

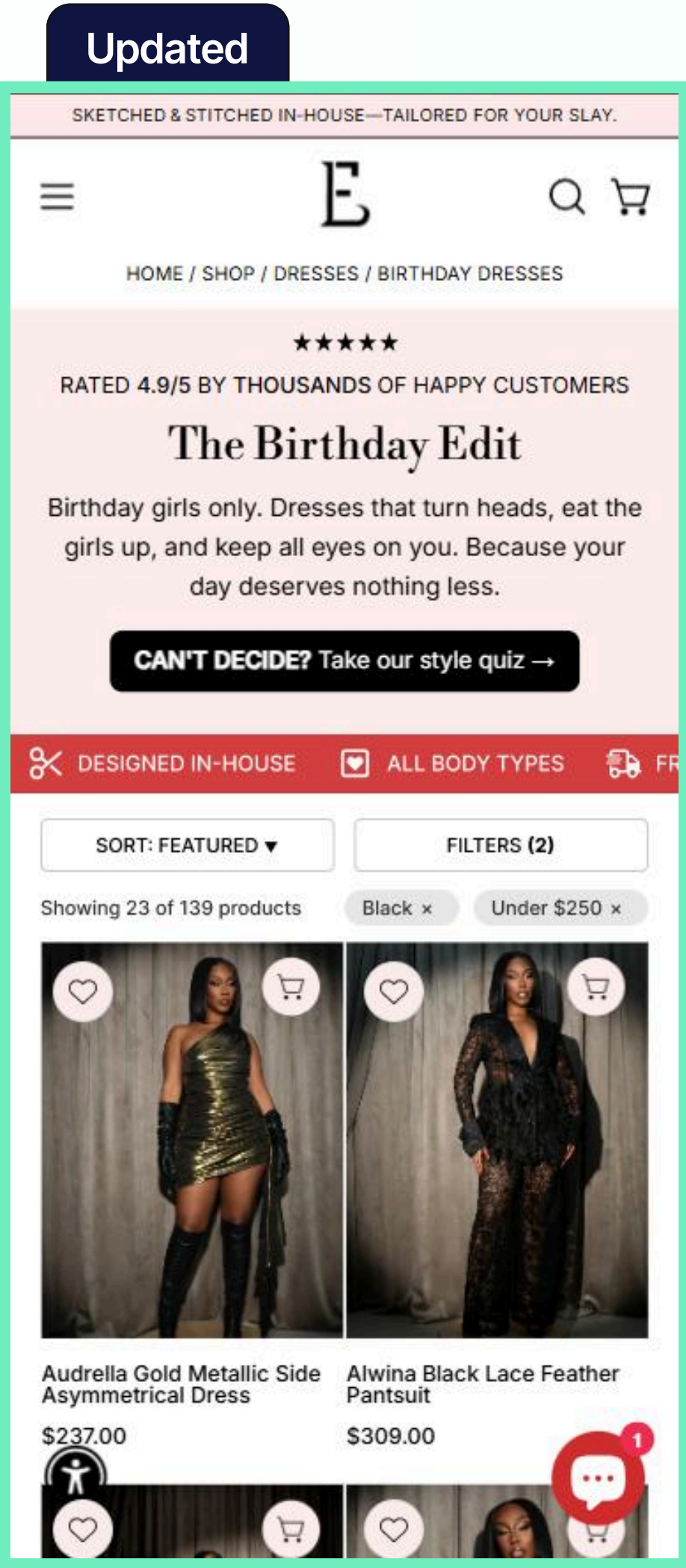
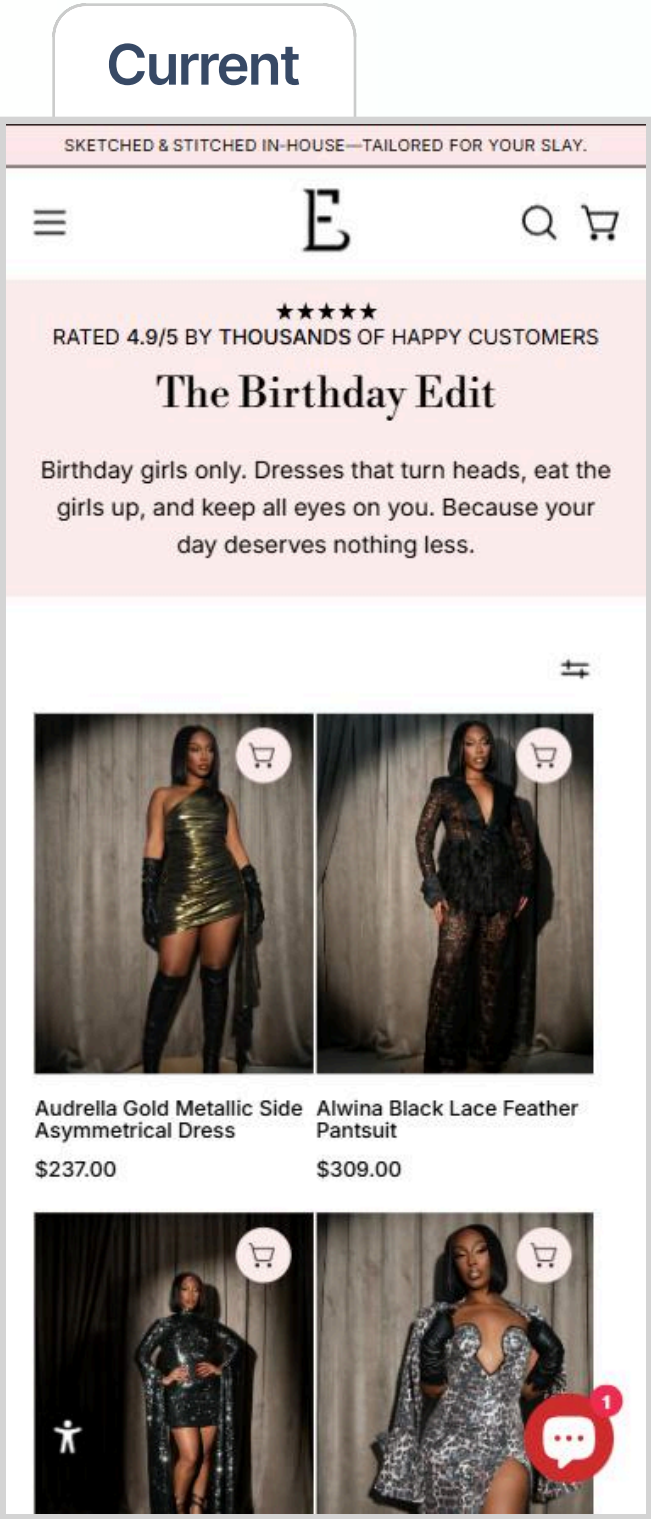


