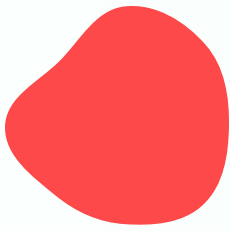
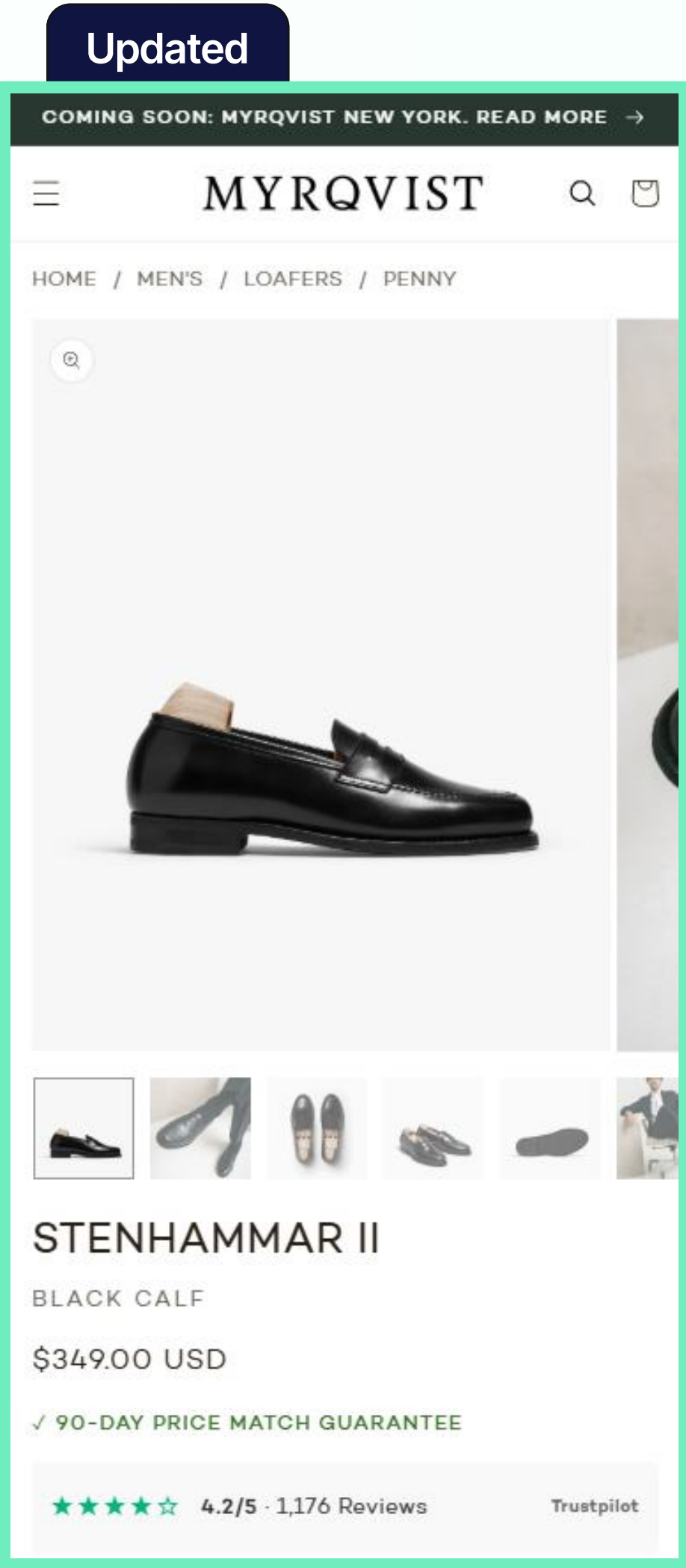
