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BACKGROUND

Sunglass Company began in 2011 as an upscale sunglass retailer that united “fashion with the soul of giving”. For every pair of sunglasses sold, they donate either a pair of eyeglasses or help fund a sight restoring surgery through one of their charity partners. In 2013, the company expanded into the wholesale market with not only an online listing on POP-Market, their hand-crafted Italian sunglasses are also available in boutiques, surf shops and doctors’ offices around the country.

GOALS

Sunglass Company’s CEO, Mike Smith, shared his vision for the company along with the website’s role in helping to achieve their goals. The company has outgrown their original website so a new website became available online, April 11, 2014, during this analysis. Mr. Smith highlighted the following objectives for the website: 1.) Increase traffic to the website. 2.) A platform to share photos and stories from charity partners that will encourage a community, offer a wide variety of people a reason to come to the site, as well as attract donors. The importance of spreading their social good story is affectionately referred to as the, “Sunglass Company movement”. 3.) Easy and efficient check out process along with the ability to log into the Sunglass Company site via social media. 4.) The site needs reflect upscale quality of the products while quickly educating visitors about the superiority of these sunglasses and the social good component.

DATA COLLECTION

Data was collected through analysis of the website, Sunglass Company.com, along with the Sunglass Company wholesale listing on POP-Market. Analyses were compiled with a concentration in four areas: business and industry, user experience, marketing and promotion, along with platform and architecture. These analyses are referenced throughout the report as they offer detailed information on the research along with the resources used and additional recommendations. They are included in the appendices.

RECOMMENDATION SCORES

Recommendations were ranked using the scale below that evaluates cost, impact size and probability of impact. For example, recommendations that scored a 3 are anticipated to cost the least, have the highest impact and highest probability of impact. While a recommendation that scored a 9 would cost the most, have minimal impact and is least likely to have an overall impact.

COST		IMPACT SIZE		IMPACT PROBABILITY	
Minimal	1	High	1	High	1
Moderate	2	Moderate	2	Moderate	2
High	3	Minimal	3	Minimal	3

RECOMMENDATIONS

1.) POP-MARKET PHOTO

[Total Score: 3; Cost: 1, Impact Size: 1, Impact Probability: 1]

Provocative photos that illustrate what we do to quickly to attract the attention of buyers are needed for the POP-Market listing. On the POP-Market site, wholesaler, Ina Kent bags has included the phrase “Bags tell stories” over a picture of one of their handbags. JN Llovet has a photo of a woman that has JN written on one hand with Lovett written on the other. A photo of a model wearing Sunglass Co. sunglasses with an image or “tattoo” of a heart over a model’s right eye with the word style written under her left eye is suggested. This photo would convey the premise, “Where heart meets style”.

2.) BUILDING COMMUNITY TO CREATE THE SUNGLASS COMPANY MOVEMENT

A.) INBOUND LINKS

[Total Score: 3; Cost: 1, Impact Size: 1, Impact Probability: 1]

Credible websites offering links to Sunglass Company is one of the primary ways to gain attention from search engines. Some people already know us as a socially good organization as 27% of our link traffic is coming from Unite for Site, as well as, See International. Suggestions from pages 3 and 4 of the Marketing and Promotions Analysis include linking with organizations that adhere to triple bottom line standards, investigating GRI, as well as ASHOKA Innovators.

B.) ONE WEB SITE

[Total Score: 4; Cost: 2, Impact Size: 1, Impact Probability: 1]

One official Sunglass Company site for all supporters is recommended to truly build a united community. One site should cater to both retail customers and wholesale customers by utilizing a log in process that can offer some segregation as far as pricing while encouraging a united community of people that love what we do. Encouraging users to log-in allows us the opportunity to personalize their experience, offer recommendations and assistance.

Creating a socially cohesive community on POP-Market adds value to the listing. An argument can be made for continuing the listing that includes motivating buyers to see why they will look forward to doing business with us on our main site. POP-Market can be used as a marketing tool; however, retail and wholesale customers deserve the opportunity to buy our products when it is convenient for them and not just during our office hours.

C.) SOCIAL MEDIA

[Total Score: 6; Cost: 2, Impact Size: 2, Impact Probability: 2]

The focus of social media is to build, as well as, engage Sunglass Company’s community and promote the main website. The main site will include compelling blogs that

encourage interaction. Website blogs will also post to social media resources such as Facebook.

Social media Sunglass Company challenge: capture someone doing something good in their sunglasses.

3.) SEARCH ENGINE OPTIMIZATION (SEO)

[Total Score: 6; Cost: 3, Impact Size: 1, Impact Probability: 2]

No results for Sunglass Company products were displayed when searched the terms “sunglasses” or “wholesale sunglasses” on major search engines. Studies have shown that web traffic drops by 95% when a listing is found on the second page of search engine results while Sunglass Company has no listings on any major search engine. Additional details are in the analyses along with keyword suggestions on pages 4 and 5 of the Marketing and Promotion Analysis.

4.) ENGAGING WEBSITE CONTENT AND LAYOUT

A.) DIRECTIVES AND DEFINE THE WHY

[Total Score: 5; Cost: 1, Impact Size: 2, Impact Probability: 2]

Our website pages should tell users what to do on the top half of the web page. “Users will scroll below the fold ONLY if the information above it makes them believe the rest of the page will be valuable” (Nielsen Norman Group page 5 User Experience Analysis). Engage users with directives that project: *welcome to our website; now, see why we love what we do. This is why you should buy from us.* “People don’t buy what you do, they buy why you do it.” Simon Sinek. Please see the User Experience Analysis. Every page on the site should have a brief “why” elevator pitch along with the same Sunglass Company logo that is on our products.

B.) BRANDING

[Total Score: 5; Cost: 1, Impact Size: 2, Impact Probability: 2]

Should users not land on our home page but directly on a product page, they are never given the opportunity to learn that: the sunglasses are hand-crafted in Italy, if sunglasses are polarized, if they are scratch resistant, if there is a warranty, construction details, what the lenses are made of, what the frames are made of, that part of the proceeds for the glasses are helping others, etc. Every page on the site should have a brief “why” elevator pitch along with the same Sunglass Company logo that is on our products.

C.) CONTENT MARKETING

[Total Score: 5; Cost: 1, Impact Size: 2, Impact Probability: 2]

Use the website as a tool to quickly educate our customers and lead them to buy. The Maui Jim site is an industry example of content marketing. The site illustrates how an image would look with their sunglasses and how the same image looks without their

sunglasses. Please see the Business and Industry Analysis for screenshots of industry websites. Maui Jim also encourages users to learn more with directives.

Sunglass recommendations from employees who have similar face shapes offering assistance for the perfect fit should be offered. Similar recommendations are displayed at Barnes and Noble promoting employee-recommended books. A “personal shopper” is also an alternative similar to what the Gucci site offers. Please see page 5 of the User Experience Analysis which illustrates that a shopper actually has to download the pdf catalog instead of helpful information being prominently displayed on the website.

5.) ENHANCING USER EXPERIENCE

[Total Score: 8; Cost: 2, Impact Size: 3, Impact Probability: 3]

A.) The ability to sort glasses based on their categories on Sunglass Company’s main shopping page would be extremely helpful.

B.) A uniform size for all sunglass images on the Sunglass Company product pages is needed so users do not have to continually move the mouse to find the slideshow navigation arrows. This would make clicking through sunglass styles seamless.

C.) The ability to create an account and/or log-in should be available on every web page at any time.

D.) The ability to view shopping cart contents at any time is the industry standard.

E.) About page needs a link for the following section: “For a list of retailers and eye doctors that carry Sunglass Company sunglasses, please visit our in-stores page!”

