The Lovely Little Label

Expert Review

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1. Executive Summary

The objective of this expert review is to provide a critical analysis of The Lovely Little Label's website, including strengths, weaknesses, and recommendations for improvement going forward. This review assessed The Lovely Little Label's website against best practice design, user experience, customer experience, and usability guidelines to develop actionable recommendations. This study was conducted in the digital geographic context of The Lovely Little Label's website (https://thelovelylittlelabel.com/), since it is an e-commerce business. Social media accounts were also reviewed for background information and follower numbers. Research was conducted using Google for relevant news articles, awards, and industry analysis. For digital tools, Google PageSpeeds Insights, Google Mobile-Friendly Test, GTMetrix, Moz, SEMRush, SimilarWeb, Web FX, Screaming Frog, and PowerMapper were used. To conduct a 5 second test of The Lovely Little Label's homepage, Usability Hub was used.

The findings of the study showed that the Irish wedding industry is growing and The Lovely Little Label has been gaining support, both on social media and as a Blog award recipient, since its founding in 2016. As such, it is important that The Lovely Little Label has a strong, well-established website to develop its business. Through this expert review, several strengths with regard to The Lovely Little Label's website were identified such as core browser accessibility, mobile friendliness, appropriate and consistent design elements for target consumer, search functionality, and a well-designed e-commerce platform. In addition, several weaknesses were identified such as slow desktop and mobile speed, no accessibility notice, confusing menu titles, disrupting pop-ups, and cluttered product descriptions. To combat these weaknesses, specific remediations have been recommended for The Pretty Little Label to adopt. Once these remediations are put in place, The Pretty Little Label's website will be much more user and SEO friendly.

2. Introduction

The Lovely Little Label is an Irish e-commerce store selling on-trend bridal accessories and jewelry at the median price point. This website review will focus on identifying strengths and weaknesses of The Lovely Little Label's website, with corresponding recommendations for improvement. Areas for consideration will include: technicality, compatibility, accessibility, design, appearance, navigation, structure, content, and e-commerce. Throughout the review, a checkbox (☑) will denote a strength and an X (☒) will denote a weakness. At the end of each consideration area, a listing of issues, severity, and recommendations for improvement will be provided. The severity will be ranked high, medium, or low with high having the greatest negative impact on usability and low having the least negative impact on usability. Following analysis of each area for consideration, a review of best practices on other e-commerce websites will be made to guide improvements. Lastly, recommendations will be collated by priority and a conclusion made. For further research details, see appendices.

3. Company Profile - Overview

THE LOVELY LITTLE LABEL

▶ The Lovely Little Label is an Irish online retail business focusing on bringing a curated selection of on-trend accessories and jewelry to the modern bride.

▶ The aim of the business is to provide an alternative option to the traditional 'instore' bridal experience by offering a wider, more innovative accessory range to the bridal market.

▶ The Lovely Little Label is a private company and was founded in Dublin in 2016.

▶ It was founded by Sinead Starrs one week after her Spain wedding. While planning her wedding from Australia, she noticed a gap in the market for an online wedding accessories retailer at a median price point.

▶ "I want brides to think of me as a friend, or even an extra bridesmaid" – Sinead Starrs

▶ The company's 1st product was a white umbrella.

▶ The company has an award winning blog which offers practical advice and inspiration for brides.

3. Company Profile – Media Stories & Awards

- **2019 UK Blog Awards** Finalist for Best Wedding Blog

- **Her.ie** "This Irish wedding accessory shop is having a MASSIVE Black Friday sale" (Ryan, 2018)

- **Wedding Ideas Magazine** "Brides and their squads all over the world have fallen in love with The Lovely Little Label" (Read-Dominguez, 2018)

- **Bespoke Bride Blog** "We absolutely fell in love with these pretty floral robes from The Lovely Little Label" (Pettiford, 2018)

- **2018 Blog Awards Ireland** Silver Award for The Best Business Wedding Blog

- **2018 Rock My Wedding** Lust List Supplier

- **Her.ie** "The Lovely Little Label was founded in 2016 and is an Irish online retail business focusing on bringing the best accessories and jewelry to the modern bride" (Holland, 2017)

- **VIP Magazine** "How beautiful are the robes?...The Lovely Little Label has a huge selection of jewelry, robes, bags, hairpieces and more" (Roantree, 2017)

- **2017 Mrs 2 Be Brides' Choice Awards** Finalist for Best Newcomer

- **2017 KBC WedFest Dublin** Exhibitor

- **2017 Wedding Journal Show Live Dublin** Exhibitor

3. Company Profile – Irish Wedding Industry Trends

▶ In 2017, there were 21,262 opposite sex marriages and 335 female same sex marriages in Ireland *(CSO - Central Statistics Office, 2018)*

▶ The number of marriages in Ireland has grown 6% from 2012 – 2017 *(CSO - Central Statistics Office, 2018)*

▶ In 2017, August and September were the most popular months for Irish marriages *(CSO - Central Statistics Office, 2018)*

▶ Irish couples are spending 7% more on their wedding in 2017 than 2016, with an average wedding budget totaling €26,015 *(Mahon, 2018)*

▶ On average, Irish brides choose 3 bridesmaids *(Mahon, 2018)*

▶ The average spend on accessories is €504 *(Mahon, 2018)*

▶ Social media remains an important tool in planning weddings, with 69% using Facebook (down 1% from 2016), 66% using Pinterest (down 6%), 35% using Instagram (up 3%) and 8% using Snapchat (up 3%) to plan their wedding *(Mahon, 2018)*

3. Company Profile – Online Footprint

- The Lovely Little Label's website is: https://thelovelylittlelabel.com/

- The Lovely Little Label's most followed social media account is Facebook

- The Lovely Little Label has a low domain authority score of 14, compared to some of its competitors like Etsy which has a score of 95, weddingsonline.ie has 62, debenhams.ie has 54, and azurejewellery.ie has 24.

- There are 146 total backlinks

- The top pages on the website are the homepage, the bridal robe collection, the "Just Married" clutch, and the blog.

- See Appendix 4 for the full MOZ Report

Social Media	Number of Followers
Instagram	2,310
Twitter	153
Facebook	7,100
Pinterest	1,000

Domain Authority [i]

14

Linking Domains [i]

26

Discovered in the last 60 days   4
Lost in last 60 days   3
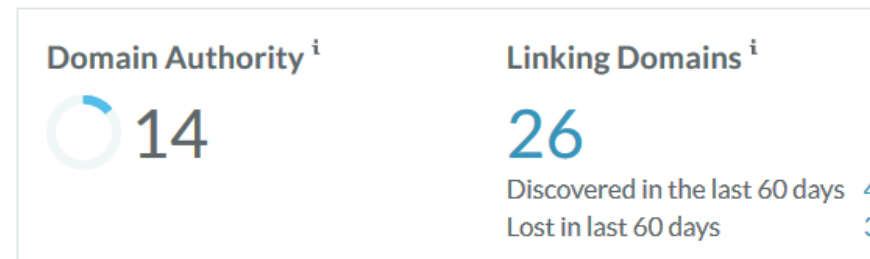
3. Company Profile – Online Footprint

- 52% of desktop traffic is direct, 45% is referrals, 3% is search (Per Appendix 7 SimilarWeb Report)

- 42% of organic search is from the United States, 13% U.K., and 12% Ireland

- 69% of organic search traffic is sourced from the keyword "wedding umbrellas" and 25% from keyword "bridesmaid/bridal robes"

- There are 26 unique external linking domains.

- The top referring domains are rocknrollbride.com, weddingsonline.ie, and bespoke-bride.com

- See Appendix 5 & 6 for the full SEMRush Report

4. Technical Considerations – Page Load Speed

- According to MOZ, "Pages with a longer load time tend to have higher bounce rates and lower average time on page" (*Page Speed*, 2018)

- Mobile

  - Based on Google PageSpeed Insights, The Lovely Little Label website has a mobile speed score of 24 which is slow (See Appendix 1)

- Desktop

  - Based on Google PageSpeed Insights, The Lovely Little Label website has a desktop speed score of 45 which is slow (See Appendix 2)

  - Based on GTmetrix Report, The Lovely Little Label website has a PageSpeed score of 69% (D) whereas the average PageSpeed score is 73% (See Appendix 3)

  - Based on GTmetrix Report, The Lovely Little Label website has a page load time of 12 seconds whereas the average page load time is 6.7 seconds (See Appendix 3)

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https://thelovelylittlelabel.com/
The speed score is based on the lab data analyzed by Lighthouse.
Analysis time: 12/26/2018, 8:56:58 PM
Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

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https://thelovelylittlelabel.com/
The speed score is based on the lab data analyzed by Lighthouse.
Analysis time: 12/26/2018, 8:56:59 PM
Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Performance Scores

PageSpeed Score	YSlow Score
D (69%) ◆	E (55%) ˅

Page Details

Fully Loaded Time	Total Page Size	Requests
12.0s ˅	11.5MB ˅	380 ˅

4. Technical Considerations

► Google Mobile-Friendly Test Results

- ☑ Webpage is mobile friendly
- ☒ However, there were page loading issues for 90 pages (See Appendix 10)

► "The system should always keep users informed about what is going on, through appropriate feedback within reasonable time" (Nielsen, 1995)

- ☑ There is a green status bar when pages are loading (see right)

☑ When loading a page, the text loads first then the images and buttons afterwards

☑ When a group of images load, all of the images load at once grainy, then they sharpen up

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4. Technical Considerations – Compatibility

Browser	IE	Edge	Firefox	Safari	Opera	Chrome	iOS			Android	
Version	11	17	63	12	55	70	≤ 10	11	12	≤ 3	4*
Critical Issues	🔴	✅	🔴	🔴	🔴	🔴	✅	✅	✅	🔴	✅
Major Issues	🟠	✅		🟠			✅	✅	✅		✅
Minor Issues	◐	◐	◐	◐			◐	◐	◐	◐	◐

Key
- 🔴 Missing content or functionality
- 🟠 Major layout or performance problems
- ◐ Minor layout or performance problems

* Most Android devices from 4.4 onwards use Chrome as the default browser, older versions use the original Android stock browser

- ☑ The website is accessible in all core browsers
- ☒ However there is one critical issue with a link using the tel: protocol which is not supported in Internet Explorer, Firefox, Safari, Opera, Chrome, or Android <= 3
- ☒ One other critical issue is SVG images not supported by older browsers like Android <= 2
- ☒ One major issue is the CSS filter: property located on the customer service page is not supported by some browsers
- ▶ See Appendix 11 PowerMapper Report for further detail

4. Technical Considerations – Recommendations

Issue	Priority	Correction
Website has a slow mobile and desktop speed	High	Defer offscreen images, serve images in next-gen formats, and eliminate render-blocking resources. Other recommendations are in Appendix 1,2,3
Mobile page loading issues for 90 pages	High	Most errors were due to Shopify images and script errors for chatra and mailchimp. See Appendix 10. The mobile usability report in the Google Search Console may be of assistance.
Tel: protocol which is not supported in several browsers	Medium	Correct the element to link to Skype/WhatsApp or eliminate the Tel: protocol
SVG images not supported by older browsers	Medium	Ensure the SVG images have alt text in case they cannot be rendered
CSS filter: property located on the customer service page is not supported by some browsers	Low	Change or eliminate the CSS filter: property causing issues

5. Accessibility

▶ "The principle of accessibility asserts that designs should be usable by people of diverse abilities, without special adaptation or modification" (Lidwell, Holden and Butler, 2010, p. 16)

☑ Most of the text is written in black with a white background, so there is high contrast and easy readability

☒ However, there are a few "Style" headers which have a low contrast between the text color and background images, such as the images to the right, making it difficult for the user to read

5. Accessibility

- "Readability is the degree to which prose can be understood, based on the complexity of words and sentences" (Lidwell, Holden and Butler, 2010, p. 198)

  - ☑ The Lovely Little Label Blog has an average grade level of about 5 which is good. It should be easily understood by 10 to 11 year old's (See Appendix 8 Web FX Readability Report)

- ☑ The website text can be made larger or smaller without affecting the content or function of the website

- ☑ The links describe where they are going

- ☒ However, there were a few links that had generic link labels like "Read More" on the homepage and blog

- ☑ The forms and information entry boxes are clearly labelled

- ☒ Lacks an accessibility notice on the footer of the pages

5. Accessibility

▶ Compatibility with assistive sensory technologies, i.e. Alt tags for images, improves perceptibility, the ability to perceive the design regardless of sensory abilities (Lidwell, Holden and Butler, 2010).

▶ Without alt tags on images, visually impaired people would not be able to hear the description of what the image is.

☒ There are 37 images (14% of the website images) that do not have an alt tag attribute (Per Screaming Frog Appendix 9)

☒ The images to the right are 2 of the 37 images with no alt tag attribute

☒ Some images use the same alt text on adjacent images or link text resulting in screen readers stuttering as the same text is read out twice (Per PowerMapper Appendix 14).

5. Accessibility

Accessibility   42 pages with accessibility problems   ⊗ 43% have issues, worse than average

☒ Per PowerMapper Report, 43% of The Lovely Little Label's webpages have issues (Based on the 100 pages and images reviewed in the Trial Version).

☒ Some of the most critical issues include: stray or unclosed HTML tags, blank labels/title attributes, duplicated HTML tags, and missing alt tags for links/images/buttons.

☒ Some of the less critical issues include: empty headings, having a link open in a new browser window, and several links on a page which share the same link text but go to different destinations (i.e. The 2 "About Me" links on the footer go to two different pages, one about Sinead Starrs and another about The Lovely Little Label)

▶ See Appendix 14 for PowerMapper Report

5. Accessibility Recommendations

Issue	Priority	Correction
"Style" headers which have a low contrast between the text color and background images	High	Change the font colors or background image so there is more contrast, making it easier to read
There are 37 images without alt tag attributes	High	Ensure every image has an alt tag attribute
Some images use the same alt text on adjacent images or link text resulting in screen readers stuttering	High	Ensure every image or link has a unique alt tag attribute, eliminating any redundancies
Stray, duplicated, or unclosed HTML tags	High	Clean up the HTML code to eliminate stray, duplicated, or unclosed HTML tags
Blank labels, headings, title attributes	High	Ensure completed descriptive text for label/heading/title attributes
Missing alt tags for links and buttons	High	Ensure every link and button has an alt tag attribute
Links with same link text going to different destinations	Medium	Ensure each link has a unique link text and destination
Lacks an accessibility notice on the footer	Medium	Add an accessibility notice with standards and exceptions
Generic link labels like "Read More" on the homepage and blog	Low	Change the link labels to be more specific

6. Design and Appearance - Homepage

- "A company's homepage is its face to the world and the starting point for most user visits" (Nielsen, 2002).

- ☑ The homepage graphics and text load okay

- ☒ However, the carousel sometimes does not load properly and therefore causes all of the photos to load vertically on the left, with a large white space on the right (per visual to the right).

