

## UX audit for <https://www.artlook.us/>

1. There are seven tabs in your header. It confuses users because 87% of them are far away from advanced people.



Replace unnecessary tabs to the bottom, e.g., FAQ, reviews, or choose something else. Keep it simple as maximum as possible.

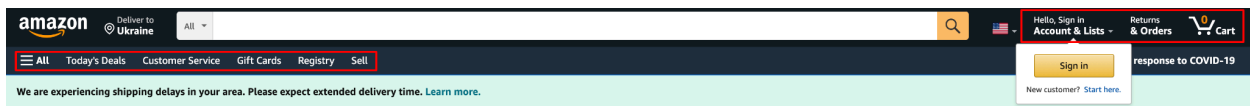
Check out [amazon.com](https://www.amazon.com) that sells over a billion products

**Винести лінки в футер.**

**Footer => готово.**

**Header => готово**

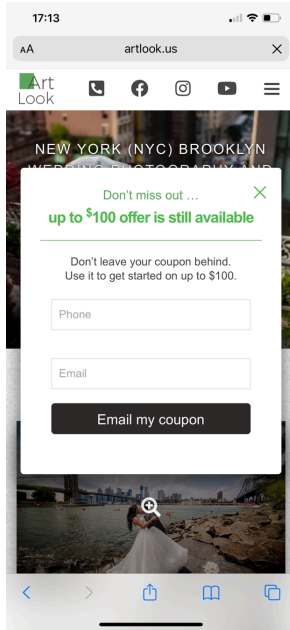
Header => 3 файла теми hardcoded ; редагування header меню в адмінці після Save не дає результатів )



There are fewer tabs that your website has.

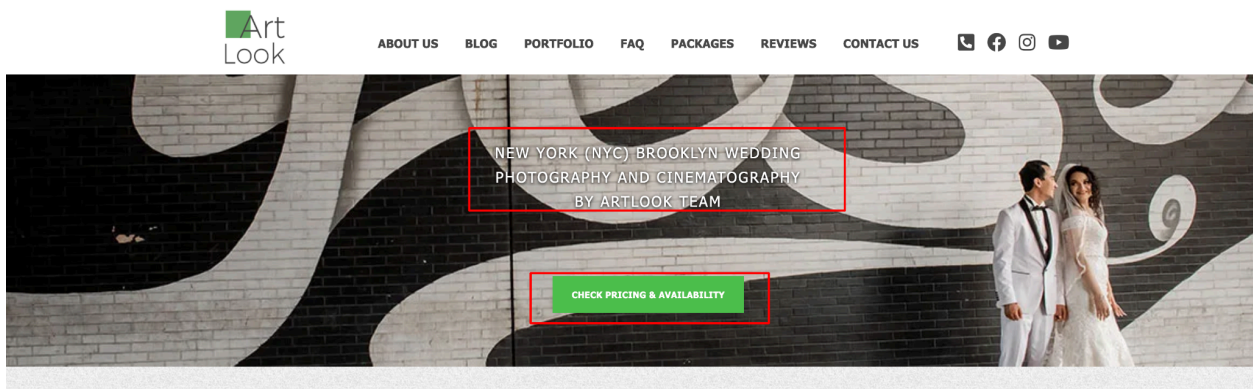
2. Don't use pop-up windows on the mobile version because it decreases UX and ranking positions.

1.2 Done.



Pop-ups help to sell for desktop versions but customers hate them. It's better to choose what you need more - organic traffic or sell the existing audience. My website SEOquick uses pop-ups on blog posts after 5 mins of reading content. It doesn't disturb a lot. So, find the best solution for you. UX is a ranking factor.

3. 25% of users can't read your texts on the first picture and most users ignore such messages.