F.) Website links were evaluated on page 8-10 of the User Experience Analysis.

G.) To maintain high security standards, delete any inactive plug-ins or themes.

H.) Include a link from the main Sunglass Company site to POP-Market as the name Pop Market is used by other companies. Marketing and Promotion Analysis page 2.

6.) SALES FUNNELS

A sales funnel represents the steps that customers take from the moment they first realize something exists to the final step when they actually buy that something. The purpose of the sales funnel section in this analysis is to illustrate how the above suggestions can be put into practice to help generate sales.

A.) SUGGESTED RETAIL SALES FUNNEL

STEP 1: Drive customers to the retail site. Focus on building our community. Social media is an excellent place to start with a focus on building a stronger presence while keeping followers engaged. Improving SEO is vital to the process as well. Blogs, tradeshow and promotions can help bring people to the website also.

STEP 2: We have successfully brought customers to the site. How do we encourage them to interact?

STEP 3: Encourage customers to create an account by offering a coupon via follow up e-mail.

STEP 4: Customers receive e-mail guide (along with sexy photos of sunglasses) on how to pick the perfect sunglasses along with a coupon that drives them back to the website.

STEP 5: Sale!

B.) SUGGESTED WHOLESALE SALES FUNNEL

STEP 1: Drive buyers to the site. Improve SEO, attend tradeshow and offer promotions. Considerations: Can Sunglass Company.com do it all? If the wholesale customers have their own log-in that immediately takes them to the wholesale section of the Sunglass Company site then POP-market could be used to simply drive buyers to the our main website for ordering as POP-market does not process payments anyway. Including the wholesale customers on the same site is an opportunity to add more people to the community.

STEP 2: We have successfully brought buyers to the site. How do we encourage them to interact?

STEP 3: Encourage buyers to create an account by offering a coupon via follow up e-mail, as well as, a free guide for customer display on how to pick the perfect sunglasses. Also included is contact information for the Sunglass Company wholesale team along the option to interact personally if the buyers prefer.

STEP 4: Buyers receive e-mail guide (along with sexy photos of sunglasses) on how to pick the perfect sunglasses to display for their customers, along with a coupon that drives them back to the website.

STEP 5: BIG Sale!

It was an honor to learn about an organization that has insightful leadership, driven by passion for the organization and the people that it impacts. Researching this business has given me a great admiration for its mission. It is my hope that these suggestions are useful in helping the organization surpass its goals to become the best that it can be. Looking forward to following your achievements and working with you again. Best wishes for great success. ~Satus Nova

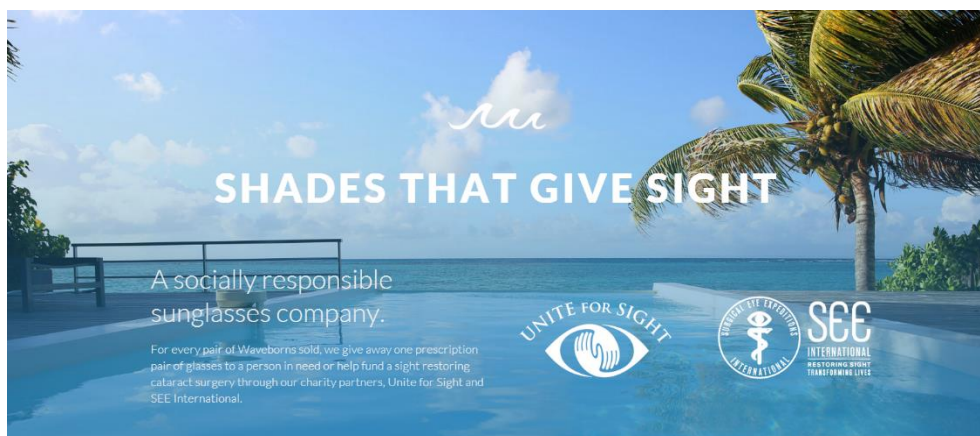
Business and Industry Analysis

Business name	Sunglass Company*	Analysis data:	04/15/2014 revised
Sponsor name	Mike Smith	Your name:	Sarah A. Bass
<i>*Revisions to this analysis were made quickly to reflect Sunglass Company's new retail site that became available Friday, April 11, 2014. The new site is a WordPress site that utilizes a Woo Commerce plug-in. Data regarding a wholesale listing with POP-Market is also included. Sunglass Company's wholesale listing is managed by POP-Market and is subject to their standards.</i>			

BUSINESS OVERVIEW

- Sunglass Company is a sunglass retailer and wholesaler that started in 2011. They unite “fashion with the soul of giving”. When a pair of sunglasses is purchased from Sunglass Company, they donate one pair of prescription eyeglasses to someone in need through Unite for Site or help provide surgeries that restore sight to underserved areas of the world with a non-profit, SEE International.
- The sunglasses are handcrafted in Italy and retail for \$180-\$240 each. Wholesale prices average around \$90 each.
- Several pairs of Sunglass Company sunglasses have been thrown across stages around the country by the CEO without breaking.
- Over the years the company has transformed itself from a 100 percent online B2C retailer to receiving only about 5% of their sales through its retail site. They have placed greater focus on wholesale. In 2014, B2B is about 95% of their revenues.
- The company utilizes a web catalog revenue model as they feature web catalogs on both their retail website and wholesale listing.

INDUSTRY ANALYSIS



<http://www.Sunglass Company.com/>

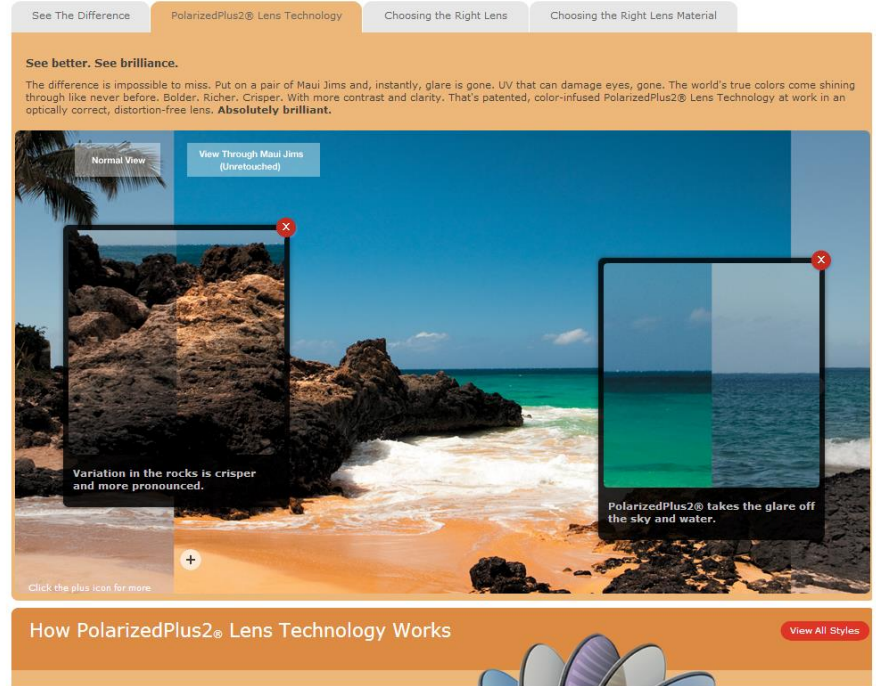
Sunglass Company is both a retailer and wholesaler of sunglasses. The retail site home page features a background ocean shot with the words “Shades that give sight” displayed in the center. Sunglass Company’s logo is slightly above the words in the center. The lower left displays information about the social mission of the company while the right features the Unite for Site Logo along with See International’s logo.

