Thank you very much for your order on Fiverr :)

Let's review your website

UX/UI AUDIT + MARKETING STRATEGY

All the Best links

PART 1 - HOMEPAGE REVIEW

MENU - The first impression with the menu is that it lacks content, you have free space to use and we will take advantage of it to add a "How it works" page and probably more pages if necessary like "Plans" or "Pricing" page.

HOMEPAGE - As I have already mentioned before as soon as I saw your website, you have too much content, the pages are too long to analyze for average users and to digest all this information.

On the homepage, you should have **clear sections** identified by a dedicated background. Usually, one pattern that works is to use a white background first,

then a very light grey background, for the third section you can either use a white background again or a colorful background depending on the content (if you use a white background, then you can have a colorful background for the 4th section then repeat the pattern).

These are the sections on the homepage, I will let you know which background color you can use and how you can improve each section:

1. **Header:**
   a. The title H1 instead of repeating the website name All the Best Links should be a tagline with a more direct approach like "All the Best Performing Backlinks You Need" or similar.
   b. H2 should be more informative, like "We have the perfect technology to boost your SEO strategy and get a better exposure" for instance.
   c. Regarding the CTA button, it's hard to read and it's linked to the about page. I think it should be "start now for free" for instance or even more converting would be to have a white field with placeholder text saying "Add your website URL" and a button below "Analyze your website SEO now". Users will get a free analysis and suggestions for paid plans through a 3-plan pricing table. You allow users to interact with your website, see results and analysis and choose amongst several plans which solution can fit their expectations so you should consider adding such a feature on your website with a dedicated result page

2. **Company Goal/Mission:** That section is OK, it starts at "At all the best links, we help...". I would probably add a grey background around for the following sub-section:

4 hours
The average time taken to write a blog post

1.7 billion websites globally
(and counting)
Finding suitable sites for guest post placement can be like searching for a needle in a haystack

80/20 rule
Experts agree that your online marketing efforts should be split 80/20 – 20% to creating content for your own website, and 80% to promoting it online

Overall, I would say that the main issue at this point is that the **font size** is too small, the text should be more readable. You should use 16-18px at least for the

basic text (you are using .9rem so about 14px) , 35-50px for titles (you are using 1.4rem so about 24px), 25-45px for H2 titles all depending on content.

Regarding the buttons, you should use a font size around 15-16px and the button should have a total height of 35px min up till 42px ideally.

If I had a suggestion for the font, obviously my trademark in terms of design is Poppins, as the font that I am using now. It's on my website www.alexis-webdesigner.com but also almost on all the websites I have designed or redesigned for clients on Fiverr. If I want to design a website with another font, I pick ideas from the following list which suggests great font duos:

- Avenir/Avenir Next ➡️ Nunito
- Arial ➡️ Open Sans, IBM Plex Sans
- Helvetica/Helvetica Neue ➡️ Open Sans, IBM Plex Sans
- Playfair Display ➡️ Bodoni
- DIN ➡️ Roboto
- Futura ➡️ Didact Gothic
- Gill Sans ➡️ Cabin
- Montserrat ➡️ Metropolis
- Raleway ➡️ Metropolis

3. **"Why link building is important" section:** I think that we miss the point here, you should have a 3-column display like the section just before

Why link building is important

Quality backlinks are fundamental to coming out on top in search engine results

However when done properly and in accordance with Google's guidelines, building a respectable backlink profile takes serious time, effort and resources.

Bearing the principles of **White Hat SEO** in mind, All the Best Links can help you improve the efficiency and effectiveness of your agency by providing:

Let me suggest the following layout, it will make more sense:

Why link building is important

4 hours

The average time taken to write a blog post

1.7 billion websites globally
(and counting)

Finding suitable sites for guest post placement can be like searching for a needle in a haystack

80/20 rule

Experts agree that your online marketing efforts should be split 80/20 - 20% to creating content for your own website, and 80% to promoting it online

Quality backlinks are fundamental to coming out on top in search engine results

However when done properly and in accordance with Google's guidelines, building a respectable backlink profile takes serious time, effort and resources.

Bearing the principles of **White Hat SEO** in mind, All the Best Links can help you improve the efficiency and effectiveness of your agency by providing:

Like the example here, but don't forget to add the light grey background as suggested before. At this time, it's already a lot of information for users. We are going to enter into the benefits section, but just before we should have a colorful background to re-boost users' energy and make a separation before the benefits sections. That's why so you should **add this section** just before:

By being able to compare the data from the various metrics, you can make an informed decision on the site that best suits your requirements.

And just below the text, you should add a yellow button (42px height with font-size 16px) "Start Now" / "Start Now for Free" or "Compare Plans" as I will also suggest adding a pricing table on the website but I will come back to it later

4. **Benefits section:** white background and use a 3-column layout. You have 6 items that should be shared out into two lines and three columns. You can reuse the same layout as the following section (section 5) which starts with "The foundation of our link building services is our comprehensive database" that I have called "Filters" here

5. **Filters:** this section should be reused for the layout and design of the previous benefits section but also copied then moved at the end of the new "how it works" page (section 6)

6. **How it works:** this should be included in a dedicated page, it should be the first item on the menu after "home" and before "pricing" or "plans" that should ideally come later. Reuse everything you have now + add the filters section as it is now on the homepage (section 5)

7. **Footer:** finally, as the last section of the homepage will be section 4, benefits, with a white background, it would be great to have a colorful background for the footer. If in the future you want to add a field to opt-in a newsletter, a colorful background for the footer will also help to make the white field for email pop out.