- ☒ The page layout continues to appear below the fold and is too long with repetitive information (i.e. "The Lovely Little Promise" is both on the footer and in the center of the page)

- ☒ The footer is too tall, could be more compact with only necessary information

- ☑ No broken images or overlapping text

- ☒ The "Follow Us" link on the footer leads to a 404 page

- ☒ The "Shop Memory Lockets" on the footer leads to a page that has no products for the collection

- ☒ The homepage conveys the idea of a wedding website, however it does not convey the idea that the company sells wedding accessories above the fold. Only after scrolling down does the user better understand what The Lovely Little Label sells
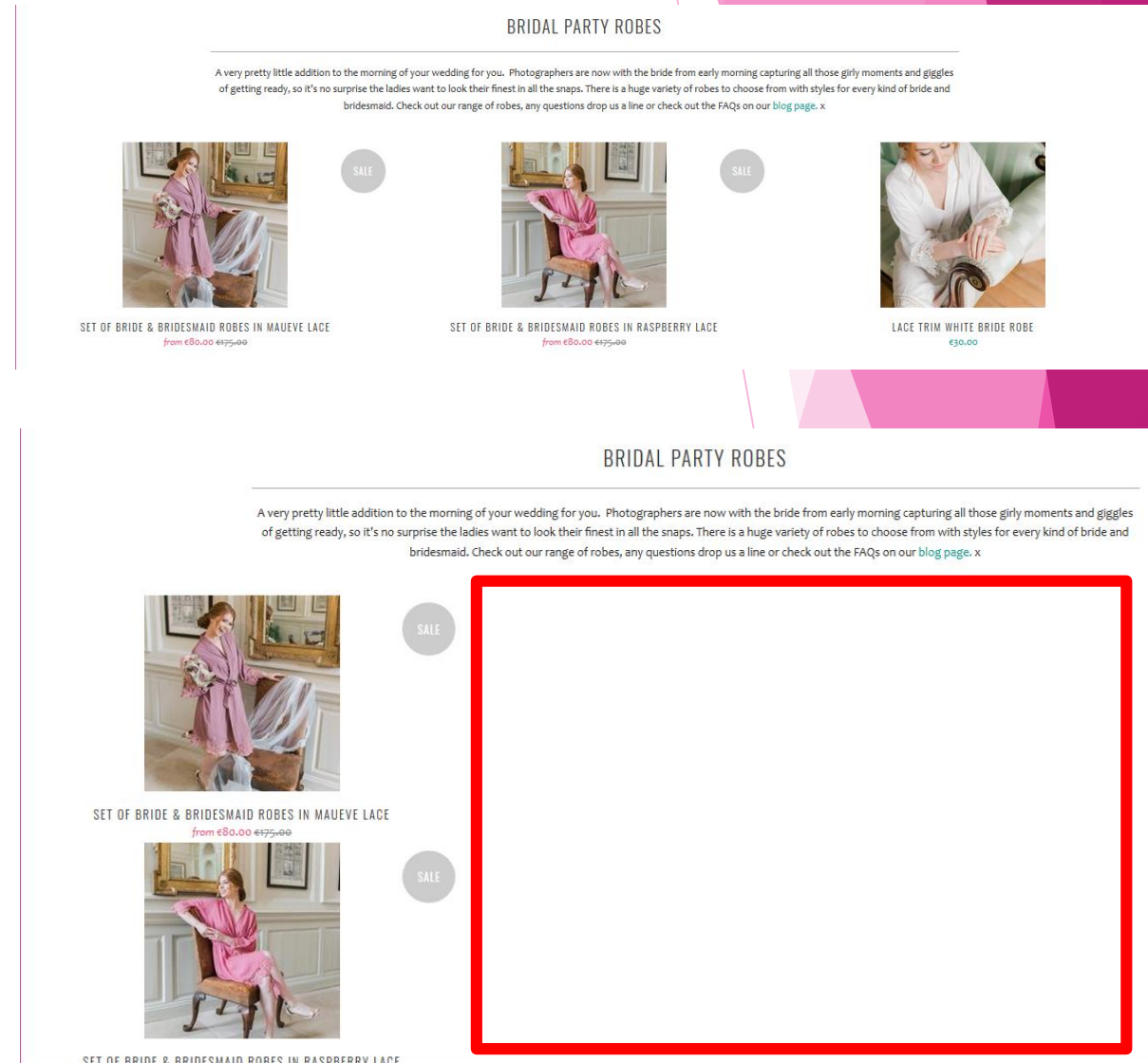
6. Design and Appearance - Design

► "Consistency is one of the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen" (Nielsen, 2011)

☑ The overall look of the site is visually pleasing

☑ The layout of the pages is consistent throughout the site

☑ The colors, graphics, font, toolbars, etc. are consistent throughout the site

☑ The design is appropriate for the intended audience as the pink and white colors and thin, dainty accent lines align well with the feminine bridal clientele.

► Audio and video is not applicable to this website.

☒ The "Real Brides" page layout is disjointed as all of the photos are different sizes with different spacing between text and other photos.

6. Design and Appearance – Fonts

- ☑ The fonts applied to headings, content, links, footers, sub-nav, etc. are consistent

- ☑ The uppercase and lowercase usage is consistent where product names and headers are in uppercase, with detailed text in lowercase.

- ☑ The fonts are web-friendly

- ☒ Some product descriptions contain too many variations of boldness, color, and asterisks like the one highlighted at the right

Our beautiful floral kimonos are 100% cotton, lightweight and breathable, not to mention utterly stylish.

All packages incude one Ivory Bridal Robe and additional robes in coral

For example a pack of three robes will be one ivory and two coral robes

Regular Size: One size fits most. Recommended for size 8-16
Length: 100cm

3 Robes = **€75**

4 Robes = **€95 *Save €5***

5 Robes = **€115 *Save €10***

6 Robes = **€135 *Save €15***

7 Robes = **€155 *Save €20***

8 Robes = **€175 *Save €25***

6. Design and Appearance – Logos and Graphics

☑ The company logo is visible on all pages

☑ It is prominently placed in the center of the page

☑ A user can return to the homepage by clicking on the logo

☑ Graphics are used effectively on the website for a customer logging into their account, checking their shopping bag, searching, or needing to live chat per graphics to the right.

☒ However, for the "Sale" graphics that are included in the upper right hand corner of some sale products, the user cannot click on the sale graphic to access the product page. The user must click around the graphic into the photo to access the product page.

LOGIN   1

Search

THE LOVELY LITTLE LABEL

SALE
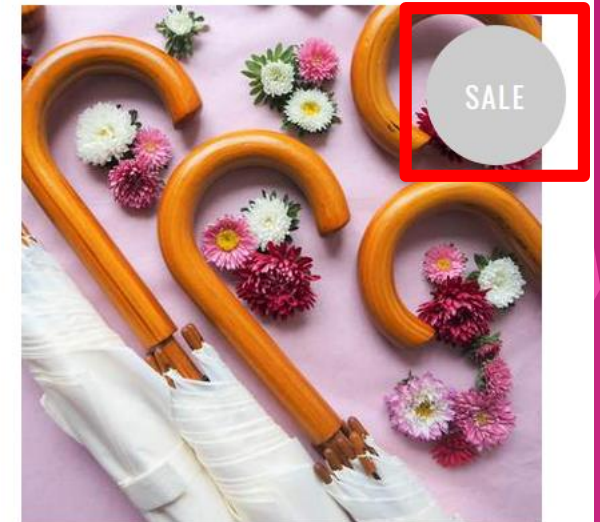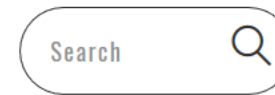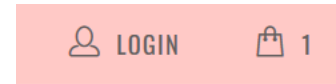
WE'RE SINGING IN THE RAIN – 5 WHITE WOODEN HANDLE WEDDING UMBRELLAS

€70.00 €75.00

6. Design and Appearance – Pop-Ups

- ▶ Web users have learned to stop paying attention to any design elements that are or look like advertisements. Specifically, users close pop-up windows before they have even fully loaded. Therefore, it is best to avoid any designs that look like advertisements (Nielsen, 2011).

- ☒ The Lovely Little Label website has pop-up reviews appear on the left side of both the mobile and desktop versions of the website.

- ☒ The user is able to "X" out the pop-up, however another one appears a few seconds later.

- ☒ This is both distracting and frustrating to the user.
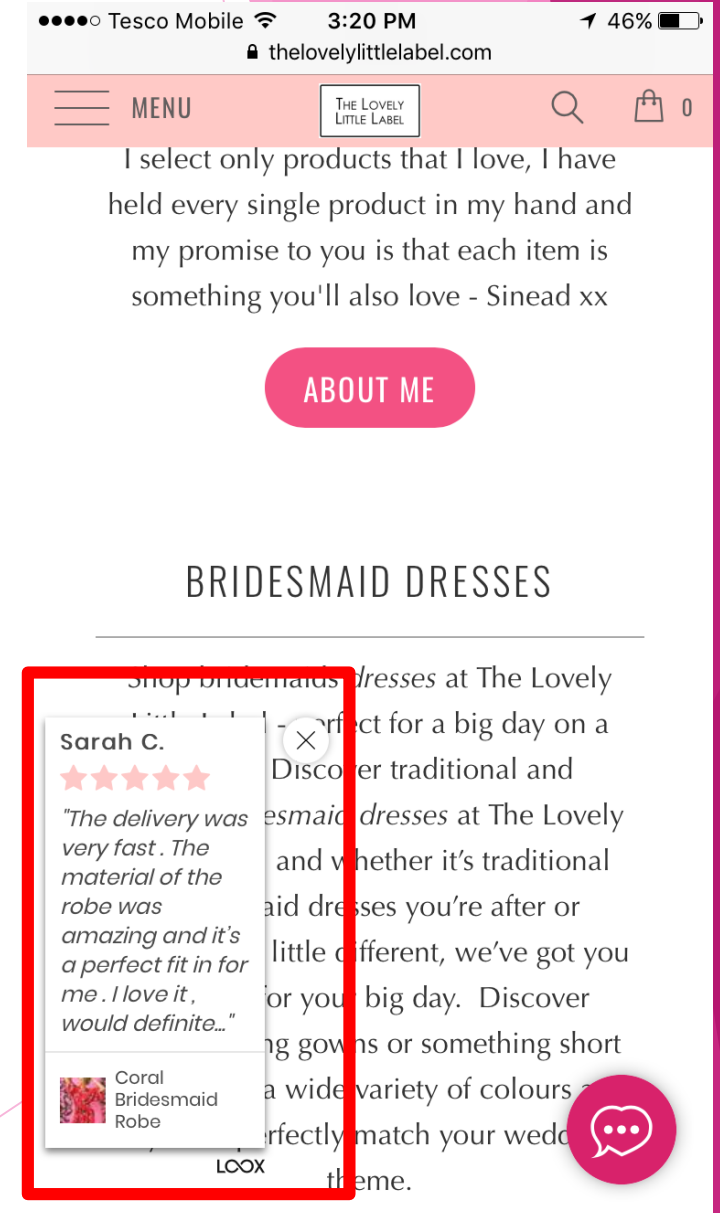
6. Design and Appearance - Images

☒ There are 53 images (20% of the website photos) which are over 100 KB in size (per Screaming Frog Appendix 9)

☒ The resolution of the homepage image above the fold is fuzzy and not clear

☒ On the product pages, the product images move through a carousel of different models and angles automatically which may be disruptive to the user

☑ On the product pages, when the user hovers over the product image, it zooms into the image maintaining good resolution

☒ Some of the images on the "About Me" page are fuzzy and have text positioning over the subject's faces

☒ On the "Real Brides" page, some photos are not high resolution. Additionally, some photos are linked to the respective products and others are not.

☒ The photo on the "Message Us" is a small and dark, could be more professional
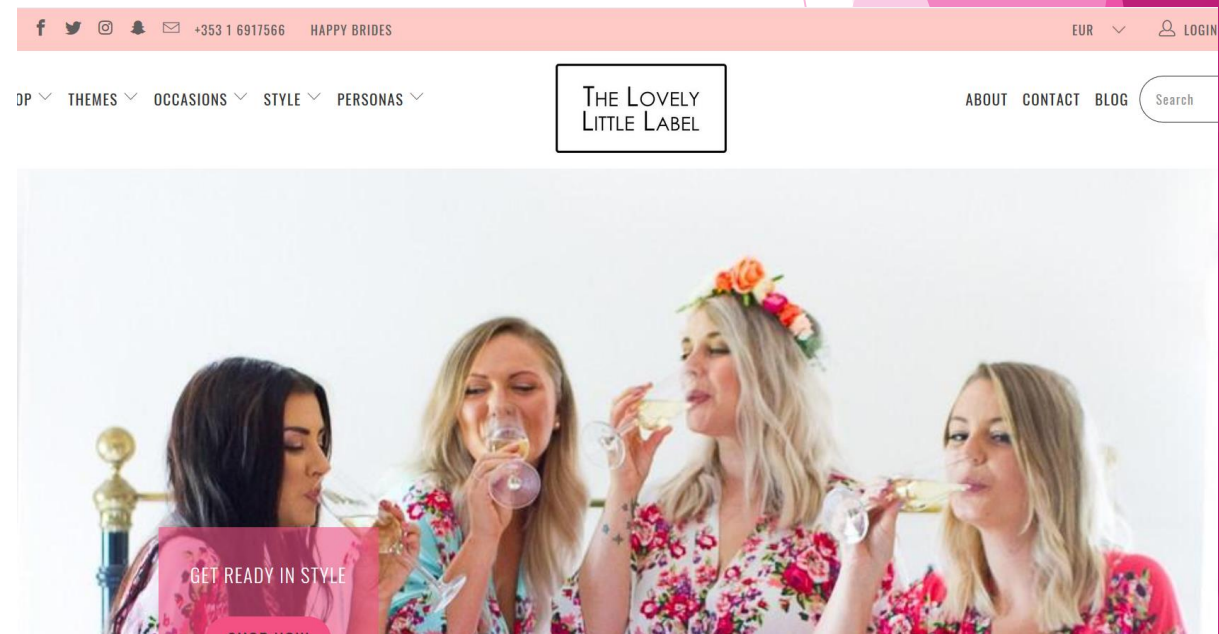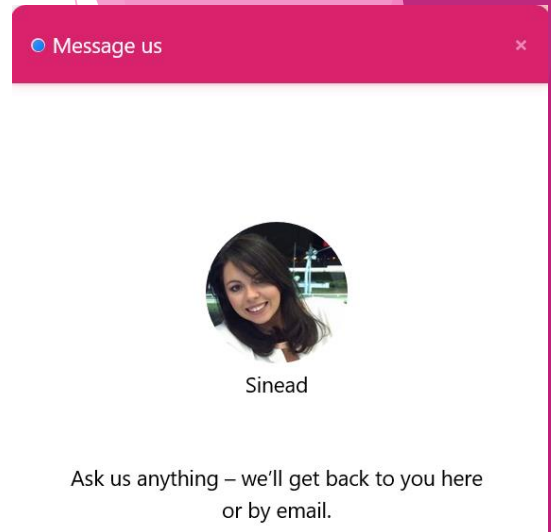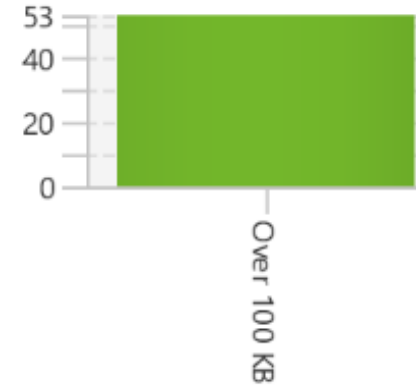
6. Design and Appearance Recommendations

Issue	Priority	Correction
Sometimes homepage carousel does not load properly	High	Optimize the carousel size and load time or eliminate the carousel completely
Footer links to a 404 page	High	Delete the "Follow Us" link from the footer or correct where it should be linking to
Footer links to a page with no products in the collection	High	Update or delete the "Shop Memory Lockets" link from the footer
Homepage does not convey the company purpose	High	Add a small description of what The Lovely Little Label is underneath the logo above the fold
Pop-up reviews appear on the left side on the webpages	High	Eliminate review pop-ups as they are distracting to the user
The resolution of the homepage image above the fold is fuzzy	High	Either sharpen the current image resolution or get a new homepage image
There are 53 images (20% of the website photos) which are over 100 KB in size	Medium	Optimize website image sizes
On the "About Me", "Message Us", and "Real Brides" pages, some images are low quality	Medium	Improve the image quality on these pages, eliminate any text over the subject's face, be consistent on what photos link to product pages, and change the Message Us photo to be more professional and bright.
Homepage length is too long and repetitive	Medium	Simplify the homepage content and eliminate any duplicate information
"Real Brides" page layout is disjointed	Medium	Update the "Real Brides" page layout to be more clean and streamlined, improving spacing and photo quality, while centering the content
The user cannot click on the sale graphic to access the product page	Medium	Ensure the sale graphic links to the product pages
On the product pages, the product images move through a carousel automatically	Low	Change the carousel to be manual rather than automatic
Some product descriptions contain too many font variations	Low	Improve the copy on the product pages to reduce the usage of bold, italics, color, and asterisks to make it easier to read.
Footer is too tall	Low	Simplify the footer content and adjust the layout to better utilize space

7. Navigation and Structure

► "The way you organize content on your site...gives immediate clues to what your site is about, it helps people find the information they're looking for, and it anticipates how people want to interact with that information" (Bradley, 2010)

☒ The categorization and labelling of The Lovely Little Label's site information architecture is poor

☒ It is confusing to the user where the products being sold are located—either in the collections or in the products section. In fact, products are sold under both categories.