Business and Industry Analysis

“Sunglass Company” is in the upper right corner opposite “Shop”, “About” and “Contact”. Beneath the ocean scene are photos of the sunglasses and beneath the sunglasses is a footer that includes links.

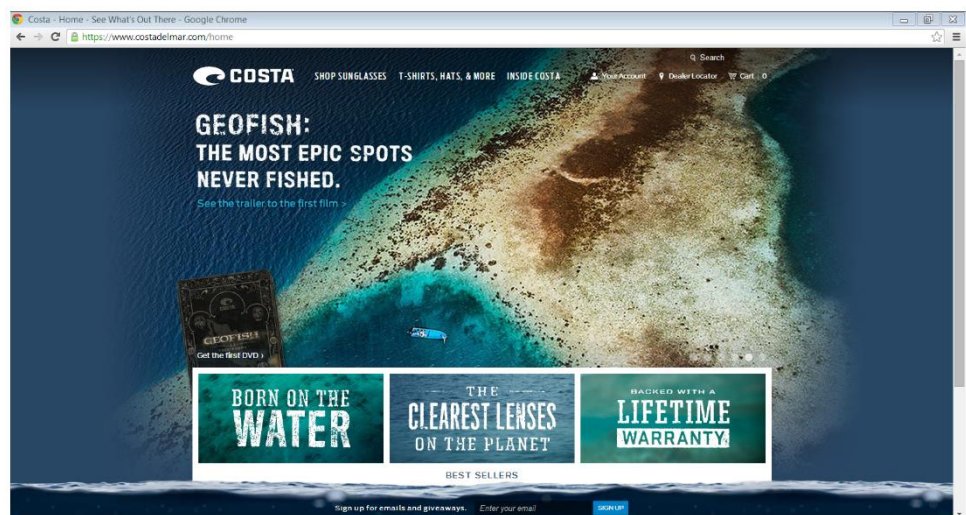
Maui Jim at

<http://www.mauijim.com/> features a large photo of golfers on a sunglass shaped golf course which promotes a lifestyle. A tool is available that shows how brilliant colors are when wearing Maui Jim's. A side by side comparison of each available lens and lens material helps consumers choose which options they prefer. Links for e-mail updates, Facebook, Twitter and Google Plus are available. A login in is available for wholesale buyers and retail customers.



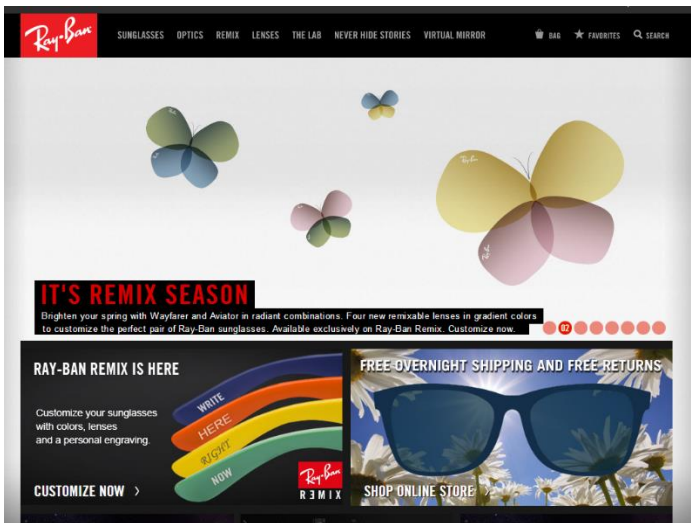
Costa Del Mar at <https://www.costadelmar.com/home>,

features a photo slideshow of models at a scenic locations also promoting a lifestyle. There is a customer log in, dealer locator and links for social media. Under the Help menu a customer can also find “repair your Costas”, “Lifetime Warranty”, “Online Return Policy”. Purchasers have the ability to track their existing orders, buy sunglasses along with branded t-shirts, hats and more.

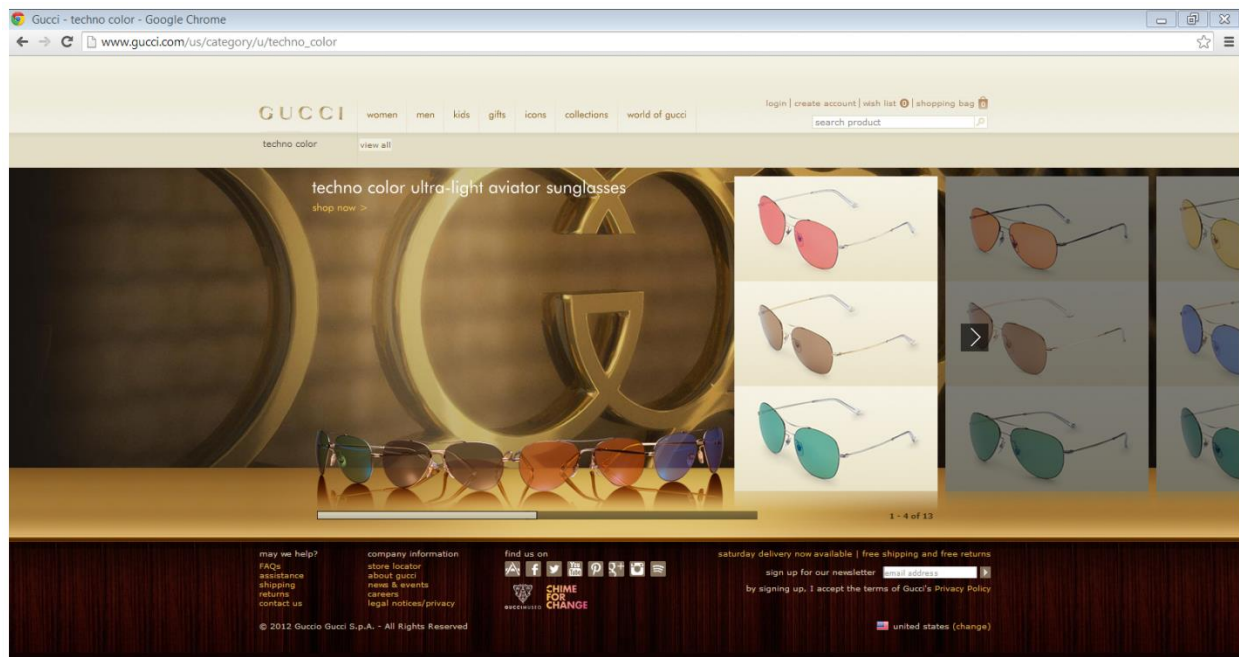


Business and Industry Analysis

Ray-Ban at <http://www.ray-ban.com/usa/>, site has a different feel to it. The main background photo changes the entire feel of the site. The site scrolls through eight different photos that vary from a pop-art theme, photos of sunglasses, a black and white photo of a model with an old car and so on. Each background gives the site a different feel. Ray-Ban is unique in that they offer personal engraving on their sunglasses.



Gucci at http://www.gucci.com/us/category/u/techno_color; Gucci features photos of their sunglasses with the Gucci logo in the background. There are no photos of models wearing the sunglasses. Customers can sign up for a newsletter, consult a personal shopper and find Gucci on various social networking sites.



