

# **HamptonsCollection.com Site Audit**

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# Introduction

This site audit offers an analysis of HamptonsCollection.com focusing on (1) overall site structure, (2) commercial visibility, (3) usability, and (4) content. The goal is to identify existing “issues” and solutions that will be used to develop a blueprint for redesign, which will then form the basis of template designs for look and feel.

## Overall Site Structure

The goal in assessing the site structure is to ensure that the website’s hierarchy emphasizes content that is most important for both the business and the user, as well as to make sure navigation is logical and intuitive for the user.

## Commercial Visibility

The goal in assessing commercial visibility to ensure that the website places well in search results and to ascertain that brand identify is clear throughout the website. Approximately 33% of internet user sessions involve searching at search engines and portals, while only 6-7% of visitors to an individual site come from search engines. There are two key issues here concerning visibility. One is that the site must show up in search engine results when your potential customers conduct a search. The second issue is tied to content (discussed below): you have about ten seconds to show these potential customers that you offer what they want or they’re gone. Branding is primarily a customer experience issue, but for our purposes here, we’re making sure every page displays your name and logo.

## Usability

More than half of web users get to sites via direct navigation or a bookmark, meaning they are either repeat visitors or someone has recommended a URL and they have typed it in. Customers return to sites and recommend them to friends based upon positive experiences with the site, and usability is the most important factor in user experience. Our goal in assessing usability is to ensure that pages load quickly; that the pages accommodate a range of viewing needs (putting the user in charge); that customers can find what they want easily (via navigation and search); and that the site structure, content, and design elements assist users in their tasks.

## Content

A website is usable only insofar as it provides the content your potential customer wants, and no matter how good your site’s placement in search results, if it doesn’t offer the desired content, your potential customer is gone within ten seconds. In assessing content on HamptonsCollection.com, the goal is to evaluate product representations as well as elements that are important to online shoppers such as customer service, store policies, and information that establishes the credibility of the merchant.


# HamptonsCollection.com Site Structure



## Comments on the Overall Site Structure

1. All product categories should be available from the top-level navigation. Currently, purses are available only as a link off of what appears to be a clothing category page.
2. "About Us" type information should be grouped together in one area. Currently, "About Us" type information makes up the majority of areas accessible from top-level navigation.
3. Additional information about customer service, store policies, sizing, etc., is needed.
4. Customers need to be able to navigate easily between product categories. Currently, there is no way to go from purses to clothing except by clicking the "Collection" button in the primary menu.
5. There should be product detail pages for all products. Currently only purses have product detail pages.
6. Customers need to be able to move freely around the site from product detail pages. Currently, the only choice is to click "back" to return to the purses category page.

## Home Page



# The Hamptons Collection™


Collection

News

Philosophy

Our Story

To Purchase




Seasonless, ageless, timeless.  
Ever evolving.

The Hamptons Collection™ represents comfort and leisure. The blessings that make our lives rich.

Making the good life better™ is our goal.

Whether you are shopping, traveling the globe or tilling your garden, we have something for you. Simple, unique treasures appealing to the discerning eye.

You are very important to us. Please take a few moments to cruise our site and let us know how you like it. We welcome your suggestions and purchase inquiries.



At The Hamptons Collection™  
our priority is you.

### Commercial Visibility Issues/Solutions

In Google search results, your homepage might look like this:

#### [The Hamptons Collection](#)

...relevant text **keyword** relevant text. . .

The Hamptons Collection is home to resort and seasonless fashions, handbags and lifestyle accessories.  
<http://www.hamptonscollection.com/index.html> - 178k - Oct. 21, 2002 - [Cached](#) - [Similar pages](#)

In order to optimize visibility in search engine results, you must pay attention to several “hidden” elements: the window title and meta tags. Page content--text, ALT tags for images, headings—is also extremely important.

1. **Window Title:** in search engine results, the window title is displayed as the title of the web page. Currently the window title is “The Hamptons Collection.” Recommendation: to promote visibility in search engines, the title should not begin with “the” and it should include a description of the site, e.g., “Hamptons Collection: Comfortable, Timeless Women’s Fashions for Resort Living and Leisure.”
2. **Meta Tags:** search engines use meta tags (along with page titles, headings, and content) in generating search results.
  - a. **Description Tag:** this tag contains the description most search engines display when your page turns up in a search. Currently, this is set to “The Hamptons Collection is home to resort and seasonless fashions, handbags and lifestyle accessories.” This is adequate, but it could easily be a description of a fashion magazine site. “Is home to” is passive, and the description does not indicate why people should visit. People should visit in order to buy your products, right? Recommendation: something like, “Designer clothing and Resort for women shockingly discounted! EuropaCouture offers the most extensive online selection of Haute Couture from the most ...”



