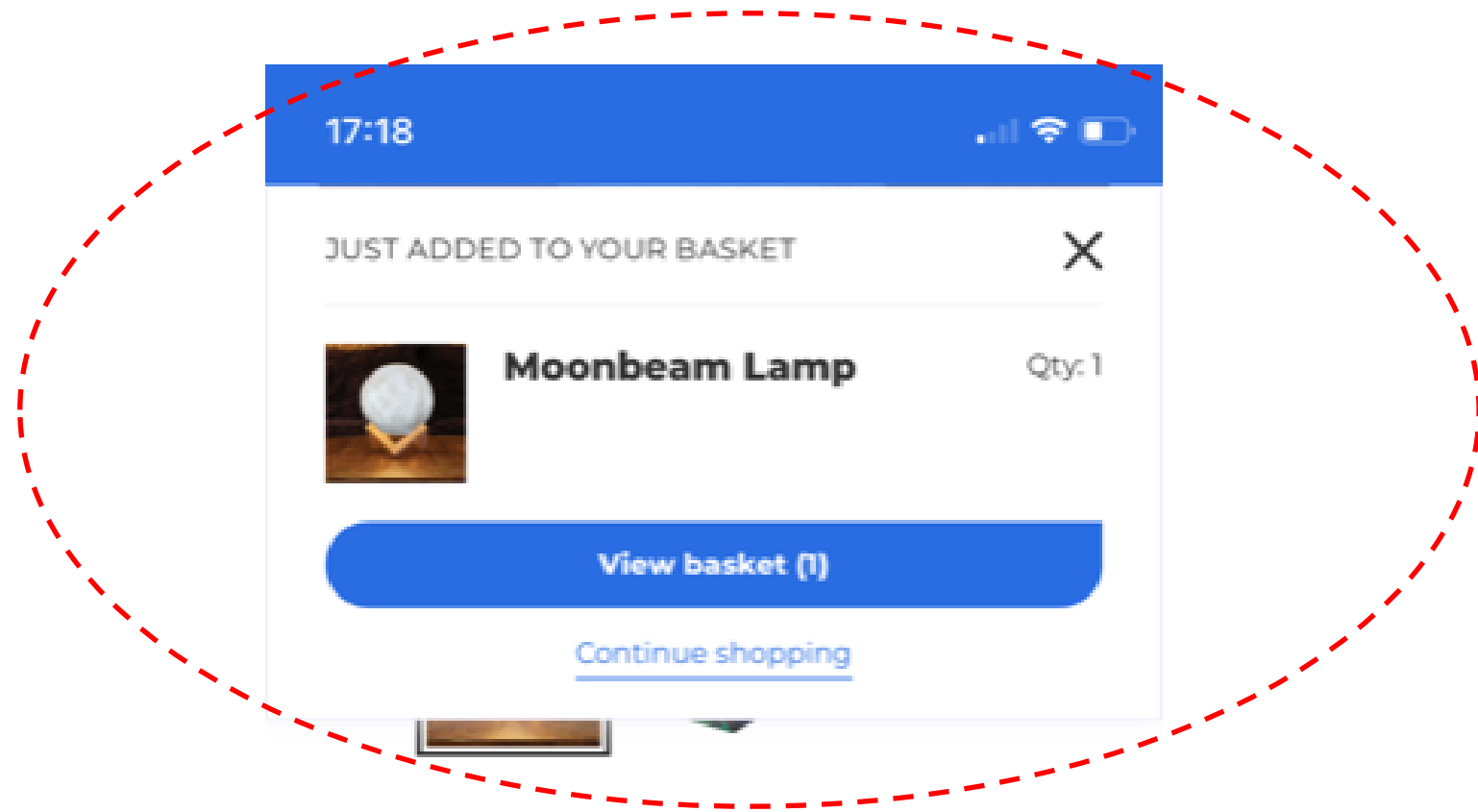
Quantity: 1 **ADD TO BASKET**

Inventive illustrations and an empowering story combine to introduce young readers to the world of engineering, creative thinking and problem-solving.

Zara is curious about everything! Travelling around the city with her gran, she sees all kinds of fascinating things. How do roller coasters do loop-the-loops? How do planes stay up? As she marvels about how they work, Zara learns about some of the brilliant engineers who have shaped the world around her. Soon she can't wait to start creating her own amazing inventions and become an engineer too!

With pages encouraging kids to try out their very own engineering experiments such as constructing the perfect paper aeroplane and safely dropping an egg from a height, this brilliant picture book written by engineer and TV presenter Dr Shini





Moonbeam Lamp

£18.00

Tax included. [Shipping](#) calculated at checkout.

