



oliver grace

**MACHETE**

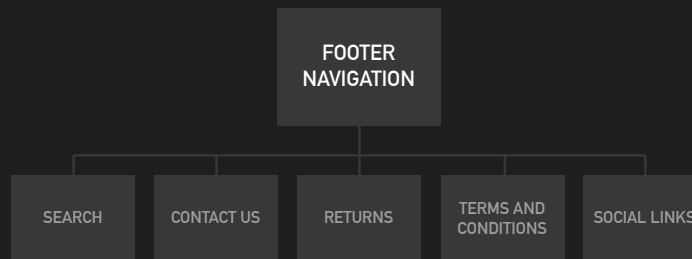
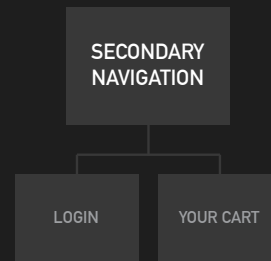
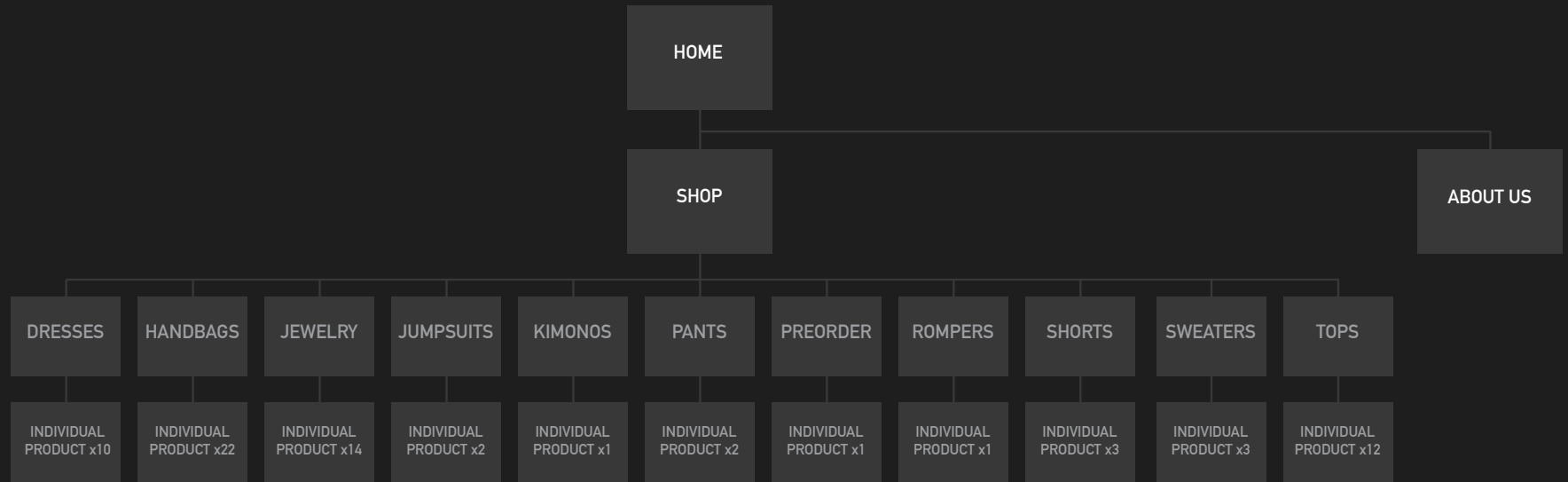
Website