3. **Search:** currently there is no search box. Miva Merchant offers search functionality (the main question here is whether we can make Miva Merchant's search functionality *useful*). Action Items: research capabilities of Miva Merchant search functionality and implement on site. Make your search box at least 25 characters wide, so it can accommodate multiple words without obscuring parts of the user' s query.

### **Content Issues/Solutions**

1. **Tagline:** a user spends less than ten seconds judging whether or not to explore a site further or click away. A "tagline" on the homepage states what the site offers, allowing the visitor to make that judgment. Recommendation: add text stating that visitors can buy merchandise online.
2. **High-Priority Tasks:** your homepage should offer users a clear starting point for the main tasks they' ll undertake when visiting your site. Currently, the homepage does not do this. It gently suggests that users "take a few moments to cruise our site and let us know how you like it." Recommendation: Make sure all images and text on the homepage guides users, telling them where to begin/how to buy.
3. **Examples of Real Site Content:** currently the home page displays two products (the jacket and the handbag) but there is no indication that the user can buy these or how these photographs relate to the content within the site. The homepage should display real examples of the content users will find inside and direct them in purchasing these items. Again, users spend less than ten seconds deciding whether to stay or go, so we need to show them what we have to offer. Recommendation: display one featured product from each category, or one "special" product, with a direct link (or links) to the page where they can view more information about the product(s). If these featured products change frequently, provide a list of links to past featured products (we will need to specify how many "archived" items to list on the home page.

## “Collection” Main Page

**The Hamptons Collection**

[Purses](#)  
[More Styles 1 2 3](#)

**Blue Belle**  
Cut to flow and float gracefully over any figure. Greatly wrinkle resistant.  
100% imported poly.  
S M L  
Tunic top# 10230 Pant# 10221

**Garden-Party Dress**  
Lovely, classic and subtly shapely. Perfect for so many occasions.  
100% imported rayon.  
S M L  
Style# 10210

**String Dress**  
Pretty, pretty, pretty.  
A delight to wear and be seen in.  
100% imported poly.  
XS S M L  
Style# 10219

[Home](#) [Collection](#) [News](#) [Philosophy](#) [Our Story](#) [To Purchase](#)

The most significant issue with this page is its position in the site structure as the “home page” for the “collection.” This page would work better as a product category page. For example, it might show one photo of a top/bottom outfit, one dress, one jacket, and one purse. Clicking on a dress would take the user to another similar page that displays four kinds of dresses (sun dress, formal dress, career dress, knit dress). Note that, in the re-designed site, category pages will reside within the Miva Merchant environment, so our design options may be limited.

### Commercial Visibility Issues/Solutions

1. **Window Title:** Currently the window title is “Hamptons Collection – Fashion Collections.” Recommendation: category page window titles will need to describe the categories, like “Hamptons Collection – Summer Dresses” if possible.
2. **Meta Tags:** currently there are no meta tags on this page. Recommendation: add Description and Keywords meta tags. (These can be the same for all pages of the site.)
3. **Text:** The only text on the page consists of the links to “Purses” and “More Styles.” This page will not appear in search results. Recommendation: make sure your keywords appear frequently in the text on your pages.

### Usability Issues/Solutions

1. **Optimization:** currently everything on the page is an image except for the text links in the upper right corner, and none of the images have ALT tags. Additionally, the current page

weight is at 106k. For a page to load quickly on a 56k modem connection it should be between 30-60k in size; this is *not* an absolute rule. Most of the page weight comes from overuse of graphics. Recommendation: use images only when necessary; use smaller, optimized images to display products; always use ALT tags.

2. **Underlining**: on the web, only hyperlinks should be underlined.

3. **Navigation**: the same problems as described regarding the home page appear on this page.

