
e-Commerce Website Audit

Outdoor Rugs

<https://outdoorrugs.com>

A complimentary e-Commerce website audit conducted by Accorin's e-Commerce technology experts, Graham Lubie and Jignesh Thumar on behalf of Outdoor Rugs LLC.



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Overview

Our assessment includes a review of several key aspects of the OutdoorRugs.com e-commerce website, its operational processes, 3rd party tools that are connected to it, and marketing tools that are utilized. If available we also utilize Google analytics, Webmaster Tools and other tools of ours to deeply understand how the “as is” state of the website compared to current best practices. The following table of information identifies all of the activities and analysis undertaken for this complimentary audit:

| Audit Area | What We Did | Tools Used / Required |
|--|--|--|
| 1. Performance: Site Speed, Load Times | We inspected your site speed and load times against 4 key use cases: <ul style="list-style-type: none"> ● Home Page Load ● Products add to cart load ● Find and complete a sign up ● Complete Checkout | <ul style="list-style-type: none"> ● GTMetrix ● Google Webmaster ● Google Pagespeed Insights |
| 2. Conversion Funnel Structure | We inspected your site to see how well-structured the navigation and click queues are in steering site visitors to conversion events. | <ul style="list-style-type: none"> ● Accorin User Flow Analysis ● Google Analytics |
| 3. Prominence and SEO Effectiveness | We inspected your site on its own and versus 2 competitors to see how prominent its product and content is, what keywords visitors are currently using to access the site, how Google views your overall quality, page rank, and effectiveness of content. | <ul style="list-style-type: none"> ● Google Search Console (if available) ● Competitive Analysis ● Google Analytics |
| 4. 3rd Party Tool Efficiency & Utilization | We inspected your use of 3rd party marketing and marketing technology tools and grade your use and efficiency of using those tools | <ul style="list-style-type: none"> ● Builtwith ● Manual site inspection ● Discussions with team |
| 5. Platform Utilization and Business Fit | We inspected your platform to see if you are properly utilizing in-platform marketing capabilities like Abandoned Cart, Upsell-Cross Sell, Personalized selling, tag management, suggestive selling, romance copy, proper integration of 3rd party tools. | <ul style="list-style-type: none"> ● Accorin Platform Inspection ● Builtwith |

#1 Site Performance

It's important that your website performs well for a variety of reasons. The main concern is that your visitors/customers have the best experience when they arrive at your website. If pages take too long to load, your prospective customer is going to have a poor experience and probably move on to one of your competitors. Search engines (primarily Google) will penalize sites with poor performance and rank them lower as a result. This might mean that your website doesn't come up on the first page of an unbranded Google search and clawing your way back into Google's favor is a hard thing to do.

How Your Site Scored

- Site speed score: **56/100 on mobile 36/100 on desktop**
- Page speed score: **78%** [[GTMetrix](#)]
- YSLOW score: **78%** [[GTMetrix](#)]

Findings & Recommendations

Overall the site performance is pretty good for the homepage [< 2 seconds]. There are some opportunities to boost site performance. The Google Speed Testing Tool feedback indicates that images can be better optimized and there are some other enhancements that can be utilized to speed up the website. Please see the [GTMetrics](#) recommendation report for suggestions. (clicking the link takes you directly to the free GTmetrix report we created for you).

Based on our inspection it doesn't look like a CDN is being utilized to cache and speed up the website. This should be considered as the traffic load on the site increases and the volume of images are being served up.

Your performance measurements indicate you should consider:

- Integration of a CDN or caching utility
- 3rd party services speed management tools (YOTTA or other)
- Site-wide image and video file optimization
- There are a number of 301 and other redirects; minimize them and / or remove inactive ones to increase site speed
- Review your hosting server sizing indications are that processing speed can be increased

#3 Site Prominence (SEO)

If your website isn't optimized for search engines, you're relying largely on paid marketing spend to drive customers instead of organic traffic. Everything you spend on paid marketing (paid search, eDM, printed media, etc.) cuts into your profitability and, although you should certainly be using paid marketing; you'll spend more than you need to if you don't put the same (or more) energy into search engine optimization (SEO).

