

## **Main Page - Front of the Website:**

The current scrolling order of the main page and its content can be improved.

First, a person landing on the page knows absolutely nothing about you, will first want to know who/what is he dealing with.

### **\*\*\* A HEADLINE \*\*\***

(example)

"Welcome to the best monthly live, fair draws of Luxury merchandise draws/competitions ". Very important so people know what is going on. **WORLDWIDE SHOULD BE PRESENTED EARLY ON.** It can take a good few minutes to see it is for everyone - especially because the name is very confusing (Luxury Competitions **UK**).

### **Who Are We:**

A short concise one paragraph about who you are, what is your UVP (unique value proposition) and what makes you different and special compared to others. finally, your mission and why luxury items and donations. Basically, a paragraph that sells your brand and company to the person participating. An introduction to who you are, why you and what you stand for.

(THE ONE YOU HAVE AT THE **FAQ** IS AVERAGE AT BEST AND IS HIDDEN ALMOST ENTIRELY - **I SUGGEST A SEPARATE TAB THAT IS NAMED WHO ARE WE/ABOUT US**).

A picture of you and Lee in the new WHO ARE WE TAB - with a short description of who you are, will go a long way in building trust.

### **TOP OF the MAIN PAGE:**

- Try thinking of a smaller rotating pictures slide show like you currently have, but much smaller in size, on the left side. Squarish. On the right side, near it, what is this all about? the front of the website resembles a retail brand that tries to sell - but with no identity or branding to it. A person sees your brand name with watches and bags. He can be thinking: used goods, fake merch, an online shop, a new brand, etc. You have about 9 seconds to grab his attention and to persuade him to keep scrolling.
- - To consider - maybe smaller pictures of the goods (the Rolex trio and the designer's bag pictures are of huge size and the feeling the customer gets may be ambivalent. I would go with smaller pictures and *add*:

- - *in association with Rockefeller at the top as well (smaller logo - quality proof)*
  - - *trust pilot and **testimonials** at the very top (the trust pilot logo - social proof) [maybe Google reviews or rating as well]*
- **CURRENT COMPETITION** (so **people immediately understand these are timely events** and it creates a sense of urgency and **scarcity** - ENTER **CURRENT COMPETITION**). So can start as the **current** competition is X and a button saying right after: Enter **current** competition)
  - Scrolling. The main page is way too long. 11 full Scrolls on a 13.3-inch laptop. Way too much time, font, texts, and pictures are way too big. It can be decreased in size. The logos that explain the process and the placement of the "how to play" section is great, but the entire experience could be dramatically decreased in size, and therefore in time. This is a battle for the client's **attention** - then **trust**.
  - The "how does it work" section should be prior to the "how to play" in my opinion. First, the customer wants to know what is going on. Then after he knows where he landed, he is being explained the rules and/or process.
  - Previous winners should be also presented at the top, in addition to being mentioned afterward. It is the best social proof, just like the trust pilot and testimonials.
  - The three; (1)How does it work, (2) how to play and (3) previous winners, could be shortened in length of the scroll and easier to read. The order should be changed. Very important, after the first two are explained (how does it work and how to play, have a clickable button (have more questions? clickable: "FAQ").
  - Q/A - must be creatively done - from the eyes of the consumer. Must be professionally written. It will take time, research and brainstorming with you and Lee - to get the most precise answers. It should feel natural like a person is speaking or answering another person.
  - Alternatively, you can do the FAQ page (main most asked questions) **part of the main page** that explains and answers questions. If it stays in the format it is currently in the FAQ page, it could work (the way it expands in size saves scrolling space). The entire process is designed to capture attention and ensuring trust and credibility while being easy to read and understand.
  - Lastly, at the very bottom - Physical address and Email! You currently have none. Even a PO box would suffice. Credibility is key. The email address (lack of ability to email you) is very strange. A **contact us** tab should be present at

the very top and at the very bottom in addition to the social media currently available there. Maybe even a phone number.

### The Enter Competition Page:

- The Details of the watches (2019 models, certified, ref #) are great. Maybe feature it on the main page with the pictures of the watches.
- The winner video link should be embedded (a clickable working YouTube video on the website itself). Currently, it leads to YouTube. You just made the customer press another 2-3 clicks to get back to your site. You don't want that.
- Too many scrolls (10) to get to the bottom. The orange entry prices could be organized as a list, much easier to understand and read. Size decrease should make it easier to scroll. Picture size and text placement can also help, like with the main page. Charities Logo (and the entire section) should be much smaller.
- Try to get stats of how much **time** people **hover** the **payment process system throughout all stages**.

### FAQ PAGE:

- It needs to be the most important part of the website because of the trust factor. Needs to be more Q/A's. Currently, there are only 8 (excluding who we are). Should have at least 15 - and they should be solid gold. Professionally written, easy to read, large variety of questions. destroying and doubt in the heart of the consumer.