There are additional problems:

- a. Location of navigation: primary navigation buttons appear on the bottom of the page, "below the scroll." Primary navigation must be visible when the user first lands on the page, and primary navigation must be in the same location throughout the site.
- b. "More Styles" Text Links: the text links to "More Styles 1 2 3" are acceptable. However, the More Styles link does not have an end point, leaving the user to continue clicking until they figure out they're looking at the same three pages over and over.
- c. "Purses" Text Link: the only problem with this text link is that it is the only indication on the page that the site offers purses. The "Purses" category needs its own category page at the same hierarchical level as this page, linked from the primary navigation.
- d. Rollover buttons do not have ALT tags, so visitors surfing without images will not know what they buttons say. Additionally, ALT tags would allow for more detailed descriptions of what the visitor will find when they click on a button. Action Item: add ALT tags to menu buttons.
- e. Lack of alternate menu in text format: add text links for primary menu items and other information (typically presented at the bottom of the page).

4. **Search**: a search box should appear on every page.

### **Content Issues/Solutions**

1. **Images**: images can be smaller on top-level category pages, larger on product detail pages.

2. **Number of products per page**: I'd like to allow the user to determine whether they view 3-4 products at a time or all products in a category at once. I'll have to see if Miva Merchant supports this.

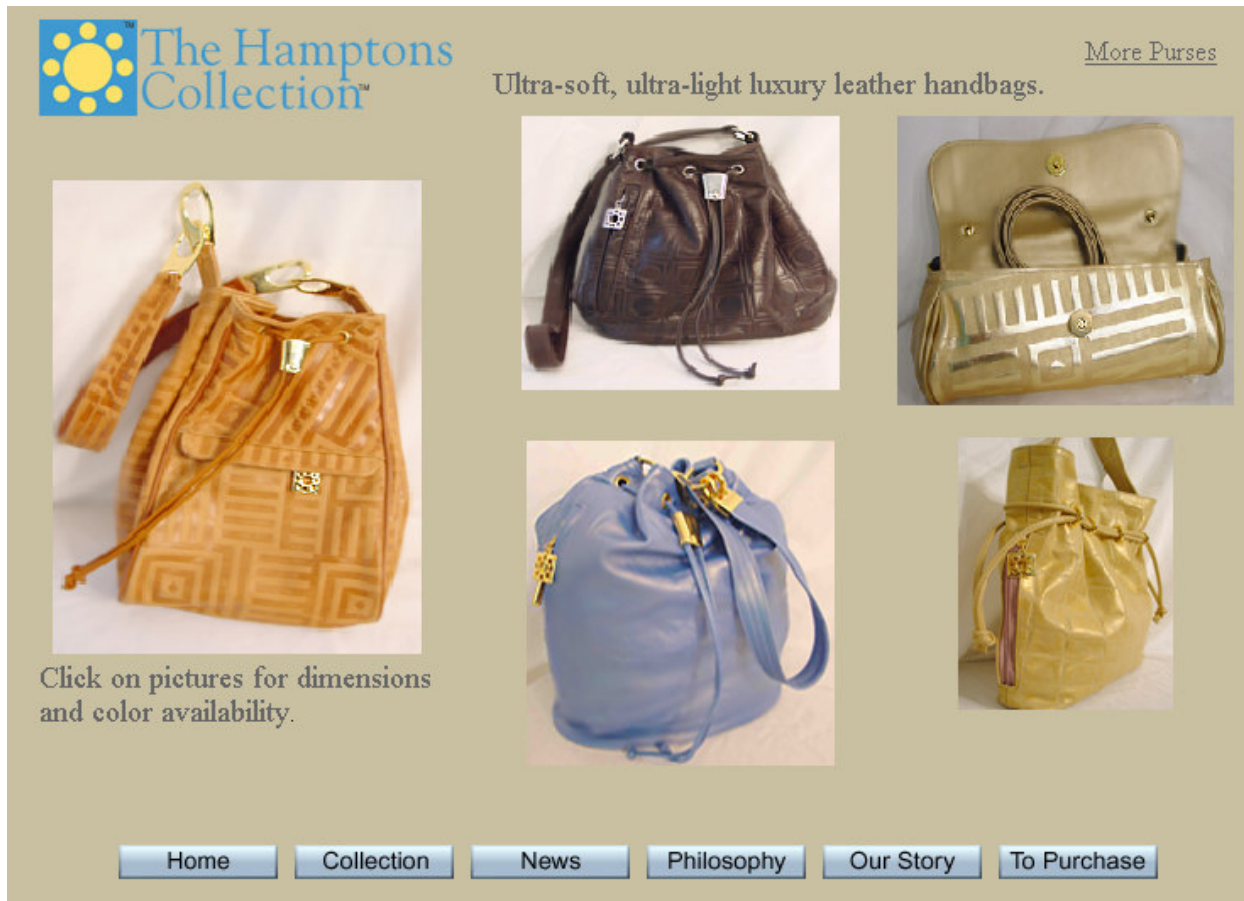
3. **Product Descriptions**: it is crucial that you provide enough information about each product for your customer to make an informed decision. Keep in mind that you can't control how colors appear on individual monitors, and that your users may be viewing the site at different resolutions (so the pictures may be bigger or smaller than what you intend).