How Your Site Scored

OBSERVATIONS TABLE 1: Current Organic Search Traffic

This initial table indicates what search terms and keyword searches are currently utilized to access the site.

| Top Searched Terms Last 30 Days: TheOutdoorRugs.com | | | | |
|--|--------|-------------|--------|----------|
| Queries | Clicks | Impressions | CTR | Position |
| the OutdoorRugs.com | 222 | 350 | 63.43% | 1 |
| Outdoor Rugs.com | 67 | 179 | 37.43% | 1 |
| the outdoor rug connection | 14 | 18 | 77.78% | 1 |
| designer outdoor rugs | 13 | 559 | 2.33% | 9.3 |
| throw outdoor rugs | 11 | 43 | 25.58% | 2.7 |
| outdoor rugs | 9 | 244 | 3.69% | 7.8 |
| theOutdoorRugs | 9 | 12 | 75% | 1 |
| designer outdoor rugs | 9 | 449 | 2% | 14 |
| designer accent outdoor rugs | 8 | 238 | 3.36% | 6.9 |
| Outdoor carpets | 8 | 24 | 33.33% | 2.1 |
| outdoor rugs connection | 7 | 17 | 41.18% | 1 |
| designer sofa outdoor rugs | 6 | 76 | 7.89% | 5.6 |
| throw outdoor rugs | 5 | 43 | 11.63% | 8.1 |
| outdoor rugs | 4 | 48 | 8.33% | 8.5 |
| outdoor rugs website | 4 | 25 | 16% | 4.7 |

| | | | | |
|-------------------------------------|---|-----|--------|-----|
| decorative OutdoorRugs.coms | 3 | 22 | 13.64% | 3.7 |
| french country outdoor rugs | 3 | 27 | 11.11% | 17 |
| designer decorative outdoor rugs | 3 | 35 | 8.57% | 7.8 |
| designer couch outdoor rugs | 3 | 23 | 13.04% | 4.5 |
| designer outdoor rugs for couch | 3 | 32 | 9.38% | 6.9 |
| wool outdoor rugs | 3 | 87 | 3.45% | 8.2 |
| outdoor rugs websites | 2 | 34 | 5.88% | 5.3 |
| designer nylon outdoor rugs | 2 | 143 | 1.40% | 11 |
| outdoor rugs made in usa | 2 | 9 | 22.22% | 3.3 |
| designer fabric outdoor rugs | 2 | 38 | 5.26% | 11 |
| throw outdoor rugs | 2 | 11 | 18.18% | 2.2 |
| amazing outdoor rugs | 1 | 29 | 3.45% | 7.6 |
| blue outdoor rugs | 1 | 18 | 5.56% | 25 |
| designer outdoor rugs for sale | 1 | 12 | 8.33% | 9.6 |
| cyber monday outdoor rugs | 1 | 1 | 100% | 24 |
| leopard print outdoor rugs | 1 | 29 | 3.45% | 34 |
| designer decorative outdoor rugs | 1 | 9 | 11.11% | 10 |
| custom made decorative outdoor rugs | 1 | 11 | 9.09% | 15 |
| custom designer outdoor rugs | 1 | 15 | 6.67% | 12 |
| french country blog | 1 | 6 | 16.67% | 36 |
| ethan outdoor rugs | 1 | 1 | 100% | 6 |
| seafoam outdoor rugs | 1 | 1 | 100% | 29 |
| outdoor rugs design website | 1 | 24 | 4.17% | 6.8 |
| quality decorative outdoor rugs | 1 | 10 | 10% | 9.1 |
| high end outdoor rugs | 1 | 15 | 6.67% | 16 |
| buffalo plaid outdoor rugs | 1 | 4 | 25% | 12 |
| red cable knit outdoor rugs | 1 | 1 | 100% | 25 |

| | | | | |
|--------------------------------------|---|----|--------|-----|
| large sofa outdoor rugs outdoor rugs | 1 | 1 | 100% | 85 |
| holiday outdoor rugs | 1 | 3 | 33.33% | 53 |
| traditional outdoor rugs | 1 | 34 | 2.94% | 21 |
| outdoor rugs for pets | 1 | 36 | 2.78% | 7.7 |
| pool area outdoor rugs | 1 | 2 | 50% | 24 |

