CRO audit

https://locoscooters.ie/



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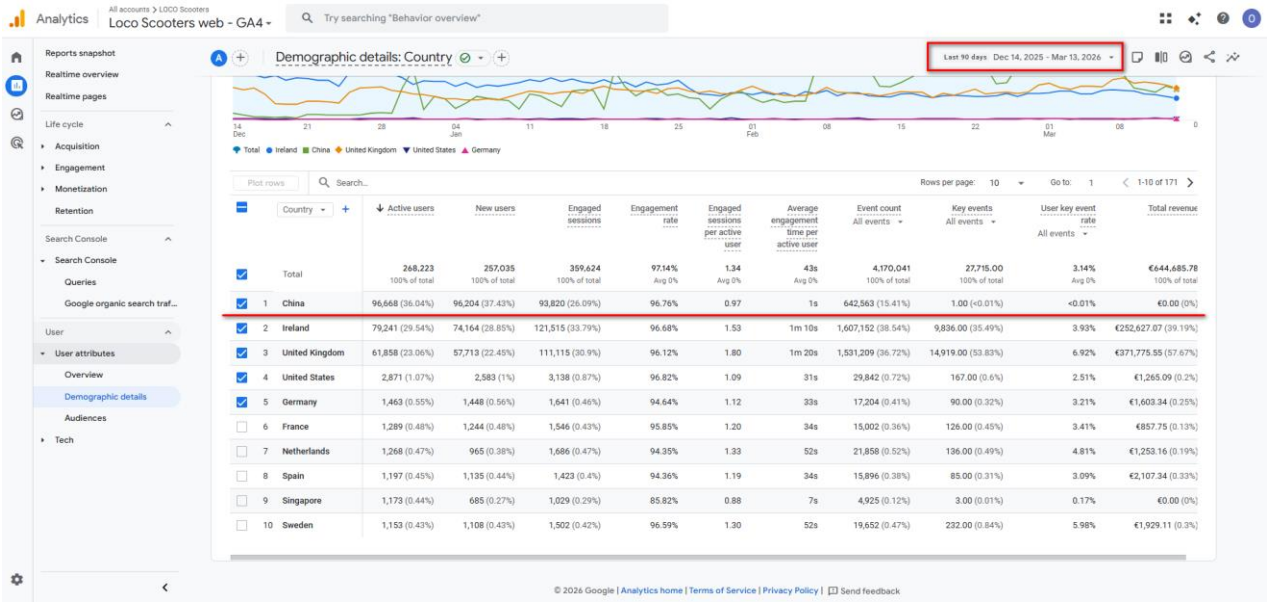
Behavioral Factors Analysis

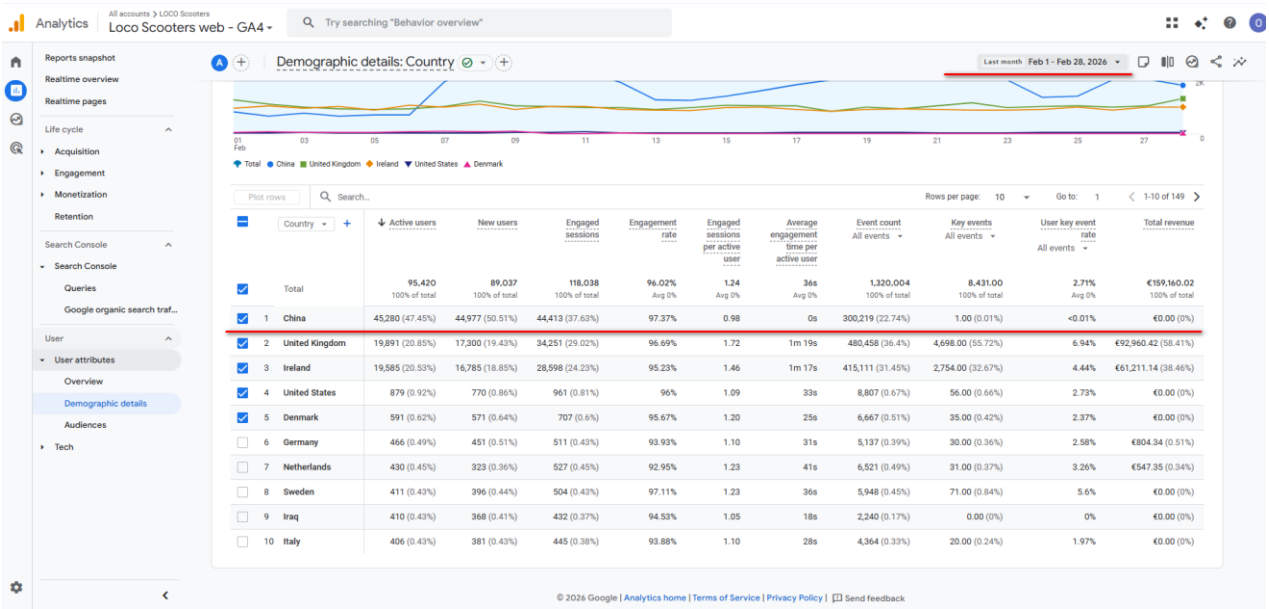


Regionality

Behavioral Factors Analysis

Many users visit the site from non-target countries. This leads to non-targeted visits and, accordingly, an increase in the bounce rate.





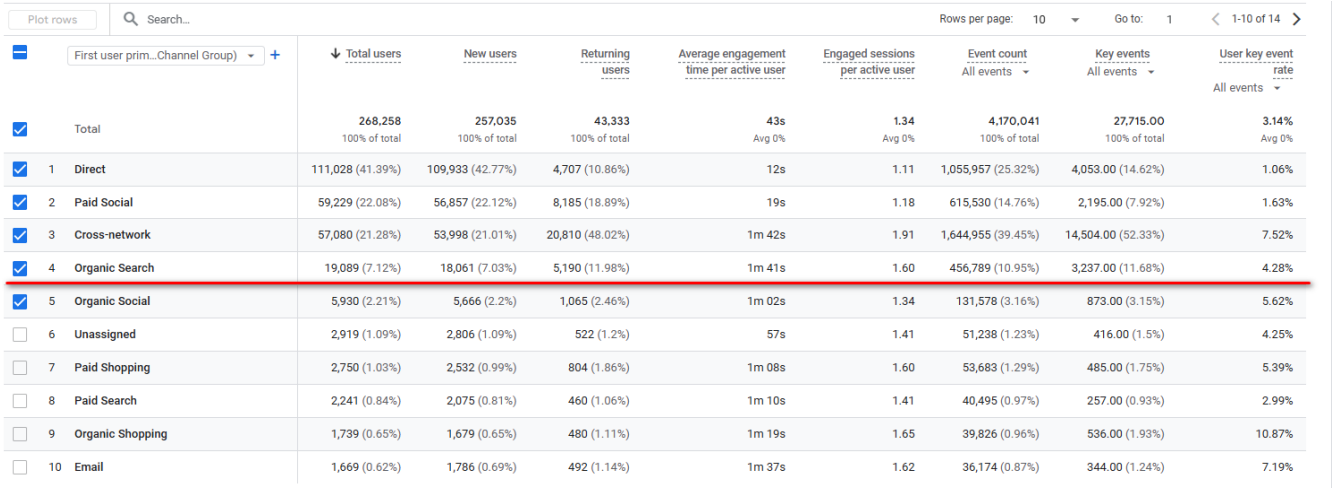
Recommendations

1. **Review the settings of all advertising campaigns and user acquisition channels.**
2. **Pay attention to internal website optimization.**
3. **Block the site from displaying in the "China" region in Shopify settings.**

Traffic sources

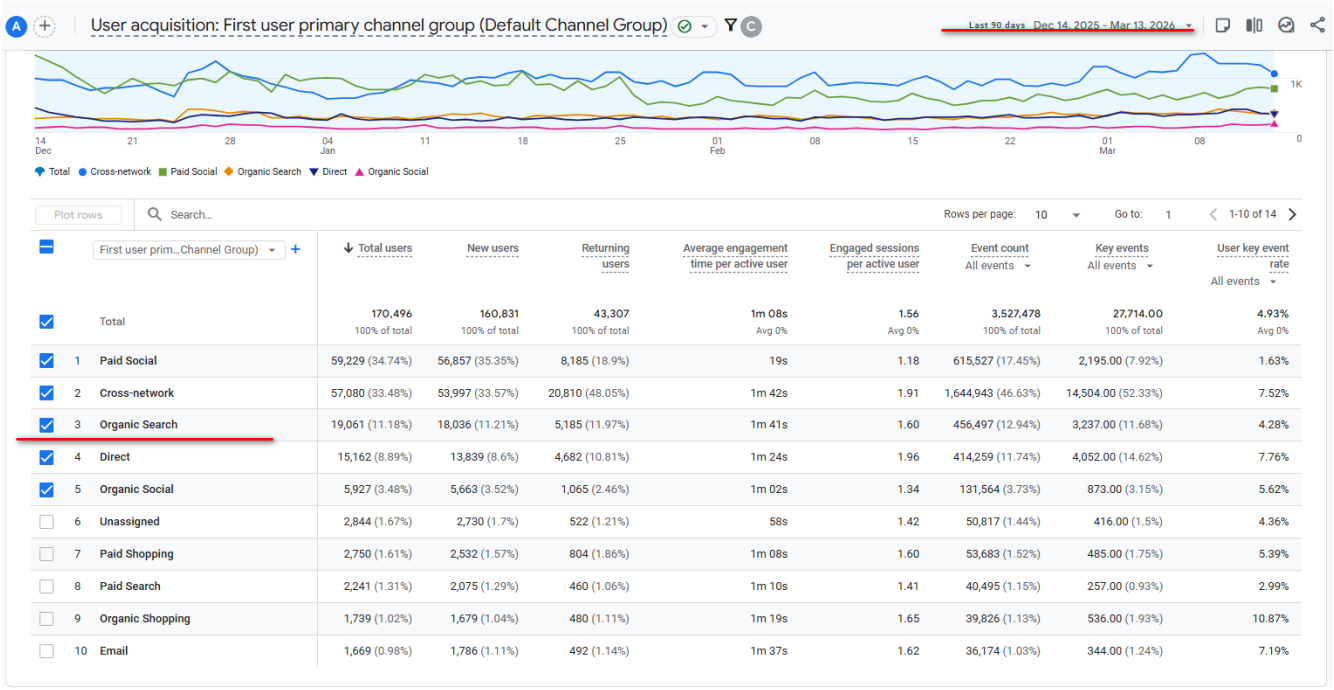
Behavioral Factors Analysis

The percentage of clicks to the site from search engines is lower than the percentage of clicks from other sources



	First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
	Total	268,258 100% of total	257,035 100% of total	43,333 100% of total	43s Avg 0%	1.34 Avg 0%	4,170,041 100% of total	27,715.00 100% of total	3.14% Avg 0%
1	Direct	111,028 (41.39%)	109,933 (42.77%)	4,707 (10.86%)	12s	1.11	1,055,957 (25.32%)	4,053.00 (14.62%)	1.06%
2	Paid Social	59,229 (22.08%)	56,857 (22.12%)	8,185 (18.89%)	19s	1.18	615,530 (14.76%)	2,195.00 (7.92%)	1.63%
3	Cross-network	57,080 (21.28%)	53,998 (21.01%)	20,810 (48.02%)	1m 42s	1.91	1,644,955 (39.45%)	14,504.00 (52.33%)	7.52%
4	Organic Search	19,089 (7.12%)	18,061 (7.03%)	5,190 (11.98%)	1m 41s	1.60	456,789 (10.95%)	3,237.00 (11.68%)	4.28%
5	Organic Social	5,930 (2.21%)	5,666 (2.2%)	1,065 (2.46%)	1m 02s	1.34	131,578 (3.16%)	873.00 (3.15%)	5.62%
6	Unassigned	2,919 (1.09%)	2,806 (1.09%)	522 (1.2%)	57s	1.41	51,238 (1.23%)	416.00 (1.5%)	4.25%
7	Paid Shopping	2,750 (1.03%)	2,532 (0.99%)	804 (1.86%)	1m 08s	1.60	53,683 (1.29%)	485.00 (1.75%)	5.39%
8	Paid Search	2,241 (0.84%)	2,075 (0.81%)	460 (1.06%)	1m 10s	1.41	40,495 (0.97%)	257.00 (0.93%)	2.99%
9	Organic Shopping	1,739 (0.65%)	1,679 (0.65%)	480 (1.11%)	1m 19s	1.65	39,826 (0.96%)	536.00 (1.93%)	10.87%
10	Email	1,669 (0.62%)	1,786 (0.69%)	492 (1.14%)	1m 37s	1.62	36,174 (0.87%)	344.00 (1.24%)	7.19%

If we exclude the region "China"



	First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
	Total	170,496 100% of total	160,831 100% of total	43,307 100% of total	1m 08s Avg 0%	1.56 Avg 0%	3,527,478 100% of total	27,714.00 100% of total	4.93% Avg 0%
1	Paid Social	59,229 (34.74%)	56,857 (35.35%)	8,185 (18.9%)	19s	1.18	615,527 (17.45%)	2,195.00 (7.92%)	1.63%
2	Cross-network	57,080 (33.48%)	53,997 (33.57%)	20,810 (48.05%)	1m 42s	1.91	1,644,943 (46.63%)	14,504.00 (52.33%)	7.52%
3	Organic Search	19,061 (11.18%)	18,036 (11.21%)	5,185 (11.97%)	1m 41s	1.60	456,497 (12.94%)	3,237.00 (11.68%)	4.28%
4	Direct	15,162 (8.89%)	13,839 (8.6%)	4,682 (10.81%)	1m 24s	1.96	414,259 (11.74%)	4,052.00 (14.62%)	7.76%
5	Organic Social	5,927 (3.48%)	5,663 (3.52%)	1,065 (2.46%)	1m 02s	1.34	131,564 (3.73%)	873.00 (3.15%)	5.62%
6	Unassigned	2,844 (1.67%)	2,730 (1.7%)	522 (1.21%)	58s	1.42	50,817 (1.44%)	416.00 (1.5%)	4.36%
7	Paid Shopping	2,750 (1.61%)	2,532 (1.57%)	804 (1.86%)	1m 08s	1.60	53,683 (1.52%)	485.00 (1.75%)	5.39%
8	Paid Search	2,241 (1.31%)	2,075 (1.29%)	460 (1.06%)	1m 10s	1.41	40,495 (1.15%)	257.00 (0.93%)	2.99%
9	Organic Shopping	1,739 (1.02%)	1,679 (1.04%)	480 (1.11%)	1m 19s	1.65	39,826 (1.13%)	536.00 (1.93%)	10.87%
10	Email	1,669 (0.98%)	1,786 (1.11%)	492 (1.14%)	1m 37s	1.62	36,174 (1.03%)	344.00 (1.24%)	7.19%

Recommendations

1. **Pay attention to the internal and external site optimization**

Browsers

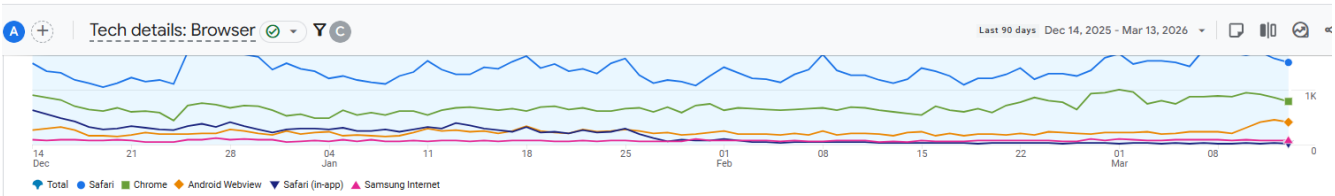
Behavioral Factors Analysis

Main browsers used:

Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1-10 of 19

		Browser	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
☑		Total	268,223 100% of total	257,035 100% of total	359,624 100% of total	97.14% Avg 0%	1.34 Avg 0%	43s Avg 0%	4,170,041 100% of total	27,715.00 100% of total	€644,685.78 100% of total
☑	1	Chrome	139,364 (51.96%)	134,827 (52.45%)	164,218 (45.66%)	96.03%	1.18	33s	1,745,990 (41.87%)	8,665.00 (31.26%)	€240,943.91 (37.37%)
☑	2	Safari	91,417 (34.08%)	88,899 (34.59%)	146,737 (40.8%)	96.08%	1.61	55s	1,820,797 (43.66%)	14,494.00 (52.3%)	€323,248.12 (50.14%)
☑	3	Android Webview	14,766 (5.51%)	13,147 (5.11%)	20,949 (5.83%)	96.67%	1.42	53s	269,729 (6.47%)	1,348.00 (4.86%)	€10,562.51 (1.64%)
☑	4	Safari (in-app)	13,790 (5.14%)	13,276 (5.17%)	15,444 (4.29%)	97.03%	1.12	13s	116,244 (2.79%)	689.00 (2.49%)	€13,202.84 (2.05%)
☑	5	Samsung Internet	3,948 (1.47%)	3,451 (1.34%)	7,550 (2.1%)	96.42%	1.91	1m 49s	109,852 (2.63%)	873.00 (3.15%)	€34,894.15 (5.41%)
☐	6	Edge	2,107 (0.79%)	2,244 (0.87%)	3,671 (1.02%)	92.47%	1.74	2m 56s	67,053 (1.61%)	1,133.00 (4.09%)	€12,920.34 (2%)
☐	7	Firefox	572 (0.21%)	523 (0.2%)	793 (0.22%)	92.21%	1.39	1m 48s	11,810 (0.28%)	77.00 (0.28%)	€3,766.44 (0.58%)
☐	8	Opera	526 (0.2%)	473 (0.18%)	1,958 (0.54%)	94.5%	3.72	3m 26s	26,816 (0.64%)	434.00 (1.57%)	€5,147.47 (0.8%)
	9	(not set)	127 (0.05%)	127 (0.05%)	119 (0.03%)	93.7%	0.94	0s	750 (0.02%)	0.00 (0%)	€0.00 (0%)
☐	10	Mozilla Compatible Agent	28 (0.01%)	28 (0.01%)	26 (<0.01%)	81.25%	0.93	0s	133 (<0.01%)	0.00 (0%)	€0.00 (0%)

If we exclude the region "China"



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		Browser	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
☑		Total	170,437 100% of total	160,831 100% of total	266,065 100% of total	96.98% Avg 0%	1.56 Avg 0%	1m 08s Avg 0%	3,527,478 100% of total	27,714.00 100% of total	€644,685.78 100% of total
☑	1	Safari	91,406 (53.63%)	88,896 (55.27%)	146,737 (55.15%)	96.08%	1.61	55s	1,820,755 (51.62%)	14,494.00 (52.3%)	€323,248.12 (50.14%)
☑	2	Chrome	42,734 (25.07%)	38,644 (24.03%)	70,320 (26.43%)	95.26%	1.65	1m 48s	1,103,611 (31.29%)	8,664.00 (31.26%)	€240,943.91 (37.37%)
☑	3	Android Webview	14,755 (8.66%)	13,133 (8.17%)	20,949 (7.87%)	96.67%	1.42	53s	269,637 (7.64%)	1,348.00 (4.86%)	€10,562.51 (1.64%)
☑	4	Safari (in-app)	13,790 (8.09%)	13,276 (8.25%)	15,430 (5.8%)	97.04%	1.12	13s	116,241 (3.3%)	689.00 (2.49%)	€13,202.84 (2.05%)
☑	5	Samsung Internet	3,948 (2.32%)	3,451 (2.15%)	7,550 (2.84%)	96.42%	1.91	1m 49s	109,852 (3.11%)	873.00 (3.15%)	€34,894.15 (5.41%)
☐	6	Edge	2,103 (1.23%)	2,241 (1.39%)	3,664 (1.38%)	92.53%	1.74	2m 56s	67,014 (1.9%)	1,133.00 (4.09%)	€12,920.34 (2%)
☐	7	Firefox	572 (0.34%)	523 (0.33%)	793 (0.3%)	92.21%	1.39	1m 48s	11,810 (0.33%)	77.00 (0.28%)	€3,766.44 (0.58%)
☐	8	Opera	526 (0.31%)	473 (0.29%)	1,958 (0.74%)	94.5%	3.72	3m 26s	26,816 (0.76%)	434.00 (1.57%)	€5,147.47 (0.8%)
	9	(not set)	127 (0.07%)	127 (0.08%)	119 (0.04%)	93.7%	0.94	0s	750 (0.02%)	0.00 (0%)	€0.00 (0%)
☐	10	Mozilla Compatible Agent	28 (0.02%)	28 (0.02%)	26 (<0.01%)	81.25%	0.93	0s	133 (<0.01%)	0.00 (0%)	€0.00 (0%)

Recommendations

1. **Regularly monitor the correctness of the site display in the most popular browsers**

Main devices used

Behavioral Factors Analysis

The main devices used, from which users go to the site, are:

Smartphones + PC

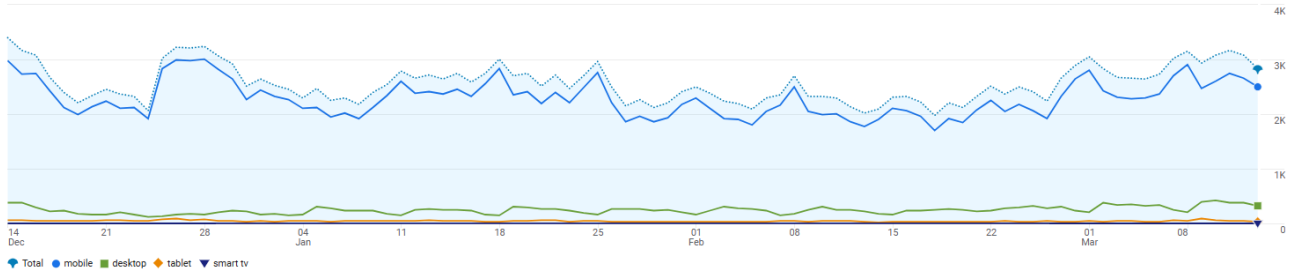
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	Device category	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	268,223 100% of total	257,035 100% of total	359,624 100% of total	97.14% Avg 0%	1.34 Avg 0%	43s Avg 0%	4,170,041 100% of total	27,715.00 100% of total	€644,685.78 100% of total
1	mobile	152,222 (56.75%)	142,741 (55.53%)	234,477 (65.2%)	96.81%	1.54	1m 02s	3,112,048 (74.63%)	22,871.00 (82.52%)	€584,297.35 (90.63%)
2	desktop	112,798 (42.05%)	111,426 (43.35%)	117,921 (32.79%)	95.24%	1.05	18s	1,015,124 (24.34%)	4,607.00 (16.62%)	€58,879.81 (9.13%)
3	tablet	3,012 (1.12%)	2,854 (1.11%)	3,917 (1.09%)	98.37%	1.30	57s	42,400 (1.02%)	228.00 (0.82%)	€1,508.61 (0.23%)
4	smart tv	15 (<0.01%)	14 (<0.01%)	20 (<0.01%)	90.91%	1.33	3m 25s	469 (0.01%)	9.00 (0.03%)	€0.00 (0%)

If we exclude the region "China"

Tech details: Device category | Last 90 days Dec 14, 2025 - Mar 13, 2026

Active users by Device category over time | Day



Plot rows | Search... | Rows per page: 10 | 1-4 of 4

	Device category	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	170,437 100% of total	160,831 100% of total	266,065 100% of total	96.98% Avg 0%	1.56 Avg 0%	1m 08s Avg 0%	3,527,478 100% of total	27,714.00 100% of total	€644,685.78 100% of total
1	mobile	152,222 (89.31%)	142,718 (88.74%)	234,477 (88.13%)	96.81%	1.54	1m 02s	3,111,885 (88.22%)	22,871.00 (82.53%)	€584,297.35 (90.63%)
2	desktop	16,479 (9.67%)	15,246 (9.48%)	24,467 (9.2%)	90.66%	1.48	1m 59s	372,768 (10.57%)	4,606.00 (16.62%)	€58,879.81 (9.13%)
3	tablet	3,011 (1.77%)	2,853 (1.77%)	3,917 (1.47%)	98.37%	1.30	57s	42,356 (1.2%)	228.00 (0.82%)	€1,508.61 (0.23%)
4	smart tv	15 (<0.01%)	14 (<0.01%)	20 (<0.01%)	90.91%	1.33	3m 25s	469 (0.01%)	9.00 (0.03%)	€0.00 (0%)

Recommendations

1. **Regularly monitor the correctness of the site display on smartphones + PC**

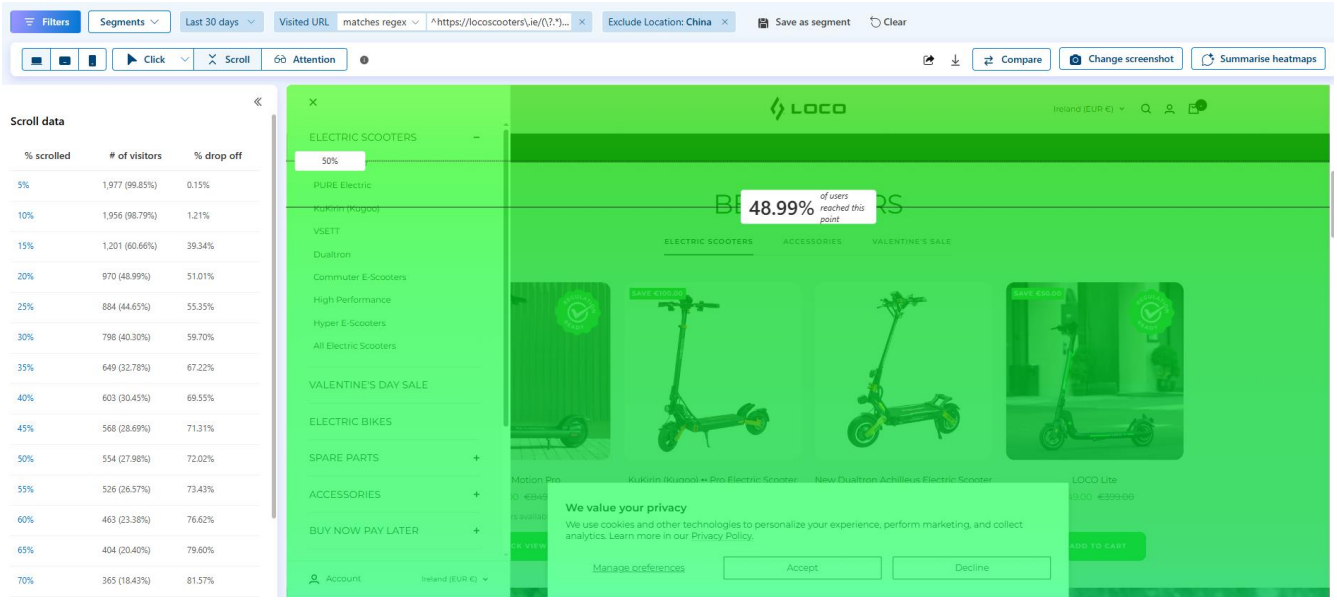
Scroll Map Analysis

Behavioral Factors Analysis

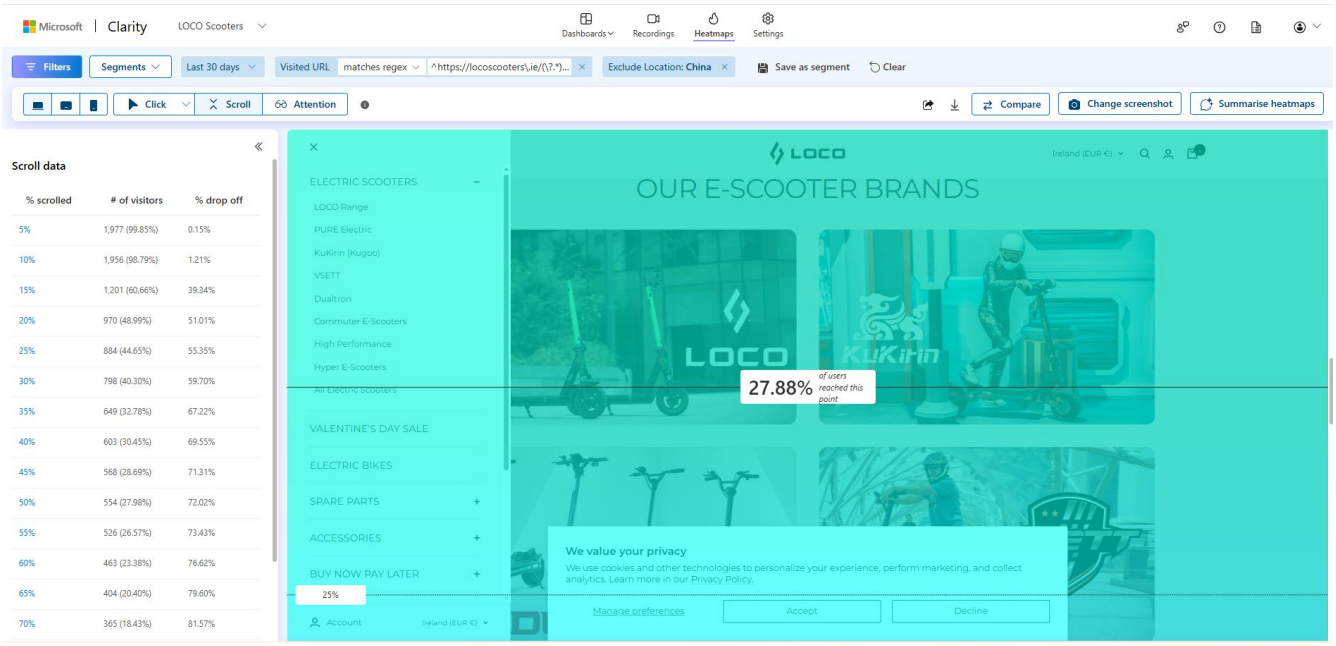
When visiting a site, the user does not view the entire landing page of the analyzed site

<u>Desktop version (excludes the China region)</u>

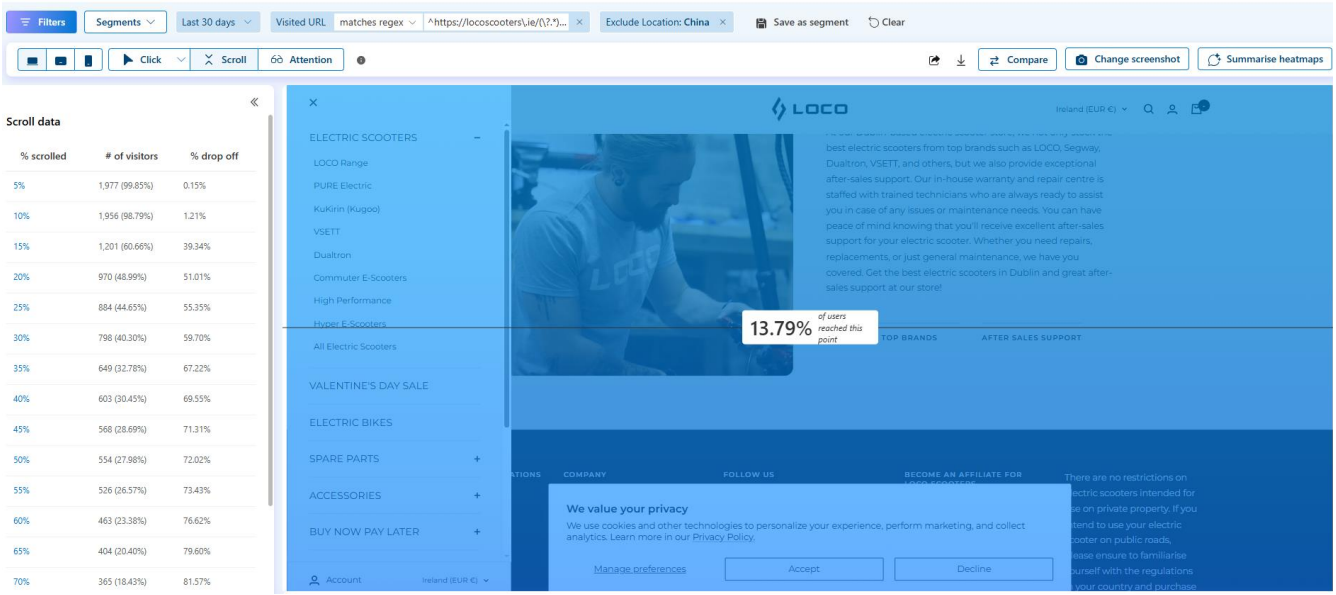
Home page – About 50% of users reach the product block



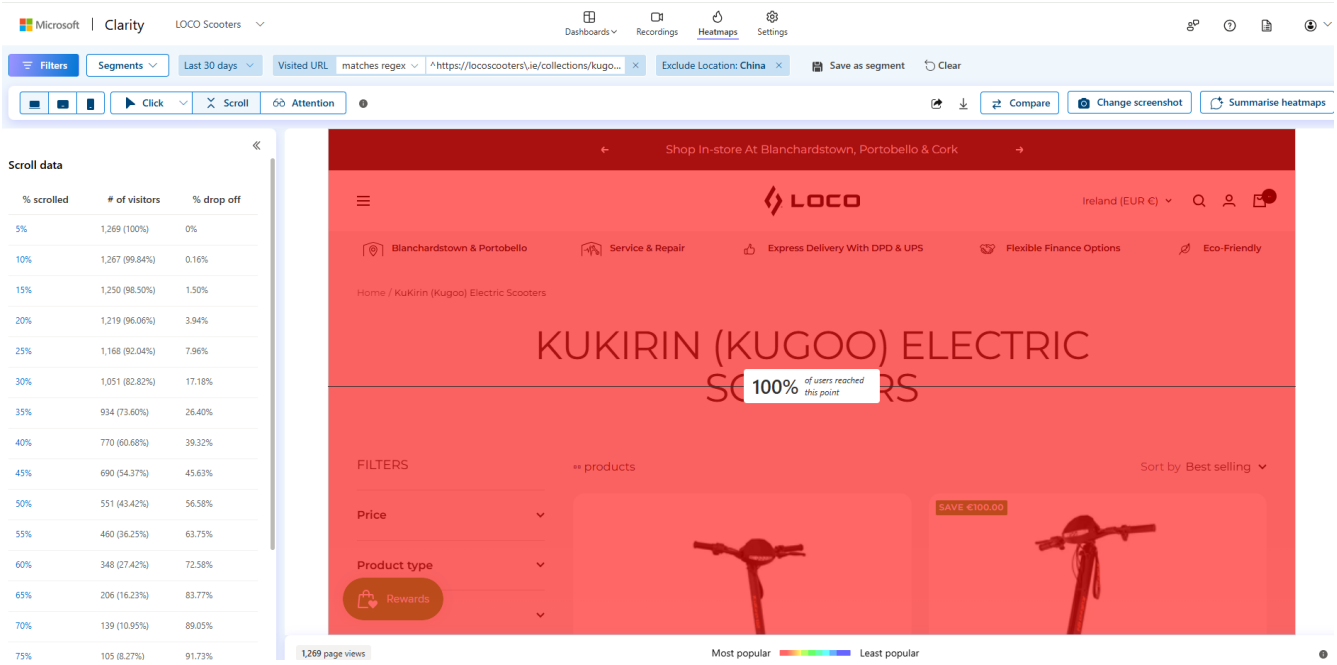
About 30% of users reach the block with product category cards

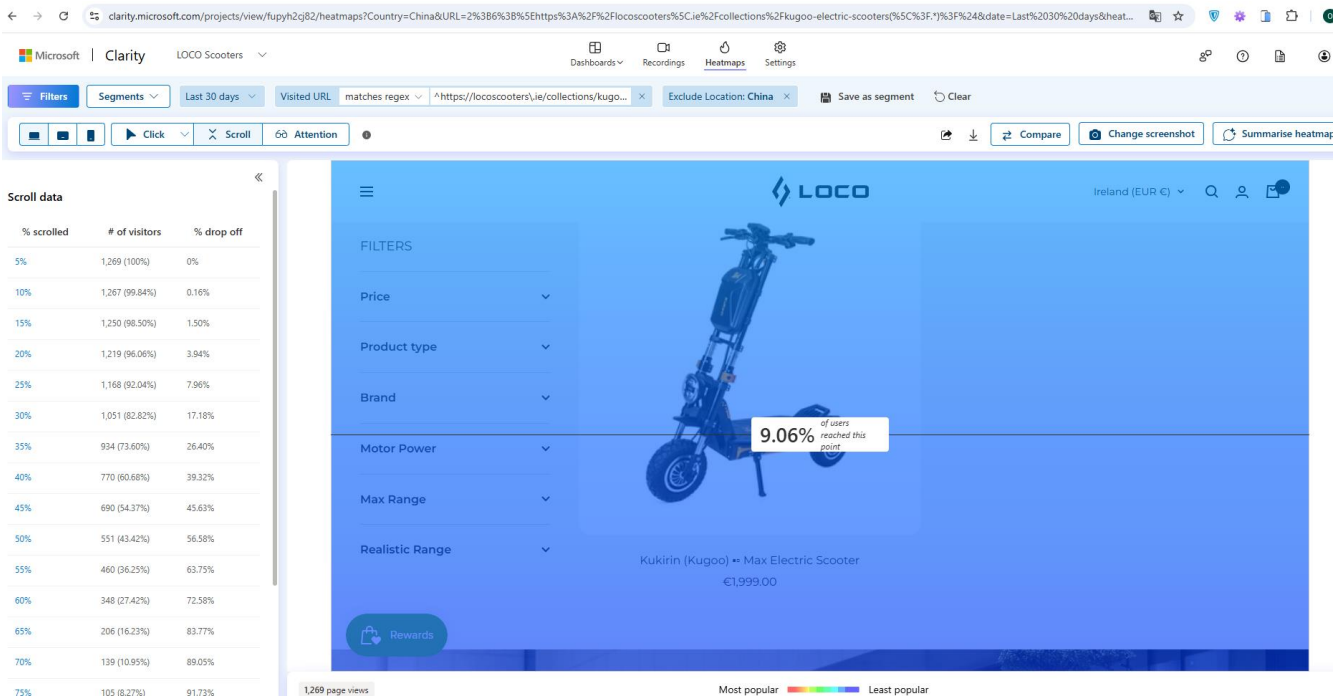


About 15% of users view the entire page



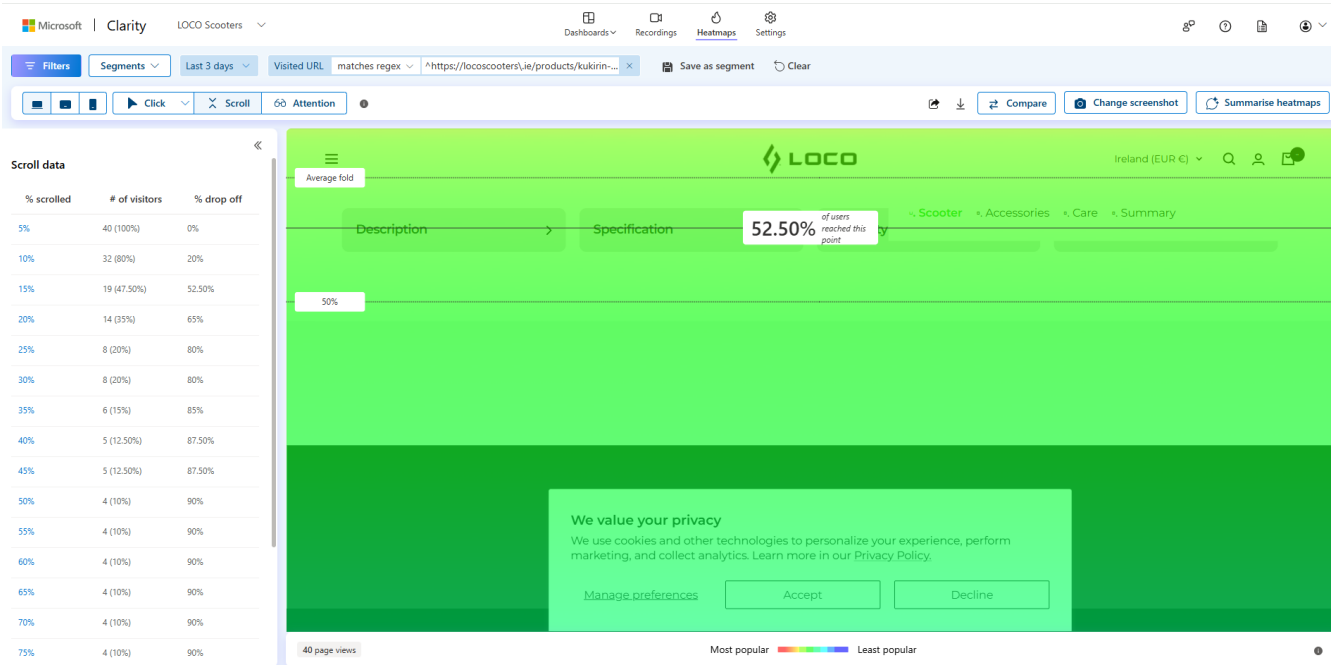
Category pages – the user does not view the entire landing page



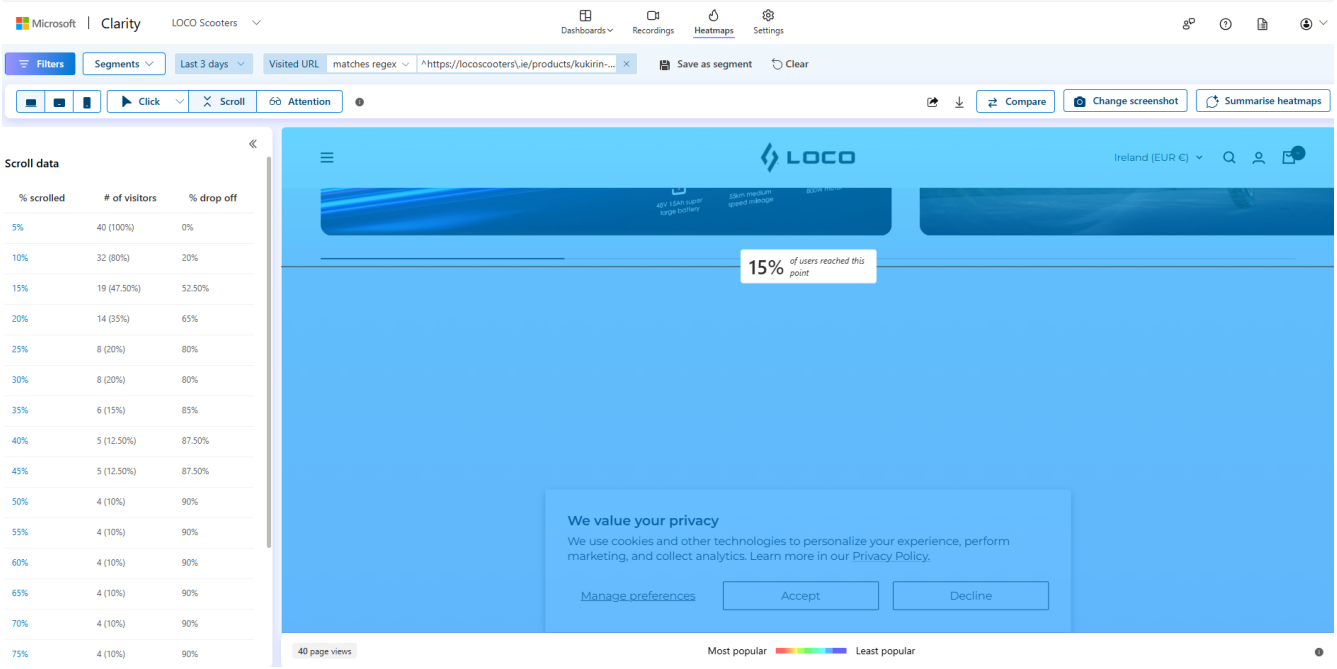


Product pages

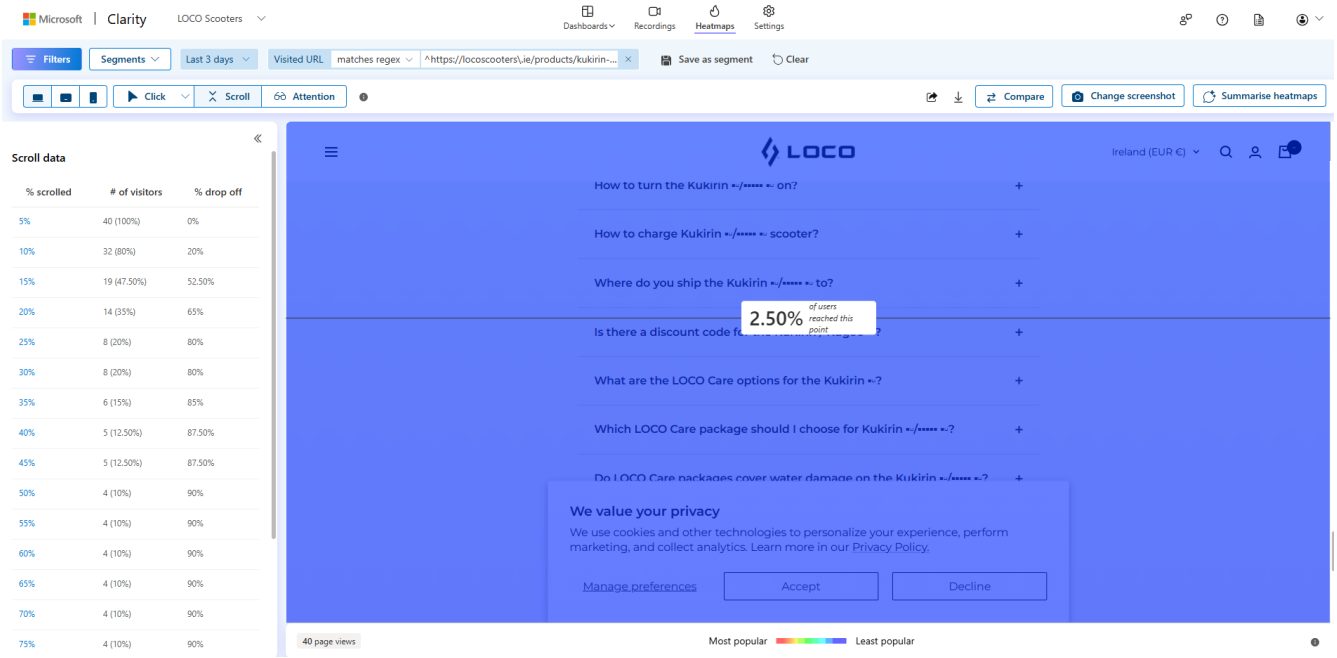
About 50% of users reach the tab block



About 15% of users reach the characteristics block

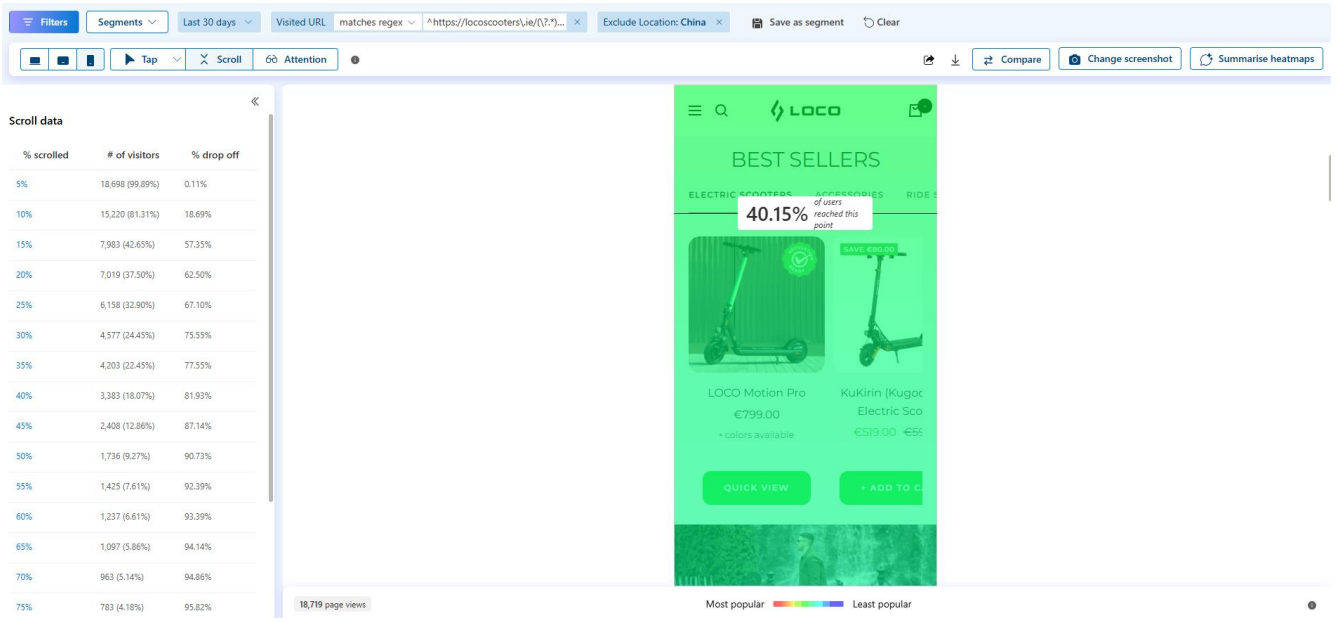


Less than 5% of users view the entire page

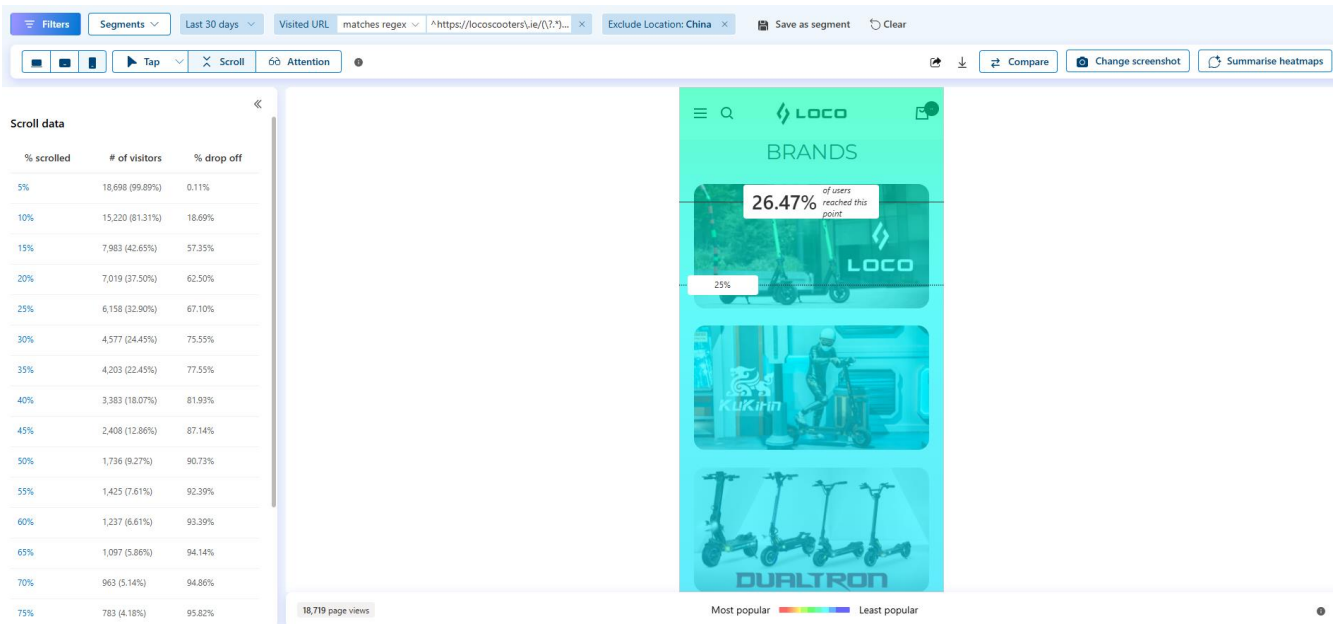


Mobile version

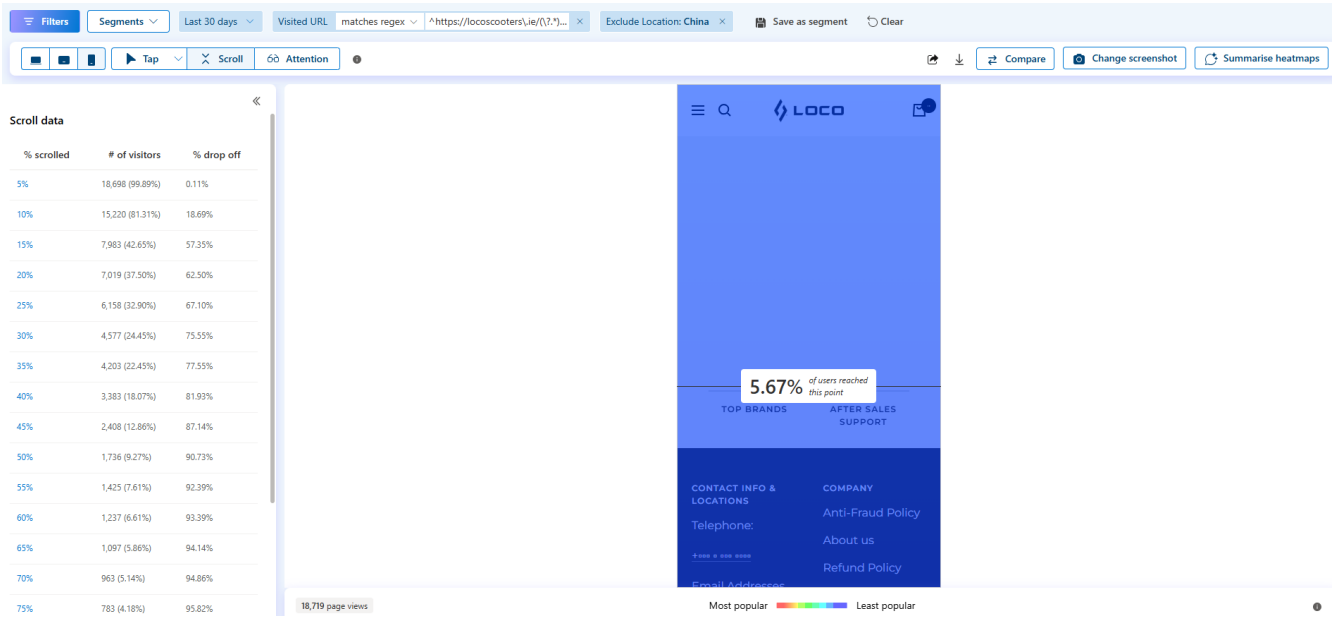
Home page - About 40% of users reach the product block



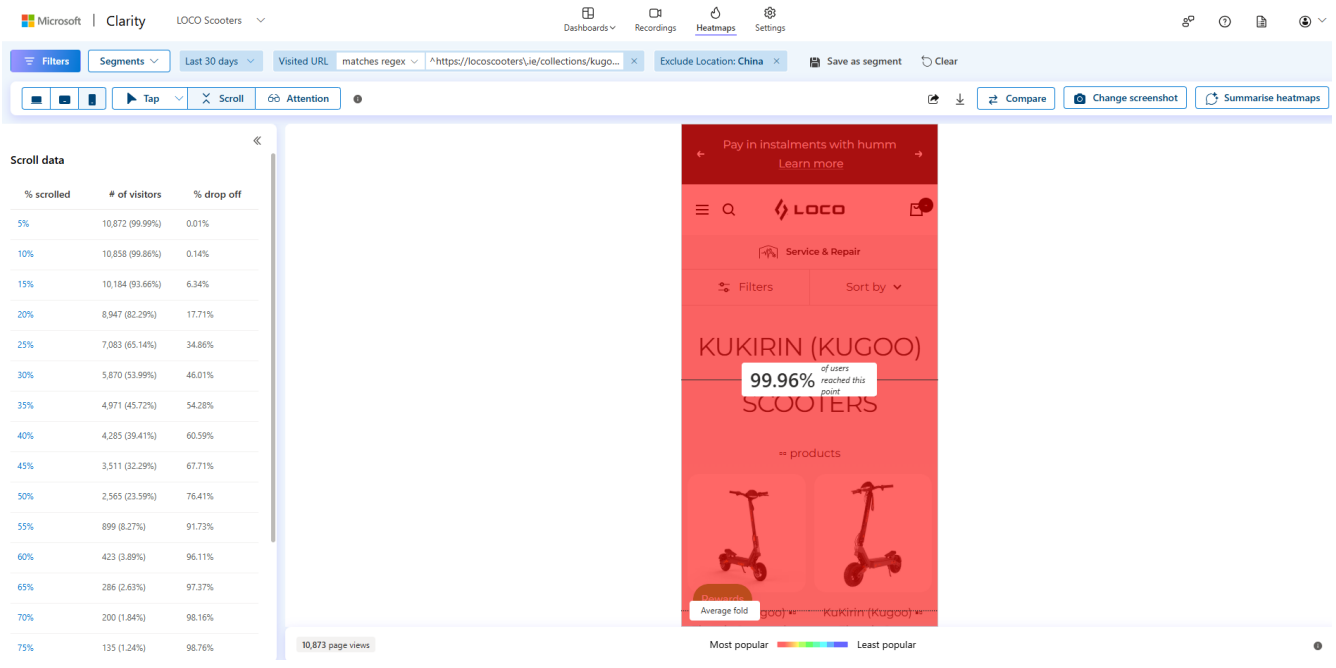
About 25% of users reach the block with product category cards

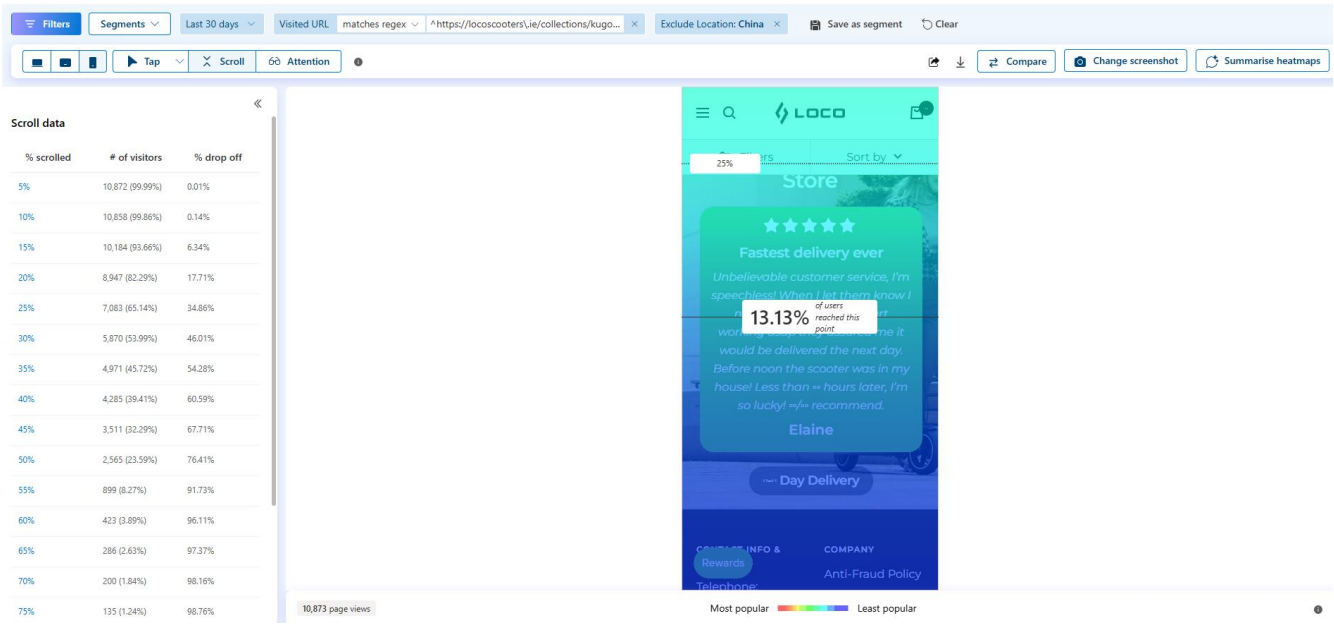


About 5% of users view the entire page

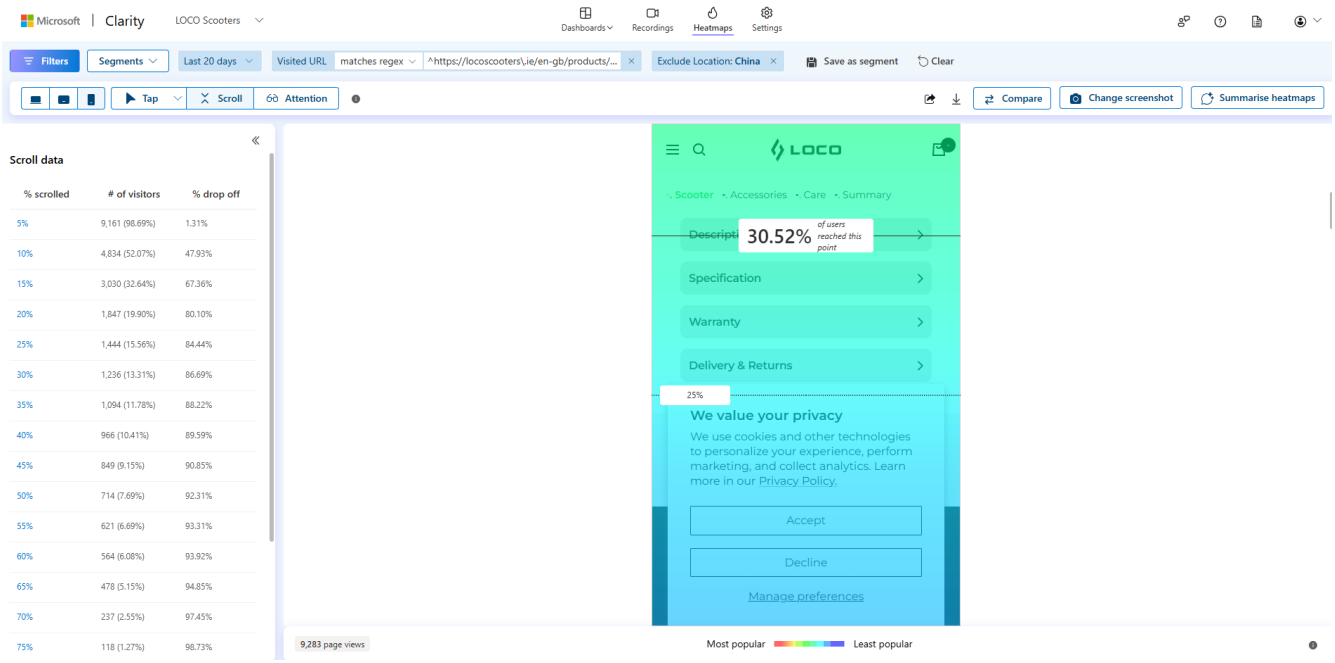


Category pages

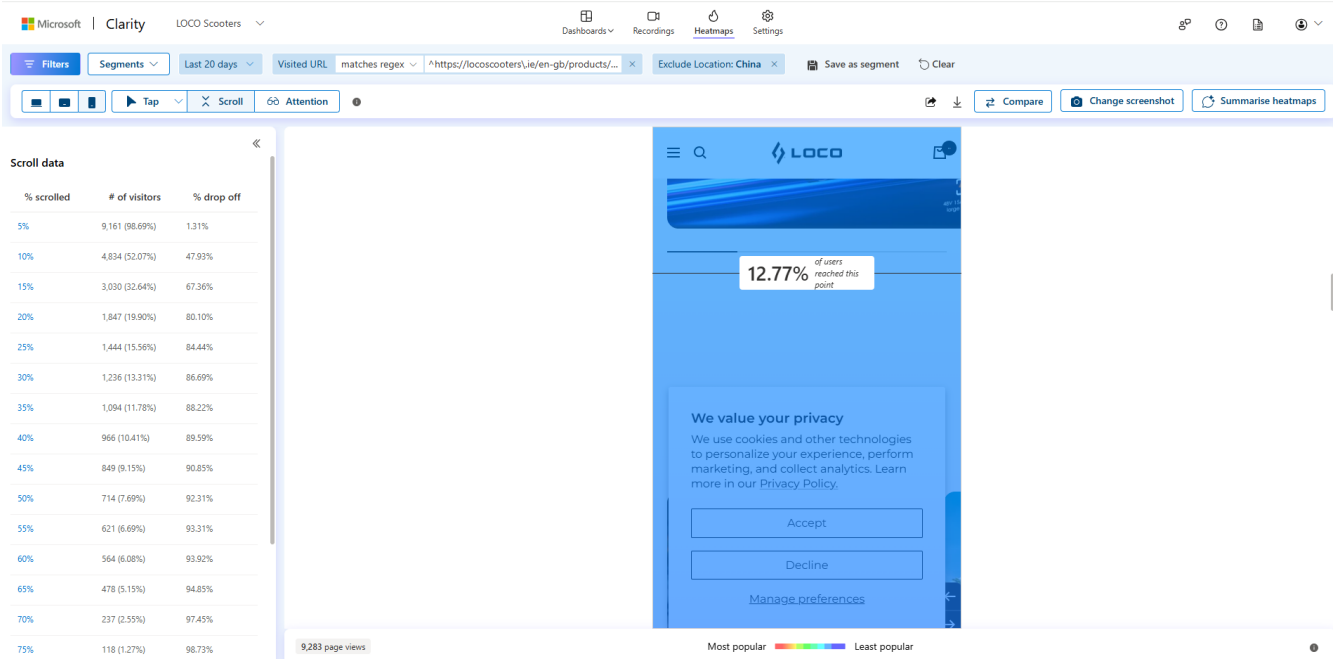




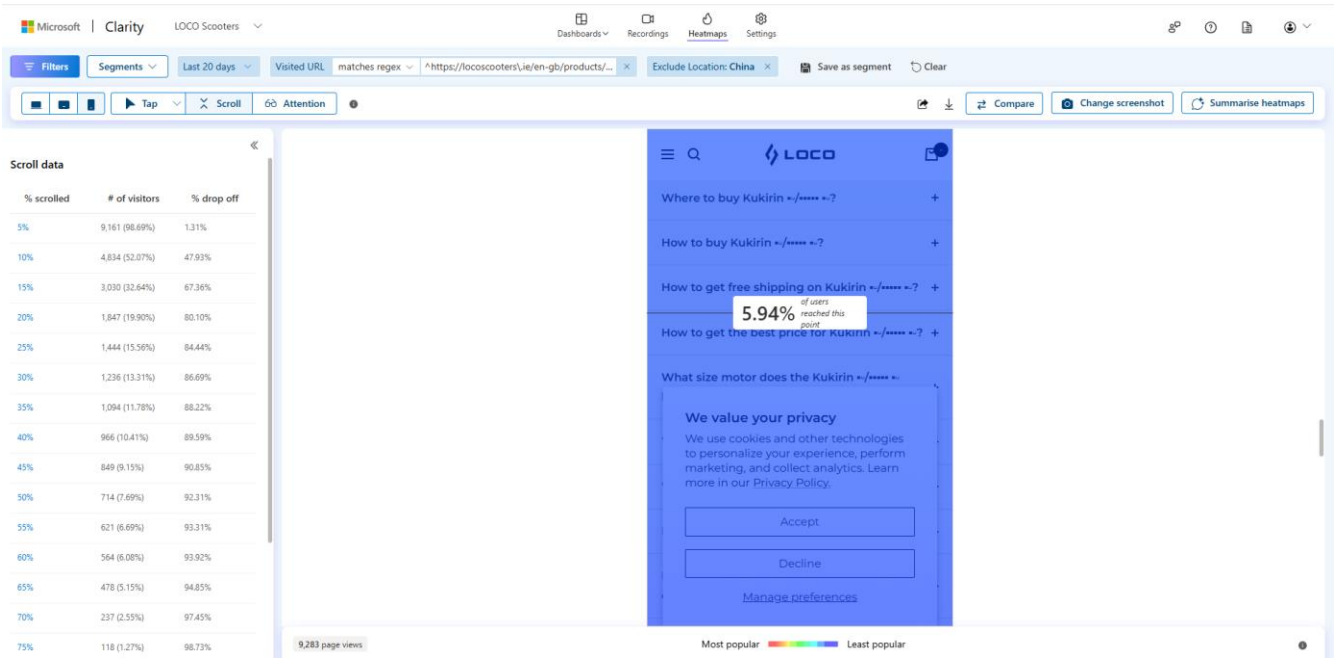
Product pages - About 30% of users reach the tab block



About 15% of users reach the characteristics block



Less than 5% of users view the entire page.