   Regarding the footer, you have a share bar that can look like your own social media. You should have a text before saying "Share our website: "

   Also, we have 3 different emails. It's a bit confusing. Inside the footer, you should ideally have one email only. Inside the contact page, if you want to orientate users, you can make this kind of display at the end of the page, this is something I have made on Wix for a client with a hoover effect on the image:

Sales

I can help you find the right package for your project and the documents you need for procurement. Let's connect!

Contact Sales

Technical

I can help you with any date questions and provide you access to sample data and API's. Let's connect!

Contact Technical

Meteorology

I can help you with any questions you may have about weather data, resolutions, and accuracy. I can help you decide what data you need. Let's connect!

Contact Meteorology

PART 2 - WEBSITE REVIEW

ABOUT US - On the page you have a header, the first section called "All the best links", the second section called "All the best links for you", the third section is a blue section called "Both Quality and Quantity Matter" and the last section is called "Why Working with Us" or "Why Choosing Us". I would recommend the modify the layout in this order: header / first section "all the best links" / second section with blue background "both quality and quantity matter" / third section "all the best links for you" and footer. Regarding the section "Why Working With Us" or "Why Choosing Us", you have 6 items. Prefer a layout with a 3-column display in two lines like section 5 on the homepage. You have several options, you can place this section at the end of the homepage before the about us section. You can also place it at the end of the new "how it works" page. The last option can also be to create a dedicated page and add a "how it works" entry inside the menu. If you consider this option, then the menu will be "Home / How it works / Why Choosing Us / About Us / Contact"

CONTACT PAGE - As said before, you could add a 3 column display to redirect users depending on info/sales/support and leave a traditional form below. Surprisingly here the Submit button is almost too big, try to lower the height at 42px, use a font size of 16px and use rounded corners at 20px, for rounded corners this recommendation works all over the website. More modern, like the design trends inside the latest version of iOs.
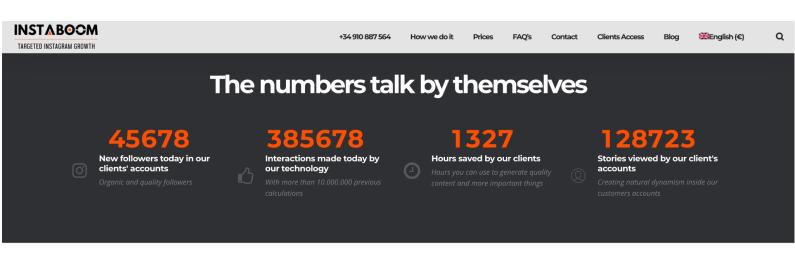
DASHBOARD - I've logged in and tried the forget the password feature, all working great. Inside the dashboard, I have to say it's a bit painful to scroll to the right to access the price and add to the cart option. I am surprised to see that there is no online payment when checking out, a Stripe account with a debit/credit card would be nice, also a Paypal facility with an express checkout button. Ideally, I would suggest reducing the size of the columns to try to display everything on a single page and double the size of all the icons/buttons on the page. All the icons are very small and not very UX-friendly. Last comment: is it necessary to have an option to add an image when signing up? Not sure this feature is necessary.

MOBILE – I think that when adding the backgrounds on the sections, the mobile version will make more sense. As it is now, it's a lot of content agglomerated altogether. The menu icon should be bigger, all over the website try to think about the accessibility for most users. This is a website I have designed this week, you can see that it's easier to click on buttons inside the header or footer, on desktop or mobile https://es.biocollagenstore.com/

Inside the footer bar, you have included a button "login/signup", it should probably be a button "start now" instead and you could add a WhatsApp or Facebook messenger icon on the left, and a chat button on the right.

PART 3 – 7P MARKETING REVIEW

1) PRODUCT - I understand what is your product, I think you could go further. There is a great website you should have a look at https://www.instaboom.es/en/ It's an Instagram-related service:
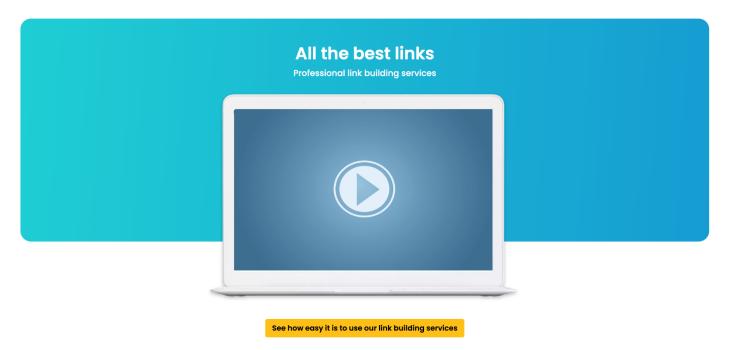
In terms of Backlinking and SEO services, I think you should go further by offering a 3-plan pricing menu with monthly subscriptions. You could create a "Pricing" or "Plans" entry inside the menu as I have suggested before.