ELLAÉ LISQUÉ

# Conversion Performance Review



**Above-Fold** How does your page appear for incoming visitors?



**Our thoughts (1/3)**

(**Bold:** included in above-fold mockup)

**Critical fixes:**

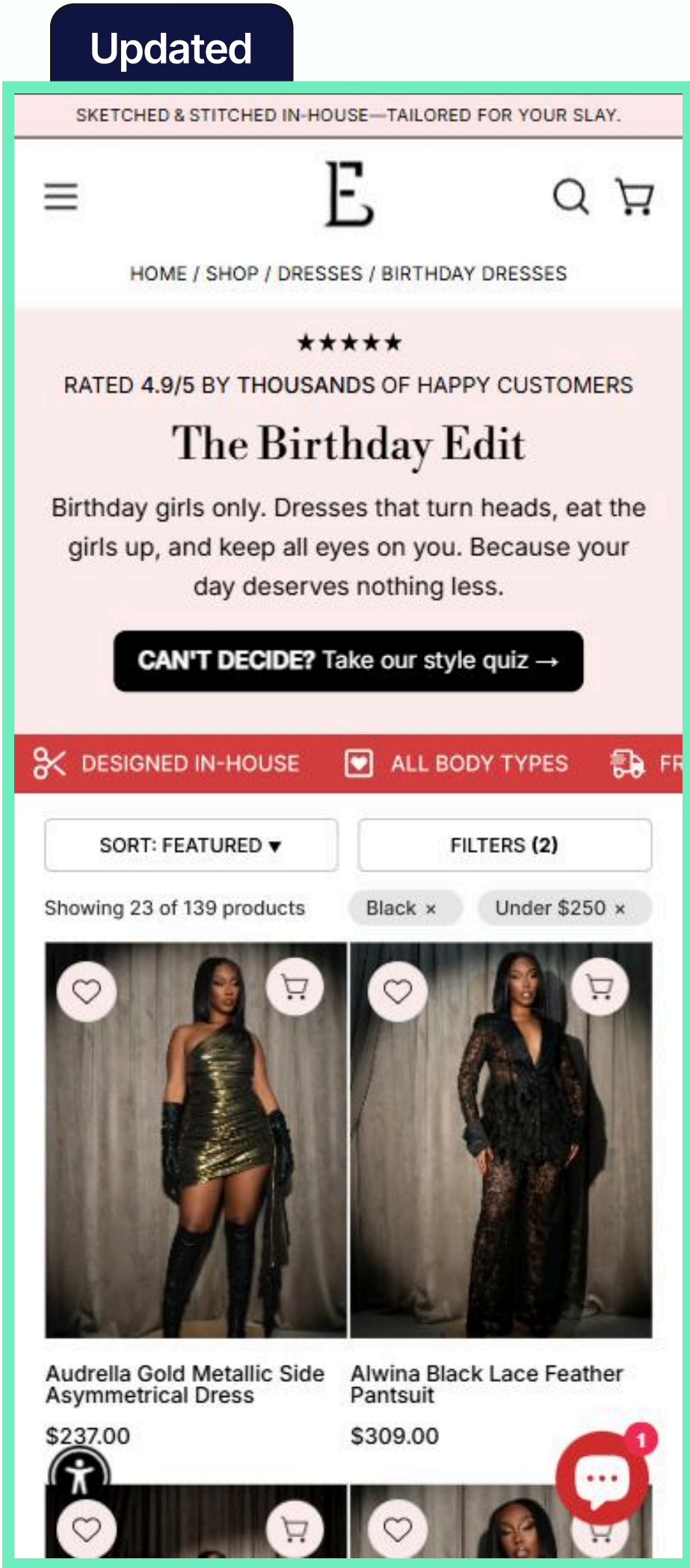
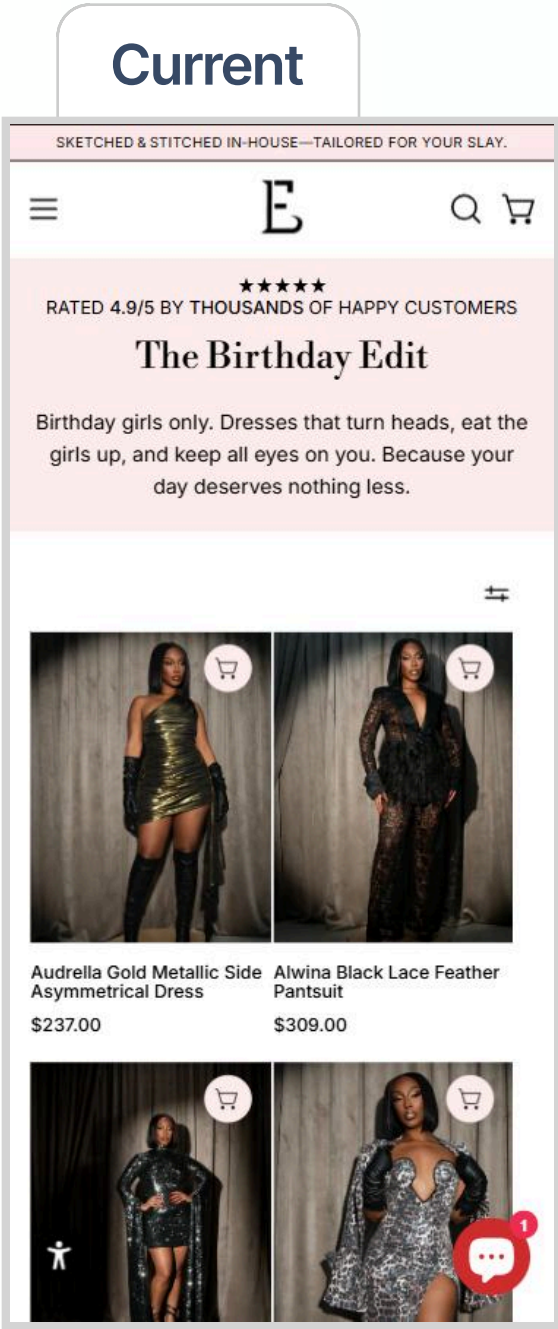
- **There's no sorting order option nor visual indication of active filters on mobile. Users can't see what they've filtered by without reopening the filter drawer**
  - Active filters can be added as a "pill bar" below the header showing active filters (already present in filter drawer, but we want to have this on the main page)
  - Sort by option is missing entirely on mobile and needs added
- On desktop, sort by option exists, but does not say what the current sorting option is once interacted with
  - Fix: change "Sort by" button text to reflect current selection (e.g., "Sort: Price Low to High")
- Cookie banner obscured by chat widget and accessibility button
  - On desktop "Accept All" is blocked by the chat button
  - Custom styling/code can be added to "move" chat widget and accessibility buttons out of the way
- **Selling points (in-house design, affordable luxury, body inclusivity) are hidden at the bottom in a collapsed accordion that most users will never see, especially with infinite scrolling pagination**
  - Move these USPs to a prominent banner above the product grid (after the hero)
  - Use icon-based trust badges: "✓ Designed In-House" "✓ All Body Types" "✓ Rated 4.9/5"
  - Make this section always visible, not collapsed
  - Consider split testing placement, some stores put USPs in the header bar itself