*See full Screaming Frog directory graph in Appendix 13.
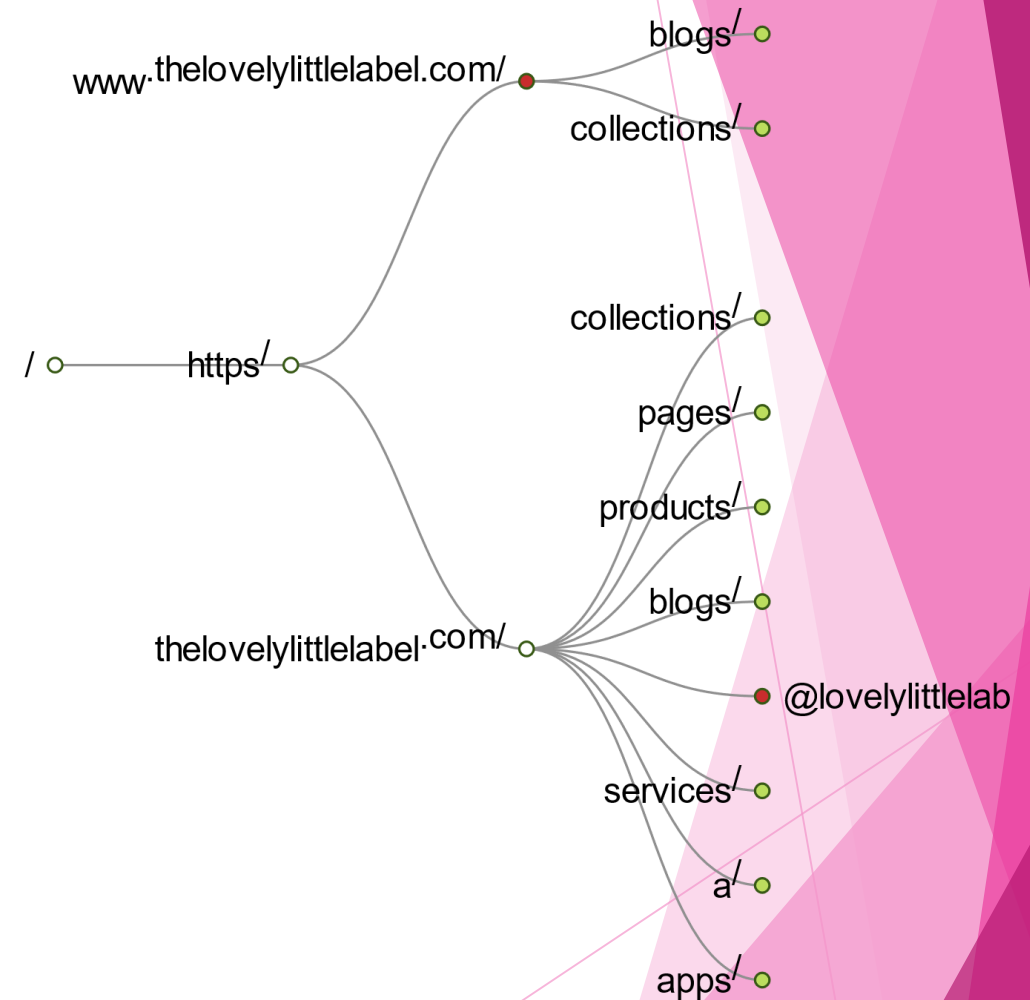
7. Navigation and Structure - Buttons

☑ Most of the buttons used throughout the site follow the same font type, size, and upper-case within a wide oval shape.

☑ The buttons complement the feminine page design with the clear, pink, white, or grey coloring in its static view or hovered view.

☑ The button font is the same font used throughout the website and the text is clearly legible.

☑ The buttons are properly aligned in the center of product photos for "Quick View" and aligned to the left to "Read More" of blog posts

☑ The buttons are placed in a logical order at the end of a form, product listing, or blog post. Also, buttons are placed in the center of a photo as a call to action to learn more about the product.

☑ When hovering over most of the buttons, there is a change of color.

☒ However, there are a few buttons where there is no change of color. One example is the "Shop Now" button on the homepage above the fold where the pink button color does not change when hovered over (see right).

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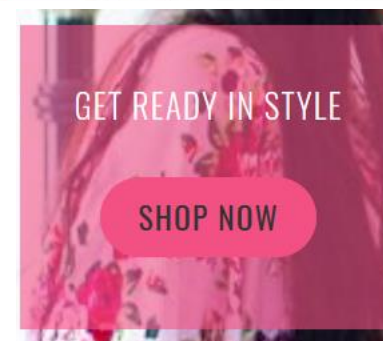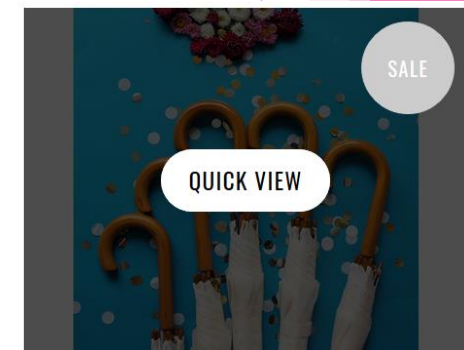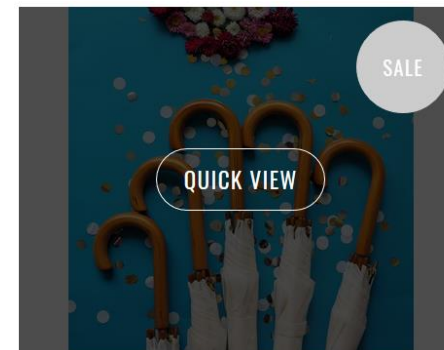
7. Navigation and Structure - Buttons

▶ Users base their expectations of a website on what is commonly done on other websites. As such, users prefer the same patterns of usability that which they are accustomed to. If a website deviates from expectation, it will be more difficult to use and users will abandon the website (Nielsen, 2011).

☑ The social media buttons are placed on the header and footer similar to other websites

☑ The social media buttons use the same logos that are used on other websites

☑ When hovering over one of the social media accounts, the button changes color to teal and the tool tip provides information on what social media channel the button represents (See image in the middle for Snapchat).

7. Navigation and Structure – Global Navigation
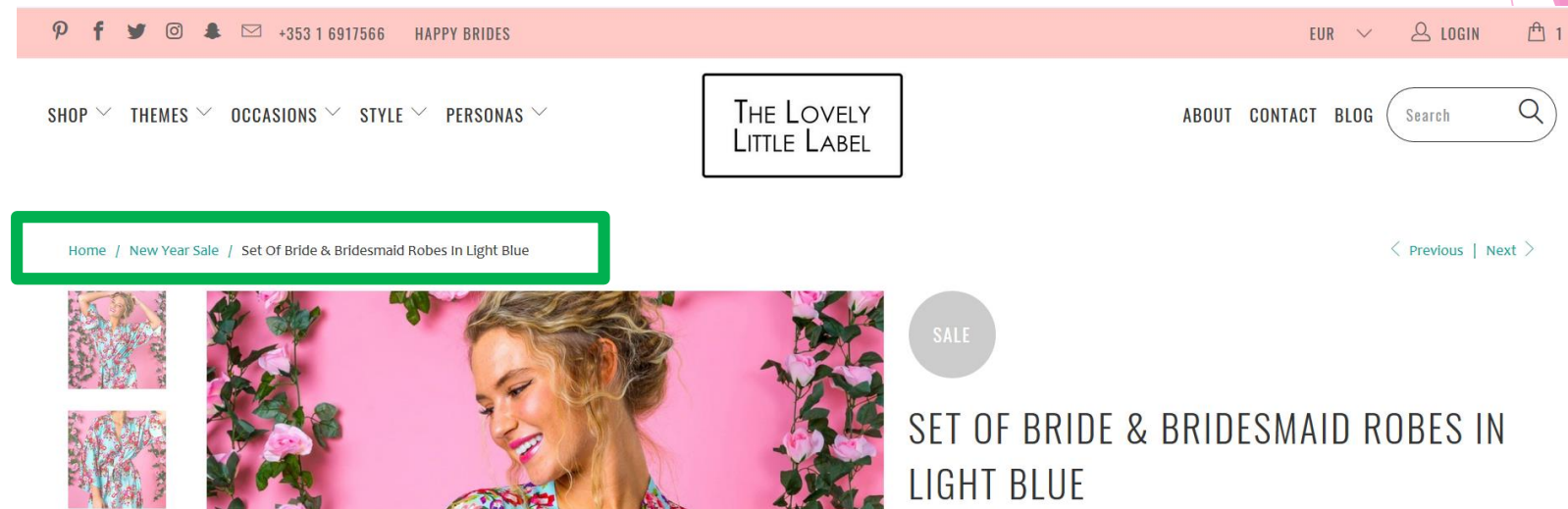
☑ The home button is very easy to find as it is the linked to the logo "The Lovely Little Label" in the top center of every webpage.

☑ The navigation is located in the same place throughout the site and is a "sticky navigation" whereby it stays at the top as the user scrolls down the page.

☑ The user can go back and forward to pages easily since the products are categorized, so it is easy to go back to the larger category that product falls under within the breadcrumb menu (highlighted in green above for example).

☑ The main sections of the site (Shop, Themes, Occasions, Style, Personas, The Lovely Little Label logo home button, About, Contact, Blog, Search, and Shopping Cart) are accessible throughout the site.

☑ The navigation is usable on a mobile device as a hamburger menu.

7. Navigation and Structure – Menus and Faceted Navigation

☑ The Menus are easy to use

☑ There are mega dropdowns for each of the navigation sections which provide a preview of the contents of each section before the user clicks

☒ The mega dropdowns are inconsistent as some have a listing and photos (like "Theme") whereas "Shop" only has photos (see green and red highlighted boxes).

☒ The menu headings include: Shop, Themes, Occasions, Style, and Personas. This may be confusing for a user who assumes that all the products are under the "Shop" dropdown. However, there are products to shop under all the headings.

☒ Some products fall under multiple menu headings which may be confusing for the user and redundant.

☒ Some of the mega dropdowns such "I Do Crew" and "Wedding Essentials" highlighted in red to the right do not link to a new page and rather link to the homepage, which is different than where the associated photo links to.

☒ Some of the mega dropdowns such as "gifts" highlighted in blue, link to an empty collection with no products
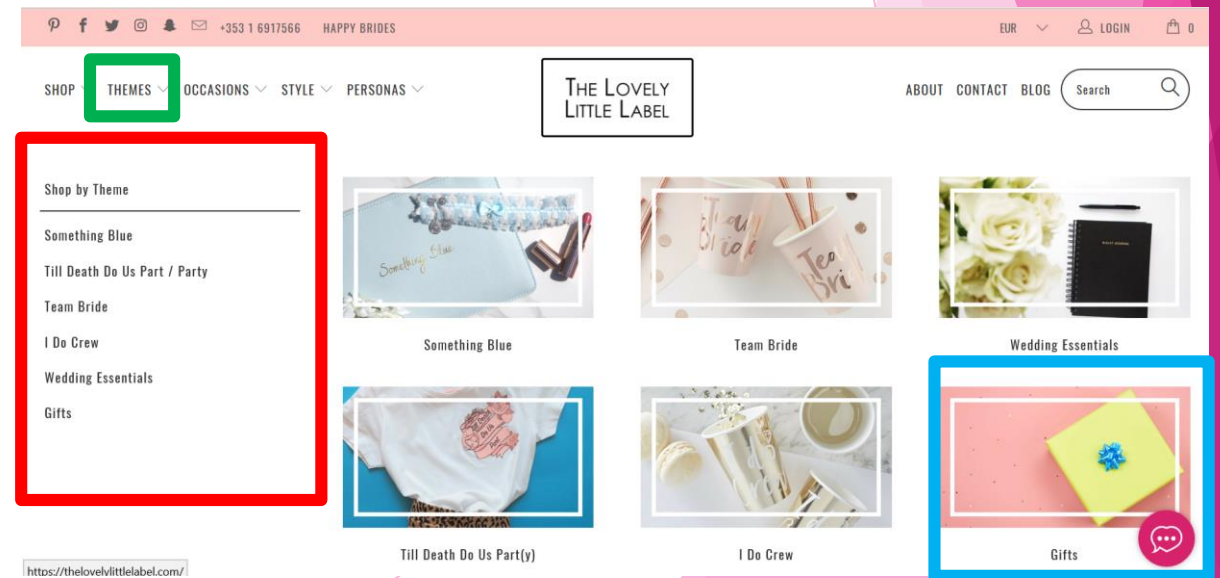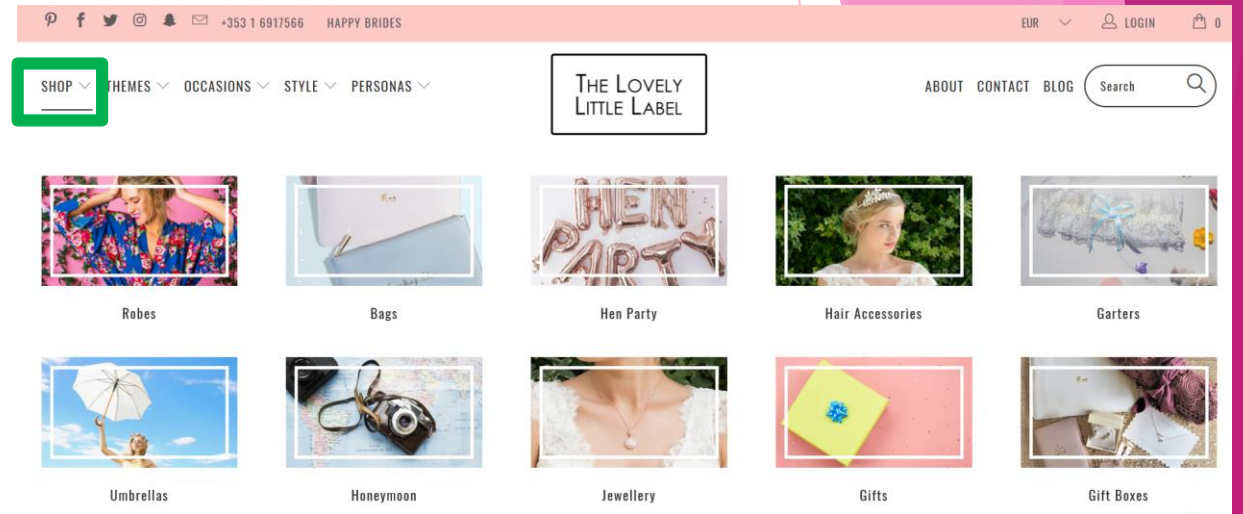
7. Navigation and Structure – Menus and Faceted Navigation

- ☒ There are no refinement menus on product listing pages to assist deep-dive customers (i.e. Price, Size, color, etc.)

- ☑ There are ways to sort products within a product listing page by featured, best selling alphabetically, price, and date.