In terms of product, creating a video is a nice idea to explain your services. The video has to be self-explanatory, with voice-over and subtitles, no autoplay on the website, and 20% audio as standard mode (best is mute mode as standard, especially on mobile). The video should be located inside the header, I would integrate it directly inside the screen illustration that you have now with a play button.

Something like this, only have a better title/subtitle as suggested before, also I would suggest with this video configuration to have the CTA button between the subtitle and computer. The CTA button should be shorter, saying "Start now", "Evaluate options for my website", "Get a quote now" for instance

2) PRICE - This is currently an issue, I didn't know what type of price to expect. From what I see on my website, the cheapest option is around $180. I think on the "Pricing" or "Plans" page, you should have a 3-plan pricing table but also a search bar to evaluate the price of the backlinks you will offer.

Then if I am ok, I can log in/signup and add to the cart without having to search the backlink again inside the dashboard, of course. I have suggested adding a "get a quote" button inside the homepage, it could point to an anchor located at the search bar at the end of the pricing page so that I can evaluate the backlinks offers without signing up before.

3) PLACE - I understand you are an Australian company inside the about page, it's enough to complete the requirements for the "place" item. You could also add your office or company address inside the footer, and at the end of the about us page with a Google map.

4) PROCESS - I think it should be easier to evaluate the backlinks options and add to the cart WITHOUT having to signup/login before for new customers, as suggested before. Also, to checkout, I would probably add a direct online payment facility with the possibility to check out quickly by Paypal. It's better to ask for the payment while checking out than by reminders through emails.

5) PHYSICAL EVIDENCE - It would be nice to have testimonials inside the homepage but also at the end of the new pages: "how it works" / "why choosing us" / "pricing/plans". You can also think to collect reviews on your Google Business Page to boost your Google Ranking, on Trustpilot if you can afford the costly budget of this platform but the widget you will get will improve trust and your conversion, or simply by email or form (Typeform is a great tool to collect feedback and reviews) then display testimonials on your website. Finally, adding a secure payment is a great idea, you just need to make sure that the design is modern. Here are good examples:

- OR -

Where to add this security logo? One of these logos should be added inside the footer, you have free space at the center of the footer which would be a good location.

6) PROMOTION - As you know, a blog will probably be the best way to drive traffic to your website. You can also try a SEA campaign with 3 different campaigns that you will run one at a time (same budgets around $100 each) spent equally on Facebook Ads, Google Ads, and Linkedin Ads. From each campaign, you should test different taglines, wordings, images, targets. You should start with Google Ads, getting to know the best sentences for SEO titles and descriptions and the best audience profile. Then on Facebook, you will finetune images but also your audience. Finally, Linkedin is optional but your business is quite addressed to a large audience that's why it can be an option. There is not a perfect answer. You will evaluate the conversion from each of these campaigns, will define a cost per acquisition, and will evaluate which ads/target/platform performs best for the lowest cost.

Finally, about promotion, you should think about adding a newsletter opt-in form inside the footer, probably also through a popup screen, in order to create an audience on Mailchimp. The communication should be differentiated depending if it's a prospect (never bought) or a client (already bought). You should prepare a welcome email, thank you email for purchase, origin-story email, discount email on the first purchase or next purchase depending on the situation, client case studies, results from previous collaborations, testimonials, interesting articles, etc. A blog is a good opportunity to create new articles and duplicate the content on your newsletter in order to send real qualitative emails.

7) PEOPLE - In about us, it's generally recommended to talk about the founder / the team / the origin story. If you want to develop your services and also offer consulting or real packages with custom assistance, it's nice to talk about the team or the person who will be in charge of your clients, if not yourself. Have a LinkedIn link is also a great move inside the team member(s) presentations.

CONCLUSION

First of all, thank you very much for your order on Fiverr, it was a real pleasure for me to work on your audit.

UX/UI DESIGN - Before actually improving the layout, the first improvements have to be made on the fonts (bigger font size), the size of icons, and styles of buttons. The first goal is to have a website more accessible on desktop and mobile. The second goal is to have a clearer website, by restructuring the content and adding background colors to define sections. The third goal is to improve user experience by getting a quote or finding backlinks prices before signing up but also have a monthly 3-pricing plan package to get an assisted solution with probably premium backlinking strategy, blog copywriting, SEO consulting, and other SEO-related services.

MARKETING - You should run different ads campaigns on different platforms and targets and evaluate the results and conversion to get an approximative cost per acquisition depending on the platform in order to maximize your budget efforts on the best-performing platform at the end of the day. Have a clearer price, not hidden from visitors, and have an online payment process with ideally Paypal. Also, think about having a study case and/or client testimonials.

When accepting the delivery, please kindly leave a review as it is the only way to prove my work on Fiverr. Also, if you have any questions, I will be glad to answer you, even after the delivery.

All the best of luck with everything,

Kind Regards
Alexis