Recommendations

1. **Recommendations for improving the situation are indicated in the audit below**

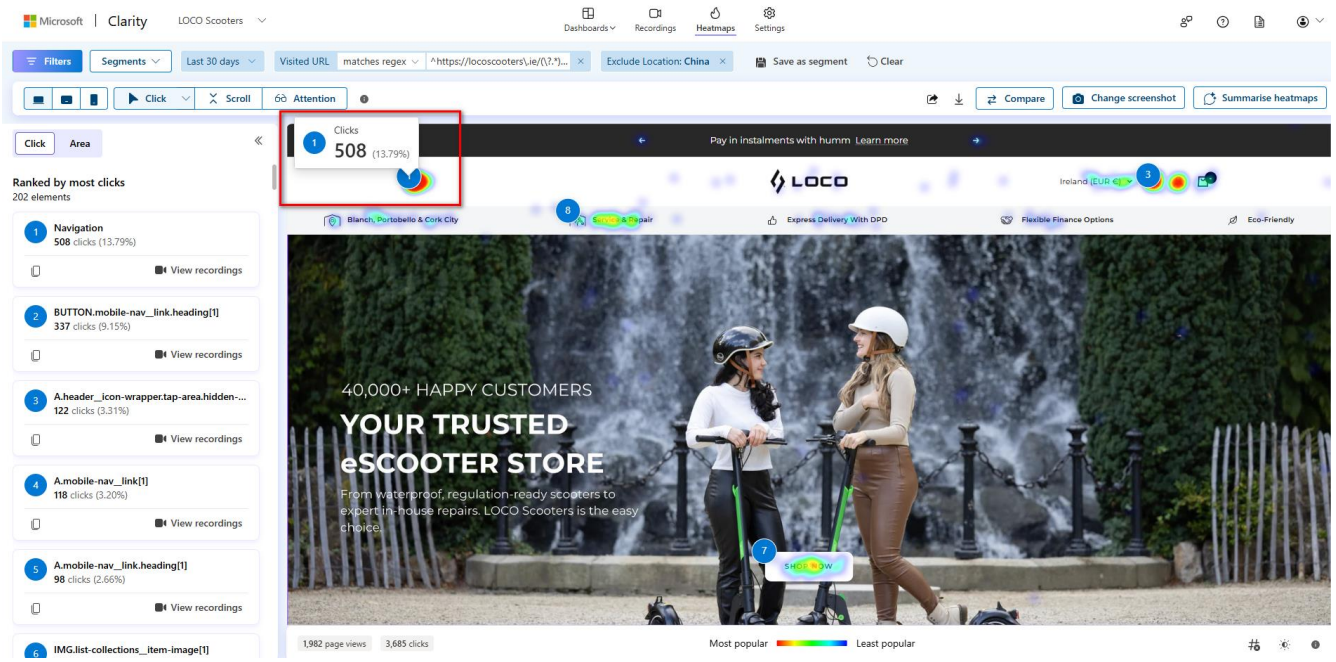
Heat Map Analysis

Behavioral Factors Analysis

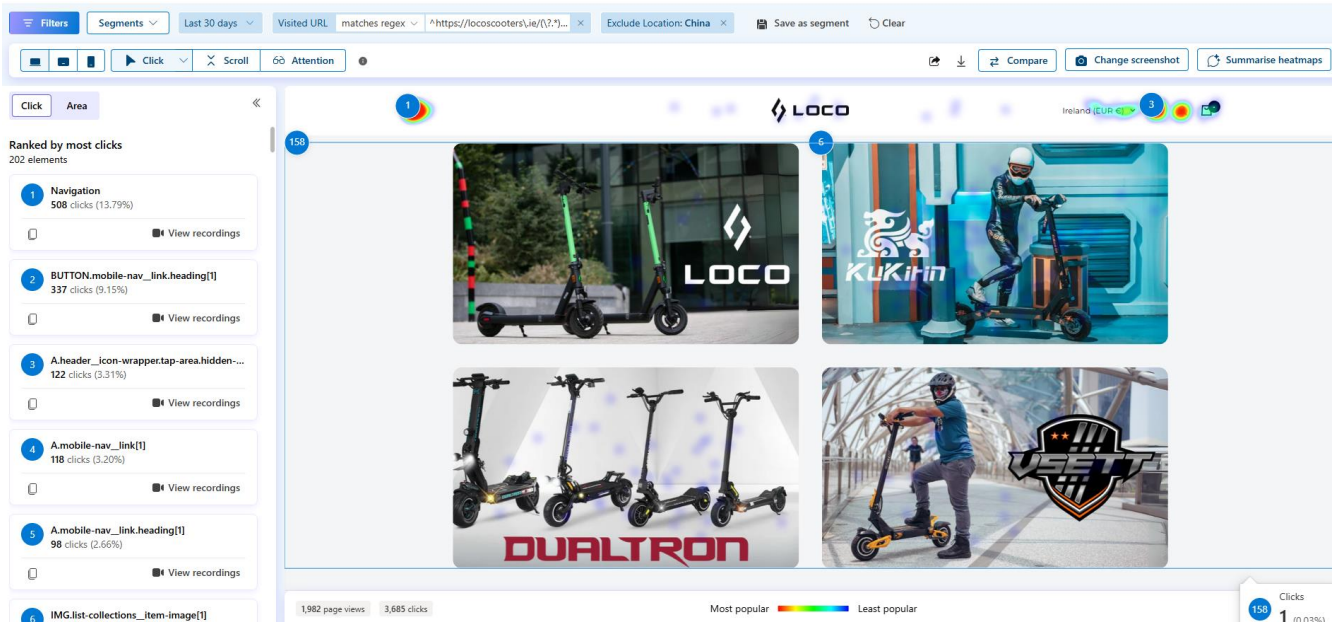
The user does not use all available functionality

Desktop version (excludes the China region)

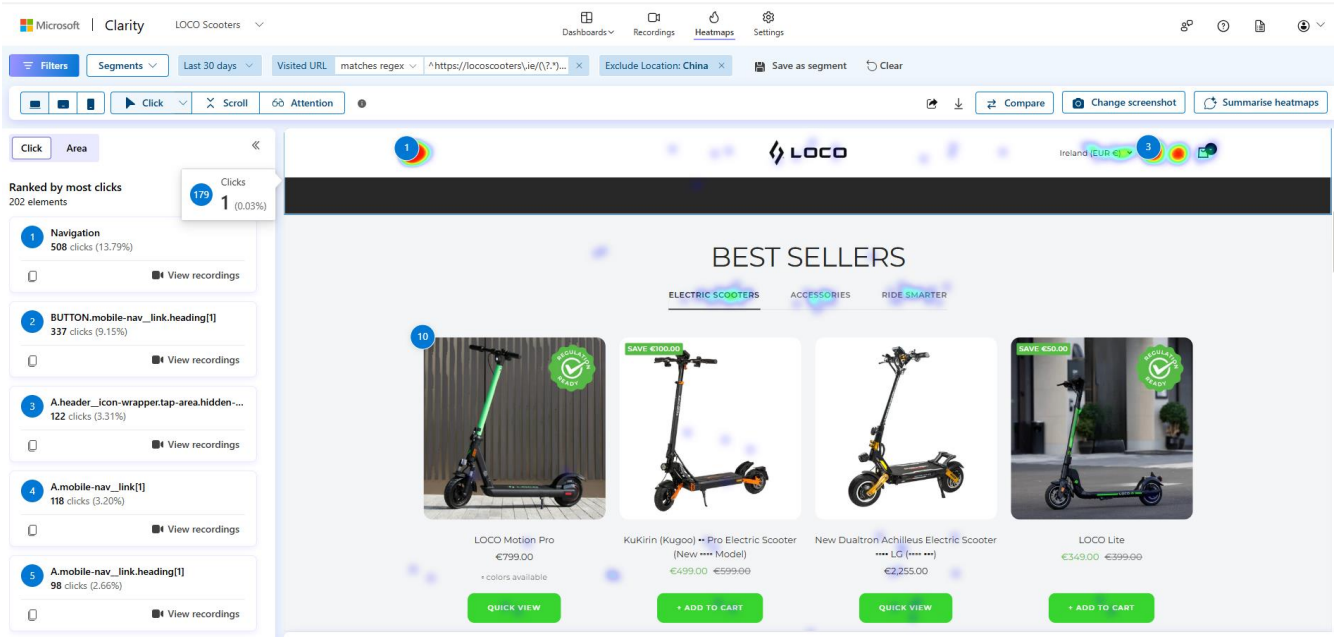
Home page – The most clicked element is the catalog, but if you look at the number of clicks, it is only 13-14% of all clicks on the page



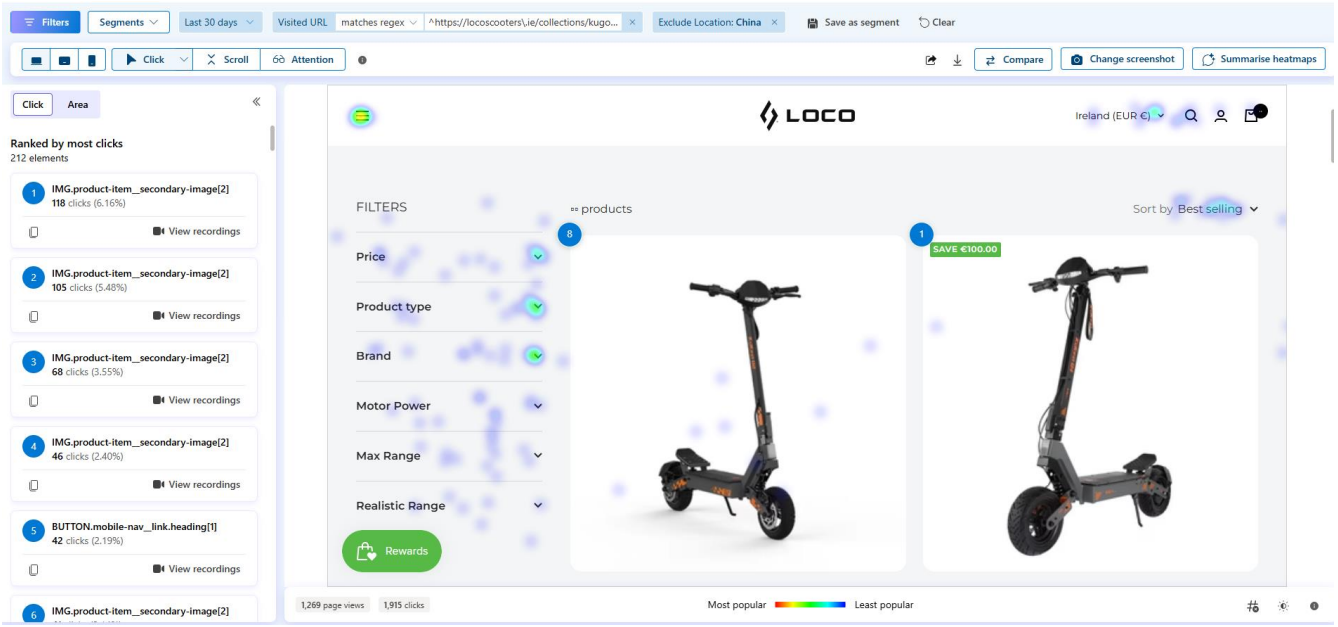
At the same time, users rarely interact with category cards.



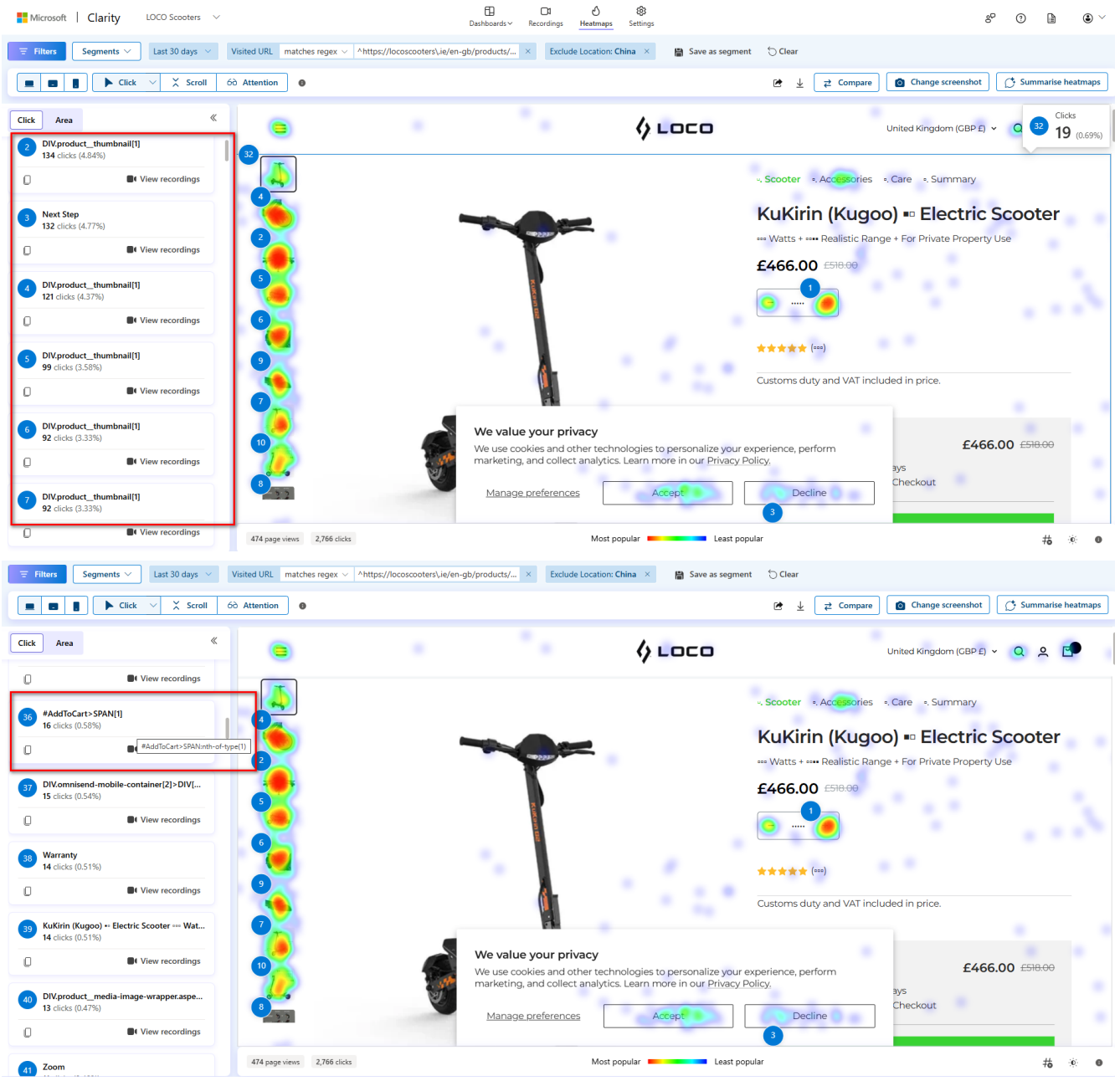
The user rarely interacts with the block with product cards



Category pages – users do not interact with all elements



Product pages - The main clickable elements are image scrolling elements and the “Next step” element, but the “Add to cart” element has a click-through rate of less than 1%

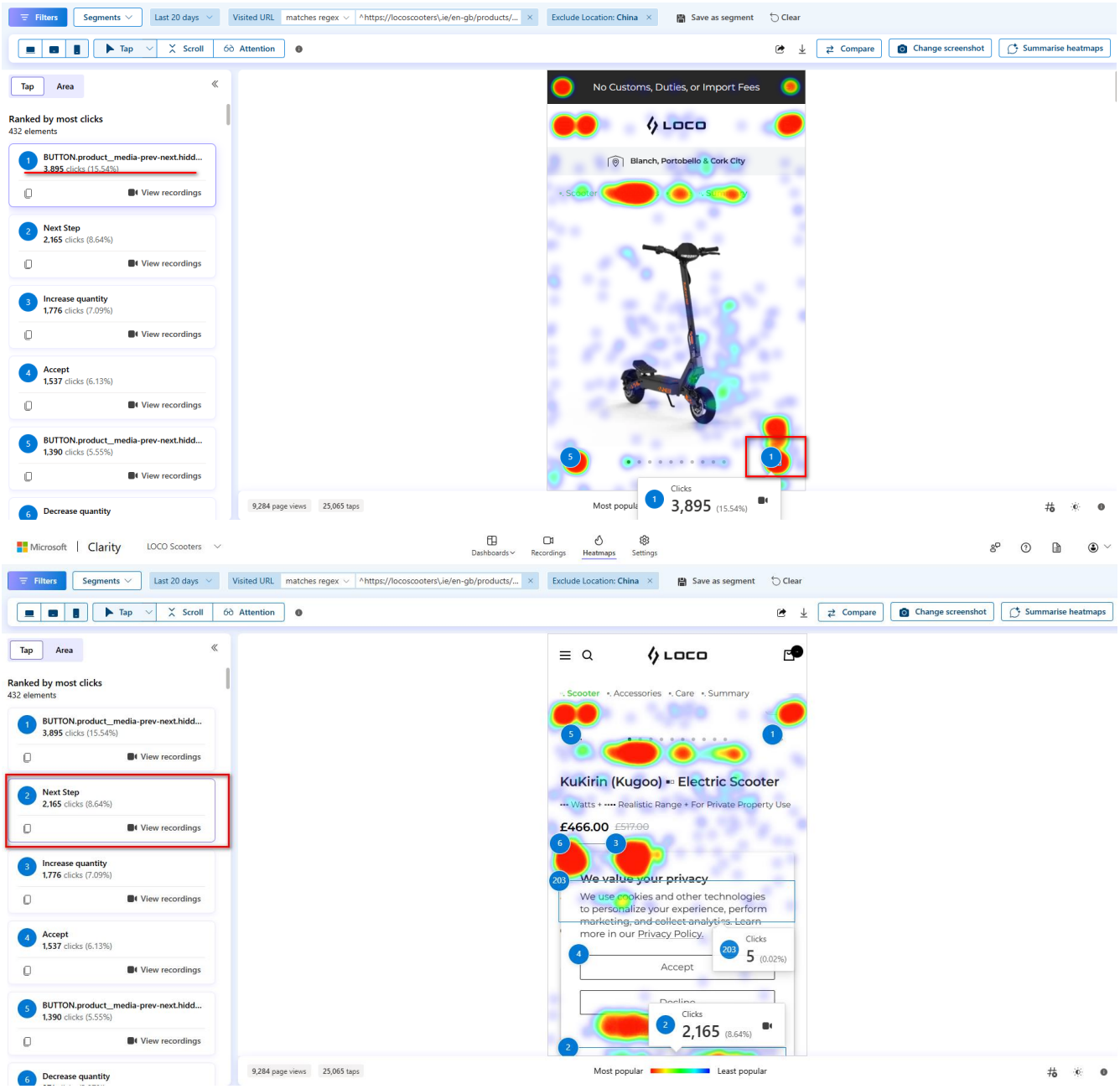


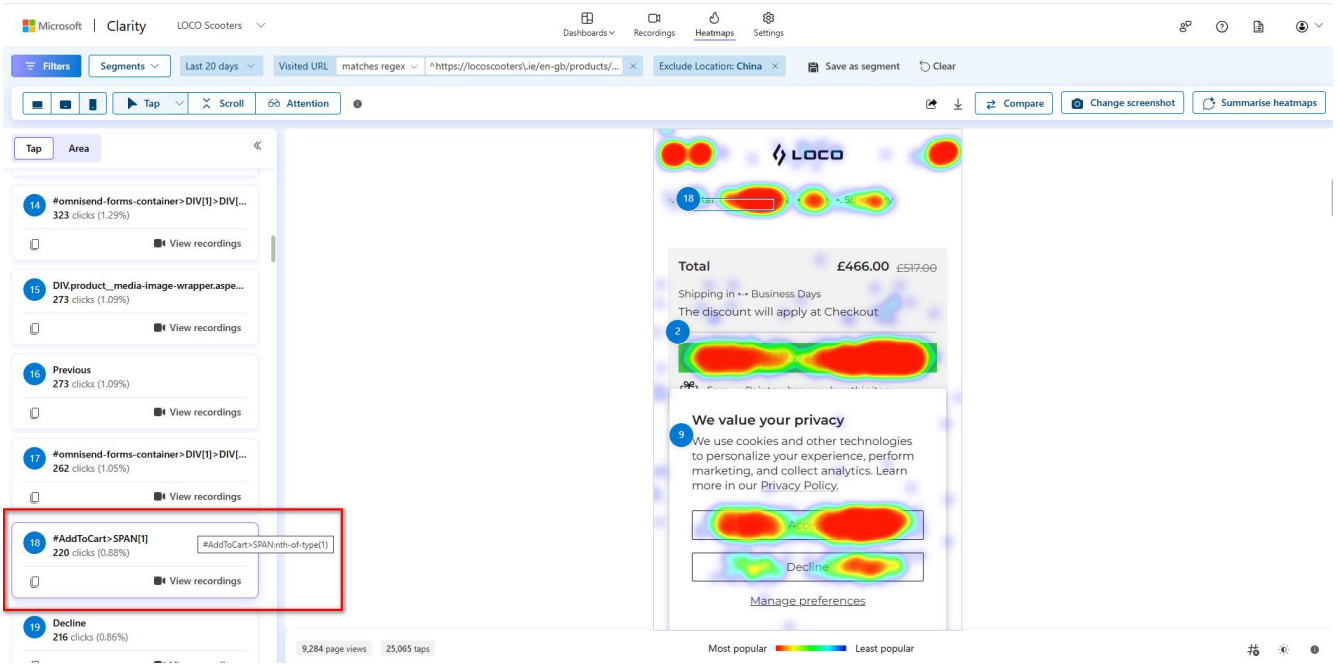
Mobile version

Category Pages – In general, the user interacts with the pages without any problems



Product Pages – The main clickable elements are image scrolling elements and the "Next step" element, but the "Add to cart" element has a click-through rate of less than 1%.





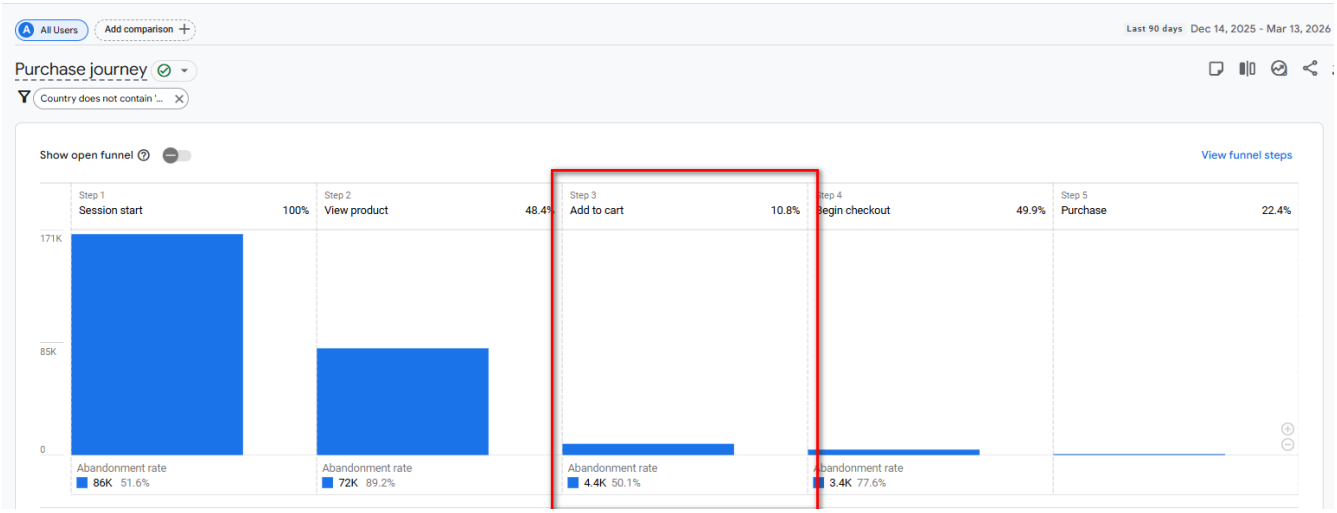
Recommendations

1. **Recommendations for improving the situation are indicated in the audit below**

Path to purchase

Behavioral Factors Analysis

If you look at the data in GA, the main loss of conversion occurs in product cards, that is, at the stage of adding a product to the cart



Recommendations

1. **Recommendations for improving the situation are indicated in the audit below**

Usability (UX/UI) analysis



Website responsiveness for different screen resolutions

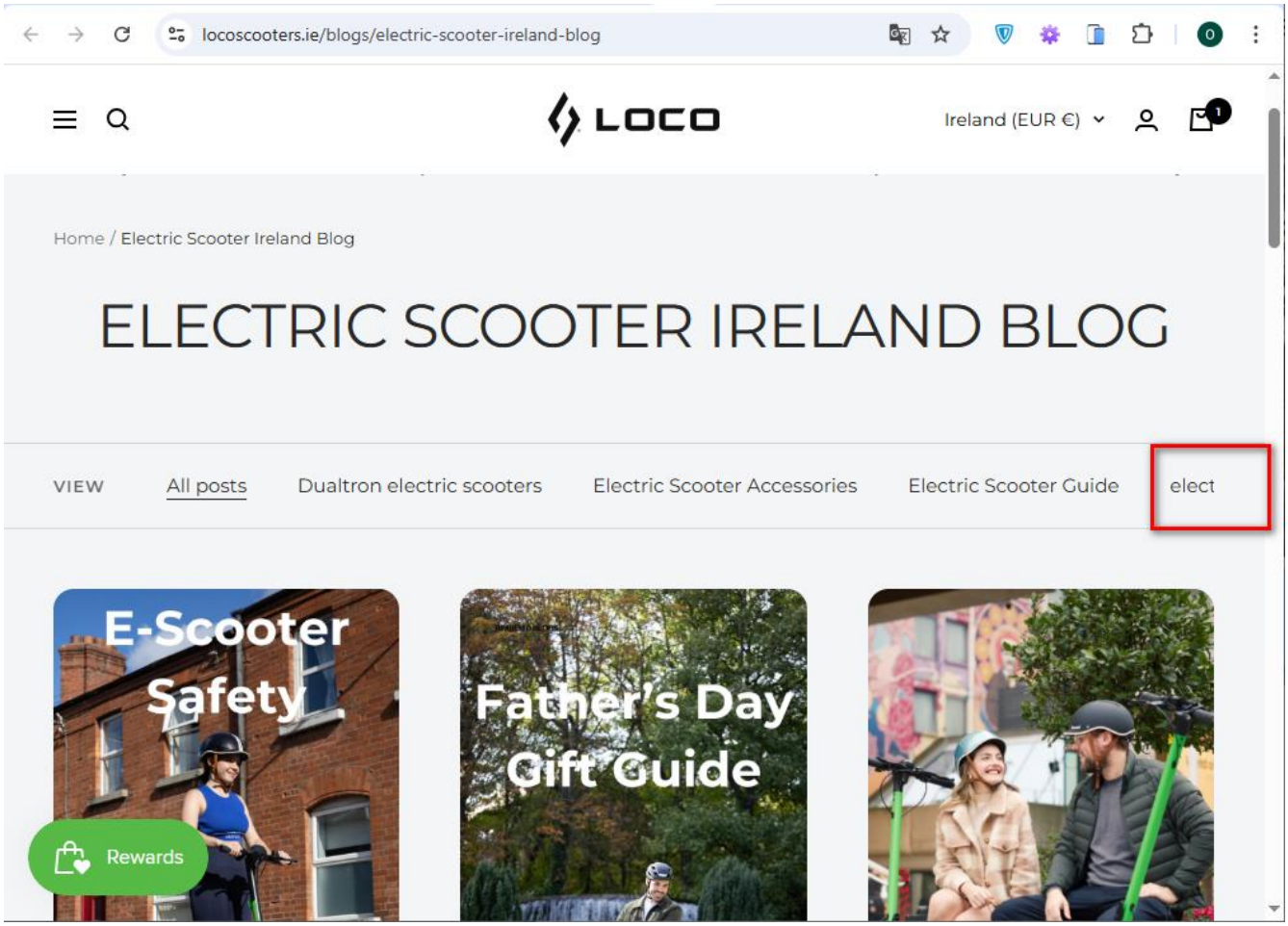
Usability (UX/UI) analysis (Desktop version only)

At small screen resolutions, blocks do not adapt

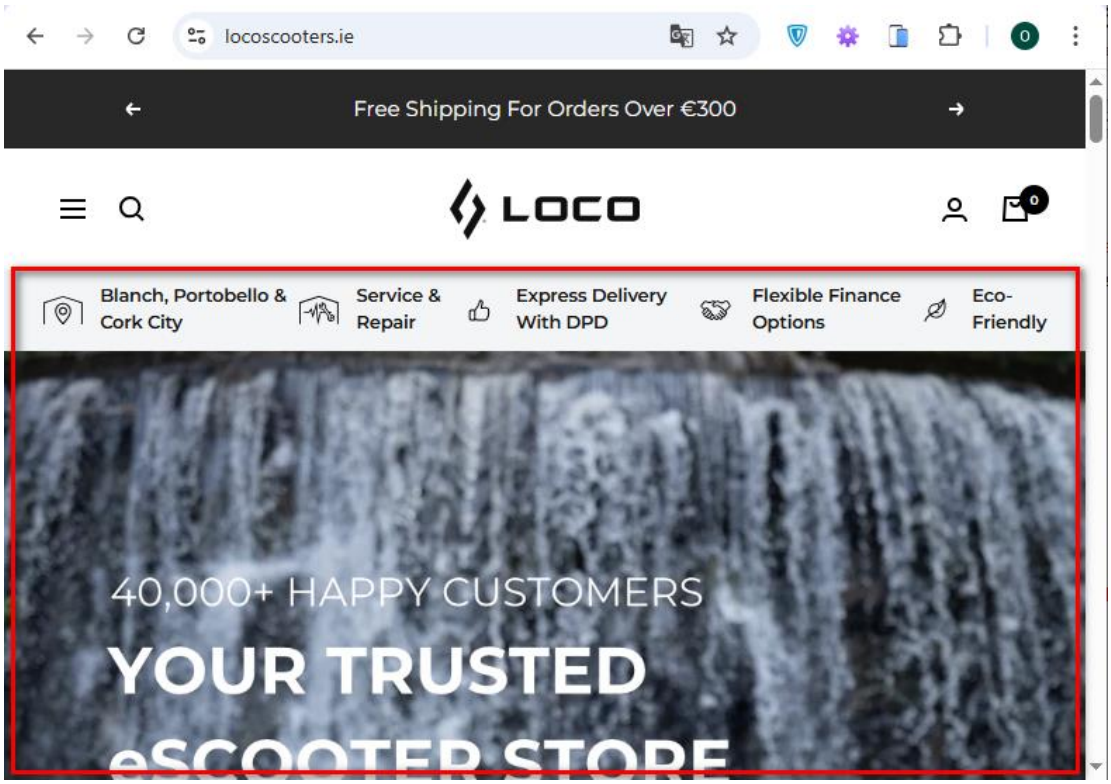
<u>Desktop version</u>

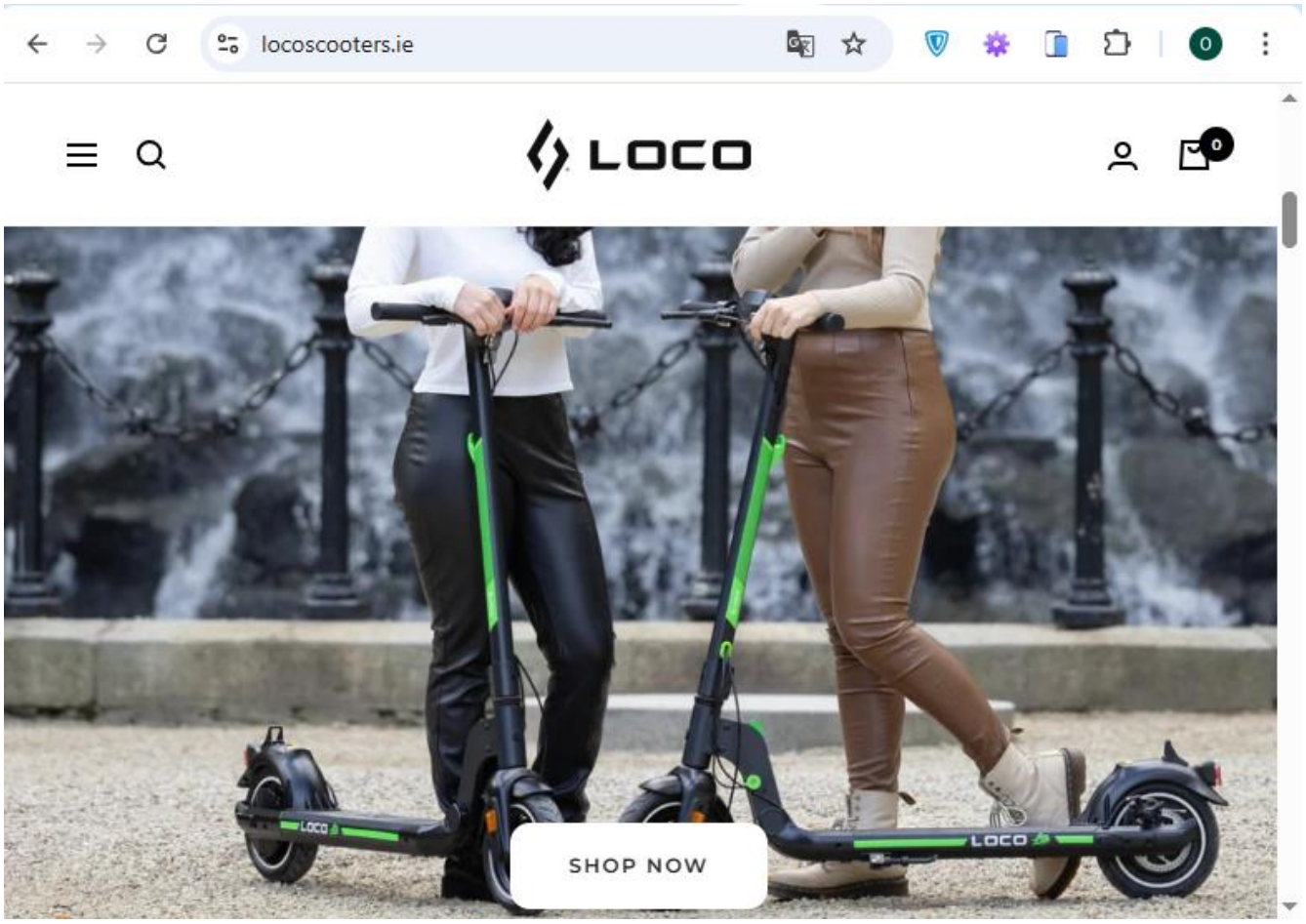
For example:

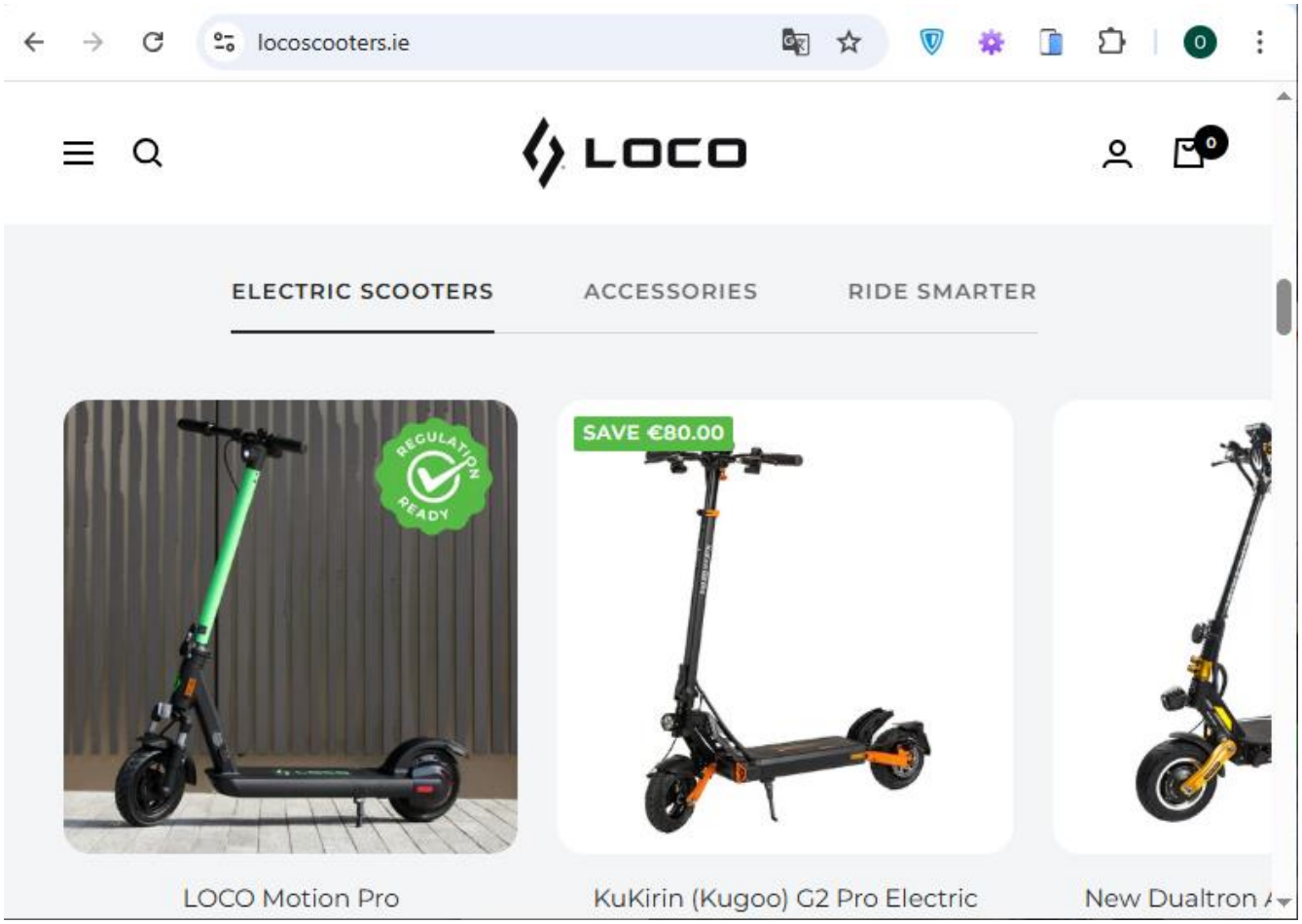
1024x768

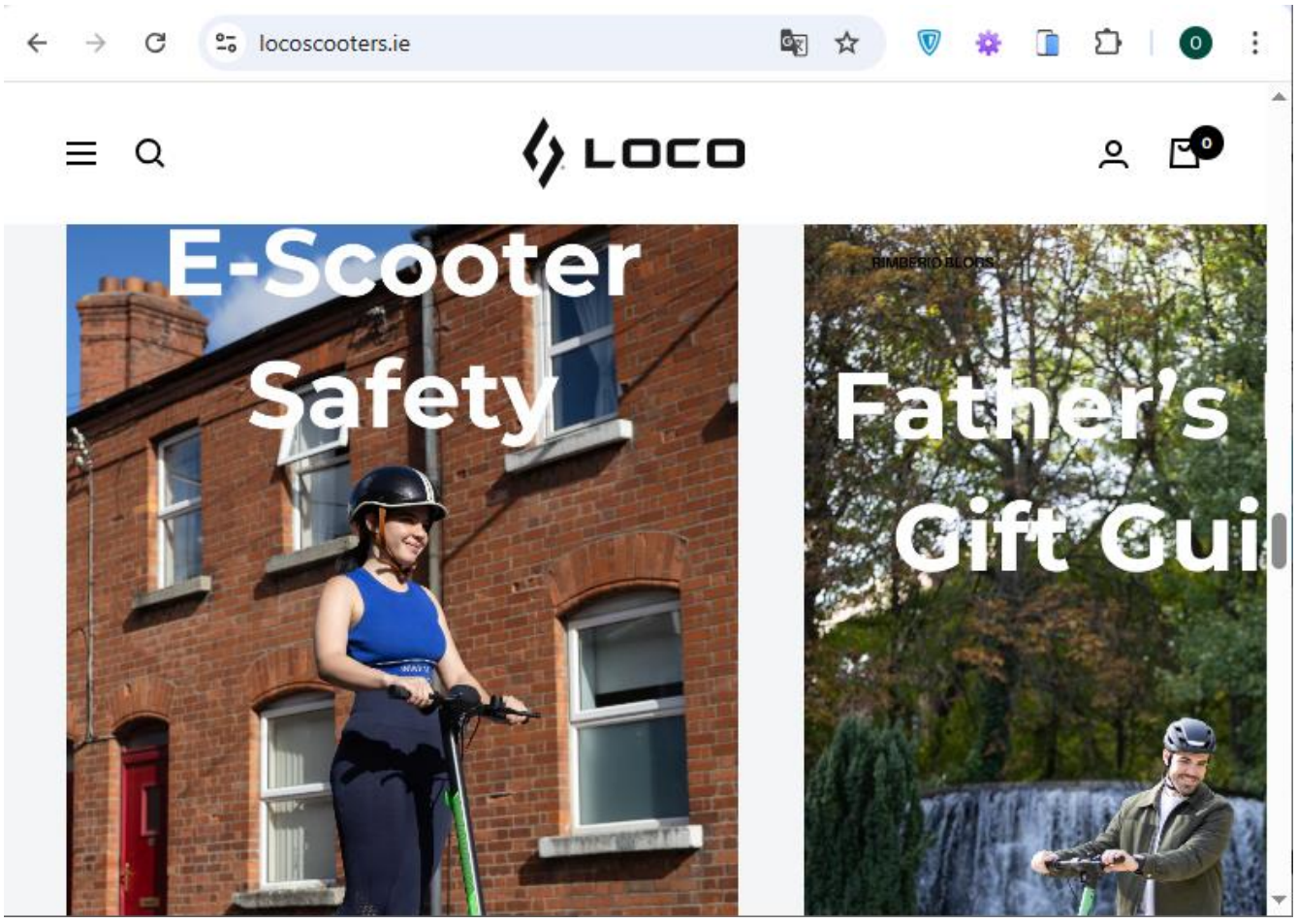


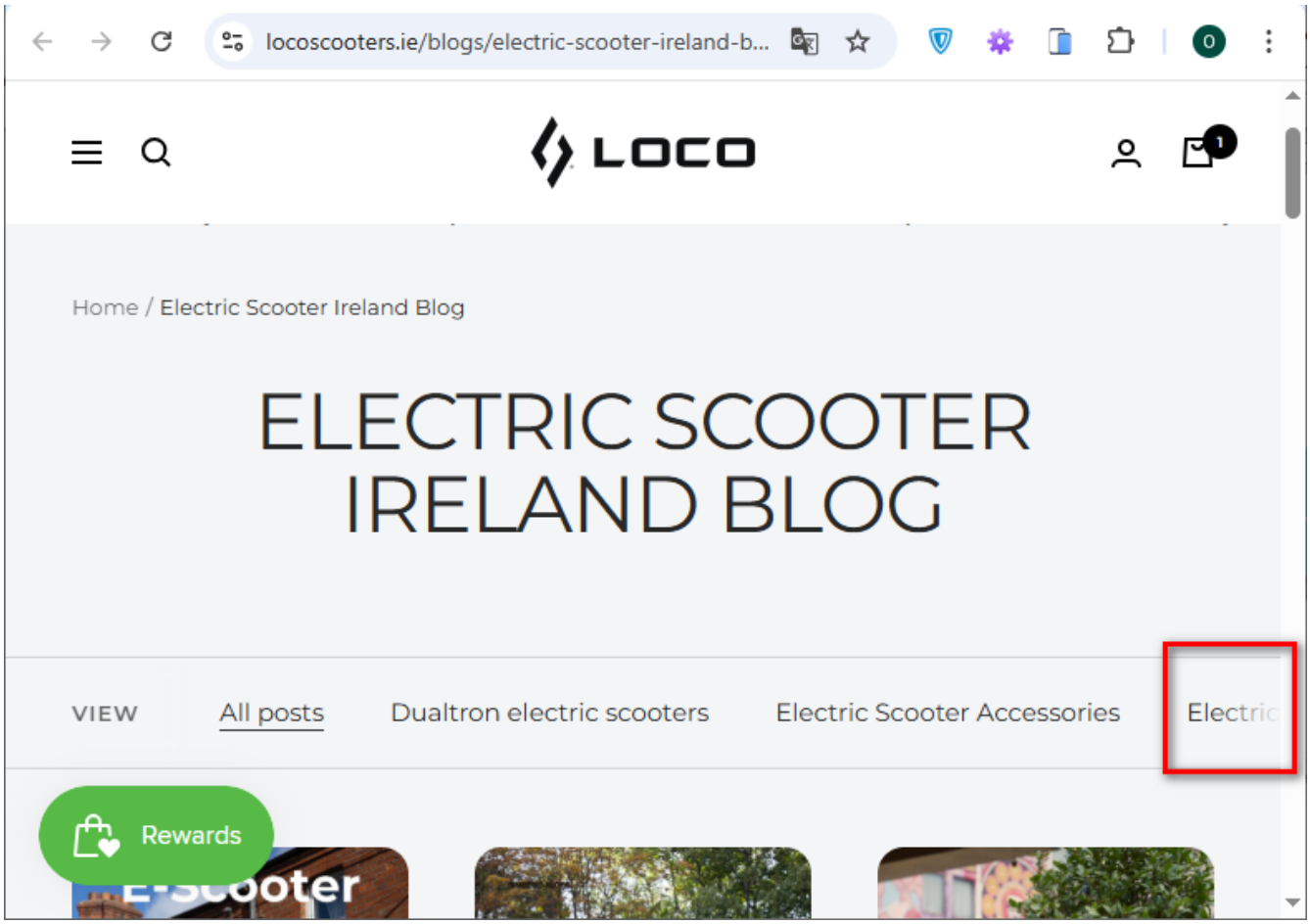
800x600

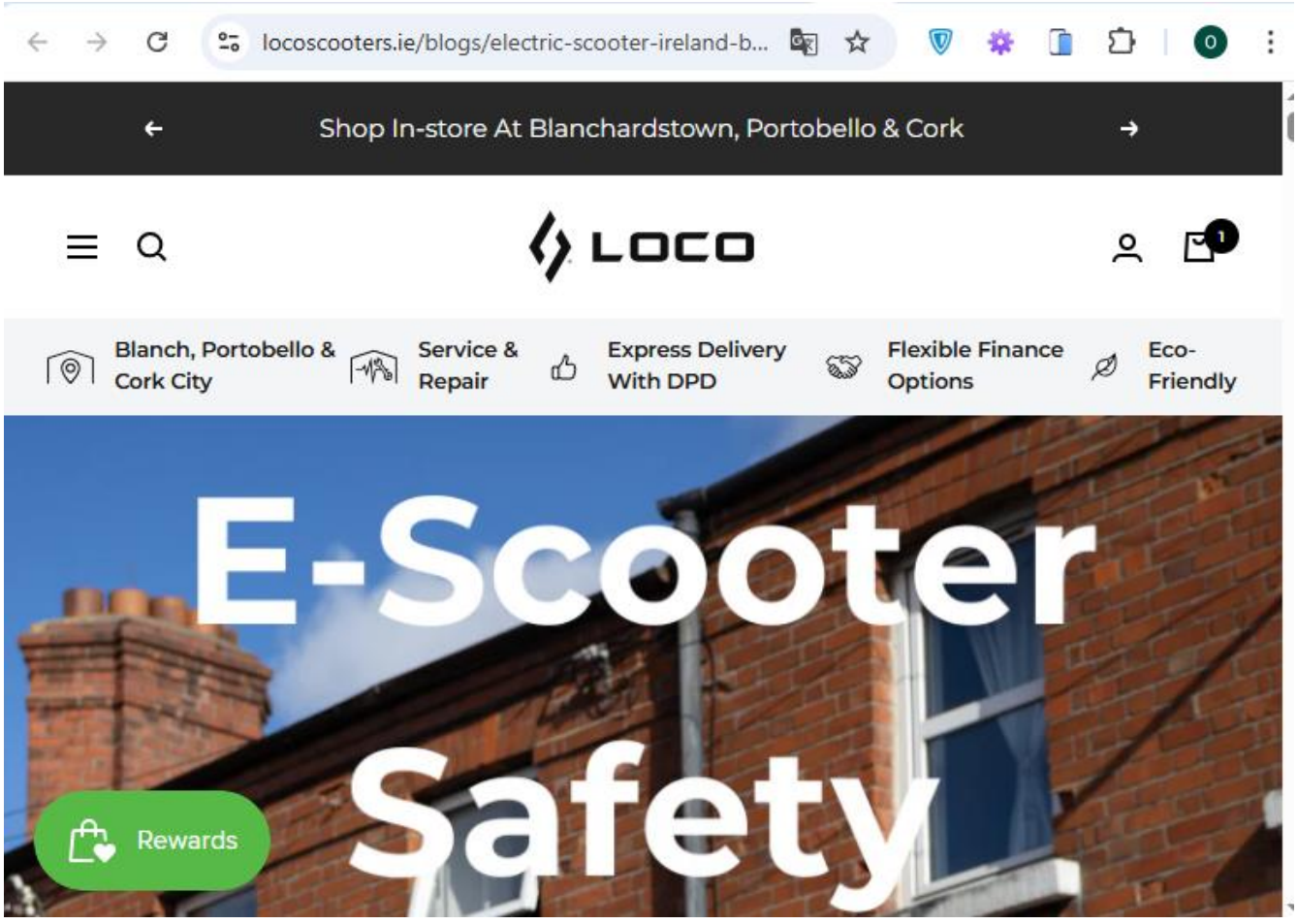

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YOUR TRUSTED
eSCOOTER STORE

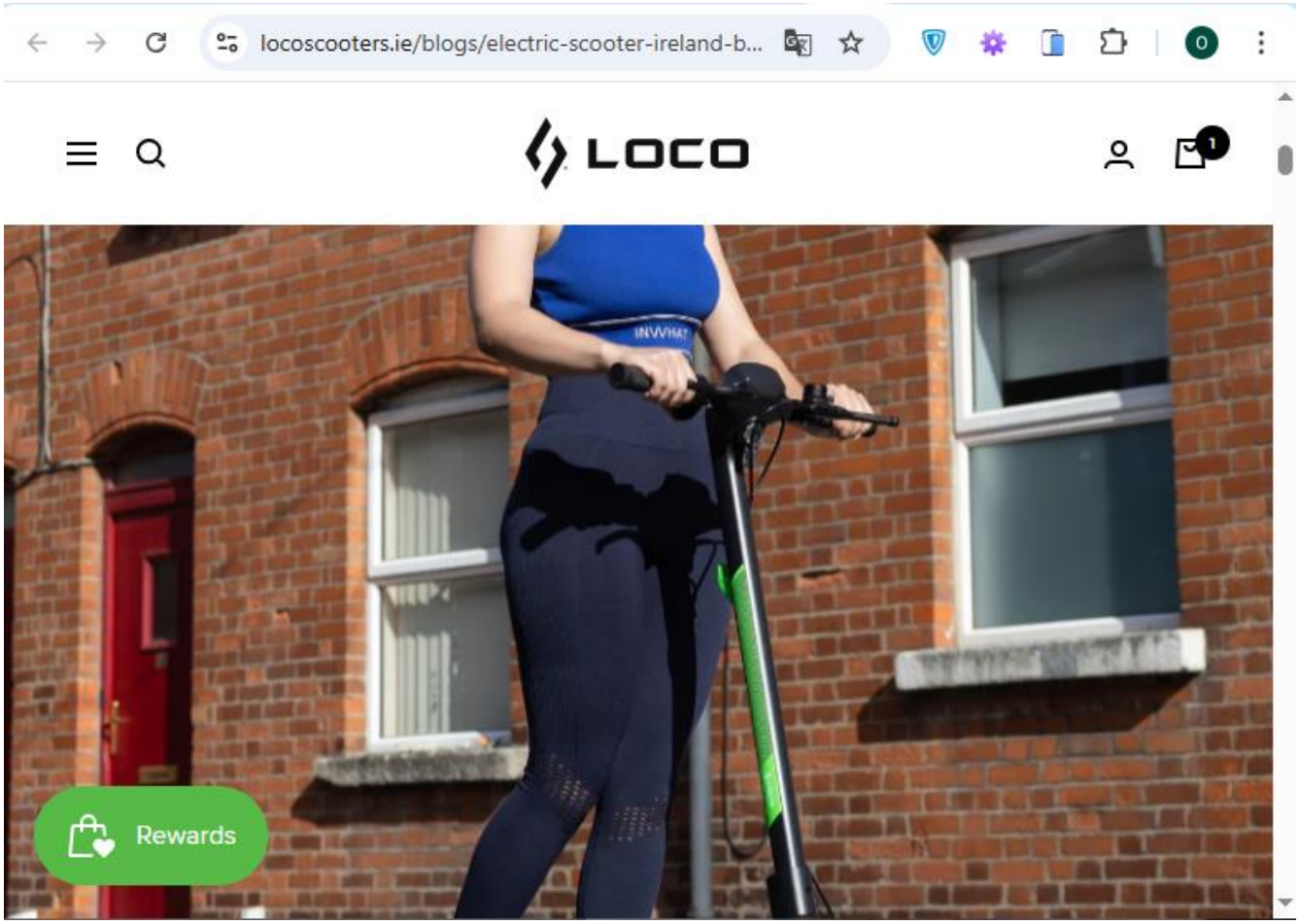

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Home / Electric Scooter Ireland Blog
ELECTRIC SCOOTER IRELAND BLOG
VIEW
All posts
Dualtron electric scooters
Electric Scooter Accessories
Electric
Rewards


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LOCO
Blanch, Portobello & Cork City
Service & Repair
Express Delivery With DPD
Flexible Finance Options
Eco-Friendly
E-Scooter Safety
Rewards



Recommendations

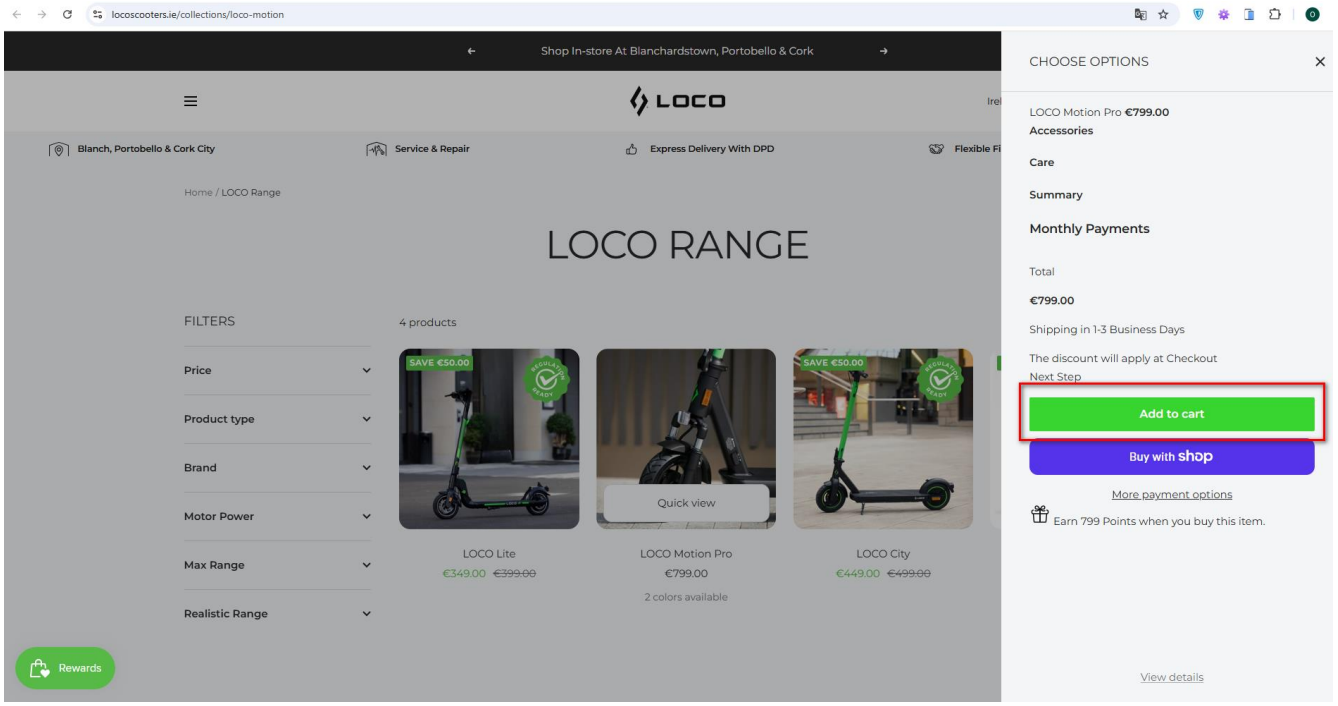
1. **Optimize site for small screen resolutions**

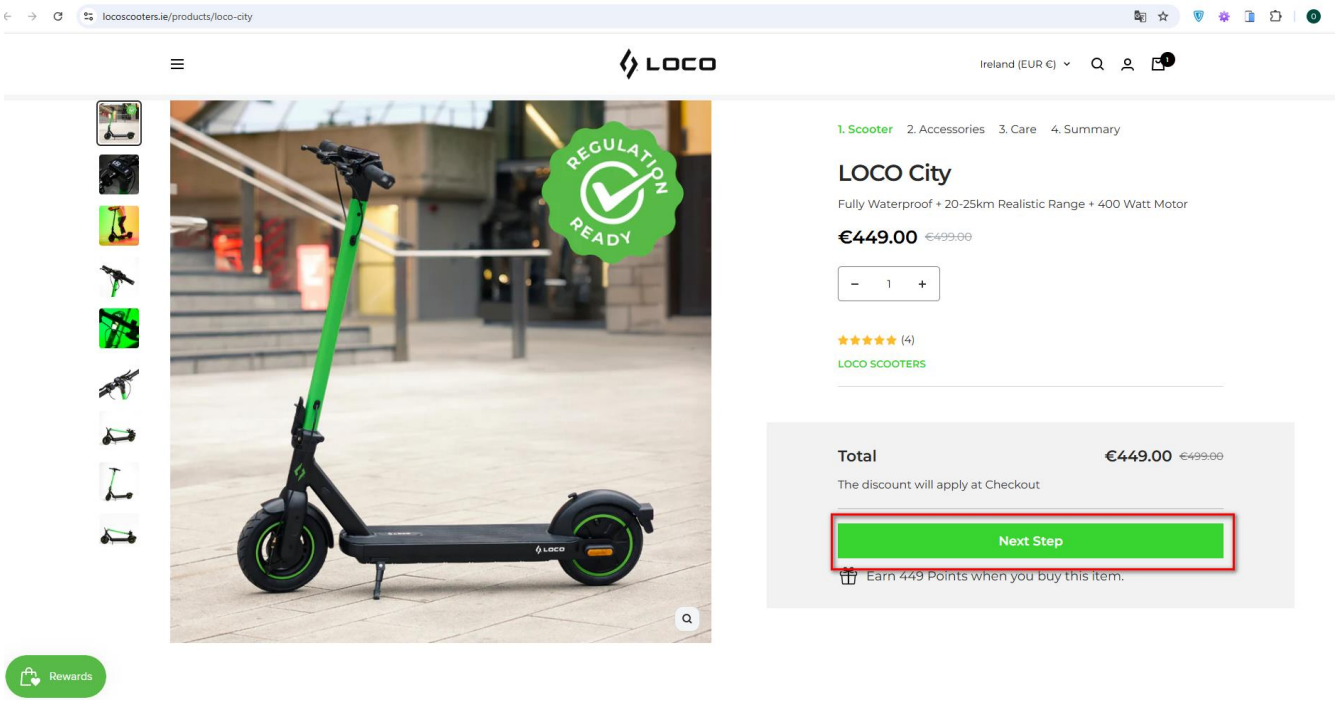
Highlighting buttons on mouse over

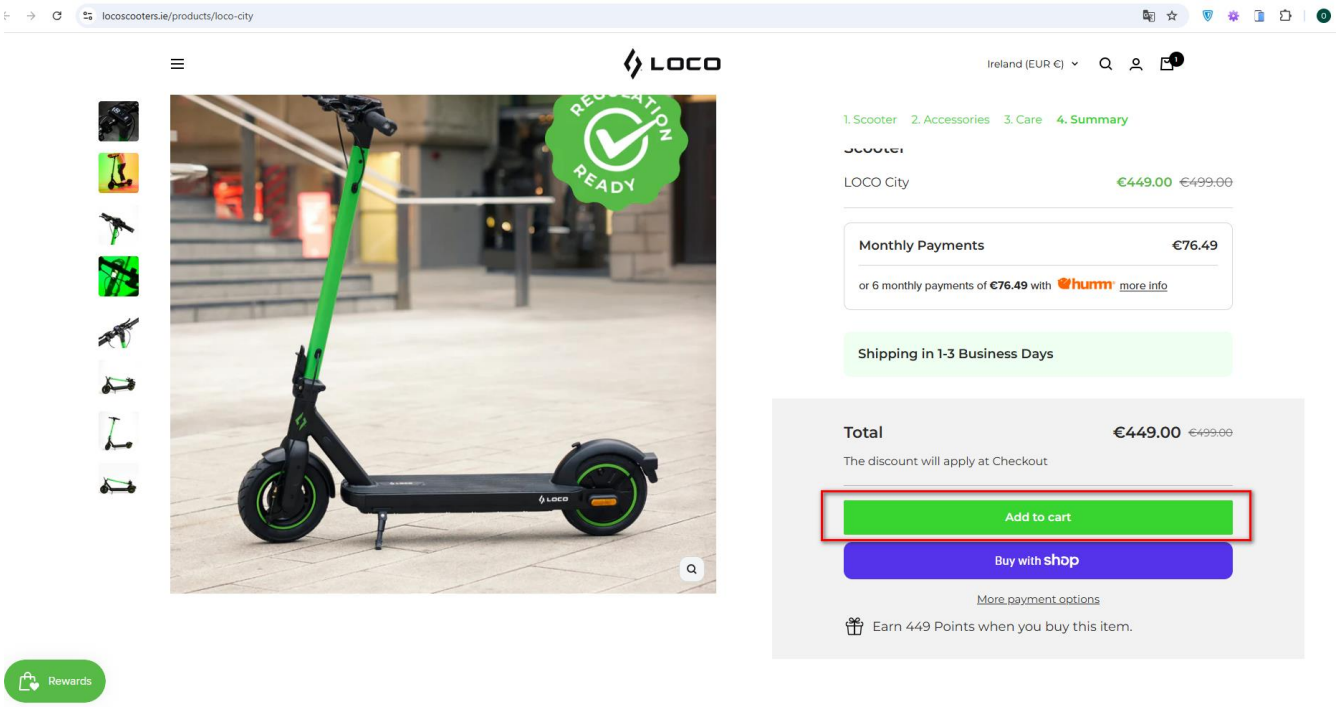
Usability (UX/UI) analysis (Desktop version only)

Not all buttons highlighted on mouse over

Desktop version







Recommendations

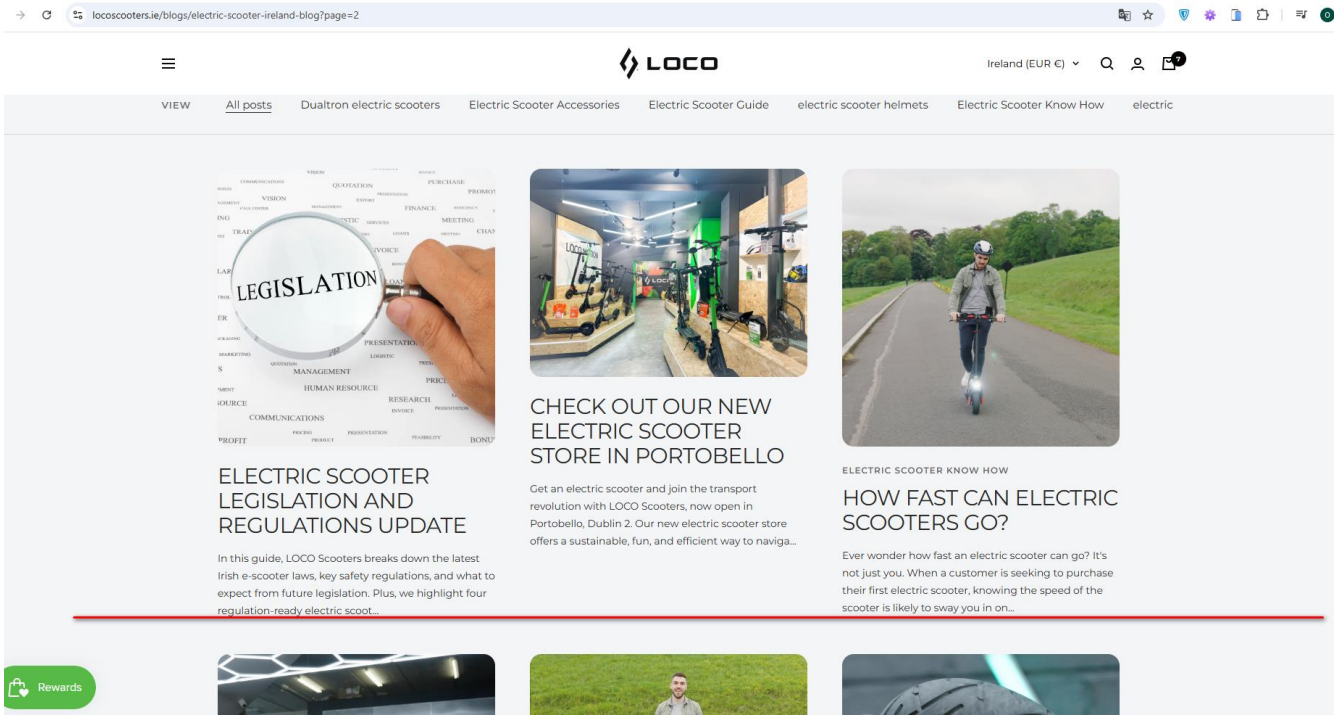
1. **Highlight all buttons on mouse over**

Page "Electric Scooter Ireland Blog"

Usability (UX/UI) analysis (Desktop version only)

Material cards and the elements in them are not aligned with each other

Desktop version



Recommendations

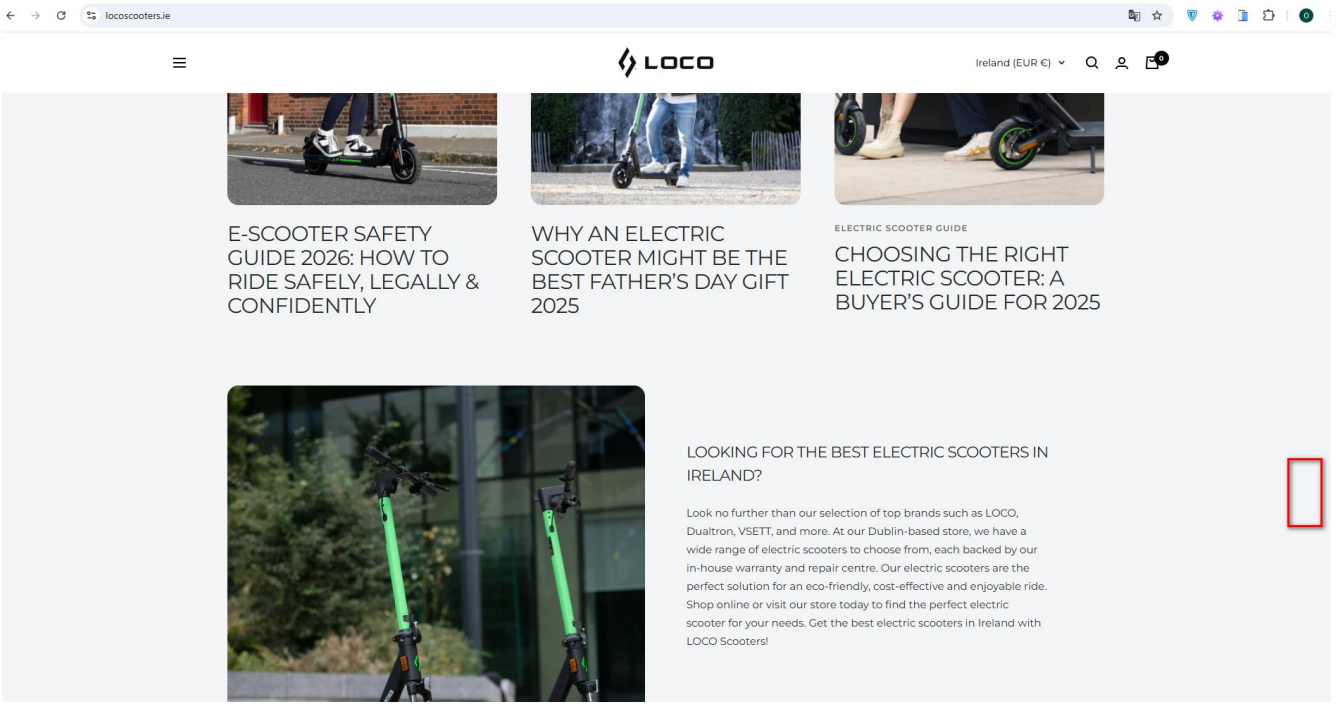
1. **Align product cards and elements within them relative to each other**

"Back to top" button

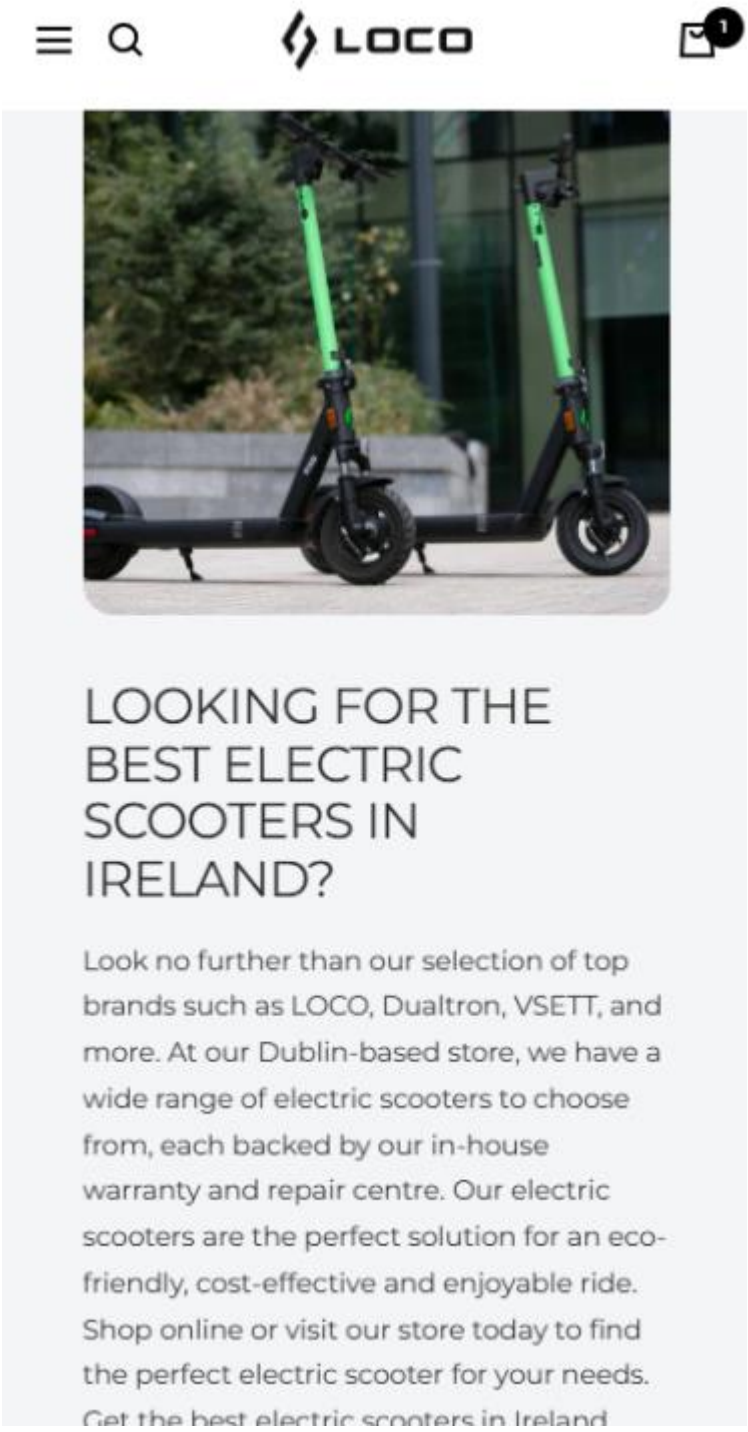
Usability (UX/UI) analysis (For desktop and mobile versions)

The site does not have an element to quickly return to the first screen of the current page

Desktop version



Mobile version



Recommendations

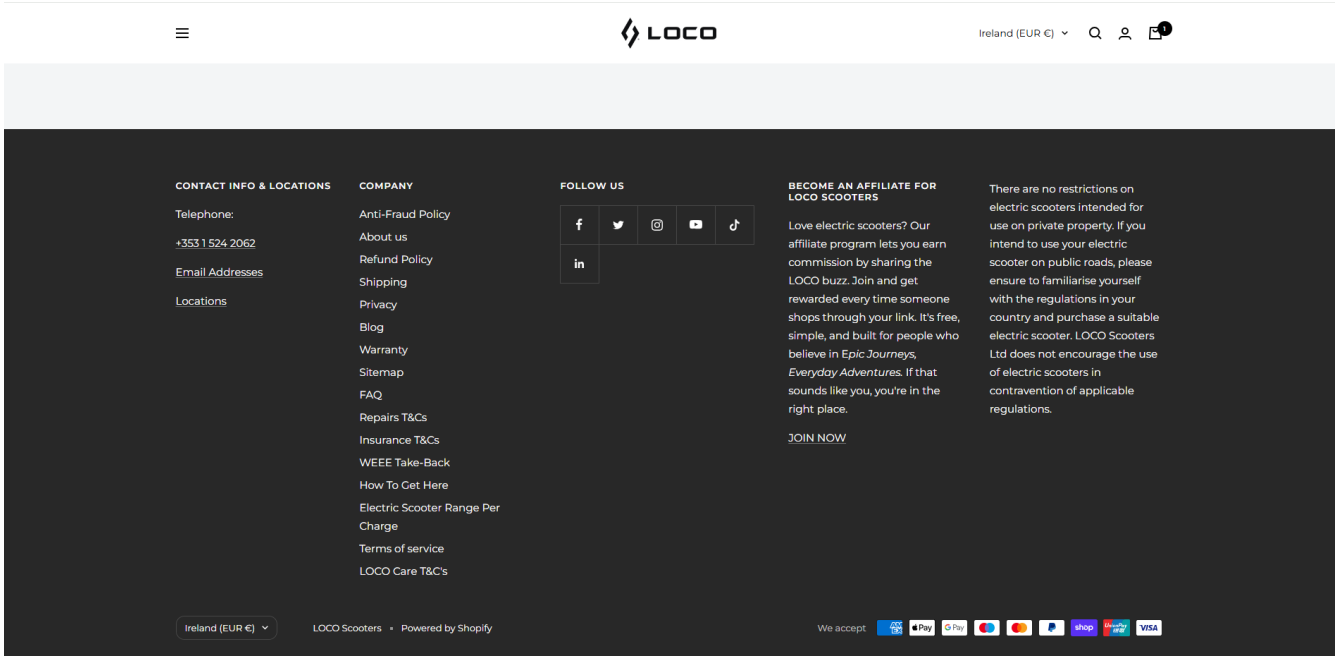
1. **Add a "Back to Top" button**
2. **Place the button in the lower right or left corner**
3. **Show items after scrolling through first two screens**

Copyright

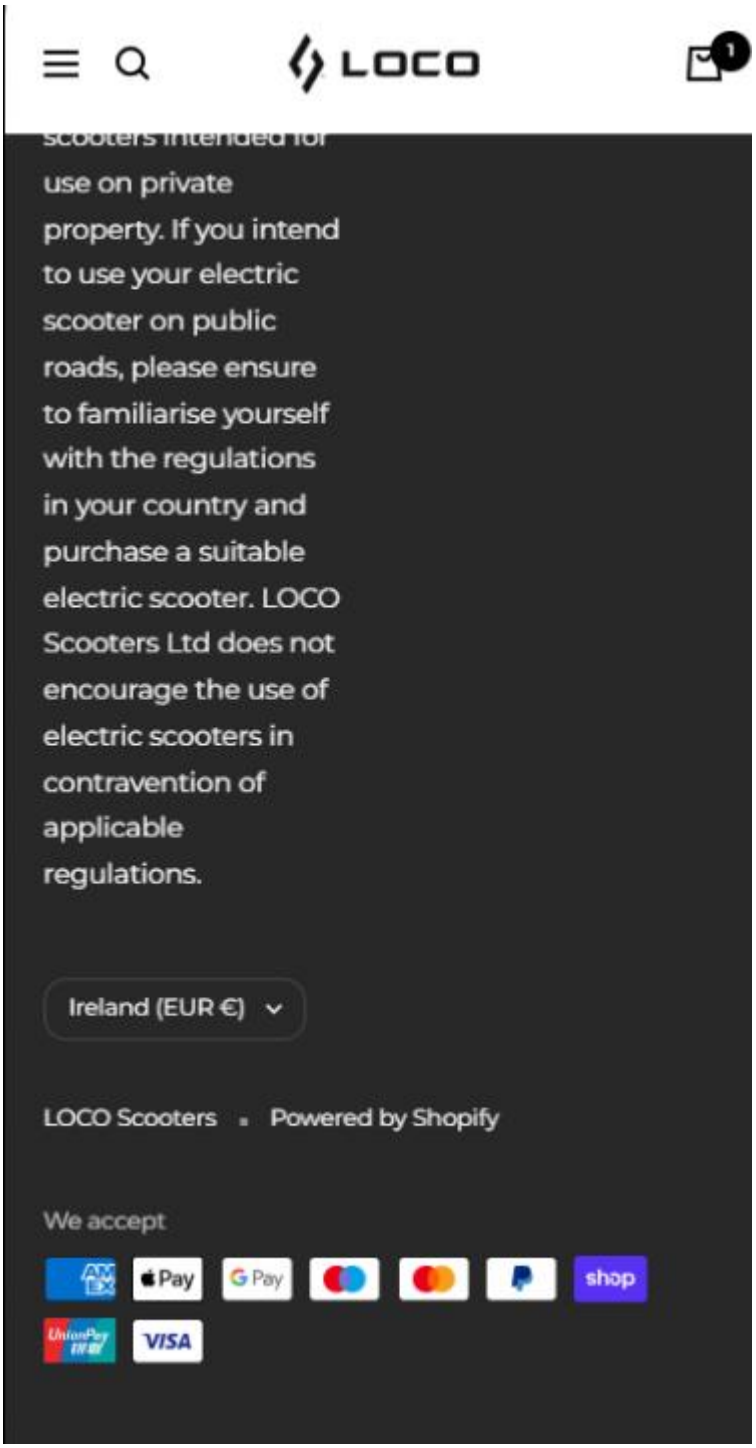
Usability (UX/UI) analysis (For desktop and mobile versions)