BEST SELLING ⌄

Featured
Best Selling
Alphabetically: A-Z
Alphabetically: Z-A
Price: Low to High
Price: High to Low
Date: New to Old
Date: Old to New
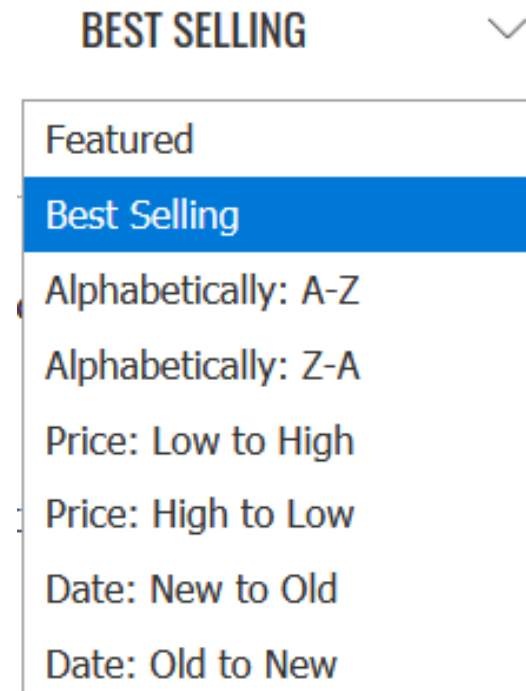
7. Navigation and Structure – Links

- "A link should be a simple hypertext reference that replaces the current page with new content. Users hate unwarranted pop-up windows" (Nielsen, 2011).

☑ There are links to pages deeper in the site

☑ These links are distinguished from other non-linked text by a teal color

☑ When the linked text is hovered on, a tool tip with a title tag is displayed informing the user what they will get before they click

☑ Most internal and external links open in the same browser tab (thus avoiding opening a new browser tab)

☒ However, the social media account links open in a new browser tab

⟨ Previous | Next ⟩

Next

Any deadly games? Yes, we played a few different gam
memory of the bride and then I had to guess from the
Check out more ideas for games on this post
What was your favourite/funniest ly

Fun Hen Party Games

Collections: Bride, Classic Bridal Style, Flower Girl, Hair Accessories, New Year Sale, Romantic Bride, Sale

Hair Accessories

Type: Hair Accessories

her gorgeous bridesmaids rocking our navy and ivory bridal robes

bridal robes

A dreamy beach shot featuring our white wooden handle umbrellas.

wedding umbrellas

7. Navigation and Structure – Search

▶ "Search should be presented as a simple box, since that's what users are looking for" (Nielsen, 2011).

☑ The website has search turned on an displayed as a simple box on the upper right hand side of the header which is easily accessible throughout the site.

☑ The search feature is viewable on mobile devices as only a magnifying glass on the top bar and when clicked on, it opens up into a search bar.

☑ Both the mobile and desktop searches provide real-time search where results appear as the user types.

☑ There is a sufficient abstract for each search result.

☒ There is no predictive search whereby if you type in "enga" the search bar autocompletes to "engaged."

☒ There is no way for the user to refine or narrow search results by product category, price, color, etc.

☒ The search results in both products and blog posts per the screenshot to the right which may be irrelevant to the customer if they are looking for a product, but the search results in a blog post.

7. Navigation and Structure – Search

- ▶ "Overly literal search engines reduce usability in that they're unable to handle typos, plurals, hyphens, and other variants of the query terms" (Nielsen, 2011).

- ☒ The search bar does not cater for fuzzy logic. For example, when searching for "enaged," the search does not autocorrect and provide the search results for "engaged." Also, the search does not autocorrect "brides-maid" to provide search results for "bridesmaid."

- ☑ The zero results page is friendly as it says "sorry" and asks the user to "please modify your search" and provides a search bar to search again.

SORRY, NO RESULTS!

Your search for "enaged*" did not match any results. Please modify your search terms and try again.

enaged 🔍

SORRY, NO RESULTS!

Your search for "brides-maid*" did not match any results. Please modify your search terms and try again.

brides-maid 🔍

7. Navigation and Structure Recommendations

Issue	Priority	Correction
The labelling and categorization of the website is poor	High	Have the labelling better represent what the e-commerce store sells (i.e. Clothing, Shoes, Handbags, Jewelry, Accessories, Gifts, Party Supplies, Sale, Blog)
Some mega dropdowns link to the homepage	High	Ensure all mega dropdowns link to a completed page with products consistent with the nomenclature.
Search results include both blog posts and products	High	Isolate main header search to only products, since the blog has its own search in the blog section
The search does not cater to fuzzy logic	High	Improve the search to be able to handle typos, plurals, hyphens, and other variants of the query terms
Inconsistent mega dropdowns	High	Be consistent if mega dropdown has a listing and photos or just photos. If both a listing and photos, ensure that they link to the same page.
There are no refinement menus on product listing pages	Medium	Add refinement menus on product listing pages in a fixed visual space (i.e. price, size, color, etc.) May not be as High priority now because there are not that many products, however as inventory grows, will become higher priority for deep-dive customers to filter products.
There is no predictive search	Medium	Add predictive search
There is no refinement of search results	Medium	Add refinement to search results (i.e. price, color, product category, etc.)
Button does not change color when hovering over it	Low	Have button change color when hover over it to signal it is a button and can be clicked on
Social media account links open in a new browser tab	Low	Have the links open in the same tab

8. Content - Messaging

☑ The content is appealing/compelling

☑ The overall messages are clear

☑ The pages are written in a positive tone

☑ The call to actions are prominent

☒ There could be better core brand value proposition messaging on the homepage. Since it is a new, growing business, a better understanding of what the value proposition is would be helpful to users

☑ There is customer-generated content using the Looz Review Widget on the homepage, in the "Happy Brides" page, and on the individual product pages

8. Content – Homepage

- "Improving your homepage multiplies the entire website's business value" (Nielsen, 2002).

- "Start the page with a tagline that summarizes what the site or company does, especially if you're new or less than famous" (Nielsen, 2002).
  - ☒ Currently, The Lovely Little Label's homepage does not incorporate this above the fold nor below the fold

- For a homepage title tag, "begin with the company name, followed by a brief description of the site" (Nielsen, 2002).
  - ☑ The current title "The Lovely Little Label | Wedding Umbrellas, Bags, Robes, & Jewelry" sufficiently follows this Nielsen principle

- A homepage should display trust and expertise
  - ☑ Currently, The Lovely Little Label's homepage has a "As Seen On" section which highlights some of the online features.
  - ☒ However, there is no mention on the homepage of the awards The Lovely Little Label has won

8. Content – Homepage: 5 Second Test

▶ Results of a 5 second test conducted with an image of the homepage and 31 participants
(See Appendix 15)

▶ What do you think this page is about?

  ▶ Most of the respondents have a good idea of what the page is about considering the most frequent responses included the words "Wedding" "Bridal" "Party" and "Bridesmaid"

▶ What type of company is this and what do they sell?

  ▶ Less accurate overall response considering the most frequent responses included the words "Clothing" "Lifestyle" "Wedding" and "Party".

  ▶ 9 participants (29% of total participants) thought it was a clothing company

  ▶ 5 participants (16%) thought it was a party planning company

  ▶ 7 participants (23%) thought it had something to do with weddings/bridal showers/hens

  ▶ One respondent stated that it is "not a company, looks like a lifestyle blog"

  ▶ One respondent stated that the company sells "branding packages targeted to women" based on the menu option titles of "Personas" and "Style"

  ▶ Only 1 respondent mentioned that the company sells accessories and no respondents mentioned jewelry. Yet, the company's main focus is to provide a "curated selection of on-trend accessories and jewelry to the modern bride."

8. Content – Homepage: 5 Second Test

- What was the most prominent element on the page?

  - Most of the respondents have a good idea of what the page is about considering the most frequent responses included the words "Women" "Image" "Drinking" and "Color"

  - 5 respondents (16%) mentioned "Drinking"

  - 4 respondents (13%) mentioned the flower crown which is not one of The Lovely Label's products

  - Only 2 respondents mentioned The Lovely Little Label's logo in the top center

8. Content - Pages

☒ Per Screaming Frog, there are 7 pages (1.44% of website's total pages) which have 404 errors
(See Appendix 12)

☑ When the 404 error occurs, a "Page Not Found" custom page is displayed with an apology and an option to search or continue shopping
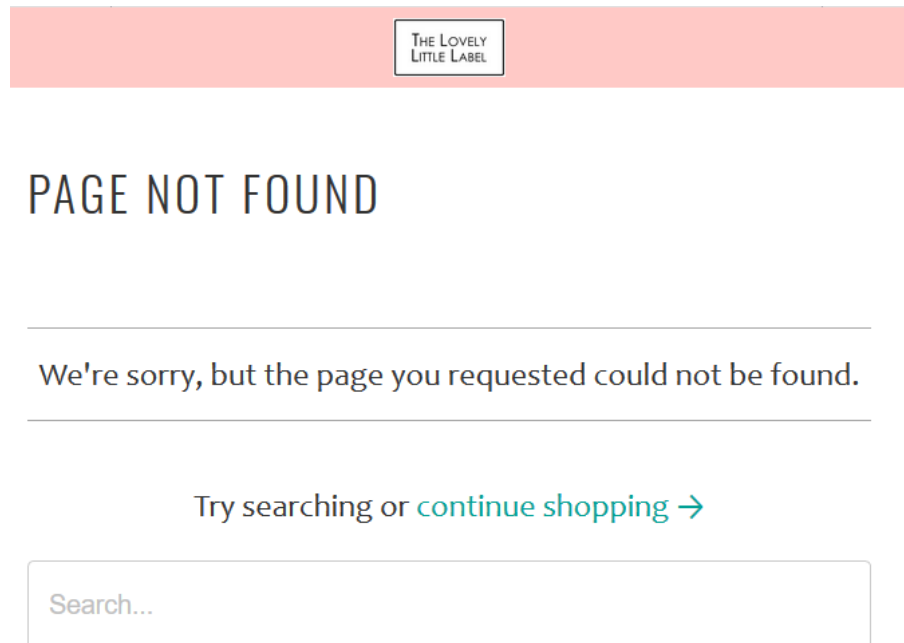
Status Code 404
https://thelovelylittlelabel.com/@lovelylittlelab
https://thelovelylittlelabel.com/apps/stream
https://thelovelylittlelabel.com/collections/bridesmaid-dresses/products/@lovelylittlelab
https://thelovelylittlelabel.com/blogs/news/@lovelylittlelab
https://thelovelylittlelabel.com/products/@lovelylittlelab
https://thelovelylittlelabel.com/collections/@lovelylittlelab
https://thelovelylittlelabel.com/pages/@lovelylittlelab

THE LOVELY LITTLE LABEL

PAGE NOT FOUND

We're sorry, but the page you requested could not be found.

Try searching or continue shopping →

Search...

8. Content - Copy

> "A wall of text is deadly for an interactive experience. Intimidating. Boring. Painful to read. To draw users into the text and support scan-ability, use well-documented tricks: subheads, bulleted lists, short paragraphs, and a simple writing style" (Nielsen, 2011).

- The content is not concise, it makes it difficult to read

- The paragraphs do not have good headings or sub-headings

- There is no consistency nor use of bullet points

- Throughout several of the product pages, there are clear spelling and grammar mistakes (see right)

- There is an overuse of capitalization, colored text, and boldness in the descriptive text of the product

Available in Ivory, Blush Pink, Navy, Coral, Light Blue &Purple

Size 4 recommended for ages 2-4

Sixe 8 recommended for ages 5-8

Champagne metallics for the ultimate celebration. The wedding bag is the perfect accessory for the Big Day! With a gold metallic inscription, this bag adds a beautiful touch to your wedding day.

BRAND NEW BRIDAL COLLECTION OF POUCHES ARE THE ULTIMATE WEDDING ACCESSORY TO HAVE ON YOUR ARM! GIVE YOUR BRIDESMAIDS THE ULTIMATE PERFECT POUCH, KEEP YOUR FAVOURITE THINGS CLOSE IN OUR GORGEOUS BRIDE POUCH OR TREAT YOURSELF TO THE ULTIMATE HONEYMOON MRS CLUTCH

Let the rain pour! Keep you your maid's and your guests covered on the big day with five of our wooden handle umbrellas in Ivory x

Each umbrella beautiful wooden crook handle umbrella with a simple push button automatic opening mechanism. The white canopy with fibreglass frame make the umbrella, lightweight and robust without compromising on style.

8. Content – Company Information & Contact Information

☑ The link to "About" is found on the top right header

☒ It is confusing though as there is one "About" section focusing on The Lovely Little Label and another "About" section focusing on Sinead. Both of these pages on linked in the footer and have repetitive information

☑ There are pages for Delivery Information, Refunds, Customer Service, Privacy Policy, FAQ's, and Terms of Service

☑ The phone and email address is easily accessible from the homepage as they are on the top left header

☒ The "Contact Us" page is only a customer service form. There are no hours of operation, phone number, or e-mail.

☒ There is a "Press" page, however it is not updated with the latest company news (i.e. missing a press feature in Wedding Ideas Magazine, the 2018 Blog Awards Ireland Silver Award, and the 2019 UK Blog Awards Finalist)

8. Content – Email Information & Feedback

- ▶ "The Reciprocity Principle…use this social psychology law in user interface design to gain users' trust and motivate engagement with your site" (Budiu, 2014).
  - ☑ The e-mail sign up form offers "a discount code for your first order" thus utilizing the reciprocity principle
- ☑ The site encourage visitors to contact and give feedback via the chat window, contact message form, and product reviews
- ☑ There is a permanent e-mail sign-up content zone in the global navigation so it appears on all pages
- ☑ The sign-up is quick and easy to complete
- ▶ "Confirmation is a technique for preventing unintended actions by requiring verification of the actions before they are performed" (Lidwell, Holden and Butler, 2010, p. 54)
  - ☑ There is a 'subscription confirmation' page displayed after submitting the form
- ☑ Customers can change their opt-in preferences or unsubscribe from the bottom of the e-mail newsletter
- ☑ The contact form works when submitting and there is just the right about of fields (Name, E-mail, Message)

WANT TO BE FRIENDS?

Sign up to get the latest on sales, new releases & a discount code for your first order x

Enter your email address...   SIGN UP

the-lovely-little-label.myshopify.com subscribers

Subscription Confirmed

Your subscription to our list has been confirmed.

Thank you for subscribing!

The Lovely Little Label
101A Maples Road
Wedgewood
Dublin, Dublin D16 RW50
Ireland
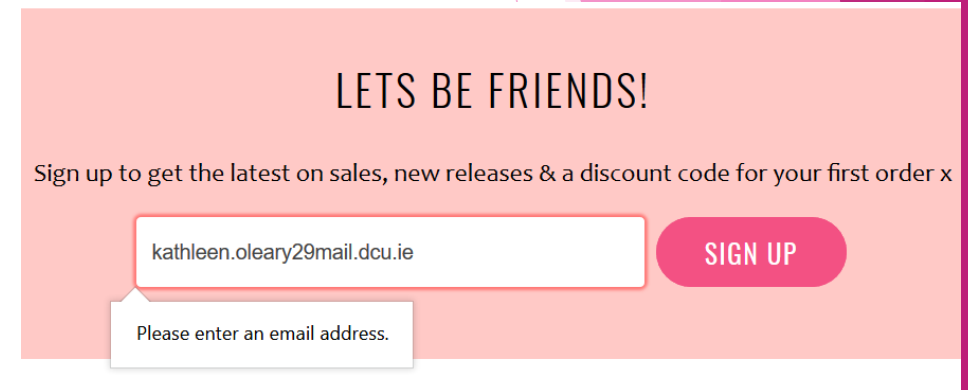
Add us to your address book

continue to our website »   or   manage your preferences

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

8. Content – Email Information & Feedback

▶ "As much as possible, design the interface so that users cannot make serious errors…If users make an error, the interface should offer simple, constructive, and specific instructions for recovery." (Shneiderman *et al.*, 2016)

☑ This design principle is incorporated into the e-mail newsletter sign-up and the contact form

☑ When an incorrect e-mail missing an "@" symbol is entering, a message appears instructing to "please enter an email address" and highlights the erroneous input in red

LETS BE FRIENDS!
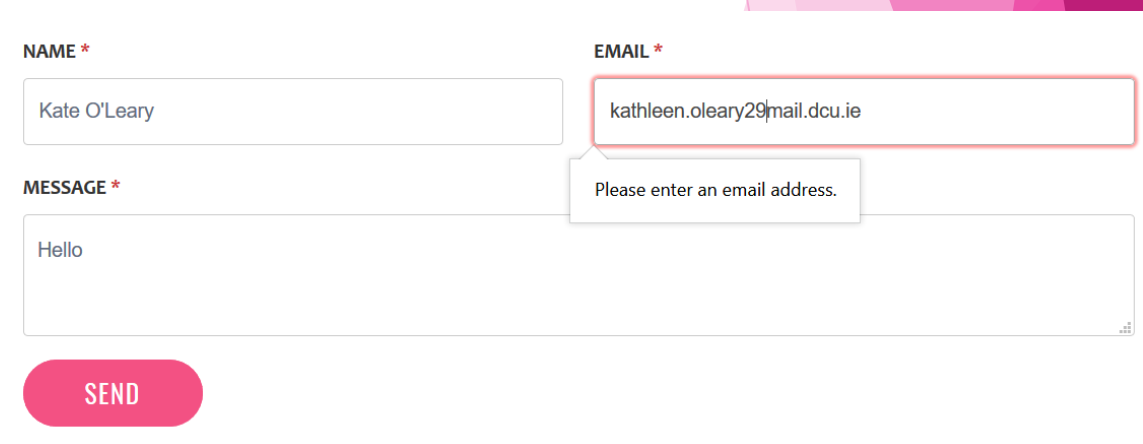
Sign up to get the latest on sales, new releases & a discount code for your first order x

kathleen.oleary29mail.dcu.ie   SIGN UP

Please enter an email address.