BUSINESS OBJECTIVES

Retail Objectives:

- 1.) Increase profits
- 2.) Educate
- 3.) Create a Sunglass Company Community

Wholesale Objectives:

- 1.) Attract Buyers
- 2.) Educate
- 3.) Repeat Wholesale Buyers

WEBSITE GOALS

I.) RETAIL SITE OBJECTIVES:

- 1.) Increase profits
 - a.) SEO – Search Engine Optimization – top search engines return no Sunglass Company results on first four pages when searching, “sunglasses”. Develop keywords that will put Sunglass Company on the first page of searches.
Quick SEO statistic: Page 1 results garnered 92% of all traffic from the average search, with traffic dropping off by 95% for page 2.
<http://searchenginewatch.com/article/2276184/No.-1-Position-in-Google-Gets-33-of-Search-Traffic-Study>



SEARCH ENGINE RANKINGS REPORT - Google Chrome
www.mikes-marketing-tools.com/cgi-bin/searchengin Rankings/go.cgi

Search Engine Rankings Report

By Mikes-Marketing-Tools.com

Google Search Advertising

google.com/AdWords

Reach Customers When They Search. Get Started with AdWords Today.

Like 473 Tweet 268 +1 341 Share 102

Search	Google	Bing	Yahoo!
'sunglasses' waveborn.com	no	no	no

'no' = not in top 10 (Google), top 50 (Yahoo!), top 10 (Bing).
'-' = search engine not selected. 'error' = no response.

- b.) Engage users to turn visits into sales.

Business and Industry Analysis

2.) Educate

a.) Elevator Pitch/Tag line – One amazing sentence that ties the style, quality and social good, together to spark interest.

b.) Details and photos that define “why buy?” Welcome to our website, now come see why we love what we do. Learn why you should buy from us. “People don’t buy what you do, they buy why you do it.” Simon Sinek.

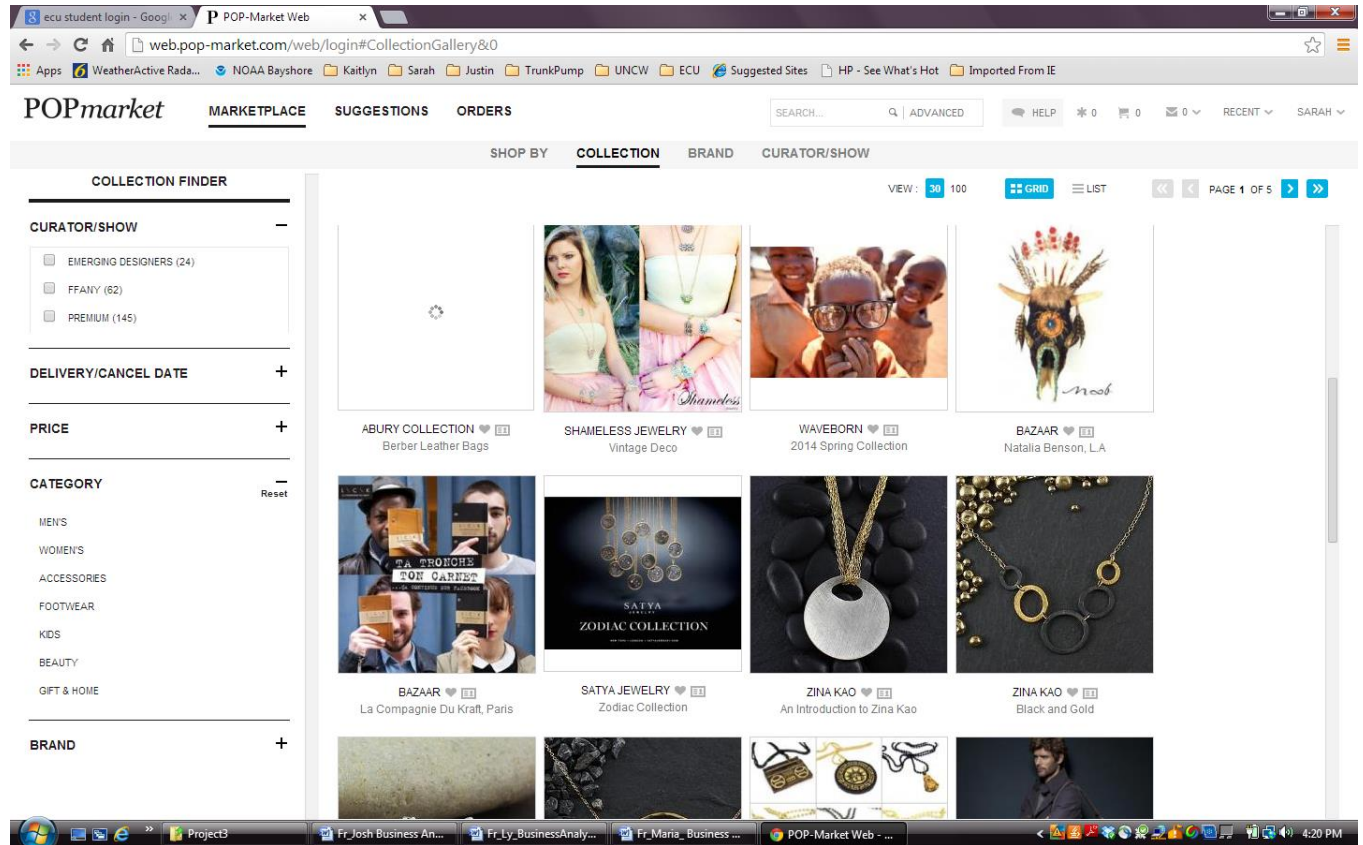
3.) Create a Sunglass Company Community

a.) Return Customers Log-In to Site/Facebook Incentives - Example: “Catch someone doing something good in their Sunglass Company sunglasses and post it. Do you accept this Sunglass Company challenge?” Also, personalized welcome back greeting.

b.) Blogs and Facebook – Website blogs will also post to Facebook. Use Facebook and blogs that have engaging posts as a forum to build the Sunglass Company community.

Business and Industry Analysis

II.) WHOLESALE SITE OBJECTIVES:



1.) Attract Buyers

a.) Descriptive Photo – Post photo on POP-Market site that grabs attention. On the POP-Market site, wholesaler, Ina Kent bags has included the phrase “Bags tell stories” over a picture of one of their handbags. JN Llovet has a photo of a woman that has JN written on one hand with Lovett written on the other. An illustration for Sunglass Company would be a model wearing Sunglass Company sunglasses with a tattoo of a heart over a model’s right eye with the word style written under her left eye. To convey the premise, “Where heart meets style”.

b.) SEO - Multiple search engines produced no Sunglass Company or POP-Market results on first four pages when searching “wholesale sunglasses”.

2.) Educate

a.) Elevator Pitch/Tag line – One amazing sentence that ties the style, quality and social good, together to spark interest.

b.) Wholesale About page details: WHY do we do what we do? Why should buyers care what we do? WHY do business with us?

3.) Repeat Wholesale Buyers

a.) Incentive for Repeat Buyers who Increase Order Quantity

b.) Personal relationships with buyers

IDENTIFY KEY PERFORMANCE INDICATORS (KPI)

I.) RETAIL OBJECTIVES

1.) Increase profits

a.) SEO – Search Engine Optimization

KPI: 50% percent increase in web traffic over a 90 day period

b.) Engage users to turn visits into sales

KPI: 10% increase in conversion rate for two consecutive quarters

2.) Educate

a.) Elevator Pitch/Tag line

KPI: Increase donor support by 3% for four consecutive quarters

b.) Details and photos that define the WHY

KPI: 50% reduction in bounce rate in the first quarter

additionally, survey customers to find out how educated they are from visiting our site

3.) Create a Sunglass Company Community

a.) Return Customers Log-In to Site/Facebook Incentives

KPI: 10% of customers return to the site or Facebook at least once every 30 days.

b.) Blogs and Facebook

KPI: Sunglass Company blogs create at least 20 responses in 72 hours.