**Quick wins:**

- Product grid items only show product name + price + star rating
  - Add color variant indicators if suitable, or "New" or "Best Seller" badges for social proof
  - Add "Add to Wishlist" heart icon, though this is an entirely new feature
- **Desktop shows "139 products" but mobile doesn't. This is a nice-to-have to give users confidence in selection size and sets expectations for browsing depth**
  - Add this under the product title on mobile as "Showing 139 products", or if filters are applied, "Showing 23 of 139 products"
- Desktop users should be able to hover over product images and see second product image on hover
  - Can be model wearing dress from different angle, movement shots, or a different photography style (ghost mannequin or flat lay)
- Users must scroll back up to adjust filters after browsing down.
  - Add custom styling to keep filters visible on screen as the user scrolls. This is standard to reduce friction in the filter-browse-refine cycle



**Above-Fold**    How does your page appear for incoming visitors?



**Our thoughts (2/3)**

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**Quick wins (cont.):**

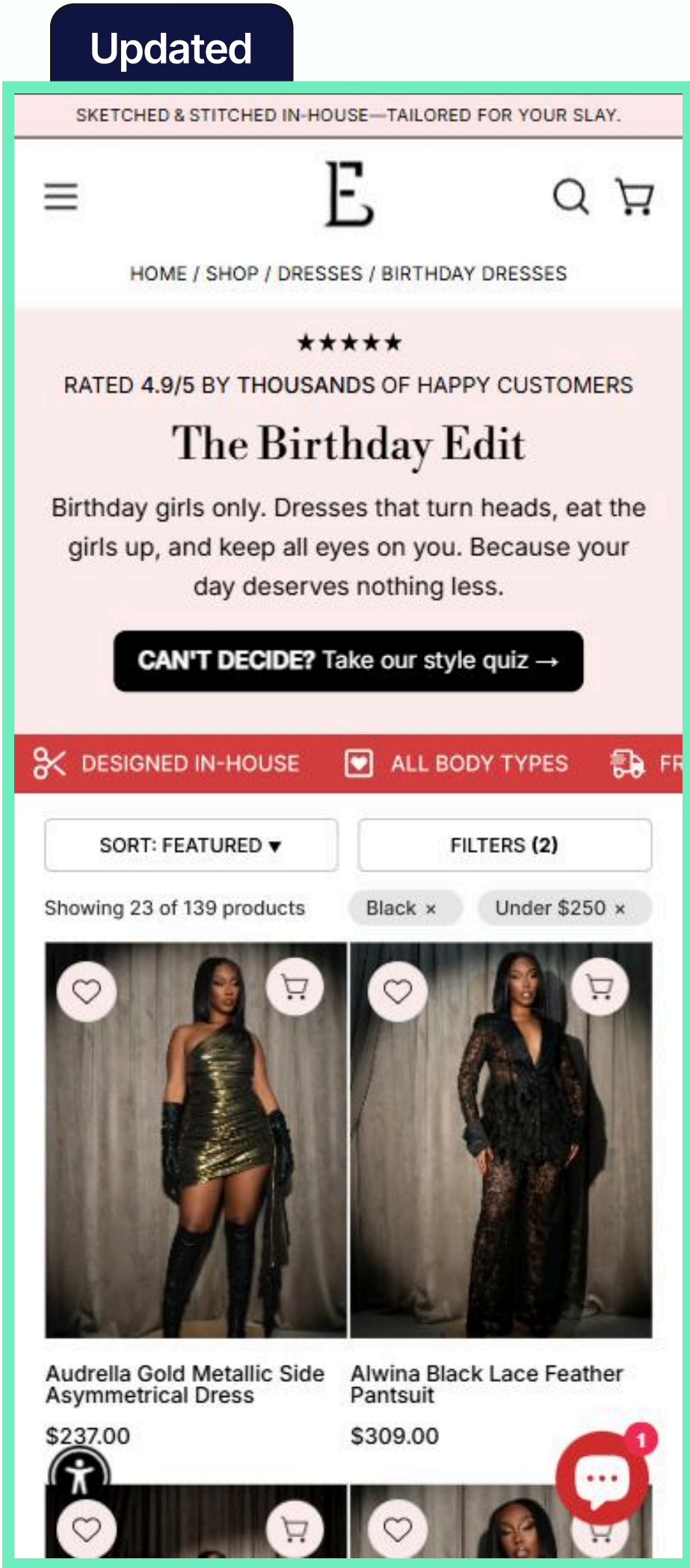
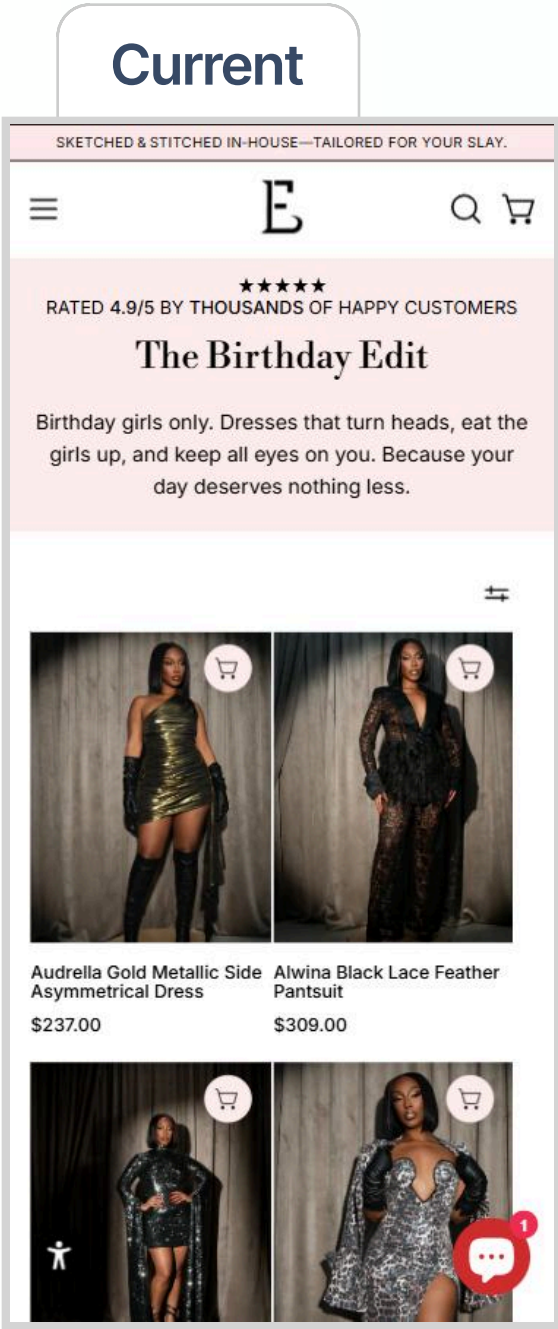
- Long form content is too wide (on desktop) and is hidden in collapsible accordion
  - Remove main accordion, and put the individual FAQs in accordions instead
  - Add a max width of 90-110 characters for each line
- Current FAQs are good, but add:
  - "What if my dress doesn't fit?" (returns/exchanges)
  - "How long does shipping take?"
  - "Can I wear these dresses for other occasions?" (versatility)
  - "Do you have petite/tall options?"
- **Store is not making use of breadcrumbs to navigate from a nested sub-collection to the main collection (like White Birthday Dresses back to Birthday Dresses)**
  - Products also lack breadcrumbs entirely