NAME *

Kate O'Leary

EMAIL *

kathleen.oleary29mail.dcu.ie

Please enter an email address.

MESSAGE *

Hello

SEND

8. Content Recommendations

Issue	Priority	Correction
Poor understanding of the core brand value proposition	High	Start the homepage above the fold with a tagline that summarizes what the company does
The menu options are confusing users on what the company is and sells	High	Update the menu titles to be more representative and specific of what the company sells
The homepage hero image highlights a flower crown, robes, and drinking champagne	High	Consider choosing an image that highlights multiple products that the company sells (rather than just the 1 robe)
There are 7 pages which have 404 errors	High	Correct the pages with 404 errors
There are prevalent spelling and grammar errors throughout the website	High	Correct the spelling and grammar mistakes on each product page
The content is not concise, does not have good headings/subheadings	High	Reduce the unnecessary or repetitive content. Use consistency and incorporate bullet points to make the content easier to consume for the user
The homepage does not mention the company's awards	Medium	Add an awards section within the "As Seen On" section (Awards garner trust and expertise which help with SEO)
The women drinking is overly prominent within the hero page	Medium	Consider choosing an image that does not have women drinking as it may be distracting and have the users think it is an alcoholic beverage company.
Overuse of capitalization, colored text, and boldness	Medium	Reduce the usage of capitalization, colored text, and boldness
There are 2 "About" sections	Medium	Delete one of the "About" sections or rename one of the titles to be "Meet our Founder" and eliminate any duplicate information between the two pages
The "Press" page is outdated	Medium	Update the page to add feature in Wedding Ideas Magazine, the 2018 Blog Awards Ireland Silver Award, and the 2019 UK Blog Awards Finalist.
The "Contact Us" page is only a customer service form	Low	Add hours of operation, phone number, and e-mail address to "Contact Us" page

9. E-Commerce – Site Sales

▶ "In e-commerce, websites play a critical role in attracting and maintaining potential online customers" (Song and Zahedi, 2001, p. 212)

☑ Once on the product pages, it is clear what The Lovely Little Label is selling

☑ The calls to action/instructions are clear

☑ The user can find products quickly

☒ The user cannot compare products quickly as there is no side by side comparison option

☑ It is easy to add products to the basket

☑ There is cross- and up-selling on the product page under "Related Items"

☒ There is no social proof of cross- and up-selling (i.e. "5 customers purchased these items together")

☒ There may be too many "Related Items" next to 1 product (For example, some products have 12 related items which may be overwhelming for the user)

☒ There is no cross- and up-selling on the basket page

☑ The 'proceed to checkout' button is clear and prominent

☑ There is a persistent mini-basket in the global navigation

9. E-Commerce – Checkout

▶ The Lovely Little Label's E-Commerce platform is Shopify

▶ "Sequences of actions should be organized into groups with a beginning, middle, and end. Informative feedback at the completion of a group of actions gives users the satisfaction of accomplishment, a sense of relief, a signal to drop contingency plans from their minds, and an indicator to prepare for the next group of actions" (Shneiderman *et al.*, 2016).

☑ The checkout process is well streamlined

☑ There is a clear progress bar

☑ The customer knows which stage of the checkout they are at based on the color of the progress bar (i.e. the customer is at the "Payment Method" in the right screenshot)

☑ It is easy for relevant forms to be filled in

☑ There are clear error messages given

☑ The customer sees the order summary at all times

☒ The customer cannot edit the order during the customer information, shipping method, nor payment method sections. The customer must return to the cart to make any amendments.

☑ If the customer was at the payment method stage, the customer can edit the customer information and shipping method/address from the payment method stage

9. E-Commerce – Checkout

EMAIL

PASSWORD   *Forgot your password?*

LOGIN   or   **CONTINUE AS A GUEST →**

▶ "Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions" (Nielsen, 1995)

☑ Frequent users can login to their account with their email and password allowing them to bypass all of the standard forms since they were previously saved

☑ There is also a guest checkout option

▶ "Forgiveness - Designs should help people avoid errors and minimize the negative consequences of errors when they do occur" (Lidwell, Holden and Butler, 2010, p. 104)

☑ In case a user forgets their password, they are able to recover their lost credentials via the link "Forgot your password?"

9. E-Commerce – Currency

☑ A user is able to switch currencies on the header into EUR, USD, CAD, AUD, GBP, and JPY

☒ However, when a user goes to the checkout, the final price is converted to EUR and there is a note stating "Orders will be processed in EUR"

☒ This is unclear and frustrating for a user since if the currency is available on the header dropdown, the user would assume the order would be processed in that currency
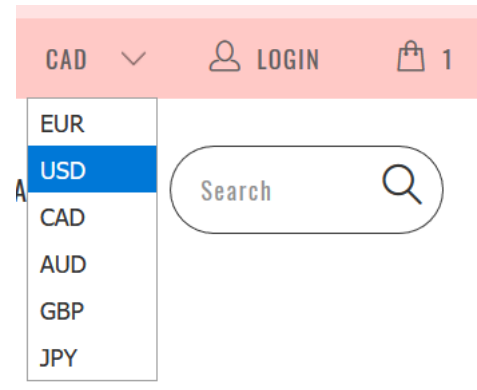
Subtotal ¥15,461

Total Savings ¥2,474

Orders will be processed in EUR.

ORDER NOTES:

CHECKOUT WITH DEBIT/CREDIT CARD

PayPal

| CAD ⌄ | 👤 LOGIN | 🛍 1 |

EUR
USD
CAD
AUD
GBP
JPY

Search

Set of Bride & Bridesmaid Robes in Raspberry Lace
6
€125.00

Discount code | Apply

Subtotal €125.00
Shipping €28.00

Total €153.00

9. E-Commerce – Checkout

☑ **All pages are secure using Https** (Per Screaming Frog graph to the right)

☑ **The SSL certificate is clearly shown (see right)**

☑ **The website supports Credit/Debit cards under Visa, Mastercard, and Amex**

☑ **The website supports PayPal and Google Pay**

☒ **On the footer of the website, it states that it supports Apple Pay. However, Apple Pay is not an option at the checkout**

☑ **The Refund Policy, Privacy Policy, and Terms of Service is linked below "Complete Order"**

‹ Return to shipping method   Complete order

Refund policy   Privacy policy   Terms of service

Protocol

450
400
350
300
250
200
150
100
50
0

HTTP   HTTPS
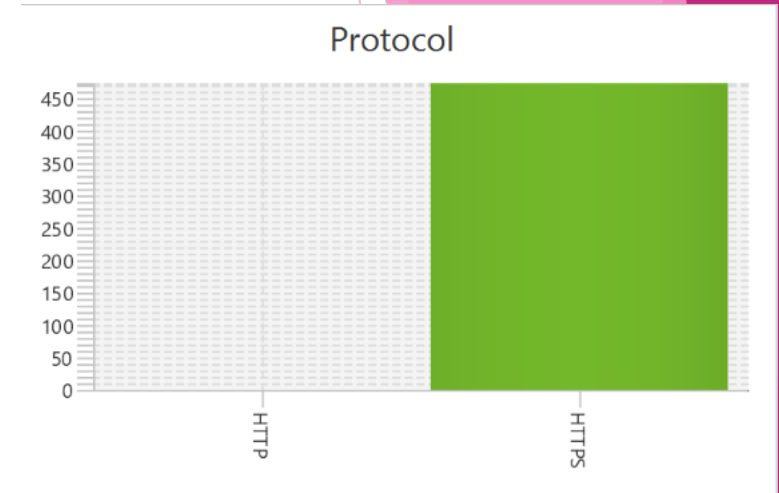
Certificate Viewer: "thelovelylittlelabel.com"   ✕

General   Details

This certificate has been verified for the following uses:

SSL Server Certificate

Issued To
Common Name (CN)   thelovelylittlelabel.com
Organization (O)   <Not Part Of Certificate>
Organizational Unit (OU) <Not Part Of Certificate>
Serial Number   03:99:AA:A9:84:06:68:FC:14:BE:9F:F6:00:1E:37:BF:A7:B1

Issued By
Common Name (CN)   Let's Encrypt Authority X3
Organization (O)   Let's Encrypt
Organizational Unit (OU) <Not Part Of Certificate>

Period of Validity
Begins On   Wednesday, November 14, 2018
Expires On   Tuesday, February 12, 2019

Fingerprints
SHA-256 Fingerprint   8A:6F:9A:F3:23:69:E4:64:9E:55:1D:BB:B3:63:5C:9B:
                          0C:01:A4:56:B8:FD:59:45:B8:AD:91:67:D1:B6:03:C6

SHA1 Fingerprint   0F:1C:1E:03:9B:51:39:95:54:51:75:7C:F4:43:77:91:50:22:CB:98

9. E-Commerce – Checkout

▶ "The 80/20 rule asserts that approximately 80 percent of the effects generated by any large system are caused by 20 percent of the variables in that system" (Lidwell, Holden and Butler, 2010, p. 14).

☑ While inputting the customer's address, the top most used countries are on top (Ireland, United States, and United Kingdom) with the remaining countries below in alphabetical order. This is the 80/20 rule being applied.

☑ The checkout incorporates suggested shipping addresses making the form easier to fill out and accurate

☑ The checkout incorporates a "Remember Me" option to save a customer's information to make for a faster checkout at their next order

9. E-Commerce – Product Pages

▶ "Scarcity is when items and opportunities become more desirable when they are perceived to be in short supply or occur infrequently" (Lidwell, Holden and Butler, 2010, p. 216)

⊠ There is no availability information visible. If however, it stated that there were only 4 robes left, it may encourage a customer to make a purchase.

☒ Product Title is lengthy

☑ 4 separate images, the user can zoom in and click for a larger image

☒ The images automatically rotate, which may be frustrating to user

☒ There are two separate areas for quantity which is repetitive and confusing

☑ The price is visible and states how much the user saves with the sale

☒ There is an add to cart button and also a buy it now button which may be confusing

☒ There is no add to Wishlist option

☒ There is no delivery or return information specific to the item

☒ There is no color option to switch between the available robe colors (rather each robe color has its own product page)

Home / Products / Set Of Bride & Bridesmaid Robes In Raspberry Lace

SALE

SET OF BRIDE & BRIDESMAID ROBES IN RASPBERRY LACE

$167.64 ~~$190.50~~
You Save 12% ($22.86)

QTY
3 4 5 6 7 8

QTY
− 1 +

ADD TO CART   BUY IT NOW

9. E-Commerce – Product Pages (continued)

▶ "Chunking is a technique of combining many units of information into a limited number of units or chunks, so that the information is easier to process and remember" (Lidwell, Holden and Butler, 2010, p. 40)

☒ The product description is long with no chunks breaking it up, too many colors, and asterisks

☒ There is a large white space to the left of the product description (not seen in this screenshot) due to poor layout

☑ There is material information and length measurement

☒ There is no information on cleaning/washing

☒ The sizing is too vague, with no sizing chart

☑ This item is tagged to 4 collections

☒ The social media sharing links include Google+, which is shutting down

---

Our beautiful lace kimonos are 100% cotton, lightweight and breathable, not to mention utterly stylish.

Treat your bridal Party to Luxury Cotton Robe with matching lace trim at hem and sleeves, for the morning of the wedding.

Get ready in style and comfort in one of these amazing robes, with the free size design of these robes everyone will be confident plus comfy without losing out on style and beauty

All packages incude one Ivory Bridal Robe and additional robes in raspberry.

For example a pack of three robes will be one ivory and two raspberry robes

Regular Size: One size fits most.

Recommended for size 8-16
Length: 110cm

Collections: Bridal Robes, New Year Sale, Romantic Bridal Style, Romantic Bride
Type: Bridal Robes

9. E-Commerce Recommendations

Issue	Priority	Correction
There is no social proof of cross- and up-selling	Low	If there is data available to note if X amount of customers bought Y and Z items together, add it to the product page
There may be too many "Related Items" next to 1 product	Low	Limit "Related Items" to the top 3 items making it more manageable for the user
There is no cross- and up-selling on the basket page	Medium	Add cross- and up-selling to the basket page
The customer cannot edit the order during the customer information, shipping method, nor payment method sections.	Medium	Allow the customer to edit the order in all the stages until the "Order Now" button is clicked
Despite having multiple currencies on the header, orders are processed in EUR	High	Allow orders to be processed in various currencies or eliminate the option from the header
On the footer of the website, it states that it supports Apple Pay. However, Apple Pay is not an option at the checkout	High	Allow Apple Pay to be an accepted form of payment or eliminate it from the footer
Product titles are too lengthy	Medium	Simplify product titles
Product images automatically rotate	Low	Change the rotation to be manual when the user wants to change the photo
There are two separate areas for quantity which is repetitive and confusing	High	Eliminate the duplicate quantity section and ensure that by changing the quantity, it changes the price
There is an add to cart button and also a buy it now button	Medium	Eliminate one of the buttons as it can be confusing
No add to Wishlist option	Low	Allow users to create a Wishlist which they can save if they have an account
No availability information visible	Medium	Add availability information (i.e. Only 4 items left in stock)
No delivery or return information specific to the item	Low	It is on the footer, but it would be helpful to have delivery/return information next to the product details
No color option	Medium	Create a color option on the product pages, so only need 1 product page rather than multiple of the same product in different colors
The product description is long with no sub-headings breaking it up, too many colors, and asterisks	Medium	Simplify product descriptions, add sub-headings, add bullet points
There is a large white space to the left of the product description (not seen in this screenshot) due to poor layout	Medium	Optimize page layout to eliminate wasted white space
There is no information on cleaning/washing	Low	Add information on cleaning/washing
The sizing is too vague, with no sizing chart	Medium	Add a sizing chart
The social media sharing links include Google+, which is shutting down	Low	Eliminate the Google+ link

10. Best Practice

"A real example of a good design can be more illuminating than a thousand words" (Harley, 2018)