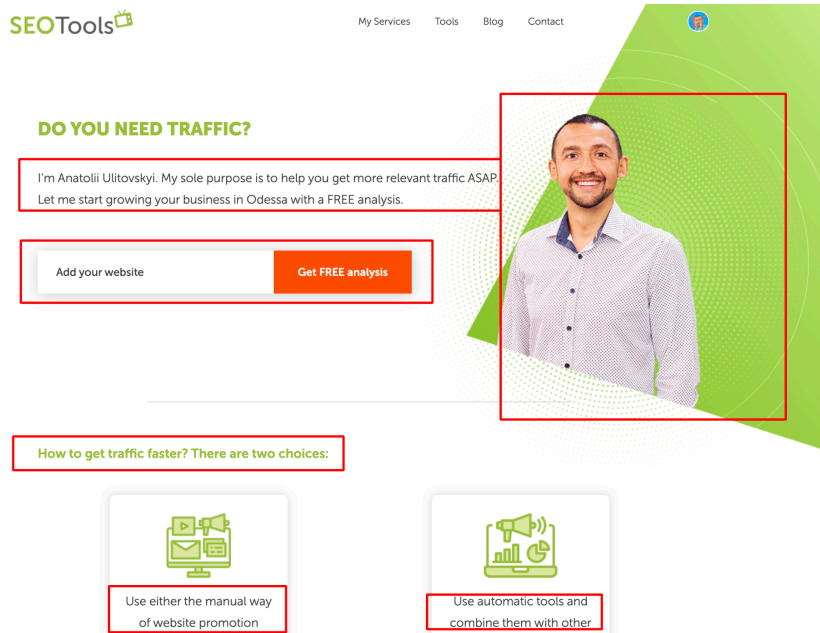


Any text should be the main part of the picture or submit it outside of the image, especially using white color. Also, change the color for the selling button from green to orange that increases conversion rates by 30%.

Check out my website - <https://seotools.tv/>

1.3 Done.

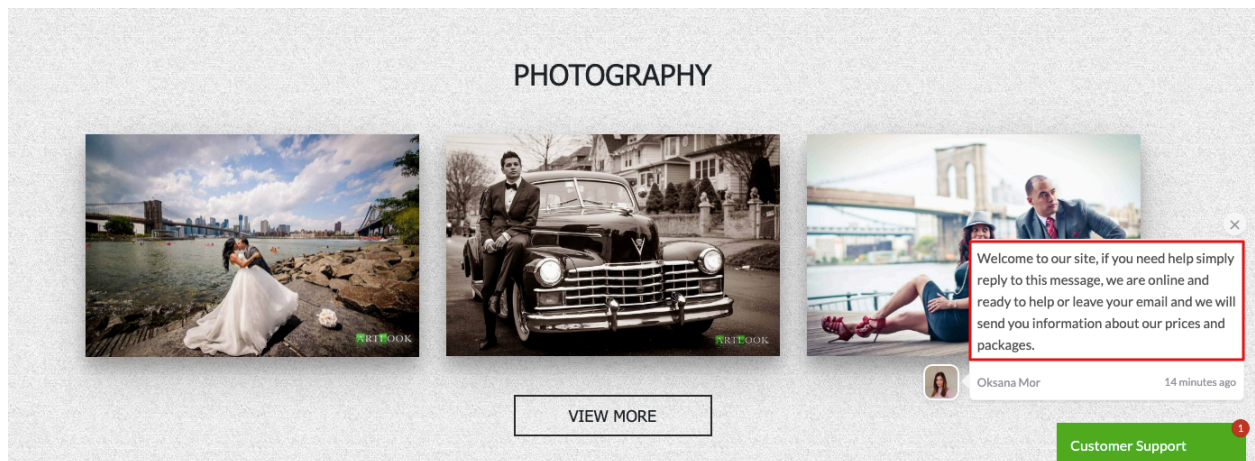
Готово:  
<https://prnt.sc/1evkwyf>



I separate texts, pictures, and modules into different blocks because it keeps users longer and doesn't confuse them.