OBSERVATIONS TABLE 2: Keyword Research - Demand / Popular Search Terms

This table from Google Adwords Keyword tool provides an indication of current demand for popular search terms in the marketplace

| Keyword | Avg. Monthly Searches | bid |
|------------------------------|-----------------------|------|
| casual outdoor rugs | 49500 | 1.78 |
| decorative outdoor rugs | 40500 | 2.12 |
| pool area outdoor rugs | 14800 | 1.28 |
| clay tile outdoor rugs | 9900 | 1.3 |
| throw outdoor rugs | 8100 | 0.95 |
| best outdoor rugs | 8100 | 1.18 |
| outdoor rugs for tropics | 8100 | 1.65 |
| cheap outdoor rugs | 6600 | 1.14 |
| husband outdoor rugs | 6600 | 1.05 |
| outdoor rugs matching wicker | 6600 | 1.7 |
| accent outdoor rugs | 5400 | 1.78 |
| euro outdoor rugs | 5400 | 1.53 |
| sofa outdoor rugs | 4400 | 1.9 |
| blue outdoor rugs | 4400 | 2.03 |
| bolster outdoor rugs | 4400 | 1.65 |
| outdoor rugs inserts | 4400 | 1.63 |
| red outdoor rugs | 4400 | 1.2 |

| | | |
|-------------------------------|------|------|
| cheap decorative outdoor rugs | 3600 | 1.31 |
| decorative outdoor rugs | 3600 | 1.16 |
| stain proof outdoor rugs | 3600 | 1.25 |
| throw outdoor rugs | 3600 | 1.51 |
| cheap tan outdoor rugs | 2900 | 1.1 |
| matching outdoor rugs | 2900 | 1.65 |
| custom outdoor rugs | 2900 | 3.63 |
| euro outdoor rugs | 2900 | 1.83 |
| personalized outdoor rugs | 2900 | 4.28 |
| kilim outdoor rugs | 2900 | 1.27 |
| outdoor rugs for lanai | 2900 | 1.19 |
| outdoor rugs forms | 2900 | 1.23 |
| outdoor outdoor rugs | 2900 | 2.16 |
| decorative aztec outdoor rugs | 2400 | 2.16 |
| red throw outdoor rugs | 2400 | 1.77 |
| teal throw outdoor rugs | 2400 | 1.61 |
| microbead outdoor rugs | 2400 | 0.96 |
| purple throw outdoor rugs | 2400 | 1.39 |
| blue throw outdoor rugs | 1900 | 1.8 |
| yellow outdoor rugs | 1900 | 1.74 |
| purple outdoor rugs | 1900 | 1.77 |
| cute outdoor rugs | 1900 | 1.59 |
| nautical outdoor rugs | 1900 | 1.41 |
| christmas outdoor rugs | 1900 | 1.34 |
| gold outdoor rugs | 1900 | 1.61 |
| outdoor rugs | 1600 | 1.04 |

| | | |
|--------------------|------|------|
| large outdoor rugs | 1600 | 1.16 |
|--------------------|------|------|

Findings & Recommendations

It's a "long tail" site that satisfies specific search term for outdoor rug attributes related to color and material. These terms have low volume. There is no romance copy or content related to the more popular search terms. There is relevance to the term "designer outdoor rug" which is the most popular search term where it is in the top 2 SERPS. Google is treating the very top retailers that inject search terms into paid ads with favorable organic rankings. The top retailers are spending a lot of money and resources on this, however there is a long tail of terms to try and target even without changing the business. Those terms will still be purchased by larger businesses injecting the long tail keyword terms into their buys but if you are going to compete that is a place to start.

The website is currently structured as a catalog. There is very little romance copy, content, or story that captures the large distribution of keywords that the business will be able to take advantage of.

Consideration of content strategy should be front and center for you in 2016.