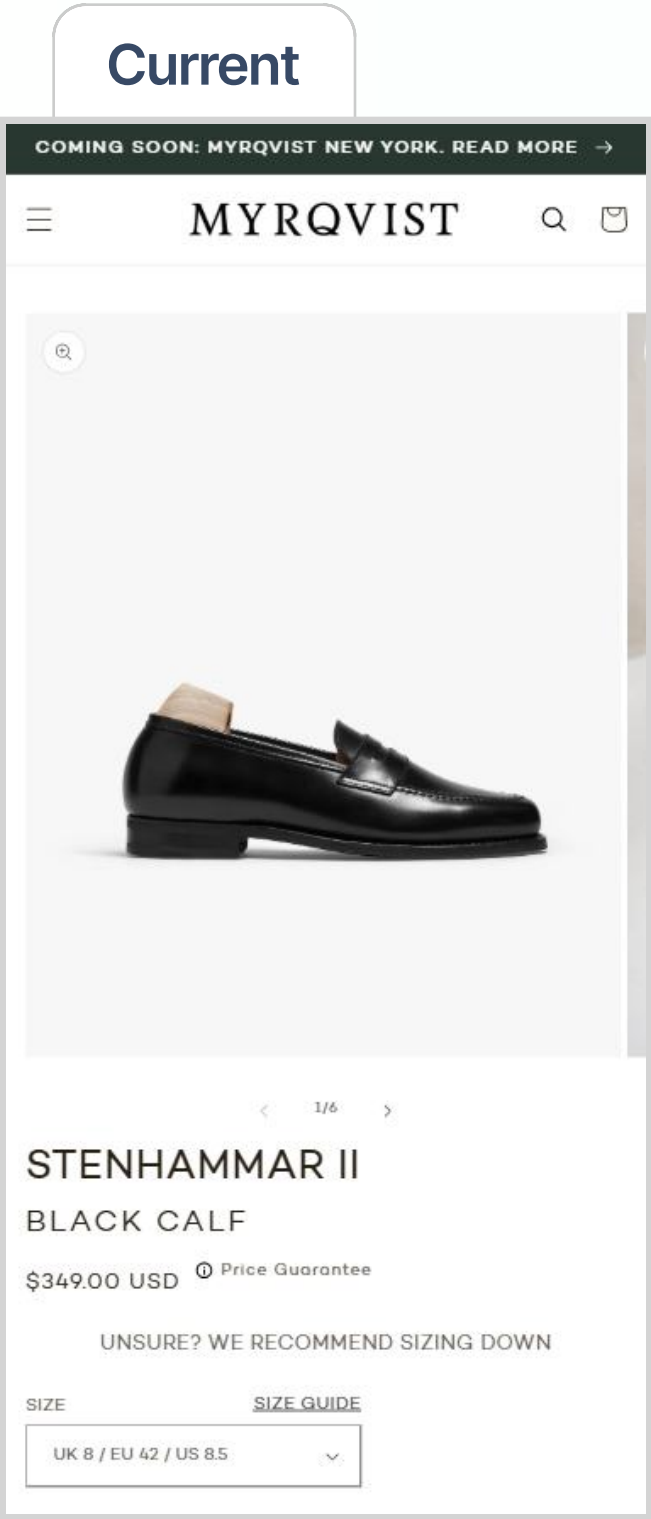