Sitemap

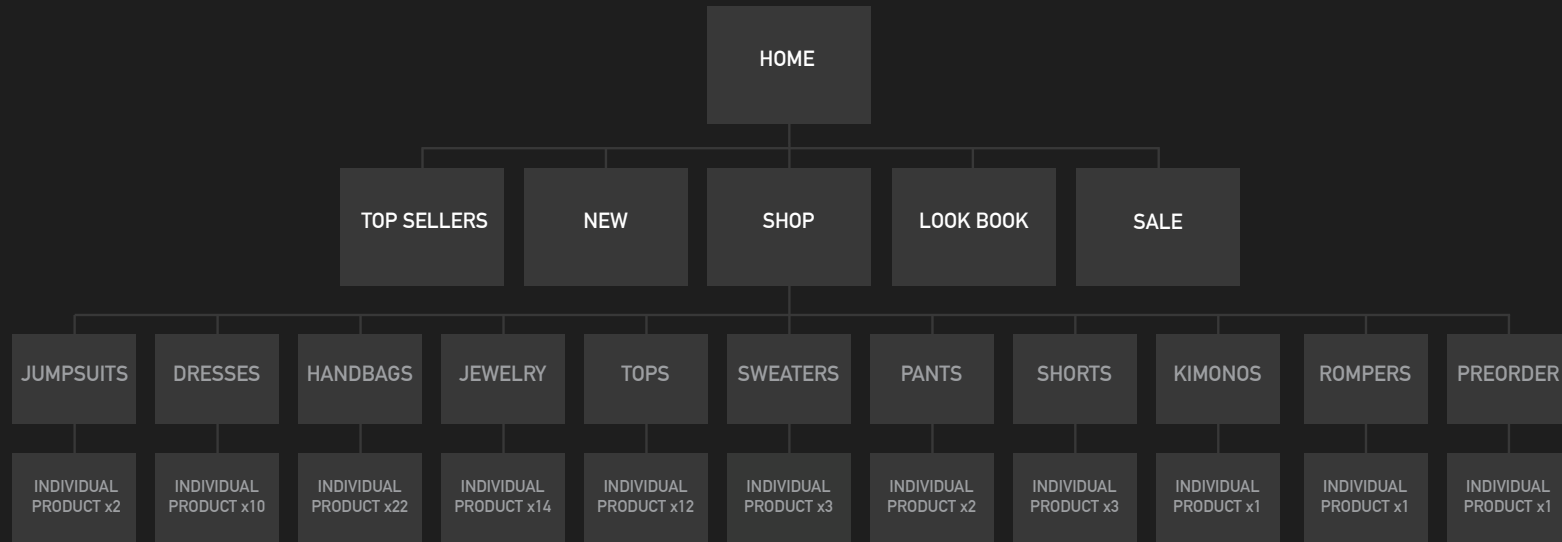
August 12, 2015

v1.0

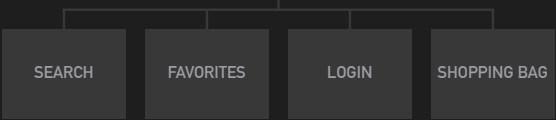
# CURRENT OLIVERGRACE.COM



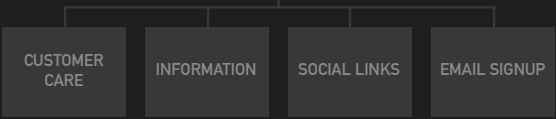
# SUGGESTED OLIVERGRACE.COM



## SECONDARY NAVIGATION



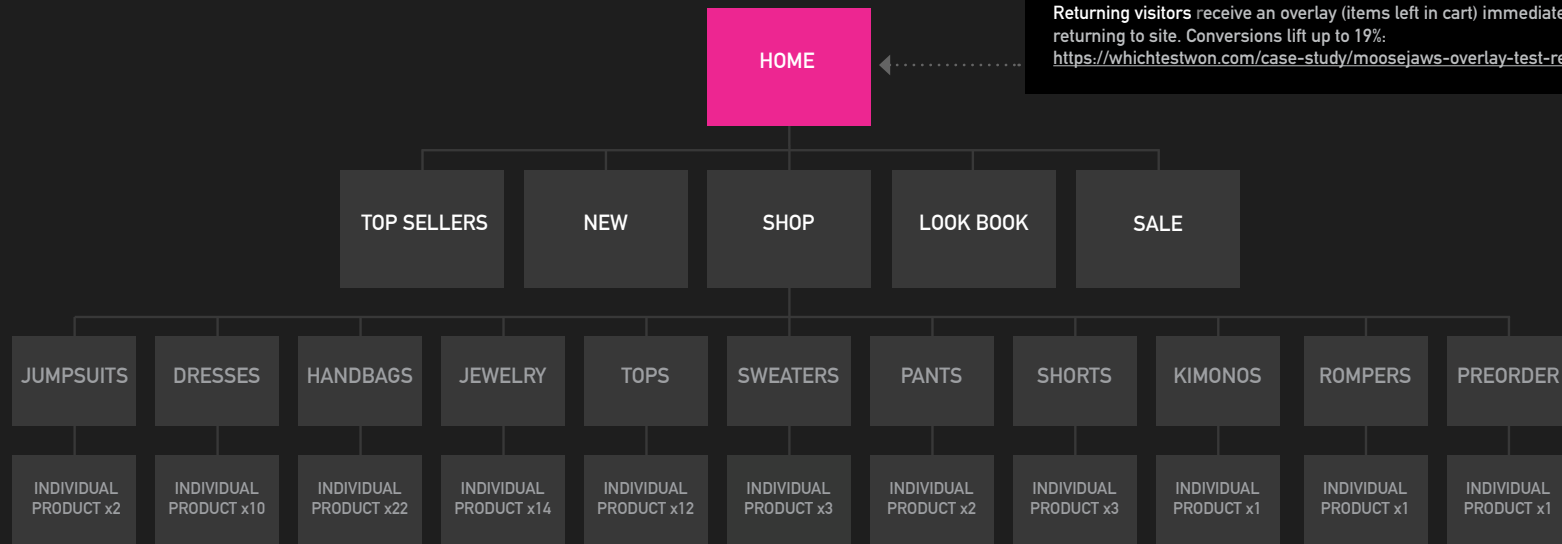
## FOOTER NAVIGATION



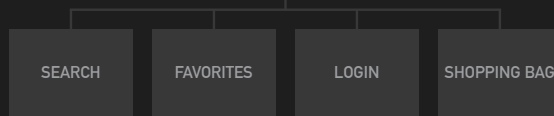
# HOMEPAGE OVERLAYS REALLY WORK

First-time visitors receive an overlay (email opt-in with promotion) after 5 seconds. Conversions lift up to 800%:  
<http://conversionxl.com/popup-defense/?hvid=2EcGFw>

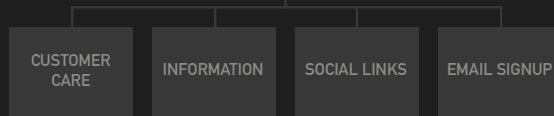
Returning visitors receive an overlay (items left in cart) immediately when returning to site. Conversions lift up to 19%:  
<https://whichtestwon.com/case-study/moosejaws-overlay-test-results>



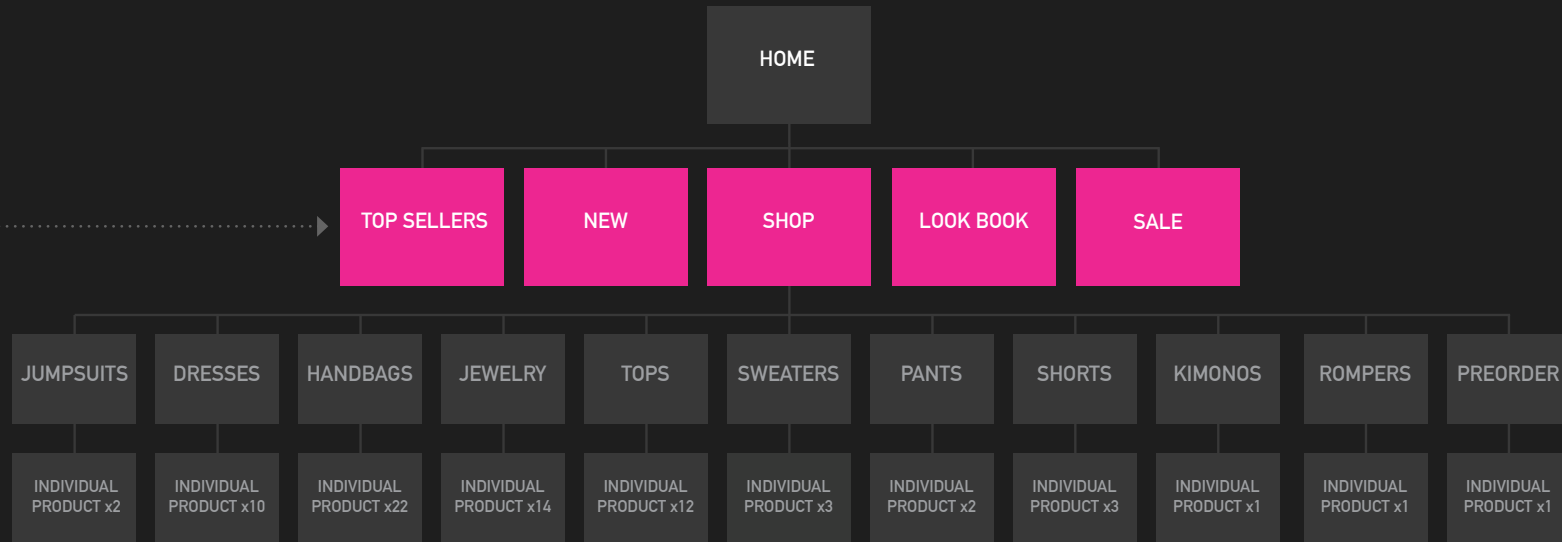
## SECONDARY NAVIGATION



## FOOTER NAVIGATION



# LET SHOPPERS BROWSE THEIR WAY



## Top Sellers

People are more willing to make a purchase if they feel that they're not alone. Conversions lift up to %30:

<http://conversionfanatics.com/11-ways-to-improve-your-e-commerce-store-conversions>

## New

Consider having a "New" category for repeat shoppers:

<http://www.smashingmagazine.com/2013/11/guidelines-navigation-categories-ecommerce-study>

## Look Book

Shoppable look book photos and encourage ensemble merchandizing:

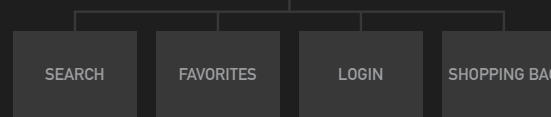
<http://www.targetmarketingmag.com/article/e-commerce-link-ensemble-selling-online-28457>

## Sale

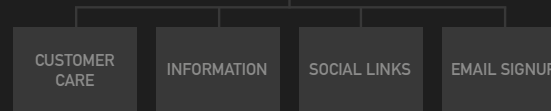
47% of shoppers only buy discounted products, except under exceptional circumstances. 62% are looking for a section that identifies sales:

<http://conversionxl.com/the-ultimate-guide-to-increasing-ecommerce-conversion-rates>

## SECONDARY NAVIGATION



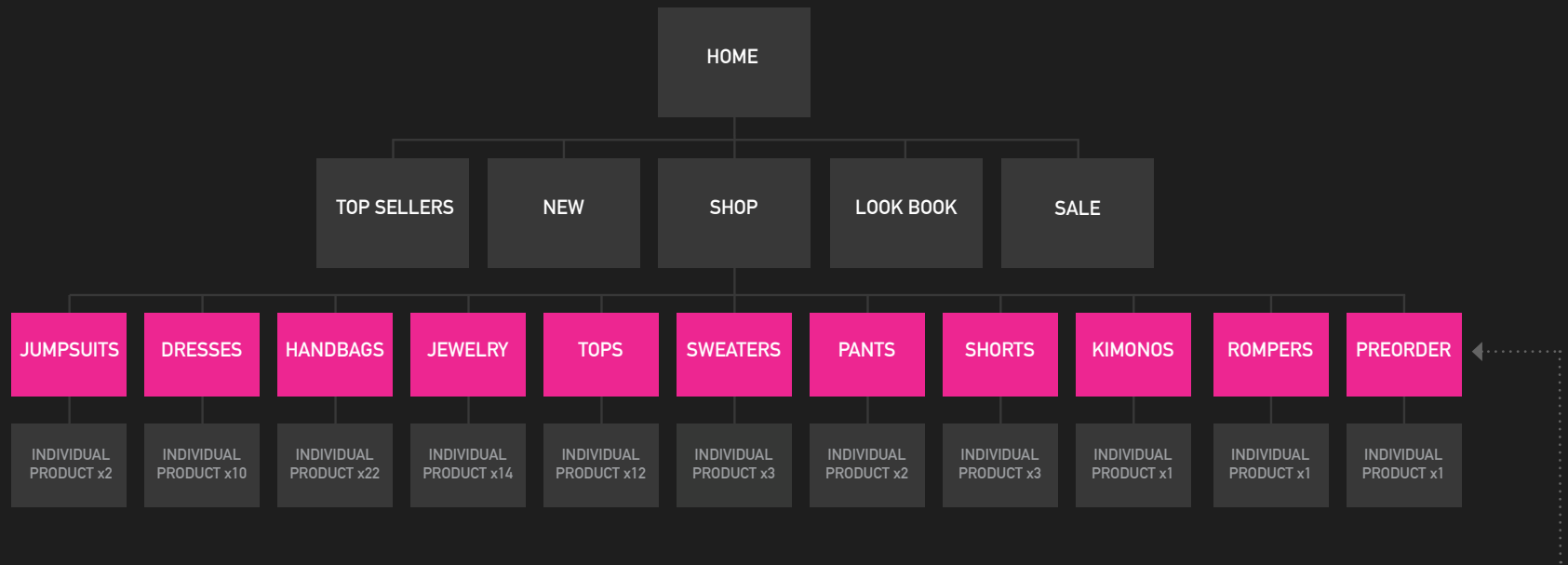
## FOOTER NAVIGATION



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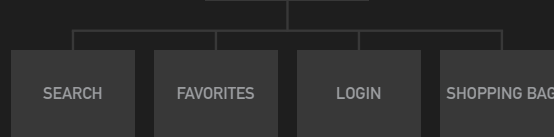
# PRIORITIZE BY IMPORTANCE



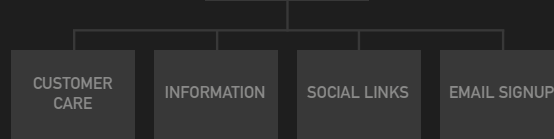
These categories have an inherent logic that dictates a different order.