The year is out of date in the copyright

Desktop version



Mobile version



Recommendations

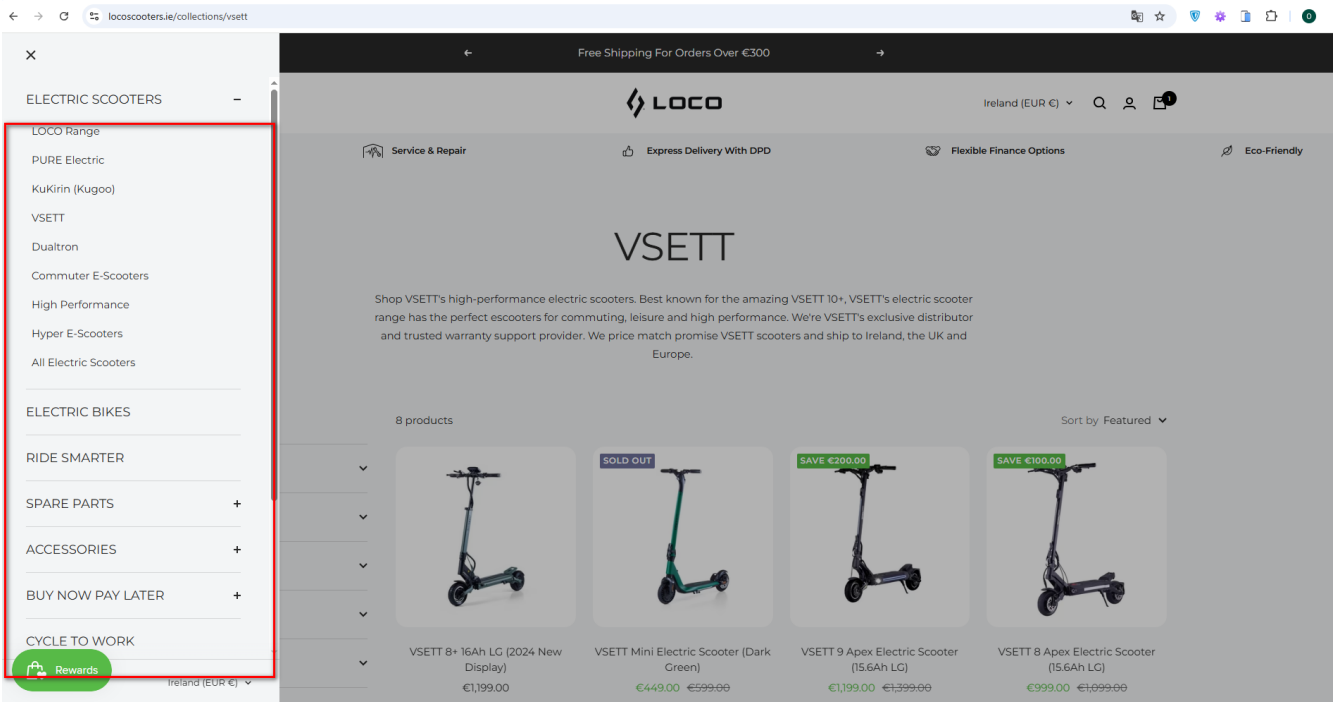
1. **Implement the copyright to the correct format, example: © [company or website name], [current year/date range (from foundation to current year)]**
2. **Configure the dynamic formation of the year in copyright**

Current menu item

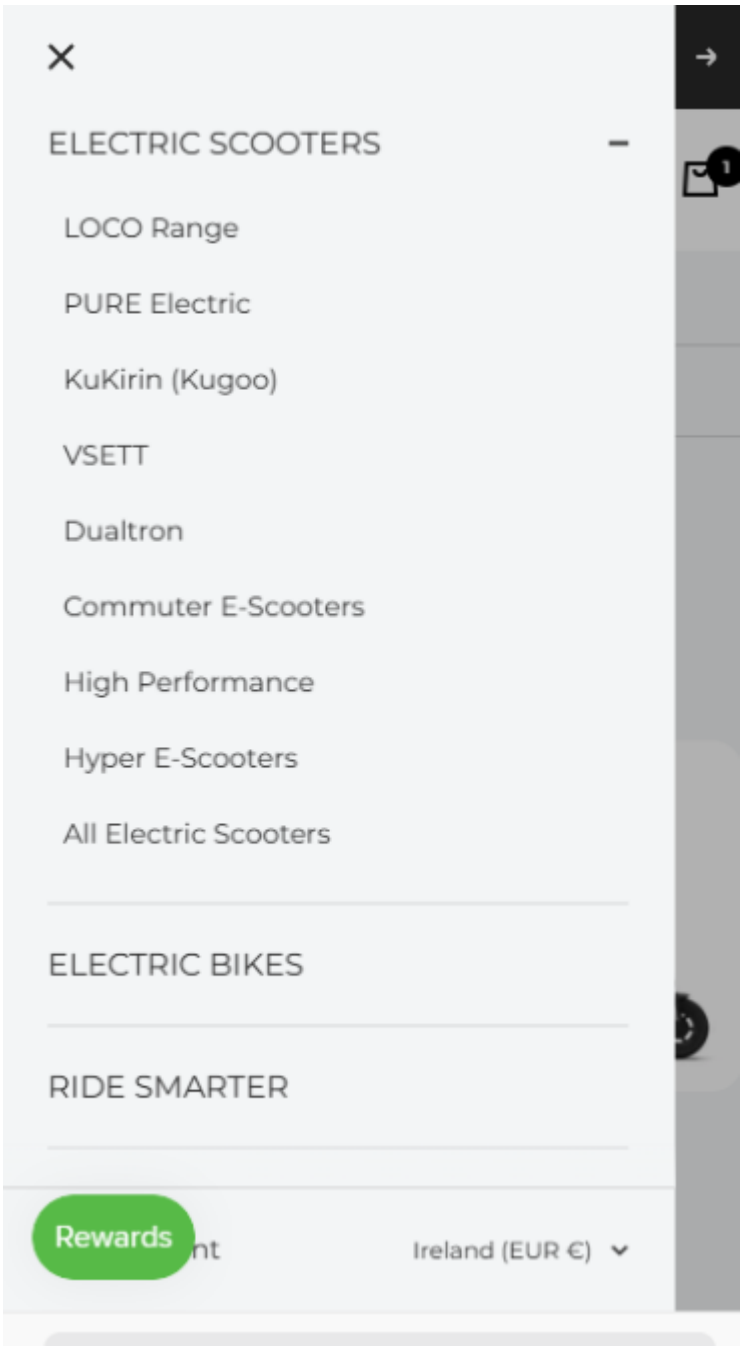
Usability (UX/UI) analysis (For desktop and mobile versions)

The catalog item selected by the user is not highlighted and remains an active link

Desktop version



Mobile version



Recommendations

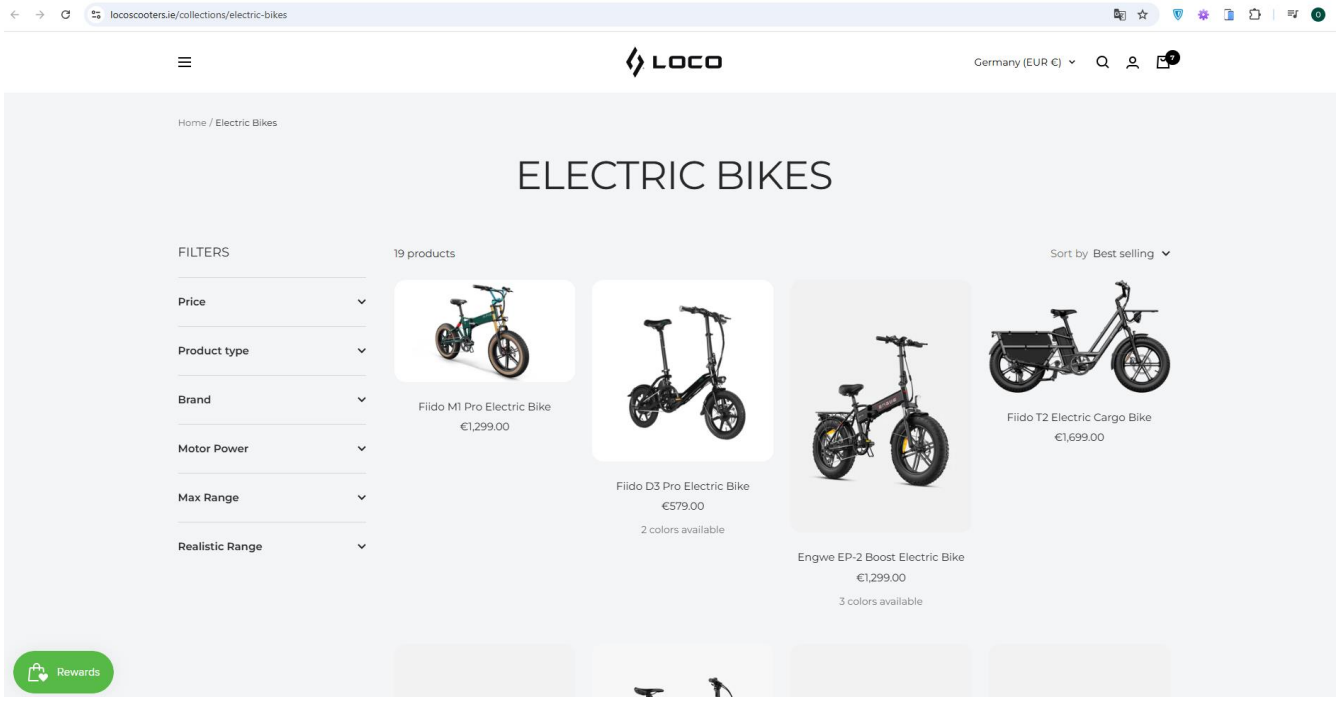
1. **Highlight the current directory item in which the user is located with color or highlight**
2. **Make the current directory item, in which the user is located, an inactive link**

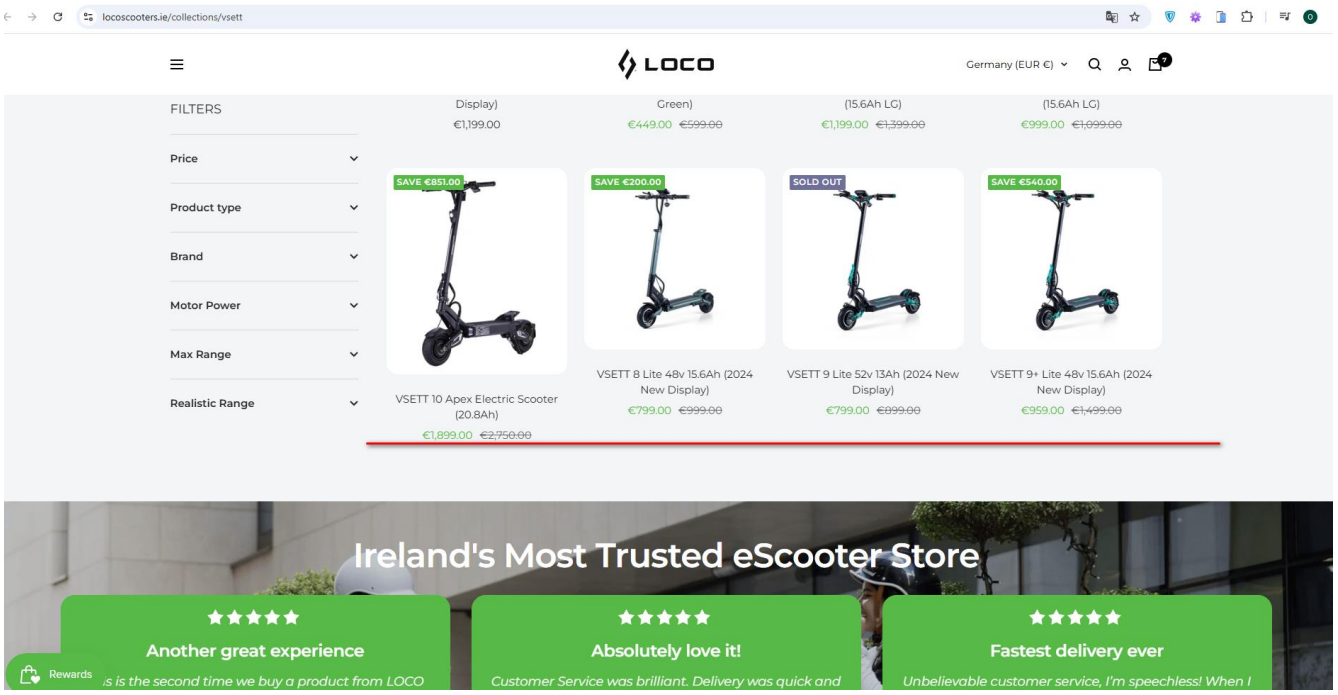
Category pages. Aligning elements

Usability (UX/UI) analysis (For desktop and mobile versions)

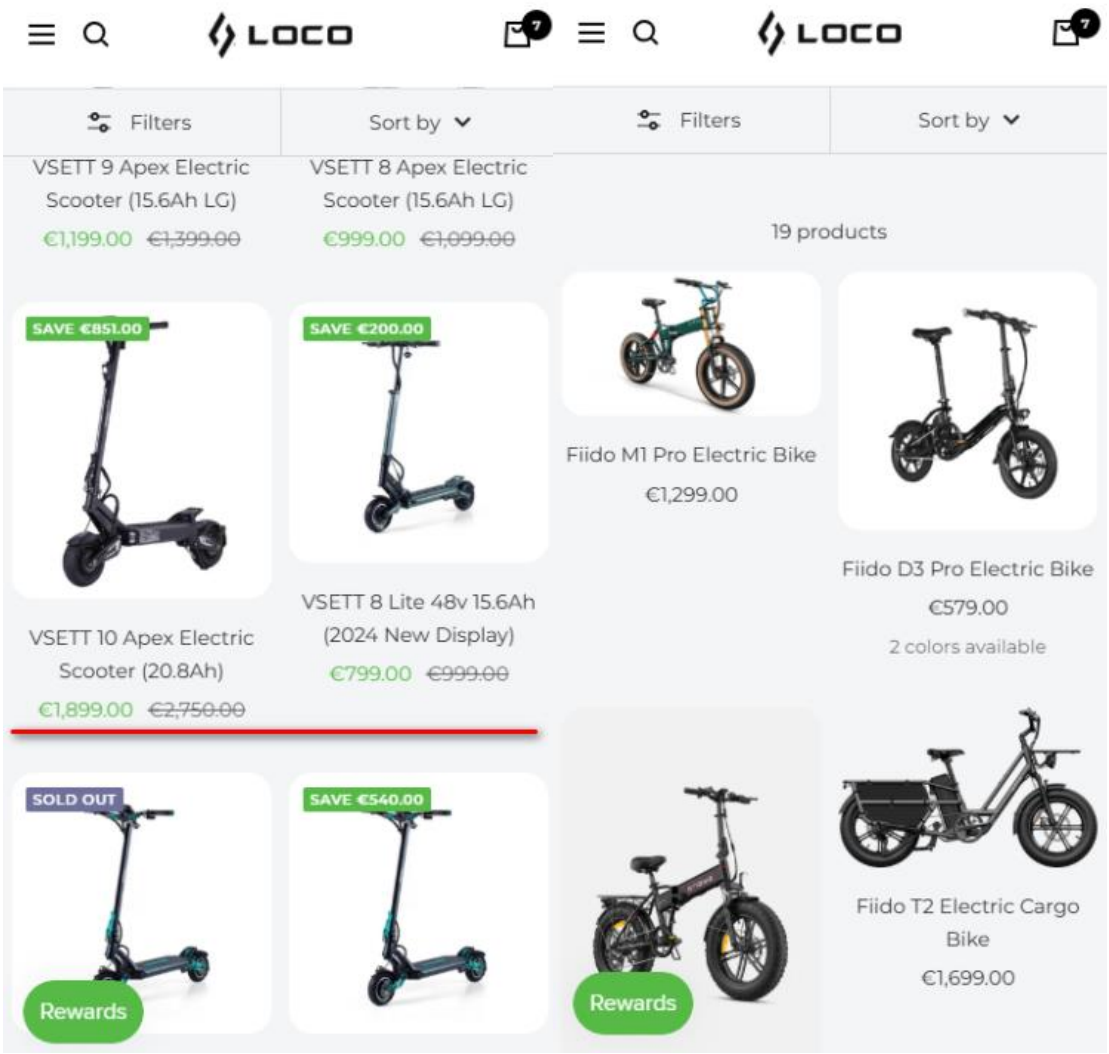
Product cards and the elements within them are not aligned with each other.

Desktop version





Mobile version



Recommendations

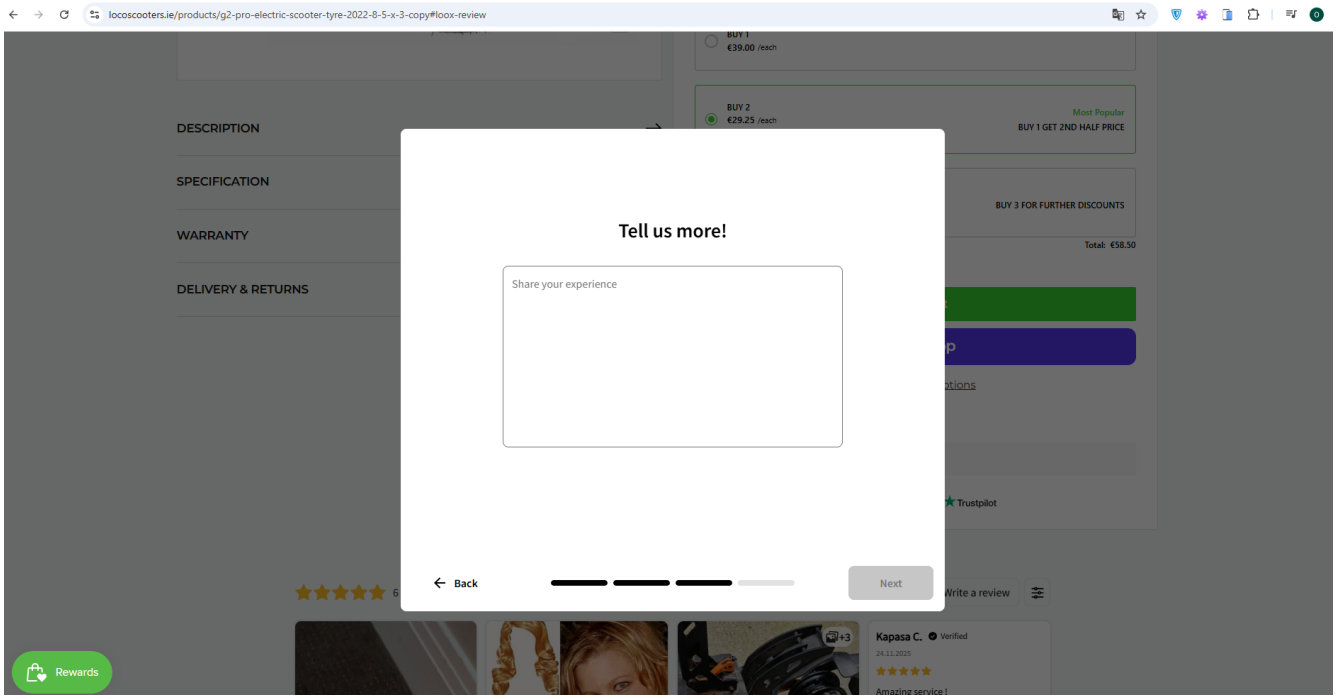
1. **Align product cards and elements within them relative to each other**

Product cards. "Write a review"

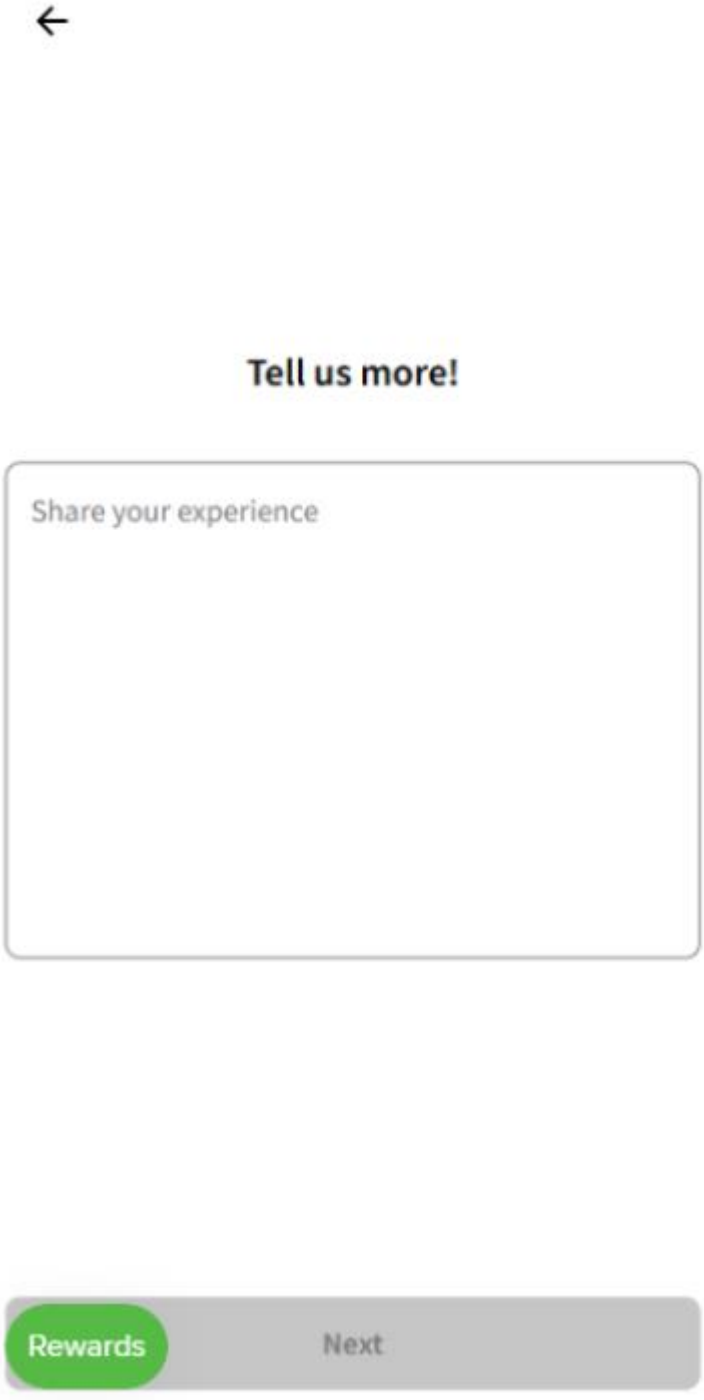
Usability (UX/UI) analysis (For desktop and mobile versions)

The pop-up window for writing reviews does not have an element for closing the pop-up window; it is not clear how to close it

Desktop version



Mobile version



Recommendations

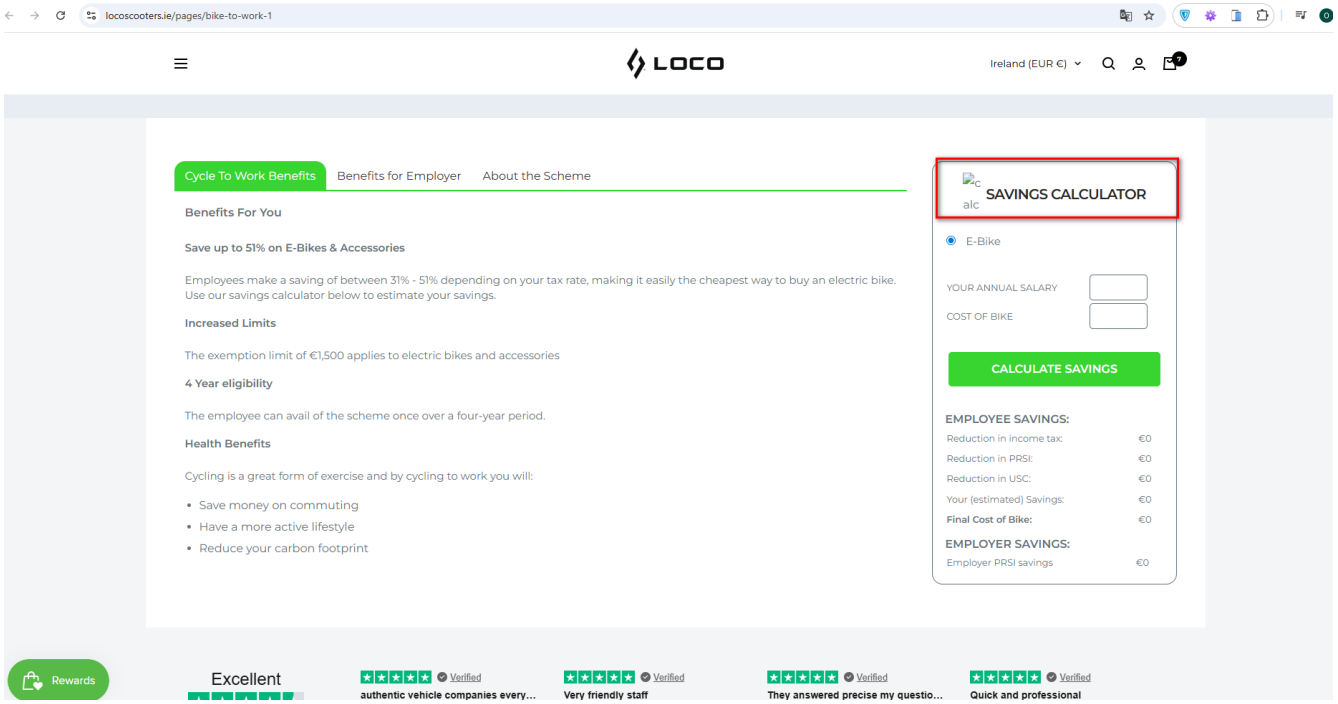
1. **Add an element to close the pop-up window at all stages of writing reviews**

Page "Cycle to work"

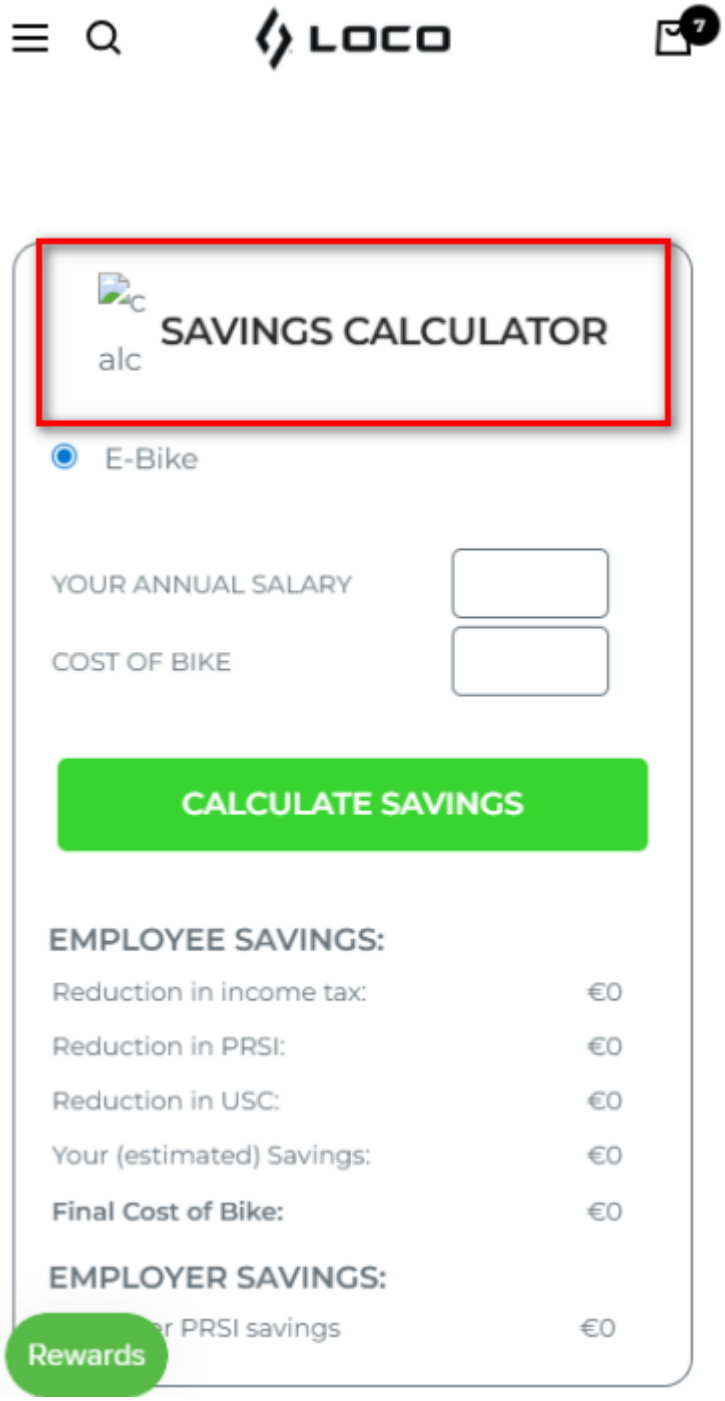
Usability (UX/UI) analysis (For desktop and mobile versions)

The image on the page is not displayed correctly

Desktop version



Mobile version



Recommendations

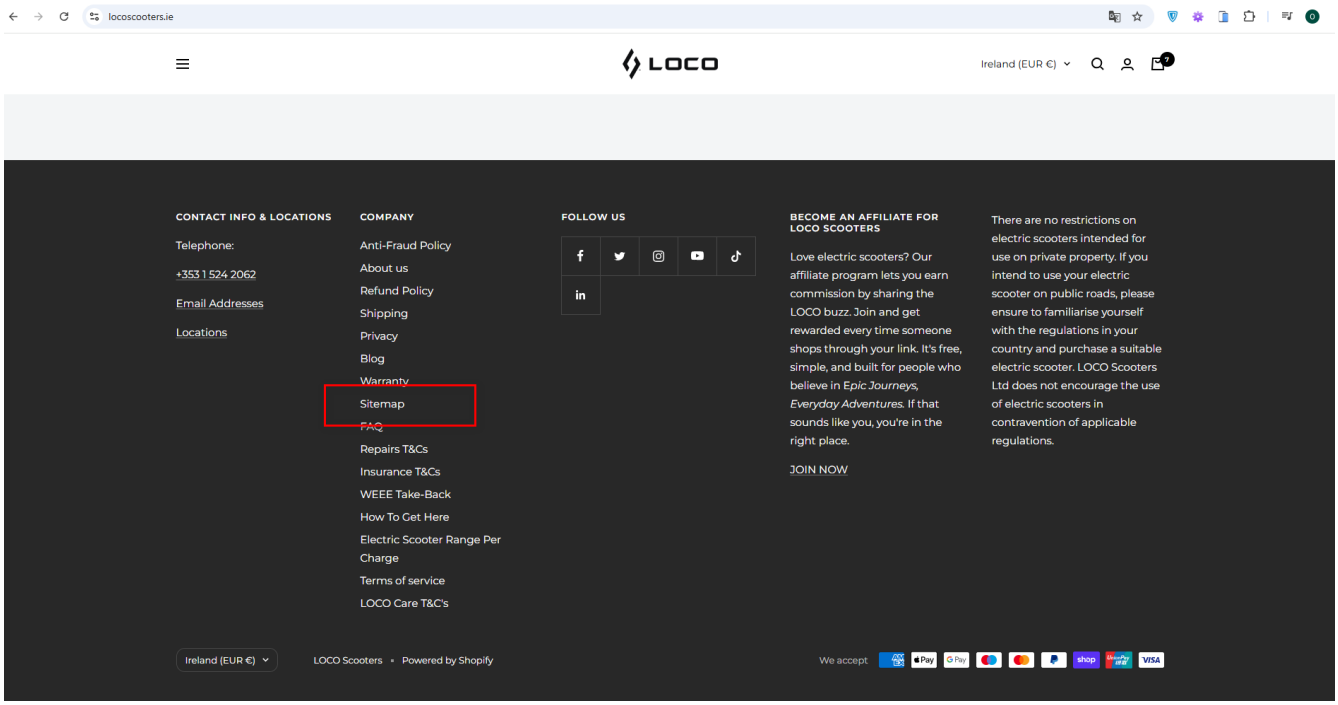
1. **Fix element display**

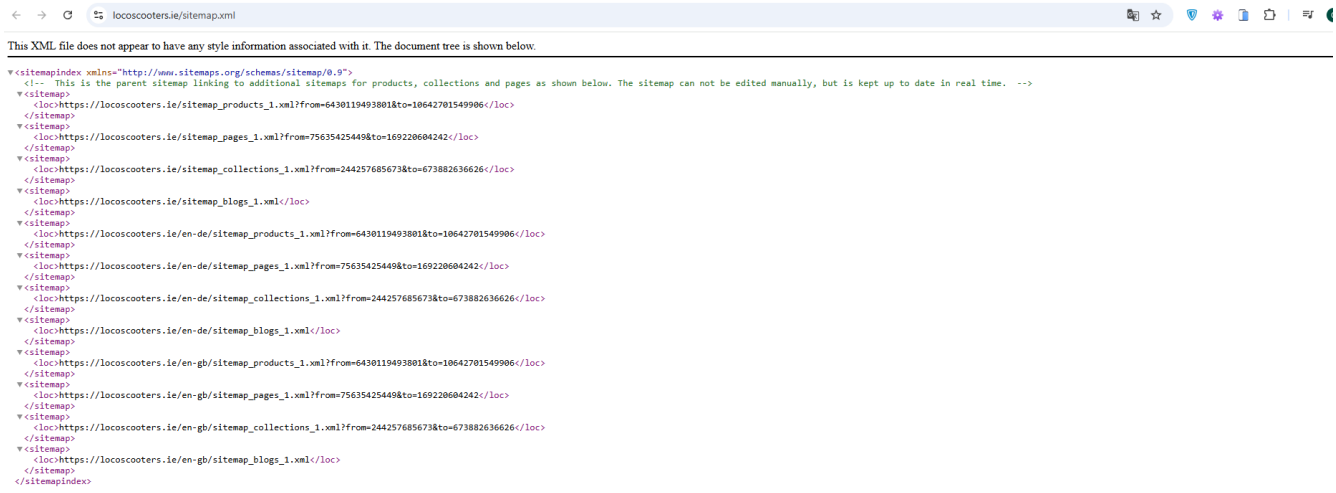
Page "Sitemap"

Usability (UX/UI) analysis (For desktop and mobile versions)

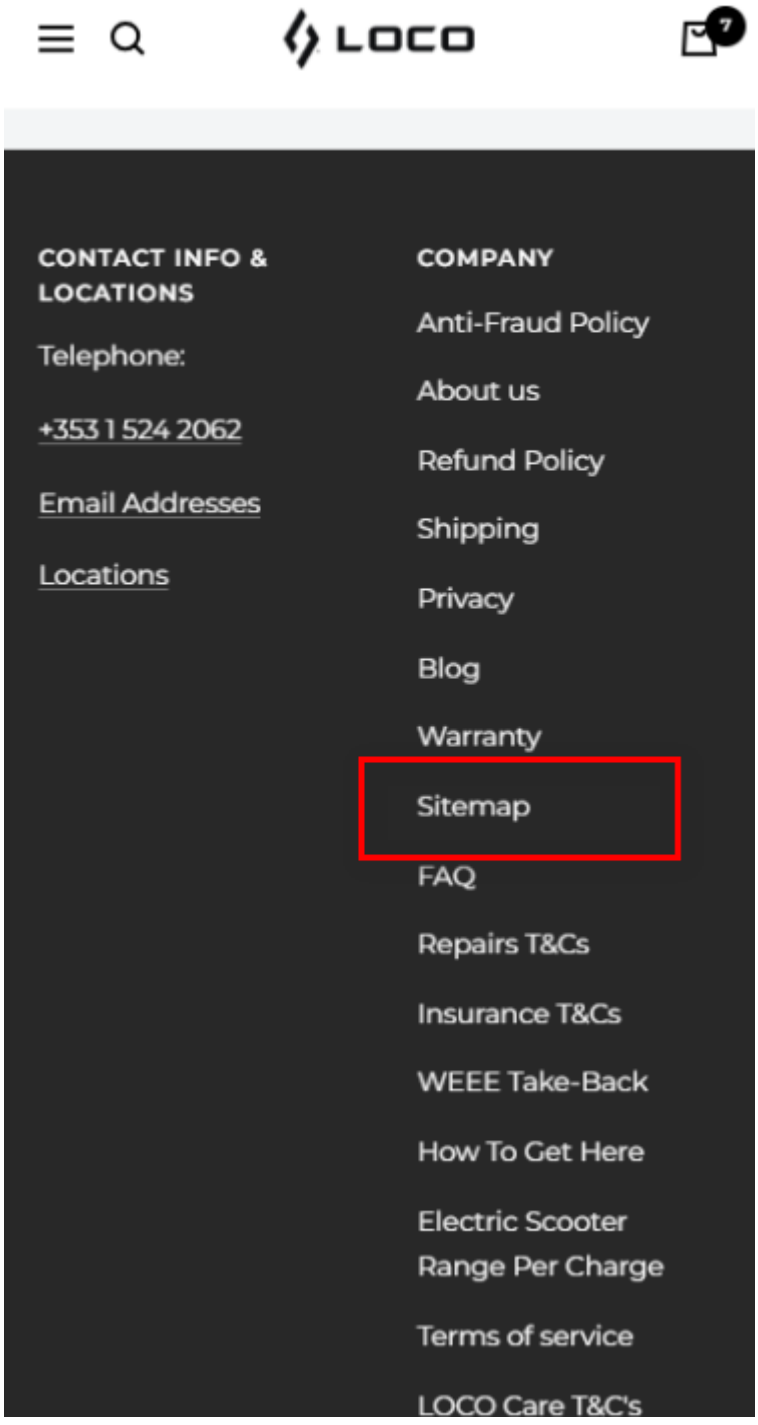
The footer contains a link not to a page with all sections of the site, but to a service file for search engines

Desktop version





Mobile version



Recommendations

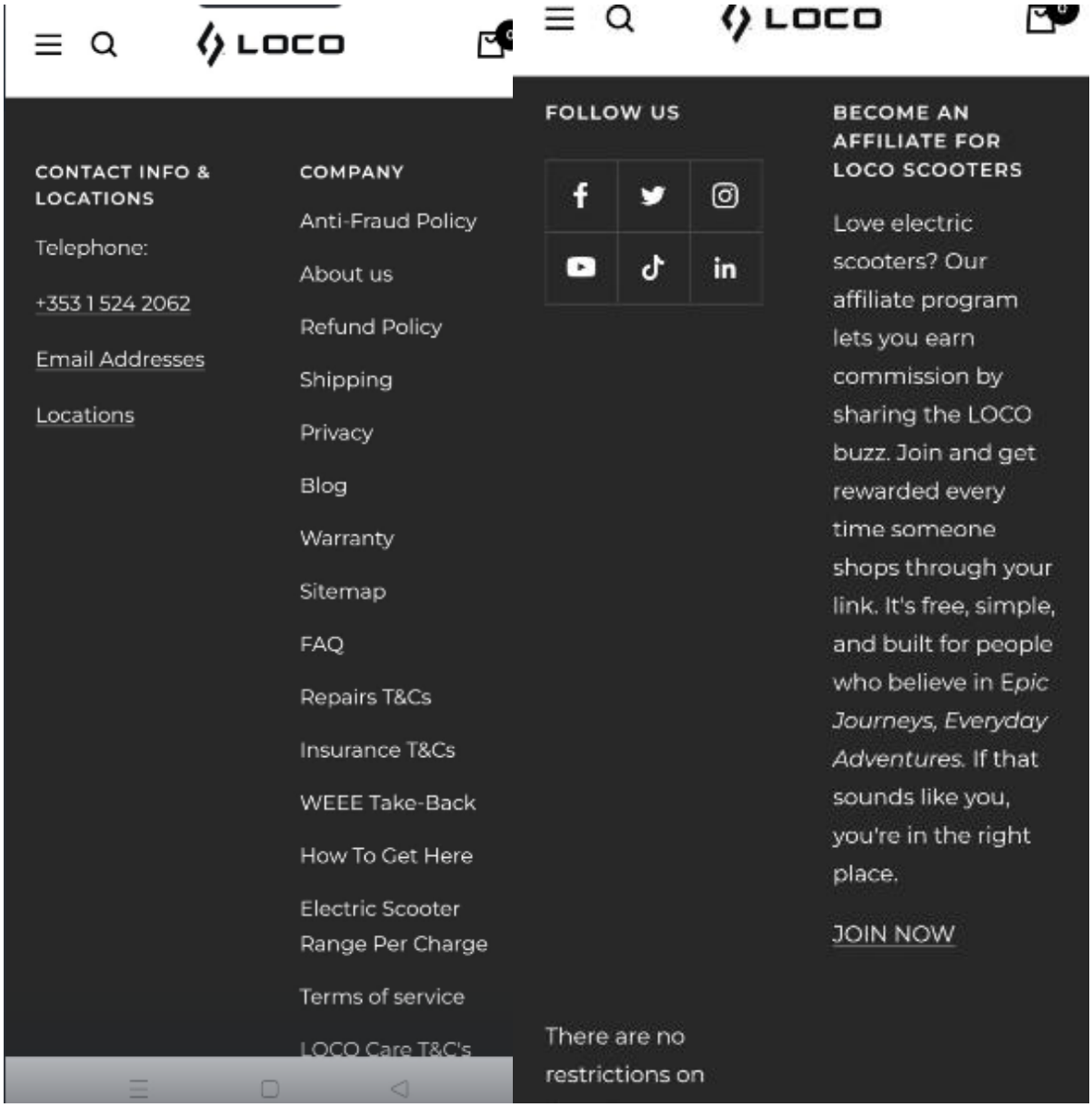
1. **Use a link to a page listing all sections of the site**

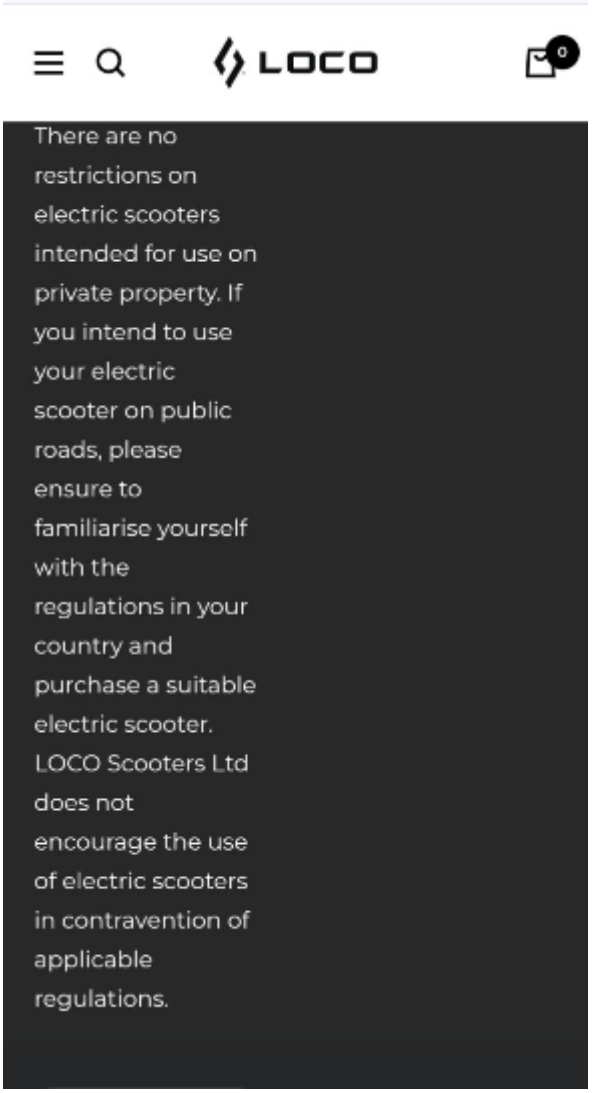
Site footer

Usability (UX/UI) analysis (Mobile version only)

The site footer is too big

Mobile version





Recommendations

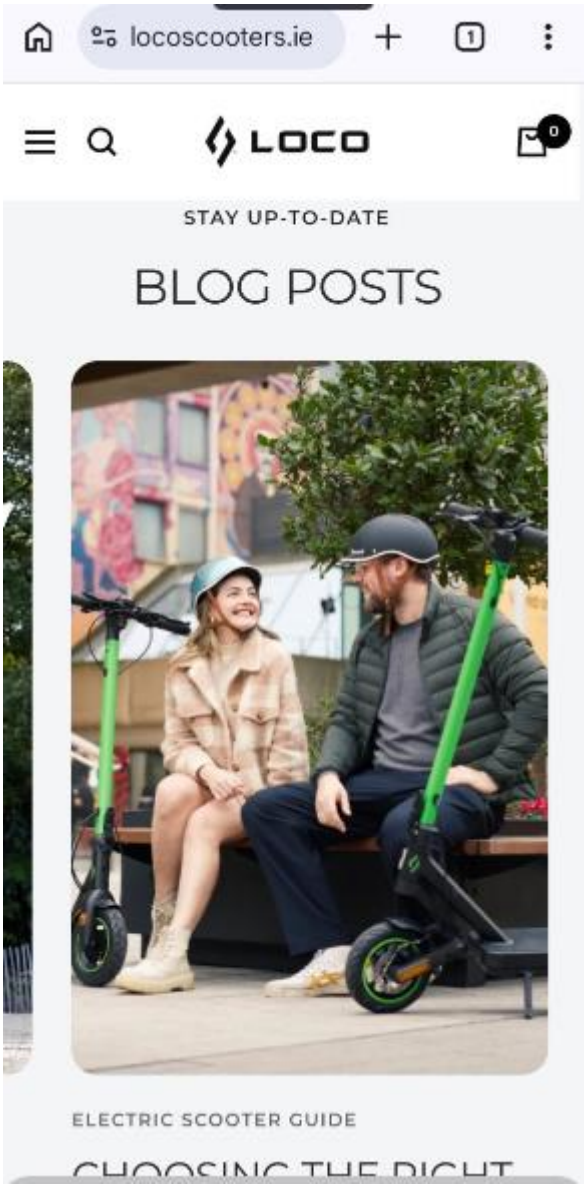
1. **Reduce the footer height**
2. **To arrange links to main sections, arrange them in several columns**

Block size

Usability (UX/UI) analysis (Mobile version only)

The blocks on the page are too big, which makes the pages too long

Mobile version



Recommendations

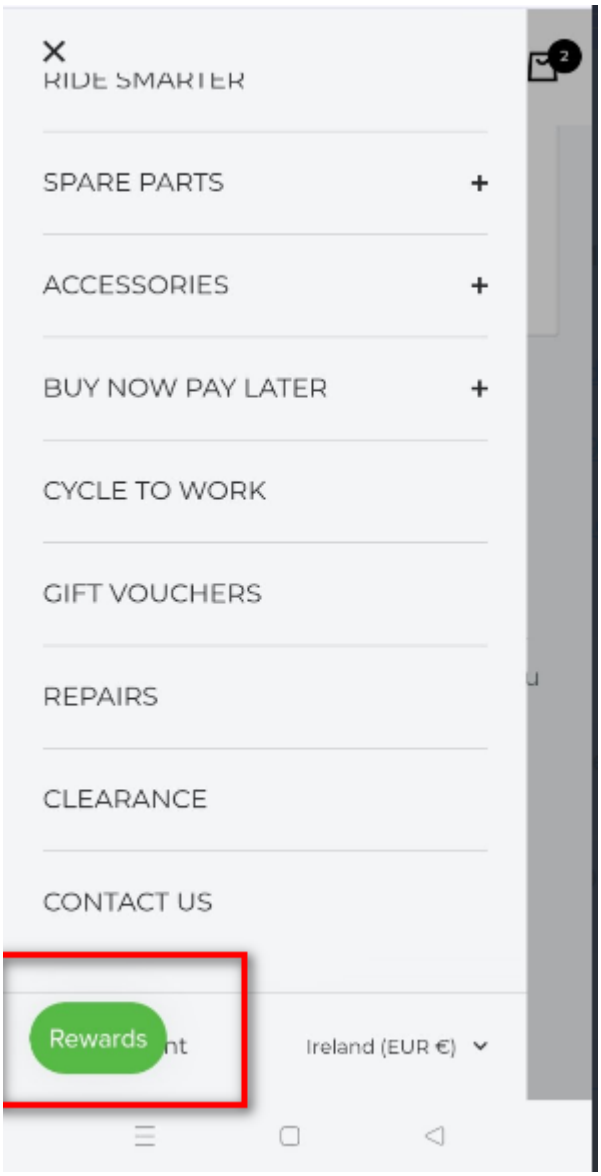
1. **If possible, optimize blocks according to the principle - one block per screen**
2. **For blocks with article cards, use horizontal blocks with scrolling**

Main menu

Usability (UX/UI) analysis (Mobile version only)

The menu element is covered by another element

Mobile version



Recommendations

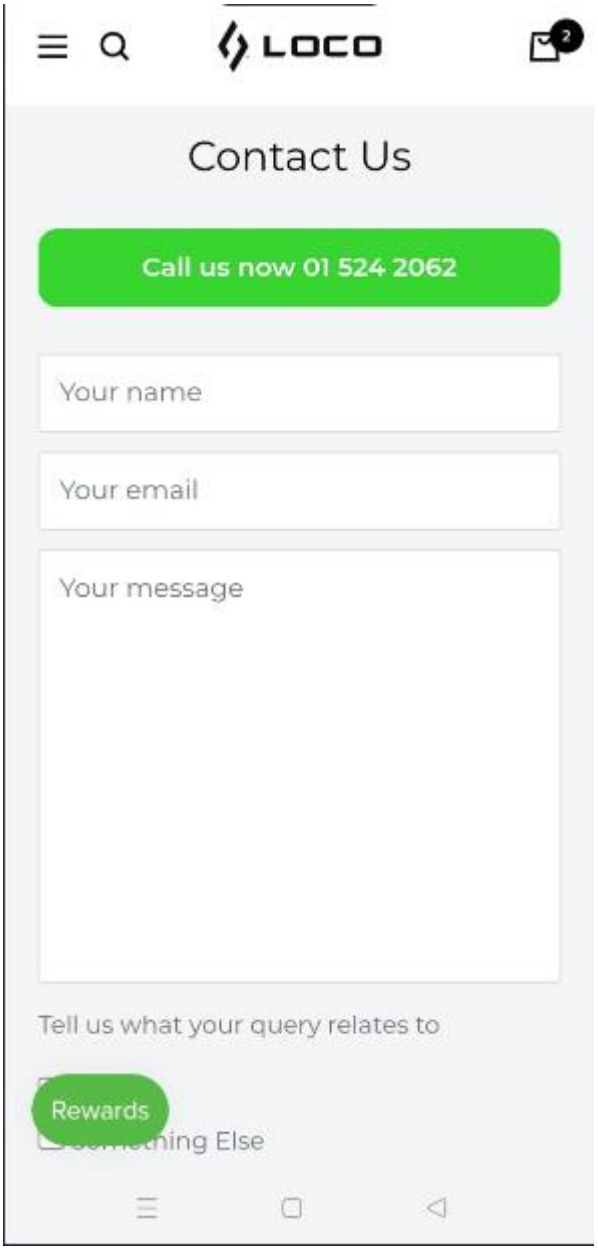
1. **Fix display of elements**

Size of forms

Usability (UX/UI) analysis (Mobile version only)

Forms don't fit on one screen

Mobile version



Recommendations

1. **Reduce the size of the forms by height**

Conversion elements (CRO) analysis

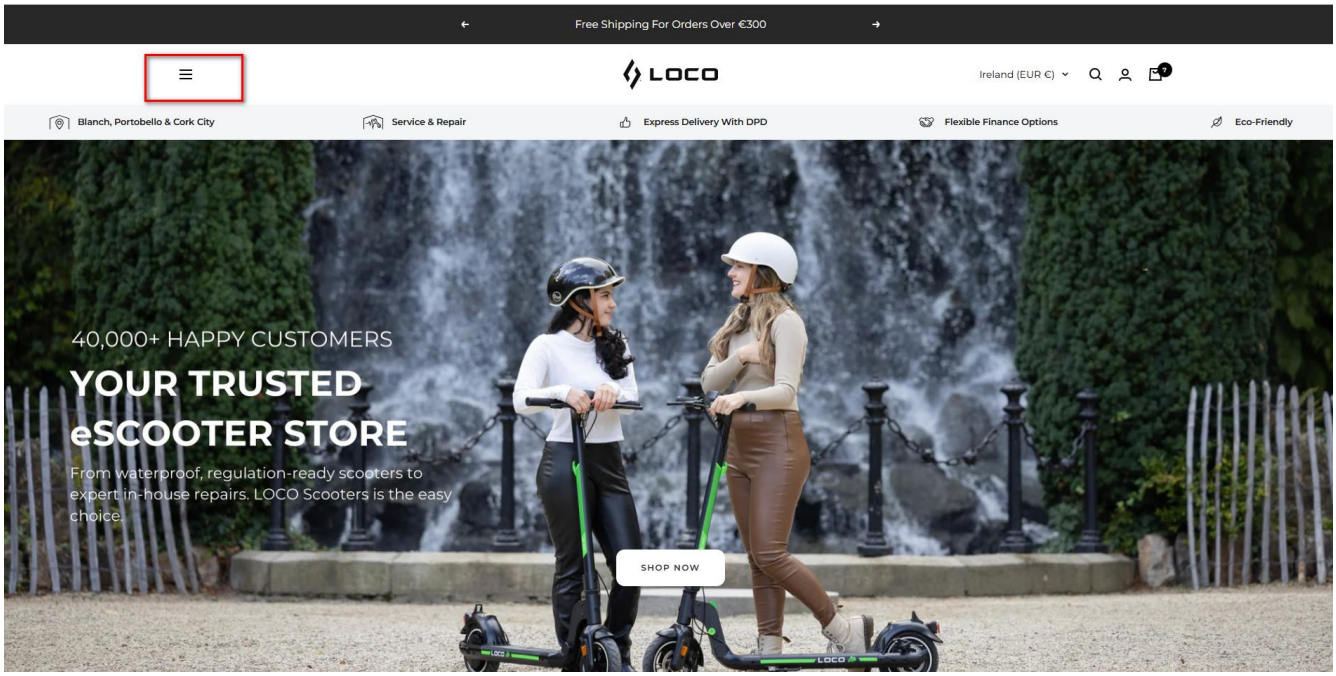


Site header. "Burger"

Conversion elements (CRO) analysis (Desktop version only)

The main menu is designed as a "burger", so it's not immediately clear that it contains both the catalog and menu items

Desktop version



Recommendations

1. **Add individual menu items to the website header**
   "Repair"
   "Payment and Delivery"
   "About Us"
   "Contact Us"
2. **Make the current "Burger" item a "Catalog" item**

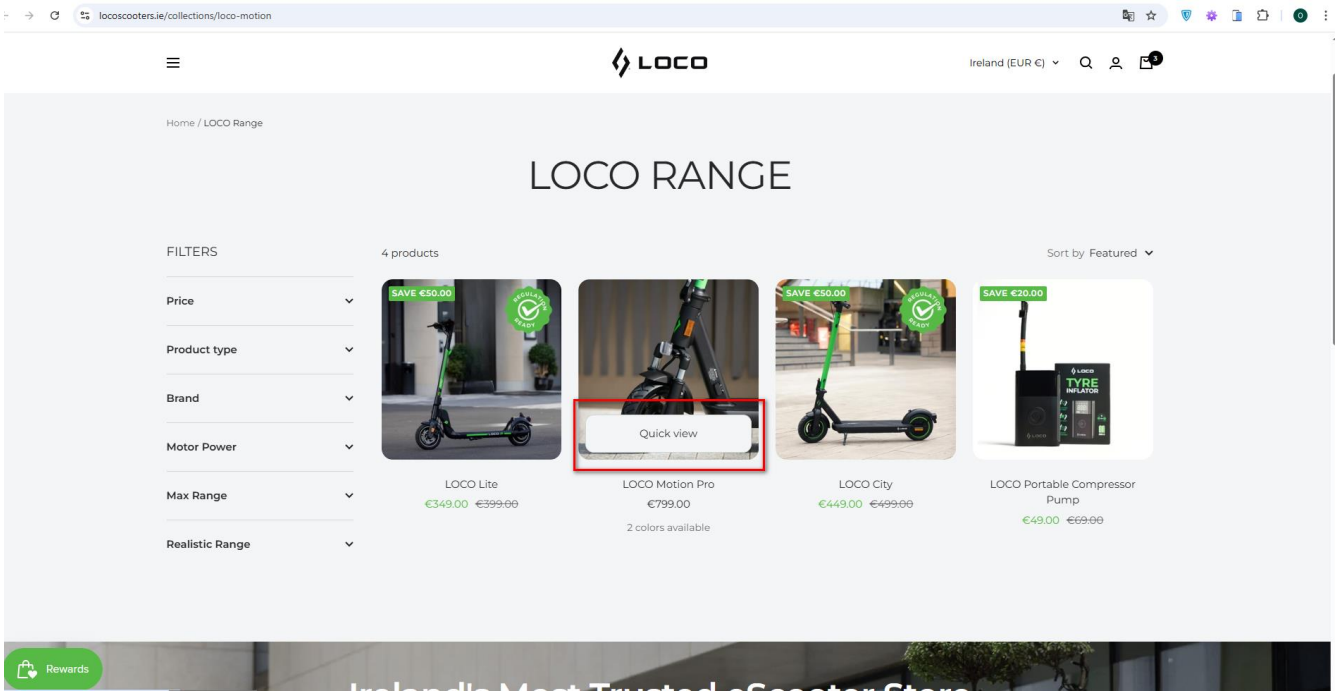
Blocks with goods. Action elements. Display

Conversion elements (CRO) analysis (Desktop version only)

Action elements in product cards are displaying only when hovering over

Relevant for the home page and category pages

<u>Desktop version</u>



Recommendations

1. **Implement all action elements as static elements**

Blocks with goods. Quick view

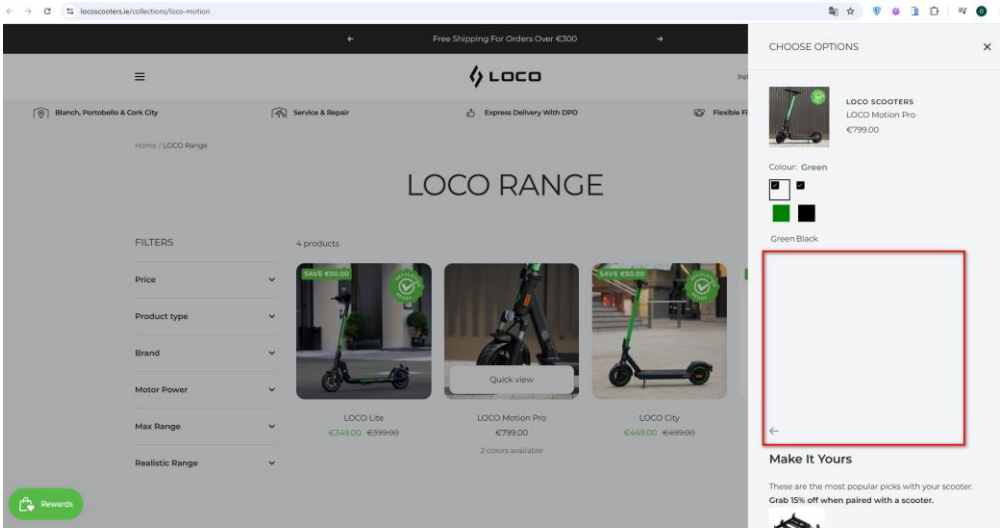
Conversion elements (CRO) analysis (Desktop version only)

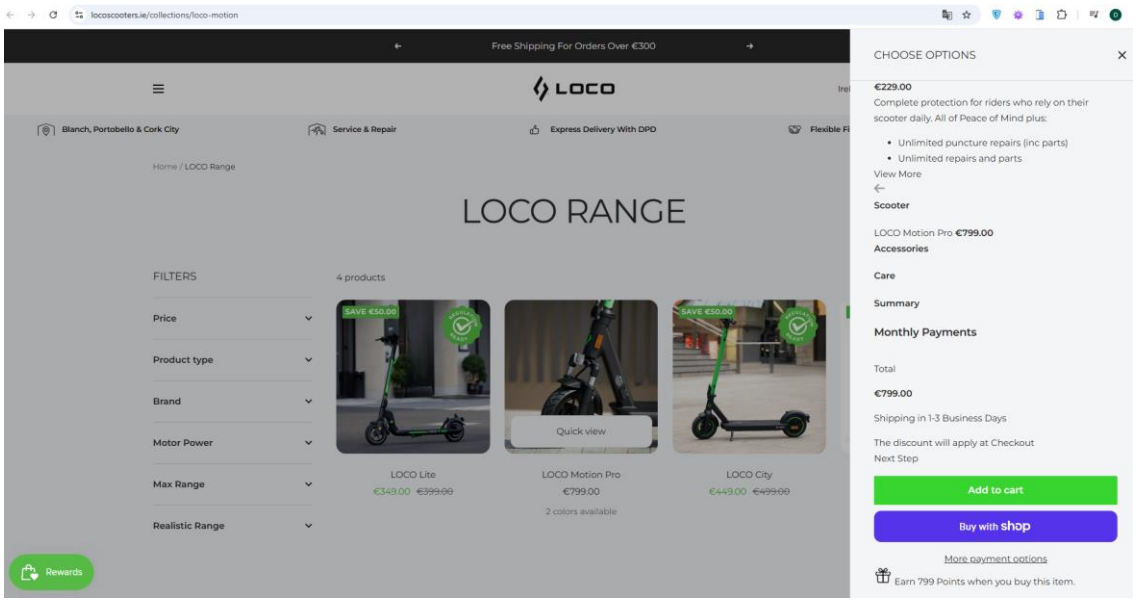
The pop-up window contains virtually no useful information, with significant gaps.

The pop-up also displays additional products, but you can't do anything with them. The conversion elements are placed too far down.