II.) WHOLESALE OBJECTIVES

1.) Attract Buyers

a.) Descriptive Photo

KPI: 50% increase in Sunglass Company listing traffic within 90 days

b.) SEO for “wholesale sunglasses”

KPI: 50% increase in wholesale listing traffic within 90 days

Business and Industry Analysis

2.) Educate

a.) Elevator Pitch/Tag line

KPI: Conversion rate increase of 1% within 90 days

b.) About page details

KPI: 15% increase of buyers leave the about page to make a purchase over 90 day period

3.) Repeat Wholesale Buyers

a.) Incentive for Repeat Buyers who Increase Order Quantity

KPI: 5% percent annual increase in orders from existing buyers

b.) Personal relationships with buyers

KPI: Sunglass Company retains 99% of their Buyers for 5 years

TARGET KPI

Percentage KPI's were used and can be tweaked to fit realistic goals.

SEGMENTATION

Segments can be broken down by visitors to the retail site and visitors to the wholesale site.

On the wholesale side, the most important visitor behavior is to initially attract the buyer's attention and encourage them click on our link. Secondly, we need tagline that can answer "why buy from Sunglass Company" in the brief seconds that we have their attention.

On the retail site, we are trying to build long term relationships with a sense of community. The behavior objectives would focus on frequency of visits, time on the site; click path and conversion rate.

Traffic sources: search engines, referrals from press, advertisement/promotions and links.

User Experience Analysis

USER PROFILE

The following information for the Sunglass Company retail site was taken from Google Analytics on March 31, 2014
for January 1, 2014 – March 31, 2014.

Age of visitors:

18-24 years = 27.50%

25-34 years = 33.50%

35-44 = 15.50%

45-54 years = 12.50%

55-65+ = 11%

Gender of visitors:

Male = 54.15%

Female = 45.85%

Interest Categories of Visitors:

8.54% = Sports Cycling and Running/Walking

3.94% = Computers and Electronics

Visitors typically visit from the United States in the following states: California, Virginia, Maryland, and New York.

Typical visitor is a male from 25-34 years of age from the United States.

69% of the visitors are new.

For this quarter, only 6% of visitors went to the “About” page from the home page to learn what the company actually does.

User Experience Analysis

Sunglass Company Retail Site:

Visitors come to the website to decide if Sunglass Company sunglasses fit their look and lifestyle. They would like to see appealing photos and helpful, interactive site that is easy to navigate. If the user decides to buy they hope for an easy, streamlined check out process.

Sunglass Company Wholesale Site:

An average user from the Sunglass Company wholesale site is a buyer for a retailer. Due to the large quantity of products Buyers see on a daily basis they are rapidly looking for products they feel their customers will want to buy while wanting a quick and easy transaction with a wholesaler that they want to do business with. It is imperative that Sunglass Company's listing captures their attention quickly.

KEY PERFORMANCE METRICS

III.) RETAIL OBJECTIVES

2.) Increase profits

a.) SEO – Search Engine Optimization

KPI: 50% percent increase in web traffic over a 90 day period

- SEO is extremely important when considering user experience as we want to make it as easy as possible for our customers to find our site as well as those who have never heard of our company.

- April 11, 2014 – April 17, 2014 users are arriving at the new retail site via the same search methods as before the new site came online: 1.) Unite for Site 2.) So Good They Can't Ignore You PDF 3.) Sunglass Company 4.) Molly the Maid 5.) So Good They Can't Ignore You Download

b.) Engage users to turn visits into sales

KPI: 10% increase in conversion rate for two consecutive quarters

2.) Educate

a.) Elevator Pitch/Tag line

KPI: Increase donor support by 3% for four consecutive quarters

User Experience Analysis

- Google Analytics reports that for this quarter, only 6% of visitors went to the “About” page from the home page to learn about the company actually does.

b.) Answer the “WHY buy?”

KPI: Increase in engagement and sales by 25% for two consecutive quarters.

-“People don’t buy what you do, they buy why you do it.” Simon Sinek.

3.) Create a Sunglass Company Community

a.) Return Customers Log-In to Site/Facebook Incentives

KPI: 10% of customers return to the site or Facebook at least once every 30 days.

-We want to be able to recommend products to our customers. We want lifetime customers and not just one time purchasers.

b.) Blogs and Facebook

KPI: Sunglass Company blogs create at least 20 responses in 72 hours.

-We need a community of people that inspire others

IV.) WHOLESALE OBJECTIVES

1.) Attract Buyers

a.) Descriptive Photo

KPI: 50% increase in Sunglass Company listing traffic within 90 days

-We have to initially grab buyers’ attention.

b.) SEO

KPI: 50% increase in wholesale listing traffic within 90 days

-Buyers need to find us quickly and easily 24 hours a day, 7days a week. The ability to e-mail Sunglass Company sales department from the site is nice but we need to give our buyers the opportunity to purchase even when our office is closed.

User Experience Analysis

2.) Educate

a.) Elevator Pitch/Tag line

KPI: Conversion rate increase of 1% within 90 days

-We only have seconds to get their attention. Make it count!

b.) About page details

KPI: 15% increase of buyers leave the about page to make a purchase over 90 day period

-Once the elevator pitch has their attention and they want to know more, we need to answer the question, "Why buy from our company?"

3.) Repeat Wholesale Buyers

a.) SPIFF, discount or swag incentive for repeat buyers who increase order quantity.

KPI: 5% percent annual increase orders from existing buyers

-The goal is to create lifetime buyers and not just one transaction.

b.) Personal relationships with buyers

KPI: Sunglass Company retains 99% of their Buyers for 5 years

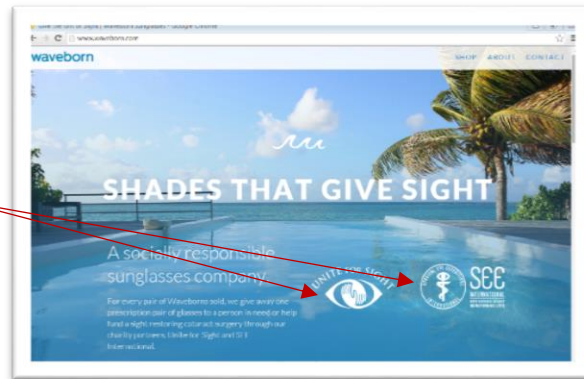
-Personal relationships with buyers keeps Sunglass Company on top of issues and challenges that customers may be facing while creating loyalty.

USER INTREFACE

User Experience Analysis

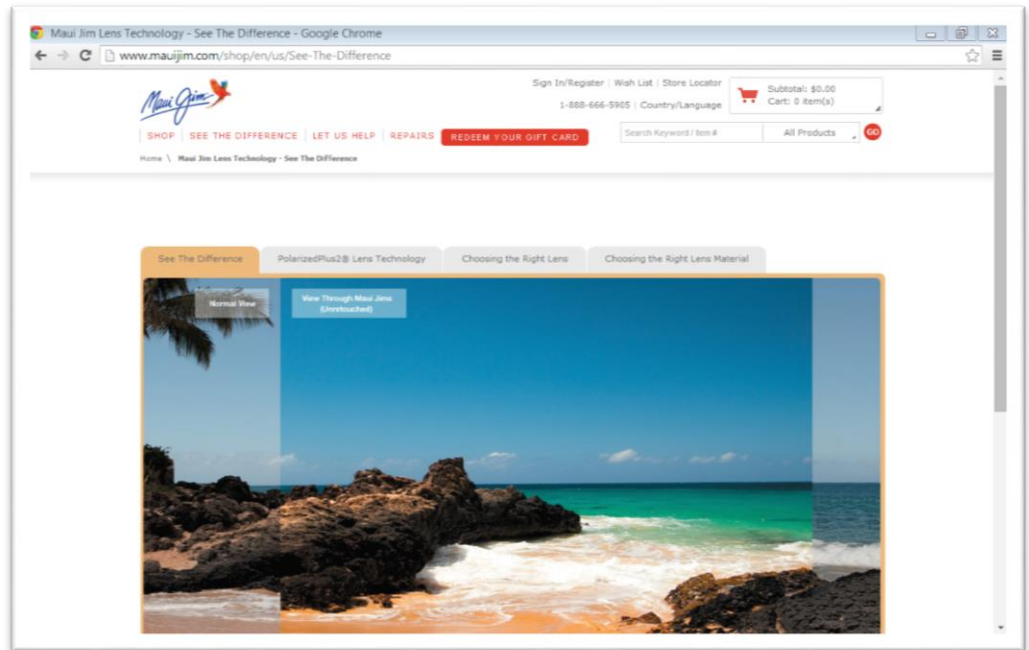
RETAIL SITE:

- 1.) According to Google Analytics, from April 11, 2014 – April 21, 2014, the Sunglass Company site has a bounce rate of 55.56% which means that over half of the people who came to our site exited without interacting with the page. The most prominent visuals on the home page are not encouraging visitors to interact on our site. There is no call to action.