Links at the beginning and end of navigation have the highest click-through rates:  
<http://www.nngroup.com/articles/alphabetical-sorting-must-mostly-die>

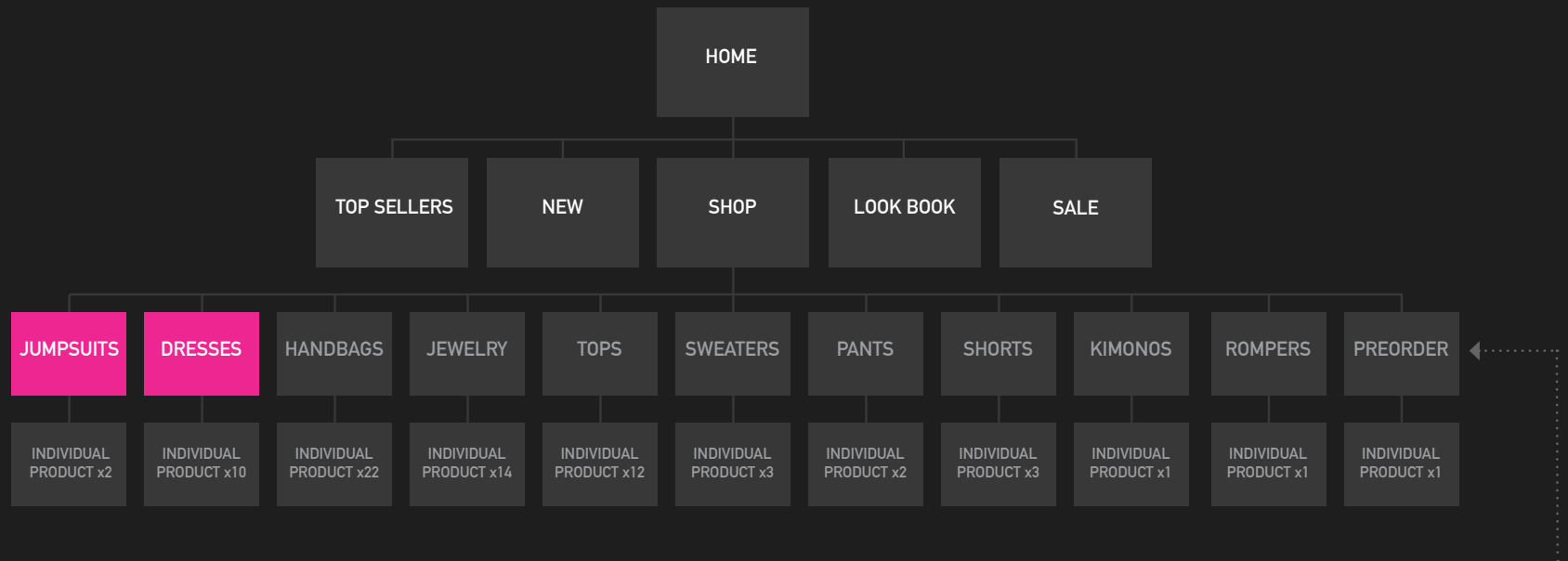
## SECONDARY NAVIGATION



## FOOTER NAVIGATION

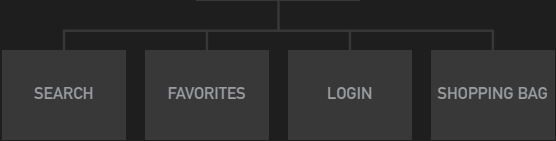


# ORGANIZE BY SIMILARITIES (1 OF 5)

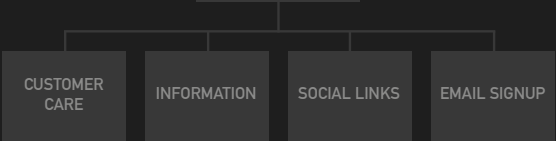


Jumpsuits: #1 seller.  
Dresses: natural fit with jumpsuits; both are full body.

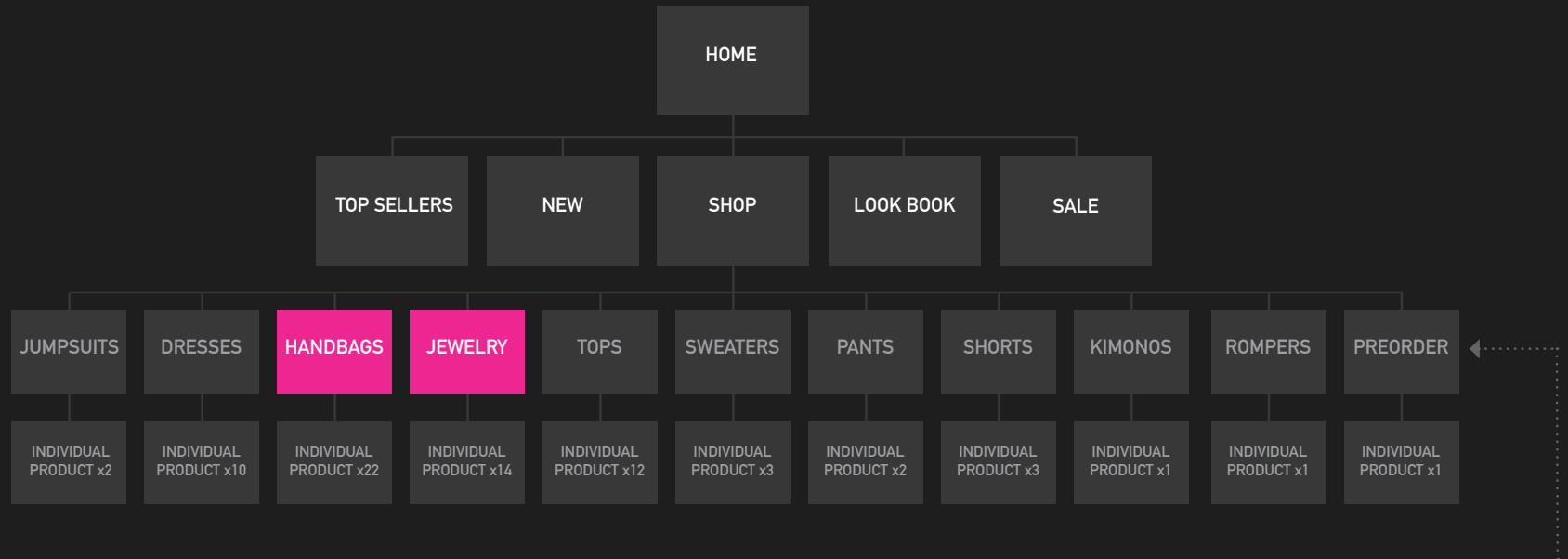
## SECONDARY NAVIGATION



## FOOTER NAVIGATION

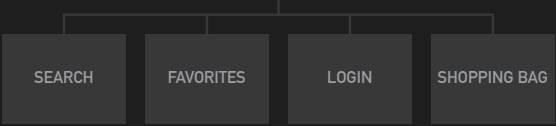


# ORGANIZE BY SIMILARITIES (2 OF 5)

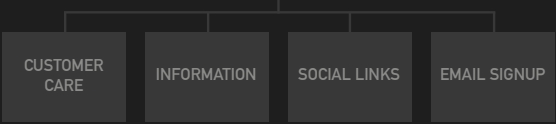


Handbags: important placement.  
Jewelry: natural fit with handbags; both are accessories.