MYRQVIST

# Conversion Performance Review



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



**Our thoughts (1/2)**

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

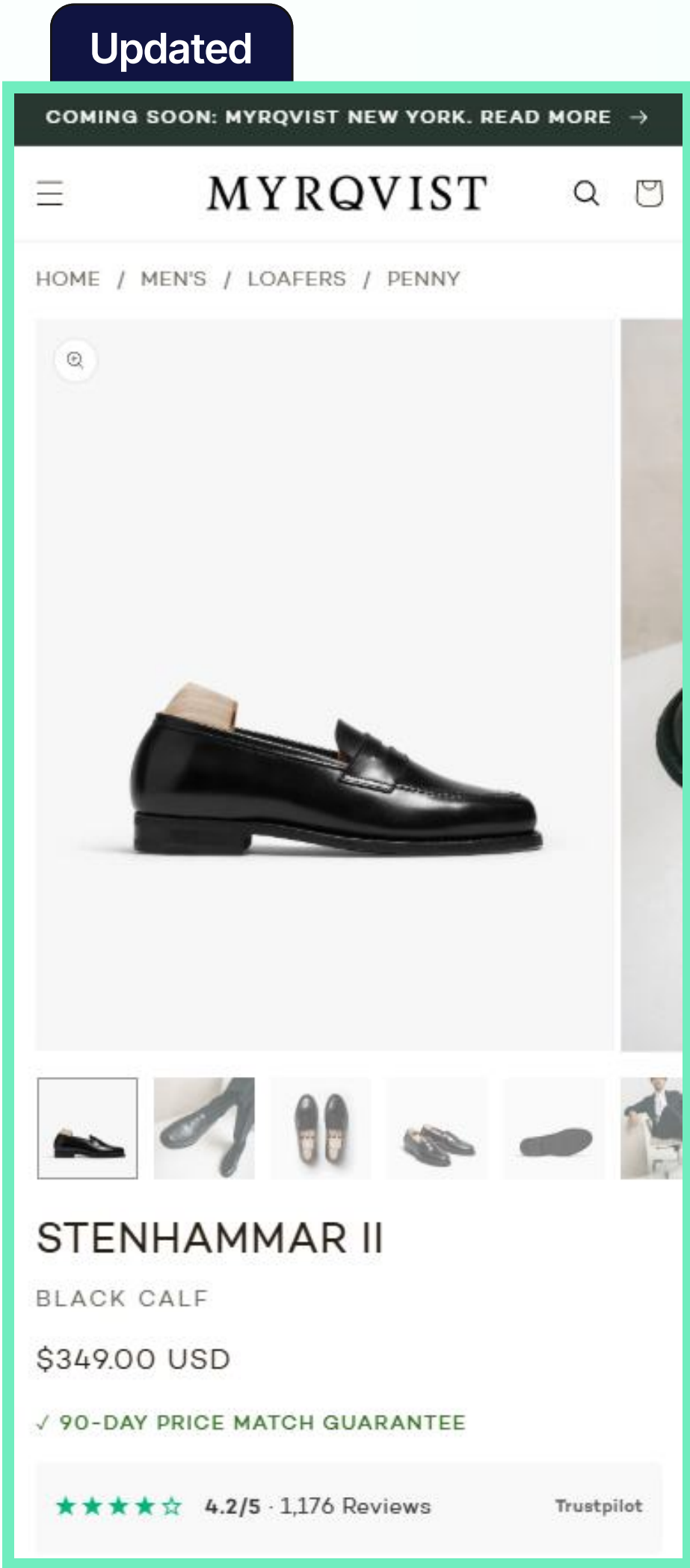
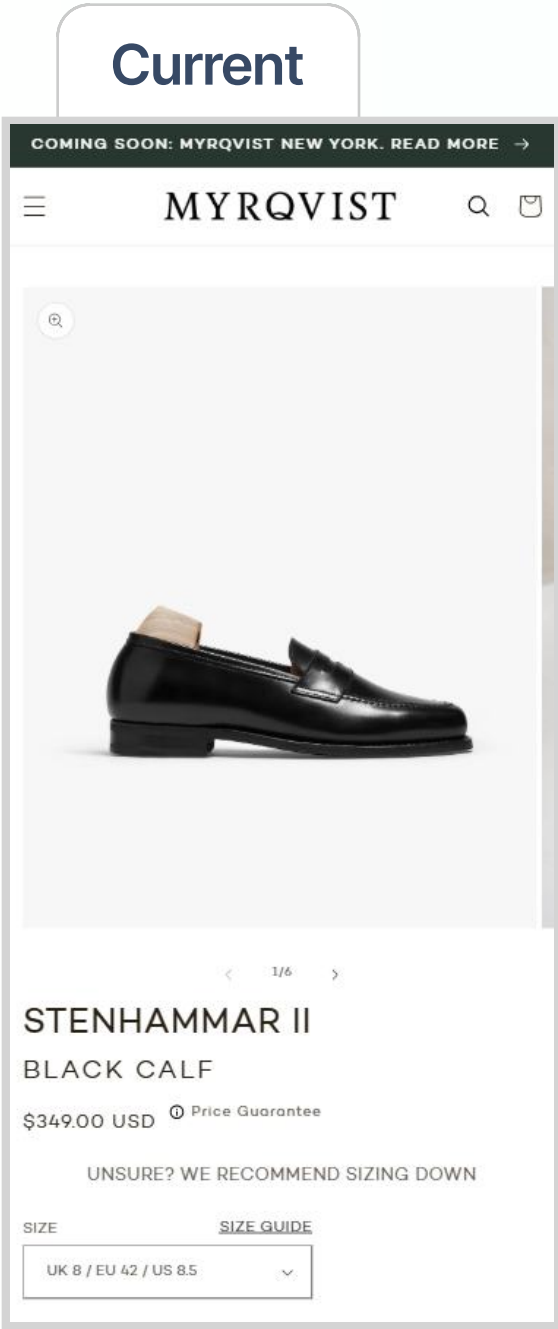
**Critical fixes:**

