



# OPTIMIZATION-SCROLL

ART START ART (<https://www.artstartart.com>)

Hi Alok,

I love the concept & the mission of your start-up. Congratulations!

You also have a great team behind this venture, having authentic background in this niche. You have identified a real problem to solve and it is a win-win business model.

I took a walk on your website and here are my thoughts:

## **DIVIDED ATTENTION for first-time visitor**

Make the first impression: simple, to-the point, clear and captivating.

*Then* present options to them in the right hierarchy that allows them to explore EASILY what they want to. So, a rearrangement of your homepage sections is needed. I understand this was a UX experiment of splitting the homepage in two, but it's not fulfilling the right purpose of smoothly guiding the first-time visitor along the funnel, keeping him interested in exploring your products, not letting him get confused in the browsing itself and get side-tracked.

(On a side note: scrolling is not easy for products with this arrangement)

*Work with your web designer to fix this.*

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## VALUE PROPOSITION: The first look

It should define concisely what is it about. First-time visitor subconsciously asks why he shouldn't leave within 5 seconds after landing on your homepage.

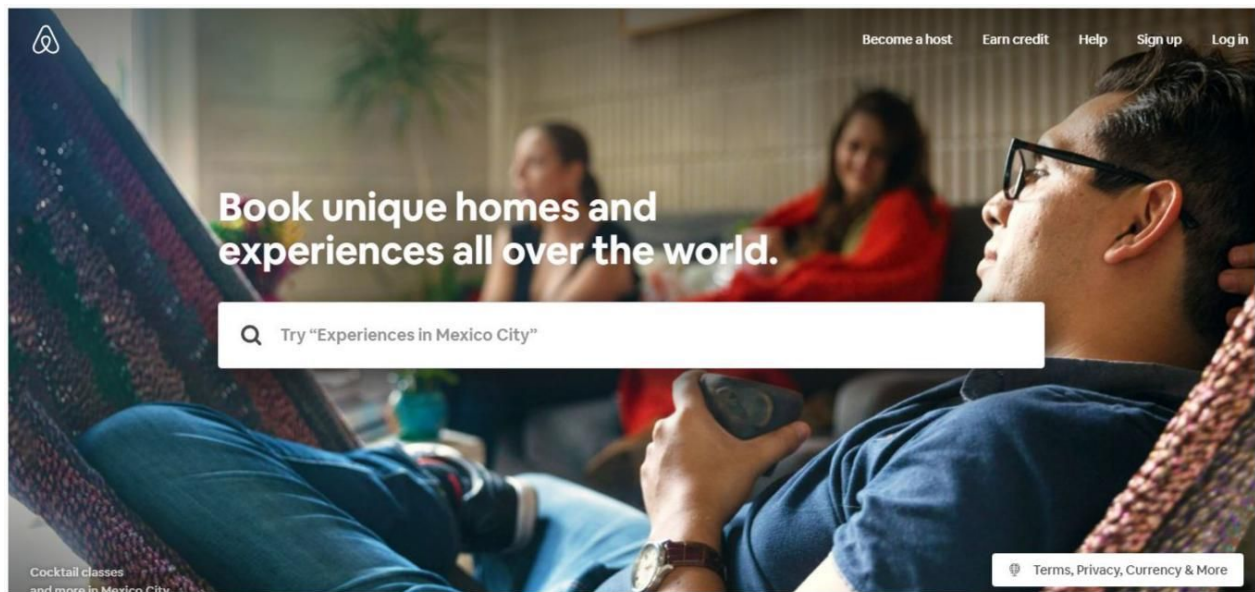
## WHAT TO CHANGE:

Currently, it is "Great Art from the Start":

This doesn't clearly convey your value proposition to the first time visitor, This is more of a brand tagline.

For an Example of how it can be done rightly:

Have a look at the first section of Airbnb's homepage. It clearly and concisely states what Airbnb Offers.





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## WHAT CAN IT BE?

One example of what it should look like:

*‘ Purchase original artwork from the best student artists at top universities across the country. ’*

## **SOCIAL PROOF is missing on Homepage!**

The lack of trust is one of the biggest conversion-blockers on homepage. What your visitors (*read: prospects*) trust more than the business’ claims is what other relevant people (users/customers) are saying about you and your products.

So, we need Testimonials/Reviews/Feedback: some form of customer feedback.

This section is the essential for establishing trust in the business.