## SECONDARY NAVIGATION

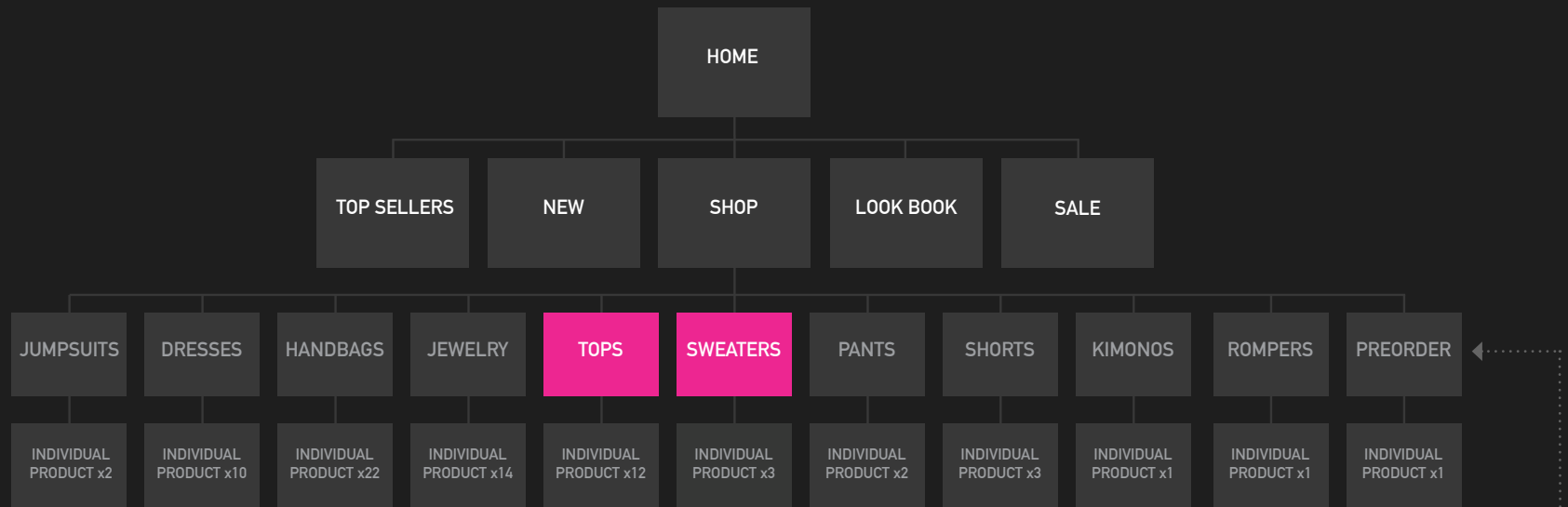


## FOOTER NAVIGATION



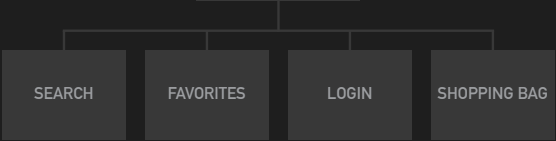


# ORGANIZE BY SIMILARITIES (3 OF 5)

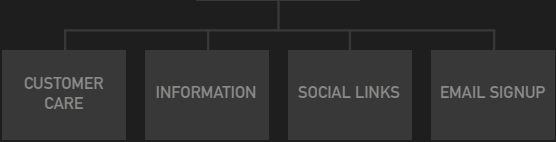


**Tops:** mid-level importance.  
**Sweaters:** natural fit with tops; both are upper body.

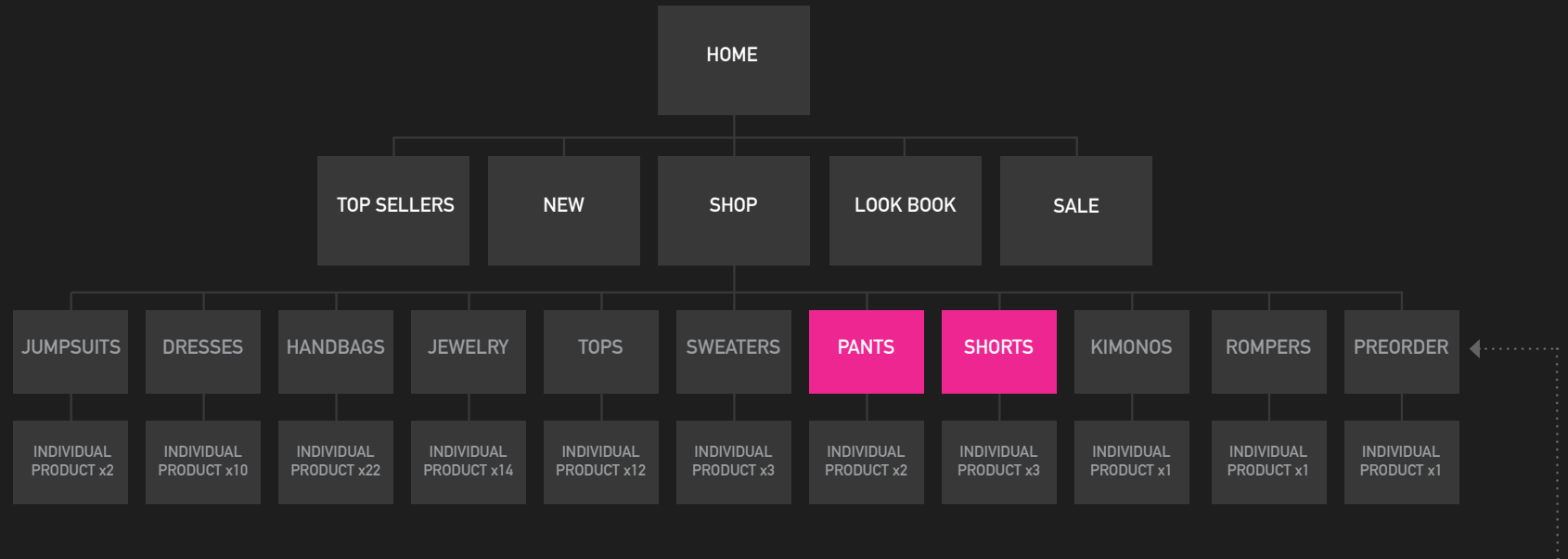
## SECONDARY NAVIGATION



## FOOTER NAVIGATION

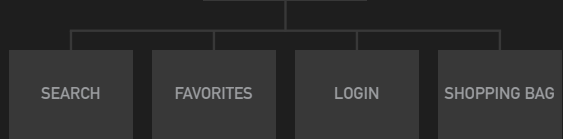


# ORGANIZE BY SIMILARITIES (4 OF 5)

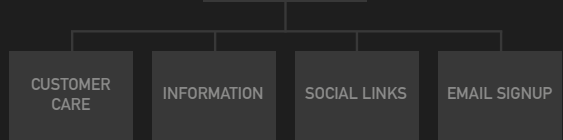


Pants: mid placement; low priority.  
 Shorts: natural fit with pants; both are lower body.