Kate Spade Homepage

- ☑ Clear menu options with mega dropdowns for each section

- ☑ Products are grouped by category, collection, and personalization

- ☑ The header includes a store locator, help, sign in/register, and bag

- ☑ Center logo linking to homepage

- ☑ Search bar

- ☑ Chat button on lower right side

- ☑ Easily readable with black font against white background

*Image per https://www.katespade.com/
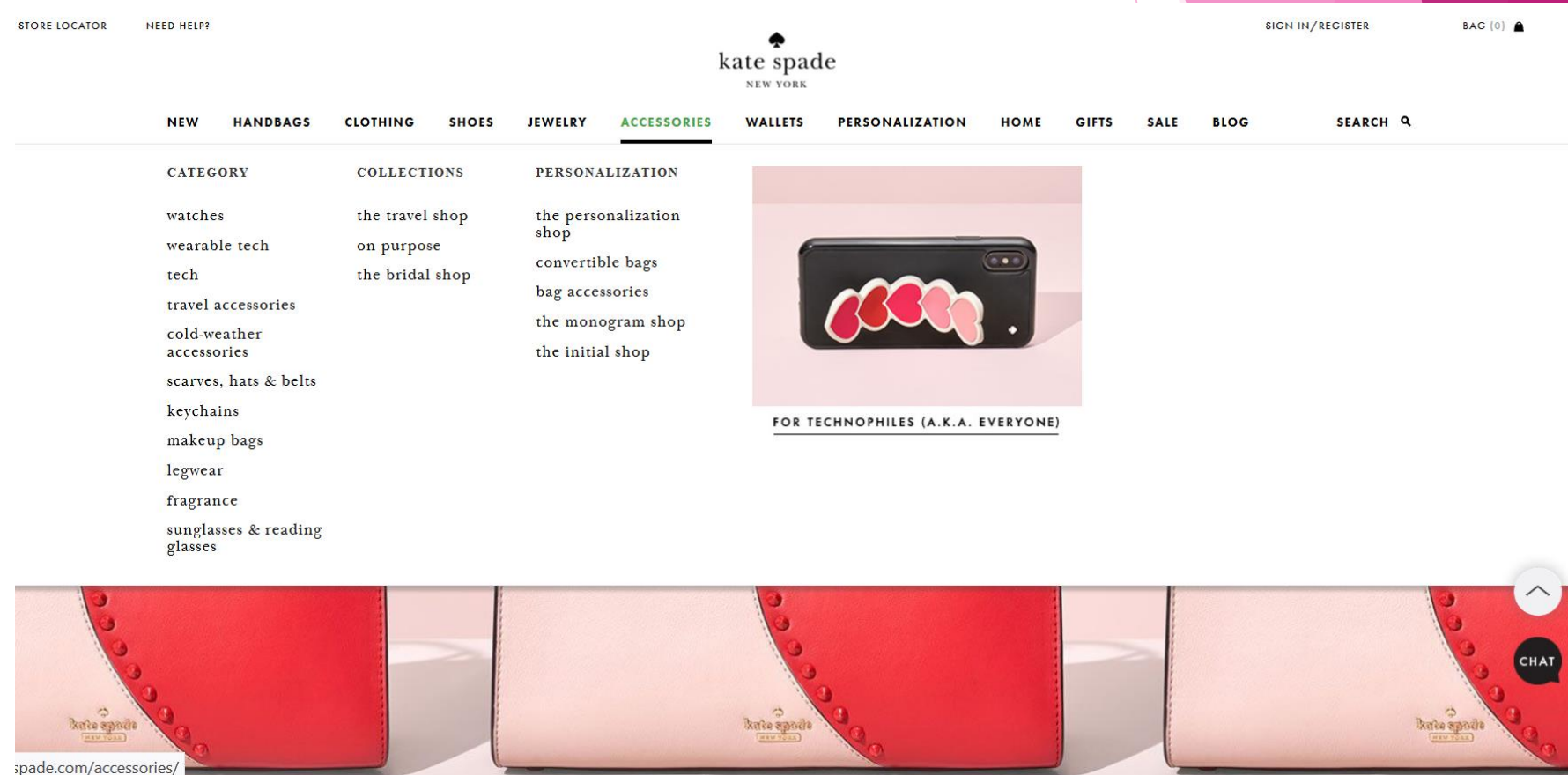
Asos Accessibility Statement Page

☑ Accessibility Statement with details on the initiative, standards followed, and exceptions to note

☑ Social media logos and links

☑ Payment methods accepted

☑ Help & FAQs on header

☑ Flag representing country and currency preferences

☑ Clear menu options available

☑ Sub-footer has links to privacy statement, terms & conditions, and accessibility statement

☑ Corporate information is organized into its own section on the footer

☑ Help and Delivery information is organized into its own section on the footer

*Image per https://www.asos.com/accessibility/

Anthropologie Product Page

☑ Breadcrumb menu and line under current category so user knows where they are

☑ Search bar

☑ Language & Currency drop down

☑ Center logo linking to homepage

☑ Product images do not automatically rotate, rather the user can click

☑ 1 product page with 2 color options

☑ Link to a size chart

☑ Quantity drop down list

☑ Option to "Add to Wish List" and return to shop later

*Image per https://www.anthropologie.com/en-gb/shop/anthropologie-metallic-block-heels?category=shoes&color=065&quantity=1&type=REGULAR

Anthropologie Product Page (continued)

☑ Style Number and Color Code

☑ Simple sentence description with easy to read bullet point details on materials, sizing, and dimensions

☑ Delivery and return details

☑ Ratings and reviews detailing customer age, review, recommendation, and date

☑ Cross Selling with a "You May Also Like" section

*Image per https://www.anthropologie.com/en-gb/shop/anthropologie-metallic-block-heels?category=shoes&color=065&quantity=1&type=REGULAR

11. Recommendations – High Priority

Section	Issue	Priority	Correction
Technical	Website has a slow mobile and desktop speed	High	Defer offscreen images, serve images in next-gen formats, and eliminate render-blocking resources. Other recommendations are in Appendix 1,2,3
Technical	Mobile page loading issues for 90 pages	High	Most errors were due to Shopify images and script errors for chatra and mailchimp. See Appendix 10. The mobile usability report in the Google Search Console may be of assistance.
Accessibility	"Style" headers which have a low contrast between the text color and background images	High	Change the font colors or background image so there is more contrast, making it easier to read
Accessibility	There are 37 images without alt tag attributes	High	Ensure every image has an alt tag attribute
Accessibility	Some images use the same alt text on adjacent images or link text resulting in screen readers stuttering	High	Ensure every image or link has a unique alt tag attribute, eliminating any redundancies
Accessibility	Stray, duplicated, or unclosed HTML tags	High	Clean up the HTML code to eliminate stray, duplicated, or unclosed HTML tags
Accessibility	Blank labels, headings, title attributes	High	Ensure completed descriptive text for label/heading/title attributes
Accessibility	Missing alt tags for links and buttons	High	Ensure every link and button has an alt tag attribute
Design and Appearance	Sometimes homepage carousel does not load properly	High	Optimize the carousel size and load time or eliminate the carousel completely
Design and Appearance	Footer links to a 404 page	High	Delete the "Follow Us" link from the footer or correct where it should be linking to
Design and Appearance	Footer links to a page with no products in the collection	High	Update or delete the "Shop Memory Lockets" link from the footer
Design and Appearance	Homepage does not convey the company purpose	High	Add a small description of what The Lovely Little Label is underneath the logo above the fold
Design and Appearance	Pop-up reviews appear on the left side on the webpages	High	Eliminate review pop-ups as they are distracting to the user

11. Recommendations – High Priority (continued)

Section	Issue	Priority	Correction
Design and Appearance	The resolution of the homepage image above the fold is fuzzy	High	Either sharpen the current image resolution or get a new homepage image
Navigation and Structure	The labelling and categorization of the website is poor	High	Have the labelling better represent what the e-commerce store sells (i.e. Clothing, Shoes, Handbags, Jewelry, Accessories, Gifts, Party Supplies, Sale, Blog)
Navigation and Structure	Some mega dropdowns link to the homepage	High	Ensure all mega dropdowns link to a completed page with products consistent with the nomenclature.
Navigation and Structure	Search results include both blog posts and products	High	Isolate main header search to only products, since the blog has its own search in the blog section
Navigation and Structure	The search does not cater to fuzzy logic	High	Improve the search to be able to handle typos, plurals, hyphens, and other variants of the query terms
Navigation and Structure	Inconsistent mega dropdowns	High	Be consistent if mega dropdown has a listing and photos or just photos. If both a listing and photos, ensure that they link to the same page.
Content	Poor understanding of the core brand value proposition	High	Start the homepage above the fold with a tagline that summarizes what the company does
Content	The menu options are confusing users on what the company is and sells	High	Update the menu titles to be more representative and specific of what the company sells
Content	The homepage hero image highlights a flower crown, robes, and drinking champagne	High	Consider choosing an image that highlights multiple products that the company sells (rather than just the 1 robe)
Content	There are 7 pages which have 404 errors	High	Correct the pages with 404 errors
Content	There are prevalent spelling and grammar errors throughout the website	High	Correct the spelling and grammar mistakes on each product page
Content	The content is not concise, does not have good headings/subheadings	High	Reduce the unnecessary or repetitive content. Use consistency and incorporate bullet points to make the content easier to consume for the user
E-Commerce	Despite having multiple currencies on the header, orders are processed in EUR	High	Allow orders to be processed in various currencies or eliminate the option from the header
E-Commerce	On the footer of the website, it states that it supports Apple Pay. However, Apple Pay is not an option at the checkout	High	Allow Apple Pay to be an accepted form of payment or eliminate it from the footer
E-Commerce	There are two separate areas for quantity which is repetitive and confusing	High	Eliminate the duplicate quantity section and ensure that by changing the quantity, it changes the price

11. Recommendations – Medium Priority

Section	Issue	Priority	Correction
Technical	Tel: protocol which is not supported in several browsers	Medium	Correct the element to link to Skype/WhatsApp or eliminate the Tel: protocol
Technical	SVG images not supported by older browsers	Medium	Ensure the SVG images have alt text in case they cannot be rendered
Accessibility	Links with same link text going to different destinations	Medium	Ensure each link has a unique link text and destination
Accessibility	Lacks an accessibility notice on the footer	Medium	Add an accessibility notice with standards and exceptions
Design and Appearance	There are 53 images (20% of the website photos) which are over 100 KB in size	Medium	Optimize website image sizes
Design and Appearance	On the "About Me", "Message Us", and "Real Brides" pages, some images are low quality	Medium	Improve the image quality on these pages, eliminate any text over the subject's face, be consistent on what photos link to product pages, and change the Message Us photo to be more professional and bright.
Design and Appearance	Homepage length is too long and repetitive	Medium	Simplify the homepage content and eliminate any duplicate information
Design and Appearance	"Real Brides" page layout is disjointed	Medium	Update the "Real Brides" page layout to be more clean and streamlined, improving spacing and photo quality, while centering the content
Design and Appearance	The user cannot click on the sale graphic to access the product page	Medium	Ensure the sale graphic links to the product pages
Navigation and Structure	There are no refinement menus on product listing pages	Medium	Add refinement menus on product listing pages in a fixed visual space (i.e. price, size, color, etc.) May not be as High priority now because there are not that many products, however as inventory grows, will become higher priority for deep-dive customers to filter products.
Navigation and Structure	There is no predictive search	Medium	Add predictive search
Navigation and Structure	There is no refinement of search results	Medium	Add refinement to search results (i.e. price, color, product category, etc.)

11. Recommendations – Medium Priority (continued)

Section	Issue	Priority	Correction
Content	The homepage does not mention the company's awards	Medium	Add an awards section within the "As Seen On" section (Awards garner trust and expertise which help with SEO)
Content	The women drinking is overly prominent within the hero page	Medium	Consider choosing an image that does not have women drinking as it may be distracting and have the users think it is an alcoholic beverage company.
Content	Overuse of capitalization, colored text, and boldness	Medium	Reduce the usage of capitalization, colored text, and boldness
Content	There are 2 "About" sections	Medium	Delete one of the "About" sections or rename one of the titles to be "Meet our Founder" and eliminate any duplicate information between the two pages
Content	The "Press" page is outdated	Medium	Update the page to add feature in Wedding Ideas Magazine, the 2018 Blog Awards Ireland Silver Award, and the 2019 UK Blog Awards Finalist.
E-Commerce	There is no cross- and up-selling on the basket page	Medium	Add cross- and up-selling to the basket page
E-Commerce	The customer cannot edit the order during the customer information, shipping method, nor payment method sections.	Medium	Allow the customer to edit the order in all the stages until the "Order Now" button is clicked
E-Commerce	Product titles are too lengthy	Medium	Simplify product titles
E-Commerce	There is an add to cart button and also a buy it now button	Medium	Eliminate one of the buttons as it can be confusing
E-Commerce	No availability information visible	Medium	Add availability information (i.e. Only 4 items left in stock)
E-Commerce	No color option	Medium	Create a color option on the product pages, so only need 1 product page rather than multiple of the same product in different colors
E-Commerce	The product description is long with no sub-headings breaking it up, too many colors, and asterisks	Medium	Simplify product descriptions, add sub-headings, add bullet points
E-Commerce	There is a large white space to the left of the product description (not seen in this screenshot) due to poor layout	Medium	Optimize page layout to eliminate wasted white space
E-Commerce	The sizing is too vague, with no sizing chart	Medium	Add a sizing chart

11. Recommendations – Low Priority

Section	Issue	Priority	Correction
Accessibility	Generic link labels like "Read More" on the homepage and blog	Low	Change the link labels to be more specific
Design and Appearance	On the product pages, the product images move through a carousel automatically	Low	Change the carousel to be manual rather than automatic
Design and Appearance	Some product descriptions contain too many font variations	Low	Improve the copy on the product pages to reduce the usage of bold, italics, color, and asterisks to make it easier to read.
Design and Appearance	Footer is too tall	Low	Simplify the footer content and adjust the layout to better utilize space
Navigation and Structure	Button does not change color when hovering over it	Low	Have button change color when hover over it to signal it is a button and can be clicked on
Navigation and Structure	Social media account links open in a new browser tab	Low	Have the links open in the same tab
Content	The "Contact Us" page is only a customer service form	Low	Add hours of operation, phone number, and e-mail address to "Contact Us" page
E-Commerce	There is no social proof of cross- and up-selling	Low	If there is data available to note if X amount of customers bought Y and Z items together, add it to the product page
E-Commerce	There may be too many "Related Items" next to 1 product	Low	Limit "Related Items" to the top 3 items making it more manageable for the user
E-Commerce	Product images automatically rotate	Low	Change the rotation to be manual when the user wants to change the photo
E-Commerce	No add to Wishlist option	Low	Allow users to create a Wishlist which they can save if they have an account
E-Commerce	No delivery or return information specific to the item	Low	It is on the footer, but it would be helpful to have delivery/return information next to the product details
E-Commerce	There is no information on cleaning/washing	Low	Add information on cleaning/washing
E-Commerce	The social media sharing links include Google+, which is shutting down	Low	Eliminate the Google+ link

12. Conclusion

Through this expert review, several strengths with regard to The Pretty Little Label's website were identified such as core browser accessibility, mobile friendliness, 86% of website images have alt tags, appropriate and consistent design elements for target consumer, search functionality, and well-designed e-commerce platform. In addition, several weaknesses were identified such as slow desktop and mobile speed, no accessibility notice, confusing menu titles, disrupting pop-ups, and cluttered product descriptions. To combat these weaknesses, specific remediations have been recommended for The Pretty Little Label to adopt. Once these remediations are put in place, The Pretty Little Label's website will be much more user and SEO friendly.

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1. Google PageSpeeds Insights Mobile Report and Recommendations for The Lovely Little Label

https://thelovelylittlelabel.com/

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The speed score is based on the lab data analyzed by Lighthouse.

Analysis time: 12/26/2018, 8:56:58 PM

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

Show Origin Summary

Lab Data

Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint	2.2 s ✓	First Meaningful Paint	3.0 s
Speed Index	13.9 s ⚠	First CPU Idle	21.7 s ⚠
Time to Interactive	49.0 s ⚠	Estimated Input Latency	190 ms ⚠

Opportunities

These optimizations can speed up your page load.