Maui Jim encourages the direction of their visitors by telling them what to do and offering to educate them “Let Us Help”, “See the Difference” and “Shop” all prominently displayed in red letters.

Another important rule to consider is the “above the fold rule”. Yes, tablets and smartphones have changed our willingness to scroll so we can offer more information below the fold. Beware, anything of value still needs to be ABOVE the fold such as giving our customers direction. “Users will scroll below the fold ONLY if the information above it makes them believe the rest of the page will be valuable” (Nielsen Norman Group).



Today, users will scroll. However, you shouldn't ignore the fold and create endless pages for two reasons: Long pages continue to be problematic because of users' limited attention span. People prefer sites that get to the point and let them get things done quickly. Besides the basic reluctance to read more words, scrolling is extra work.

User Experience Analysis

The real estate above the fold is more valuable than stuff below the fold for attracting and keeping users' attention.

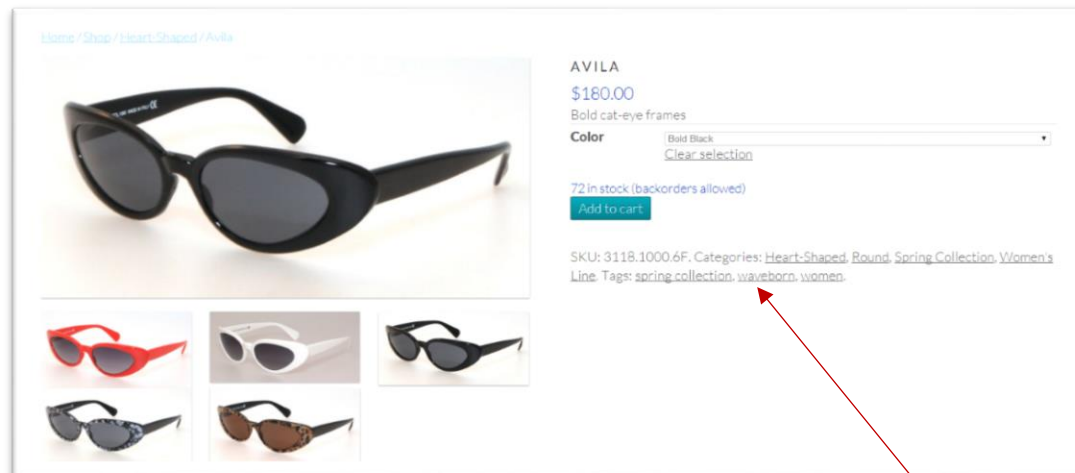
So, yes, you can put information below the fold rather than limit yourself to bite-sized pages. In fact, if you have a long article, it's better to present it as one scrolling canvas than to split it across multiple page views. Scrolling beats paging because it's easier for users to simply keep going down the page than it is to decide whether or not to click through for the next page of a fragmented article. (Saying that scrolling is easier obviously assumes a design that follows the guidelines for scrollbars and such.)

But no, the fact that users scroll doesn't free you from prioritizing and making sure that anything truly important remains above the fold.

Information foraging theory says that people decide whether to continue along a path (including scrolling path down a page) based on the current content's information scent. In other words, users will scroll below the fold only if the information above it makes them believe the rest of the page will be valuable.

"Nielsen Norman Group." Scrolling and Attention (Jakob Nielsen's Alertbox). Jakob Nielsen, 22 Mar. 2010. Web. 25 Apr. 2014. <http://www.nngroup.com/articles/scrolling-and-attention/>

2.) The option of an “employee” that has similar physical attributes that can serve as a guide to help customers pick the perfect sunglasses for them would be extremely helpful. After two minutes of looking through the available sunglasses, I still have no idea which option is best for me. Most of the glasses on the site would be extremely large on my face. After a couple of minutes I clicked through all of the sunglasses that I thought may work for me yet oval was not listed in the category options. After downloading and reading the pdf catalog, I realized that my face shape would fit under the category of round while I had looked for oval. The face shape guide along with additional suggestions would be extremely helpful prominently on the website.

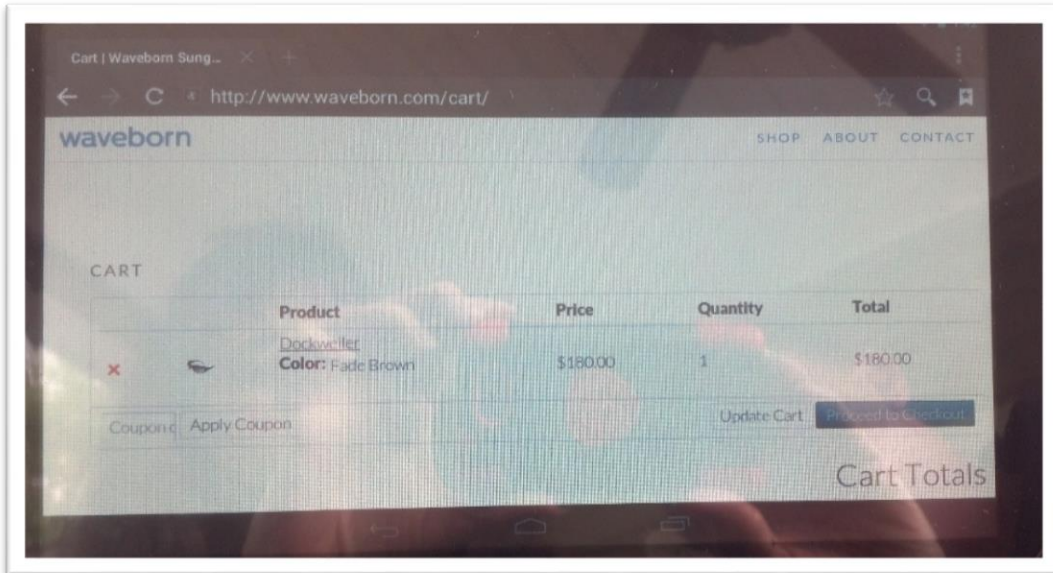


User Experience Analysis

- 3.) The ability to sort the glasses by their categories would be helpful on the main shopping page.
- 4.) When clicking through the different colors of the Monica sunglasses, the images were different sizes which causes the user to continually move the mouse to position over the slide show arrows to navigate. This also occurs with other styles; some image size differences are less dramatic than others.
- 5.) If the customer lands on a product page, they are never given the opportunity to learn that: the sunglasses are hand-crafted in Italy, if sunglasses are polarized, scratch resistant, if there is a warranty, construction, what the lenses are made of, what the frames are made of, that part of the proceeds for the glasses are helping others, etc.
- 6.) About page could use a link for this section: "For a list of retailers and eye doctors that carry Sunglass Company sunglasses, please visit our in-stores page!".
- 7.) Unable to create an account unless users are in the process of checking out.
- 8.) Users expect to be able to view their shopping cart at any time as that is the industry norm.
- 9.) The ability to log in at any time for any page on the site is a necessity. Currently, the only opportunity to log in is during the check out process.