Relevant for the home page and category pages

<u>Desktop version</u>





Recommendations

1. **In the pop-up window, leave only the product information (delete all descriptions of additional products)**

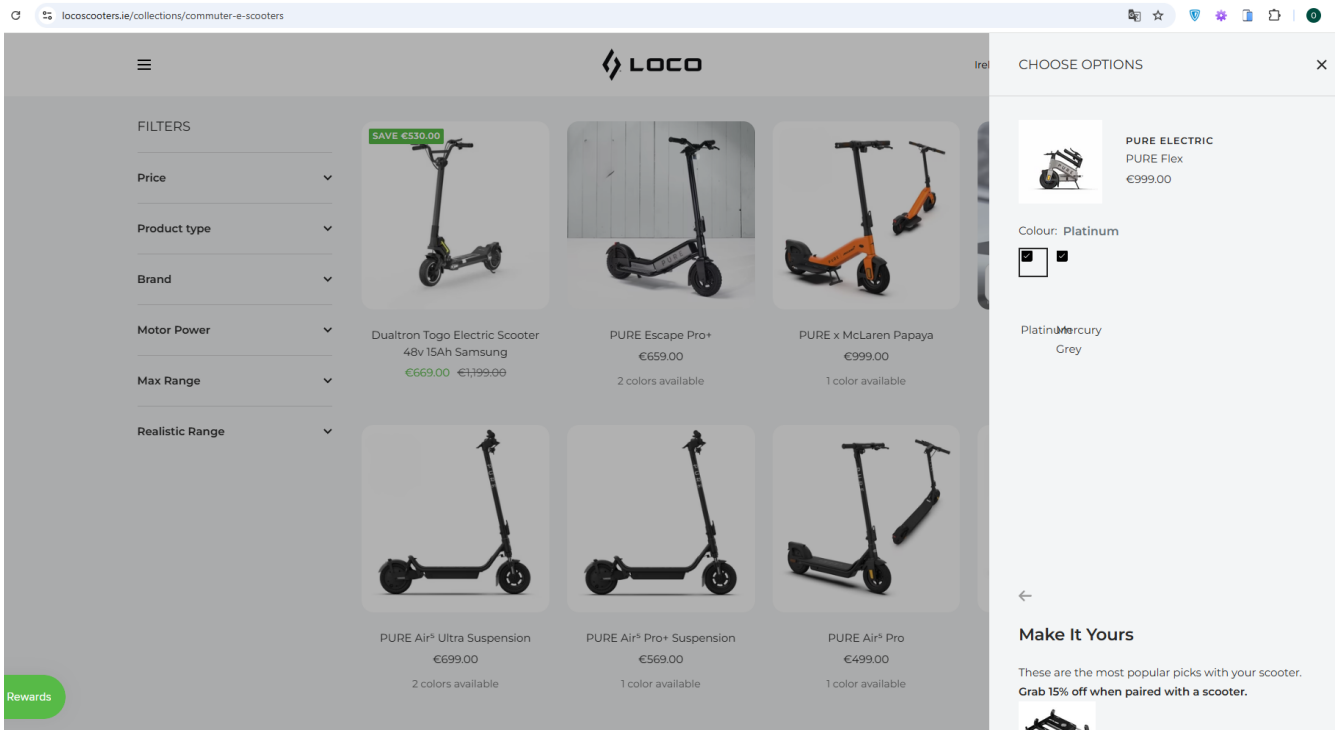
Blocks with goods. Quick view. Characteristics

Conversion elements (CRO) analysis (Desktop version only)

There are no product characteristics in the quick view window

Relevant for the home page and category pages

<u>Desktop version</u>



Recommendations

1. **Add characteristics to the quick view window**

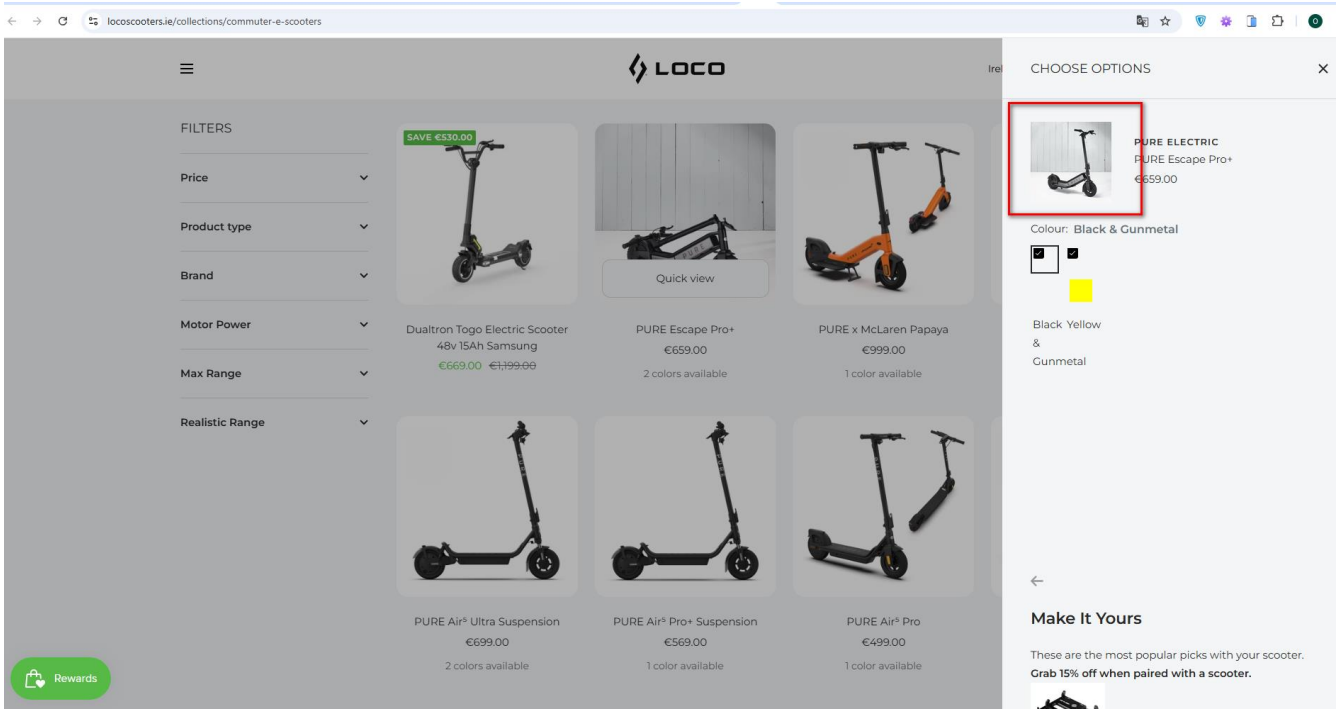
Blocks with goods. Quick view. Additional images

Conversion elements (CRO) analysis (Desktop version only)

There are no additional product images in the quick view window

Relevant for the home page and category pages

Desktop version



Recommendations

1. **Add additional product images to the quick view window**
2. **Implement scrolling through images without closing the current enlarged image**

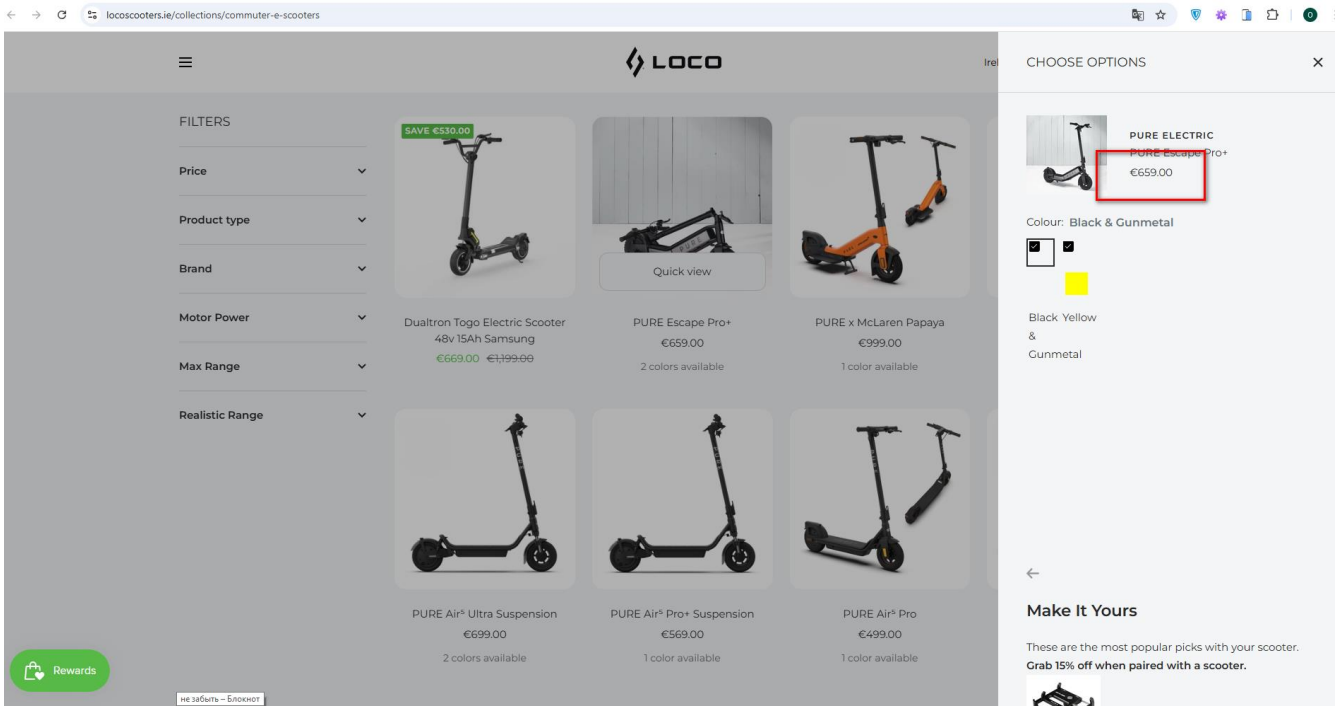
Blocks with goods. Quick view. Product price

Conversion elements (CRO) analysis (Desktop version only)

In the quick view pop-up window, the font of the product price is too small

Relevant for the home page and category pages

<u>Desktop version</u>



Recommendations

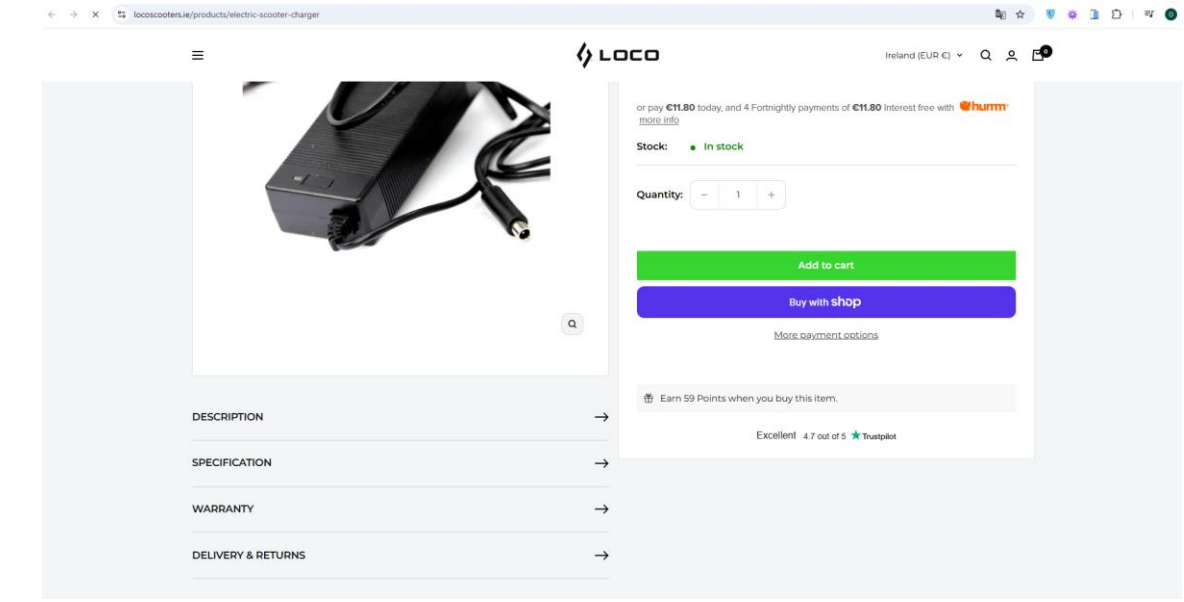
1. **Increase the font of the product price**
2. **Use “bold” font for product prices**

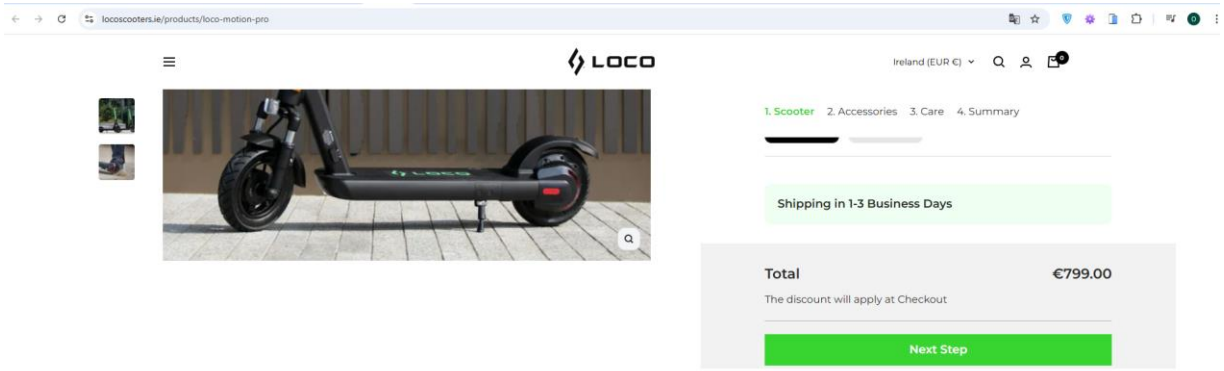
Product cards. Structure of product cards

Conversion elements (CRO) analysis (Desktop version only)

Different product cards are designed differently

Desktop version







Recommendations

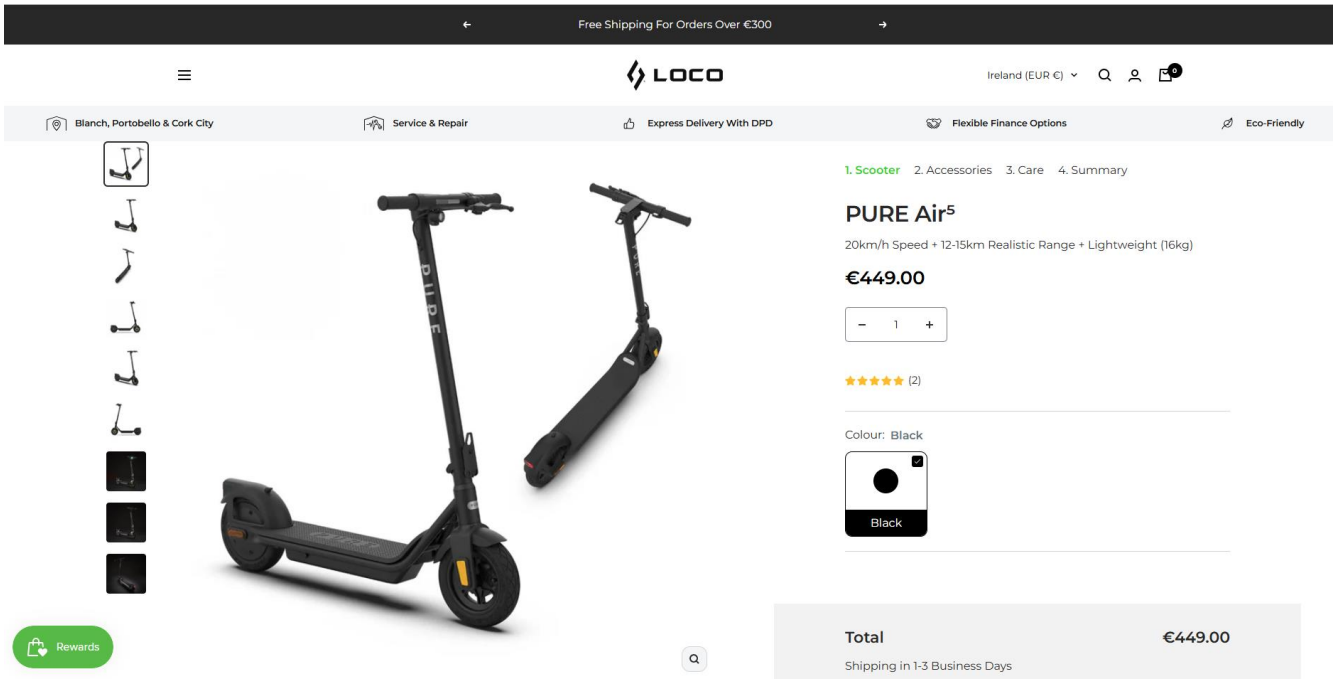
1. **Use a unified structure for product cards**
2. **Recommendations are provided in the audit below**

Product cards. Location of the "Add to cart"

Conversion elements (CRO) analysis (Desktop version only)

The add product button does not meet the basic requirements of usability and is located away from the “first screen” (you need to scroll the page to click on the “Add to cart” button)

Desktop version



Recommendations

1. **Place the add product button on the first screen of the site**

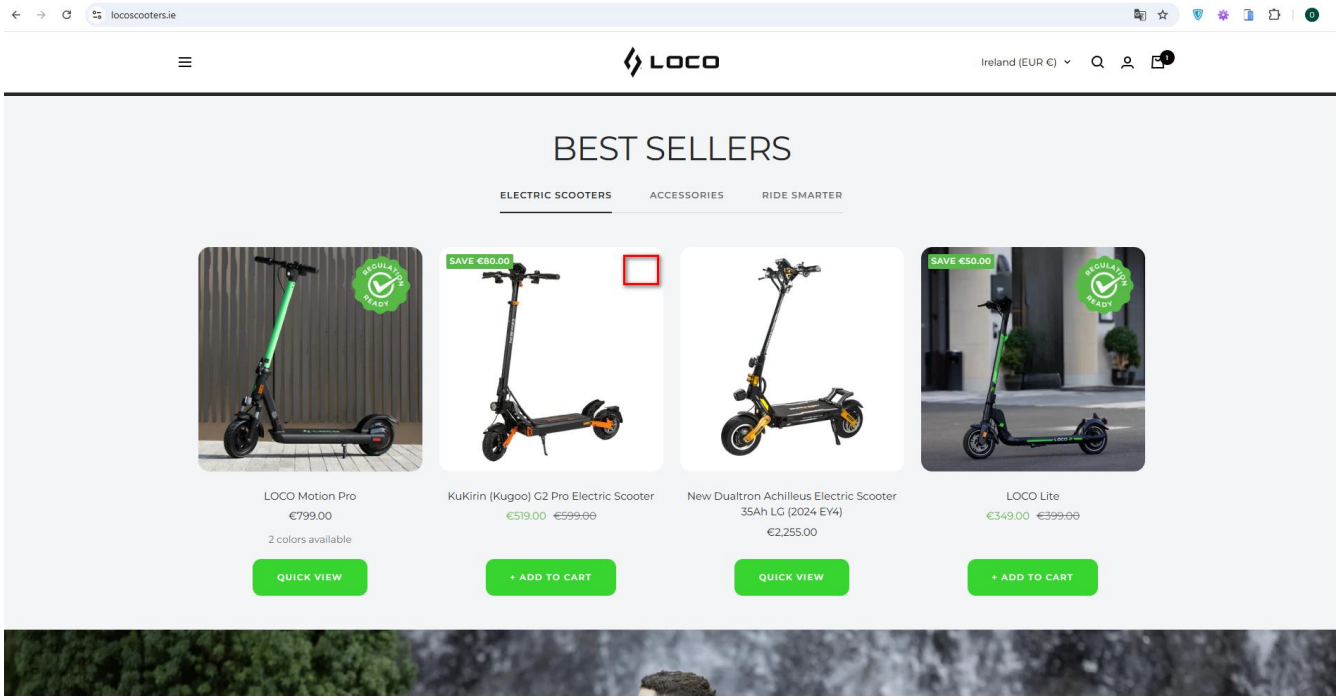
"Add to wishlist"

Conversion elements (CRO) analysis (For desktop and mobile versions)

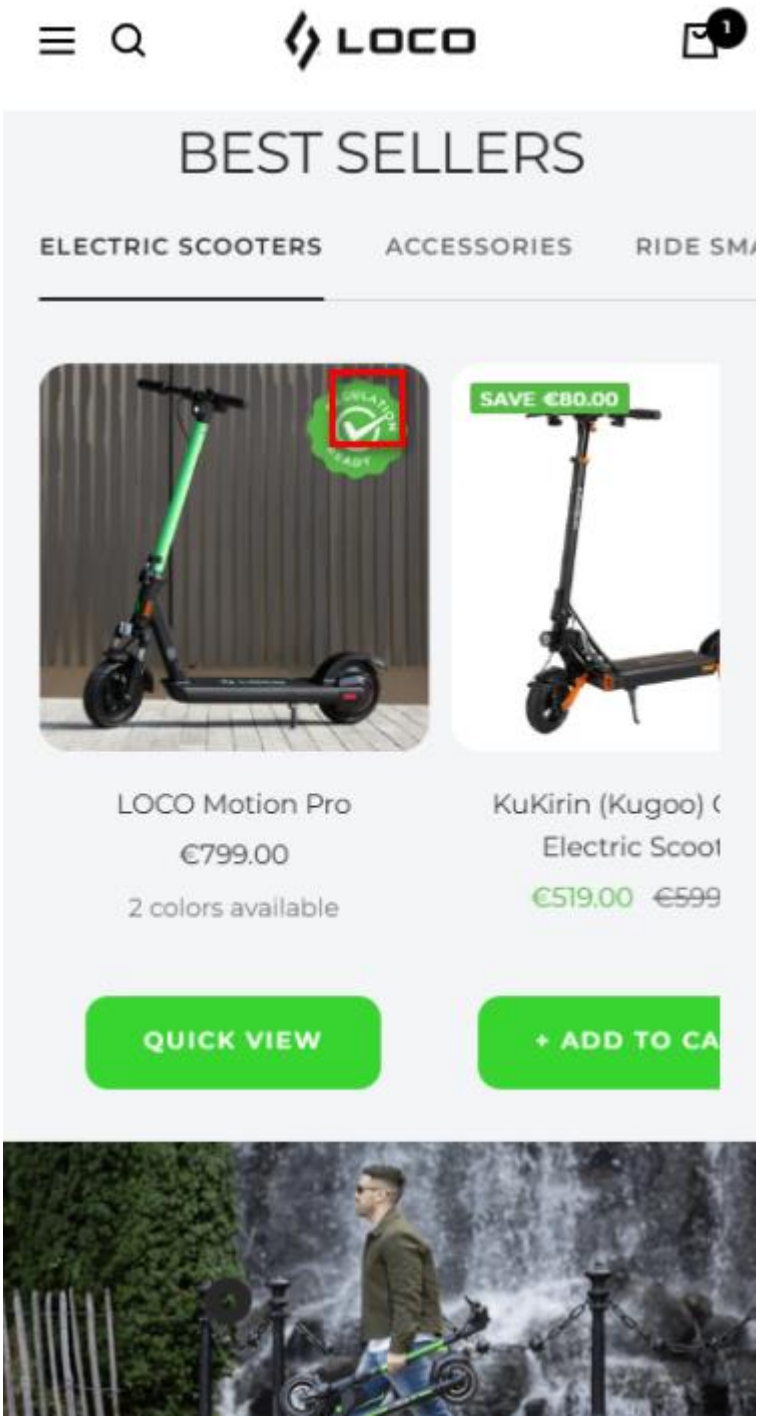
It is not possible to add a product to the wishlist in the block with products

Relevant for all product pages and blocks

<u>Desktop version</u>



Mobile version



Recommendations

1. **Add elements and functionality to add a product to the wishlist**

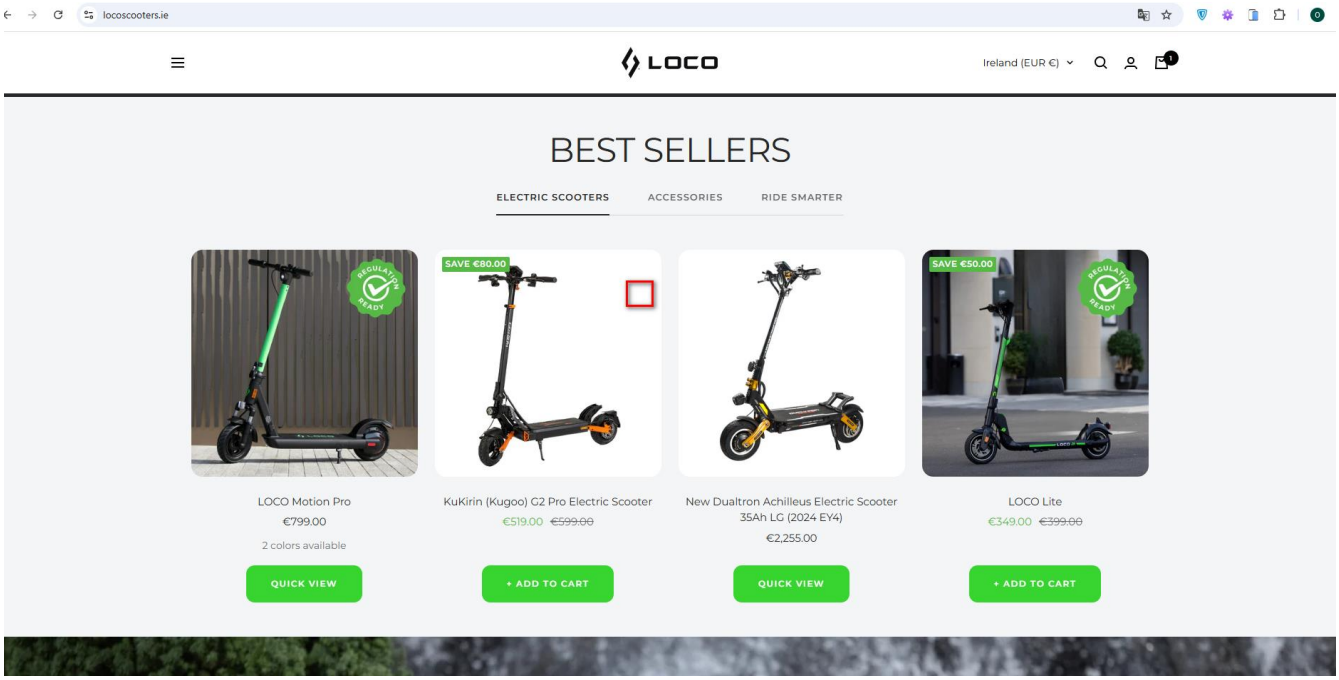
"Add to Compare"

Conversion elements (CRO) analysis (For desktop and mobile versions)

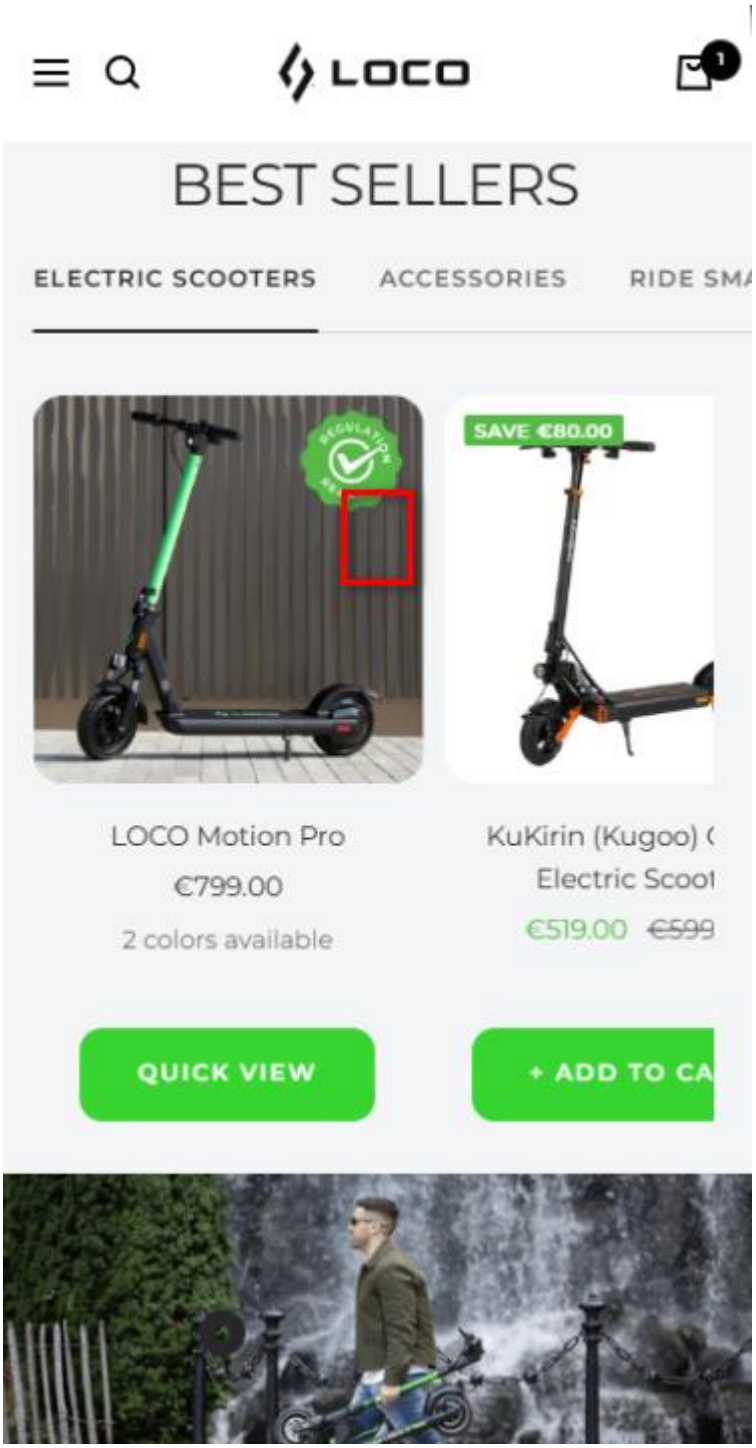
In blocks with products, there is no way to add a product to compare

Relevant for all product pages and blocks

<u>Desktop version</u>



Mobile version



Recommendations

1. **Add elements and functionality to add a product to compare**
2. **Implement the correct operation of the element**

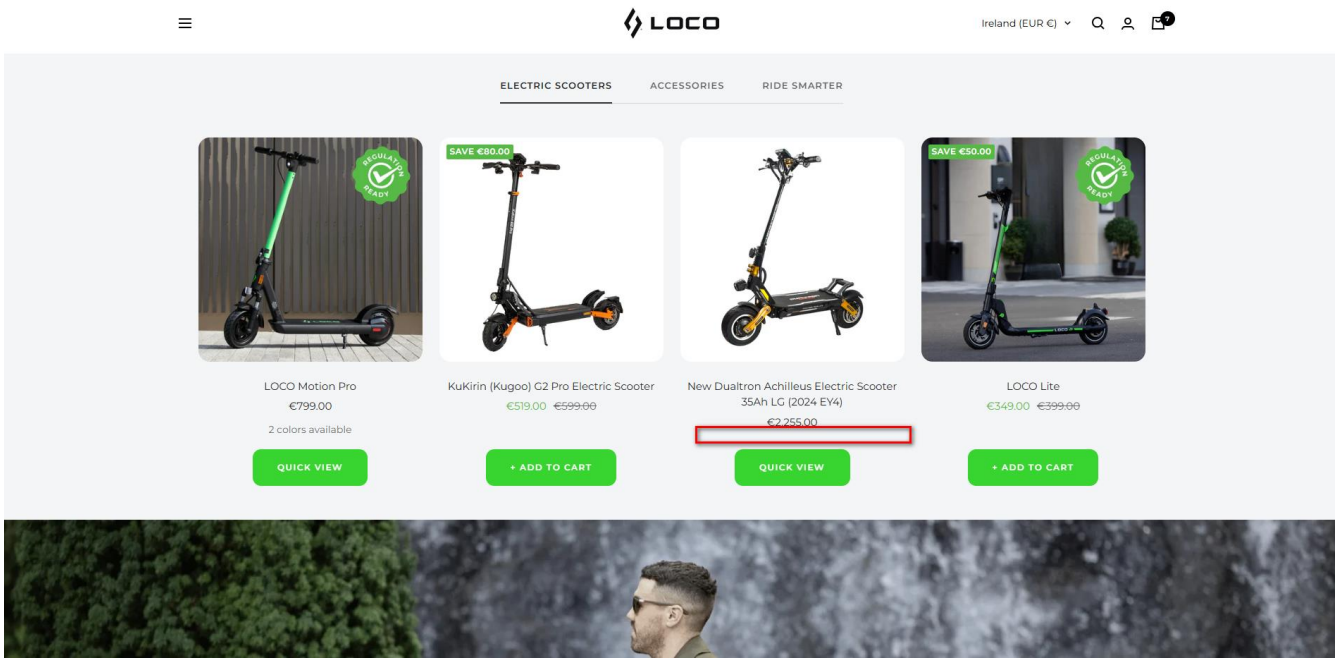
Blocks with goods. Choice of options

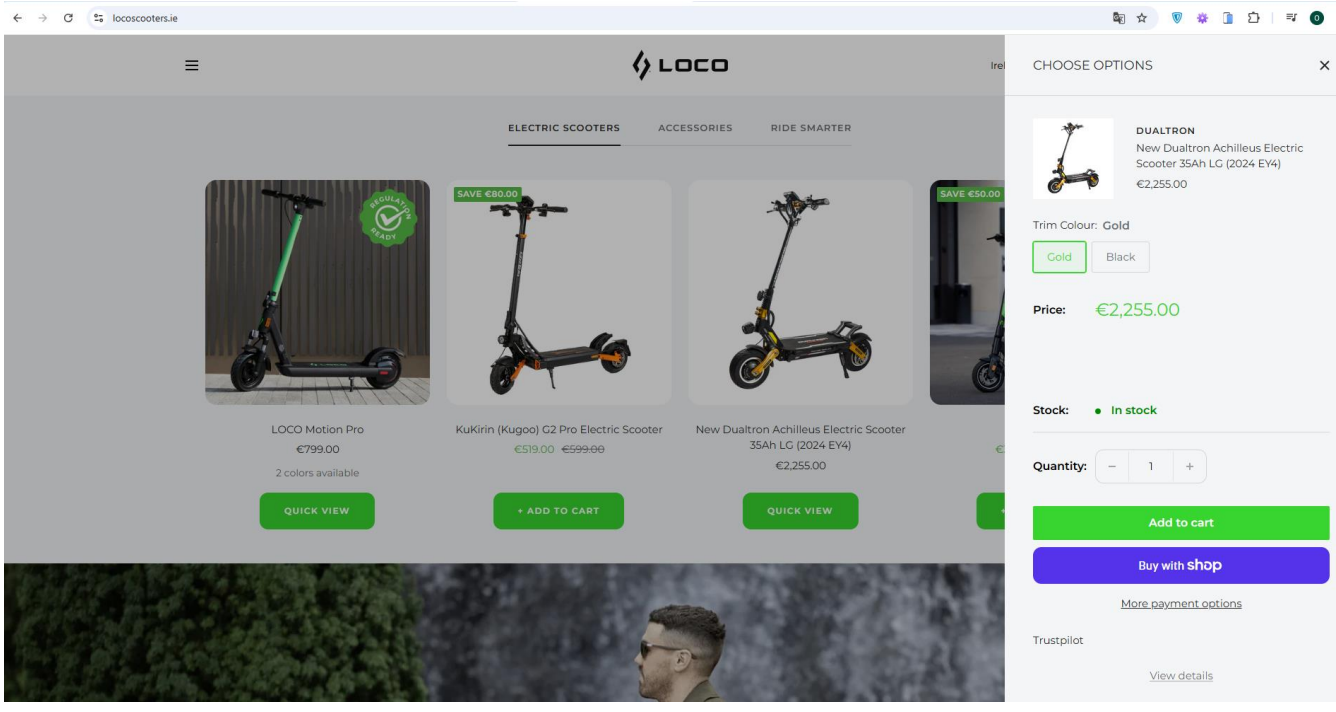
Conversion elements (CRO) analysis (For desktop and mobile versions)

For products requiring color selection, a "Quick View" button and functionality are available, but other than the color selection elements, the pop-up window contains no useful information. Furthermore, the product card itself doesn't clearly indicate which colors are available.

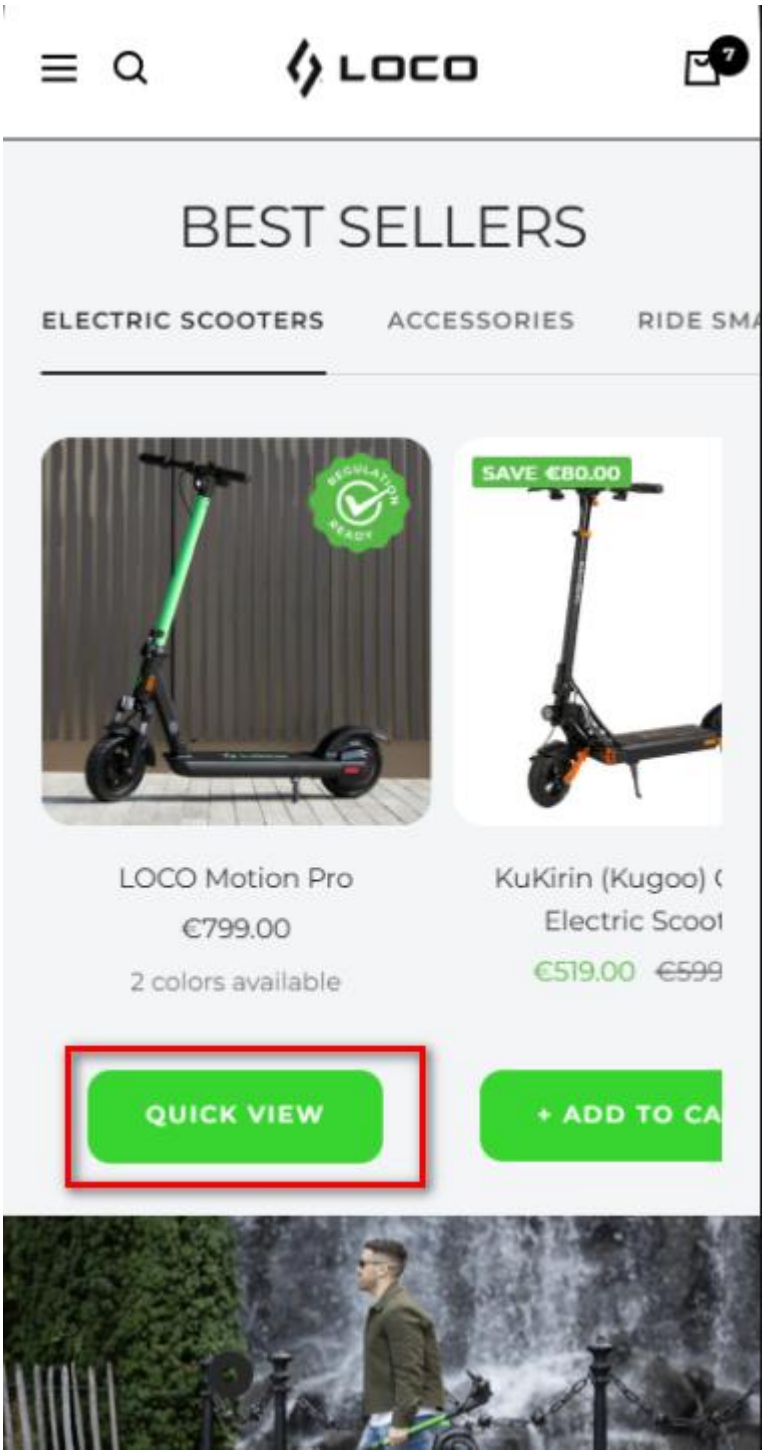
Relevant for the home page and category pages

<u>Desktop version</u>





Mobile version



Recommendations

1. **Add elements of available colors to the product card in the block**
2. **Add more information to the pop-up window**

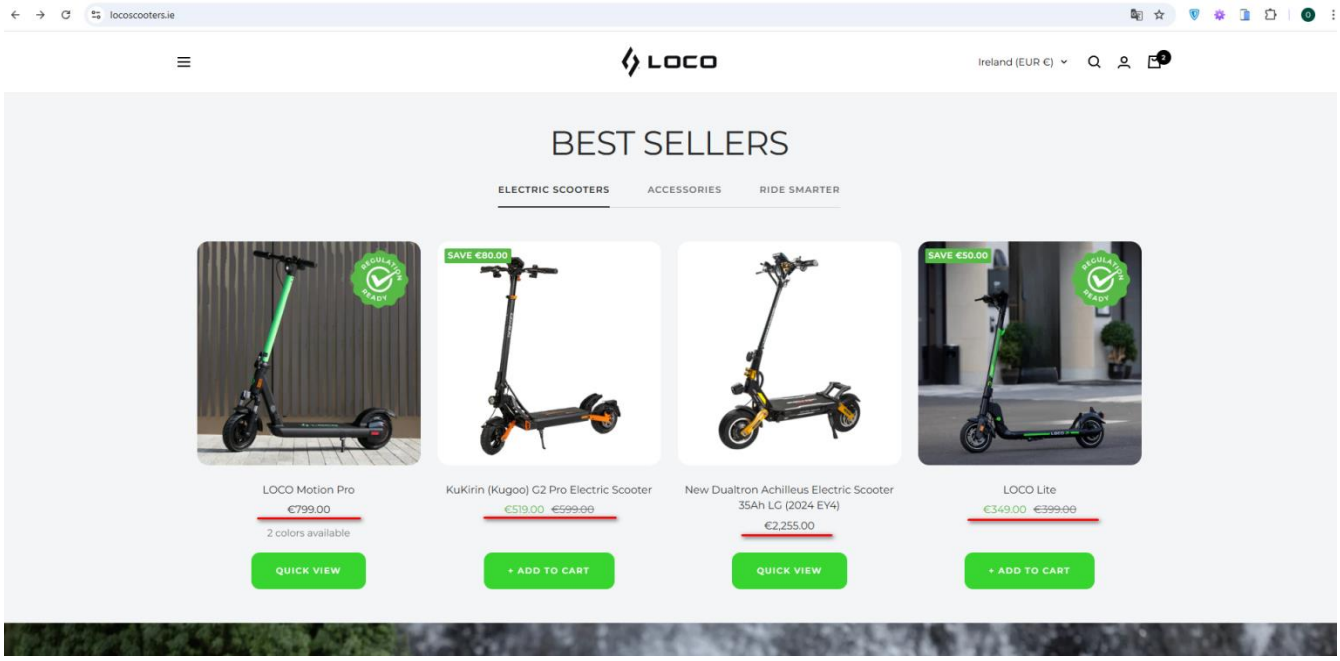
Blocks with goods. Product price

Conversion elements (CRO) analysis (For desktop and mobile versions)

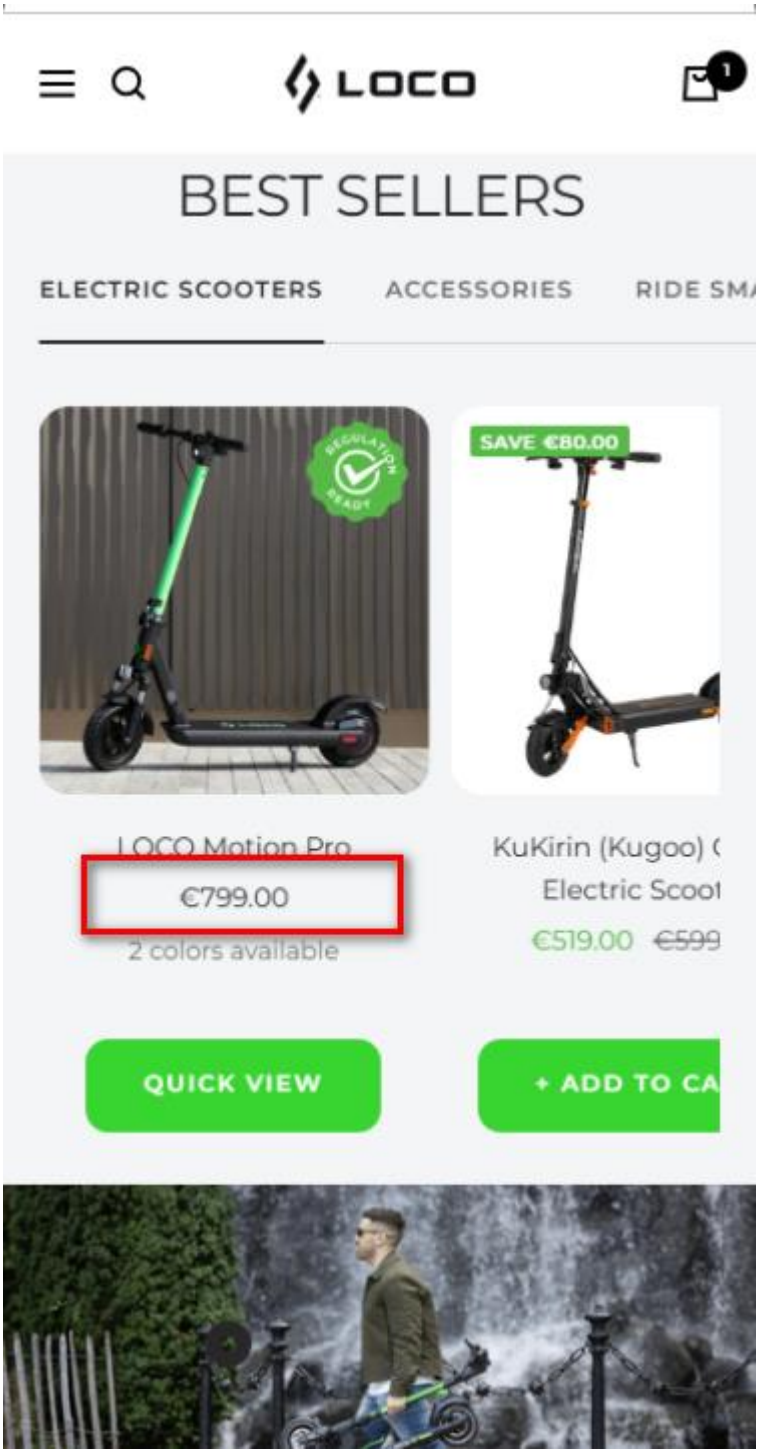
The product price font in the block is too small

Relevant for the home page and category pages

<u>Desktop version</u>



Mobile version



Recommendations

1. **Increase the font of the product price**
2. **Use “bold” font for product prices**

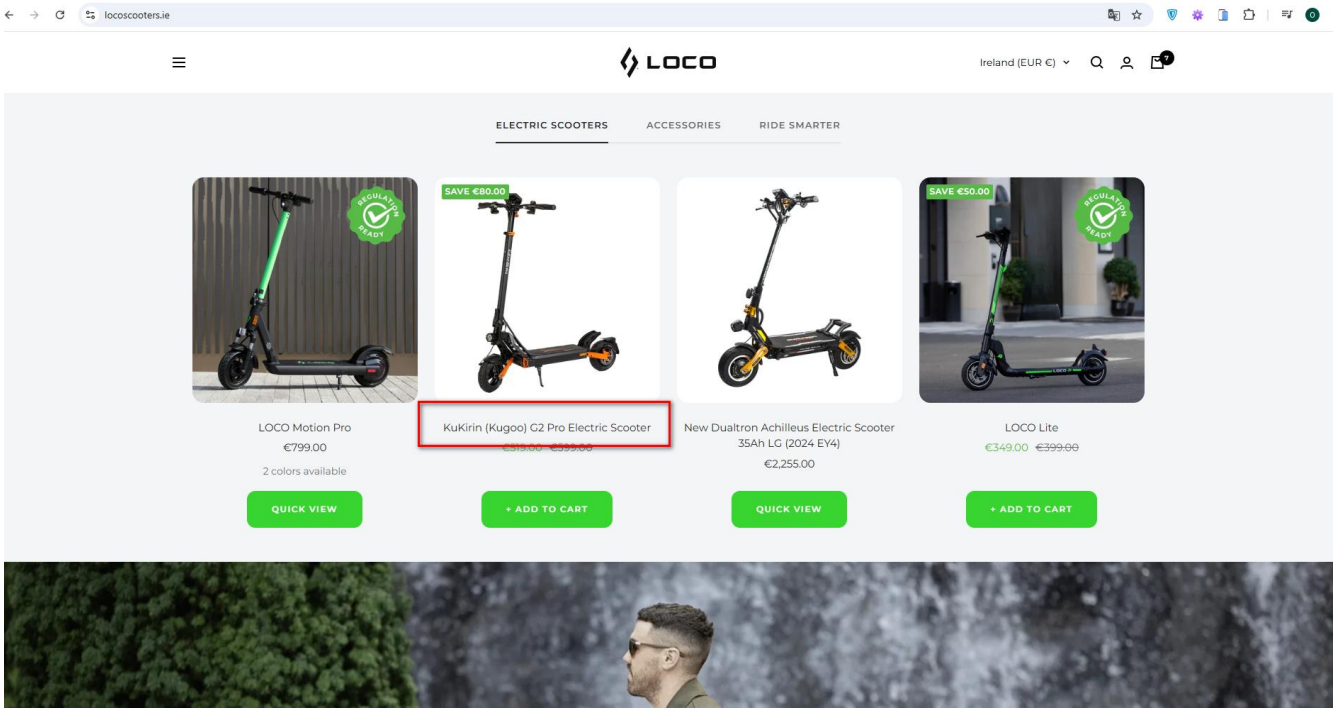
Blocks with goods. Basic characteristics of the products

Conversion elements (CRO) analysis (For desktop and mobile versions)

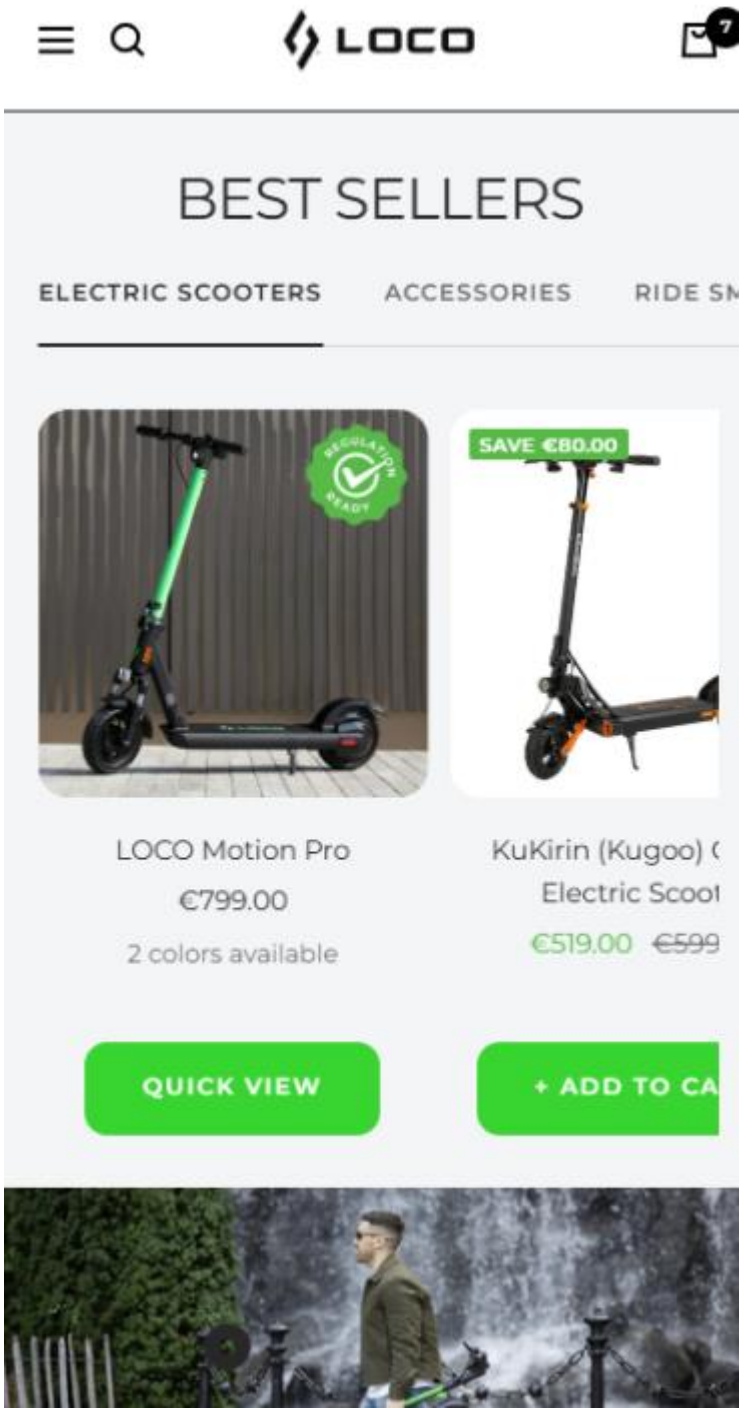
There are no basic product characteristics in the product cards

Relevant for the home page and category pages

<u>Desktop version</u>



Mobile version



Recommendations

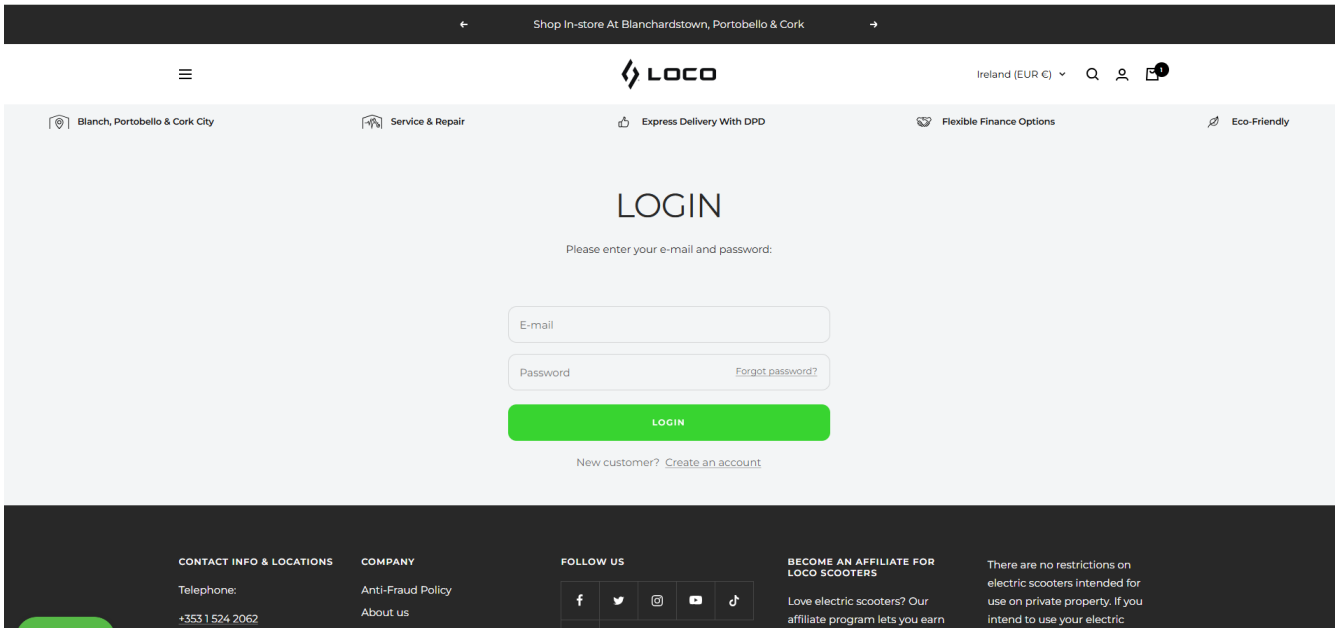
1. **Add basic characteristics to product cards**

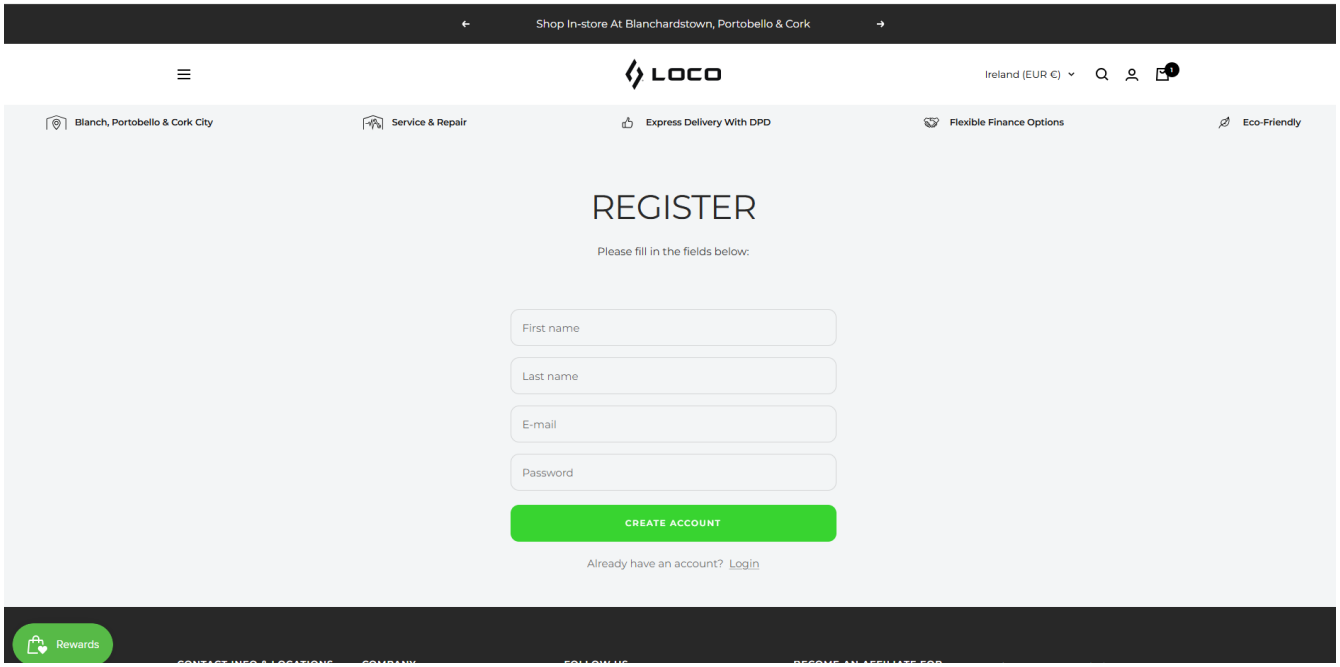
Authorization/registration using social networks and email services

Conversion elements (CRO) analysis (For desktop and mobile versions)

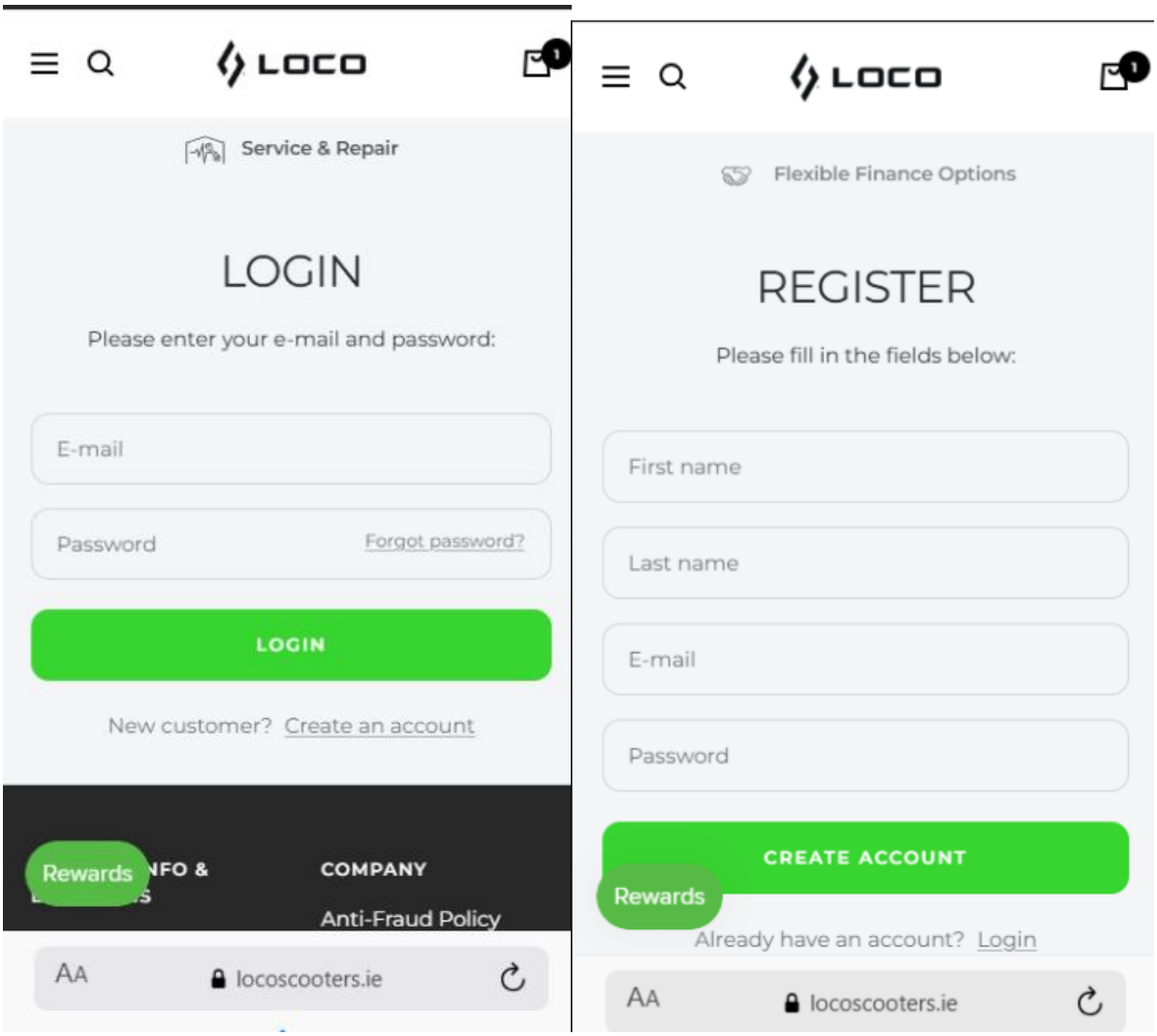
Authorization/registration via social networks and postal services is not available

Desktop version





Mobile version



Recommendations

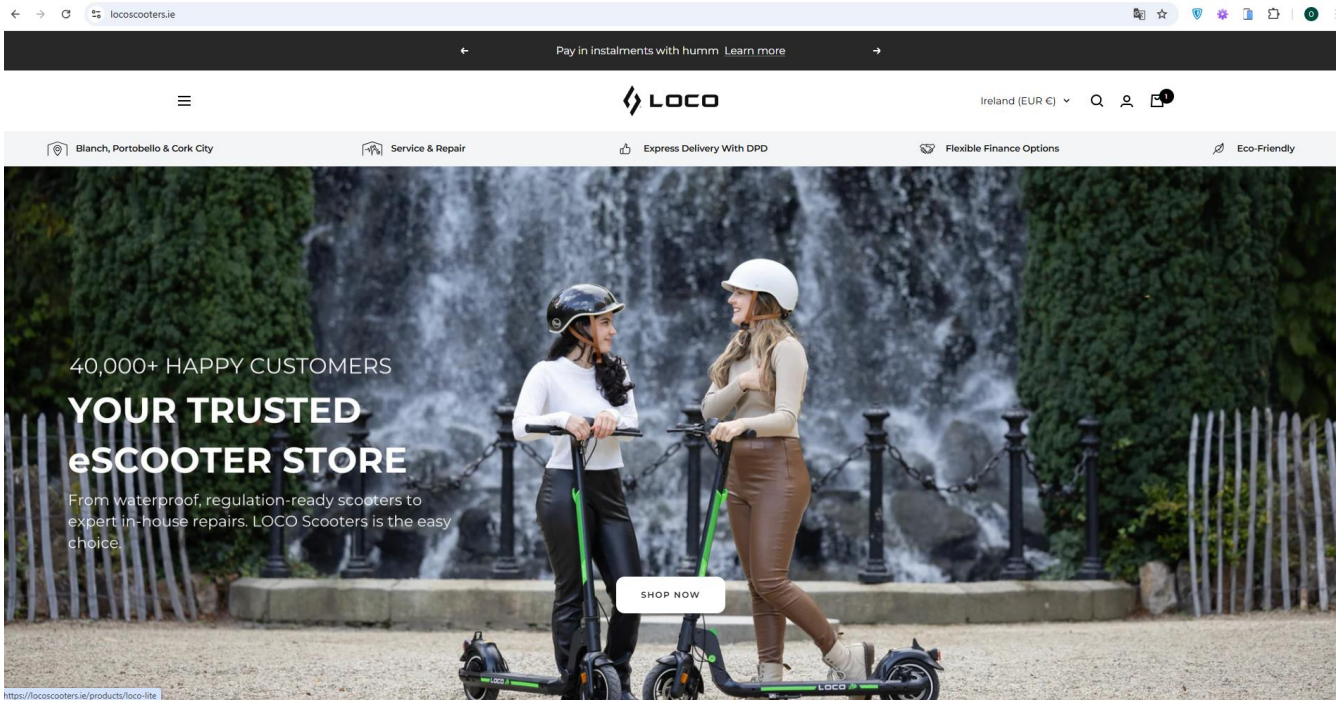
1. **Add the ability to authorize/register using social networks and email services**

Online consultant

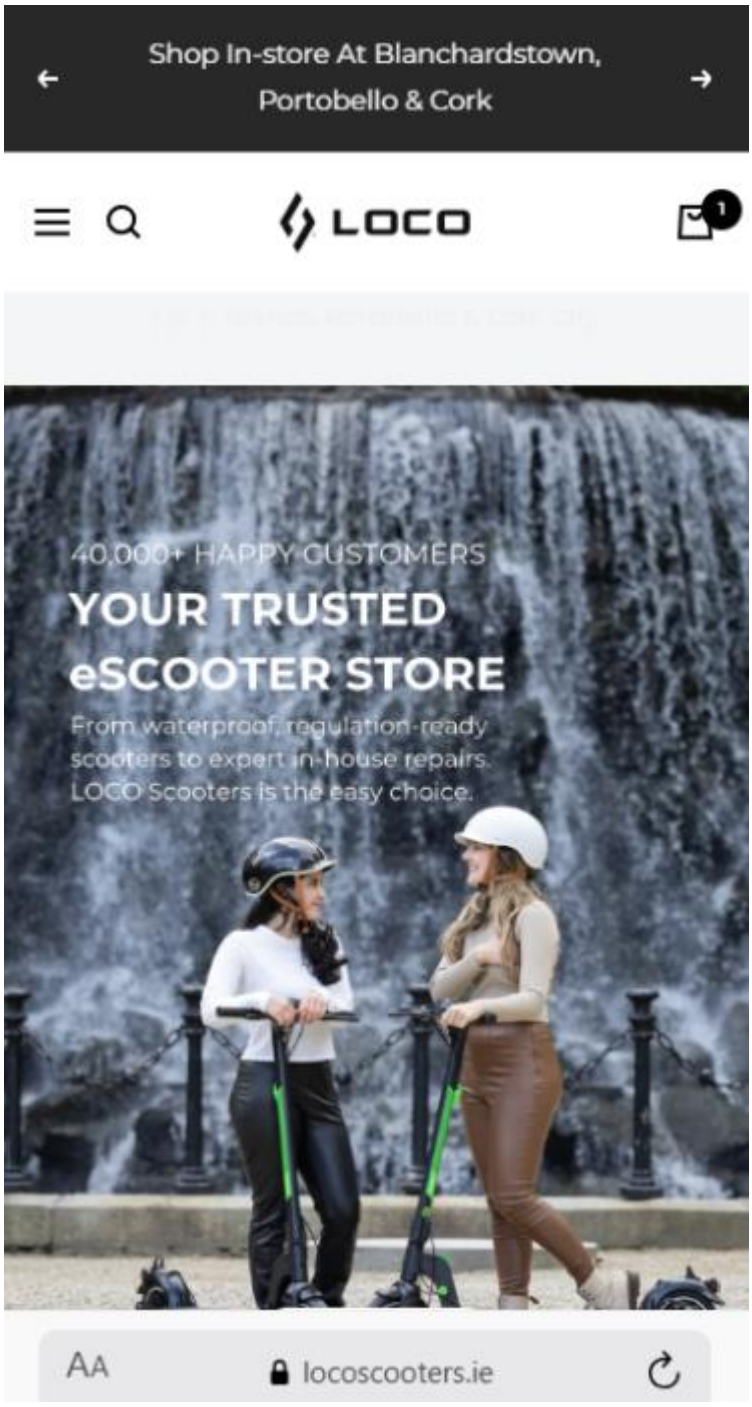
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no online consultant on the site

Desktop version



Mobile version



Recommendations

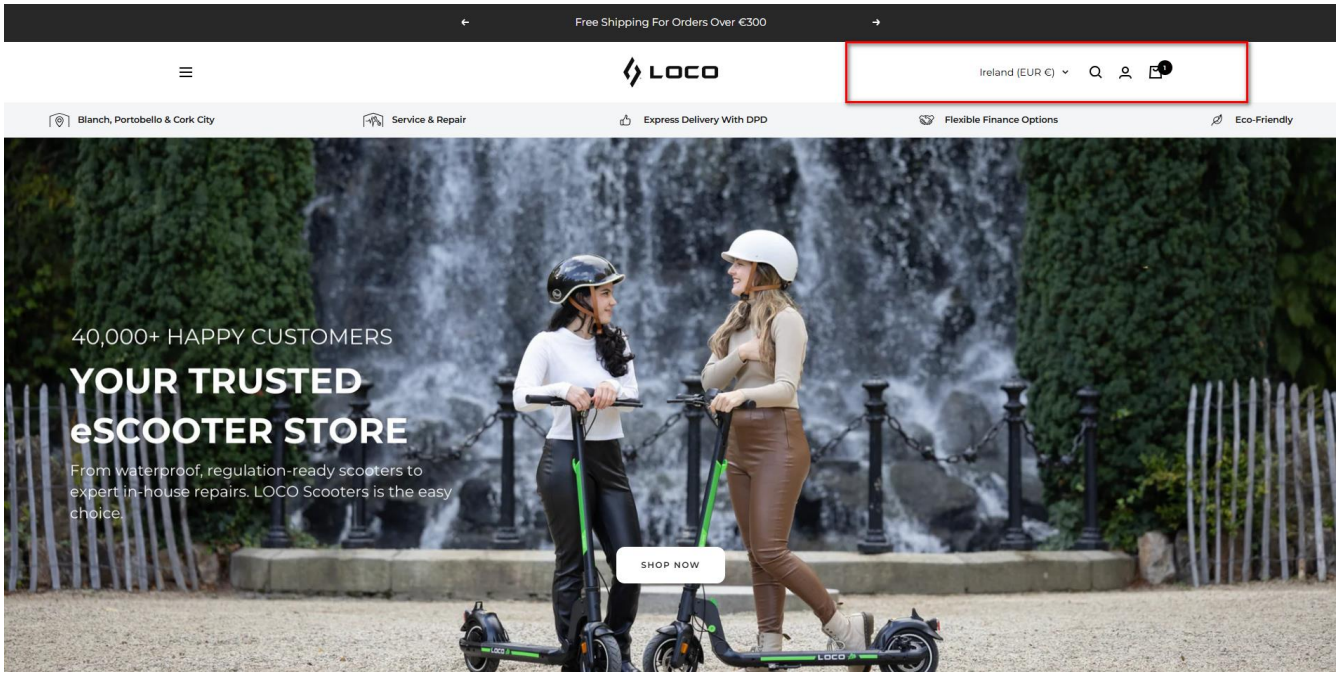
1. **Add an online consultant to the site (if there is a possibility of additional workload for site managers) with the ability to switch to instant messengers**

Site header. Contact information on the first screen

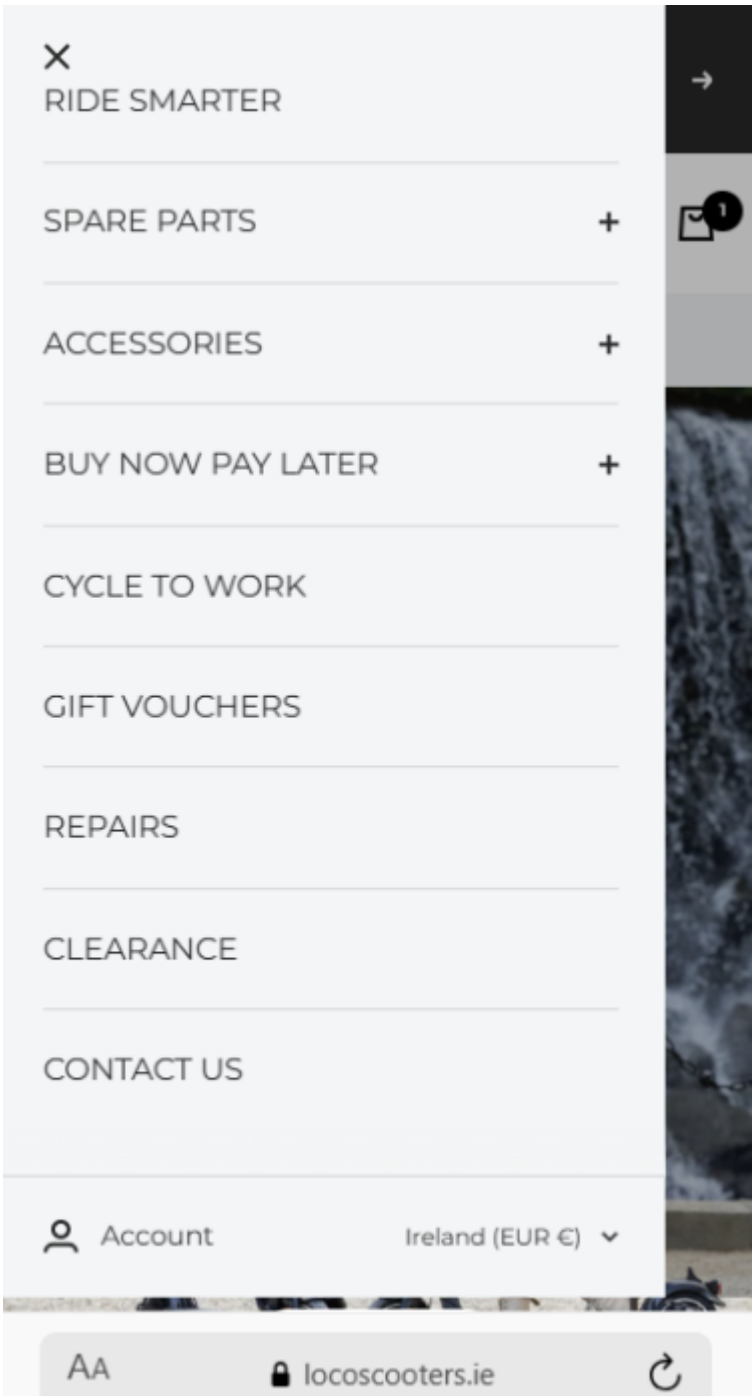
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no contact information on the first screen, but it is in the footer of the site

Desktop version



Mobile version



Recommendations

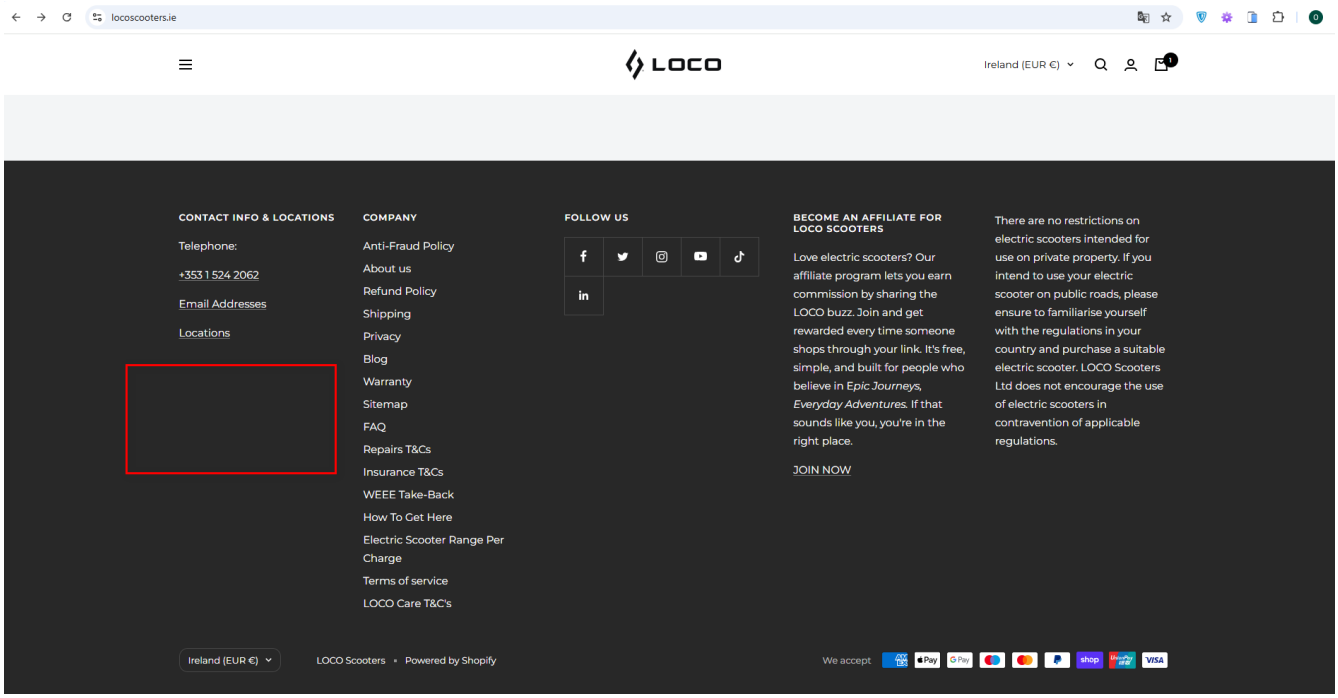
1. **Add contact information to the site header (if there is a possibility of additional workload for site managers)**
2. **Make a phone number clickable with the ability to call**

Site footer. Company / store address

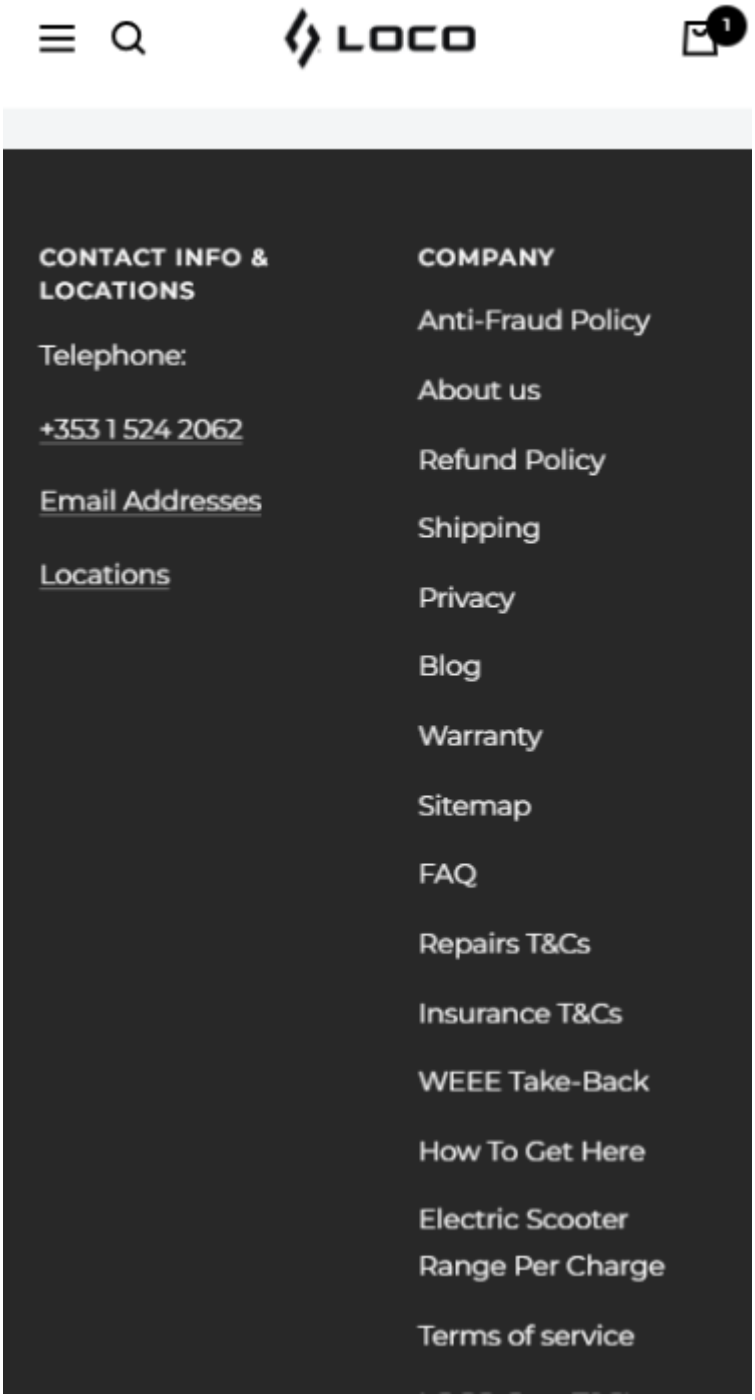
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no address of the company/store in the footer of the site. The user cannot identify the regional affiliation of the site and the company as a whole, which may reduce trust in the site