	Opportunity	Estimated Savings
1	Defer offscreen images	49.9 s
2	Serve images in next-gen formats	36.57 s
3	Eliminate render-blocking resources	1.08 s
4	Defer unused CSS	0.45 s
5	Minify JavaScript	0.15 s

Diagnostics

More information about the performance of your application.

1	Avoid enormous network payloads	Total size was 12,087 KB ⚠
2	Avoid an excessive DOM size	4,642 nodes ⚠
3	Minimize main-thread work	20.1 s ⚠
4	Ensure text remains visible during webfont load	⚠
5	Serve static assets with an efficient cache policy	46 resources found ⚠
6	Reduce JavaScript execution time	4.5 s ⚠
7	Minimize Critical Requests Depth	10 chains found
8	User Timing marks and measures	378 user timings

13. Appendices

2. Google PageSpeeds Insights Desktop Report and Recommendations for The Lovely Little Label

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https://thelovelylittlelabel.com/

The speed score is based on the lab data analyzed by Lighthouse.

Analysis time: 12/26/2018, 8:56:59 PM

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

Origin Summary

The Chrome User Experience Report does not have sufficient real-world speed data for this origin.

Lab Data

Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint	0.6 s ✓	First Meaningful Paint	0.8 s ✓
Speed Index	10.2 s ⚠	First CPU Idle	5.7 s ⓘ
Time to Interactive	10.5 s ⚠	Estimated Input Latency	60 ms ✓

Opportunities

These optimizations can speed up your page load.

	Opportunity	Estimated Savings
1	Defer offscreen images	8.29 s ⌄
2	Serve images in next-gen formats	6.48 s ⌄
3	Eliminate render-blocking resources	0.27 s ⌄

Diagnostics

More information about the performance of your application.

1	Avoid enormous network payloads	Total size was 11,697 KB ⚠ ⌄
2	Avoid an excessive DOM size	4,985 nodes ⚠ ⌄
3	Ensure text remains visible during webfont load	⚠ ⌄
4	Serve static assets with an efficient cache policy	46 resources found ⚠ ⌄
5	Minimize main-thread work	5.9 s ⚠ ⌄
6	Minimize Critical Requests Depth	10 chains found ⌄
7	User Timing marks and measures	378 user timings ⌄

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3. GTMetrix Performance Report

Performance Scores

PageSpeed Score	YSlow Score
D (69%) ◆	E (55%) ˅

Page Details

Fully Loaded Time	Total Page Size	Requests
12.0s ˅	11.5MB ˅	380 ˅

Top 5 Priority Issues

Issue	Score			Category	Priority
Serve resources from a consistent URL	F (4)	❤	AVG SCORE: 89%	CONTENT	HIGH
Leverage browser caching	F (38)	❤	AVG SCORE: 61%	SERVER	HIGH
Optimize images	F (42)	❤	AVG SCORE: 72%	IMAGES	HIGH
Defer parsing of JavaScript	D (60)	❤	AVG SCORE: 72%	JS	HIGH
Specify image dimensions	D (69)	❤	AVG SCORE: 98%	IMAGES	MEDIUM

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4. MOZ SEO Report

Internal links

100.0% follow   0.0% nofollow

External links

61.6% follow   38.4% nofollow

Domain Authority [i]	Linking Domains [i]	Inbound Links [i]	Ranking Keywords [i]
14	26	125	17
	Discovered in the last 60 days 4		
	Lost in last 60 days 3		

Metrics	thelovelylittlelabe...
Domain Authority	14
Spam Score	--
Total links	47,992
% of total links, external + follow	0%
External, followed links	77
Internal, followed links	47,867
External, nofollowed links	48
Internal, nofollowed links	0
Total linking domains	26
Followed linking domains	18
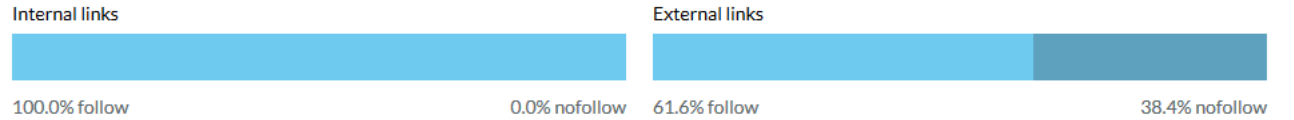
Top followed links to this site

URL	Page Authority
experts.shopify.com/milkbottlelabs	45
www.bespoke-bride.com/ ...ing-ready-wedding-pics/	34
www.her.ie/ ...-shop-huge-black-friday-sale-375246	34
www.her.ie/ ...g-a-massive-black-friday-sale-432393	31
www.her.ie/ ...cessories-might-not-thought-332501	31

Top pages on this site

URL	Page Authority
www.thelovelylittlelabel.com	20
thelovelylittlelabel.com	19
thelovelylittlelabel.com/collections/bridal-robes	17
www.thelovelylittlelabel.com/ ...dwritten-clutch-bag	15
www.thelovelylittlelabel.com/ ...ucts/mrs-clutch-bag	15

Top anchor text for this site

Anchor Text	Followed External Links
"the lovely little label"	42
"sign up here"	10
"www.thelovelylittlelabel.com/?utm_source=confetti"	4
[no anchor text]	2
"umbrellas"	2

Linking Domains by DA

69
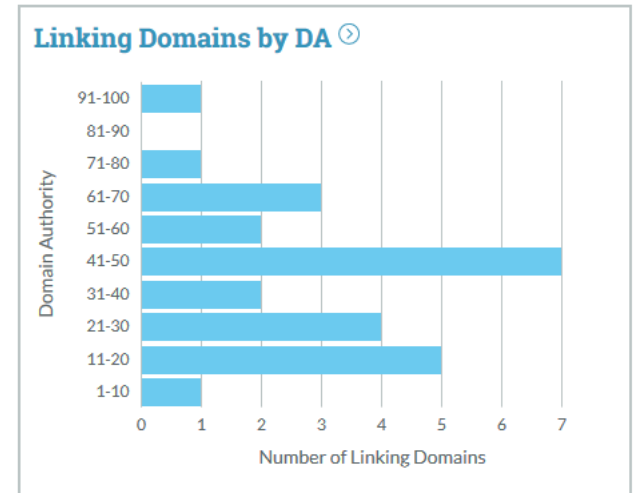
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5. SEMRush SEO Report Part I

Organic Search: Summary
IE | thelovelylittlelabel.com

115 174% TRAFFIC

SEMrush Rank	65.3k	
Keywords	72	41%
Traffic Cost	$39	160%

Paid Search: Summary
IE | thelovelylittlelabel.com

128 3% TRAFFIC

Keywords	44
Traffic Cost	$37

Backlinks: Summary
Root Domain: thelovelylittlelabel.com

146 TOTAL BACKLINKS

Referring Domains	23
Referring IPs	30

Display Advertising: Summary
thelovelylittlelabel.com

1 TOTAL ADS

Publishers	
Advertisers	

Organic Search: Keywords By Country
thelovelylittlelabel.com

others (8.82 %)
it (2.96 %)
nl (2.96 %)
ca (7.22 %)
au (8.99 %)
ie (11.55 %)
uk (12.68 %)
us (41.88 %)
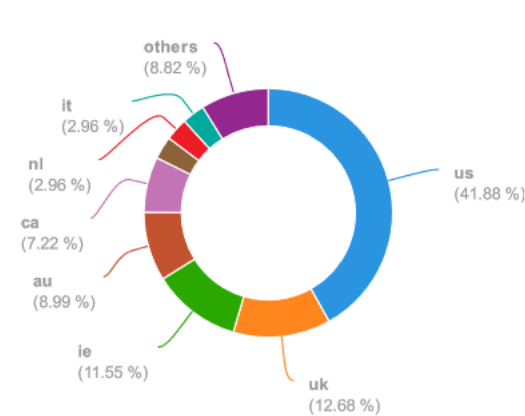
Paid Search: Ad Keywords by Country

others (5.36 %)
us (7.14 %)
uk (8.93 %)
ie (78.57 %)
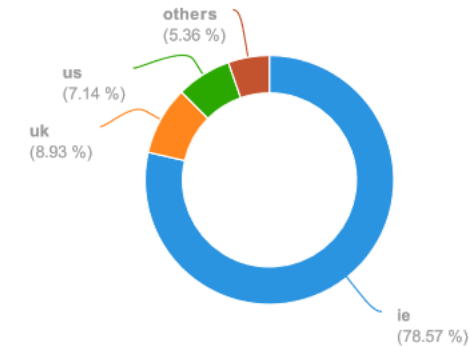
Organic Search: Top keywords (73)
IE | thelovelylittlelabel.com

Keyword	Pos	Volume	CPC	Traffic
wedding umbrellas	1 (3)	170	0.31	68.69%
bridesmaid robes	3 (3)	210	0.44	15.65%
bridal robes	8 (8)	390	0.45	9.56%
bridesmaid dresses	40 (41)	8,100	0.46	4.34%
bridal jewellery	12 (13)	260	0.37	2.60%

Organic Search: Keyword Position Distribution
IE | thelovelylittlelabel.com

Organic Keywords (N)

1-3	4-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
3	1	6	8	9	11	11	7	7	5	4
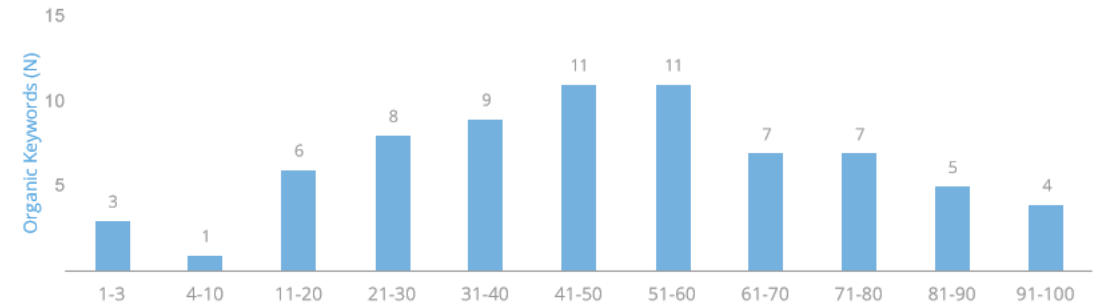
Organic Search: Top Competitors (73)
IE | thelovelylittlelabel.com

Competitor	Com. Keywords	SE Keywords	Com. Level
etsy.com	15	45.6k	0%
weddingsonline.ie	9	12.8k	0%
debenhams.ie	8	21.9k	0%
azurejewellery.ie	7	256	0%
ebay.ie	7	65.3k	0%

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6. SEMRush SEO Report Part II

Top backlinks
Root Domain: thelovelylittlelabel.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
2018 Winners - Blog Awards Ireland http://blogawardsireland.com/2018-winners/	The Lovely Little Label Blog https://thelovelylittlelabel.com/	-
12 Fun Mr & Mrs Honeymoon Buys – Mrs2Be https://www.mrs2be.ie/blog/12-fun-mr-mrs-honeymoon-buys/	The Lovely Little Label https://www.thelovelylittlelabel.com/products/happy-ever-after-ba...	-
Weddings Archives - UK Blog Awards https://blogawardsuk.co.uk/blog_award_category/weddings/	https://thelovelylittlelabel.com/blogs/news	IMAGE
DIY WEDDING IN THE ENGLISH COUNTRYSIDE | Bespoke-Bride: Wedd https://www.bespoke-bride.com/2018/06/07/this-diy-wedding-is-th...	http://www.thelovelylittlelabel.com/	NOFOLLOW
DIY WEDDING IN THE ENGLISH COUNTRYSIDE | Bespoke-Bride: Wedd https://www.bespoke-bride.com/2018/06/07/this-diy-wedding-is-th...	Sinead Starrs http://www.thelovelylittlelabel.com/	NOFOLLOW

Backlinks: Top Referring Domains
Root Domain: thelovelylittlelabel.com

Root Domain	Backlinks	IP / Country
rocknrollbride.com	36	🇬🇧 82.145.44.121
weddingsonline.ie	35	🇺🇸 104.28.31.170
event-solutions.com.ua	14	🇺🇦 91.203.147.237
bespoke-bride.com	14	🇬🇧 185.116.215.62
confetti.ie	8	🇺🇸 104.27.171.51

Paid Search: Top Keywords (44)
IE | thelovelylittlelabel.com

Keyword	Pos	Volume	CPC	Traffic
bhldn	1 (1)	590	0.15	21.09%
bridal shops cork	1 (1)	480	0.56	17.18%
bridal jewellery	1 (1)	260	0.37	9.37%
robes for you	1 (2)	720	0.42	7.03%
coast wedding dresses	1 (1)	210	0.47	7.03%

Paid Search: Ad Copy Position Distribution
IE | thelovelylittlelabel.com

Top 3 Search Results	Positions 4-8	Positions 9+
25	19	0
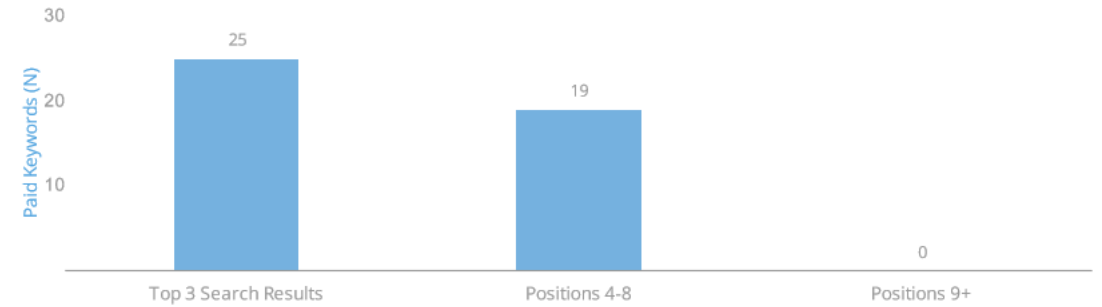
(Paid Keywords (N))

Paid Search: Top Competitors (50)
IE | thelovelylittlelabel.com

Competitor	Com. Keywords	Ads Keywords	Com. Level
google.com	17	1.8k	0%
amazon.co.uk	11	91.8k	0%
favourlane.ie	8	49	0%
marksandspencer.ie	5	2.8k	0%
barnardos.ie	4	336	0%

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7. SimilarWeb Report

🌐 Global Rank
Worldwide

▲ 2,788,184

🇮🇪 Country Rank
Ireland

▲ 36,943

Traffic Sources

🖥 On desktop

52.24%	44.49%	3.27%	0%	0%	0%
Direct	Referrals	Search	Social	Mail	Display
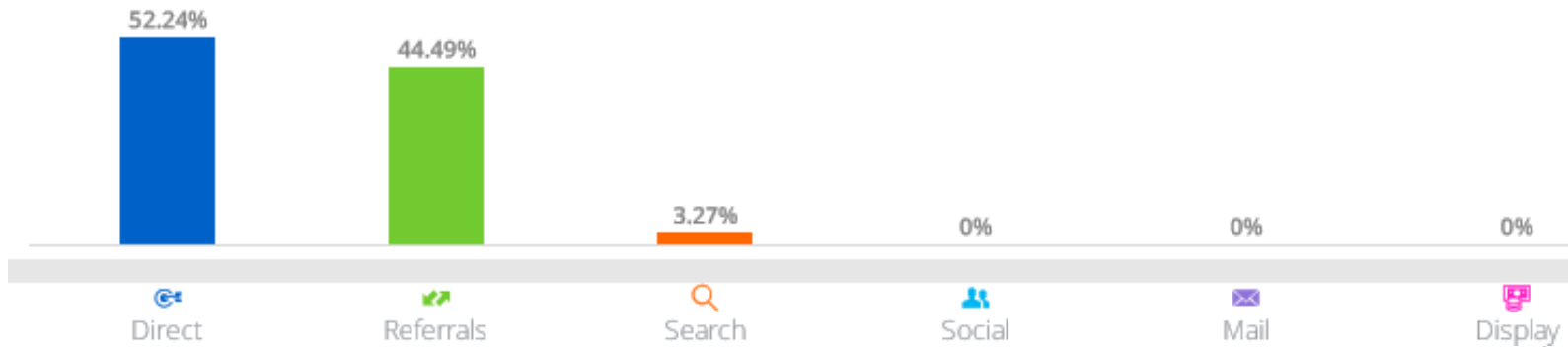
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8. Web FX Readability Report

TEST RESULTS:

Your page (https://thelovelylittlelabel.com/blogs/news) has an average **grade level of about 5**. It should be easily understood by 10 to 11 year olds.