Add to basket

Bring the moon indoors with this realistic model moonbeam lamp.

Simply touch the base of the moon to turn it on and off. You can also change the colour between 'warm white' and 'neutral white' by touching the

AA

shop.wethecurious.org



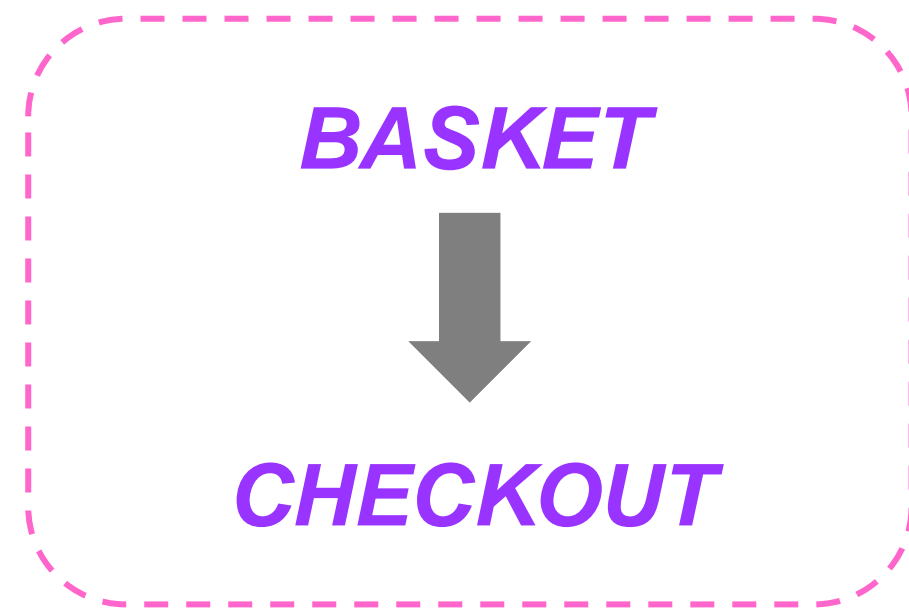
Free UK shipping when you spend £50! Use Code FREESHIPPING



AA

shop.wethecurious.org








- Clear total
- Show payment options
- Clear CTA – Checkout Now

EXTRAS

- Consider cross-sales
- Consider additional conversion message

MY BASKET

-  FREE delivery on membership & tickets
-  FREE UK delivery on items over £60
-  Standard delivery from £3.60

Spend just £46.50 more to get free UK delivery




MANNEQUIN RIGHT HAND


[Remove](#)

- 1 +

£13.50

 TATE MEMBERSHIP FROM £78
Join today for free entry to all Tate exhibitions

[Find out more](#) →

Enter promo code 

TOTAL £13.50
Excluding delivery

[Secure Checkout](#) →

[Continue shopping](#)



Free UK shipping when you spend £50! Use Code FREESHIPPING





Science ▾ Space ▾ Toys ▾ Books ▾ Branded ▾ Gifts ▾ All Products ▾ Gift Card



Every purchase in our shop supports us as an educational charity

[Continue shopping](#)

PRODUCT	PRICE	QUANTITY	TOTAL
 Planet Neptune Mug Remove	£9.50	1	£9.50
 100 Things to Know About Planet Earth Remove	£9.99	1	£9.99

Add a note to your order

Subtotal £19.49 GBP

Tax included. [Shipping](#) calculated at checkout.

[Check out](#)

 shop Pay

 PayPal

 G Pay



MISSION

- Get Shipping Information
- Get Payment Information

PRINCIPLES

- Ask for as little info as possible
- Remove distractions
- Check error messages
- Show stage in checkout
- Clear CTA buttons

Turner Contemporary

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

Contact information

Already have an account? [Log in](#)

Email me with news and offers

Delivery method

 Ship

 Click & Collect

Shipping address

Country/Region
United Kingdom

[Return to cart](#)

[Continue to shipping](#)



Seaside: Photographed

£19.95




Nude Study Cushion - Martha Smith
Tattoo

£45.00

Apply

Subtotal

£64.95

Shipping 

Calculated at next step

Total

Including £7.50 in taxes

GBP **£64.95**

D = Deliver = don't disappoint!

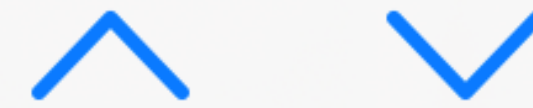


- Order confirmation page & email
- Dispatch email
- The parcel itself!
 - packaging
 - packing note

There is LOTS of interaction AFTER order is placed!