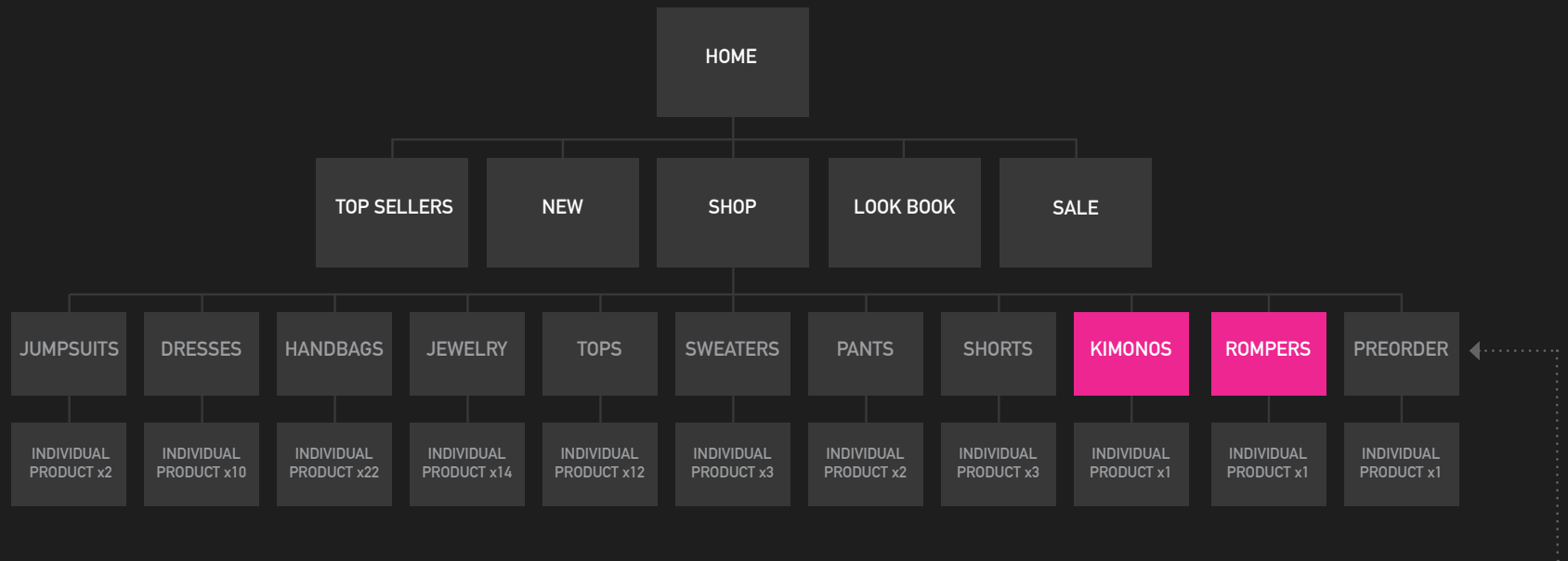
## SECONDARY NAVIGATION



## FOOTER NAVIGATION

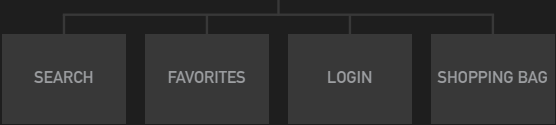


# ORGANIZE BY SIMILARITIES (5 OF 5)

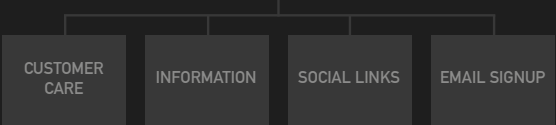


Kimonos: low priority, one product.  
Romper: natural fit with kimonos: both are full body.

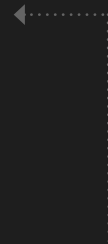
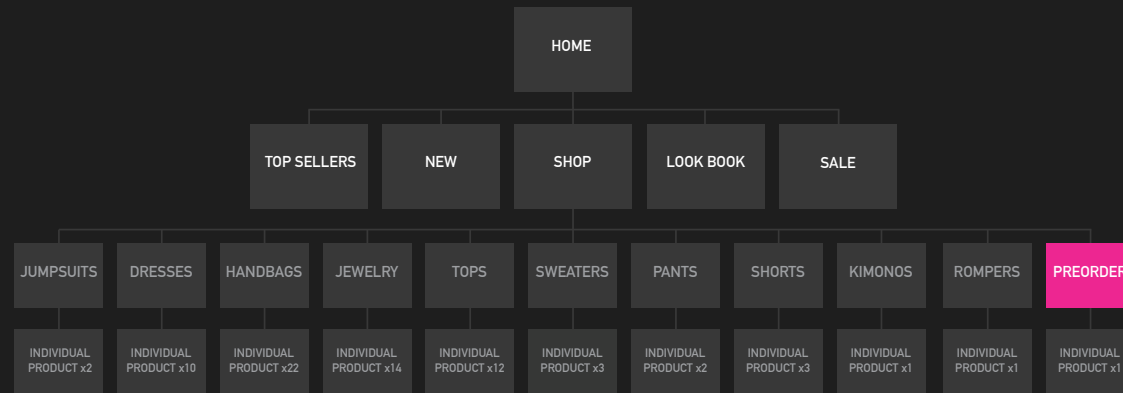
## SECONDARY NAVIGATION



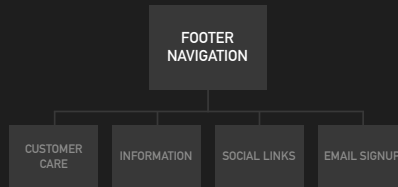
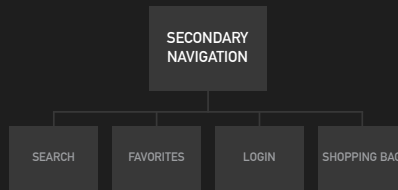
## FOOTER NAVIGATION