**Test first:**

- Page uses infinite scroll with no page numbers.
  - Pros: Lower friction, encourages discovery, mobile-friendly
  - Cons: No easy footer or long form content access, can't bookmark specific pages, harder to return to specific product
- Test:
  - Variant A: Current infinite scroll
  - Variant B: "Load More" button (shows 36 products, then button to load next 36)
  - Variant C: Pagination with "Load More" option
  - Recommendation: Test "Load More" button. Gives users control while maintaining discoverability. Add "Back to Top" floating button.
- Price display format is basic (e.g., "\$237.00")
  - Test options:
    - Add "Free Shipping" or "Free Returns" below price
    - Show Afterpay/Klarna options: "or 4 payments of \$59.25"
    - Test "From \$237.00" for products with multiple variants
    - Why: Payment flexibility messaging can increase conversions by 20-30% for fashion retailers in the \$200+ range.
- **Hero section has static description and no CTA**
  - Add a "Shop Now" or "Find Your Dress" button that scrolls to products or opens filter drawer, or secondary CTAs like "Can't decide? Use our style quiz". Test urgency messaging: "139 Show-Stopping Styles" vs. current copy.



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**Our thoughts (3/3)**

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**New features:**

- **Missing wishlist functionality (standard for fashion e-commerce)**
  - Add a wishlist app to increase return visits and reduce cart abandonment
- Filters function well, but missing filter types that promote inclusivity + better messaging to promote this. Some common filter types:
  - Style/Silhouette: (Bodycon, A-Line, Mini, Midi, Maxi)
  - Occasion Intensity: (Intimate Dinner, Club Night, Formal Event)
  - Skin Tone Recommendations: ("Best for Warm/Cool/Neutral Undertones")
  - Body Type Recommendations: (Pear, Hourglass, Athletic, etc.)
- Add interactive features to push to sale
  - Size recommendation quiz: "Find Your Perfect Fit" (collects measurements)
  - Or even a virtual try-on app
  - Missing social proof, add instagram feed showing real customers in dresses and/or "Bestseller" badges based on actual sales data
- Add scarcity and urgency indicators
  - "Only 3 left" (on collection) + "Only 3 left in your size" on product page
  - "X people have this in cart" social proof
  - "Selling fast - ordered 12 times today" on popular items
  - Countdown timer for promotions
  - It's important to use real data, some of this might not be possible without extensive development

**Competitor insights:**

- Photos have same backdrop (good for consistency), stores like Fashion Nova use a mix of plain background photography, and actual club environment shots
- Noisy May have "Shop the look" / complete outfit products where they curate complete head-to-toe outfits
- **NewYorkDress feature a dress style quiz, consider creating a pop-up/page for this, and include a CTA to this in the hero section**
- Anthropologie offer birthday discounts, this can be added without doing this site-wide:
  - Show a "When's your birthday?" popup and send an email reminder 2 weeks before
  - Helps build a birthday month discount email list