Recommendations: in addition to marketing copy, specify the type of fabric, color(s) of the fabric, laundering requirements (dry clean only), and, obviously, prices. Also provide detailed sizing information on a separate page.

4. **Product Details**: the images/descriptions are not clickable, there are no product detail pages offered for individual items, and there is no indication how the user can buy the products.

Recommendation: offer product detail pages for every product; add shopping cart.

## Purses Pages



The Hamptons Collection™

Ultra-soft, ultra-light luxury leather handbags.

[More Purses](#)

Click on pictures for dimensions and color availability.

Home Collection News Philosophy Our Story To Purchase

### Commercial Visibility Issues/Solutions

1. **Window Title:** Currently the window title is “Hamptons Collection.” Recommendation: category page window titles will need to be more descriptive if Miva Merchant allows it; e.g., “Hamptons Collection – Ultra-soft, ultra-light luxury leather handbags.”
2. **Meta Tags:** currently there are no meta tags on this page. Recommendation: add Description and Keywords meta tags.
3. **Text:** Text on the “Purses” pages consists of “Ultra-soft, ultra-light lamb skin suede and leather handbags. Smooth, glazed and crackled finishes” or “Ultra-soft, ultra-light luxury leather handbags,” the instructions “Click on pictures for dimensions and color availability,” and the link to “More Purses.” This page will fare better than others in search results. Recommendation: make sure your keywords appear frequently in the text on your pages.

### Usability Issues/Solutions

1. **Optimization:** currently there are 11-12 images on each “Purses” page and none of them have ALT tags. One “Purses” page weighs in at 127k. For a page to load quickly on a 56k modem connection, it should be between 30-60k in size (here, one image is 30k); this is *not* an absolute rule. Recommendation: use smaller, optimized images to display products; add ALT tags.
2. **Navigation:** the same problems as described regarding the home page appear on this page. There are additional problems:

- a. Site Navigation: the only way to get to the “Purses” page is from the text links on the “Collection” pages, but there is no way to return to the “Collection” pages from the “Purses” page.
  - b. Location of navigation: primary navigation buttons appear on the bottom of the page, “below the scroll.” Recommendation: primary navigation must be visible when the user first lands on the page, and primary navigation must be in the same location throughout the site.
  - c. “More Purses” Text Links: the text links to “More Purses” are acceptable. However, there is no indication how many pages of purses there are, leaving the user to continue clicking until they figure out they’re looking at the same two pages over and over. Recommendation: change the link to “Purses – Page 2” (and “Purses – Page 1” on the second page). Alternatively, you can include a label and link at the top of the page that says “Purses – Page 1 of 2 – NEXT.”
  - d. Rollover buttons do not have ALT tags, so visitors surfing without images will not know what they buttons say. Additionally, ALT tags would allow for more detailed descriptions of what the visitor will find when they click on a button. Action Item: add ALT tags to menu buttons.
  - e. Lack of alternate menu in text format: add text links for primary menu items and other information (typically presented along the bottom of the page).
3. **Search**: a search box should appear on every page.

### **Content Issues/Solutions**

Overall, this page is fine as a category overview because the text instructions make it clear the user can click on each image to view details.

#### Recommendations:

1. Add product names and prices beneath the images.
2. Move “Click on pictures for dimensions and color availability” to the top of the page.
3. Reword “Click on pictures for dimensions and color availability” to focus more on the customer’s goals: they’re looking for information about sizes, colors, materials, and prices.
4. Use an easier-to-read font color for “Click on pictures for dimensions and color availability.”

#### Design Ideas (also applies to clothing category pages):

1. Display one featured item image in the size currently used on these pages, then display all other items as smaller thumbnails.
2. If there are many items to display, allow user to decide how many thumbnails to display on the page (if possible).