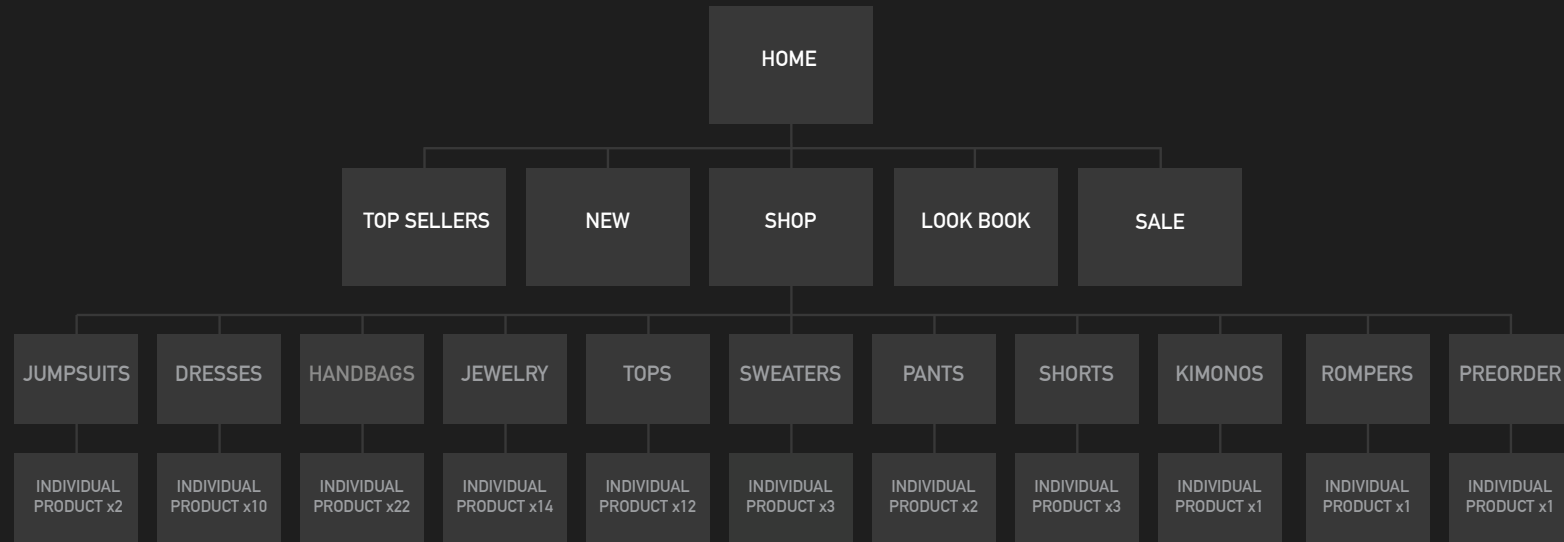
# PREORDER IS AN ODDBALL



**Preorder:** important placement; unique from all others navigation elements within this category. Consider duplicating "Preorder" within "New" category.



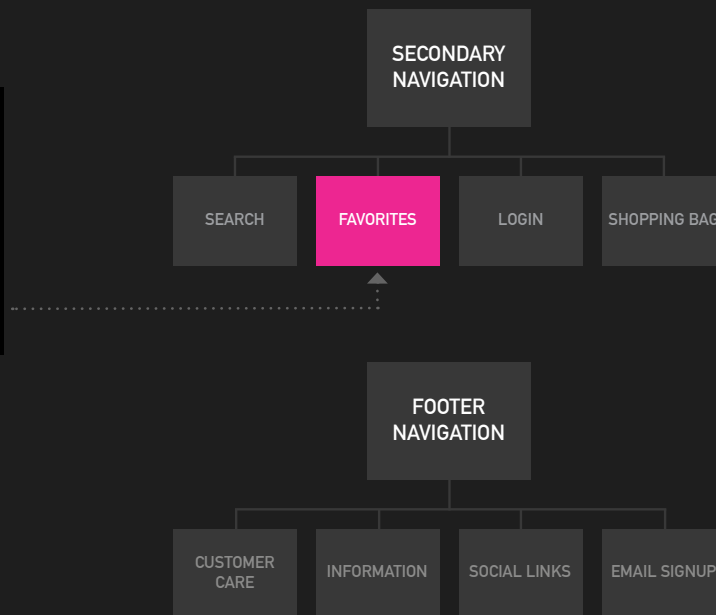
# WISH LISTS MAY DRIVE INCREMENTAL SALES



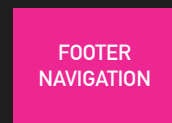
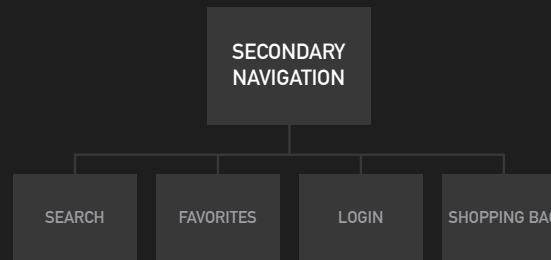
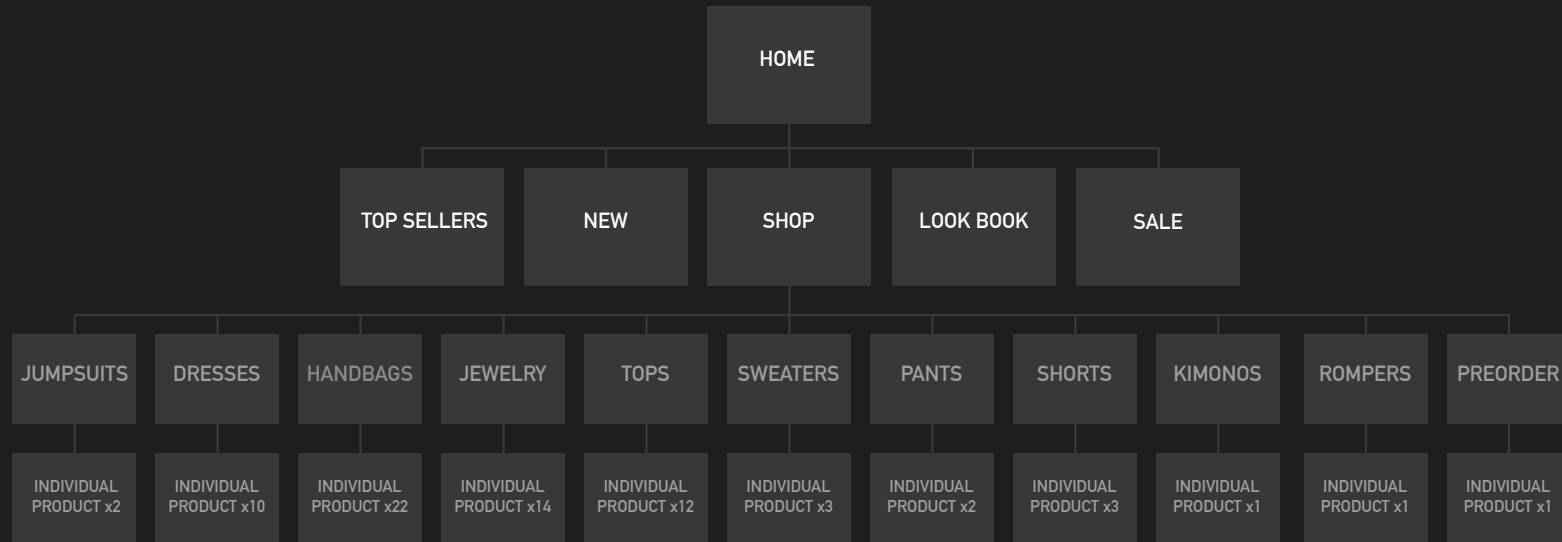
56% of users abandon carts because they were not ready to purchase but wanted to save the items for later:  
<http://unbounce.com/conversion-rate-optimization/shopping-cart-abandonment-infographic>