Crawl Observations

- Response times very high - site speed could be an issue for many - image sizes need to be optimized better
- 1-2 dozen timed out before they could be crawled
- Title tags are not managed with structure -- no keywords, wrong length, duplicates abound
- Description tags need work -- wrong length, many duplicates
- URLs not maximized for keywords
- Word counts for product content are OK, most 500+ words
- Many pages blocked by robots.txt - why?

Other Observations - Search and Traffic

- 80% of traffic from US
- Why is "direct" 36% of acquisition?
- #1 geo source is woburn, ma (5.5% of us visits) -- presumably internal (filtering)
- Age skews young -- 25-34 is #1 cell (26.5%) -- not typically the best segment for home furnishings/accents
- 46% mobile -- mobile pagespeed insights score is 26 of 100 (desktop 36 of 100)

#4 3rd Party Tool Utilization

There are minimal 3rd party tools being utilized for site optimization. Since 3rd party tools can provide website UX optimization, personalization, product merchandising, campaign management, analytics services and more without investing to build out the functionality, it is an important aspect of running an e-commerce site to consider.

Popular 3rd party tools utilized by Magento website merchants include:

- Optimizely or Visual Website Optimizer (VWO) - A/B Testing and Site Personalization
- Bazaar Voice - Ratings and User-generated content
- Hotjar - Heatmap, survey, feedback and funnel application
- Tealium - Tealium is a tag management system that helps organizations manage any combination of web analytics and digital marketing tags.
- Akamai Edge - CDN for managing and speeding up site traffic during times of heavy traffic
- Klaviyo - EMS (email service provider) with great feature functionality including drip campaigning and very robust abandoned cart messaging. Already integrated with Magento.

Findings

The business would immediately benefit from strategic implementation of some of these tools.

#5 Platform Utilization

How is the business utilizing platform capabilities to enhance and optimize marketing efforts? The websites utilization of important e-commerce platform marketing components is scored in the following table form 1 (low utilization) to 5 (high utilization)

| CHANNEL | SCORE | NOTES |
|---------------------------------------|-------|---|
| Overall Platform Selection | 2 | The current SaaS platform choice does not adequately support the needs of the business especially as they relate to: <ul style="list-style-type: none"> • Ability to customize products • Complex / configurable products • Desire for a B2B e-commerce experience in addition to the current B2C. |
| Abandoned Cart | 1 | Not installed - big opportunity here |
| Upsell-Cross Sell | 3 | fair upsell / cross sell opportunities |
| Personalized selling strategy | 1 | N/A |
| tag management | 1 | N/A |
| suggestive selling | 2 | Need additional romance copy / language to drive the sales |
| romance copy | 1 | N/A |
| proper integration of 3rd party tools | 2 | Very little in the way of 3rd party e-Commerce tools being utilized |

Overall Conclusion

There is a significant “low hanging fruit” opportunity to optimize the site with some basic platform marketing optimizations. Abandoned Cart messaging and developing a broader personalized selling strategy from the home page on will go a long way to improve the conversion of existing site visitors and increase the propensity to buy for future new visitors that arrive through future media exposure.

Overall the current e-commerce platform is a challenge for site admins. They are using many “hacks” and workarounds to attempt to achieve customization and sporadic use of B2B quoting currently accomplished by manual tasks. Consideration of a platform upgrade should include Magento Commerce Cloud or another platform that allows for more customization and easier integration of 3rd party services including any modules or extensions that enable core B2B functionality such as:

- Price Tiers
- Custom Quoting
- Custom Pricing / integration of pricing tables for different customers
- More robust promotion engine
- Purchase Order payment and approvals
- Dynamic reporting

How Else Can We Help?

Accorin specializes in creating intuitive, efficient, world-class e-Commerce websites. As a certified Magento Solutions Partner, our team of experts have delivered hundreds of brand-building e-Commerce launches for companies around the globe.

This audit is just the tip of the Accorin services iceberg. Now that we've completed the free audit, it'd be a waste if we didn't work together to implement our recommendations. Let's talk about our partnership.

Get In Touch

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