## Product Detail Page



**Prestige**

Pale highlights glint like morning sun on the water. This lovely drawstring is created from buttery leather superbly giving the impression of extravagant true crocodile. Embellished with elegant fittings and two outer side-zip pockets.

Available only as shown  
Dimensions: 12"W x 12"H  
Depth at base: 2.5"  
Strap length: 26"

[Back](#) Style#2947P

### Commercial Visibility Issues/Solutions

1. **Branding:** this page has no logo and no other indication that it belongs to the Hamptons Collection.
2. **Window Title:** currently the window title for all purses is "red leather purse."  
Recommendation: if possible, product detail page window titles should include the name of the store and a description of the individual product; e.g., "Hamptons Collection – Prestige Leather Crocodile-Look Purse."
3. **Meta Tags:** currently there are no meta tags on this page. Recommendation: add Description and Keywords meta tags.
4. **Text:** only "page 1" purses currently have descriptive/marketing copy. The text on pages that do have descriptive/marketing copy are fine in terms of search engine visibility.  
Recommendation: make sure all product detail pages have descriptive/marketing copy.

### Usability Issues/Solutions

1. **Optimization:** with one image displayed, this page weighs in at 161k, and there is no ALT tag on the image. We will need to test this page to see if it loads satisfactorily on a dialup connection. Recommendation: optimize product detail images; add ALT tags.
2. **Navigation:** there is no navigation on the page except for a "back" link returning the user to the "Purses" page. A user landing here directly from a search engine is trapped, because "back" to them means going back to the search engine. Recommendations:
  - a. If this page were a popup window, a "close" button would be appropriate. However, if product detail pages display in the main browser window, they must have the same primary navigation as the rest of the site.
  - b. If product detail pages display in the main browser window, offer a "breadcrumb" allowing the user to navigate from general to specific and between categories. (E.g., Home > Clothing > Dresses > Sun Dresses.)

3. **Clickable Image Oddity**: when a product image is clickable, users expect it to open a larger version of the picture. Here, the product image is used as a navigation button back to the main purses page—not what the user will expect. Recommendation: don't make product images clickable unless clicking takes the user to more details about that product.
4. **Search**: if product detail pages display in the main browser window, offer the same search box as appears on every page.
5. **Ordering**: add shopping cart.
6. **Customer Service**: provide links to customer service contact information, sizing, policies, etc.

### **Content Issues/Solutions**


#### Recommendations:

1. Make sure all product detail pages have descriptive/marketing copy.
2. Include details about colors and materials. In the example above, the description doesn't tell me what color the purse is (it could be yellow, tan, pink, or even green depending on my monitor), what kind of leather it is, what the hardware is made of, what the lining is made of, etc.
3. "Style #" probably is not necessary. If you want to accept checks, money orders, etc., in addition to online credit card orders, we should offer a fax/mail-in form that sends you the style number, but the customer doesn't need to know it.

### **Design Ideas (feasibility depends on Miva Merchant capabilities)**

1. Display product detail pages as popup windows.
2. Show related products (similar purses, matching outfits)
3. If a product is available in more than one color or style, allow user to view photos of the other colors.
4. Present additional information about colors, materials, etc., in popups if this information makes the page too cluttered. (I'll have to see if Miva Merchant supports this.)

## News Page

 Hurrah! It's summer in the Hamptons. The flowers are in bloom. The ocean is sparkling with light. Once again we're enjoying ourselves outdoors with friends and nature. What fun! What's really fun is stretching our horizons. Valuing the tried and true, while being open to the new, is exciting.



Erin loves the pockets in her blue slouchy dress. They're so convenient.

Famed for her green thumb, she shares the bounty from her garden.

Here's hoping that Erin's new tomato crop is as abundant as last season's.

Can't wait!

[Home](#)

[Collection](#)

[News](#)

[Philosophy](#)

[Our Story](#)

[To Purchase](#)

I recommend rethinking the concept of this page entirely. It is more like a "new for summer" page, rather than a "News" page. The main image rollover is inappropriate for this presentation because the user must hold their mouse over the image to view the second product and description. While it's good that the page has some text on it, the text will not contribute to good search engine placement because the person who gets it in their search results is probably looking for vacation information or weblogs rather than clothing and handbags.

We will need to talk about what you want to do with the content on this page.

## Philosophy Page


OUR PHILOSOPHY . . .