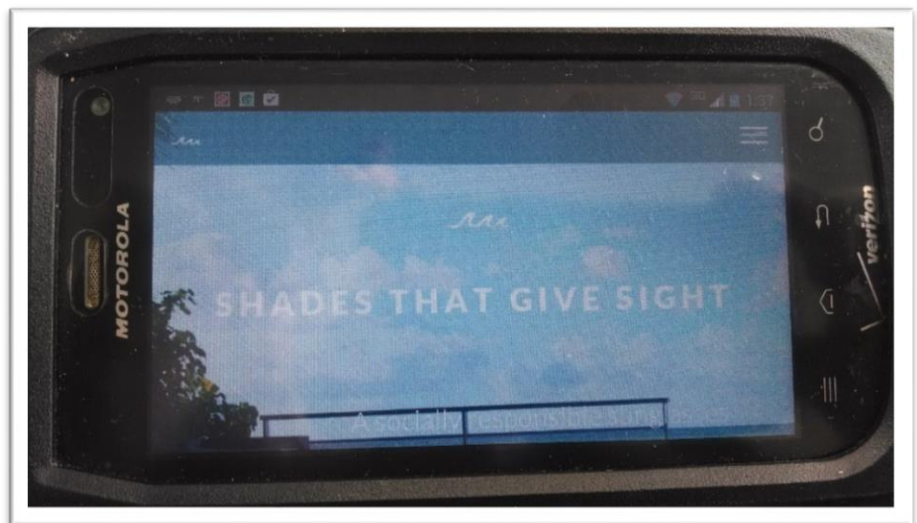
User Experience Analysis

CROSS-PLATFORM CHECK



Tested on an android tablet. Lots of scrolling. Bottom navigation bar fills screen which eliminates products from view. On the purchase page the image of the sunglasses being ordered is extremely small.

Tested on Motorola Android 4 mobile phone. Text and images do not align. Significant amount of scrolling.



User Experience Analysis



On an Apple iPod 5th Generation text and images aligned and the links worked. According to Google Analytics, 77% percent of Sunglass Company's customers use Apple iPhone or Apple iPad.

Chrome, Safari and Firefox were the top three browsers used. The site tested well and displayed similarly on these browsers.

LINK ANALYSIS

Report created by: <http://validator.w3.org/checklink>

There are issues with the URLs listed below. The table summarizes the issues and suggested actions by HTTP response status code.

Code	Occurrences	What to do
(N/A)	6	The link was not checked due to robots exclusion rules . Check the link manually, and see also the link checker documentation on robots exclusion .
(N/A)	1	Accessing links with this URI scheme has been disabled in link checker.
404	1	The link is broken. Double-check that you have not made any typo, or mistake in copy-pasting. If the link points to a resource that no longer exists, you may want to remove or fix the link.
405	1	The server does not allow HTTP HEAD requests, which prevents the Link Checker to check the link automatically. Check the link manually.

User Experience Analysis

Code	Occurrences	What to do
501	1	Could not check this link: method not implemented or scheme not supported.

■ Line: 72 <http://www.Sunglass Company.com/comments/feed/>

Status: 404 **Not Found**

The link is broken. Double-check that you have not made any typo, or mistake in copy-pasting. If the link points to a resource that no longer exists, you may want to remove or fix the link.

■ Lines: 1059, 1063 <mailto:sales@Sunglass Company.com>

Status: (N/A) Access to 'mailto' URIs has been disabled

Accessing links with this URI scheme has been disabled in link checker.

■ Line: 36 <http://www.Sunglass Company.com/wp-includes/js/jquery/jquery.js>

Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

■ Lines: 939, 981 <http://www.twitter.com/Sunglass Company>

Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

■ Line: 74 <http://www.Sunglass Company.com/wp-includes/wlwmanifest.xml>

Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

■ Lines: 939, 981 <http://www.facebook.com/Sunglass Company>

Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

User Experience Analysis

■ Line: 65 <http://fonts.googleapis.com/css?family=Lato:100,300,400,900,300italic>

Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

■ Line: 37 <http://www.Sunglass Company.com/wp-includes/js/jquery/jquery-migrate.min.js>

Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

■ Lines: 939, 981 <http://www.instagram.com/Sunglass Company> redirected to <http://instagram.com/Sunglass Company>

Status: 301 -> 405 METHOD NOT ALLOWED

The server does not allow HTTP HEAD requests, which prevents the Link Checker to check the link automatically. Check the link manually.

■ Line: 1059 <tel:1-443-694-1545>

Status: 501 Protocol scheme 'tel' is not supported

Could not check this link: method not implemented or scheme not supported.

List of redirects: The links below are not broken, but the document does not use the exact URL, and the links were redirected. It may be a good idea to link to the final location, for the sake of speed.

■ Lines: 750, 801 <http://www.Sunglass Company.com/catalog> redirected to <http://www.Sunglass Company.com/wp-content/uploads/2014/03/Sunglass Company-2014-Catalog.pdf>

Status: 301 -> 200 OK

This is a permanent redirect. The link should be updated.

■ Lines: 756, 807 <http://www.Sunglass Company.com/locations> redirected to <http://www.Sunglass Company.com/locations/>

Status: 301 -> 200 OK

The link is missing a trailing slash, and caused a redirect. Adding the trailing slash would speed up browsing.

User Experience Analysis

■ Lines: 753, 804 <http://www.Sunglass Company.com/press> redirected to <http://www.Sunglass Company.com/press/>

Status: 301 -> 200 OK

The link is missing a trailing slash, and caused a redirect. Adding the trailing slash would speed up browsing.

Anchors

Found 55 anchors.

Valid anchors!

Checked 1 document in 124.38 seconds.

SOCIAL MEDIA EXPERIENCE

According to Google Analytics from January 1 – March 31, 2014, Sunglass Company made \$850 from visitors going directly to the site, \$340 from organic searches and no money from referral, social network or e-mail.

The focus of social media should be building Sunglass Company's community and link back to the website. There are 1,307 followers on Facebook.

There are links in the bottom navigation bar to: Pinterest, Twitter, YouTube, Instagram and Facebook.

Marketing and Promotion Analysis

MARKETING OVERVIEW

“A sales funnel is a representation of the steps that a customer takes from the moment they first realize something exists to the final step when they actually buy that something. Unless the company is already known like Amazon or Barnes and Noble, customers do not generally buy on the first visit as they prefer to get to know the organization first.” -Crafted Webmaster http://www.h7i.com/documents/Your_Sales_Funnel_Stinks.pdf

SUNGLASS COMPANY RETAIL SALES FUNNEL

According to Google Analytics, customers who made a purchase were on the Sunglass Company retail site for an average of eight minutes while the overall average visit time for the site is two minutes and thirty one seconds.

STEP 1: Drive customers to the retail site. Focus on building our community. Social media is an excellent place to start with a focus on building a stronger presence while keeping followers engaged. Improving SEO is vital to the process as well. Blogs, tradeshow and promotions can help bring people to the website also.

STEP 2: We have successfully brought customers to the site. How do we encourage them to interact?

STEP 3: Encourage customers to create an account by offering a coupon via follow up e-mail.

STEP 4: Customers receive e-mail guide (along with sexy photos of sunglasses) on how to pick the perfect sunglasses along with a coupon that drives them back to the website.

STEP 5: Sale!

