Shop Audit

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

Find out more

More conversions, fewer abandoned purchases

There are many reasons why customers abandon their shopping carts. Often, it is because they lack a critical view of their own shop. **We check your product view-to-conversion rate and analyze where customers are leaving**. This allows us to identify the causes and give you specific suggestions for improvement.

This is how we proceed

We **analyze your shop from various perspectives** – from spontaneous surfers to SEO experts. In doing so, we uncover visible and hidden problems, check tracking figures, and go through the entire user journey from the first Google hit to the test purchase. At the same time, we look at the most important SEO factors of your website, such as information structure, links, meta descriptions, and titles, so that your **shop** is **visible** and **new customers can find you**.

E-Commerce

Requirements

You need an online shop with tracking enabled. For valid results, we need access to Google Analytics and other relevant tools – we will clarify the details in a free initial consultation.

This is what you get

- Complete user journey up to purchase
- All findings collected in a compact format
- Joint workshop for evaluation
- Specific recommendations for action for your shop

Your contact person

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