EKO 4
YOUR GLOBAL SUCCESS

Responsive
WEBSITE DESIGN

Website review

Client	Contact	Reference	Dates
		Website update	**Date of proposal**
		SEO	30 /08 /2016
		Website support	
		Social media	

The Landing
MediaCityUK
Manchester
M50 2ST, UK
www.eko4.co.uk
T: 0161 818 7442

1

Company proposition assumption

****************** is a make-up company that offers a highly customisable make-up palette that tries to distinguish itself from its competitors through the owner's own expert knowledge in molecular biology and background in research and development which evidently drives ****'s produc t range forward.

It is envisioned that ****S's website wishes to reflect on results gained from using her products and that rather than slotting in line with her competitors, she wishes to present a solid foundation on how her cosmetics are unique, both as a refined palette of colour choice and scientific input into their very nature.

Keyword Analysis

Key Word	Average Hits Per Month
Makeup	1,000,000
Beauty	550,000
Eyeliner	246,000
Eye makeup	246,000
lipstick	201,000
Beauty tips	201,000
Mascara	201,000
Concealer	135,000
Make-up brushes	135,000
Cosmetics	110,000
Makeup tips	110,000
Eyeshadow	110,000
Skin care	110,000

Industry Analysis

- Specific to 'Make-up' companies use extensive content to link further into the site.
  - https://maxfactor.co.uk/
  - http://www.loreal-paris.co.uk
  - http://www.alacartelondon.com/
  - http://www.clinique.co.uk/
- Extensive use front page as an instant shop page allowing quick links to purchase.

- • Use of models in images (stock or otherwise) also are infrequently used by cosmetics industry. Instead emphasising images of the products themselves. Some exceptions include:
  - o https://www.cultbeauty.co.uk/
  - o http://www.loreal-paris.co.uk/make-up/face/powder
  - o https://www.rubycosmetics.co.uk/
  - o https://www.cultbeauty.co.uk/make-up/eyes.html?ref=mm
  - o https://maxfactor.co.uk/
- 50/50 split on websites making use of dynamic scaling of website content. This is essential to have with the majority of business being m-commerce.
- Content is often always white background for cosmetics sites (with exception of superdrug – though not a direct competitor). White is clean and modern. And the industry seems to push this way in their websites.

*** Cosmetics Analysis

- Make your Own Palette- Click and drag colours to palette / selectable by colour rather than just text? This gives more of a bespoke feel to it.
- *** emphasises that makeup is to be personal, giving the user more of an interactive feel to their custom palettes will aid this message.
- Currently using dynamic scaling which is essential.
- Use smaller font on pages. This includes the testimonies – A better testimony visual can be made
- Consider Including a picture of *** on 'Who is ***' page. Let the user be introduced to ***.
- Payment methods and social media logos do not scale correctly on smaller screen size.
- Create custom buttons for site such as for 'Contact Form' Social Media channels and 'Email'.
- Spinner on product page is too small.
- image seems to be default image for most pages. Consider increasing this range to add visual dynamic.
- Add to Basket button too dark and doesn't reflect the otherwise bright font used throughout site.
- NEW FEATURE?: Can a user 'account' allow them to save their 'Palettes' for quick purchase again? This will allow loyalty and can allow Ash to give recommendations based on a user's personal combinations of shades and colours. This emphasises Ash's statement that 'Makeup is Personal'

Continued on the next page…

The Landing
MediaCityUK
Manchester
M50 2ST, UK
www.eko4.co.uk
T: 0161 818 7442

3

Competitor Analysis

http://www.alacartelondon.com/custom-blended-makeup/bespoke-recreation-340.html

http://www.eyeslipsface.co.uk/

Gap Analysis

• Competitors are using more content on their first page to lead further into different sections of their website. More content needed on *** Cosmetics home page (this is your shop window – what can you show that will get them to enter and 'walk to the counter to buy'?

• Use smaller images, currently with lack of content; larger images are being used to fill the space. This includes in the footer where images seem unnecessarily large.

• Include more range of images in sliders. Currently the first visible slider has 8 slides it seems to only show ranges of colours and palettes. Seemingly set up to be left for the images to constantly remind rather than make user aware of **** Cosmetics. – What if the user DOES interact with the slider and all they see are very similar content on each? More diversity needed. Consider including more content in the slider.

    o   https://maxfactor.co.uk/
    o   http://www.loreal-paris.co.uk/
    o   http://www.clinique.co.uk/
    o   http://www.bobbibrown.co.uk/

• Online shop needs page redesign - brighter colours, bigger fonts, clear call to actions

• Consider featuring models using your products. Brands such as L'Oreal, Max Factor and http://www.bobbibrown.co.uk/ use this to great effect. Where do you wish to stand in the market? Do you wish to show off the results of using your products? – This should be reflected in your website as well as your range of products.

• Other than that is some functionalities your website does not possess at the moment, please look at the list below: Related Products Section in Single Product Page

    o   - Product Rating/Reviews/Feedback Section in Single Product Page
    o   - Add Fillter by: Color / Price in the shop page
    o   - Add Live Chat

The Landing
MediaCityUK
Manchester
M50 2ST, UK
www.eko4.co.uk
T: 0161 818 7442

4

o   - Add Subscribe to Newsletter Option

o   - Add Gift Cards/Vouchers Option

• Currently, aside from the top brands, there is a potential to define *** as a person who cares for her customer's perfect palette basing this on her knowledge and experience. I see no direct competitor that allows this access to valuable knowledge. Consider adding a new feature to the site of saving palettes and interacting with *** directly for advice or recommendations (whether through customising a bespoke visual palette for them which they can see on the site – linking this information with buy-ins and follow-up marketing to their e-mail can drive sales.

o   http://www.bobbibrown.co.uk/ offers a 'Live Chat' option. Currently the only way a competitor may offer this service – limited to text and not necessarily to a bespoke buy now page specific to the customer's requests.

• Top hits on Google Analytics show a demand for 'Beauty Tips' with over 200,000 hits per month. Include tutorials and tips on ***'s website to create 'buy in' and loyalty. Further promoting ***'s social media channels and increasing followers. ***S's YouTube lacks this content.

Please refer to website samples from our portfolio:

o   https://betterwaysapp.com/

o   https://mdk.io/

o   http://bath.eko4.co.uk/

o   http://www.pipbw.co.uk/

o   http://www.mcr.marketing/

o   http://lifeintheuktests.org/

o   http://tvc.eko4.co.uk/

o   http://iwsocialmedia.co.uk/

o   http://cliniquedemontreal.ca/

The Landing
MediaCityUK
Manchester
M50 2ST, UK
www.eko4.co.uk
T: 0161 818 7442

5