The Hamptons Collection™ woman knows ultimate value lives inside her. She makes herself known in the way she chooses to be known at life's amazing ongoing party.

She is comfortable, feminine, elegant, strong. All in one. As is our terrific new line.

Our meticulously edited silhouettes of fine fabrics are cut to work with full and petite bodies. Mix and match. Dress up and down. Go from brunch to beach to cocktails.

The Hamptons Collection™ has worldly style with local charm.

A photograph of a woman with short brown hair, wearing sunglasses, a light blue sleeveless dress, and a necklace. She is sitting on a white stone bench in a lush garden. The garden is filled with various flowers, including pink and yellow blooms, and green foliage. The background shows a large tree with green leaves.

This content of this page will be very appropriate as top-level “About Us” information.

### Recommendations:

1. Text must be presented as text, not as image.
2. Include logo.
3. Maybe offer several small photos rather than a single large one?
4. Following the “Philosophy” text, include links with summaries of other “About Us” pages, including the “Our Story” page.

## Our Story Page

### BIOGRAPHY

Denise Mourges wore white go-go boots when as a dancer she opened for the Beatles and Rolling Stones, performing at Shea Stadium and at concert halls throughout North America. For fun, Mourges still zips on her well-loved boots. Since her trend-setting teens, her fashion sense has continued to evolve, encompassing the many-facets of self-expression she's chosen on her life path.

Mourges originally aimed towards being a fine artist. But her love of fashion, coupled with her love for rock music and the vital youth scene exploding on both U.S. coasts, led her to designing and making stage clothes. She opened what she believes was the first boutique on LA's trendy Melrose Avenue. "The street wasn't trendy then," Mourges says with a smile. "Yet it had something special, that laid-back Soho feel."

"I had the teensiest budget and did *everything* myself, from painting the store to making all my ready-to-wear line. Then I went truly insane and took on a slew of custom orders. I got too busy, too fast, without the wisdom of age to back me up."

Today, Mourges, founder, CEO and chief designer of The Hamptons Collection, a season-free clothing line, works with a multi-talented core of helpmates. "Creating a happy, growth-oriented road towards great success takes tremendous delegation, collaboration, research, and preparation wrapped in a business head," she says. "The process itself brings me joy."

Mourges honed her research skills as a contributing writer to The New York Times, covering a diversity of subjects, from business to travel, celebrities to authors. The interviews influenced and coalesced her views on fashion and style.

"People are very busy and have many roles, many tasks in their daily lives," she says, "so their clothing has to be wearable in diverse social environments. A majority of my writing subjects traveled a lot and had homes in the Hamptons. They opted for dressing with comfort, though the women really wanted to look beautiful and elegant, as well. All this criteria was high on my list of feel-good/look-good dressing. Yet, when I searched for fashion to reflect and express how I felt, it was depressing.

"I knew I couldn't be the only woman to walk into a store, try on an armful of clothes and walk out without buying a single thing. The styles were too flashy. Or too dull. Or just fit badly. Cut for teensy girls with flat abs. I'm not sure I was ever built like that, dancer or not. When I did find clothing I liked the price was usually over the top."

Voila! The Hamptons Collection was born! The primary goal of the Collection is the creation of beautiful, rich-feeling, comfortable, affordable clothing. Wonderful garments that take you from brunch to beach to starlit dancing. And look great on women of all ages who aren't skinny as models. "Meaning me and all of my friends," Mourges says.

[Home](#)[Collection](#)[News](#)[Philosophy](#)[Our Story](#)[To Purchase](#)

The "Our Story" page content is wonderful. I'd recommend displaying two pictures of Denise: 60s and now. Be sure the logo appears on every page.

## To Purchase Page

Please register below to find out when we'll be in your area.  
We'd love to see you in person and have you try us on for size.

Best regards!  
The Hamptons Collection

First Name:

Last Name:

City:

State:

Zip Code:

Email Address:

Favorite Local Store(s):

Favorite Online Store(s):

Comments:

[Home](#)

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The Miva Mailer program will replace this form, and the shopping cart will replace the concept of "To Purchase."

More importantly, this page suggests the need for a top-level content area within the site that deals with your "live and in person" appearances. We will need to discuss this.

My initial thoughts are that this content area might include:

1. An overview page describing your "live events," such as trunk sales and private consultations.
2. Photos of past events.
3. Customer reviews of past events.