Desktop version



Mobile version



Recommendations

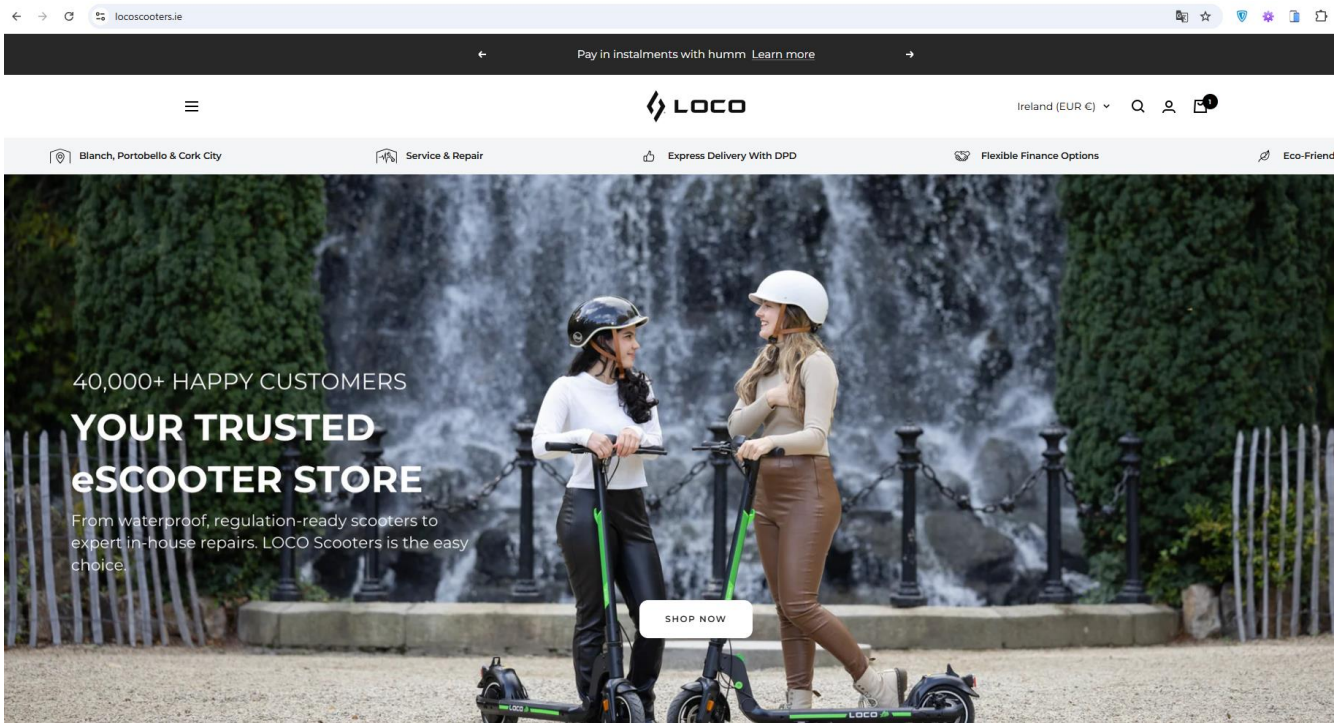
1. **In the footer of the site add the address of the company/store**

Home page. Banners. Content

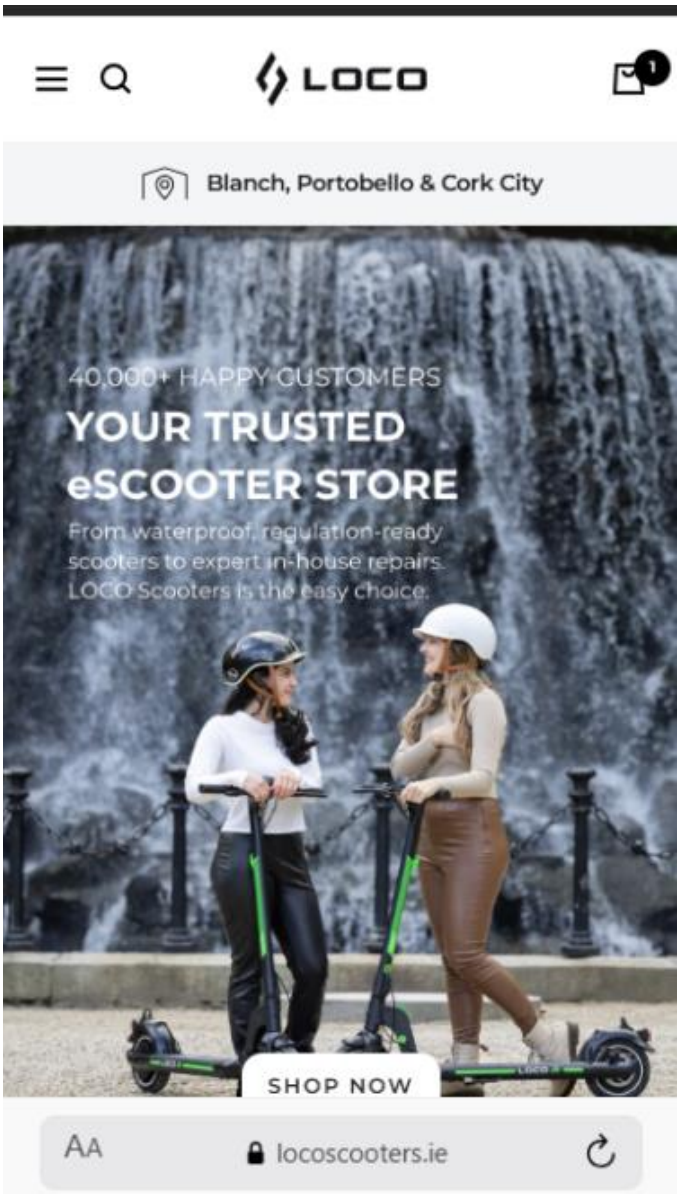
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is only one banner in the block. In addition, it is not clear where the user will be taken when clicking on the banner

Desktop version



Mobile version



Recommendations

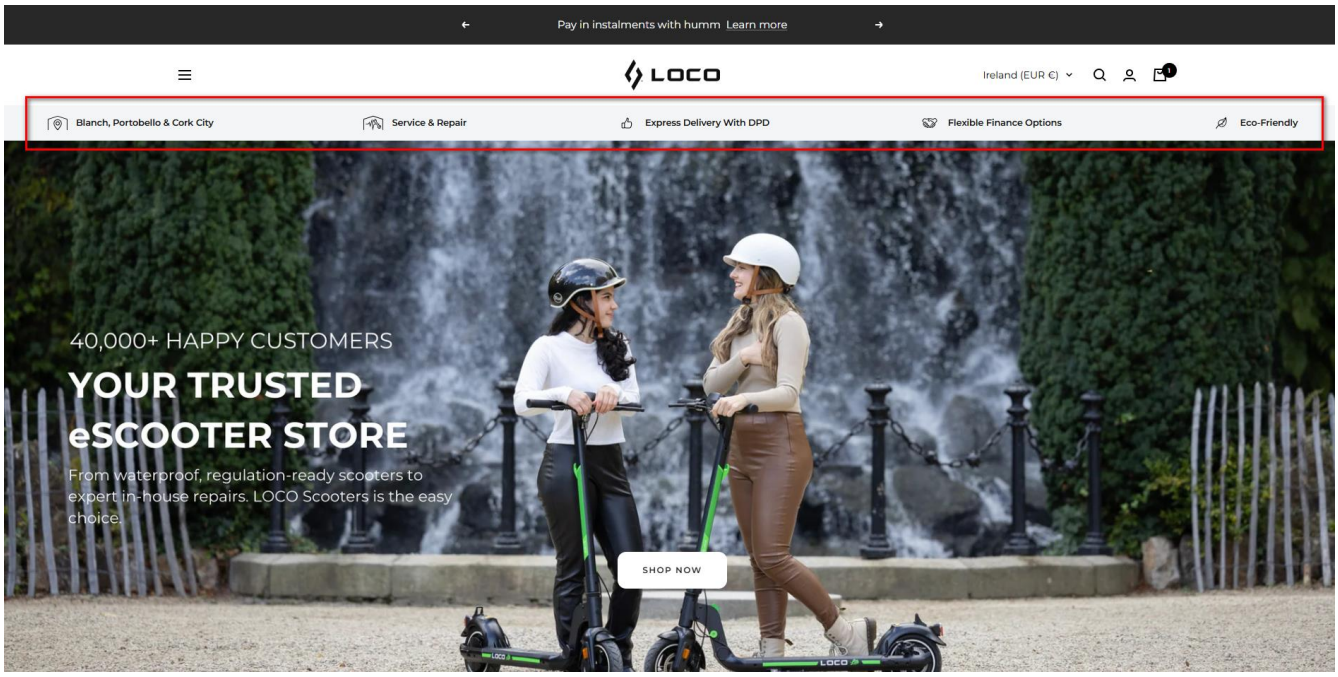
1. **Add multiple banners**
2. **Add USP to banners (The USP must contain a description of the benefit and advantage and inspire confidence)**
3. **Add buttons to go to the desired section or to the desired product**
4. **Make banner elements clickable to go to the desired section or to the desired product service**
5. **Implement automatic scrolling for banners**
6. **Make the interval for scrolling through banners 5-7 sec.**
7. **Highlight swipe elements**
8. **Implement scrolling elements as fixed (static) elements**

Home page. Advantages block

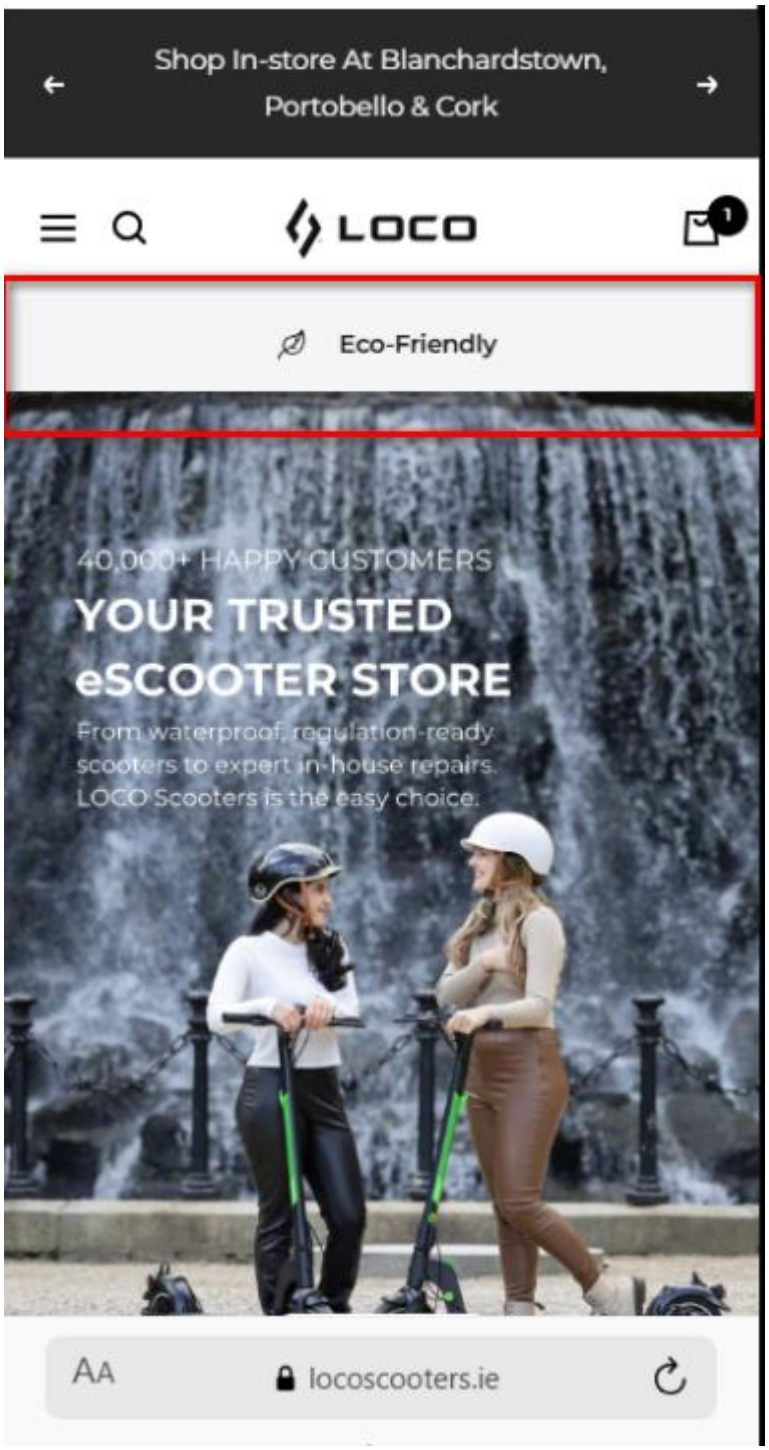
Conversion elements (CRO) analysis (For desktop and mobile versions)

The block with advantages is almost invisible

Desktop version



Mobile version



Recommendations

1. **Increase the block height several times**
2. **The final structure of the block arrangement is indicated in the audit below**

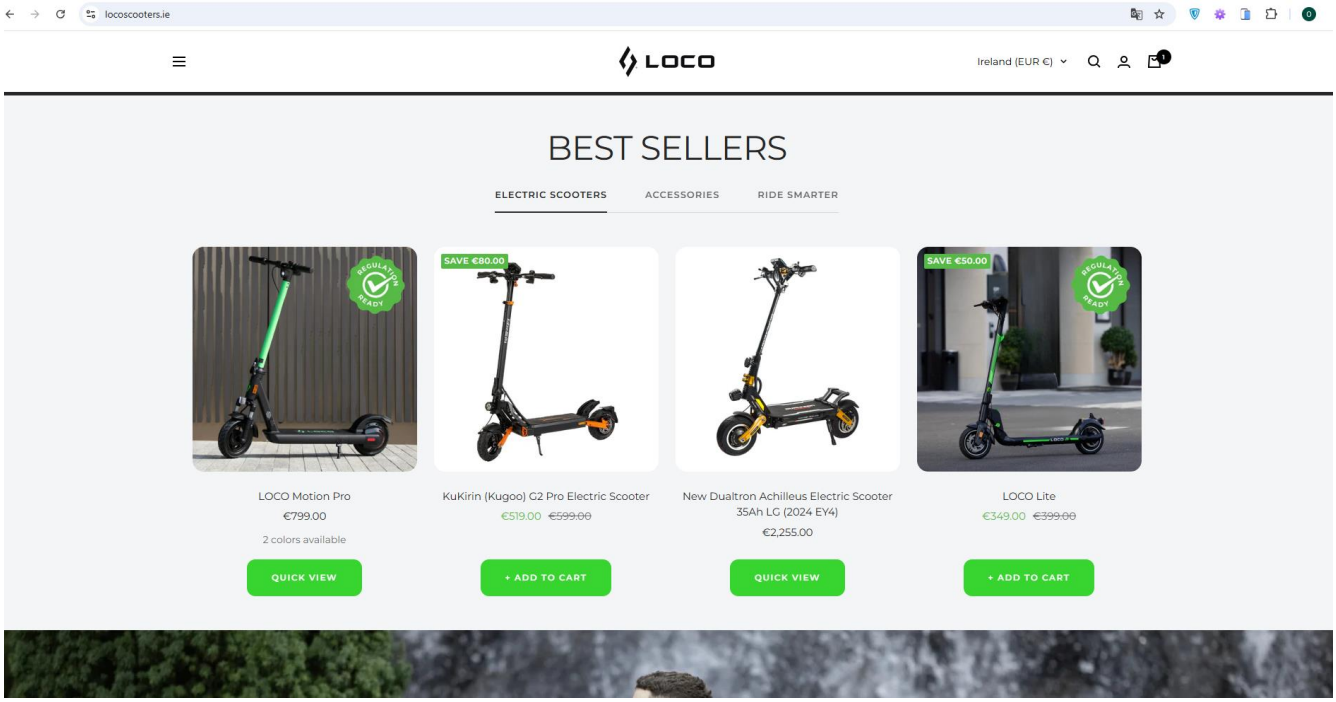
Home page. Blocks "Bestsellers", "Promotions / Sale", "New"

Conversion elements (CRO) analysis (For desktop and mobile versions)

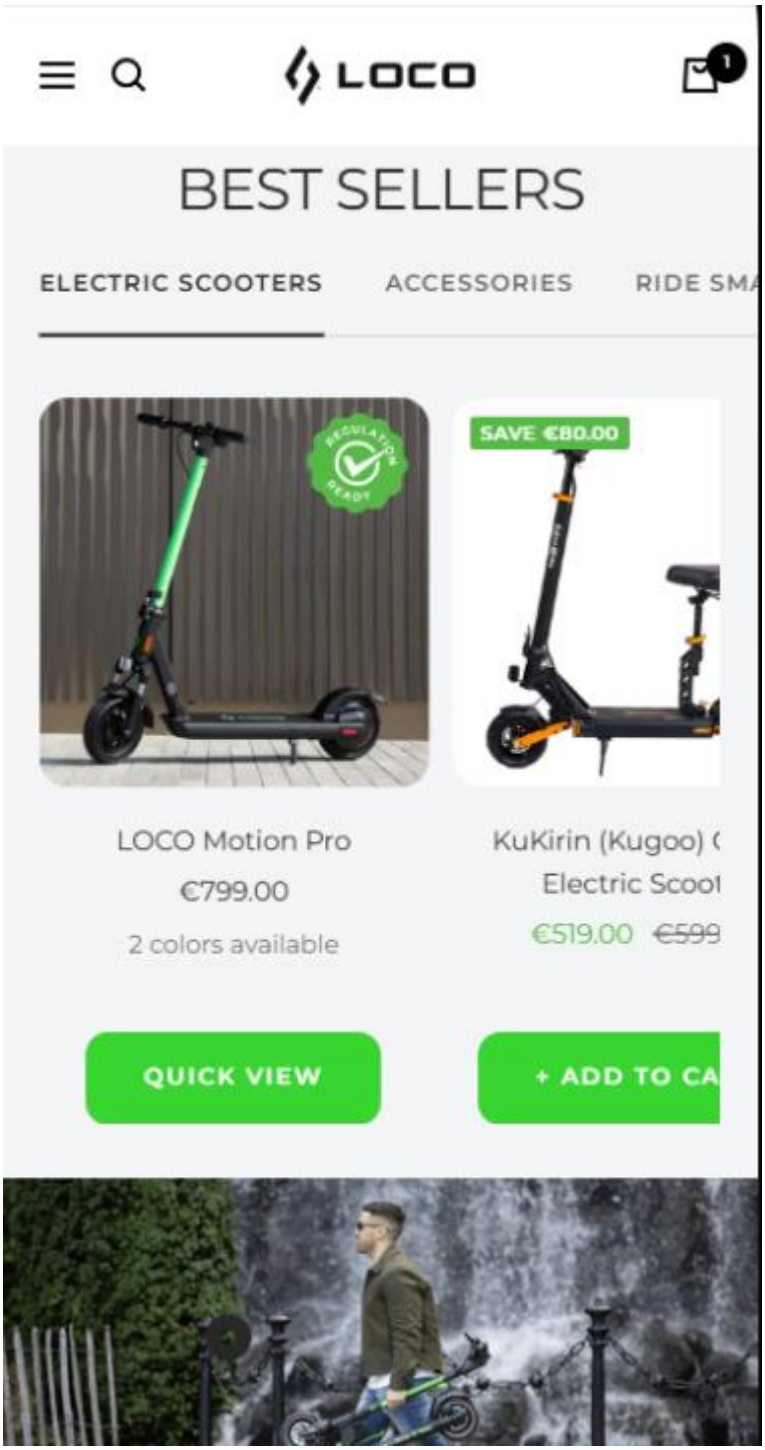
There is no block with “New” products on the home page

There is no block with “Promotions/sale” products on the home page

<u>Desktop version</u>



Mobile version



Recommendations

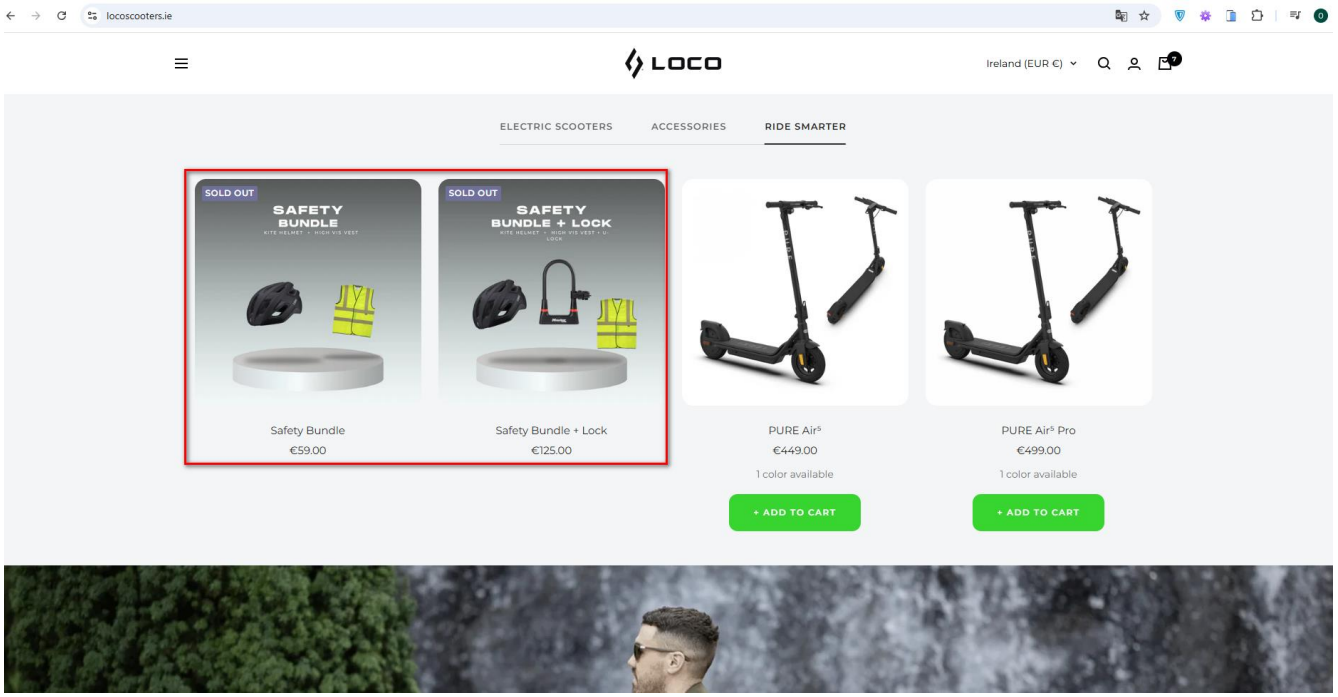
1. **Add a block with switchable tabs "Best Sellers", "New", "Promotions/sale"**
2. **The final structure of the block arrangement is indicated in the audit below**

Home page. Blocks with goods. Products in stock

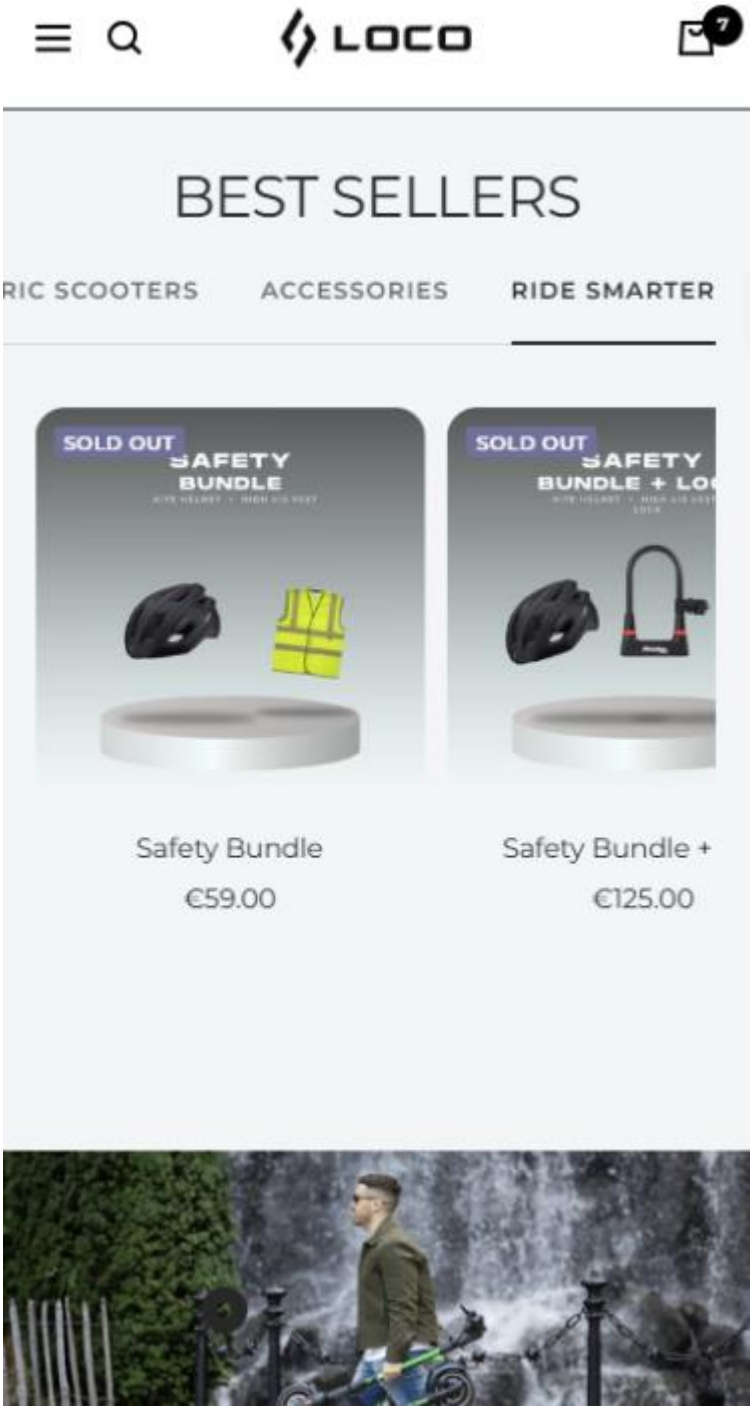
Conversion elements (CRO) analysis (For desktop and mobile versions)

The block uses products that are out of stock

Desktop version



Mobile version



Recommendations

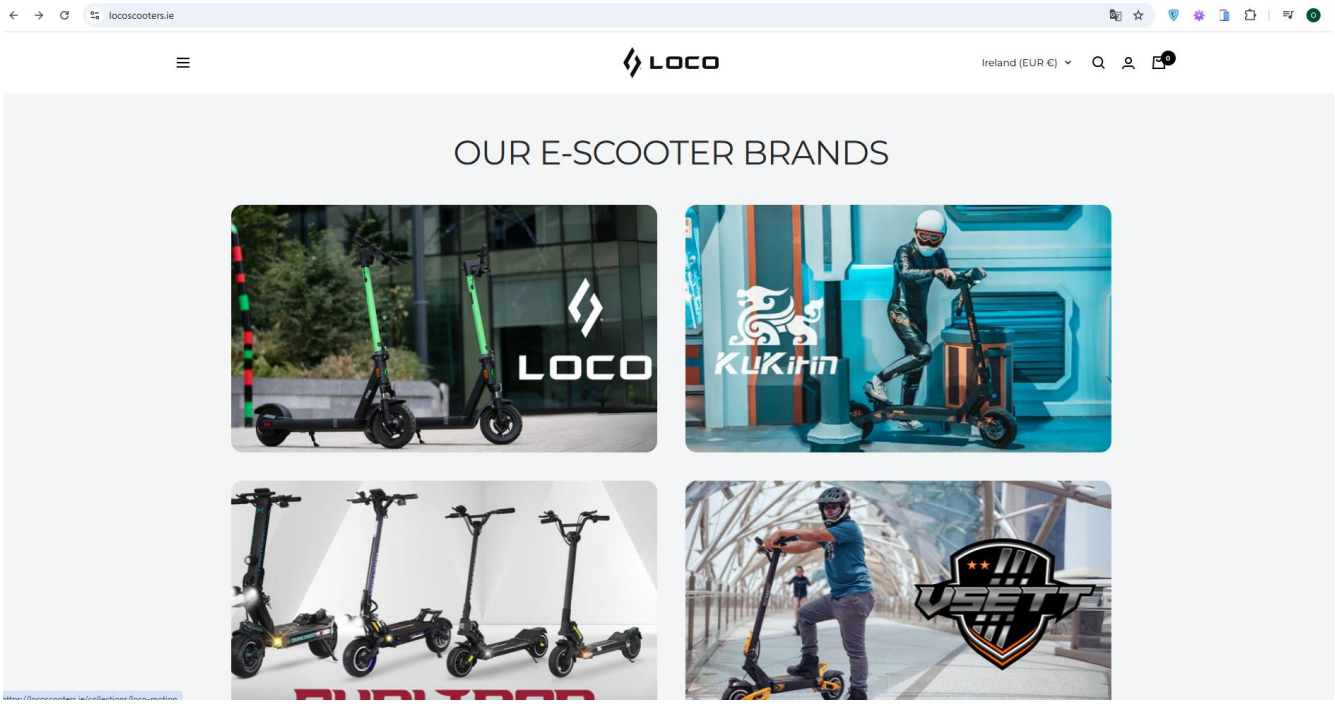
1. **Use only in-stock products on the home page**

Home page. "OUR E-SCOOTER BRANDS"

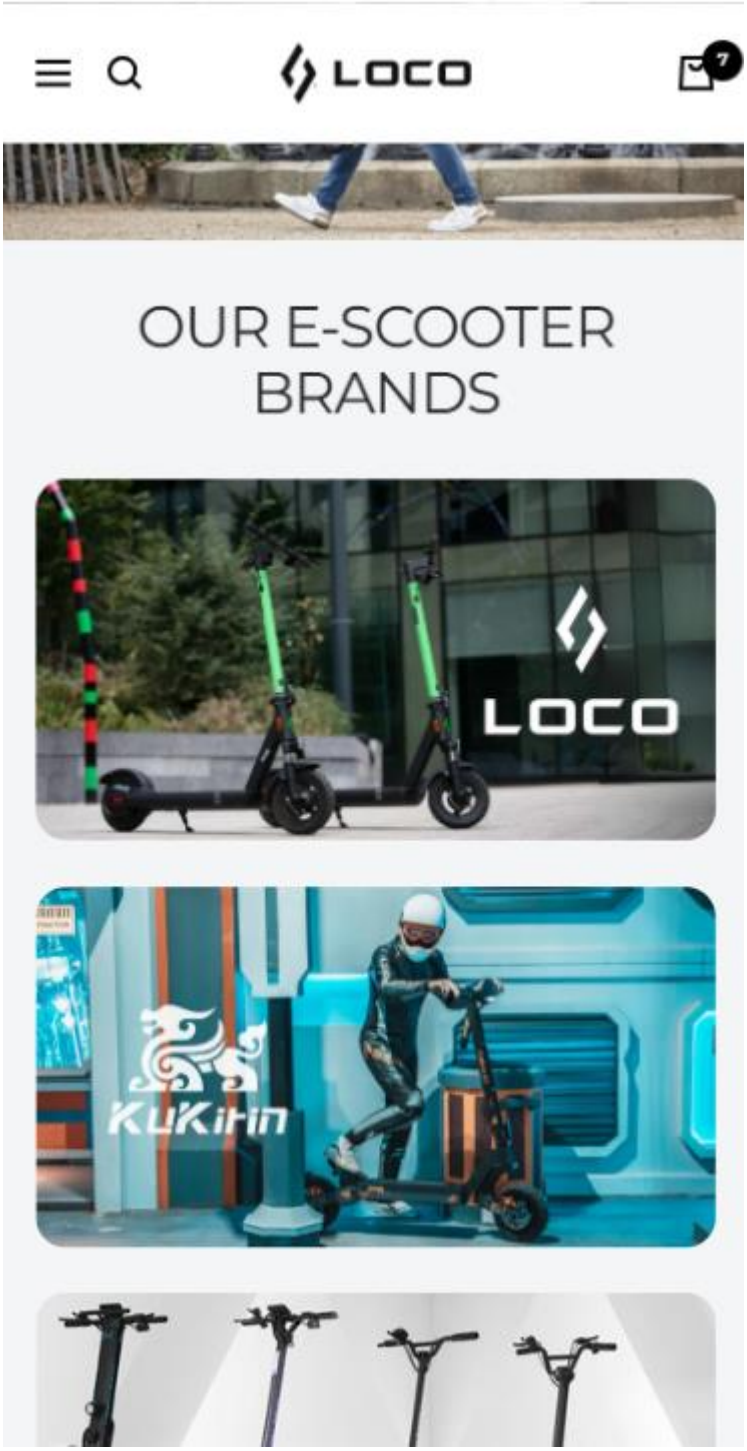
Conversion elements (CRO) analysis (For desktop and mobile versions)

The block contains brand cards that lead to relevant pages, but there is no “View all” link, and there are no cards in the “Electric Bikes” category

Desktop version



Mobile version



Recommendations

1. **Add a "View All" link to the page** https://locoscooters.ie/collections/electric-scooters
2. **Add a card for the "Electric Bikes" category**
3. **The final structure of the block arrangement is indicated in the audit below**

Home page. Final structure

Conversion elements (CRO) analysis (For desktop and mobile versions)



Recommendations

Recommended home page structure:

1. **Block with banners and reviews**
2. **Block with benefits**
3. **Block/blocks with products "Bestsellers", "Promotions / Sale", "New"**
4. **Current block with images**
5. **Block with product category cards**
6. **Block “Looking for the best electric scooters in Ireland?”**
7. **Block "Blog posts"**

Category pages. Link in the text

Conversion elements (CRO) analysis (For desktop and mobile versions)

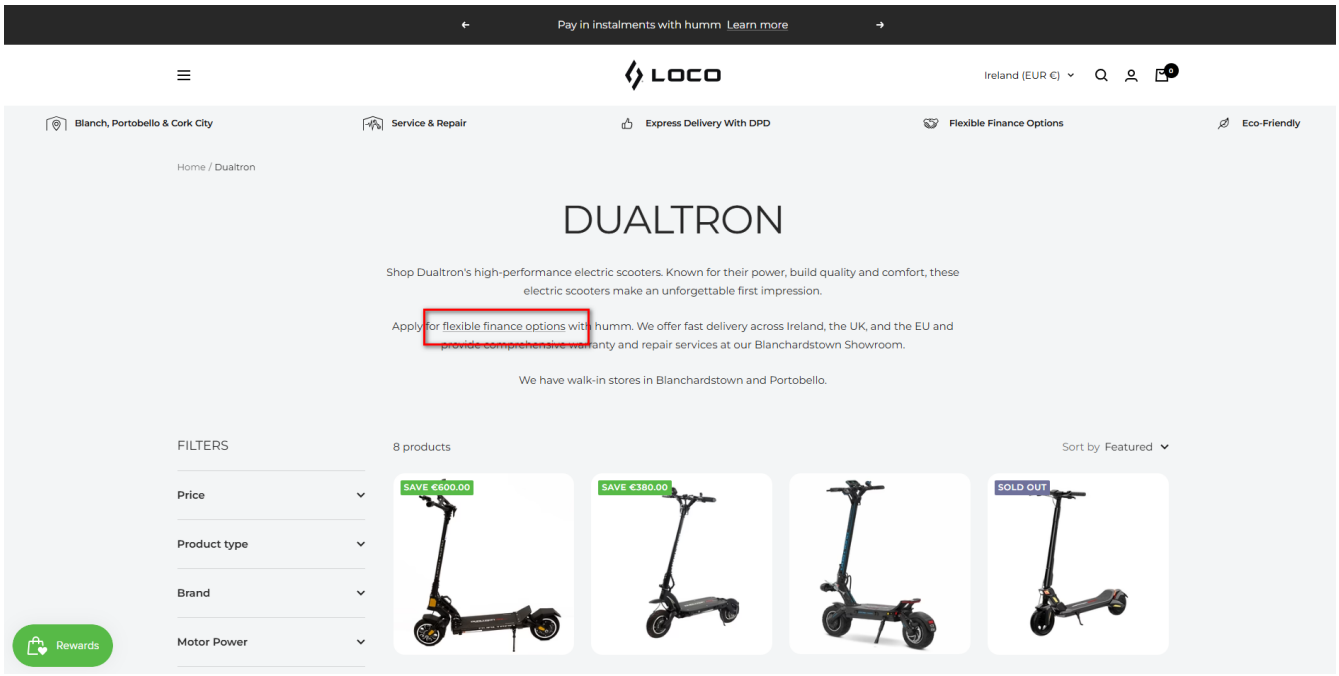
The link in the text takes the user to a non-existent page

Desktop version

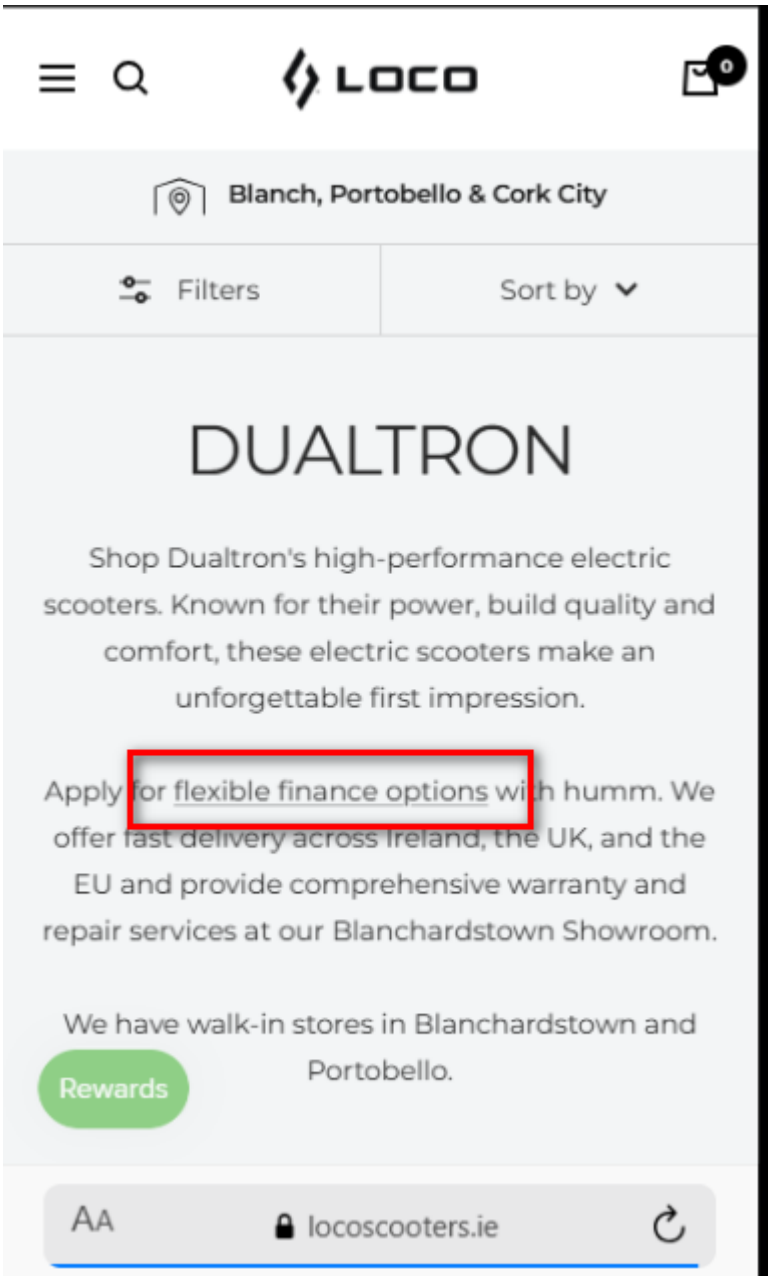
https://locoscooters.ie/collections/dualtron

https://locoscooters.ie/collections/fast-electric-scooters

https://locoscooters.ie/collections/electric-scooters



Mobile version



Recommendations

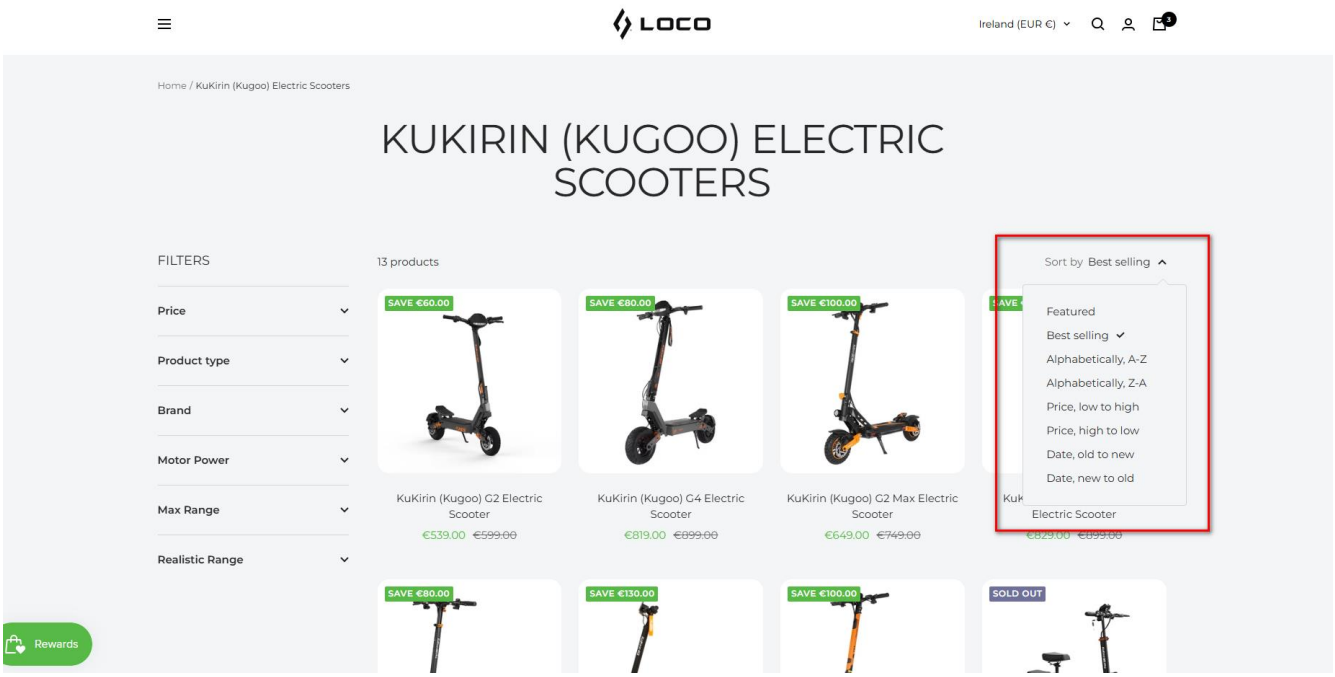
1. **Correct the link in the text**

Category pages. Sorting

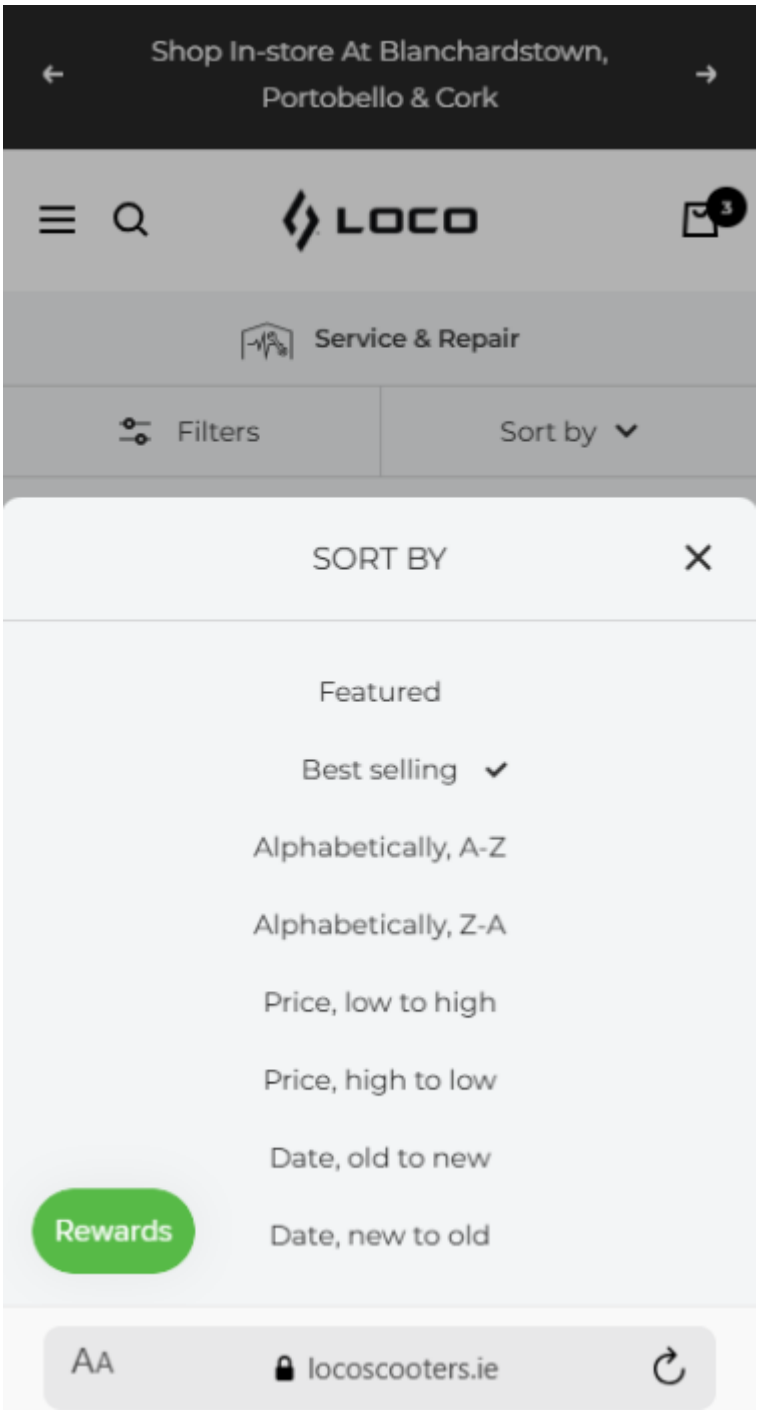
Conversion elements (CRO) analysis (For desktop and mobile versions)

There are no promotion/sale sorting on category pages

<u>Desktop version</u>



Mobile version



Recommendations

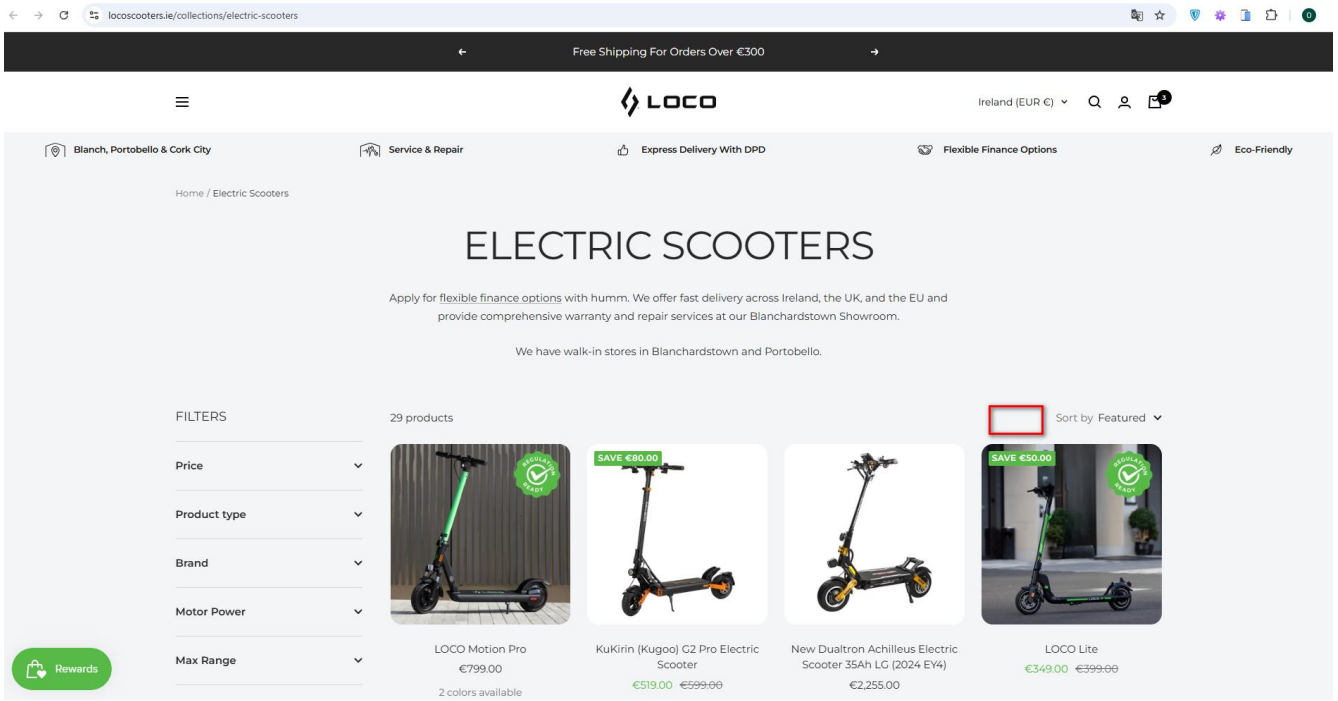
1. **Add promotion/sale sorting to category page**

Category pages. Displaying the number of products per page

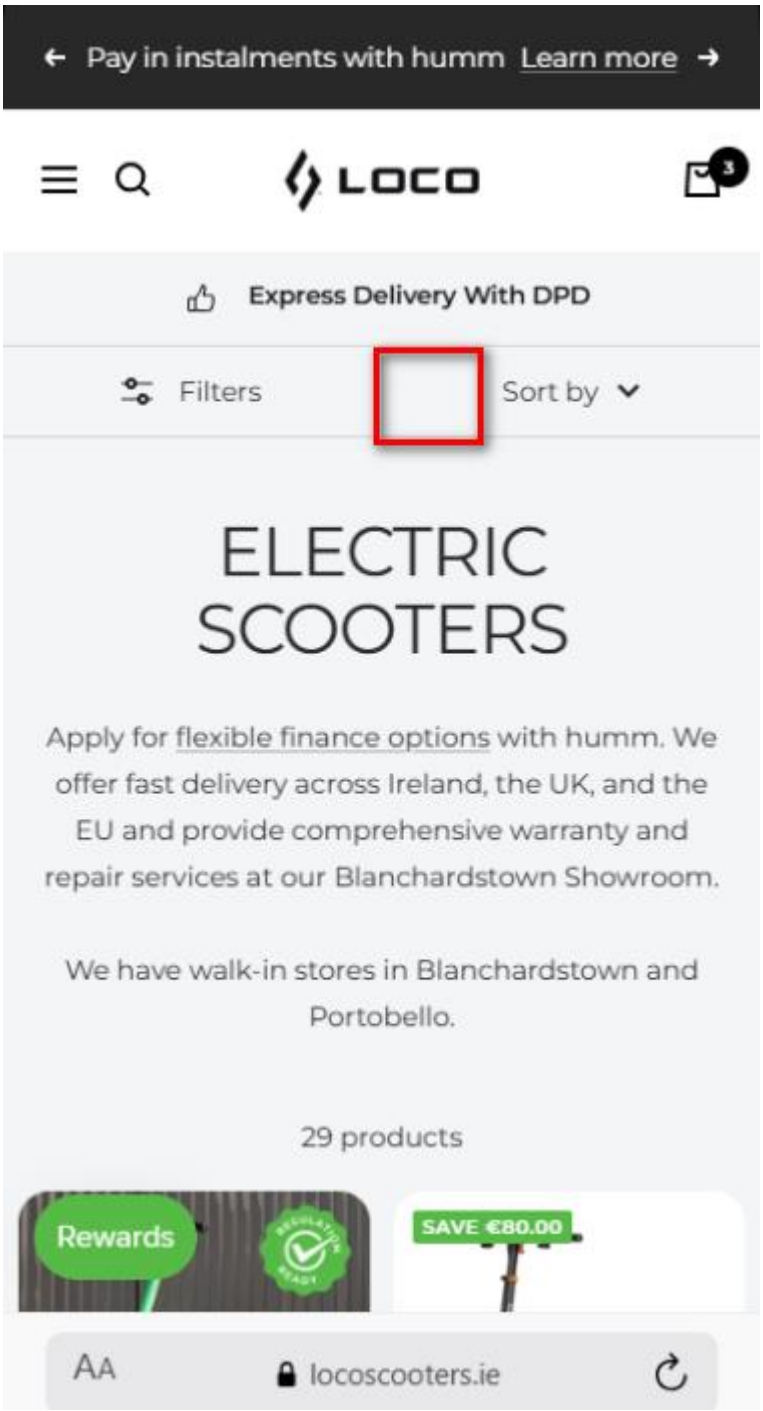
Conversion elements (CRO) analysis (For desktop and mobile versions)

On category pages, there is no option to select the number of products to display per page

Desktop version



Mobile version



Recommendations

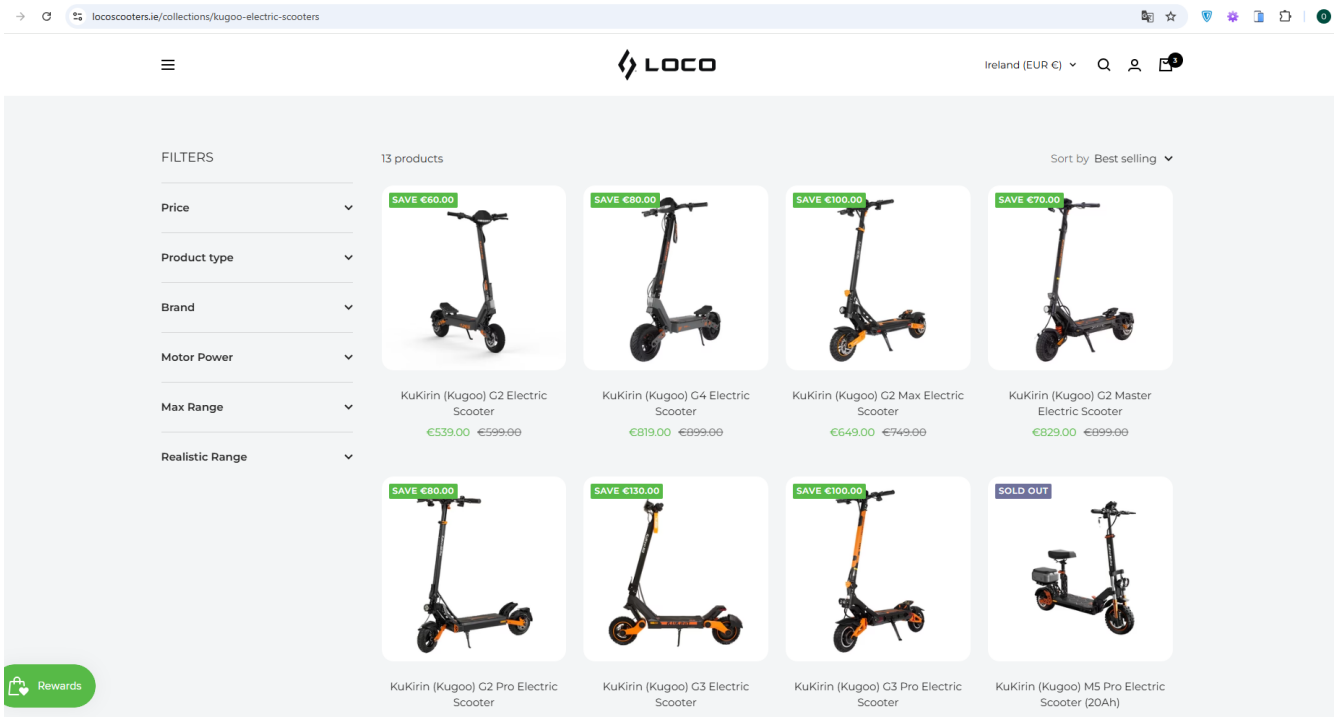
1. **Add an element to select the number of displayed products (10, 15, 25, 50, all)**

Category pages. Displaying products that are out of stock

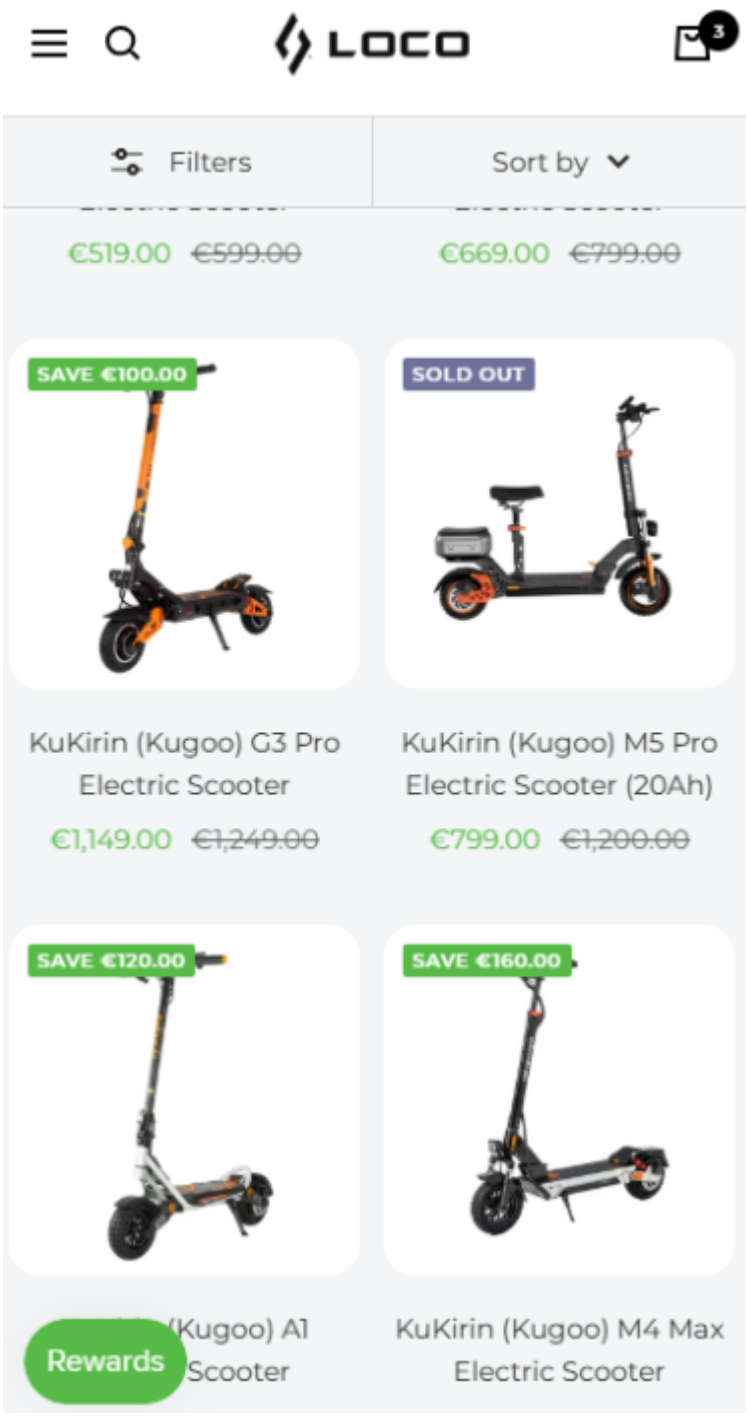
Conversion elements (CRO) analysis (For desktop and mobile versions)

Products in stock and products out of stock are displayed mixed

Desktop version



Mobile version



Recommendations

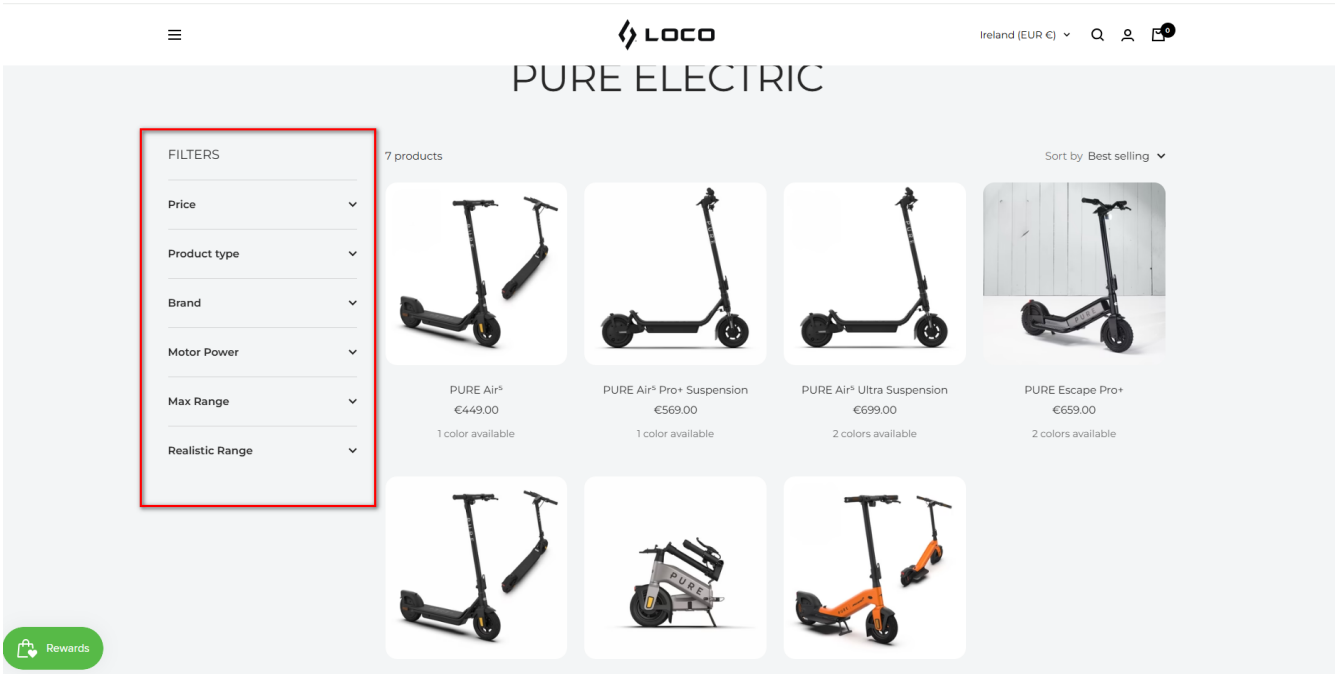
1. **Display in-stock products first, then out-of-stock products**

Category pages. Filters

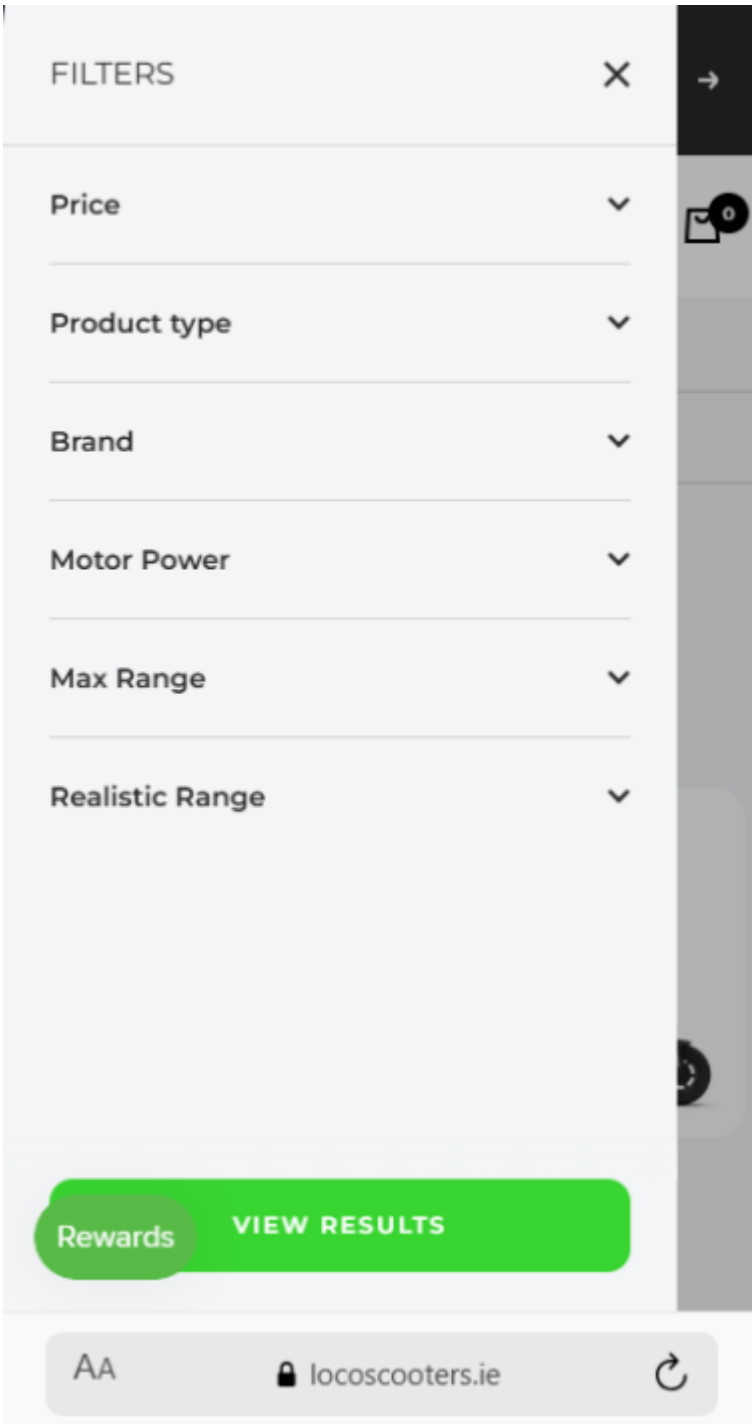
Conversion elements (CRO) analysis (For desktop and mobile versions)

There are few filters on the category pages. For example, there's no filter for color selection, but products with different color options are available on category pages. There's no filter for battery type, battery charge time, maximum scooter load, etc.