READABILITY INDICES

Flesch Kincaid Reading Ease	80.9	
Flesch Kincaid Grade Level	3.4	
Gunning Fog Score	4.2	
SMOG Index	4.7	
Coleman Liau Index	10	
Automated Readability Index	2.1	

TEXT STATISTICS

No. of sentences	243
No. of words	1376
No. of complex words	142
Percent of complex words	10.32%
Average words per sentence	5.66
Average syllables per word	1.42

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9. Screaming Frog Images Report

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10. Google Mobile-Friendly Test

Tested on: 27 Dec 2018 at 20:27

Page partially loaded

Not all page resources could be loaded. This can affect how Google sees and understands your page. Fix availability problems for any resources that can affect how Google understands your page.

← Mobile-Friendly Test

🌐 https://thelovelylittlelabel.com/

Test results

⚠️ Page loading issues   VIEW DETAILS

Tested on: 27 Dec 2018 at 20:27

Page is mobile friendly

This page is easy to use on a mobile device

Additional resources

▢ Open site-wide mobile usability report

◈ Find out more about mobile-friendly pages

Details

📱   User agent   Googlebot smartphone

⬇   90 page resources couldn't be loaded

☰ JavaScript console messages

	Message	Source	Time
⊗	Unrecognized Content-Security-Policy directive 'block-all-mixed-content'.	https://thelovelylittlelabel.com/:0	00:00.962
⊗	Unrecognized Content-Security-Policy directive 'upgrade-insecure-requests'.	https://thelovelylittlelabel.com/:0	00:00.962
⊗	Unrecognized Content-Security-Policy directive 'block-all-mixed-content'.	about:blank:0	00:02.045
⊗	Unrecognized Content-Security-Policy directive 'upgrade-insecure-requests'.	about:blank:0	00:02.045
⊗	Uncaught SyntaxError: Block-scoped declarati	https://loox.io/widget/41Zh3DV9lr/loox.1528	00:02.208

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11. PowerMapper Compatibility Report

	Key
🔴	Missing content or functionality
🟠	Major layout or performance problems
◐	Minor layout or performance problems

Browser	IE	Edge	Firefox	Safari	Opera	Chrome	iOS			Android	
Version	11	17	63	12	55	70	≤ 10	11	12	≤ 3	4*
Critical Issues	🔴	✅	🔴	🔴	🔴	🔴	✅	✅	✅	🔴	✅
Major Issues	🟠	✅		🟠			✅	✅	✅		✅
Minor Issues	◐	◐	◐	◐			◐	◐	◐	◐	◐

Priority	Description and URL	Guideline and Line#	Count

Priority 1

2 issues on 42 pages

▷ 🔴	SVG images are not supported by older browsers.	Android ≤ 2	36 pages
▷ 🔴	This page contains a link using the tel: protocol. This is not supported by some desktop browsers and tablets.	Internet Explorer Firefox Safari Opera Chrome	42 pages

Priority 2

1 issues on 1 pages

▷ 🟠	The CSS filter: property is not supported by some browsers.	Internet Explorer Safari	1 pages

Priority 3

3 issues on 1 pages

▷ ◐	The orphans: CSS property is not supported by some browsers.	Firefox Safari	1 pages
▷ ◐	The text-decoration-style CSS property is not supported by all browsers.	Edge Internet Explorer Safari iPhone/iPad Android	1 pages
▷ ◐	The widows: CSS property is not implemented by some browsers.	Firefox Safari	1 pages

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12. Screaming Frog 404 Pages

Response Codes

- Blocked by Robots.txt
- Success (2xx)
- Redirection (3xx)
- Client Error (4xx)

Client Error (4xx)
7 (1.44%)
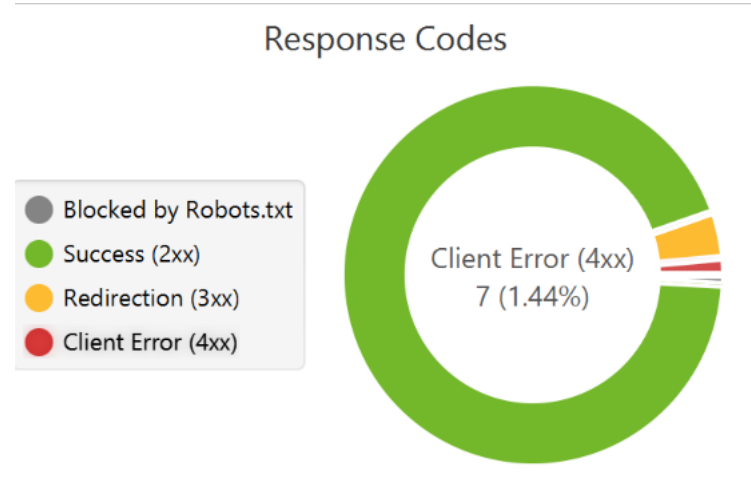
Screaming Frog SEO Spider 10.2 - Spider Mode

File Configuration Mode Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

https://www.thelovelylittlelabel.com/   Start   Clear

Internal | External | Protocol | Response Codes | URI | Page Titles | Meta Description | Meta Keywords | H1 | H2 | Images | Canonicals | Pagination

Filter: All   Export   Search...

	Address	Content	Status Code	
1	https://thelovelylittlelabel.com/@lovelylittlelab	text/html; charset=utf-8	404	Not Fou
2	https://thelovelylittlelabel.com/apps/stream	text/html; charset=utf-8	404	Not Fou
3	https://thelovelylittlelabel.com/collections/bridesmaid-dresses/products/@lovelylittlelab	text/html; charset=utf-8	404	Not Fou
4	https://thelovelylittlelabel.com/blogs/news/@lovelylittlelab	text/html; charset=utf-8	404	Not Fou
5	https://thelovelylittlelabel.com/products/@lovelylittlelab	text/html; charset=utf-8	404	Not Fou
6	https://thelovelylittlelabel.com/collections/@lovelylittlelab	text/html; charset=utf-8	404	Not Fou
7	https://thelovelylittlelabel.com/pages/@lovelylittlelab	text/html; charset=utf-8	404	Not Fou

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13. Screaming Frog Directory Tree Graph

*Graph continued from bottom left
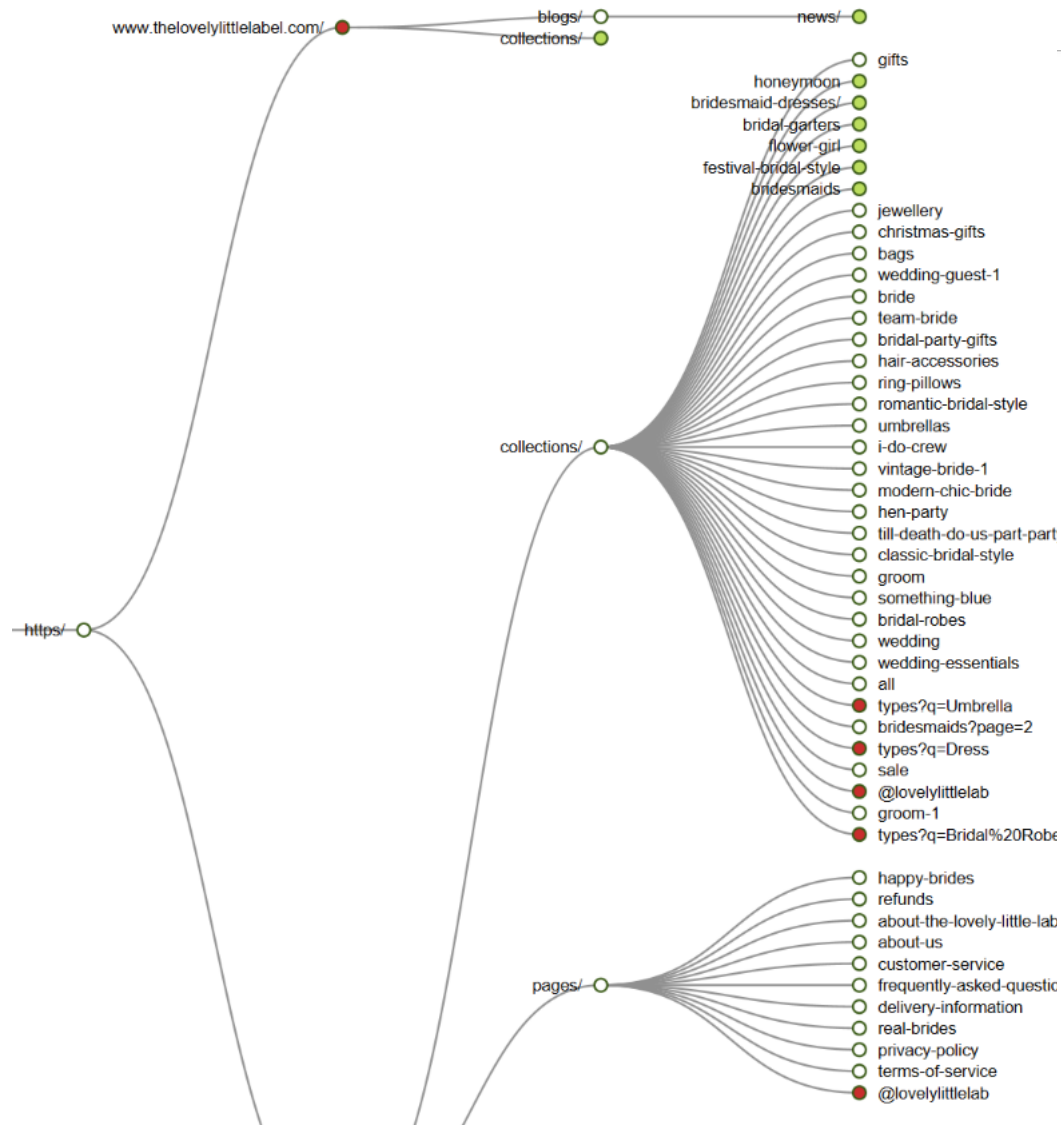
*Graph continued on top right

13. Appendices

14. PowerMapper Accessibility Report – Level A Issues

Level A

17 issues on 42 pages

	Issue	Standard	Pages
▷ ●	Duplicate ID - the same ID is used on more than one element.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	38 pages
▷ ●	Each A element must contain text or an IMG with an ALT attribute.	WCAG 2.0 A F89 Section 508 (2017) A F89	42 pages
▷ ●	Element 'div' not allowed as child element in this context.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	42 pages
▷ ●	LABEL elements should be attached to the controls they label.	WCAG 2.0 A 4.1.2 Section 508 (2017) A 4.1.2	26 pages
▷ ●	LABEL elements should not be blank.	WCAG 2.0 A 4.1.2 Section 508 (2017) A 4.1.2	12 pages
▷ ●	No TITLE attributes found for the frames on these pages.	WCAG 2.0 A 2.4.1 Section 508 (2017) A 2.4.1	2 pages
▷ ●	Quote " in attribute name. Probable cause: Matching quote missing somewhere earlier.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	1 pages
▷ ●	Start tag 'body' seen but an element of the same type was already open.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	42 pages
▷ ●	Stray end tag 'div'.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	42 pages
▷ ●	Stray end tag 'footer'.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	42 pages
▷ ●	Stray end tag 'h1'.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	1 pages
▷ ●	This BUTTON element is empty and has no programmatically determined name.	WCAG 2.0 A F68 Section 508 (2017) A F68	36 pages
▷ ●	This form control has a blank label or title.	WCAG 2.0 A F68 Section 508 (2017) A F68	12 pages
▷ ●	This form control has no LABEL and no programmatically determined name.	WCAG 2.0 A F68 Section 508 (2017) A F68	42 pages
▷ ●	Unclosed element 'footer'.	HTML5 WCAG 2.0 A 4.1.1 Section 508 (2017) A 4.1.1	42 pages
▷ ●	Using ALT text which duplicates link text in the same link or the following link results in screen readers stuttering as the same text is read out twice.	WCAG 2.0 A H2 Section 508 (2017) A H2	11 pages
▷ ●	Using the same ALT text on adjacent images results in screen readers stuttering as the same text is read out twice.	WCAG 2.0 A 1.1.1 Section 508 (2017) A 1.1.1	42 pages

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14. PowerMapper Accessibility Report – Level AA & AAA Issues

Level AA

3 issues on 42 pages

▷	Ensure that foreground and background colors have enough contrast.	WCAG 2.0 AA 1.4.3 Section 508 (2017) AA 1.4.3	1 pages
▷	Form field labels should be unique on a page, or enclosed in a FIELDSET with a LEGEND that makes the label unique.	WCAG 2.0 AA 2.4.6 Section 508 (2017) AA 2.4.6	37 pages
▷	Headings should not be empty.	WCAG 2.0 AA G130 Section 508 (2017) AA G130	42 pages

Level AAA

3 issues on 42 pages

▷	Avoid specifying a new window as the target of a link with target="_blank".	WCAG 2.0 AAA F22	42 pages
▷	Link uses general text like "Click Here" which doesn't explain link purpose.	WCAG 2.0 AAA F84	2 pages
▷	Several links on a page share the same link text, but go to different destinations.	WCAG 2.0 AAA 2.4.9	1 pages

13. Appendices

15. 5 Second Test Results from Usability Hub

1. What do you think this page is about?

2. What type of company is this and what do they sell?

3. What was the most prominent element on the page?

31 Total Participants

▶ 28 United States

▶ 2 Ireland

▶ 1 Australia

13. Appendices

15. 5 Second Test Results from Usability Hub

1. What do you think this page is about?

▶ 5 Most Frequent Words

Word	Frequency
Wedding	6
Bridal	5
Party	5
Bridesmaids	4
Planning	3

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15. 5 Second Test Results from Usability Hub

2. What type of company is this and what do they sell?

▶ 5 Most Frequent Words

Word	Frequency
Clothing	9
Lifestyle	4
Wedding	4
Party	3
Women	3

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15. 5 Second Test Results from Usability Hub

3. What was the most prominent element on the page?

▶ 5 Most Frequent Words

Word	Frequency
Women	13
Image	12
Drinking	5
Color	5
Flower	4

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15. Declaration

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Project Title:	Applied Web Design & Development
Module code:	MT5133
Lecturer:	Anna Gourinovitch
Project Due Date:	06/01/2019

Declaration

I declare that this material, which I now submit for assessment, is entirely my own work and has not been taken from the work of others, save and to the extent that such work has been cited and acknowledged within the text of my work. I understand that plagiarism, collusion, and copying is a grave and serious offence in the university and accept the penalties that would be imposed should I engage in plagiarism, collusion, or copying. I have read and understood the Assignment Regulations set out in the module documentation. I have identified and included the source of all facts, ideas, opinions, viewpoints of others in the assignment references. Direct quotations from books, journal articles, internet sources, module text, or any other source whatsoever are acknowledged and the source cited are identified in the assignment references.

I have not copied or paraphrased an extract of any length from any source without identifying the source and using quotation marks as appropriate. Any images, audio recordings, video or other materials have likewise been originated and produced by me or are fully acknowledged and identified.

This assignment, or any part of it, has not been previously submitted by me or any other person for assessment on this or any other course of study. I have read and understood the referencing guidelines found at http://www.library.dcu.ie/citing&refguide08.pdf and/or recommended in the assignment guidelines.

I understand that I may be required to discuss with the module lecturer/s the contents of this submission.

I/me/my incorporates we/us/our in the case of group work, which is signed by all of us.

Signed: Kathleen O'Leary