*Post-purchase
Interactions*

- Give clear record of order details
- Set expectations on
 - order dispatch
 - order delivery times
 - email communications
- Signpost 'help' / customer service
- Communicate personality and brand – to create a memorable, positive experience.
- to support future return purchases!



THANKS FOR YOUR ORDER!

Hello ,

Thank you for shopping with us, your order number is: **2000161382**

Please note that due to high order volumes and Royal Mail strikes, there may be a slight delay in receiving your order. Find out more here.

We hope you enjoy your purchase, you will receive an email when it is on its way. Please note, your order may arrive in separate packages.

For any queries contact [shopping@\[redacted\].co.uk](mailto:shopping@[redacted].co.uk) our customer service team is available Monday to Friday 10am-5pm (excluding bank holidays).

As a thank you for supporting the Museum, please apply the code **[redacted]RT15** for 15%* off your next purchase at [www.\[redacted\].co.uk](http://www.[redacted].co.uk)

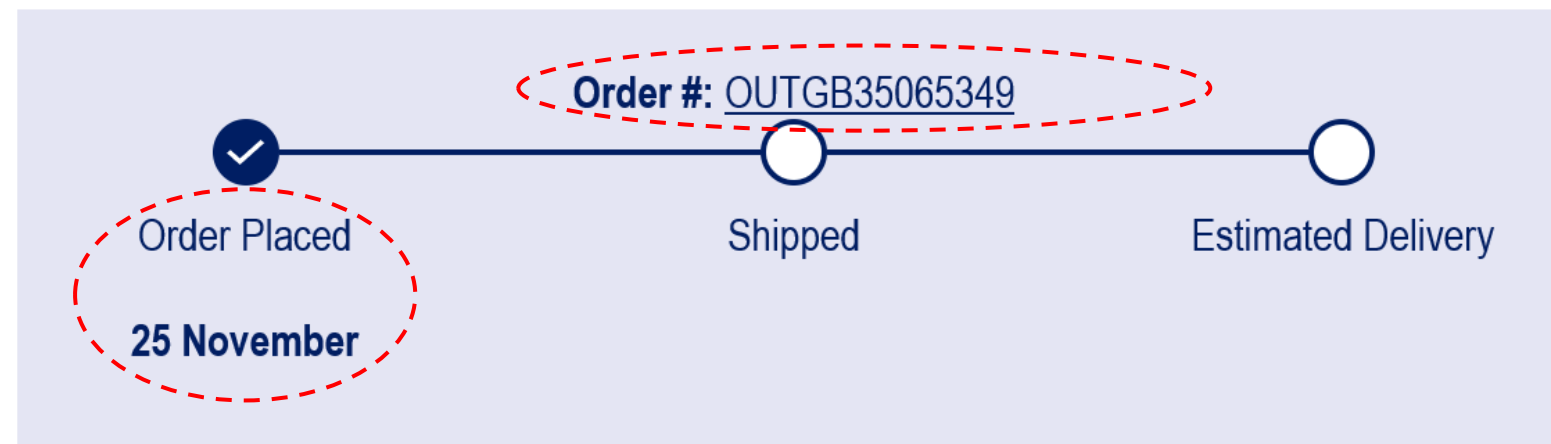
Billing Address:

Delivery Address:



Thank you.

Your order will be processed within the next 1-3 business days, depending on your selected shipment method. Once your order has been shipped, you will receive a shipping confirmation and tracking number.



*There may be an increase in shipping and transit delays from our facilities to your door as our shipping carriers are adjusting their operations at this time.

[View Your Order](#)

Items Ordered



GT-2000 9 G-TX

1

£94.00
£65.80

Style Number (#): 1012A866.001
Color: Black/Digital Grape
Size: 7
Price: £135.00 **£94.00**

Subtotal	£65.80
Shipping Cost	Free
VAT	£10.97
Total	£65.80

Billing Information



Payment Method
Apple Pay 1156

Shipping Information



Shipping Method
Outlet Standard, 5-7 Business Days



66 likes
becoming.mummy.to.noahandmilo Look what came in my Emma Bridgewater delivery..... Naughty Pepper. She loves Emma Bridgewater too!
#emmabridgewater #cat #instacat #kitty #delivery



129 likes
sarahjaneleedgar Got to love a red box delivery. Dare I open it though? No rattling which is a good sign xx... more



A



B



C



C



D



Q&A



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