Desktop version



Mobile version



Recommendations

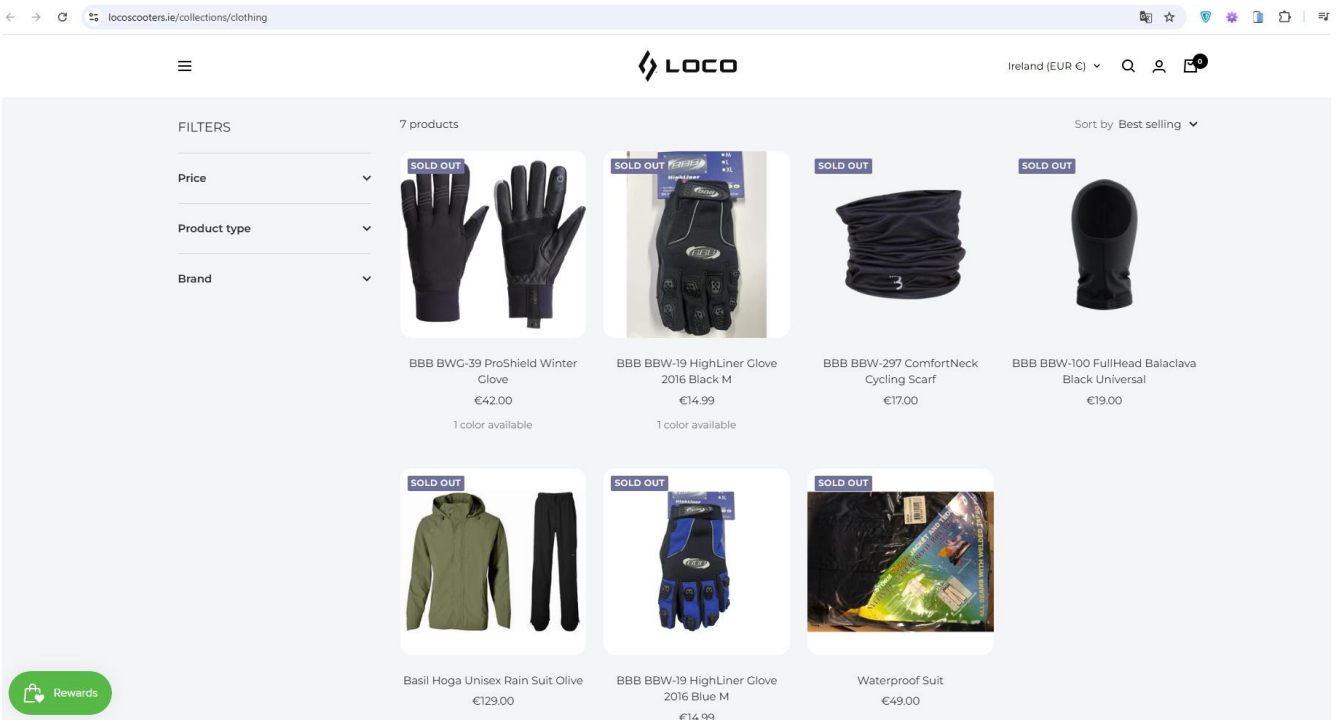
1. **Add more filters by key characteristics, for example: Battery, Charging Time, etc. (each product category has its own characteristics)**

Category pages. Size chart

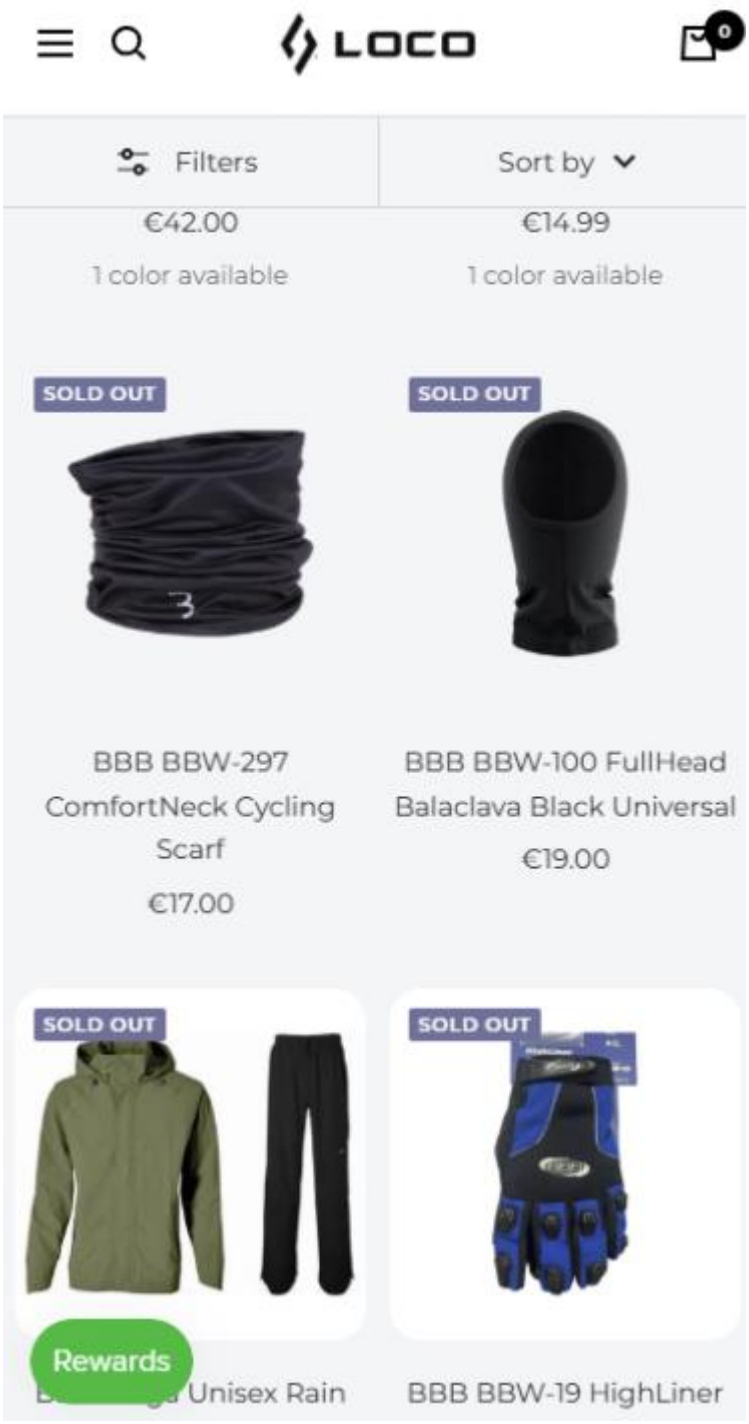
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no link to the size chart in the product cards (for products with size selection)

Desktop version



Mobile version



Recommendations

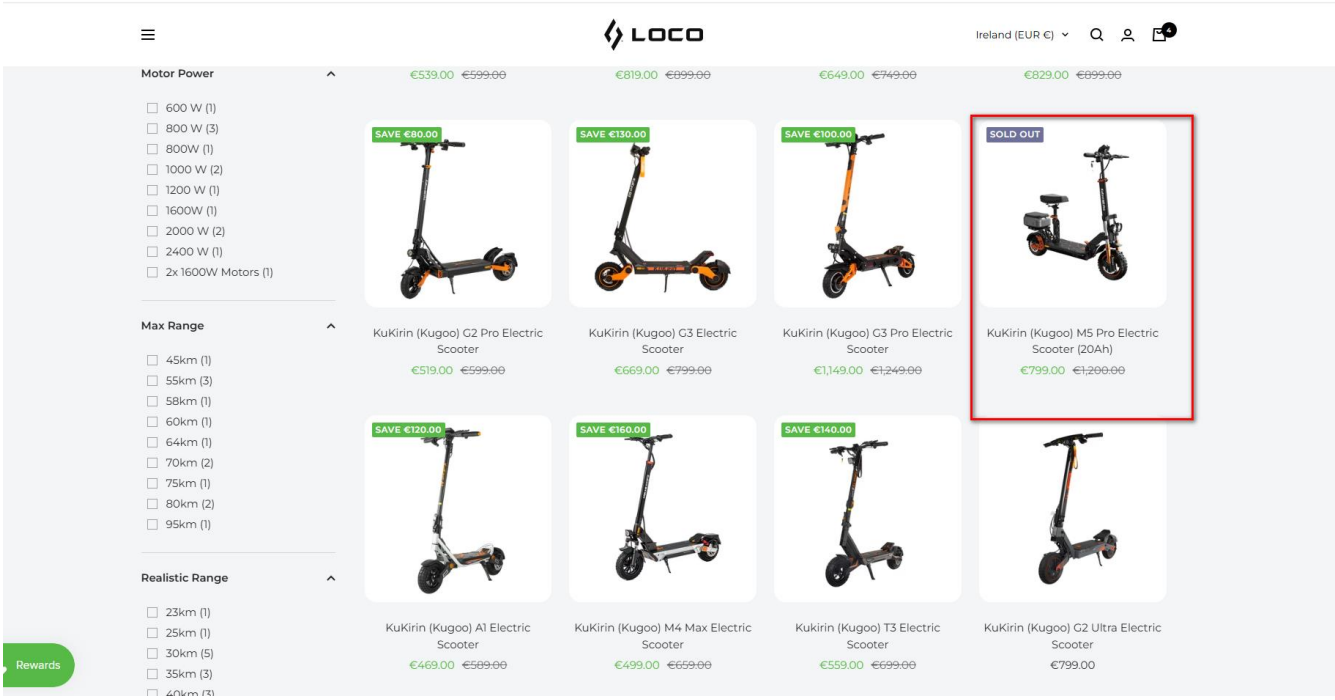
1. **Add a link to the size chart to the product card in the block**
2. **When you click on the link, display a pop-up window with a size chart**

Category pages. Products that are out of stock. Subscribe to notification

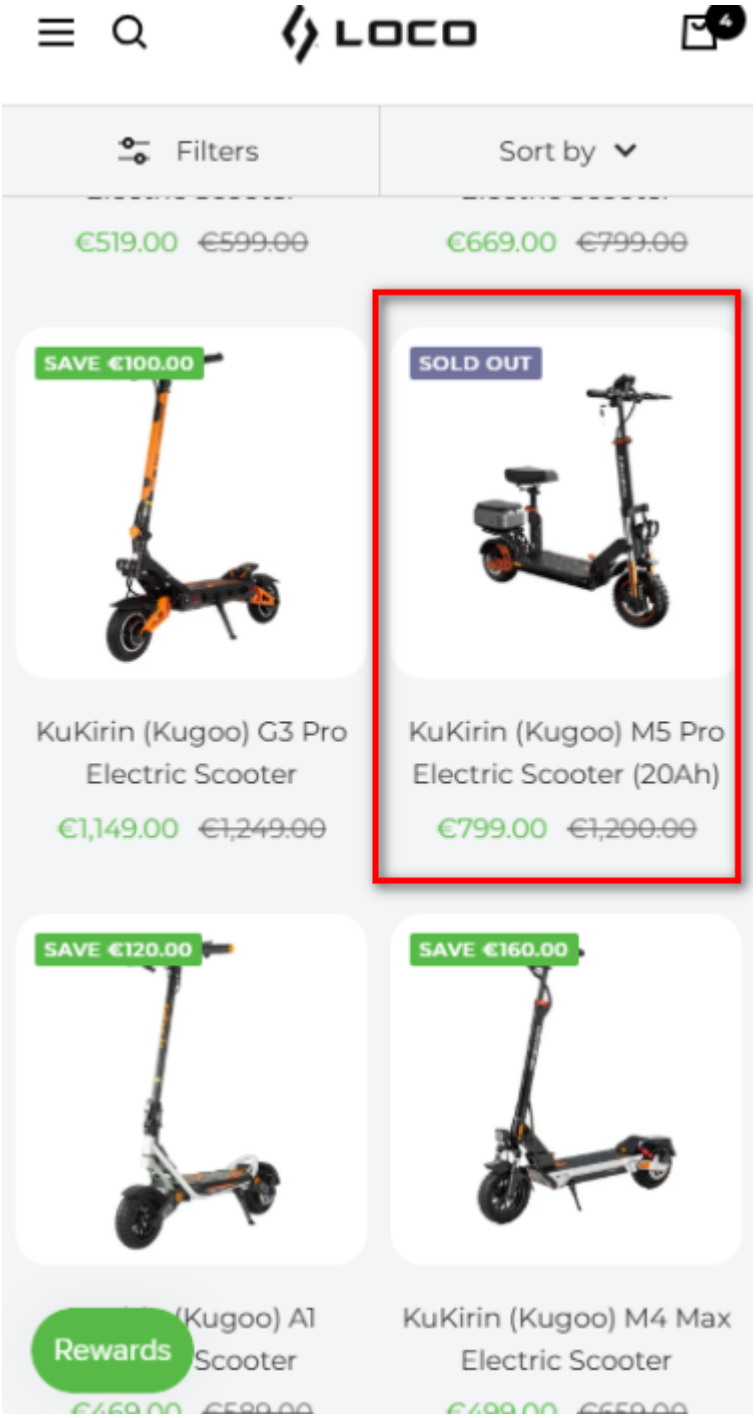
Conversion elements (CRO) analysis (For desktop and mobile versions)

In the cards of products that are out of stock, there is no element for subscribing to notifications about the arrival of the product

Desktop version



Mobile version



Recommendations

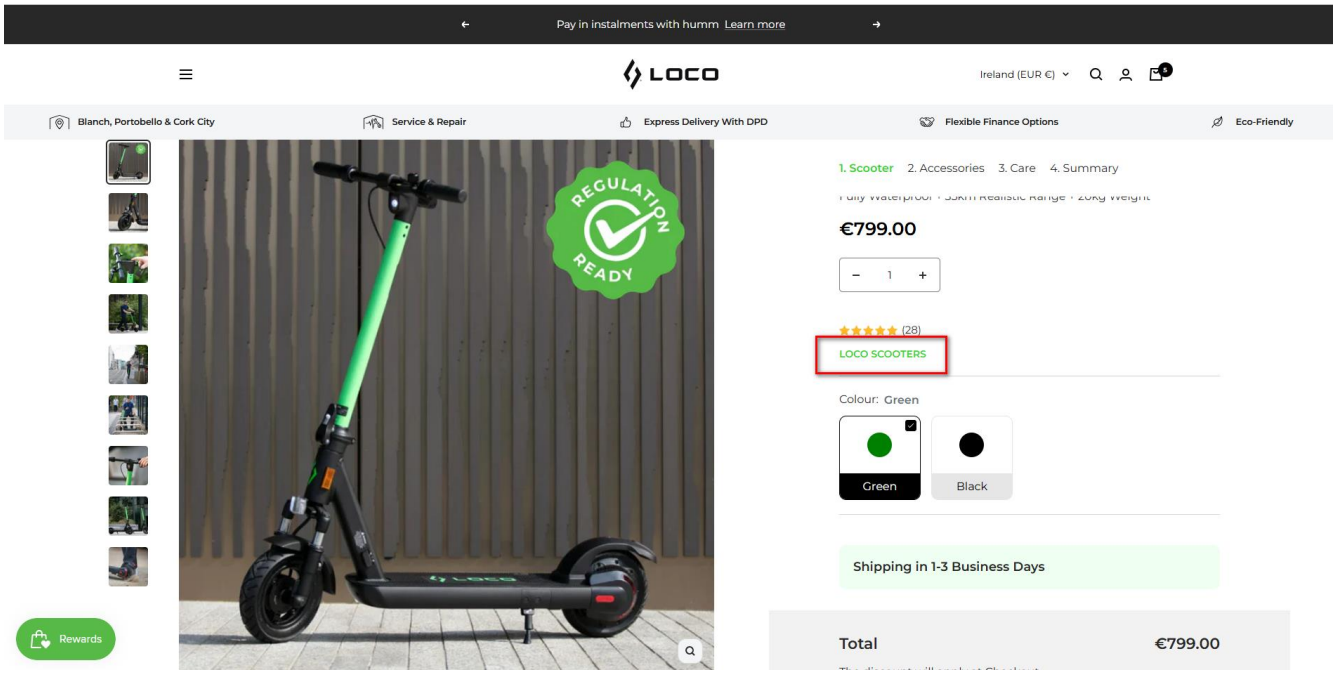
1. **Add an item to subscribe to a product arrival notification**
2. **When clicked, display a pop-up window with an e-mail input field**

Product cards. Links/buttons that take the user away from the landing page

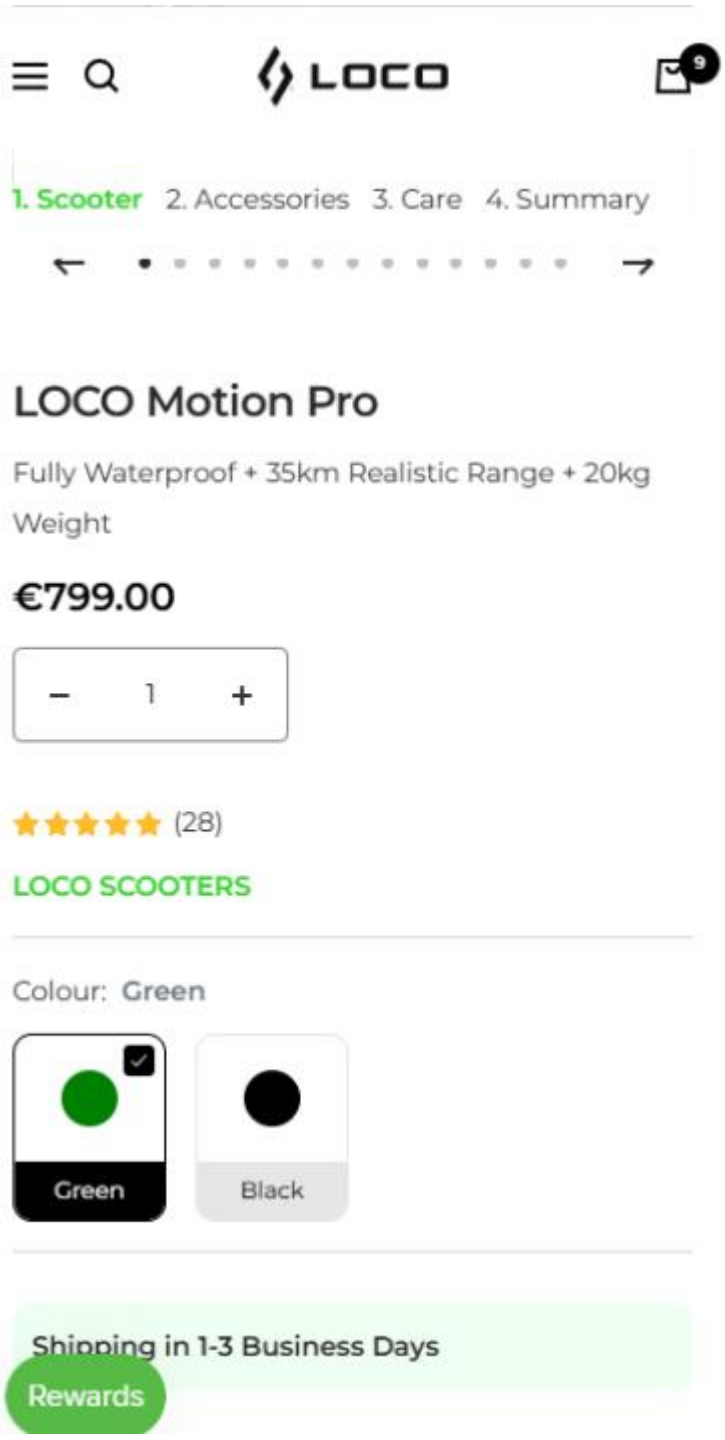
Conversion elements (CRO) analysis (For desktop and mobile versions)

When clicking on a link, the page opens in the current tab and the user leaves the target page

Desktop version



Mobile version



Recommendations

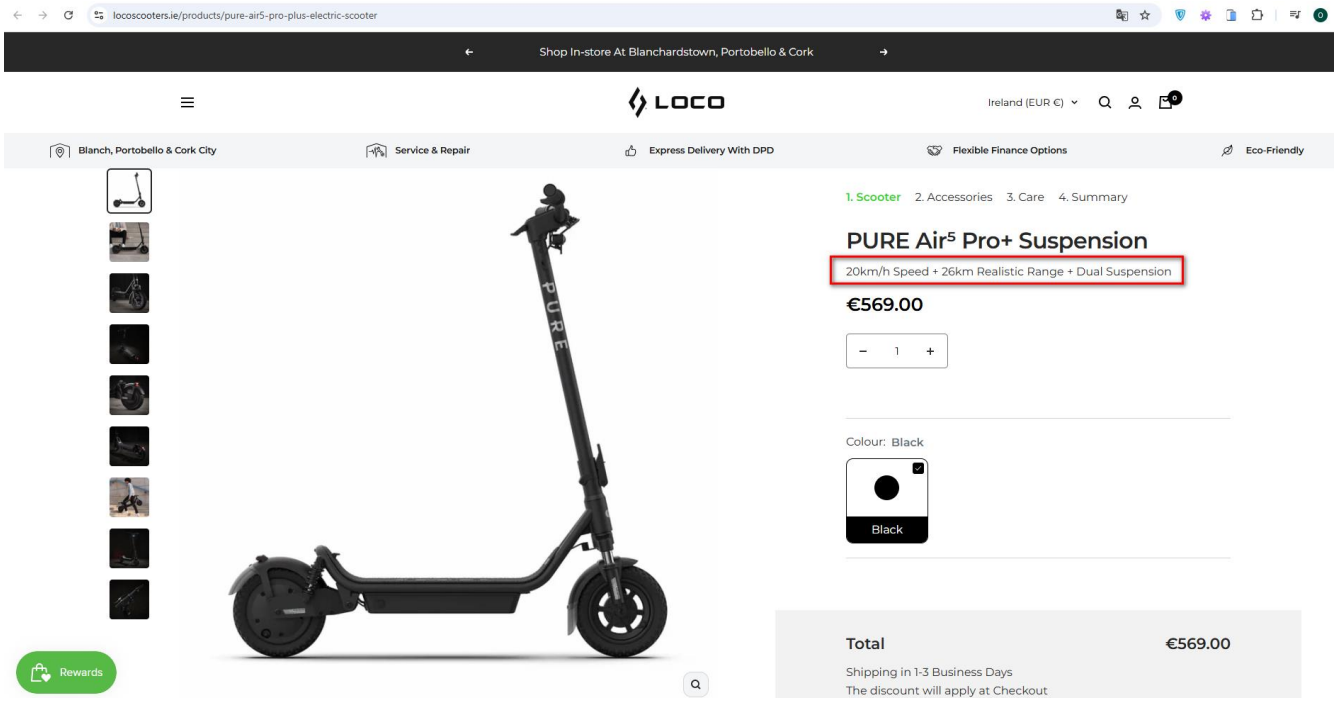
1. **When clicking on a link, open a page in a new tab**

Product cards. Basic characteristics in the first screen

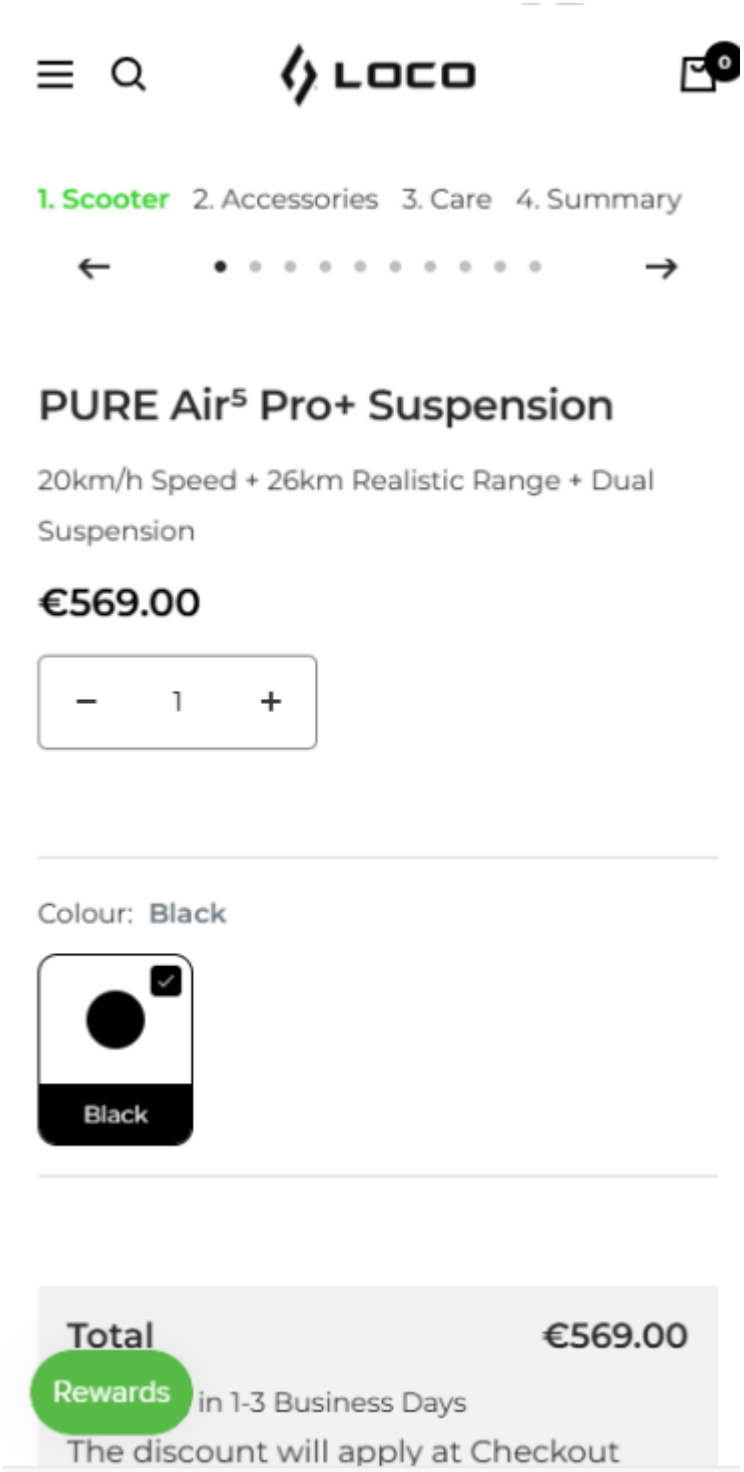
Conversion elements (CRO) analysis (For desktop and mobile versions)

The first screen of the product card has a few basic characteristics. Furthermore, only technical specifications are used, without any indication of user benefits. For example, for a beginner, a 400W motor power is simply a figure, but whether it's a good or bad thing is unclear.

Desktop version



Mobile version



Recommendations

1. **Add more characteristics to the first page screen (for mobile version in the second screen)**
2. **Add a "More" link under the specifications**
3. **When clicked, direct the user to the "Specification" tab**
4. **Use features that describe the value to the user, for example:**

"A comfortable city electric scooter for daily commutes"

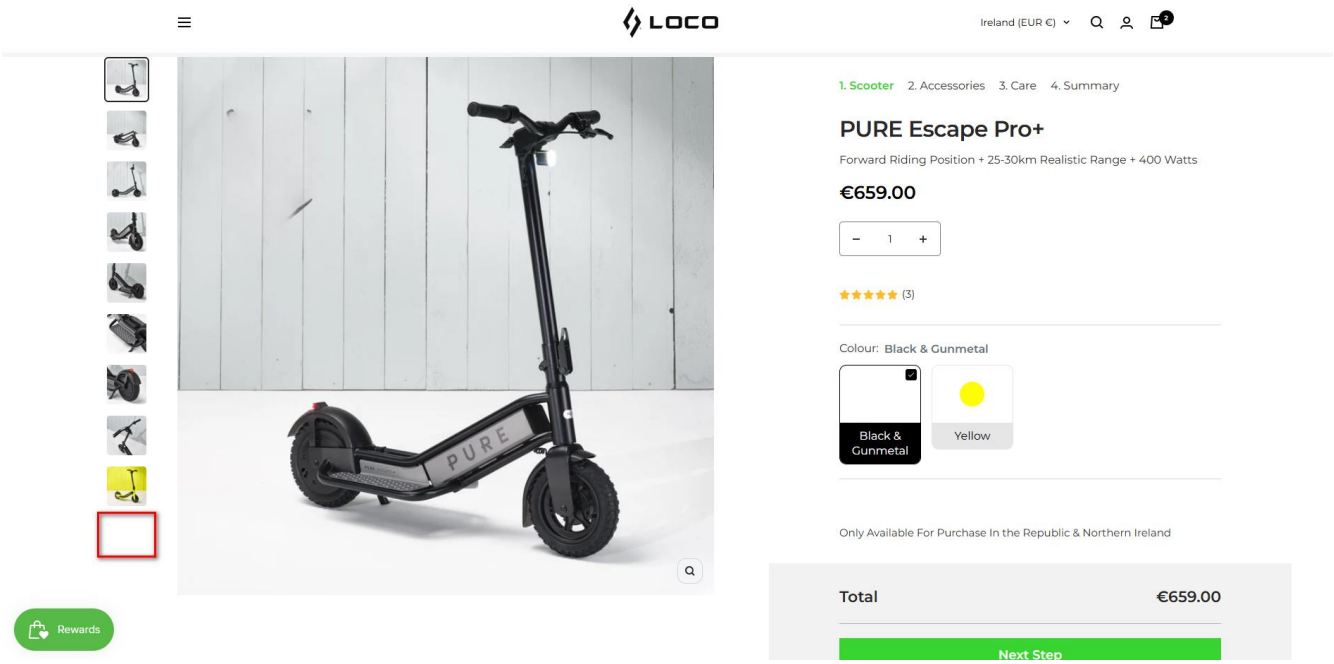
- **Up to 30 km of real-world range**
- **Comfortable riding position and stable control**
- **Powerful 400 W motor**

Product cards. Video review of the product

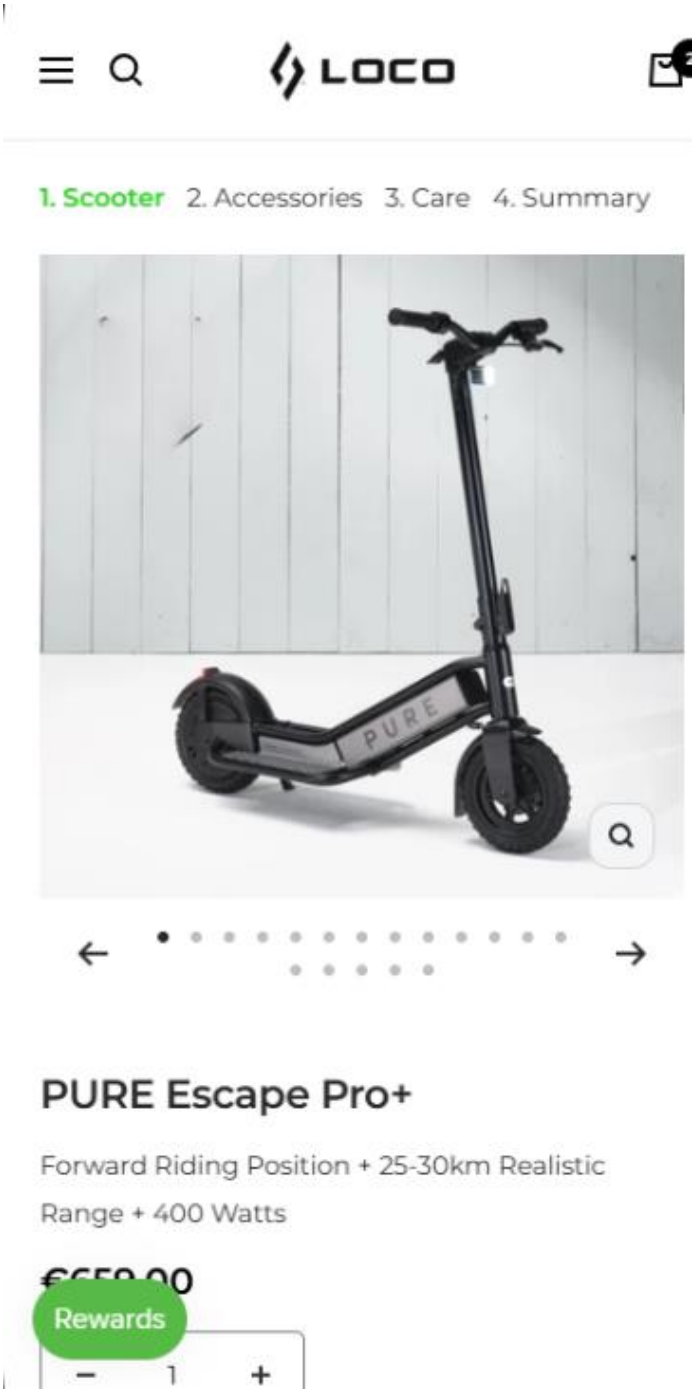
Conversion elements (CRO) analysis (For desktop and mobile versions)

Product pages don't have product review videos. Given the subject, this can evoke an emotional aspect and motivation to perform the target action

Desktop version



Mobile version



Recommendations

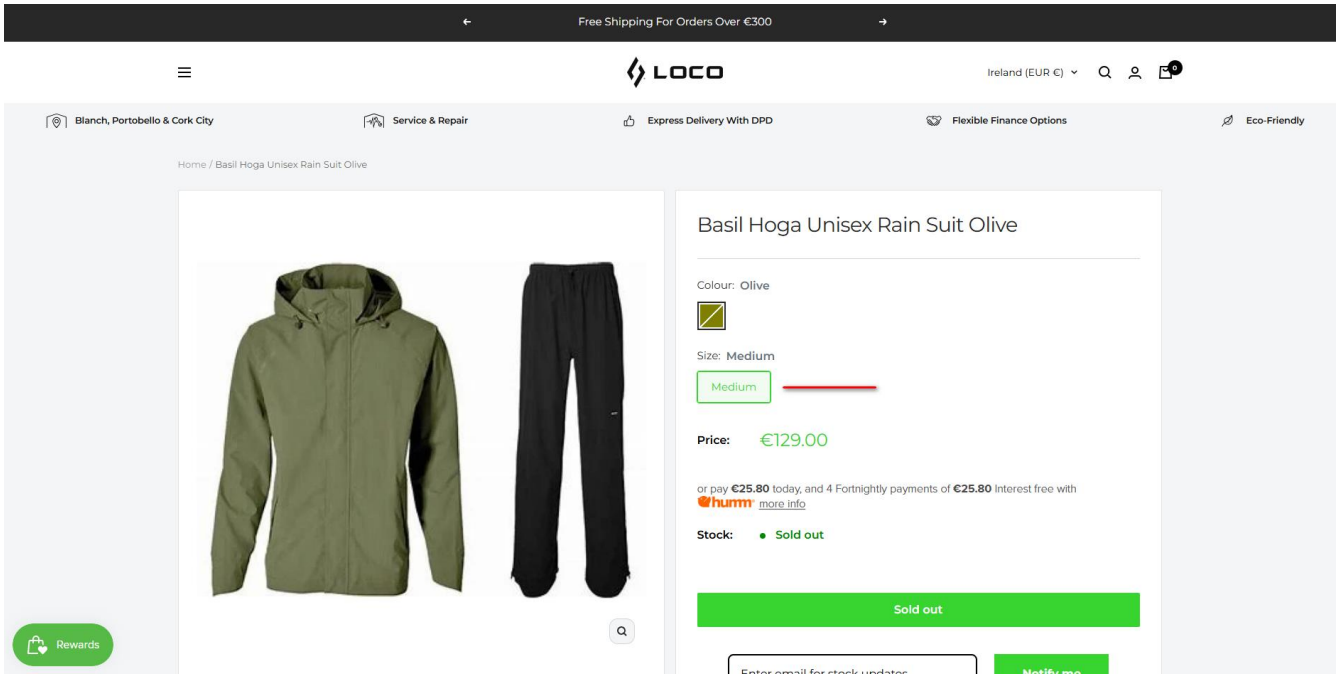
1. **Add video review of products**
2. **The length of the video is about 2 minutes**
3. **Place video review thumbnails in a block with the main image in a horizontal scrollable tape with image thumbnails**
4. **When clicked, display a pop-up window with a player to play the video**

Product cards. Size chart

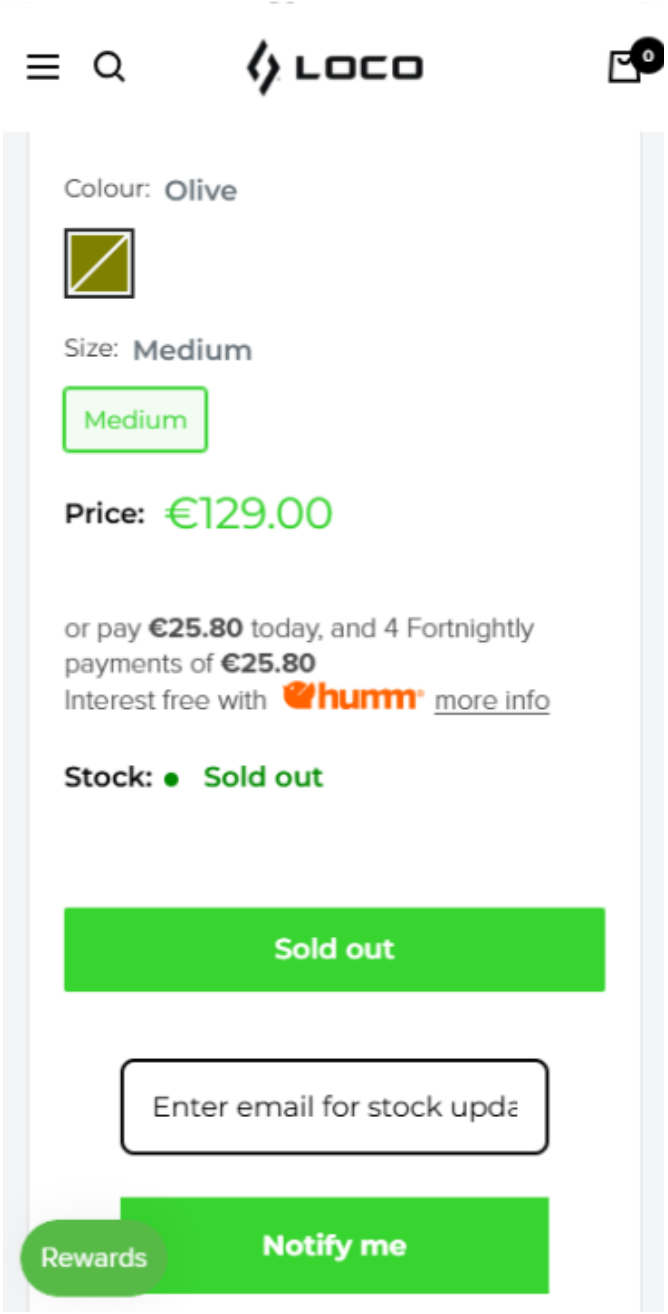
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no size chart or link/button in the product cards that displays the size chart

Desktop version



Mobile version



Recommendations

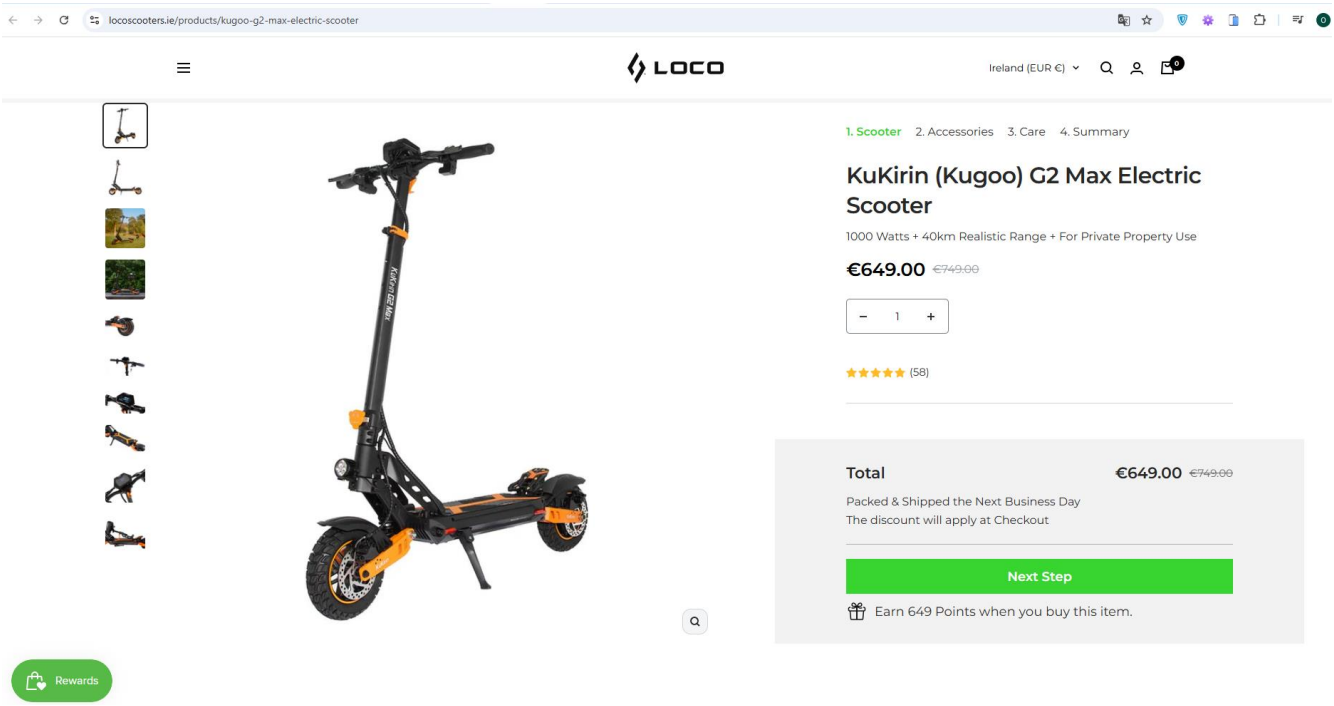
1. **Add a link/button "Size chart" to product cards**
2. **Place the “Size chart” link/button next to the size selection elements**
3. **When clicking on the link/button "Size chart" display a pop-up window with a size chart**
4. **Use the size chart for a specific product, not the general size chart**
5. **Use generally accepted international size designations**

Product cards. Information about free delivery of goods (next to the "Buy" button)

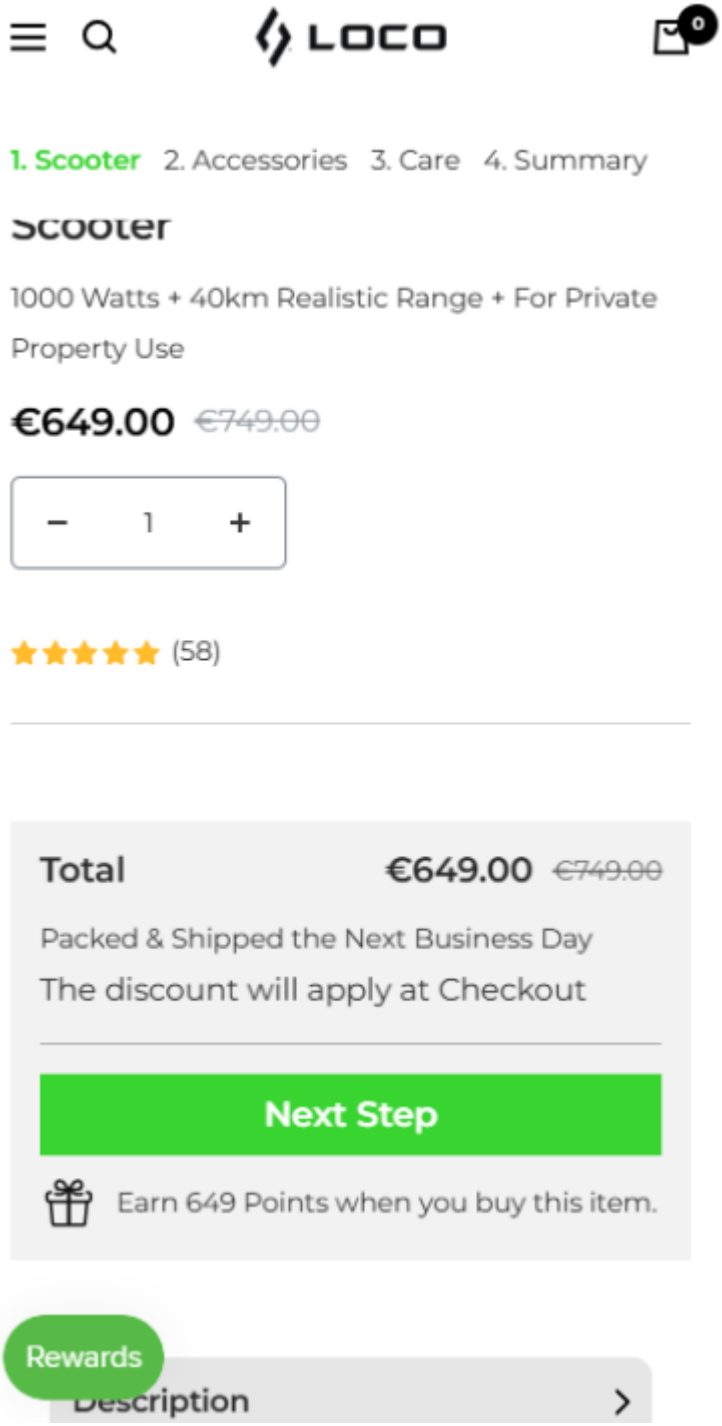
Conversion elements (CRO) analysis (For desktop and mobile versions)

On the product pages there is no information about free shipping, next to the "Add to cart" button

Desktop version



Mobile version



Recommendations

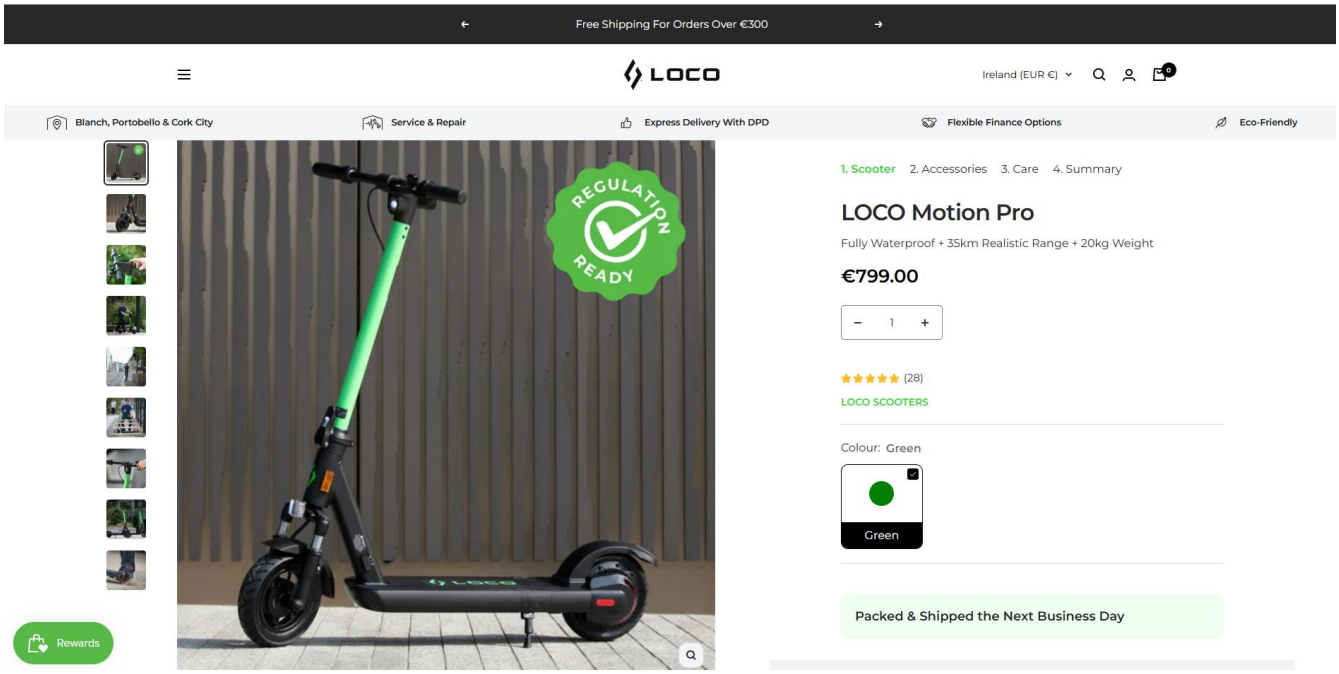
1. **In the product card, add information about free shipping, next to the "Add to cart" button**

Product cards. Information on delivery times

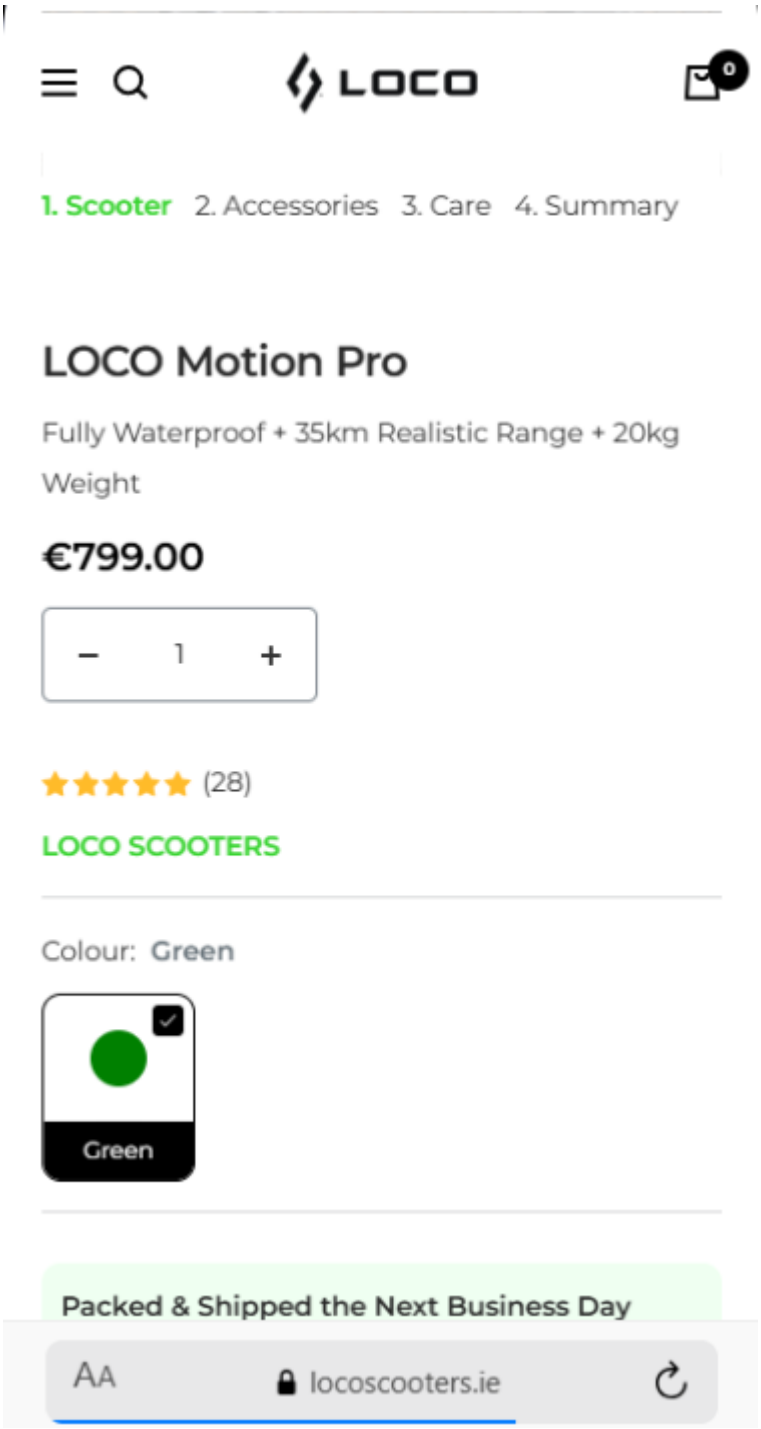
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no information about delivery times on the first screen of product cards (for the mobile version, on the second screen)

Desktop version



Mobile version



Recommendations

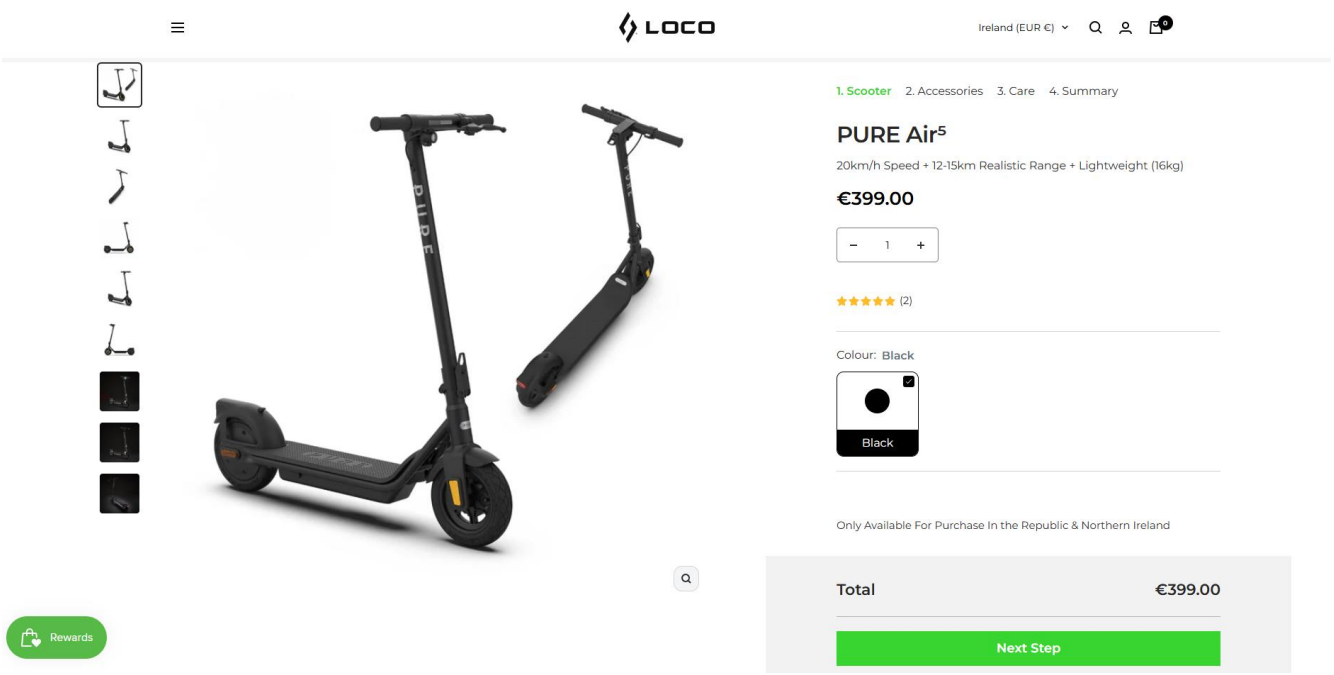
1. **Add delivery time information, for example: Delivery time: 3-7 days**
2. **Use the corresponding icon next to the button to add the item to the cart**

Product cards. Warranty information

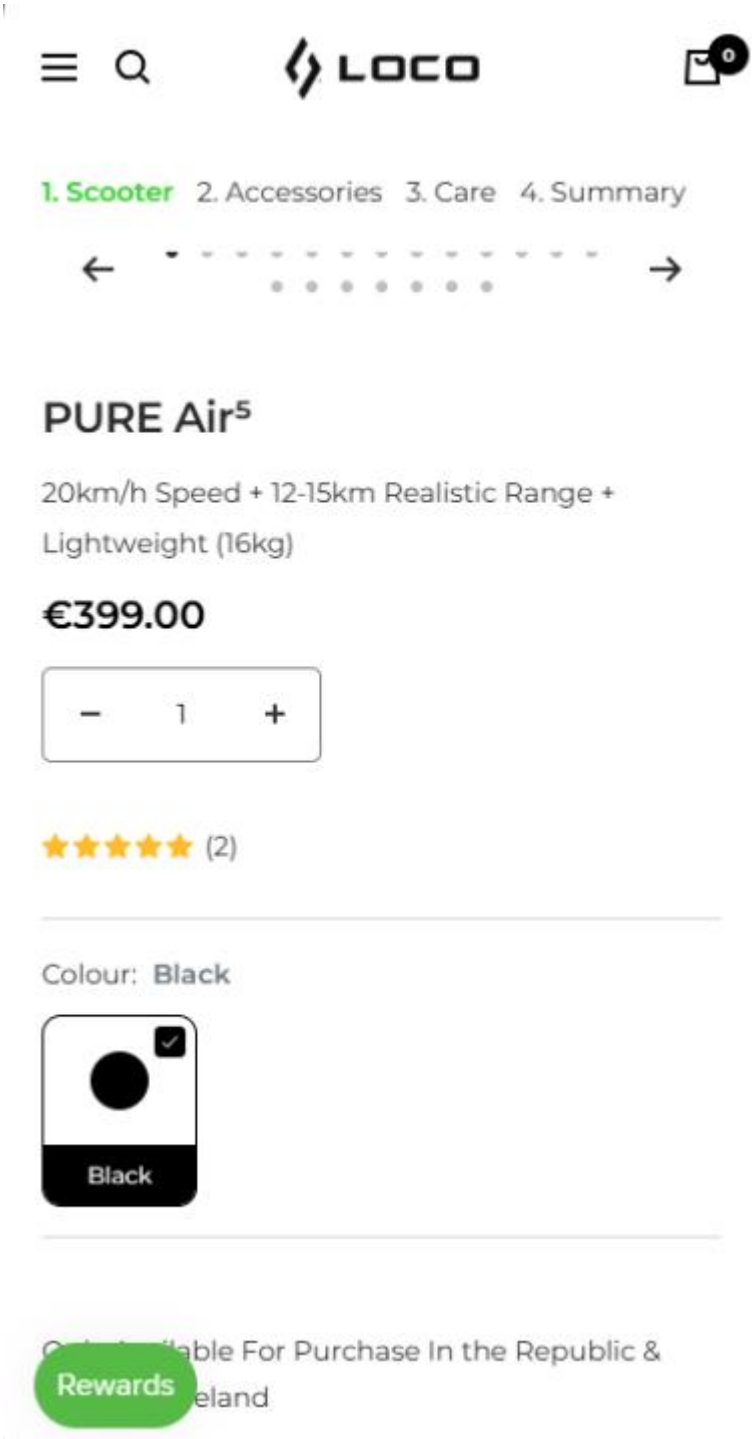
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no warranty information on the first screen of product cards (for the mobile version, on the second screen)

Desktop version



Mobile version



Recommendations

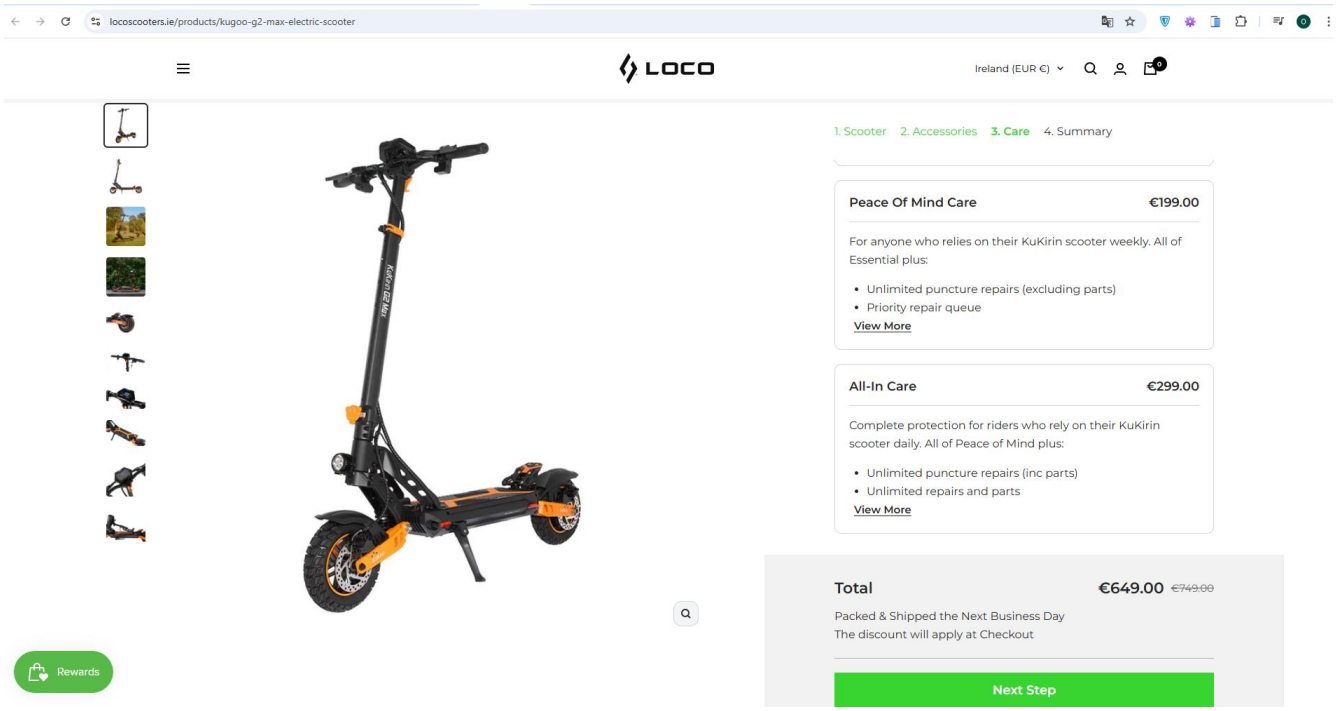
1. **Add warranty information (brief information, for example, 2-year warranty)**

Product cards. "Next step"

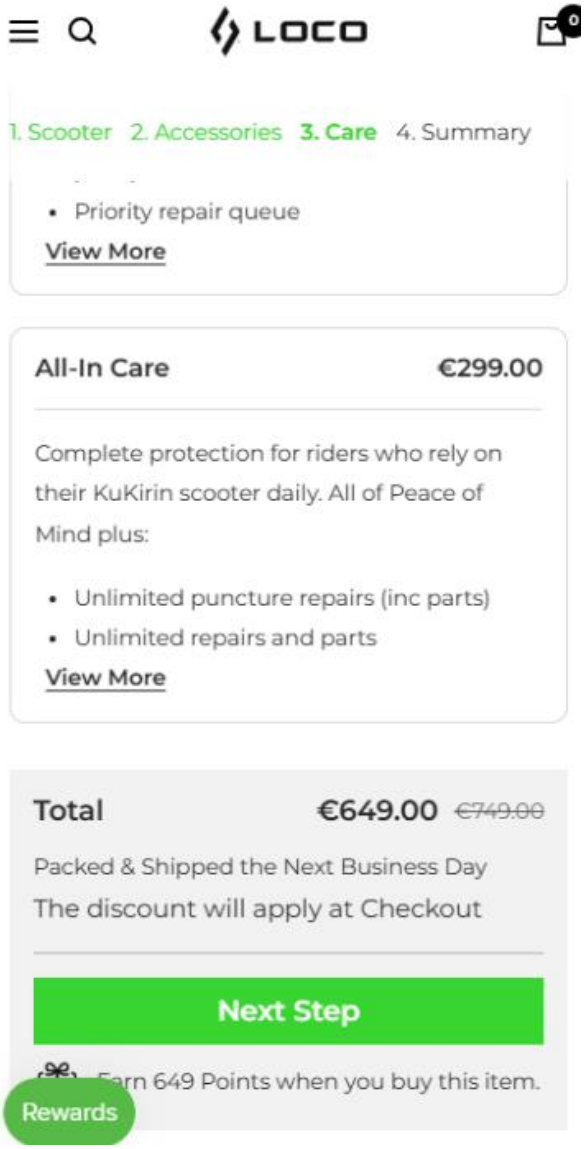
Conversion elements (CRO) analysis (For desktop and mobile versions)

Adding an item to the cart requires the user to complete four additional steps. It's unclear whether this can be skipped (how to do this) or whether it's a mandatory option. To proceed to the next step, the user must constantly scroll the page. There's no way to return to the previous step

Desktop version



Mobile version



Recommendations

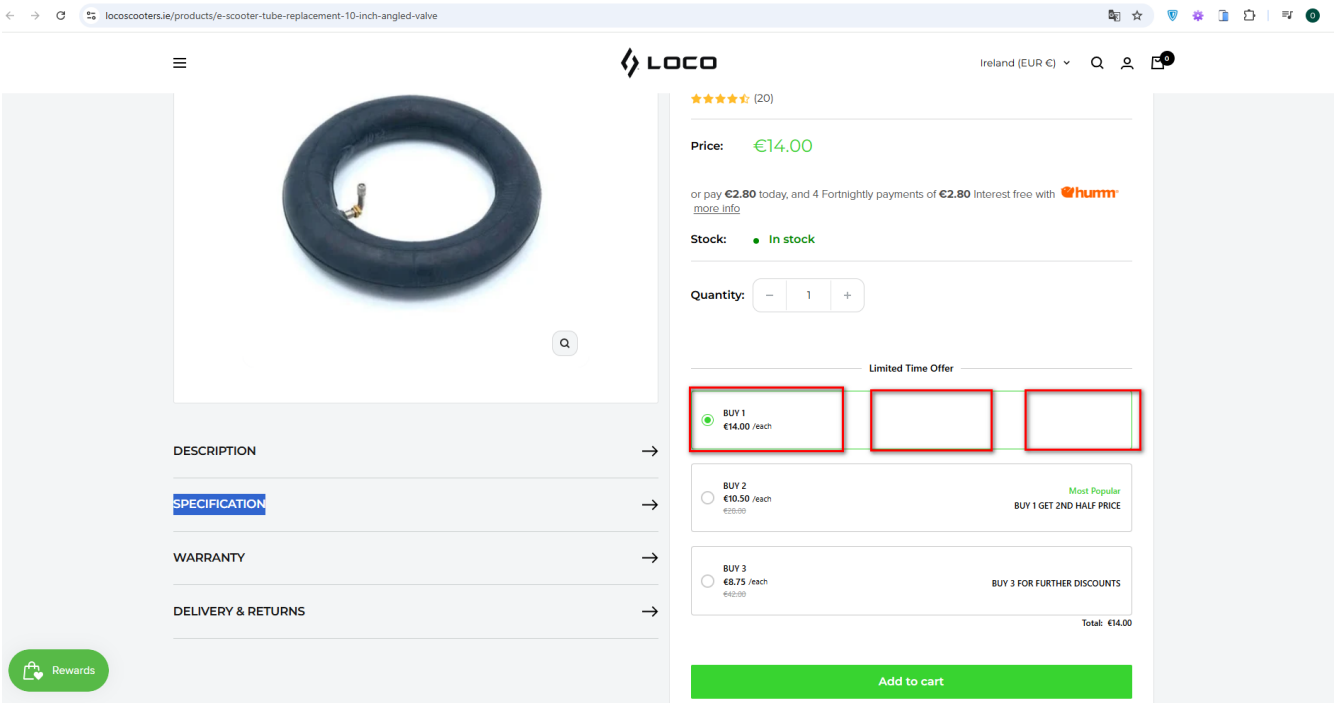
1. **Remove steps for purchasing additional items**
2. **Use the "Add to cart" button**
3. **Place elements for selecting additional items and services under the button**
4. **Implement these elements as "Select accessories" and "Select service and maintenance" buttons**
5. **When clicking the button, display a pop-up window with the option to add the item/service**
6. **Add an "Add to order" button next to each item/service**
7. **Use the "Related products" block**

Product cards. Options for purchasing goods

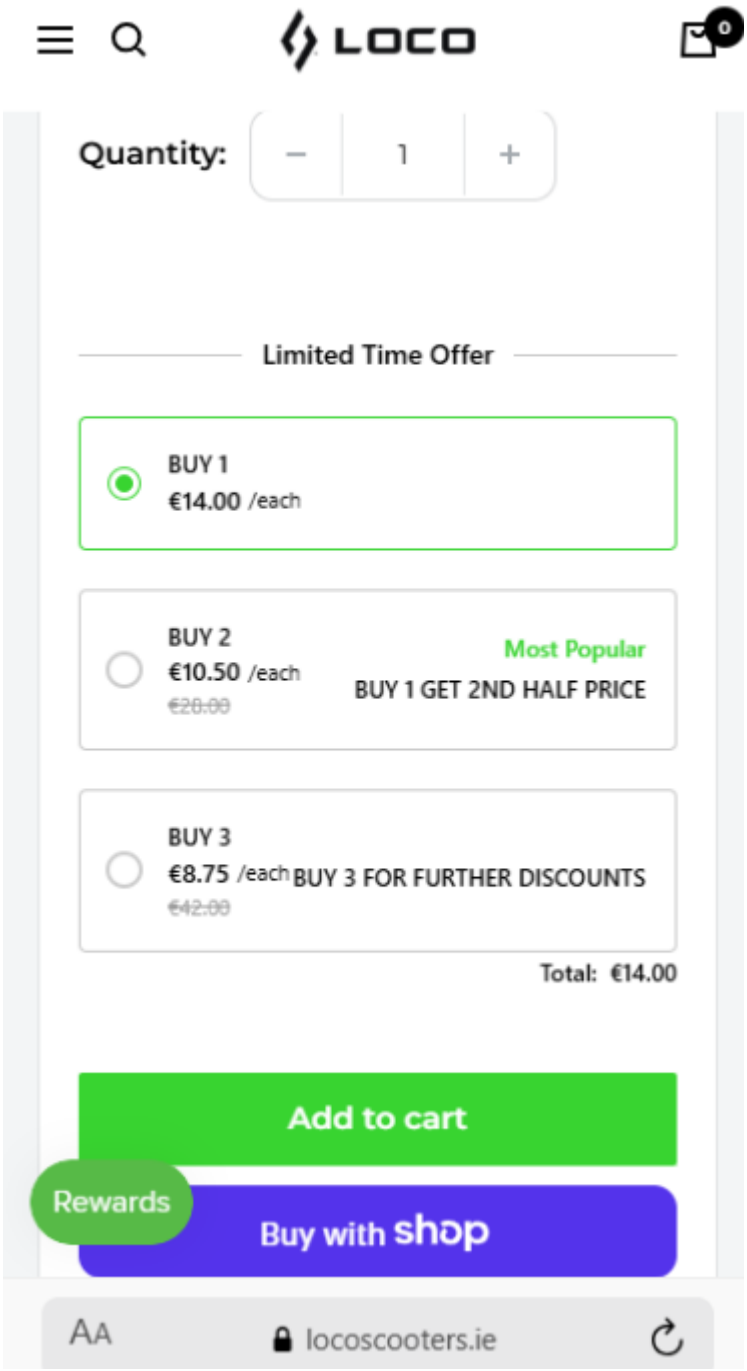
Conversion elements (CRO) analysis (For desktop and mobile versions)

Product purchase options take up a lot of space

Desktop version



Mobile version



Recommendations

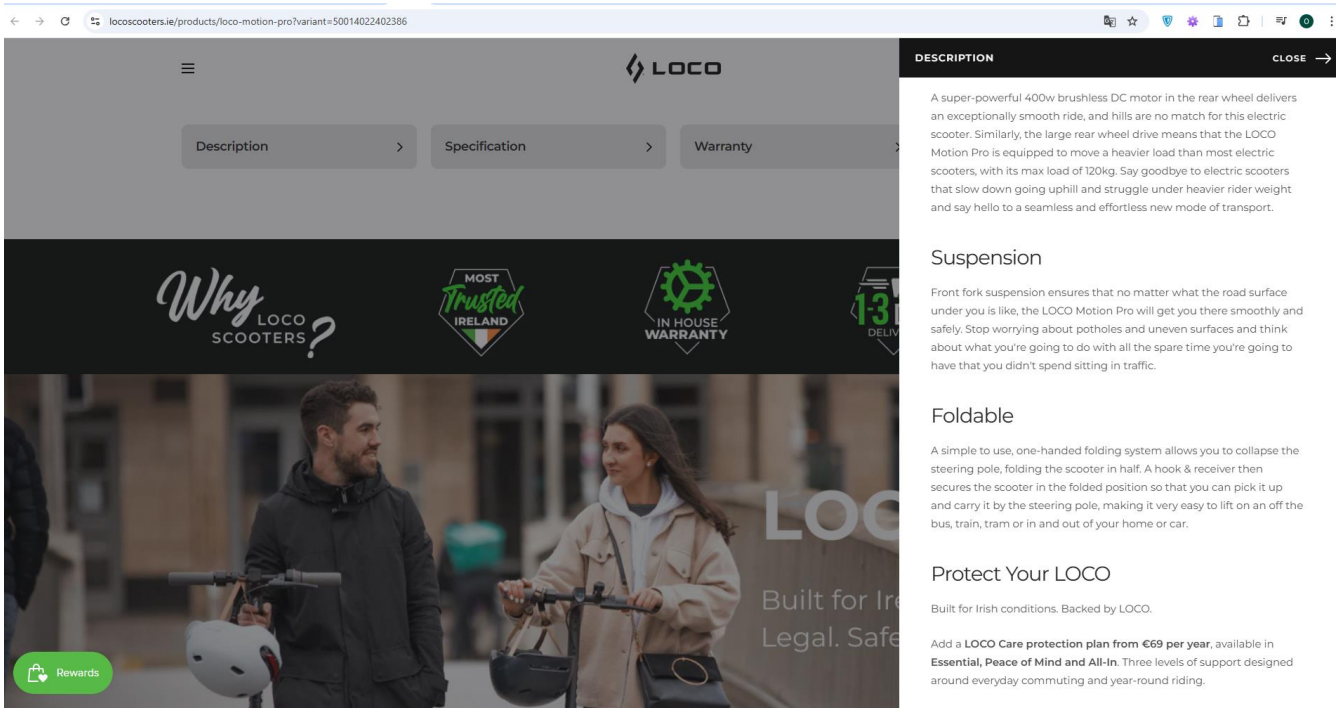
1. **Use small checkboxes and arrange them in a row**

Product cards. Information arrangement

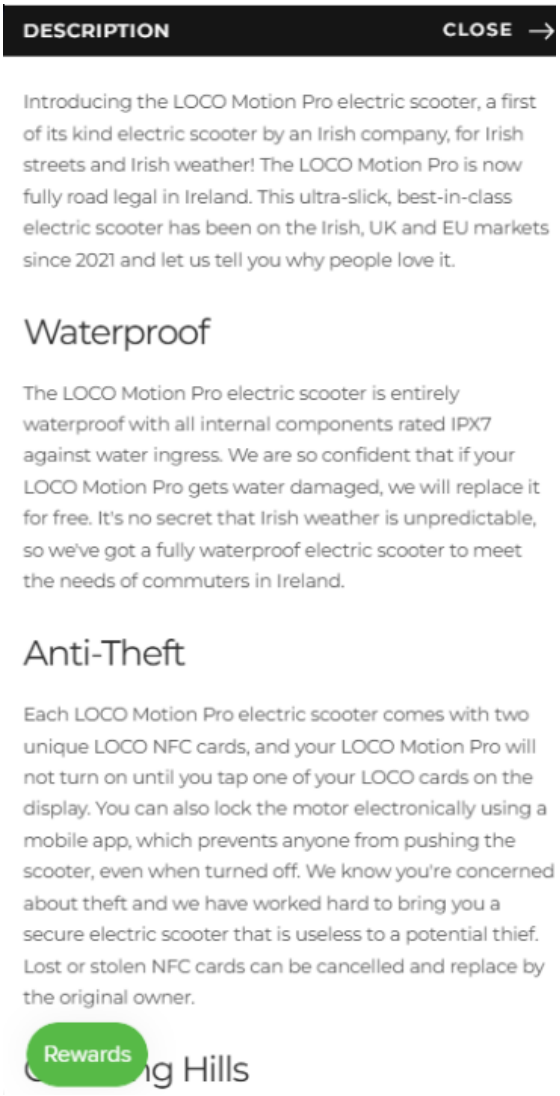
Conversion elements (CRO) analysis (For desktop and mobile versions)

Clicking on the tabs displays a pop-up window, but the page below contains a lot of information. Furthermore, the pages are very long, and it's not entirely clear where to find what information.