**Amazon's success:**

There are a number of use cases for wish list, such as same- and multi-session holding area, gifting, sharing:  
<http://www.quora.com/Do-wish-lists-help-convert-sales>



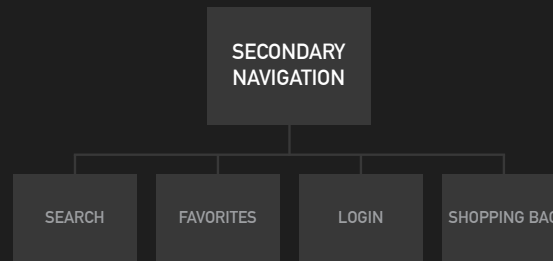
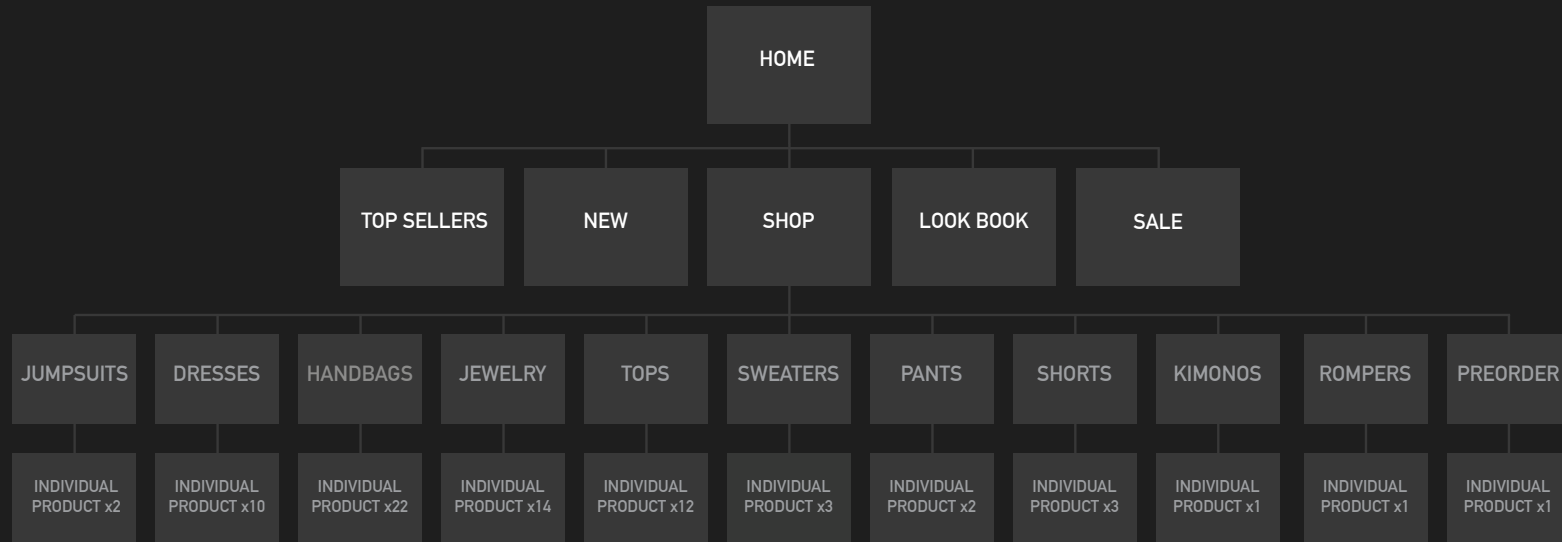
# SITE-WIDE MEGA FOOTERS INCREASE CONVERSIONS



Mega footer Increased sales conversions by 24% and revenue per visitor by 16% for this luxury bag ecommerce store:  
<https://whichtestwon.com/case-study/radleys-megafooter-test>



# MAKE OLIVER GRACE TRUSTWORTHY



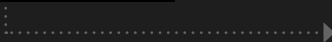
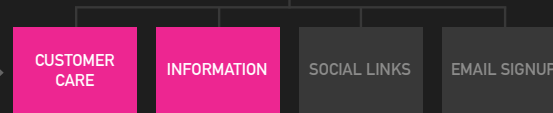
**Customer Care links will consist of:**

- Contact Us
- FAQs
- Shipping
- Returns
- Gaurantee
- Terms of Use
- Privacy Policy
- Gift Certificates

**Information links will consist of:**

- About Us
- Careers
- Press

**FOOTER NAVIGATION**



THANKS :) ←

Will Stubbs, CD  
will@machetela.com  
mobile: 312-804-0057

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Being polite and follow-up emails lifts ROI up to 500%:  
<http://conversionxl.com/the-ultimate-guide-to-increasing-ecommerce-conversion-rates>