- Cookie banner blocks product view immediately, creating poor first impression
  - Delay banner by 5-10 seconds (if legally allowed) OR use slim bottom bar instead of full modal
  - Suppress email popup when cookie banner visible (currently both appear simultaneously)
- Missing breadcrumbs removes navigation context for users landing from Google/email
  - Add breadcrumb trail above product title: Home > Men's Loafers > Penny Loafers > Stenhammar II
  - Improves SEO and provides an extra browsing opportunity
- Colour swatches at 42px × 42px are too small to differentiate textures on mobile and may fail accessibility minimums
  - Increase to 56px × 56px minimum on mobile and add colour name if needed
- "60% order multiple sizes" message below Add to Cart creates anxiety rather than confidence
  - This contradictory messaging is conversion poison at the decision point
  - Remove entirely OR reframe as solution: "Get your fit right first time with our Size Recommender"

**Quick wins:**

- Size recommendation "UNSURE? WE RECOMMEND SIZING DOWN" is too passive and vague
  - Replace with prominent "FIND YOUR PERFECT FIT" button that opens the existing quiz
- Trustpilot 4.2/5 rating with 1,176 reviews only appears below fold - this is premium footwear, trust signals must be immediate
  - Add widget directly below price, above size selector
  - Include customer photo carousel from reviews if available
- Price Guarantee hidden in tooltip - your 90-day price match is powerful but invisible
  - Make explicit: "\$349.00 USD ✓ 90-Day Price Match Guarantee"
  - Tooltip remains for details, but core benefit is visible
- "3+ IN STOCK" creates no urgency and is vague
  - Show exact stock when low: "Only 3 left in this size" (< 5 units)
  - Add social proof: "12 people viewing now" or "Sold 47 pairs this month" - make sure information is true, fake numbers ruin credibility
- No visible wishlist/save functionality for considered purchases
  - Add heart icon "Save to Wishlist" button, then email reminder: "Still thinking about Stenhammar II?"
- Mobile-specific problems:
  - Form elements feel cramped on smaller screens - increase sizes throughout
  - "Get your best fit" widget should be full-width on mobile
  - Add-to-cart button should become sticky on scroll (stays visible)
  - Gallery needs prominent swipe indicators - test thumbnails, page dots and current "1/6" counter

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



**Our thoughts (2/2)**

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

**Test first:**

- Email popup timing optimisation
  - Test variants: A) Current B) Exit intent only C) Scroll depth (50%) D) 30 seconds + exit intent
  - Hypothesis: Exit intent will increase capture rate by 25% without harming bounce
  - Test duration: 2 weeks minimum
- Size selector format - dropdown vs. button grid
  - Test if visible size buttons (instead of dropdown) reduce decision friction
  - Watch for: Time to add-to-cart, bounce rate after size selection
- Stock counter specificity - "3+ IN STOCK" vs. "Only 3 left in UK 8" vs. "Low stock - 3 available"
  - Hypothesis: Specific numbers create more urgency than vague indicators

**New features:**

- Live chat for sizing assistance
  - \$349 shoes with sizing complexity need immediate reassurance
  - Add persistent chat bubble: "Questions about fit? Ask our experts"
  - AI/FAQs first-line for common questions, handoff to human for complex sizing

**Competitor examples:**

- Thursday Boot Company include multiple lifestyle shots, reviews indicator at the top of the page and a "visual breakdown" of product features
- Beckett Simonon use buttons for size selectors, simple one click up-sells above the main add to cart button and simple "Free shipping. Free returns. Free exchanges." guarantees below. They also have excellent close up photos and even "See photos by real people" for social proof

**What you're doing right (don't change):**

- Clean, premium aesthetic matches £349 price point perfectly
- Goodyear welted construction clearly communicated with educational content
- Strong Trustpilot rating (1,176 reviews is excellent social proof)
- Complimentary returns policy clearly stated
- Portugal craftsmanship story well told
- Good cross-sell strategy with care products
- Multiple size standards (UK/EU/US) accommodates international customers