Desktop version



Mobile version



Recommendations

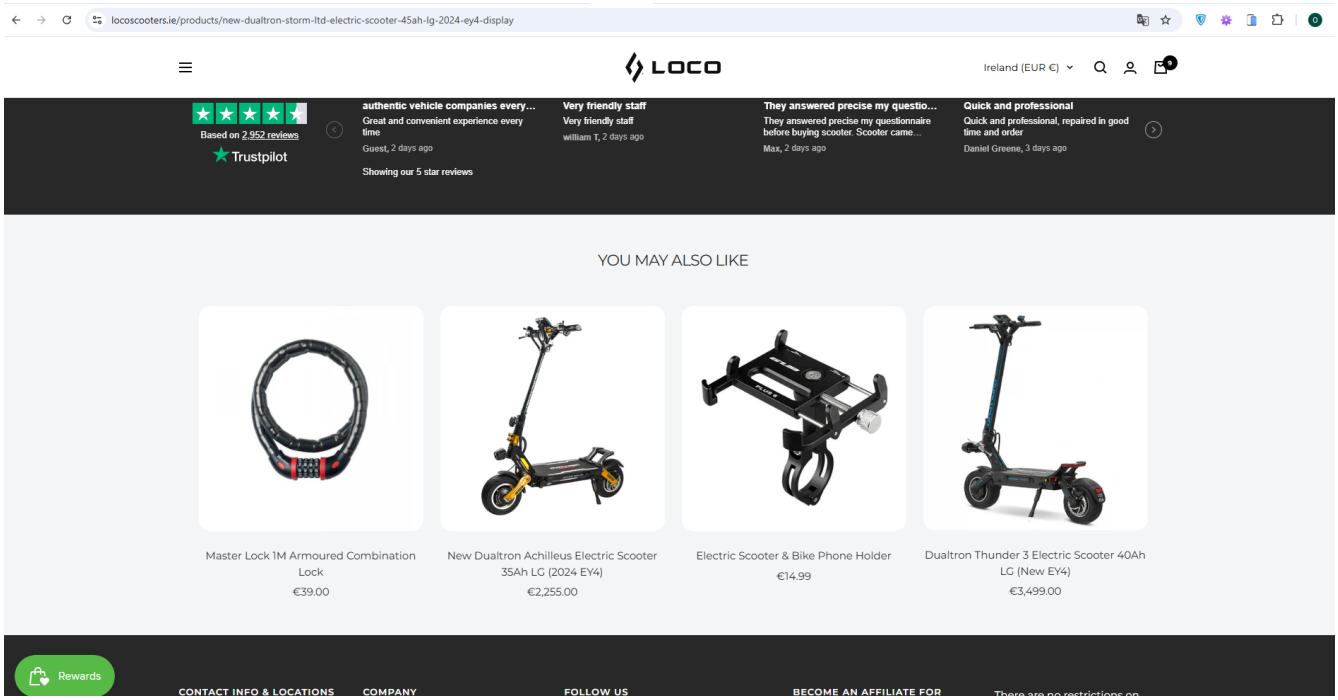
1. **Sort all information on the page into tabs**
2. **When clicked, display information in a tab without pop-ups**
3. **Use the following tabs (from left to right for the desktop version, from top to bottom for the mobile version):**
    - **Characteristics**
    - **Description**
    - **Payment and delivery**
    - **Warranty and returns**
    - **Documentation/Certificates**
    - **Reviews**

Product cards. "Similar Products"

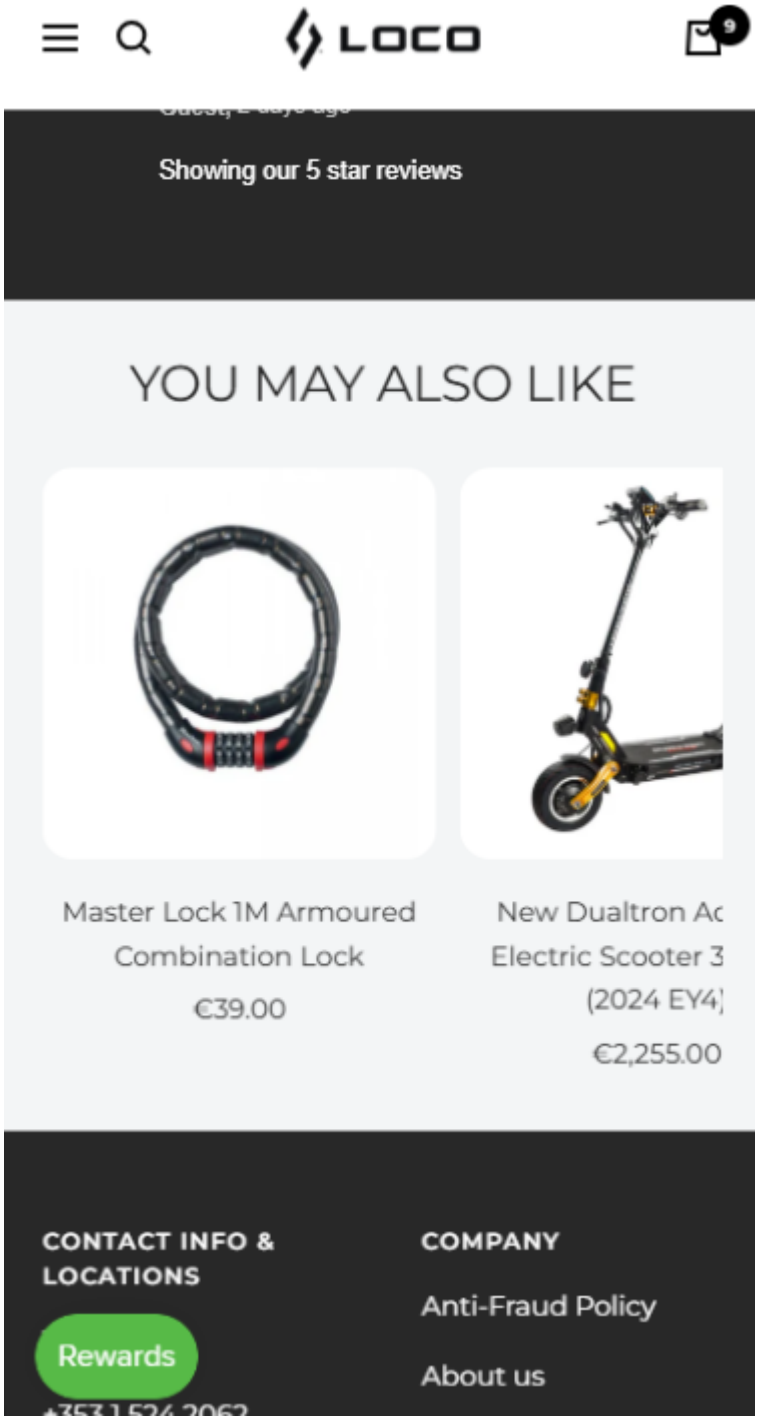
Conversion elements (CRO) analysis (For desktop and mobile versions)

“Similar products” do not match the main product on the page

Desktop version



Mobile version



Recommendations

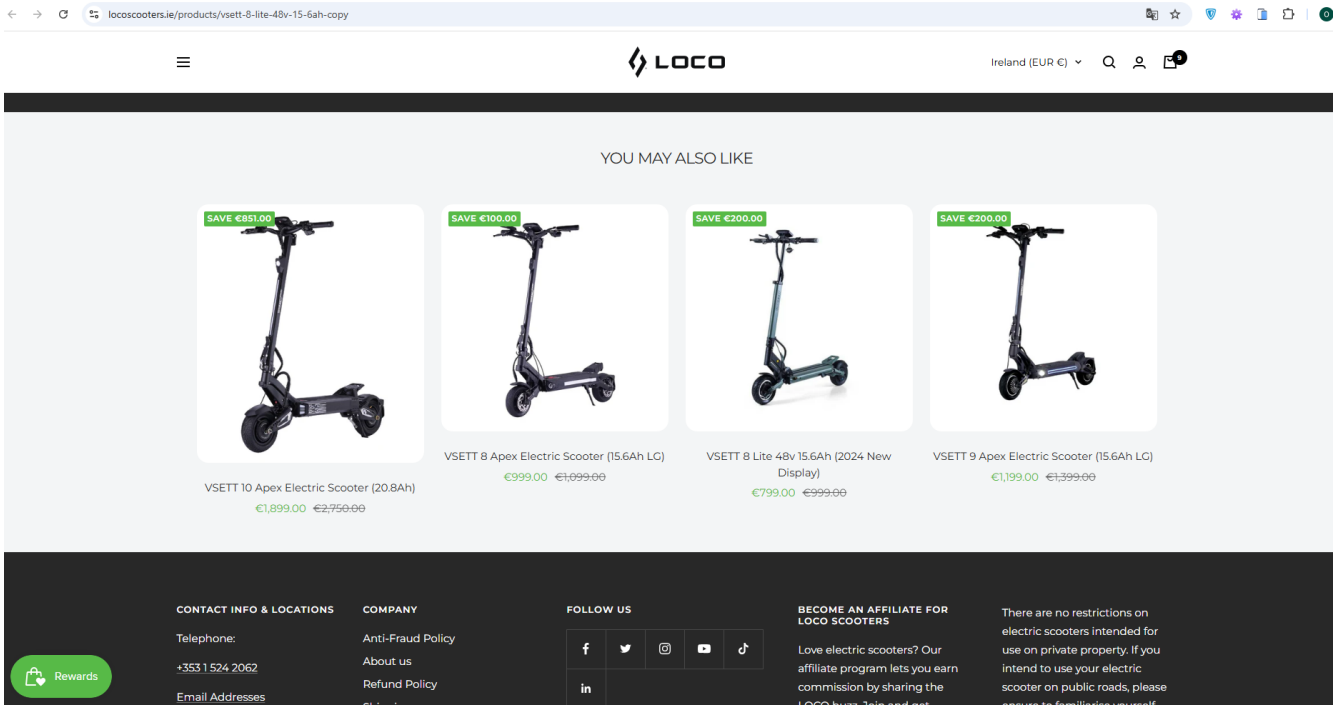
1. **Work out an algorithm for the selection of product according to the main indicators**
2. **Add all conversion elements to product cards by analogy with product cards on category pages**

Product cards. Related/Recommended Products

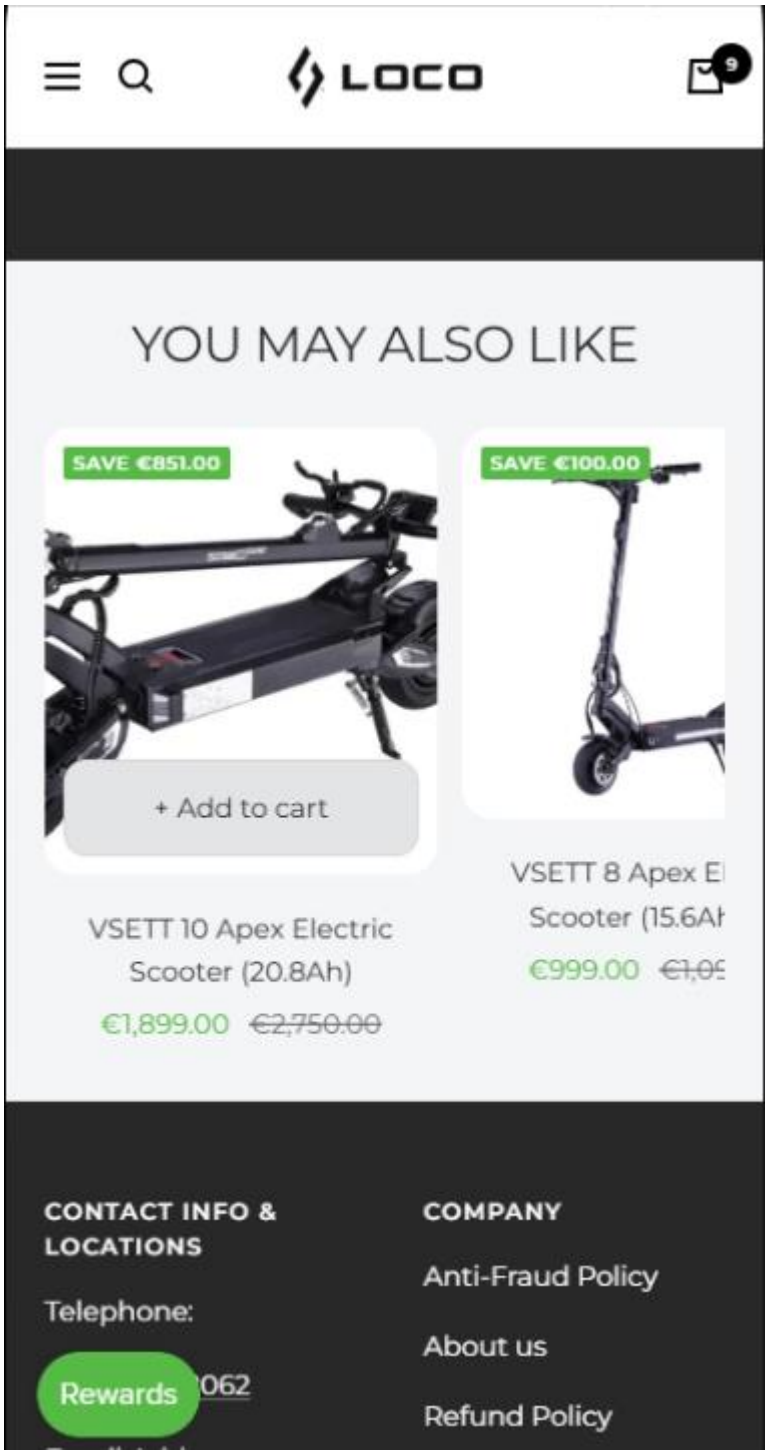
Conversion elements (CRO) analysis (For desktop and mobile versions)

The product page does not have a “Related/Recommended Products” block

Desktop version



Mobile version



Recommendations

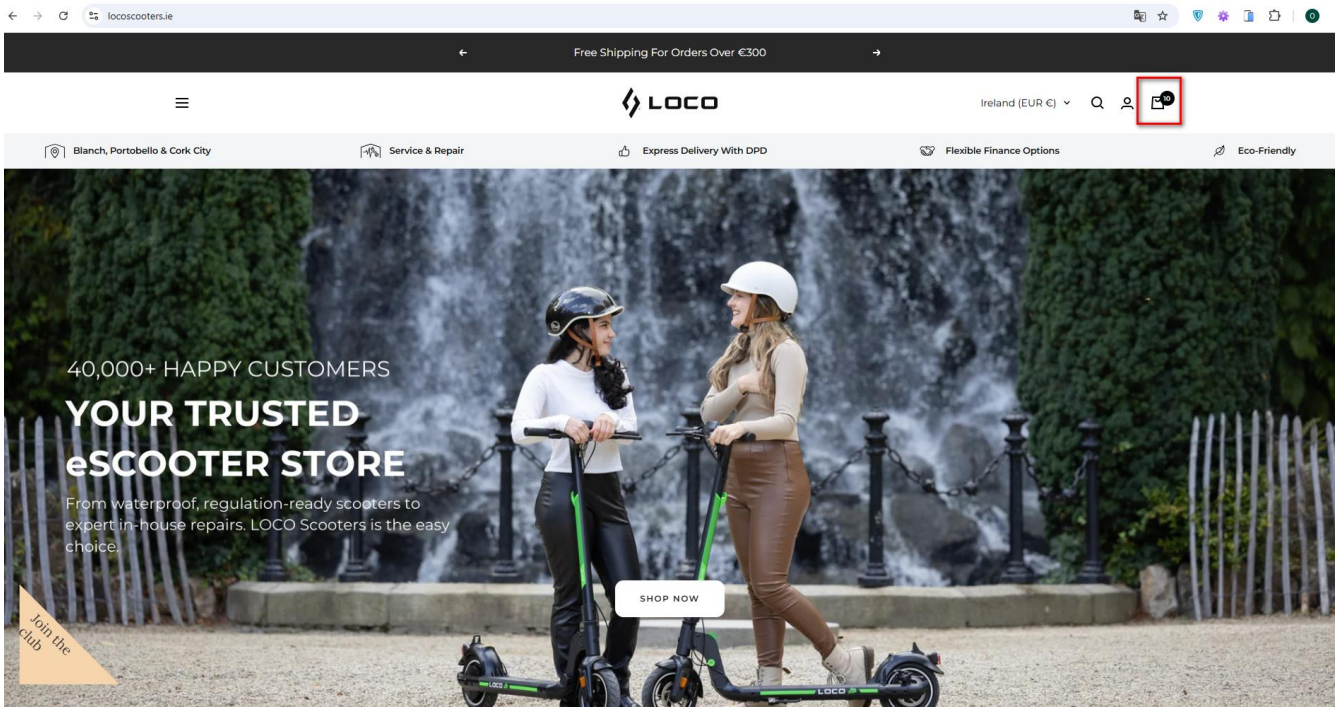
1. **Add a block "Related/Recommended Products"**
2. **Work out an algorithm for the selection of product according to the main indicators**
3. **Place the block under the main blocks of the product card**
4. **Add all conversion elements to product cards by analogy with product cards on category pages**

Shopping Cart Icon

Conversion elements (CRO) analysis (For desktop and mobile versions)

The cart icon does not display the amount of the product in Euro, only the quantity of the product is displaying

Desktop version



Mobile version



Recommendations

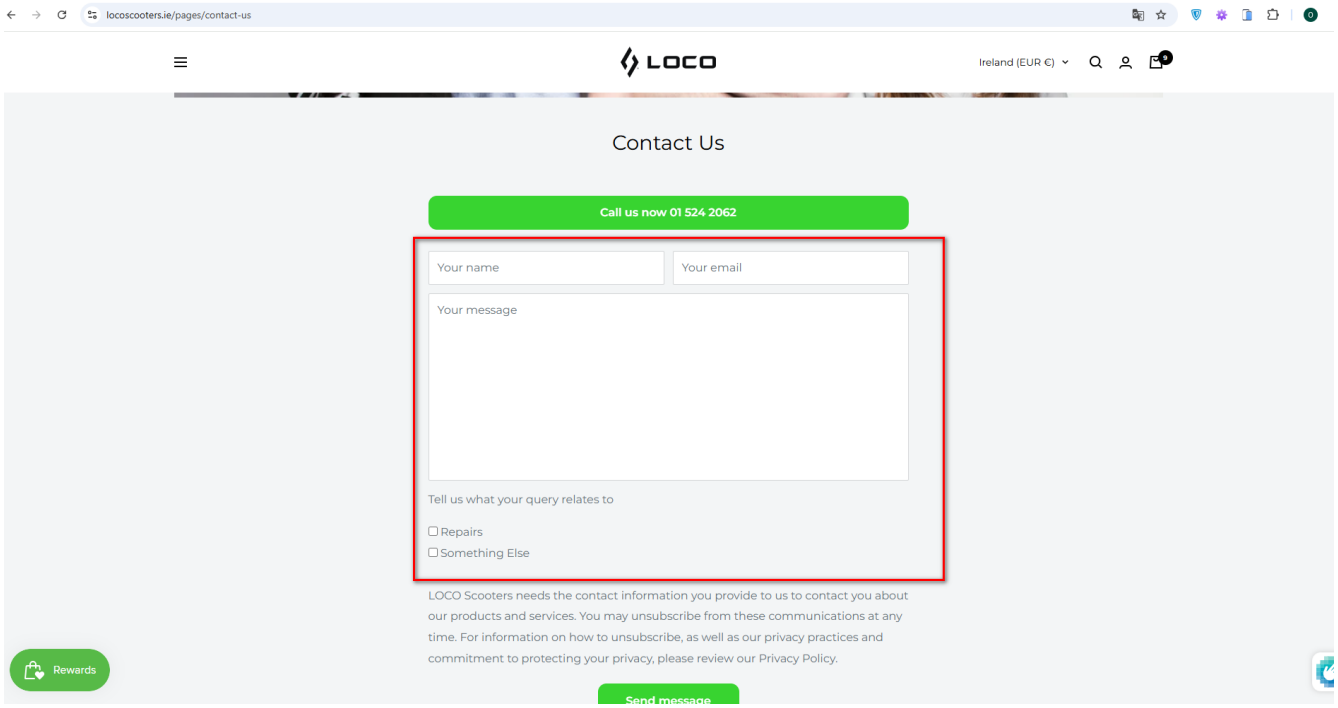
1. **In the shopping cart icon, display the number of products and the total price of products in Euro**

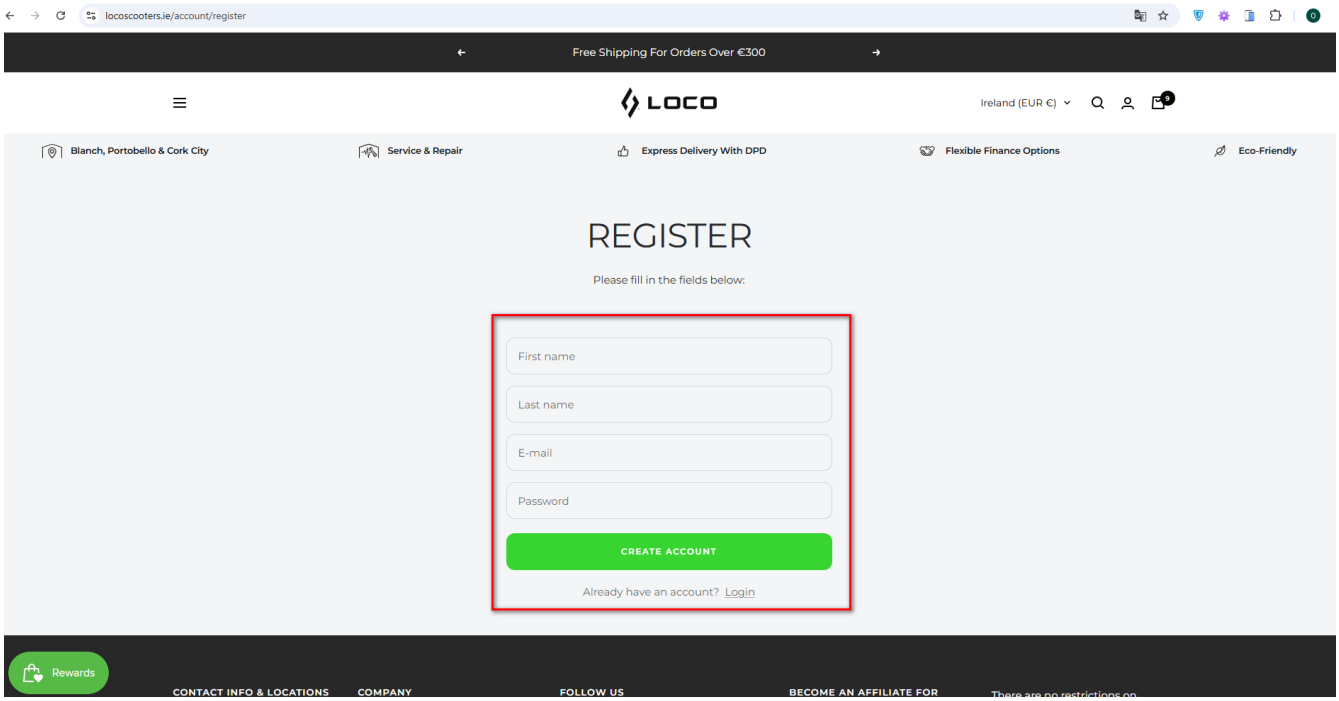
Forms to fill out. Required fields

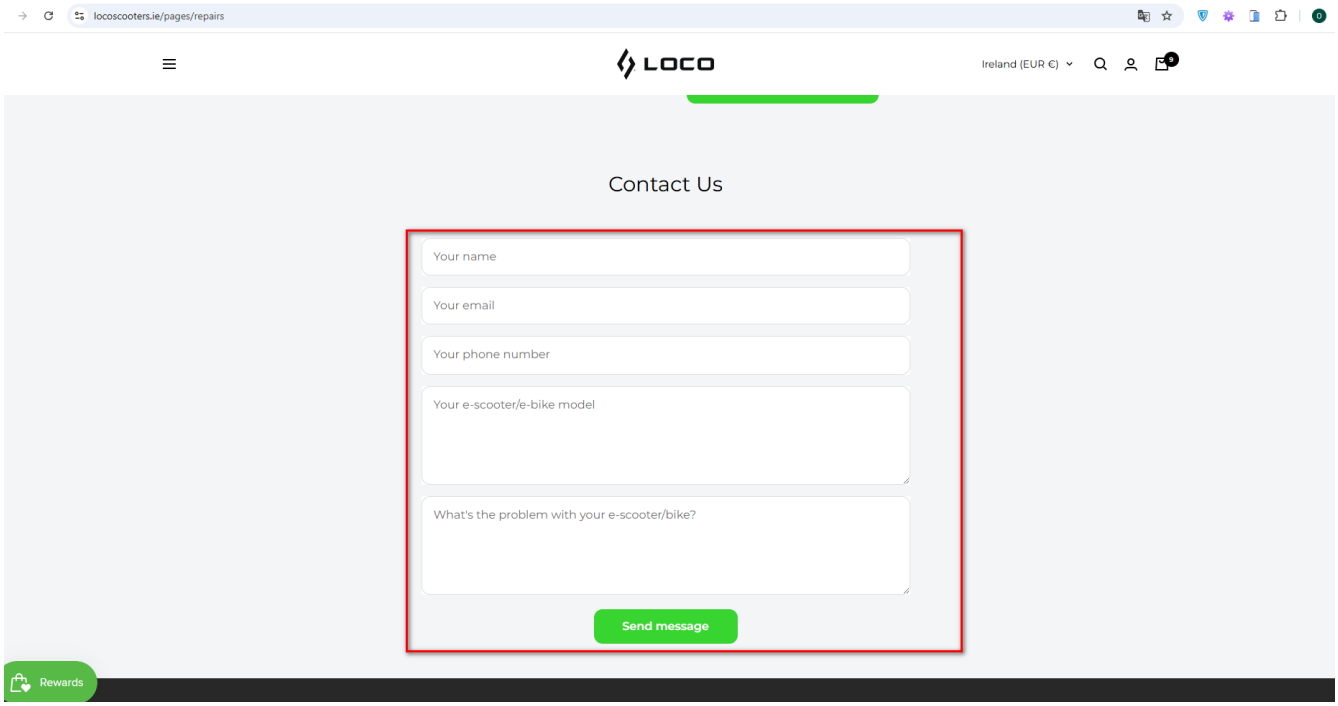
Conversion elements (CRO) analysis (For desktop and mobile versions)

Required fields are not marked in any way

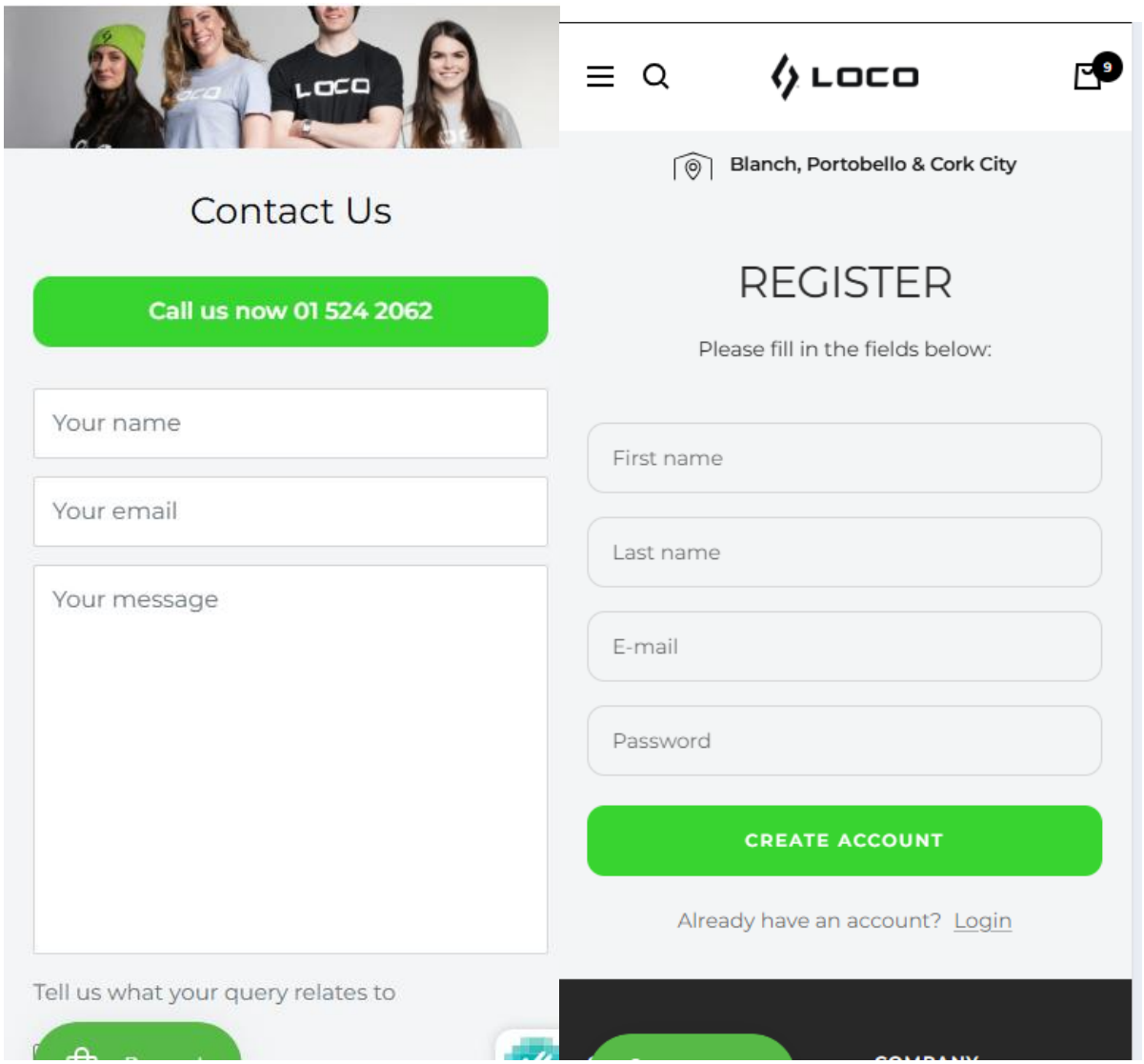
Desktop version

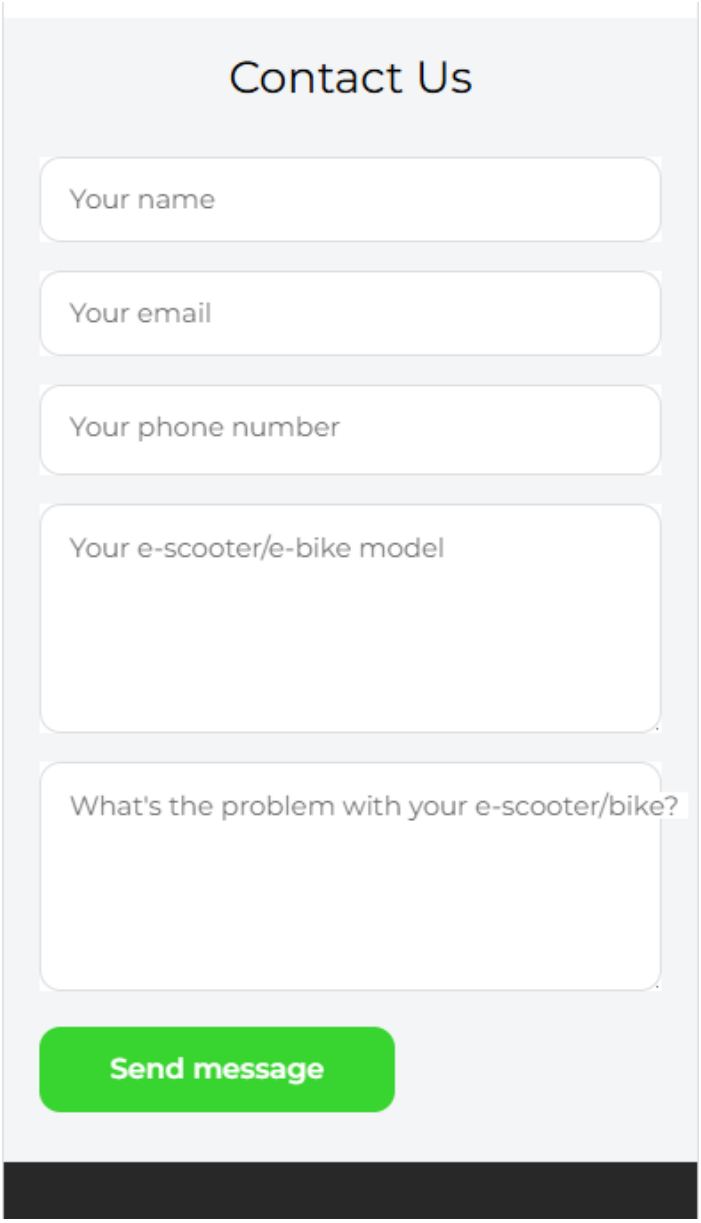





locoscooters.ie/pages/repairs
LOCO
Ireland (EUR €)
Contact Us
Your name
Your email
Your phone number
Your e-scooter/e-bike model
What's the problem with your e-scooter/bike?
Send message
Rewards

Mobile version





Recommendations

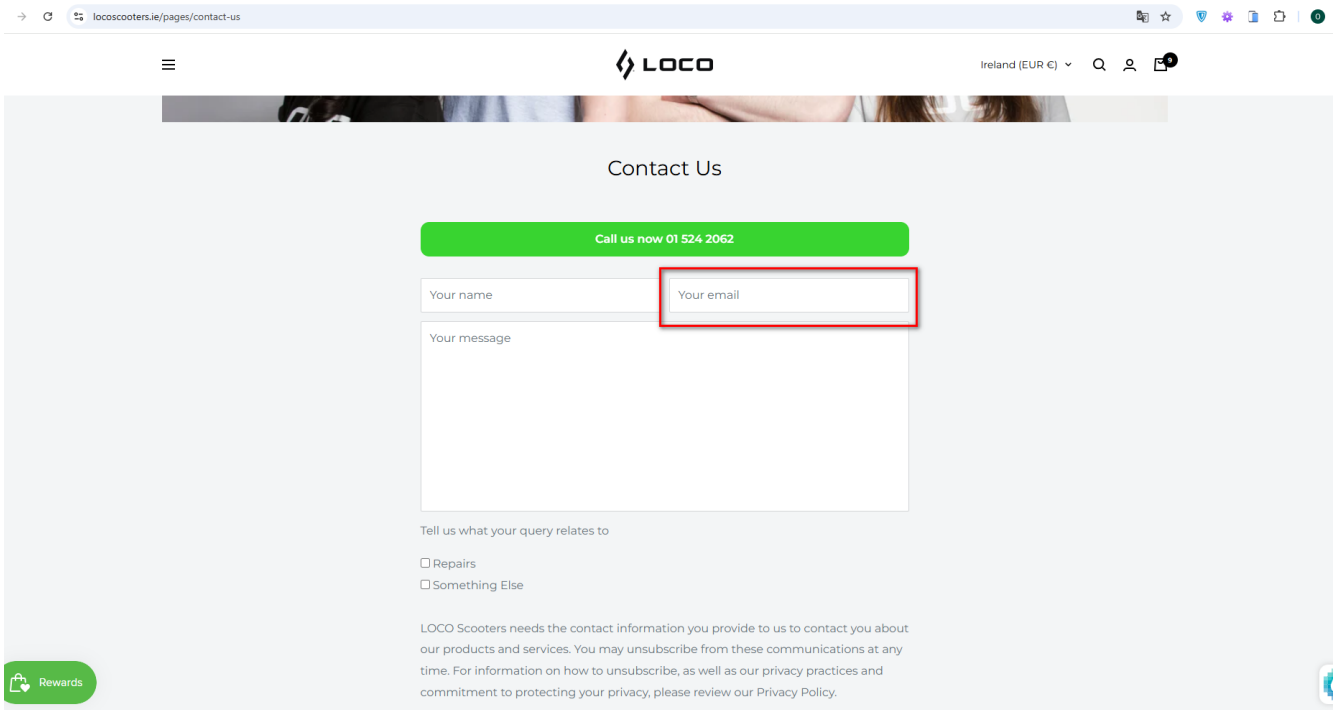
1. **Mark required fields with "*"**
2. **Above the form or below the form, add: "*" - required fields**

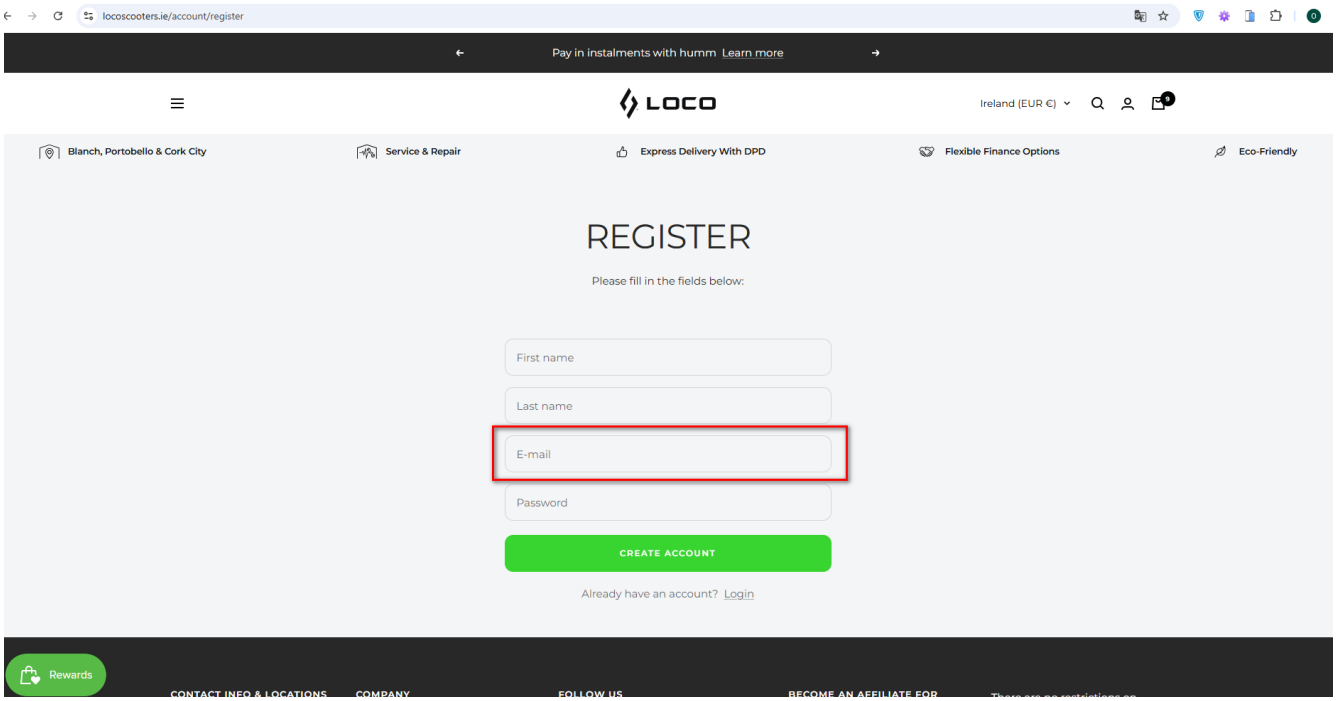
Forms to fill out. Information about the data that must be entered in the form field

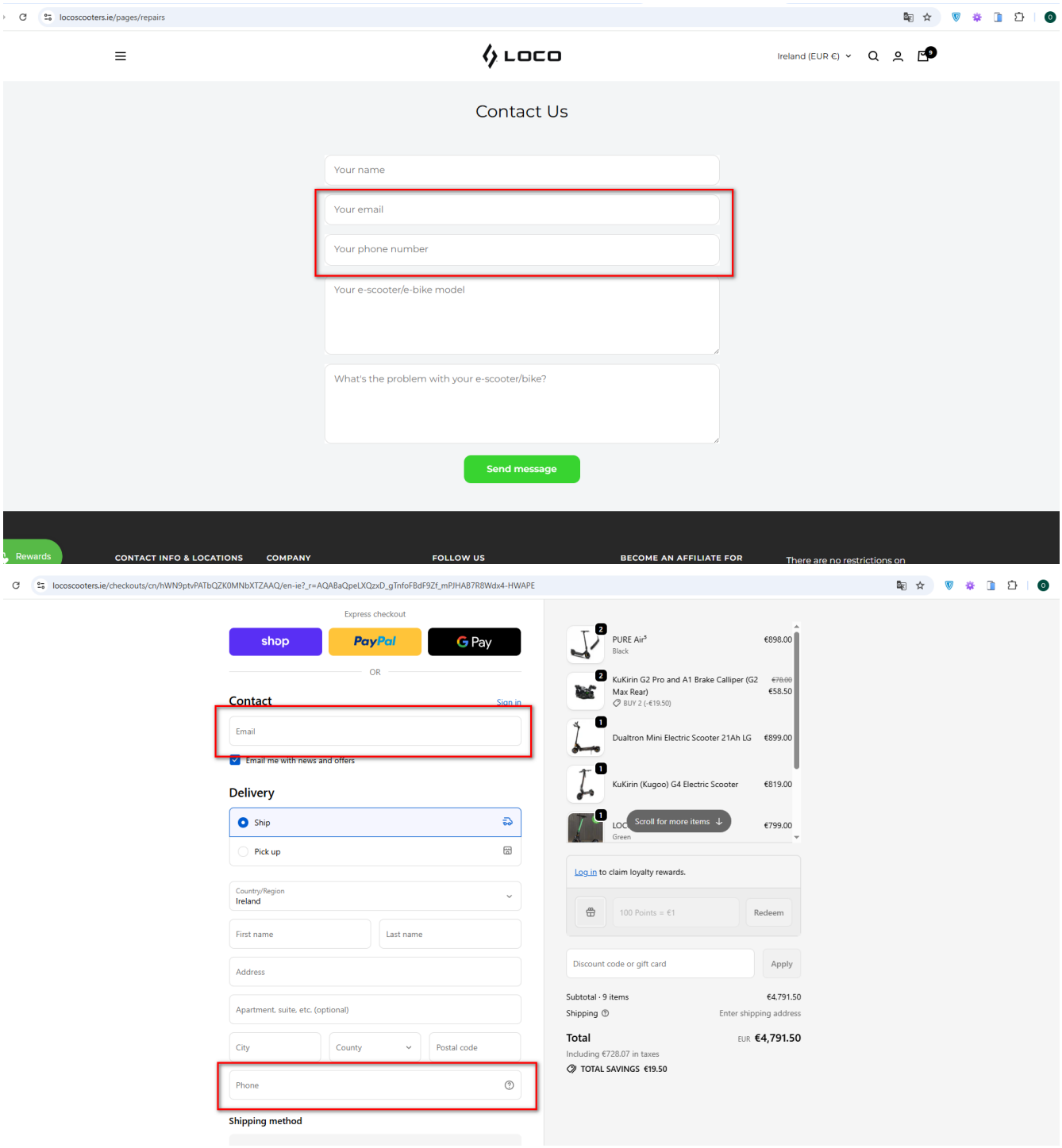
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no information on valid values when filling out the form

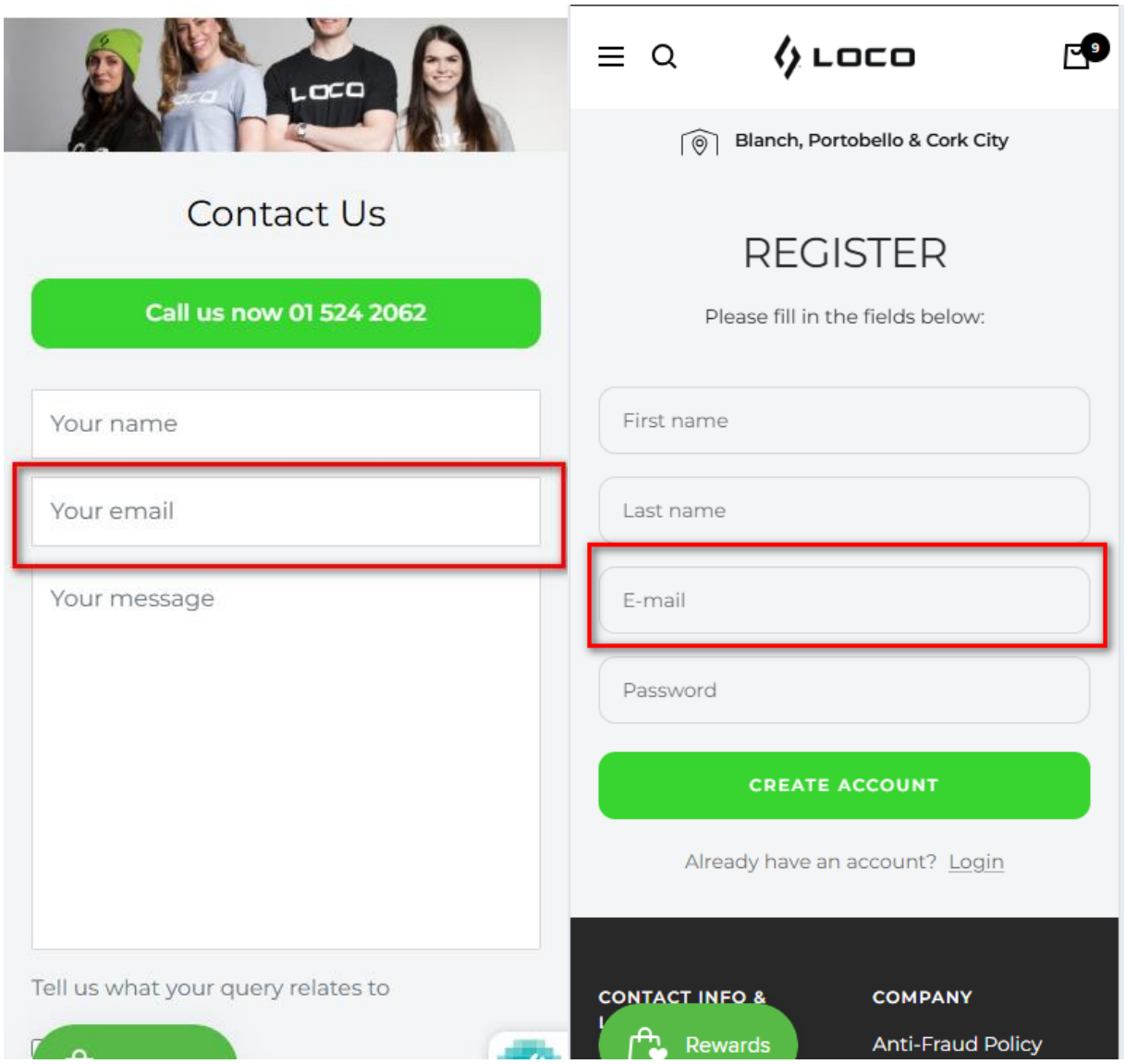
Desktop version

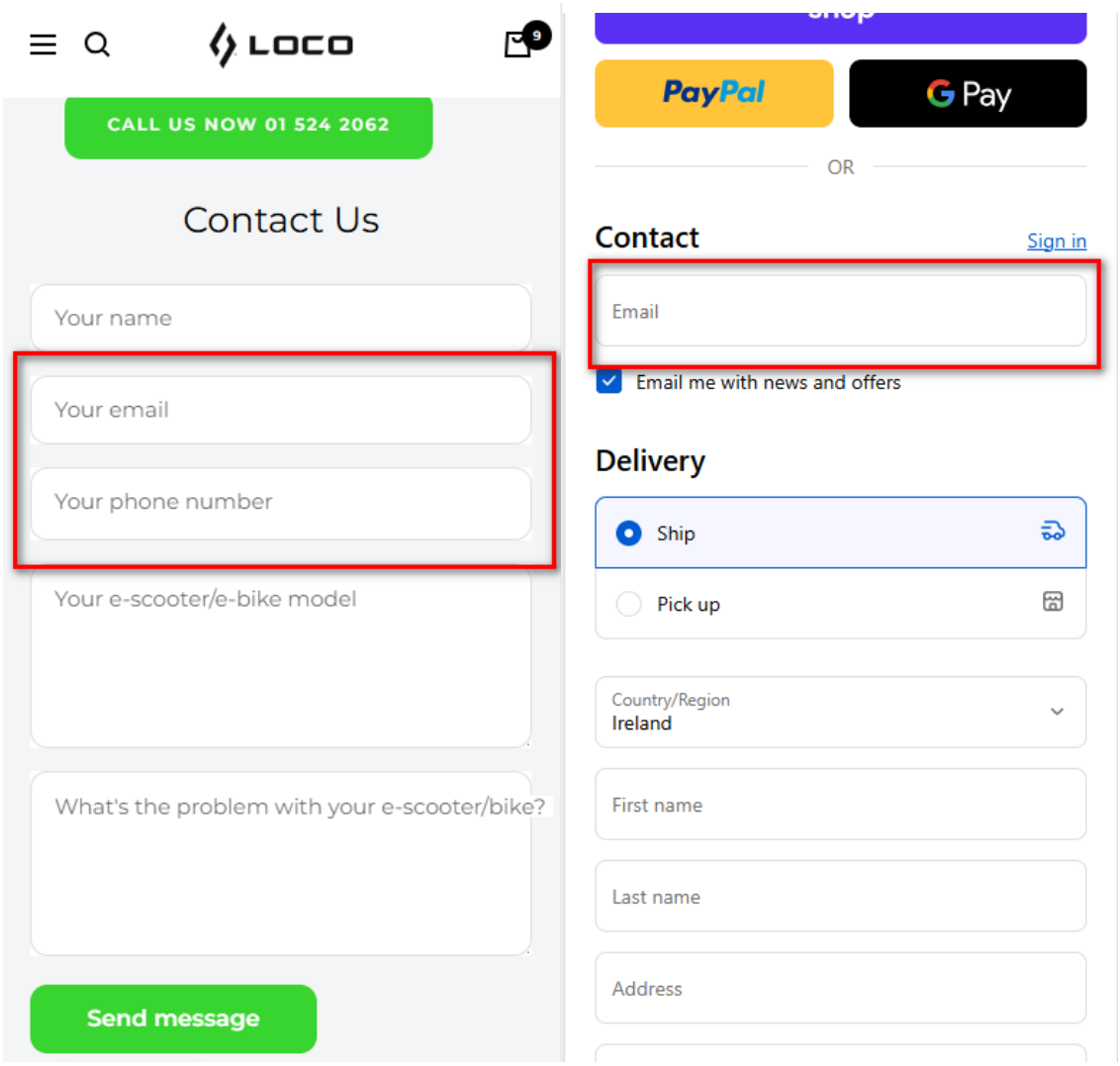





locoscooters.ie/pages/repairs
LOCO
Ireland (EUR €)
Contact Us
Your name
Your email
Your phone number
Your e-scooter/e-bike model
What's the problem with your e-scooter/bike?
Send message
Rewards
CONTACT INFO & LOCATIONS
COMPANY
FOLLOW US
BECOME AN AFFILIATE FOR
There are no restrictions on
locoscooters.ie/checkouts/cn/hWN9ptvPATbQZK0MNbXTZAAQ/en-ie?_r=AQABaQpeLXQzxD_gTnfoF8dF9Zf_mPJHAB7R8Wdx4-HWAPE
Express checkout
shop
PayPal
G Pay
OR
Contact
Sign in
Email
Email me with news and offers
Delivery
Ship
Pick up
Country/Region
Ireland
First name
Last name
Address
Apartment, suite, etc. (optional)
City
County
Postal code
Phone
Shipping method
PURE Air³
Black
€898.00
KuKirin G2 Pro and A1 Brake Calliper (G2 Max Rear)
BUY 2 (-€19.50)
€78.00
€58.50
Dualtron Mini Electric Scooter 21Ah LG
€899.00
KuKirin (Kugoo) G4 Electric Scooter
€819.00
Scroll for more items
€799.00
Green
Log in to claim loyalty rewards.
100 Points = €1
Redeem
Discount code or gift card
Apply
Subtotal · 9 items
€4,791.50
Shipping
Enter shipping address
Total
EUR €4,791.50
Including €728.07 in taxes
TOTAL SAVINGS €19.50

Mobile version

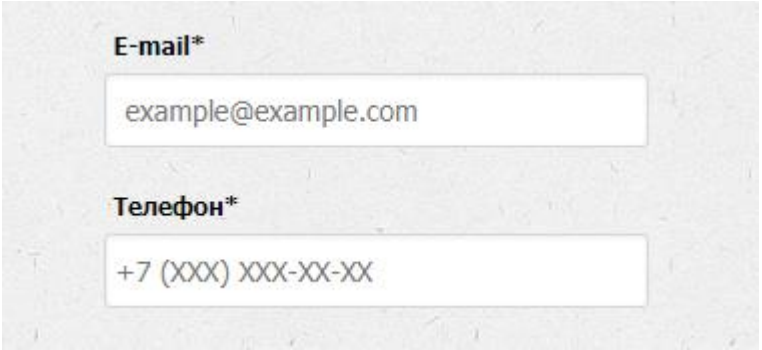




Recommendations

1. **Add an example of correct data entry in the required fields**

For example:

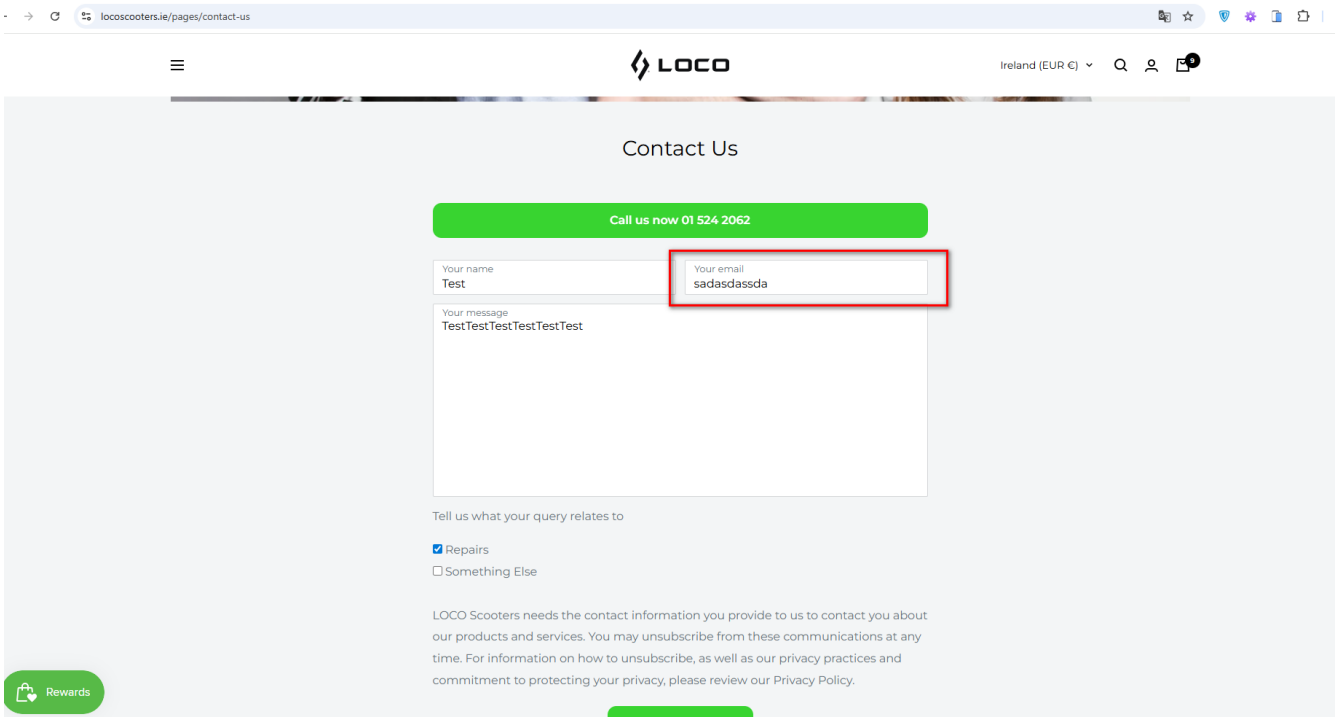


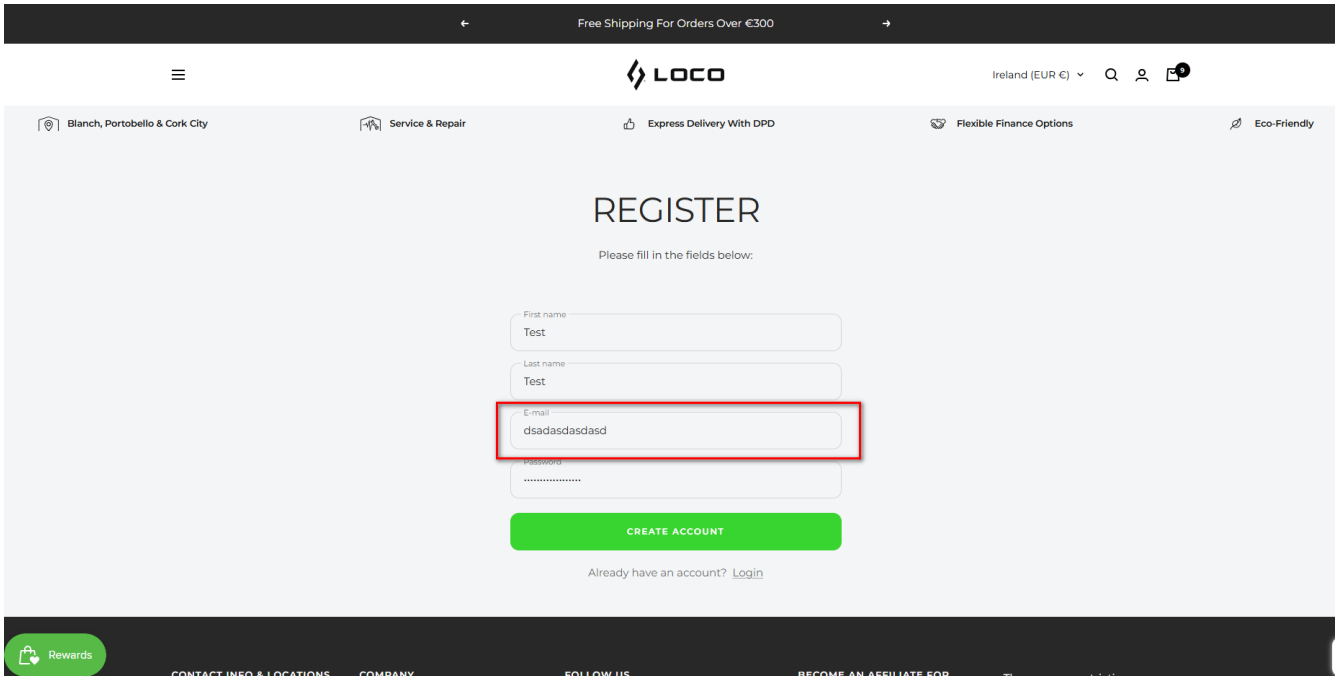
Forms to fill out. Validating form data before submitting it to the server

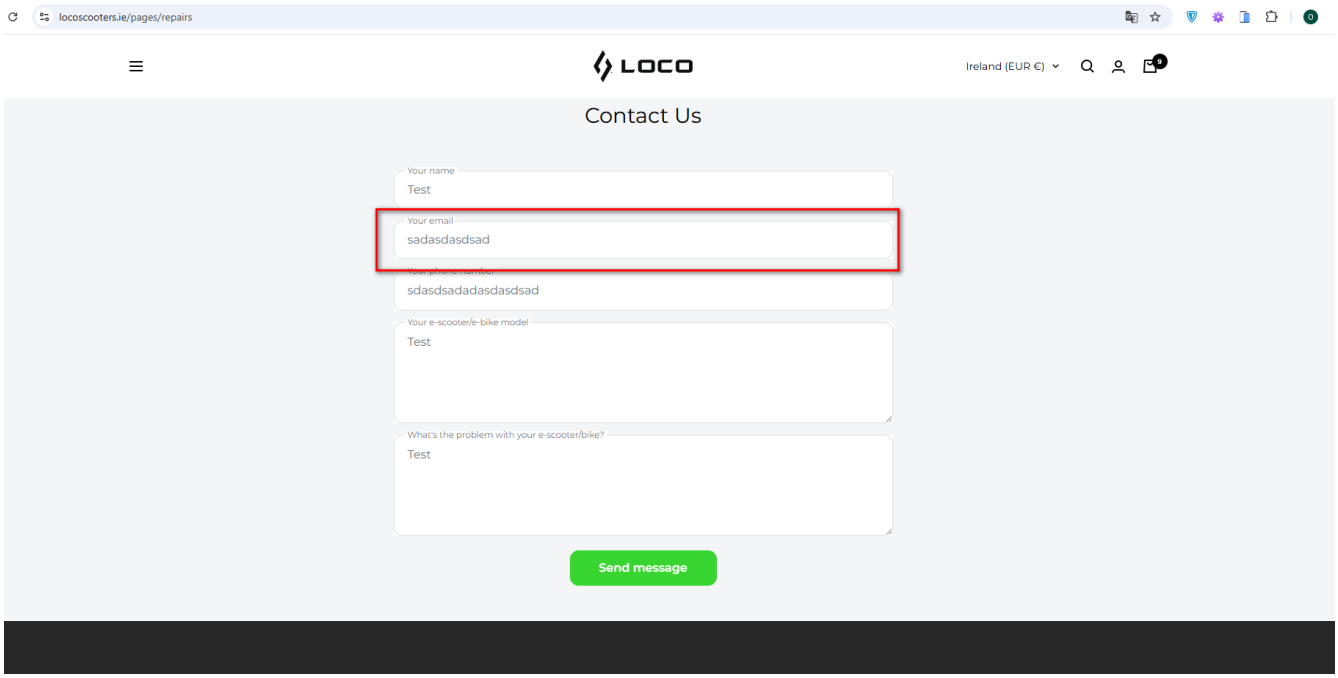
Conversion elements (CRO) analysis (For desktop and mobile versions)

When filling out the form, the field values are checked after sending the data to the server

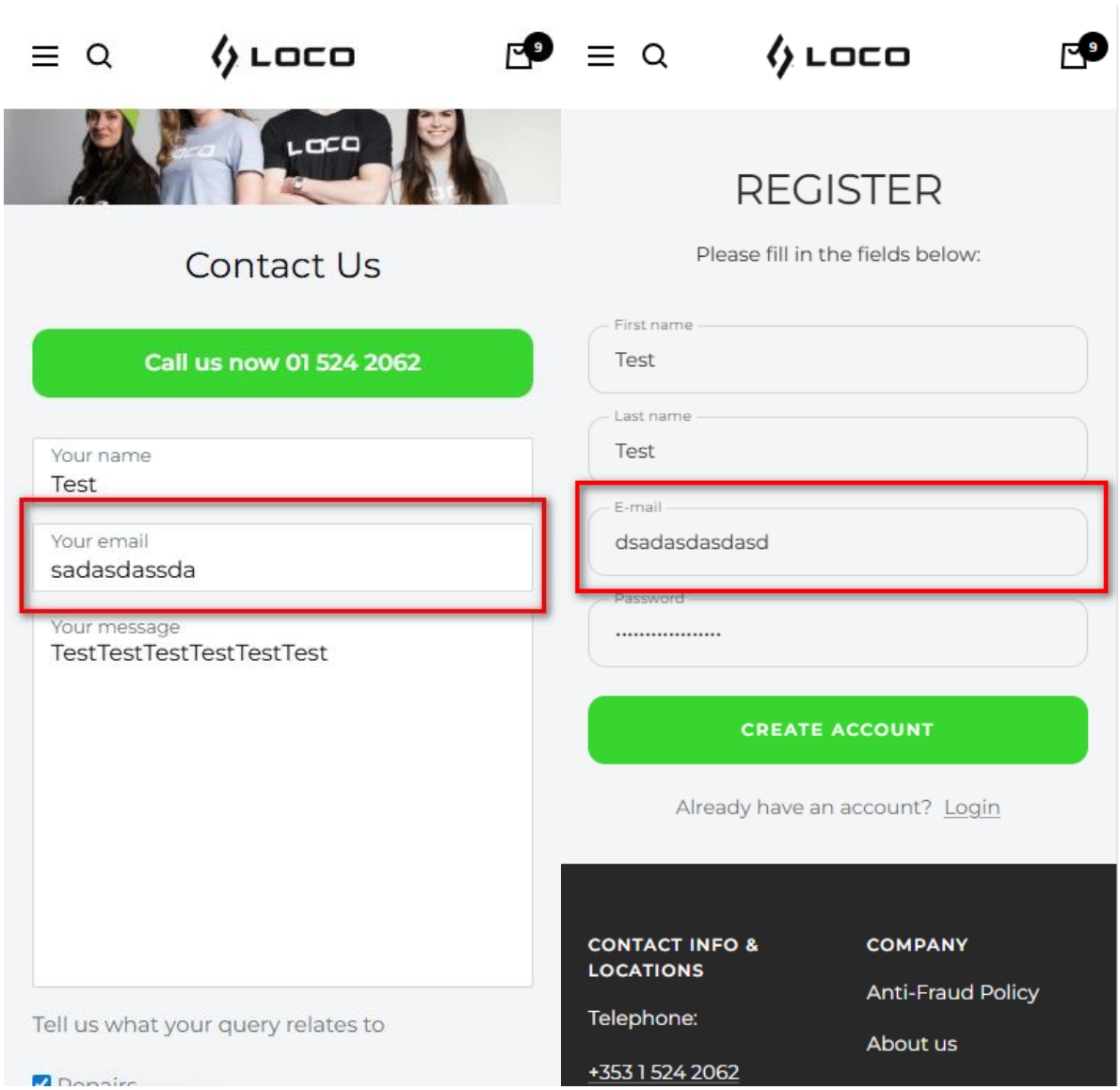
Desktop version

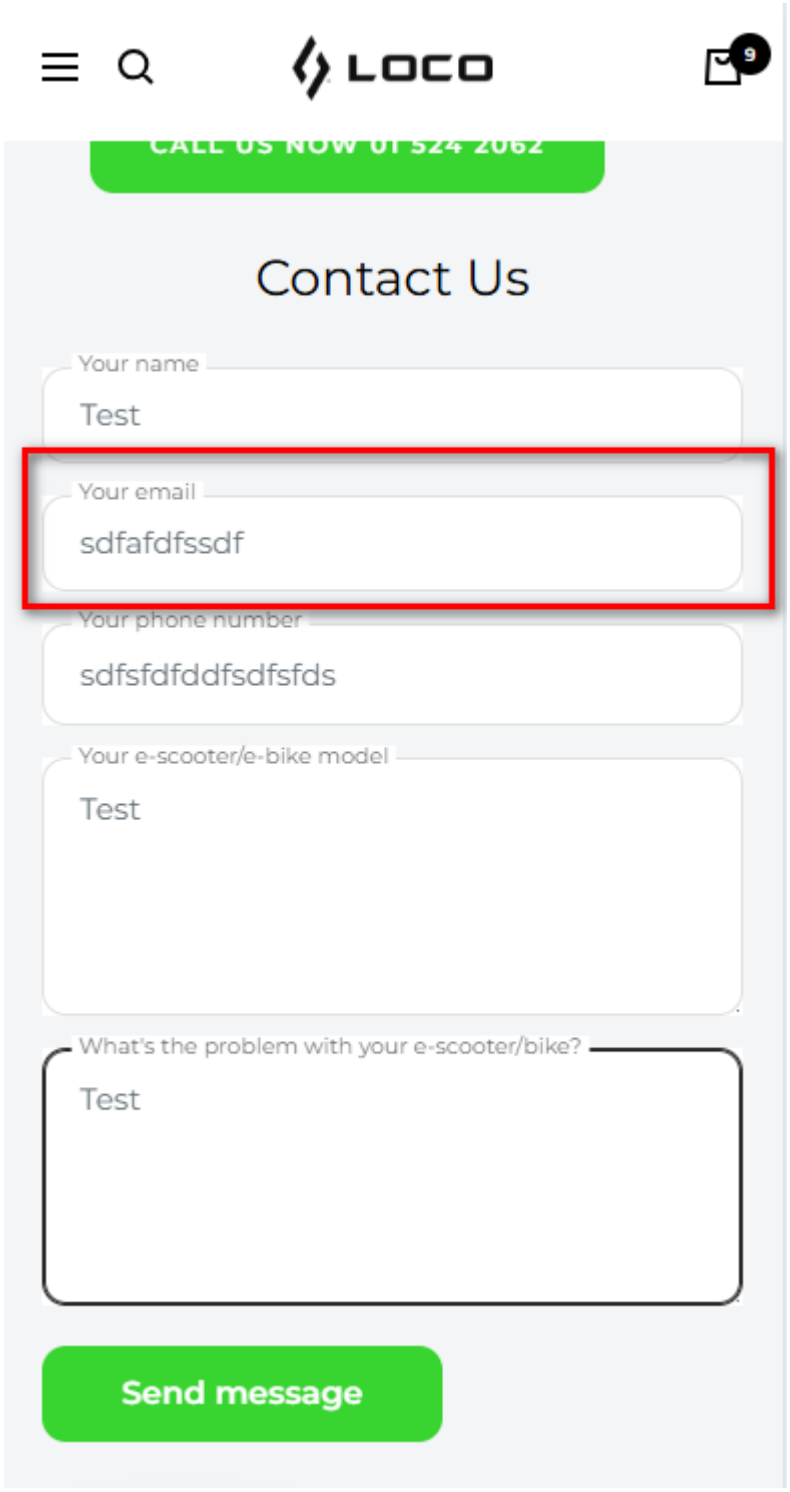





locoscooters.ie/pages/repairs
LOCO
Ireland (EUR €)
Contact Us
Your name
Test
Your email
sadasdasdsad
sdasdsadadasdasdsad
Your e-scooter/e-bike model
Test
What's the problem with your e-scooter/bike?
Test
Send message

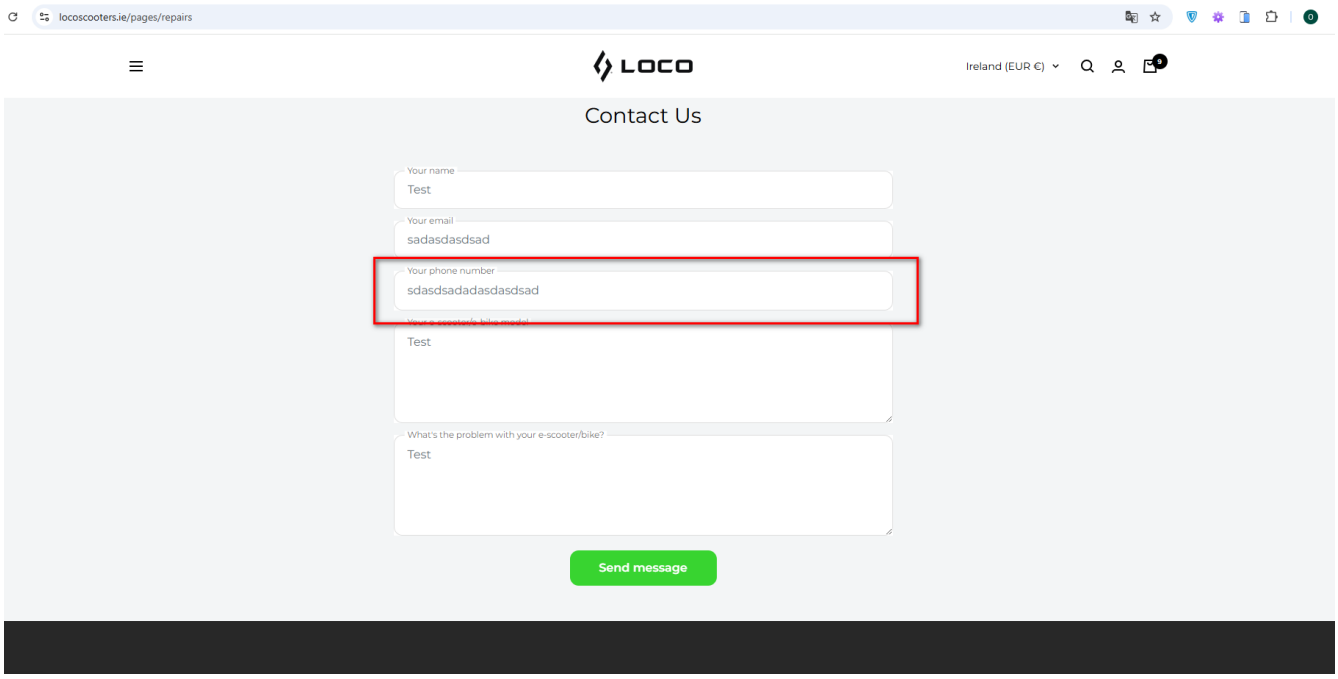
Mobile version



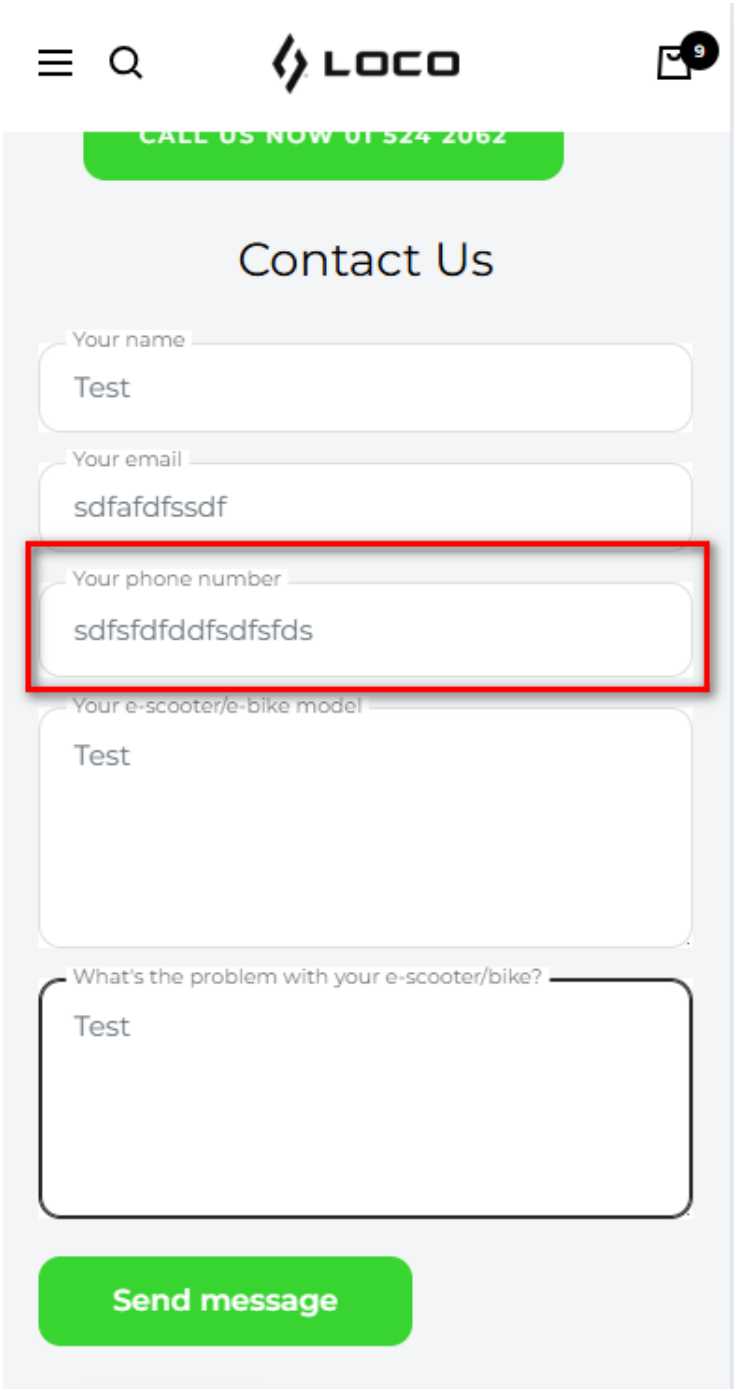

LOCO
9
CALL US NOW 01 524 2062
Contact Us
Your name
Test
Your email
sdfafdfssdf
Your phone number
sdfsfdfddfsdfsfds
Your e-scooter/e-bike model
Test
What's the problem with your e-scooter/bike?
Test
Send message

Form data will not be validated

Desktop version



Mobile version



Recommendations

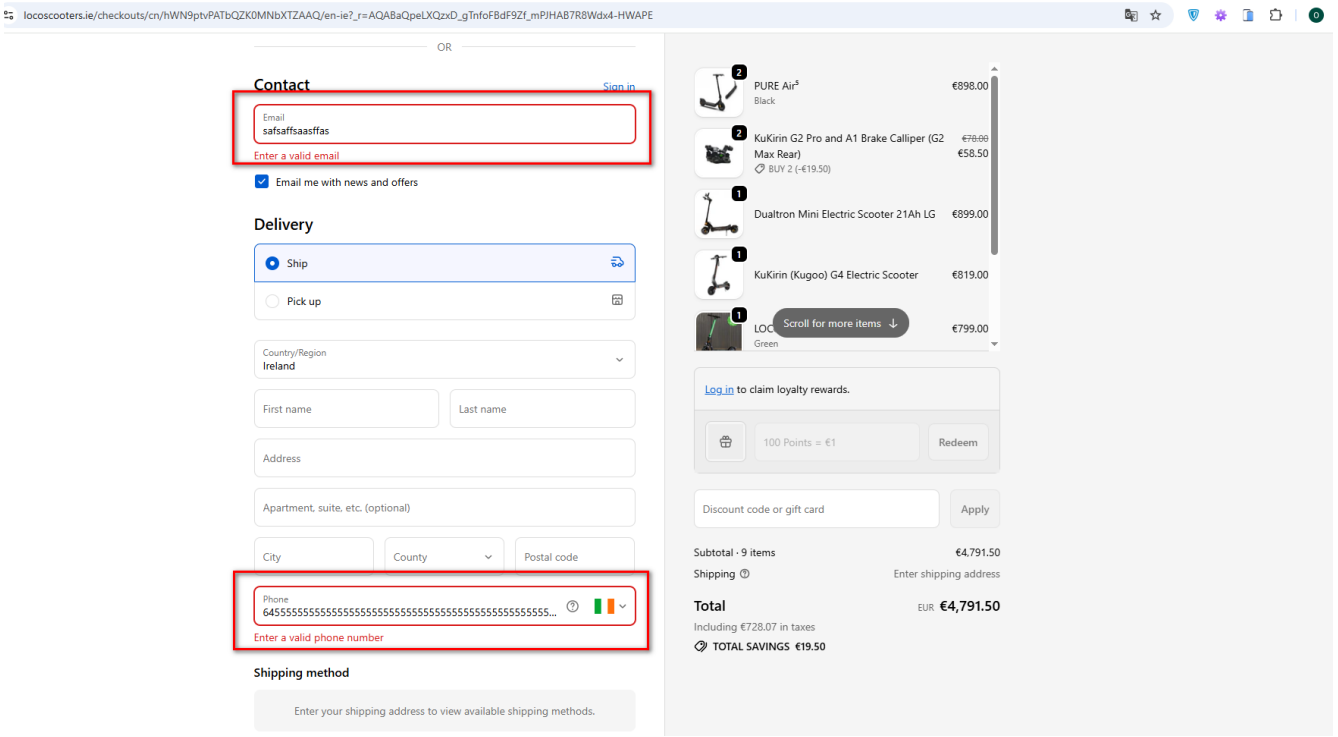
1. **Check all required fields while filling out the form**