SUNGLASS COMPANY WHOLESALE FUNNEL

STEP 1: Drive buyers to the site. Improve SEO, attend tradeshow and offer promotions. Considerations: Can Sunglass Company.com do it all? If the wholesale customers have their own log-in that immediately takes them to the wholesale section of the Sunglass Company site then POP-market could be used to simply drive buyers to the Sunglass Company site for ordering as POP-market does not process payments anyway. Sunglass Company's focus is to build community; including the wholesale customers on the same site is an opportunity to add more people to the community.

STEP 2: We have successfully brought buyers to the site. How do we encourage them to interact?

STEP 3: Encourage buyers to create an account by offering a coupon via follow up e-mail as well as a free guide for customer display on how to pick the perfect sunglasses. Also included is contact information for the Sunglass Company wholesale team along the option to interact personally if the buyers prefers.

STEP 4: Buyers receive e-mail guide (along with sexy photos of sunglasses) on how to pick the perfect sunglasses to display for their customers along with a coupon that drives them back to the website.

STEP 5: BIG Sale!

Marketing and Promotion Analysis

WEB MARKETING TOOLS

A search administered on, 24 March 2014, for “sunglasses”, yielded no results for Sunglass Company (the website or any products in the description section) on the first five pages of Google, Yahoo and Bing.

A search administered on, 24 March 2014, for “wholesale sunglasses”, yielded no results for Sunglass Company or POP-Market (the website or any products in the description section) on the first three pages of Google, Yahoo and Bing.

It is encouraged to build a stronger web presence along with corporate and product identity.

Pinterest, Twitter, Instagram, Facebook links are located on the product pages of the retail site. Sunglass Company, especially Mike Smith, has posted several videos on YouTube.

Facebook, Twitter, Pinterest, Instagram and YouTube links are located on the about Sunglass Company page of its POP-Market wholesale site.

POP-Market has control over Sunglass Company’s listing. There are other sites that use the name “Pop Market” so it is highly recommended that Sunglass Company include a link on the wholesale page of the retail site. POP-Market does not process the payments so once the buyer purchases their products they must contact or be contacted by a Sunglass Company sales representative. How long does it take for a sales representative to contact the customer/buyer? It is strongly recommended to research the possibility of handling wholesale traffic on the official Sunglass Company site.

POP-Market has a Facebook page with 660 likes. There were no YouTube videos found.

After joining POP-Market, I have received one follow up e-mail that is copied below as well as several follow-up promotional e-mails:

“Hi Sarah Bass,

Welcome to POP-Market — the leading wholesale commerce + connection platform designed to make wholesale easier. The POP-Market team is available to walk you through the platform as well as provide you with comprehensive training. Should you have any questions, please contact support@pop-market.com or call 1-800-255-9807.

The POP-Market Team”

Marketing and Promotion Analysis

IN-BOUND LINK ANALYSIS

Query January 1 – March 31, 2014	Impressions 11,108
Unite for Site	2,500 (22.51%)
So Good They Can't Ignore You pdf	1,600 (14.40%)
Sunglass Company	700 (6.30%)
Sunglass Company sunglasses	700 (6.30%)
See International	500 (4.50%)
Maid Logo	400 (3.60%)
So Good They Can't Ignore You	320 (2.88%)
Molly the Maid	250 (2.25%)
So Good They Can't Ignore You Summary	250 2.25%)
Be So Good They Can't Ignore You	200 (1.80%)

Credible websites offering links to Sunglass Company is one of the primary ways to gain attention from search engines. Some people already know us as a socially good organization as 27% of our link traffic is coming from Unite for Site as well as See International.

Organizations that incorporate triple bottom line into their mission may be eager to provide a link to our site. Triple bottom line focus on separate 1) financial 2) social and 3) environmental bottom lines in their reporting. They may be eager to create partnerships with other companies with similar objectives.

Another option to explore is Global Reporting certification. To be GRI compliant, organizations publish reports about their economic, environmental and social impacts caused by their everyday activities. Lists of companies that are GRI compliant are available via online searches and are published by globalreporting.org. This is an excellent way to become part of an amazing worldwide community while building our own.

ASHOKA Innovators for the public targeted at social entrepreneurs.

Note: Be So Good They Can't Ignore You is a book written by Cal Newport that Sunglass Company's CEO Mike Smith references in a pdf with a similar name on the wiki Sunglass Company site.

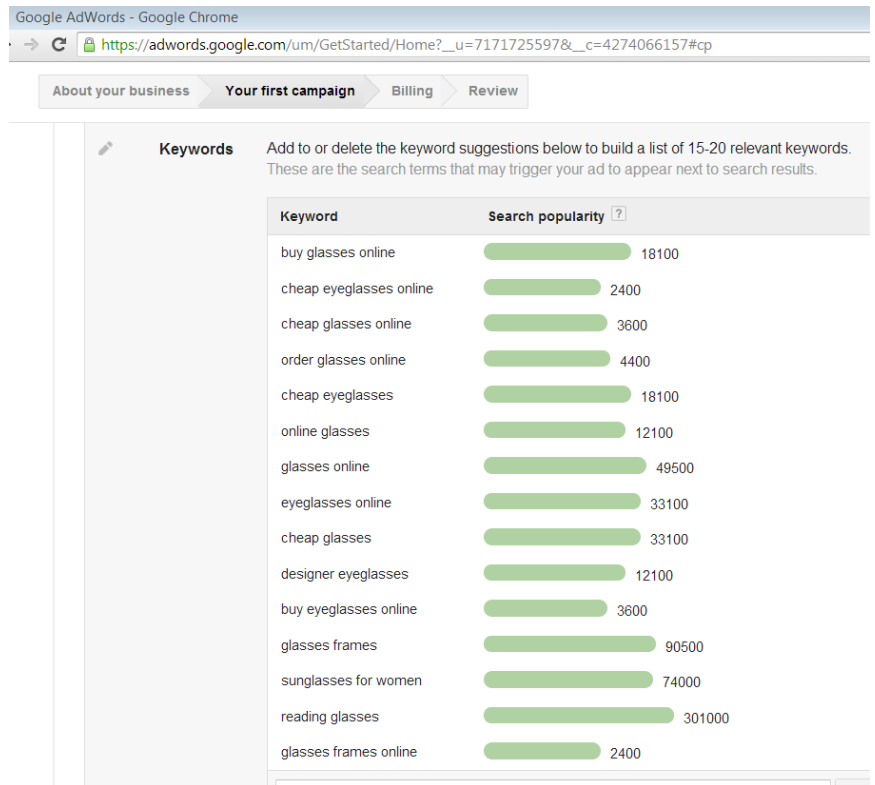
Marketing and Promotion Analysis

SEO ANALYSIS

The first screenshot is of initial recommendations from Google AdWords. The second screenshot (below) is of recommendations from Google AdWords after a bit of tweaking.

Additional ideas: wholesale sunglasses, Italian sunglasses, durable sunglasses

Including the keywords in the site will add credibility.



Platform Architecture Analysis

WEBSITE GOALS

Wholesale Goals: (listing is solely managed by POP-Market)

- Ability to process payments

- Build Community – in order to build the community that Sunglass Company would like to, one site should cater to both retail customers and wholesale customers by utilizing a log in process that can offer some segregation as far as pricing while offering a united community of people that love what we do.

Retail Goal:

- Customization

- Seamless retail transactions

- Engage customers

PLATFORM ANALYSIS

WordPress 3.8.3 is the content management system for the retail site that utilizes a Woo Commerce 2.1.6 plugin.

SECURITY ANALYSIS

WooCommerce has been audited by WP core contributors to ensure that the code is secure.

Delete any inactive plugins or themes as they can be a danger.