



Store audit

Store audit: We look under the hood of your store and thoroughly test the processes.

netz.ly/shopaudit

More conversions, fewer abandoned purchases

The reasons why customers don't end up buying from you can be very diverse. In the search for the causes, store owners often forget to take a critical look at and test their own store. Be honest: **when was the last time you ordered from your own store?** We check your product view-to-conversion rate to find out whether users have problems with your products, prices, product descriptions, etc. In the audit, we check at which point in the process purchases are canceled and what the cause could be. We test the user experience of your store and provide you with concrete suggestions for improvement.

This is how we proceed

We analyze your store from different perspectives - from "inexperienced surfers" to "SEO experts". Through this change of perspective, **we bring to light visible and invisible problems** that ensure that you have fewer customers at the checkout every day than you could actually have. We look under the hood of your store and into the tracking figures and go through a complete user journey right up to the test purchase. We start with the Google search and go through the process until the delivery is received and the store is rated on Google.

Your store needs to be visible and well-positioned on Google so that new customers can easily find you. That's why we take a look at the most important SEO factors of your website: Information structure, links, meta descriptions, titles, etc.

Requirements and what you need to do

An online store, ideally with tracking already activated, should already be available. For valid results, we need access to your Google Analytics account and other relevant tools. We will be happy to explain exactly why in a free initial consultation.

What you will get

- We go through the entire user journey until your product is purchased
- All insights are collected
- We go through everything with you in a joint workshop
- You will receive concrete recommendations for action

Your contact person



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