Forms to fill out. Prompts for incorrect form filling

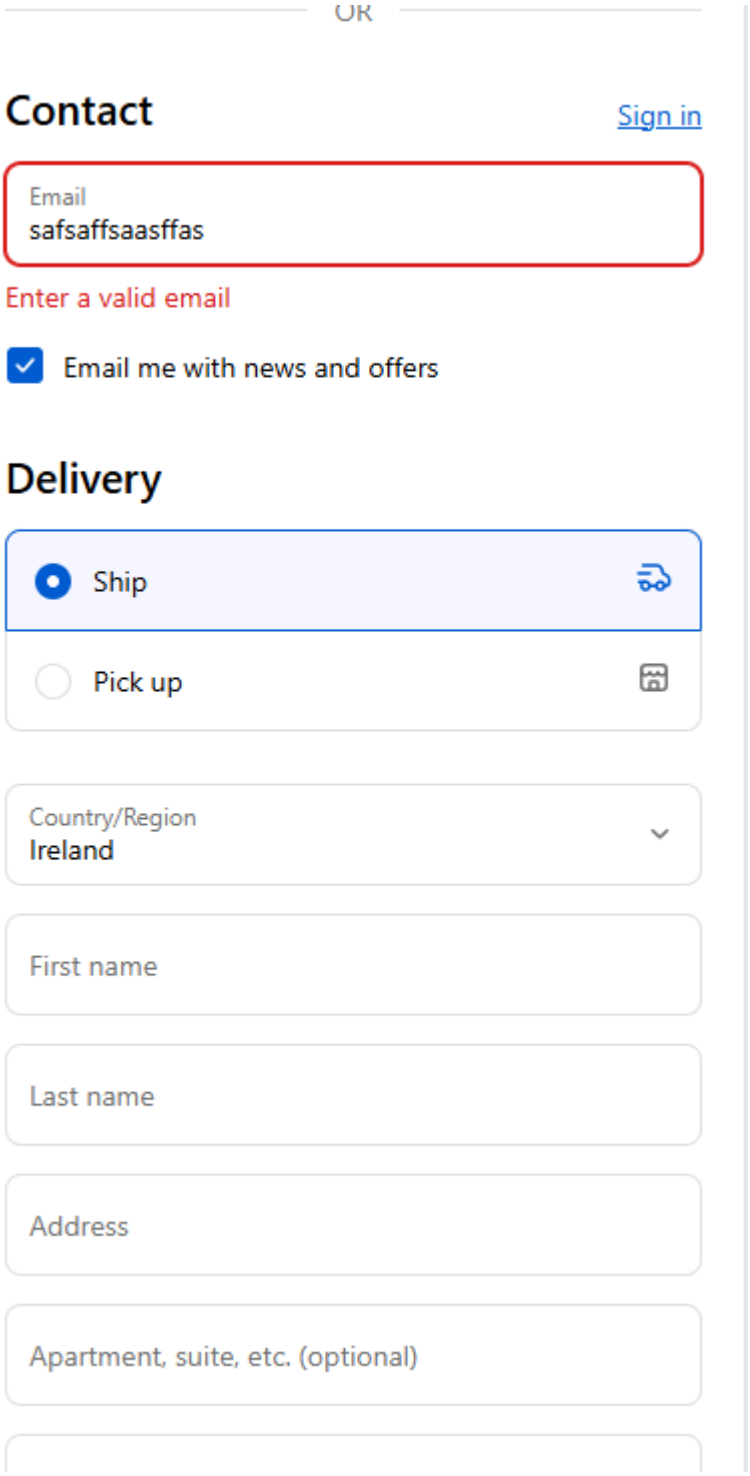
Conversion elements (CRO) analysis (For desktop and mobile versions)

Errors when filling out the form, not informative enough

Desktop version



Mobile version



Recommendations

1. **Indicate errors when filling out forms**

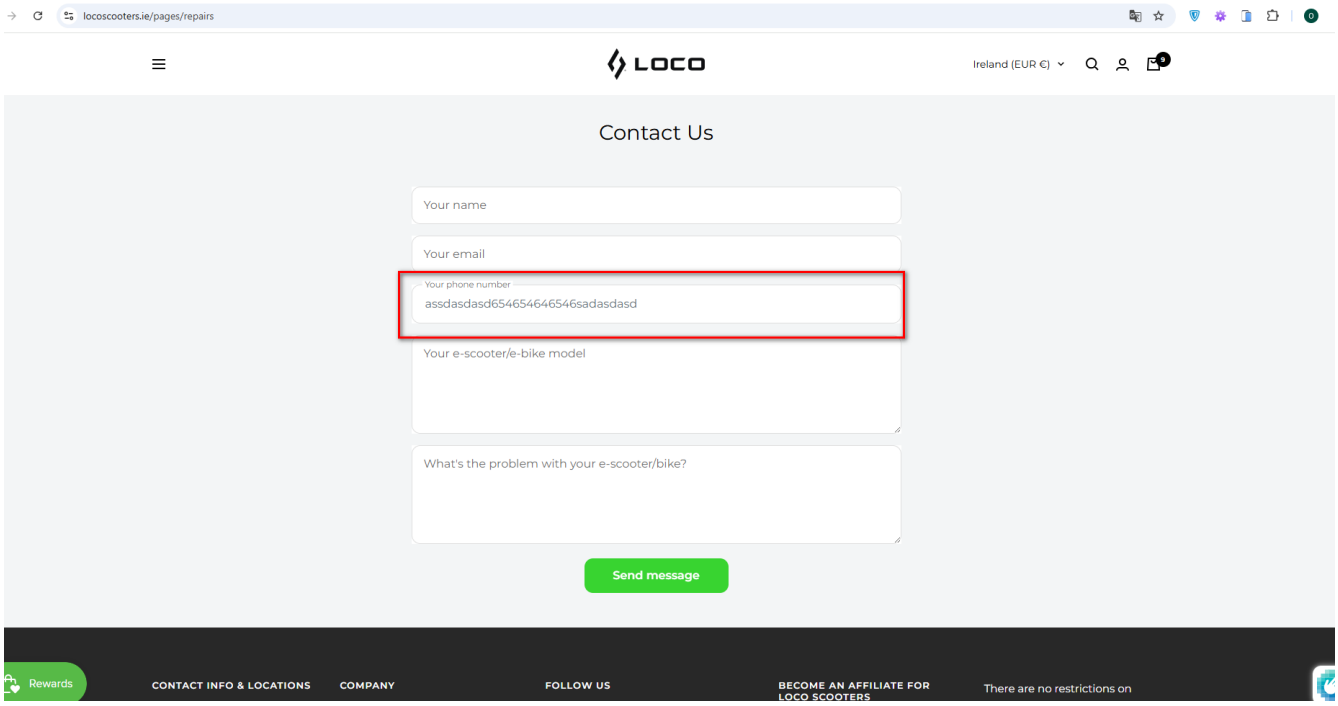
For example: "e-mail must contain the @ symbol"

Forms to fill out. Field for entering a phone number

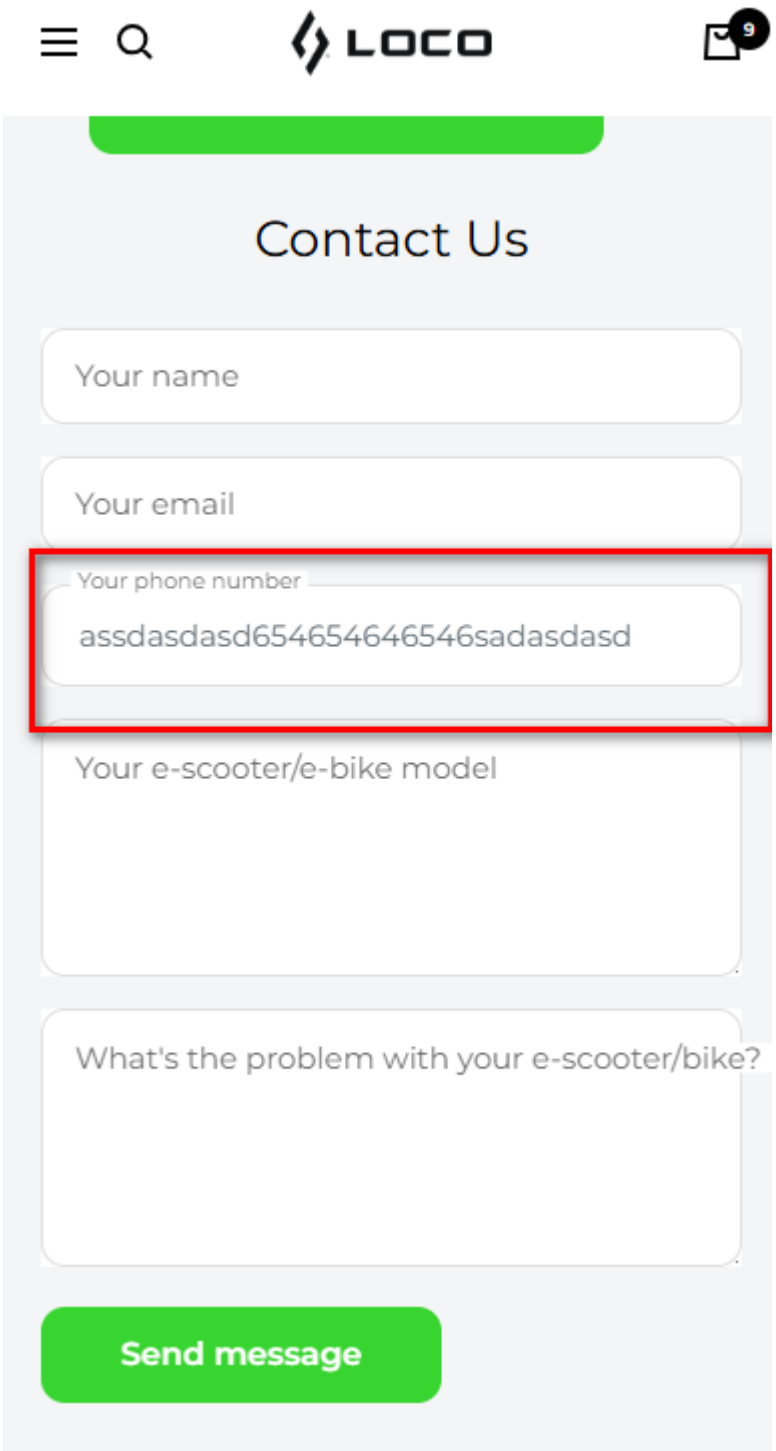
Conversion elements (CRO) analysis (For desktop and mobile versions)

You can enter any value in the phone number input field.

Desktop version



Mobile version



Recommendations

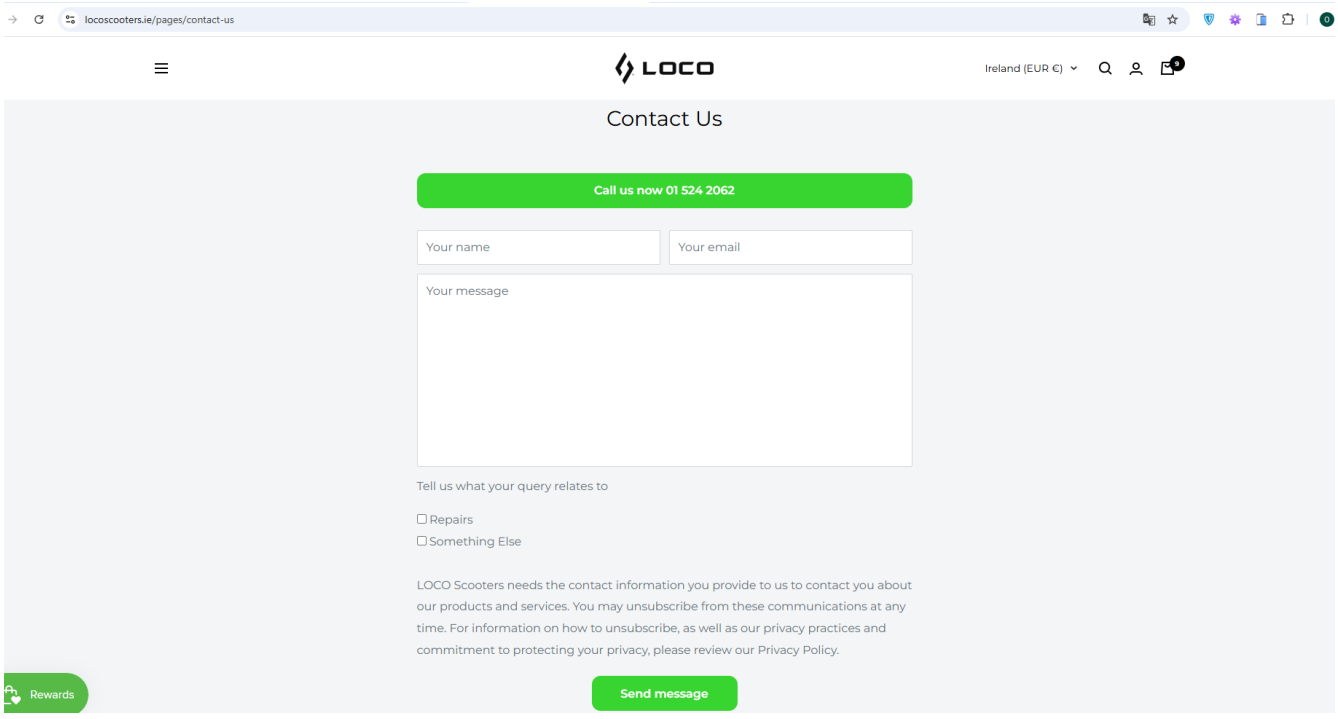
1. **In the field for entering a phone number, add a restriction to enter only numbers in a certain format**
2. **Use the functionality for selecting a region/country with an indication of the format for entering a phone number**

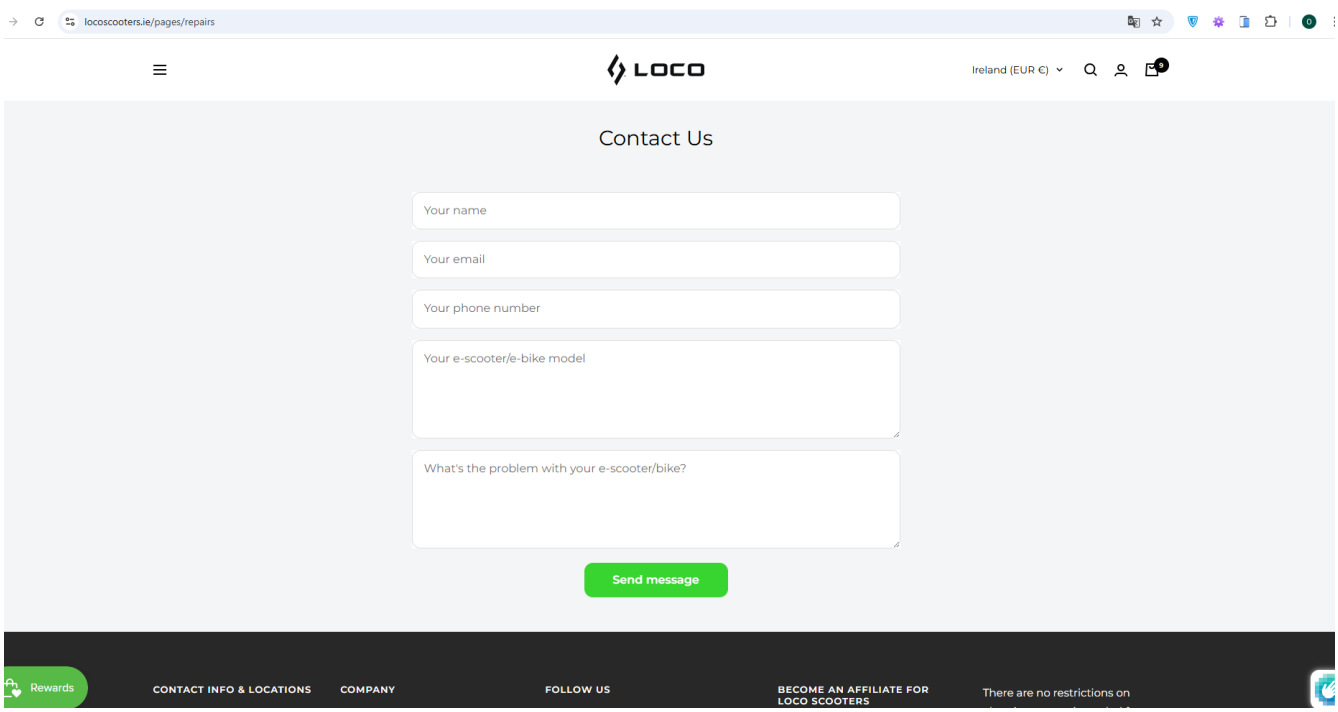
Forms to fill out. Adding attachments

Conversion elements (CRO) analysis (For desktop and mobile versions)

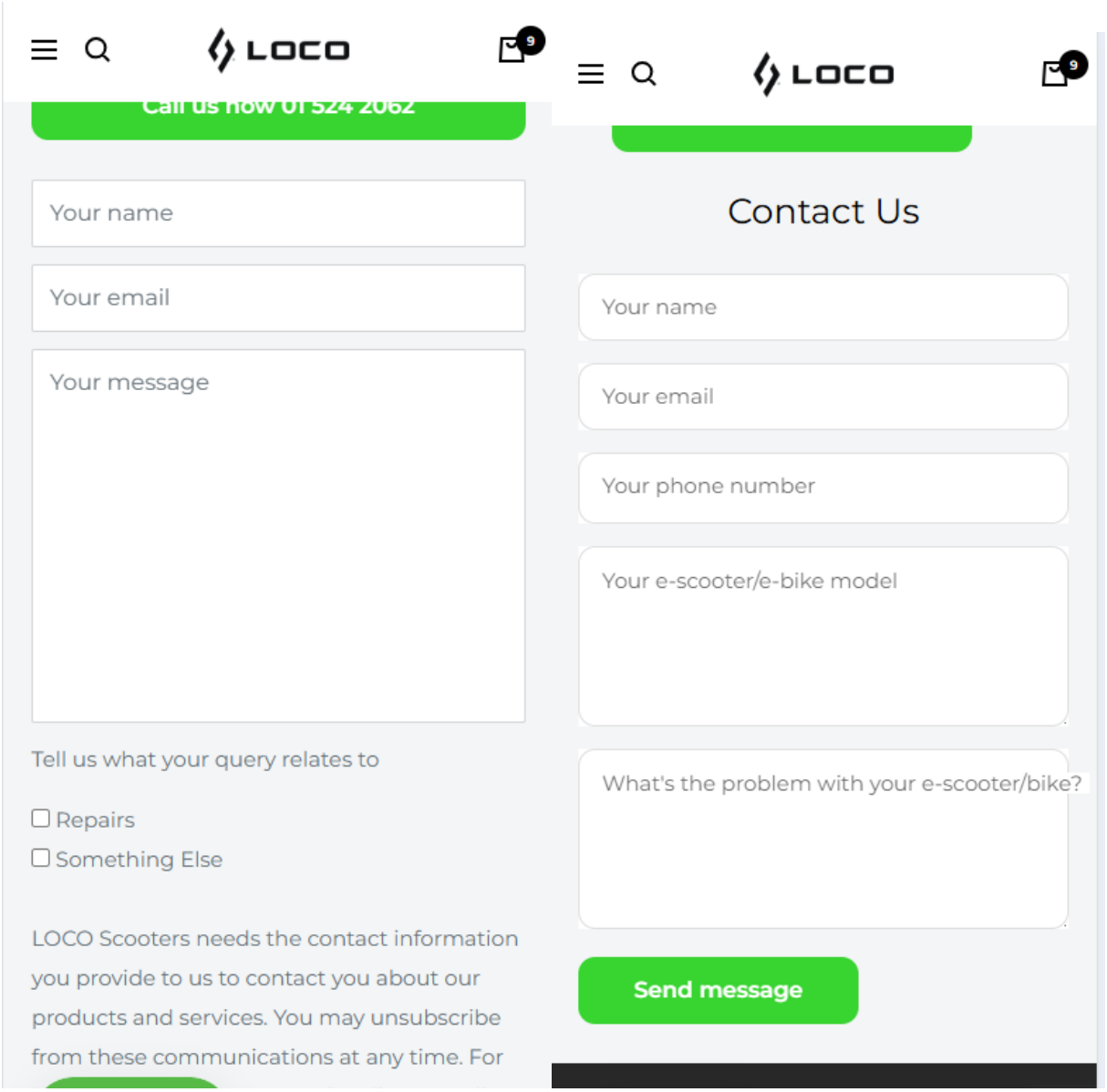
There is no element for adding file attachments in the forms to fill out

Desktop version





Mobile version



Recommendations

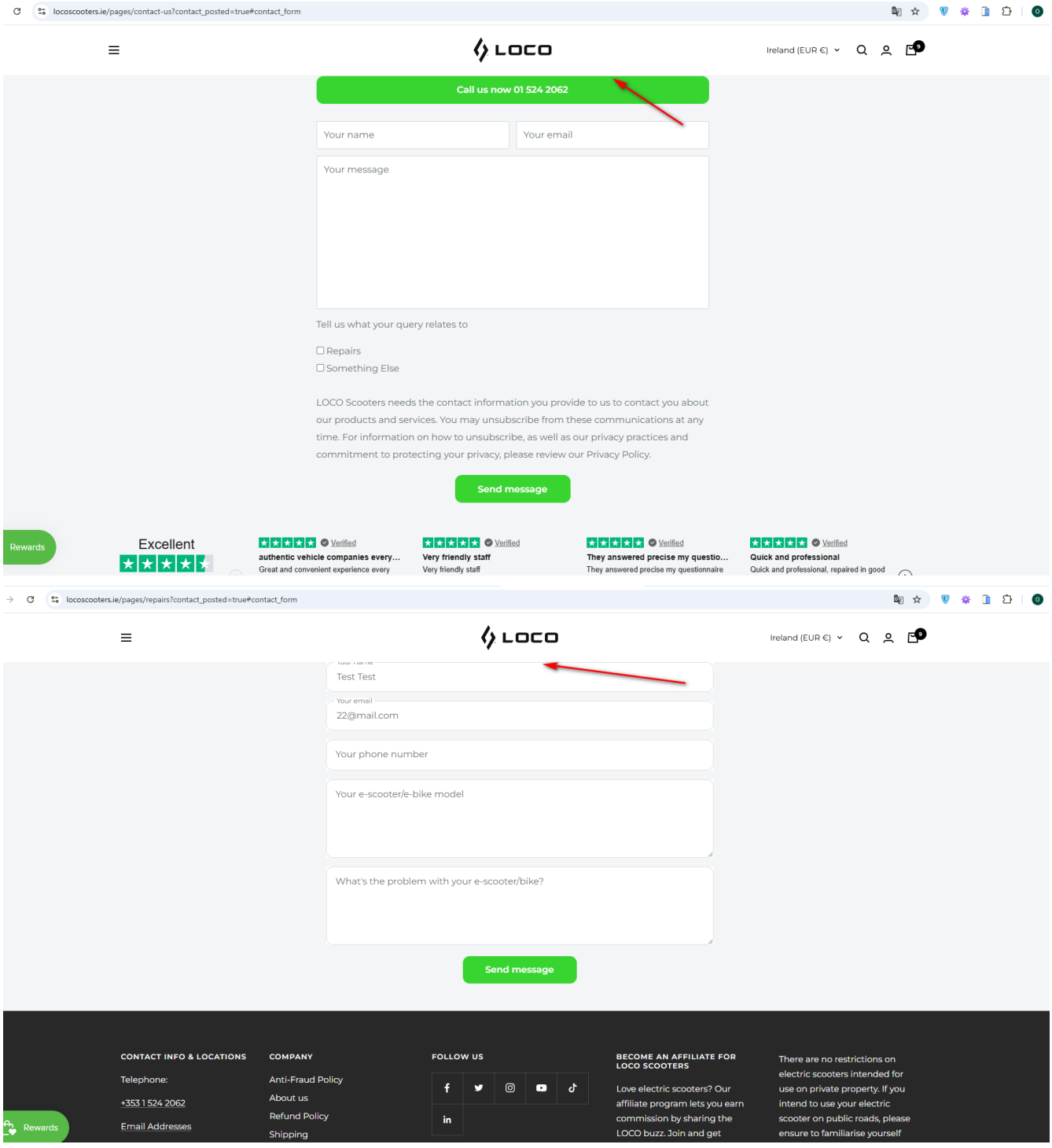
1. **Add an element for adding attached files**
2. **Next to the element for adding attached files, add information about the acceptable format and size**

Forms to fill out. Success notification

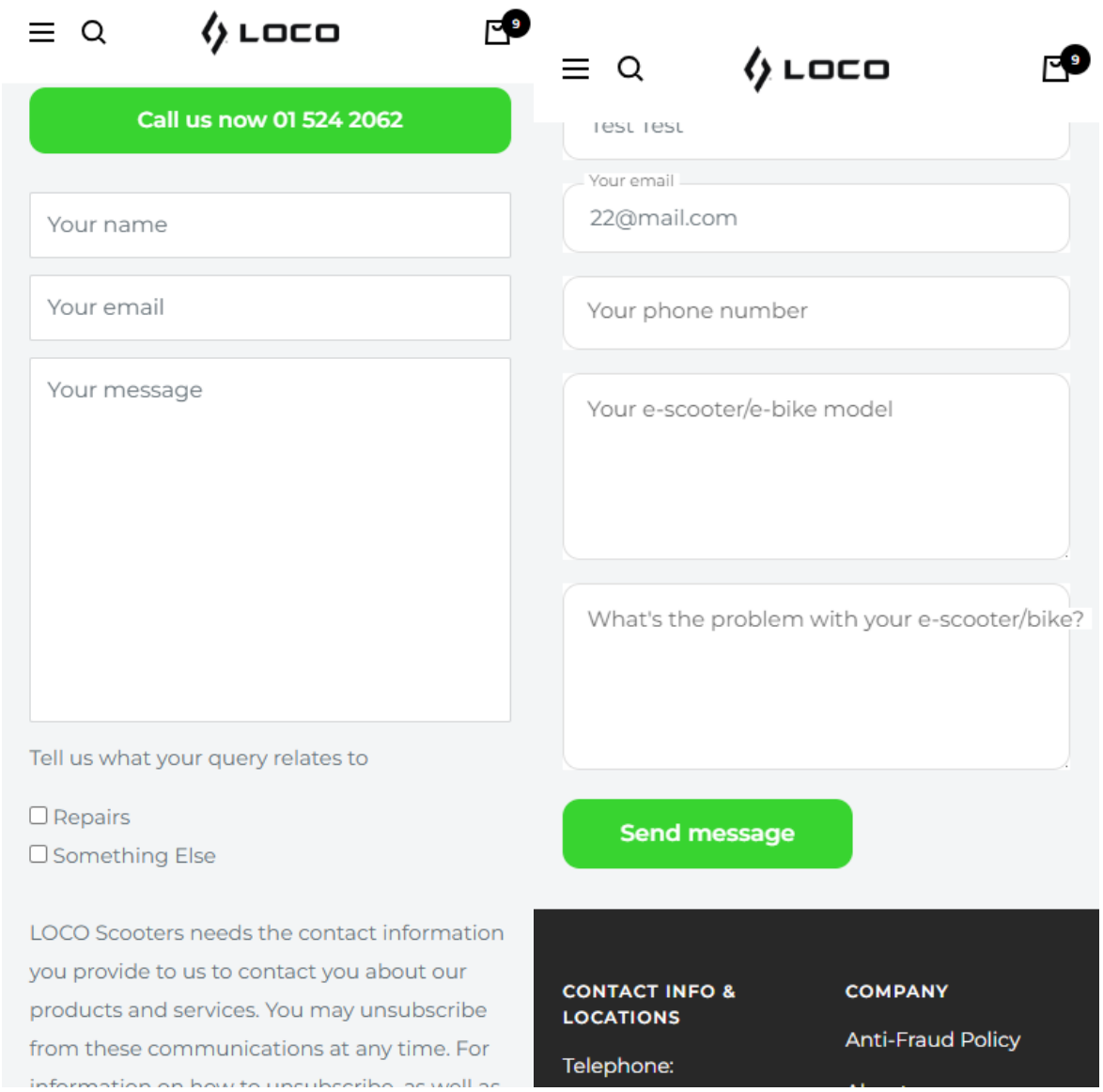
Conversion elements (CRO) analysis (For desktop and mobile versions)

A notification about a successful action is displayed above the form and is unnoticeable

Desktop version



Mobile version



Recommendations

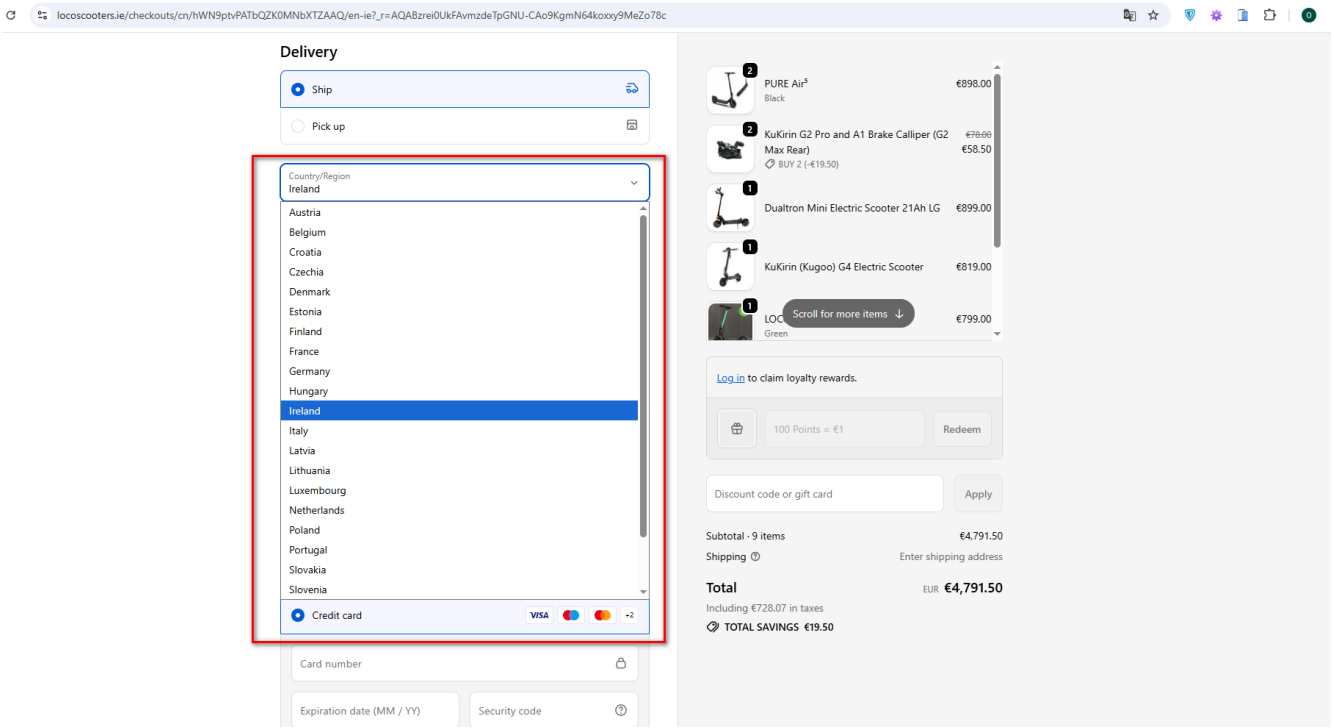
1. **Display success notifications next to the form to fill out or via a pop-up window or separate page**

Checkout Page. Country selection

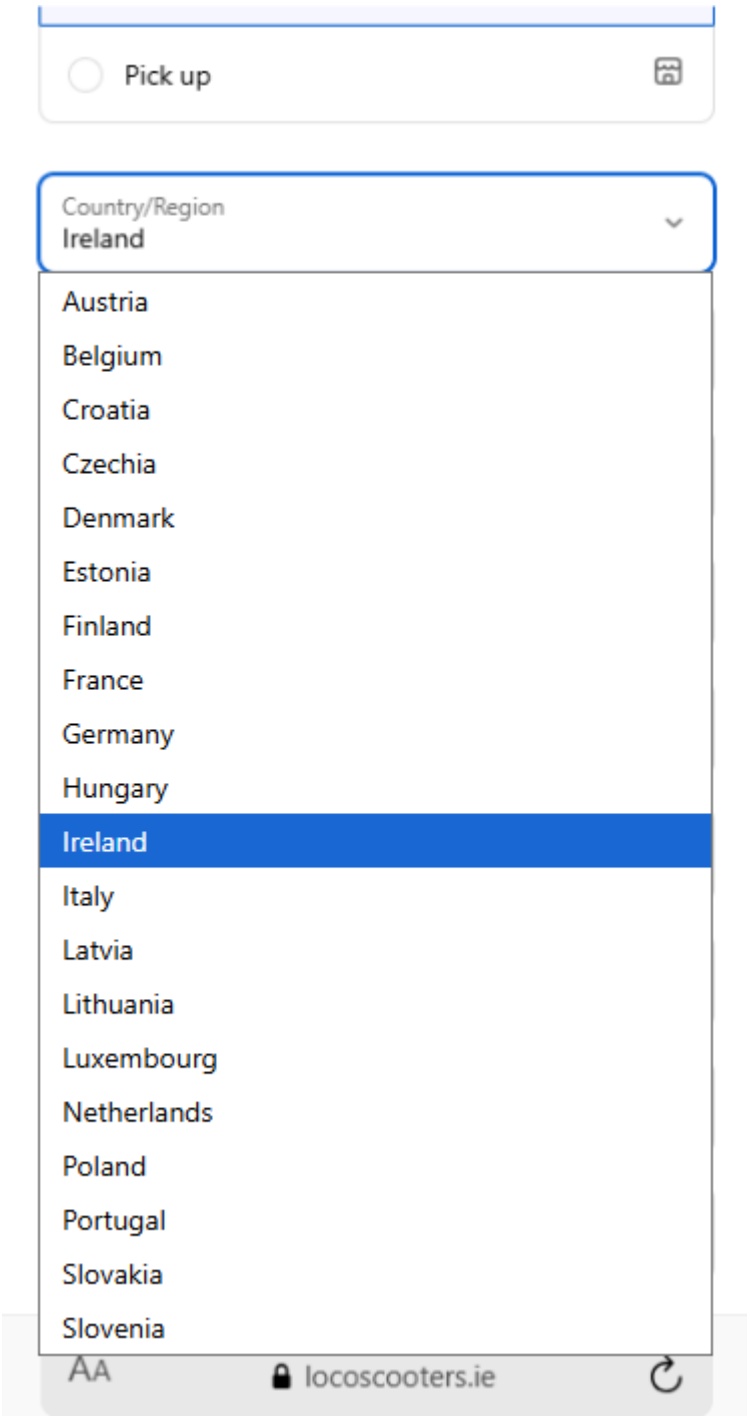
Conversion elements (CRO) analysis (For desktop and mobile versions)

There is no element for entering the country name in the field; there is only a drop-down list of countries

Desktop version



Mobile version



Recommendations

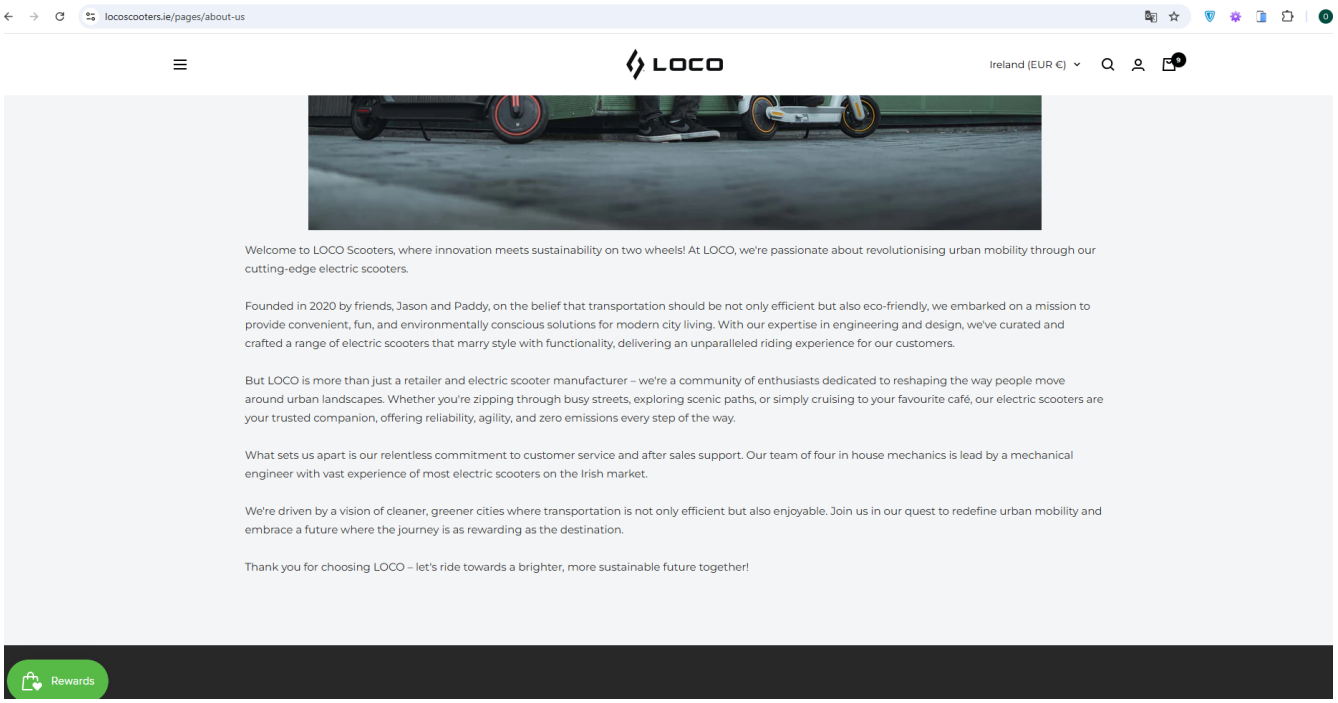
1. **Add a field to enter the country name**
2. **When entering the first letters of a country name, display options with a list of countries**

Page "About us»

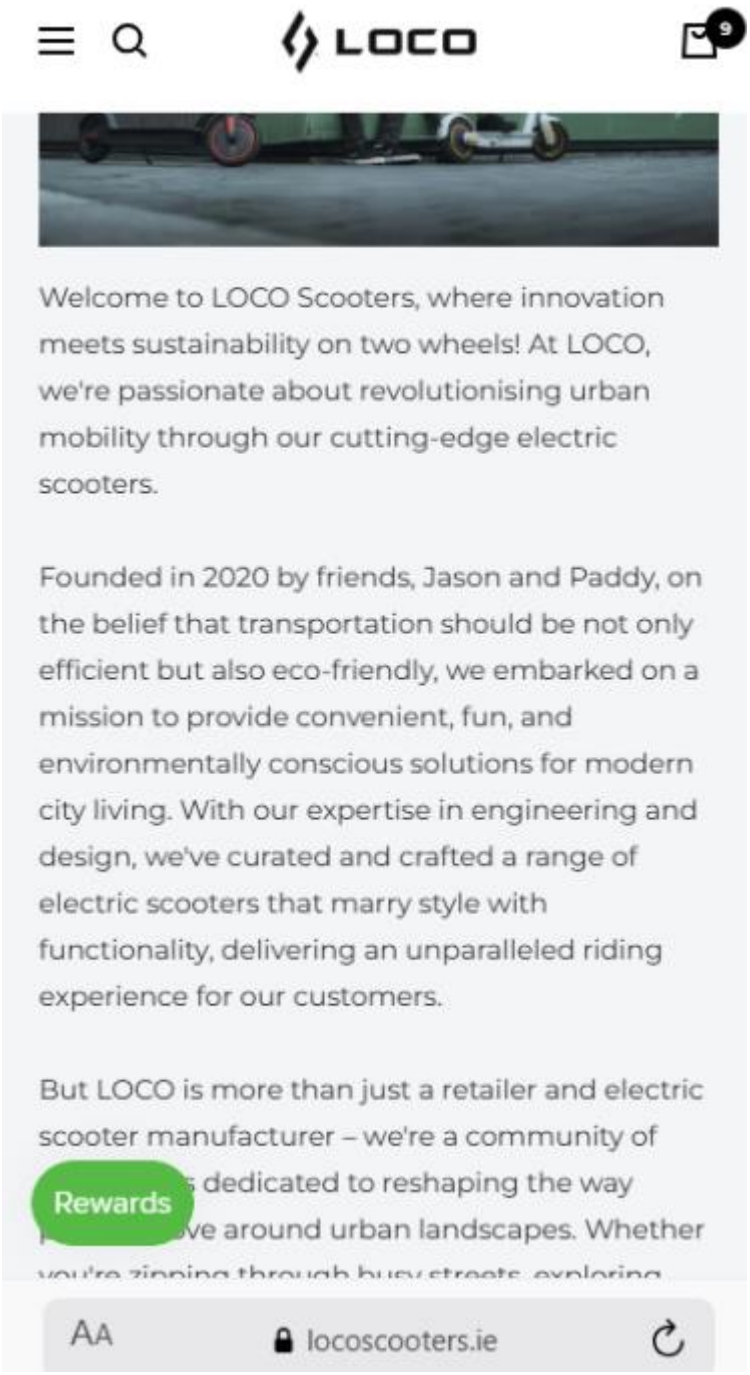
Conversion elements (CRO) analysis (For desktop and mobile versions)

There are no thumbnails of images of licenses, awards, certificates, etc. on the page

Desktop version



Mobile version



Recommendations

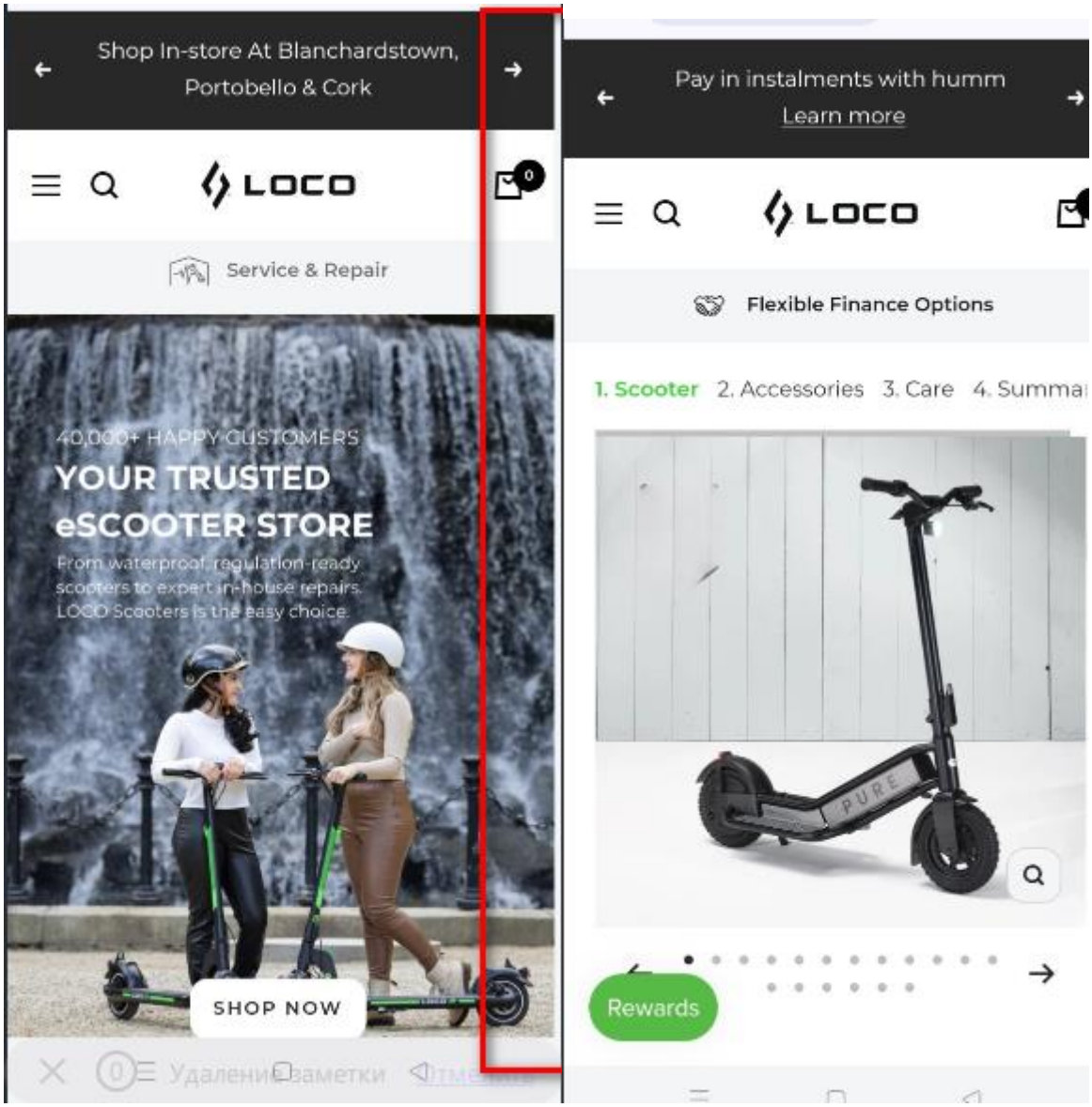
1. **Add a block to the page with thumbnails of licenses, certificates, letters of thanks, etc.**
2. **When clicked, enlarge the thumbnails**
3. **Implement the ability to scroll through enlarged thumbnails**
4. **Add a block to the page with stages of company development (company development history)**

Layout

Conversion elements (CRO) analysis (Mobile version only)

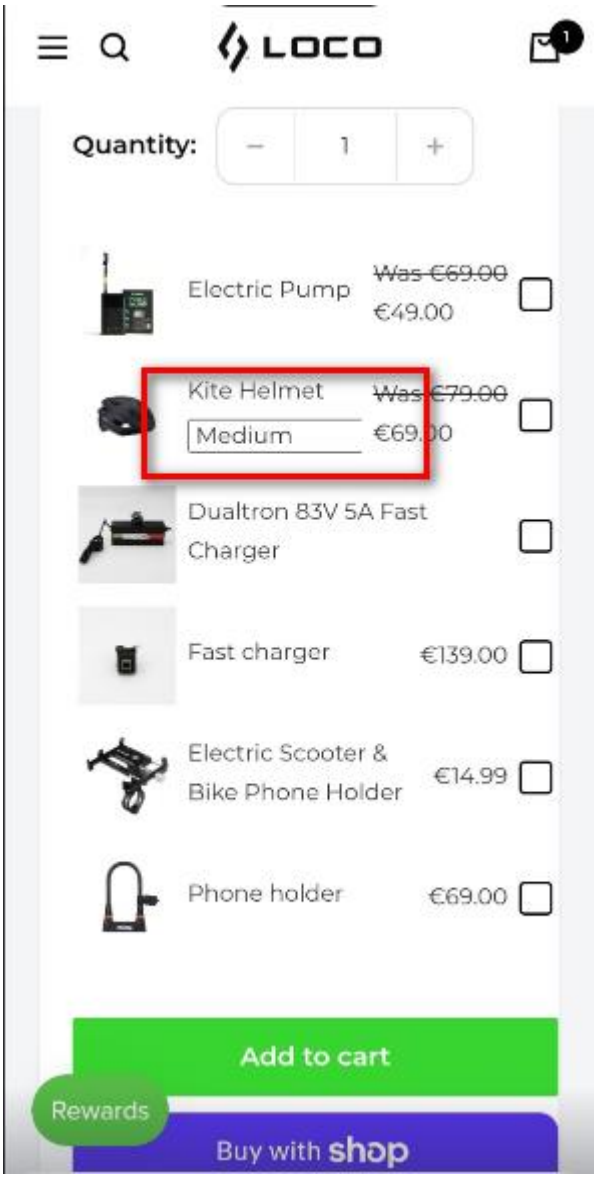
Some pages move left and right

Mobile version




LOCO
2
E-SCOOTER
SAFETY GUIDE
2026: HOW TO
SAFELY,
Rewards

The layout of the element in product cards with drop-down lists is broken.



Recommendations

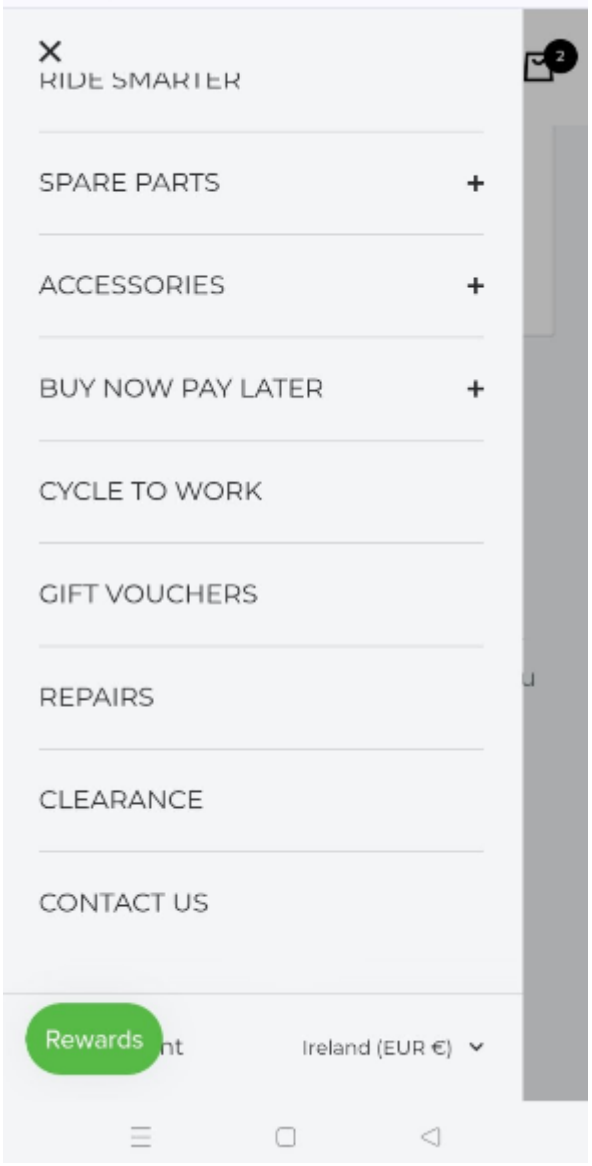
1. **Fix the layout of pages and elements**

Main menu. Contacts

Conversion elements (CRO) analysis (Mobile version only)

There is no contact information in the main menu.

Mobile version



Recommendations

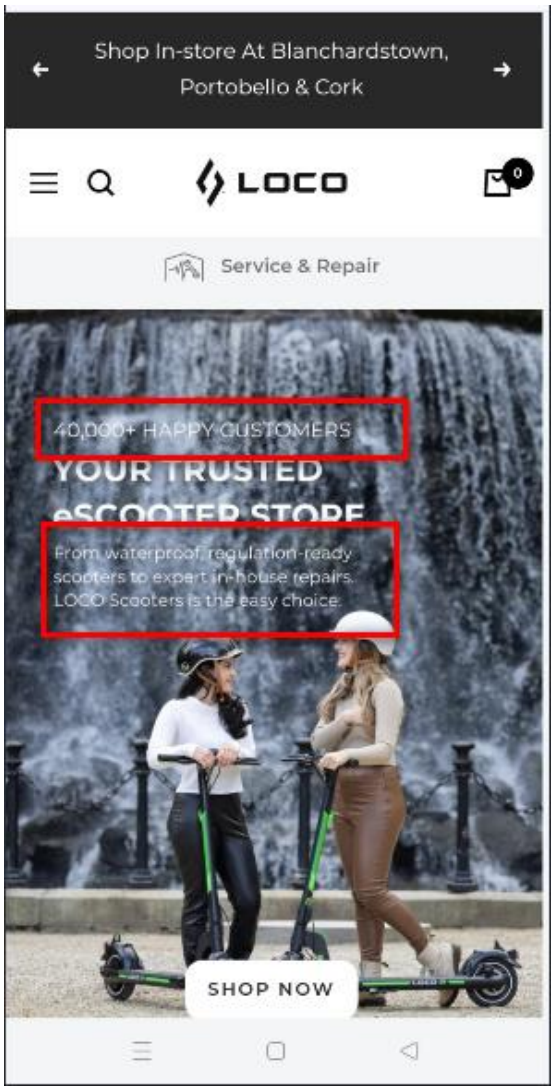
1. **Add contact information to the main menu**

Home page. Banners

Conversion elements (CRO) analysis (Mobile version only)

The text in the banner is unreadable

Mobile version



Recommendations

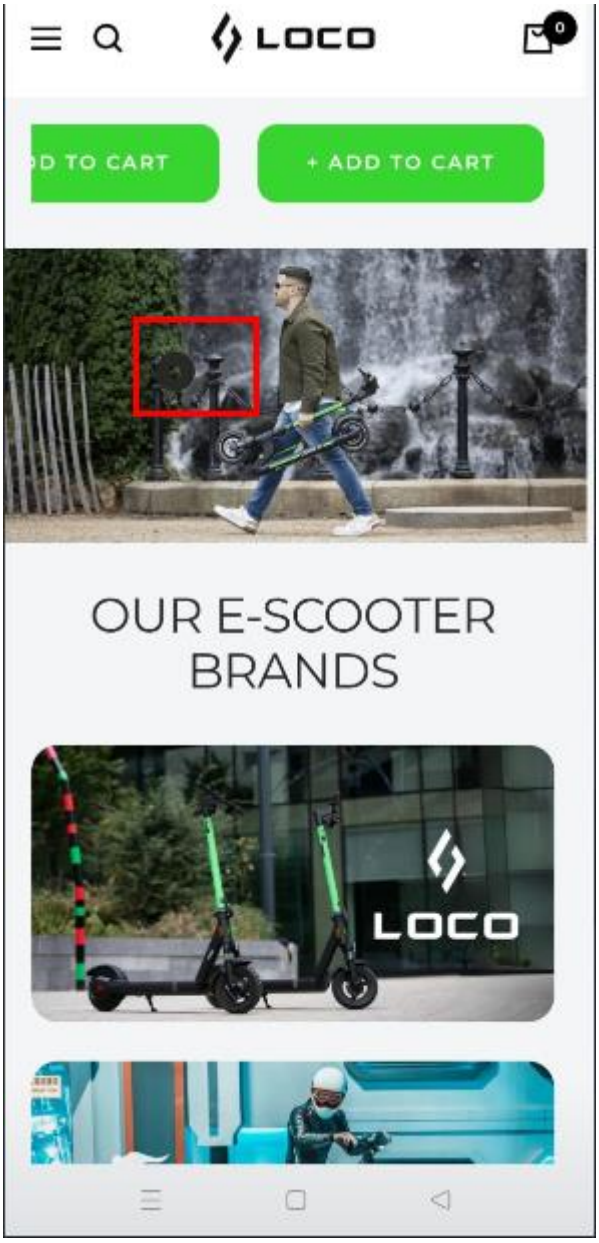
1. **Increase font size**
2. **Use bold font**

Home page. Block with image

Conversion elements (CRO) analysis (Mobile version only)

In the block, the dot with the product blends into the background and is unnoticeable

Mobile version



Recommendations

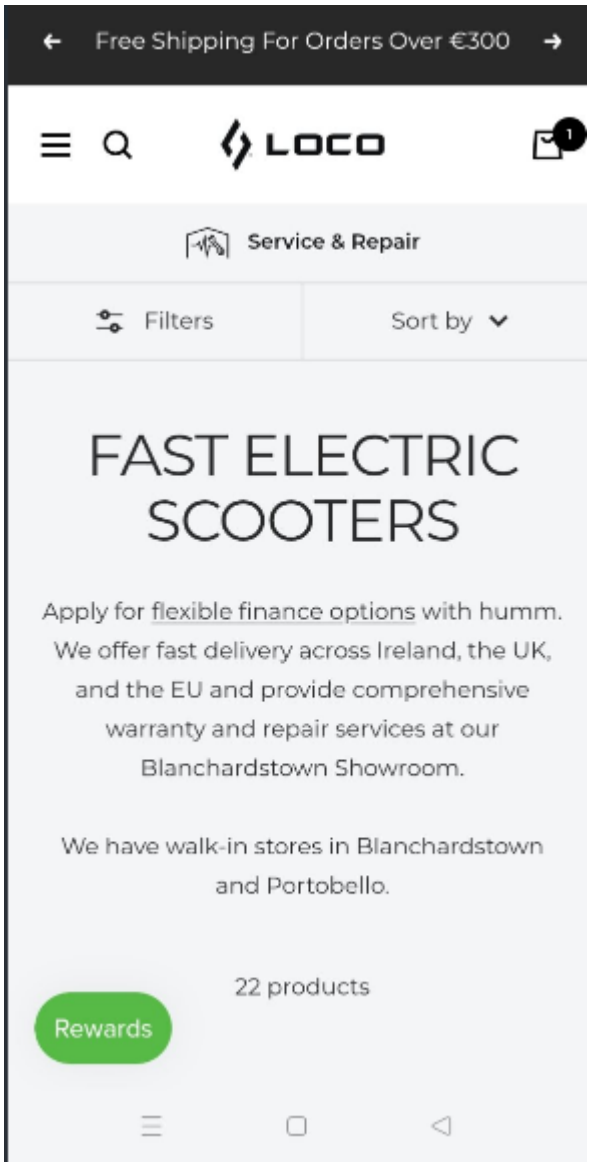
1. **Display a product without clicking on the element**

Category pages. Texts

Conversion elements (CRO) analysis (Mobile version only)

The first screen of some pages is occupied by texts

Mobile version



Recommendations

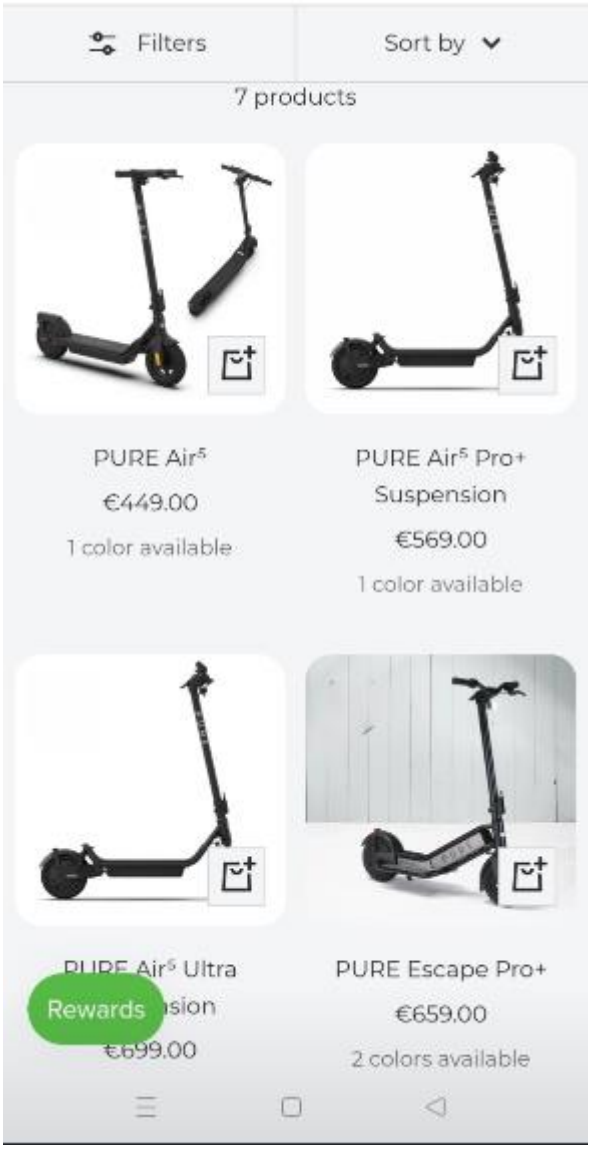
1. **Remove texts from the first screen in the mobile version or move them to the bottom of the pages**

Category pages. "Add to cart"

Conversion elements (CRO) analysis (Mobile version only)

Product cards use icons for adding items to the cart

Mobile version



Recommendations

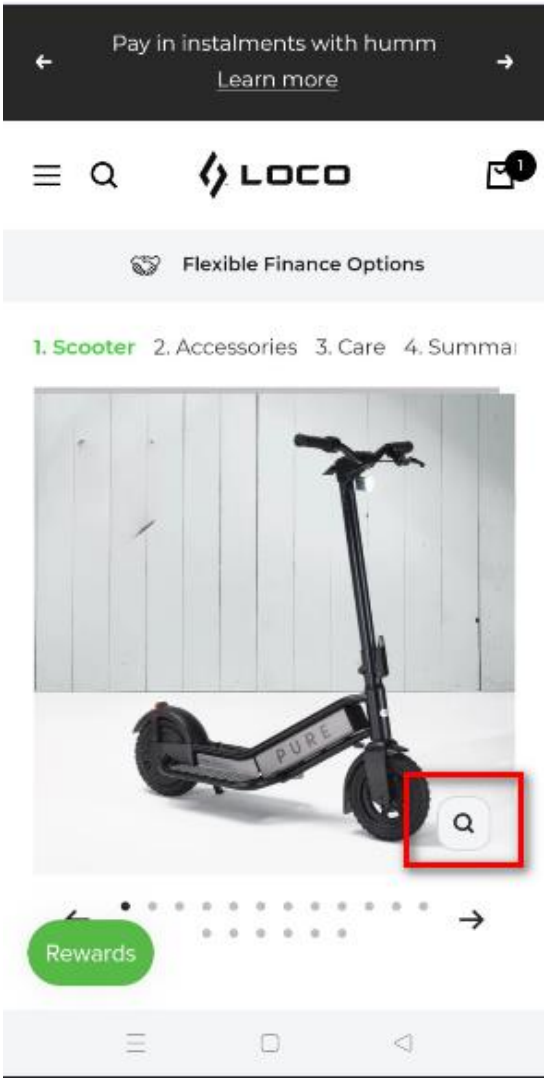
1. **Use the "Add to cart" button**

Product cards. Enlarging images

Conversion elements (CRO) analysis (Mobile version only)

When you click on the image, it does not enlarge. To enlarge the image, you need to use the element in the lower right corner

Mobile version



Recommendations

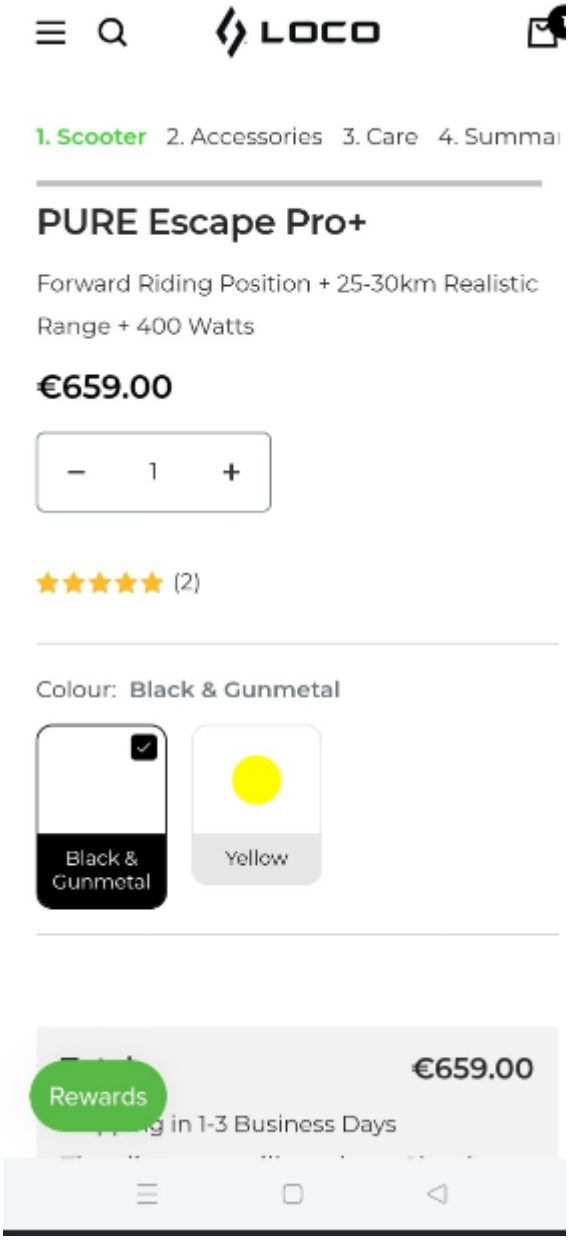
1. **Enlarge image on click**

Product cards. Conversion elements

Conversion elements (CRO) analysis (Mobile version only)

Conversion elements are located far from the main block

Mobile version



Recommendations

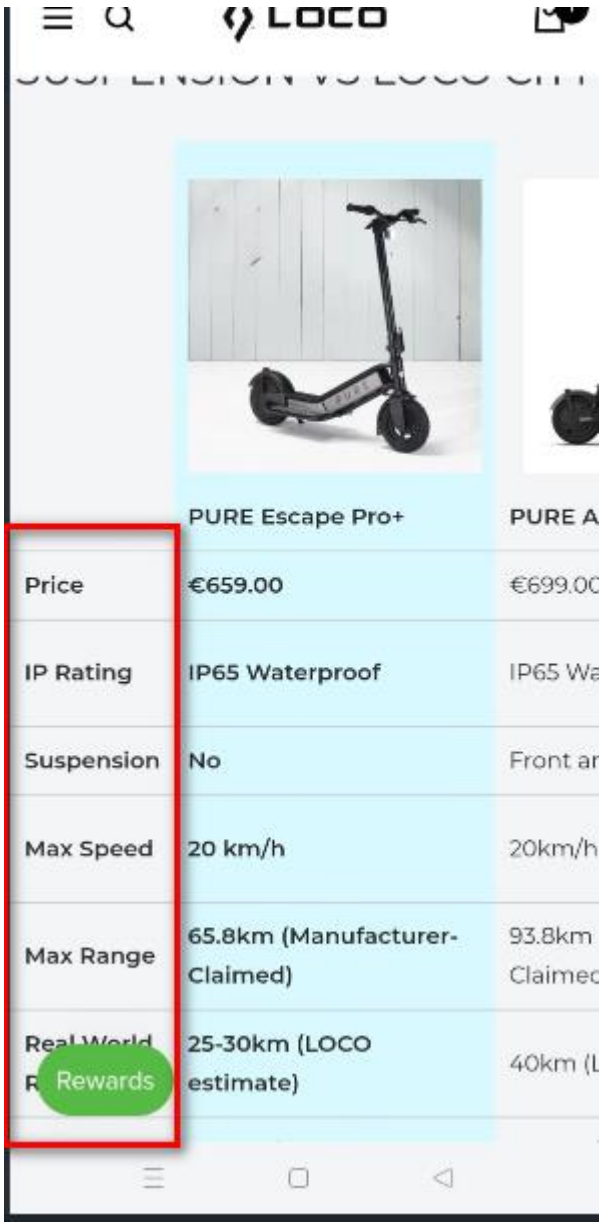
1. **Use floating "Add to cart" element when scrolling the page**

Product cards. Product comparison

Conversion elements (CRO) analysis (Mobile version only)

When scrolling, the column with parameters is not fixed

Mobile version



Recommendations

1. **Freeze the comparison parameters column**

Conclusion



Having analyzed the site and data from statistics collection systems, the following conclusions can be drawn:

The main loss of conversion occurs on product pages. This is because the pages look like a typical catalog with product specifications, making it unclear to the user what benefits they receive with their purchase. In addition, the first screen of product pages lacks any motivating factors, meaning the user is forced to rely solely on product images and technical specifications. At the same time, according to scroll maps, half of the users who view product pages do not see information tabs.

Particular attention should be paid to the process of adding a product to the cart, in which the user must go through four steps before adding the product to the cart. This logic for adding items to the cart prevents users from leveraging emotional factors and delays the decision-making process. Furthermore, the steps for adding items to the cart aren't always clear, and adding additional items can detract from the primary target action.

Category pages. Product selection on category pages isn't always straightforward and easy to understand. The appearance of product cards doesn't make it clear what the user should consider when deciding whether to proceed to the product page, as they don't include basic specifications, available color options, etc. It's also worth paying attention to the filters the user uses to select a product.

Functionality. Typically, in your niche, users choose from several models, but the site lacks functionality for comparing and adding products to favorites, meaning users are forced to "keep in mind" the products they've viewed. Product pages do feature a comparison section with another model, but heatmaps show that most users don't view this section.

Below is a list of corrections to the current report, sorted by priority, from most important to least important.

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List of fixes by priority of importance



Below is a list of the required corrections in order of priority, with the page number for each recommendation in the final report

High priority

Product cards. Structure of product cards p. 62
Product cards. Location of the "Add to cart" p. 63
Product cards. Basic characteristics in the first screen p. 109
Product cards. Video review of the product p. 112
Product cards. Size chart p. 114
Product cards. Information about free delivery of goods (next to the "Buy" button) p. 116
Product cards. Information on delivery times p. 118
Product cards. Warranty information p. 120
Product cards. "Next step" p. 122
Product cards. Options for purchasing goods p. 124
Product cards. Information arrangement p. 126
Product cards. "Similar Products" p. 128
Product cards. Related/Recommended Products p. 130
Product cards. Enlarging images p. 168
Product cards. Conversion elements p. 169
Product cards. Product comparison p. 170
Layout p. 160
Category pages. Displaying products that are out of stock p. 99
Category pages. Filters p. 101
Online consultant p. 76
"Add to wishlist" p. 64
"Add to Compare" p. 66
Blocks with goods. Choice of options p. 68
Blocks with goods. Product price p. 70
Blocks with goods. Basic characteristics of the products p. 72
Website responsiveness for different screen resolutions p. 28
Checkout Page. Country selection p. 156

Medium priority

Site header. "Burger" p. 56
Blocks with goods. Action elements. Display p. 57
Blocks with goods. Quick view p. 58
Blocks with goods. Quick view. Characteristics p. 59
Blocks with goods. Quick view. Additional images p. 60
Blocks with goods. Quick view. Product price p. 61
Authorization/registration using social networks and email services p. 74
Site header. Contact information on the first screen p. 78
Site footer. Company / store address p. 80
Home page. Banners. Content p. 82
Home page. Advantages block p. 84
Home page. Blocks "Bestsellers", "Promotions / Sale", "New" p. 86
Home page. Blocks with goods. Products in stock p. 88
Home page. "OUR E-SCOOTER BRANDS" p. 90
Home page. Final structure p. 92
Category pages. Link in the text p. 93
Category pages. Sorting p. 95
Category pages. Displaying the number of products per page p. 97
Category pages. Products that are out of stock. Subscribe to notification p. 105
Product cards. Links/buttons that take the user away from the landing page p. 107
Category pages. Size chart p. 103
Shopping Cart Icon p. 132
Forms to fill out. Required fields p. 134
Forms to fill out. Information about the data that must be entered in the form field p. 138
Forms to fill out. Validating form data before submitting it to the server p. 142
Forms to fill out. Prompts for incorrect form filling p. 148
Forms to fill out. Field for entering a phone number p. 150
Forms to fill out. Adding attachments p. 152
Forms to fill out. Success notification p. 154
Page "About us» p. 158
Main menu. Contacts p. 163
Home page. Banners p. 164
Home page. Block with image p. 165
Category pages. Texts p. 166
Category pages. "Add to cart" p. 167

Low priority

Highlighting buttons on mouse over p. 33
Page "Electric Scooter Ireland Blog" p. 35
"Back to top" button p. 36
Copyright p. 38
Current menu item p. 40
Category pages. Aligning elements p. 42
Product cards. "Write a review" p. 44
Page "Cycle to work" p. 46
Page "Sitemap" p. 48
Site footer p. 50
Block size p. 52
Main menu p. 53
Size of forms p. 54

Thank you for using my services.

If you have any questions about the audit, I will be happy to give detailed answers to each of them.

Contact me

- **Website:** https://om-audit.com/
- **Email:** info@om-audit.com
- **WhatsApp:** +38(050)637-32-86 (text messages only)
- **Telegram:** @Om_audit (text messages only)
- **Upwork:** https://www.upwork.com/freelancers/omaudit
- **FL.RU:** https://www.fl.ru/users/auditshurik/portfolio/
- **LinkedIn:** https://www.linkedin.com/in/oleh-m-74476631b/
- **Facebook:** https://www.facebook.com/Omaudit10/

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