This turns lurkers to active part of the community and more buyers.

## **ABOUT US/OUR STORY:**

This page is done well. Pat yourself on the back for creating a solid About Us page. Lays out the backstory and behind-the-scenes in a friendly and strategic way. This plays along in user-journey, supplementing the initial trust-building process. Showing authenticity(if kept strategic) is a positive point here.



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## COLLECTING EMAILS:

*(How to stop wasting the hard-won traffic)*

The newsletter pop-up can be have better CTA.

Why don't you include and invite people who are interested in joining the art-starter community(warming up leads who don't wanna buy at this time but want to be part of the community and maybe will buy down the line), not just a newsletter for updates about next sales and offers.

This is a very promising area which if done rightly, can provide significant amount of engagement and social proof(I will talk about it more later later).

## WEBSITE BROWSING/NAVIGATION:

Product Pages have a minimalistic look: Nice.

Brief Profiles of Artists is an essential element of art-selling business for pulling the prospect 'into-the-scene'. Good job on that

Also, to add more legitimacy, you need to show your policies:

Shipping Info, Return Policy, Any kind of guarantee about damages while shipping, Privacy Policy etc. Add this stuff in your footer or in top nav bar.

Copy: I find it welcoming & informative. Better than average.



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**The Cart page is missing.**

For buying multiple pieces, do you want me to do the whole ordering process separately for each item?

Shipping info page(just before billing page) can use a brief copy that reassures your almost-buyer of the decision that he/she is in the process of making.

The header strip of urgency can be placed better (along with the rearrangement of top homepage sections: I talked about this beginning of the scroll).

Also, the copy can be a bit more conversational without losing the urgency: Something like "Grab your favorite piece before someone else does. You know there won't another one like that. Also, our July Sale ends on August 5th."

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## **THE PLATINUM-LEVEL BUSINESS ADVICE TO TURNAROUND YOUR CONVERSION-RATE AND GETTING TONS OF FREE TRAFFIC**

*(If Done Rightly)*

So, I mentioned in the *Collecting Emails* sub-heading above how you can change the CTA, scope of email-collection target segment and the value proposition to turn it into 'art-starter' community updates.



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## **The Community of Art-Enthusiasts:**

Your concept is somewhat a derivative of kick-starter for the niche of art-students.

Anybody would like to enjoy taking a look at your displayed pieces(an online art-gallery of original art) and then naturally, art does this so easily: invoke thought and engagement in the viewers.

I, as a human & an art-enthusiast (or even just someone who simply likes and appreciates art), kinda crave sub-consciously to express

my thoughts and if I can get a place(forum/discussion) to do this, I would like to exchange thoughts with other people who are having/had the same experience(of enjoying the art and express)

**How about you guys add a new page(kind of like a simple Forum) where visitors (prospects as well as buyers) can create threads to comment their thoughts on the pieces that are displayed and other visitors that can discuss it**

- Your on-page time and visitor engagement will skyrocket. This is superb way to turn your cold traffic to active participants.
- Do not underestimate how much word-of-mouth this can generate.

I repeat, Do not underestimate how much this can solve the marketing spend problem part for you guys.



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Instead of just being an art-piece shop, you can become a platform for art-enthusiasts to explore, engage and support original art along with others similar to them.

This is possible because of group-conformation, an undeniable part of human psychology.

- You can ask them sign-up for taking part in the discussion. This will become back-end goldmine for free-data of warm, targeted leads that you can re-engage and re-target.
- This will generate so much social proof that your authority in the niche will get established as this grows.

**Note:** This will require apart from quick web-development effort, a certain amount of moderation and community management effort from the team, but this is definitely worth that effort and some more.

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Alok, I hope you found these insights and suggestions helpful for optimizing the conversion-rate of your website. I hope you implement some (or all !) of them soon and start benefiting from more conversions on your website.



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ART START ART (<https://www.artstartart.com>)

You can write back to us to share your thoughts, ask questions or to show me the optimized version of your website after implementing these changes.

I look forward to hearing from you.

*Sincerely yours for more conversions,*

**Vinay K. Débrouillard**

-----SAMPLE SCROLL ENDS HERE-----

*If you are a business owner running a consumer-centric business website and if you are tired of getting your expensive leads wasted with a disappointing conversion-rate or if you are looking to up your conversion game, you can ask for a professional conversion-audit of your website by submitting your website request here on the [Conversion-Sherpa website](#).*