4. Simplify the first message in chat. It's very long.

Готово вами



For example, rewrite something like this:

Let me help you. I reply to all your questions asap.

That's it. Don't crush customers' minds.

5. Don't duplicate the same message about \$100.

✕

Don't miss out ...  
**up to \$100 offer is still available**

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~~Don't leave your coupon behind. Use it to get started on up to \$100.~~

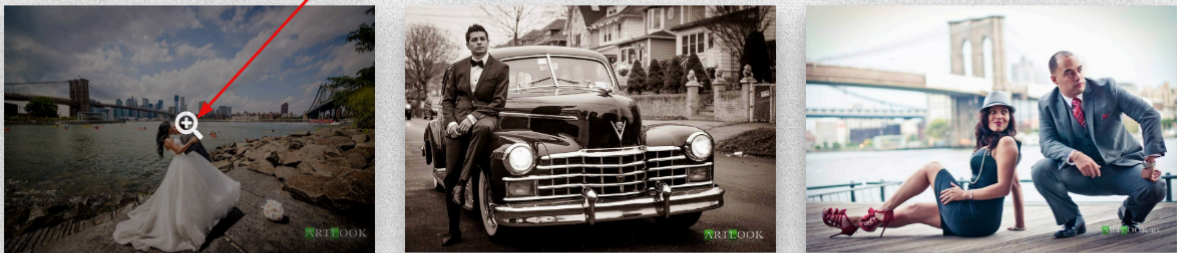
#### 5: Task is Done

<https://prnt.sc/1eqxvz>

Keep it simple. You don't need to clarify the first message one more time. Fewer words = more sales.

6. Most users ignore hiding elements.

PHOTOGRAPHY




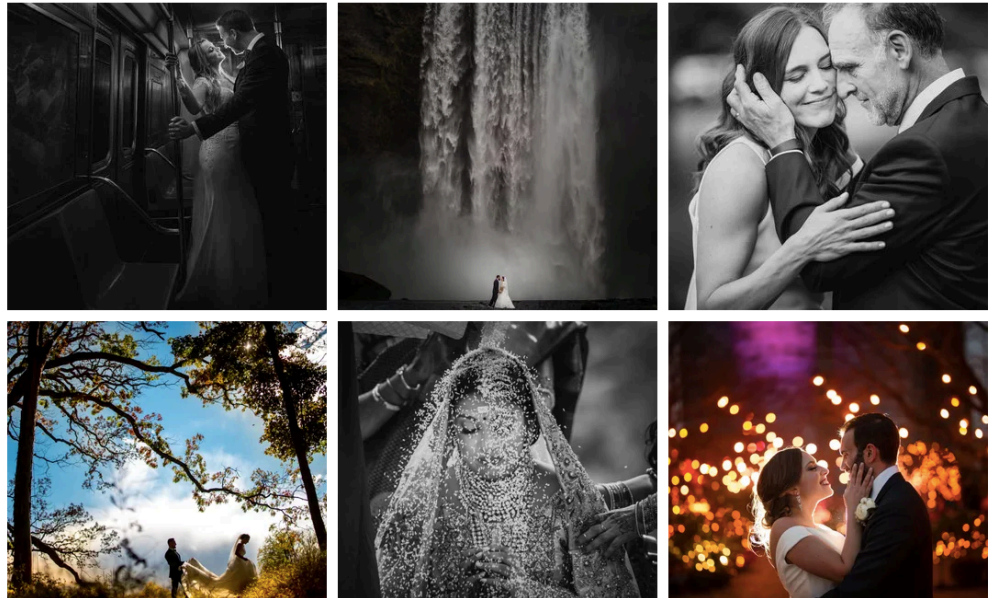
It's better to provide this feature until the picture. It's up to you. You can leave it if you feel that your users understand this module.

For your niche, having many high-quality photos is essential. Add more photos before “view” more. Three photos look not good.

This is done.

Check out this website - <https://www.susanstripling.com/>

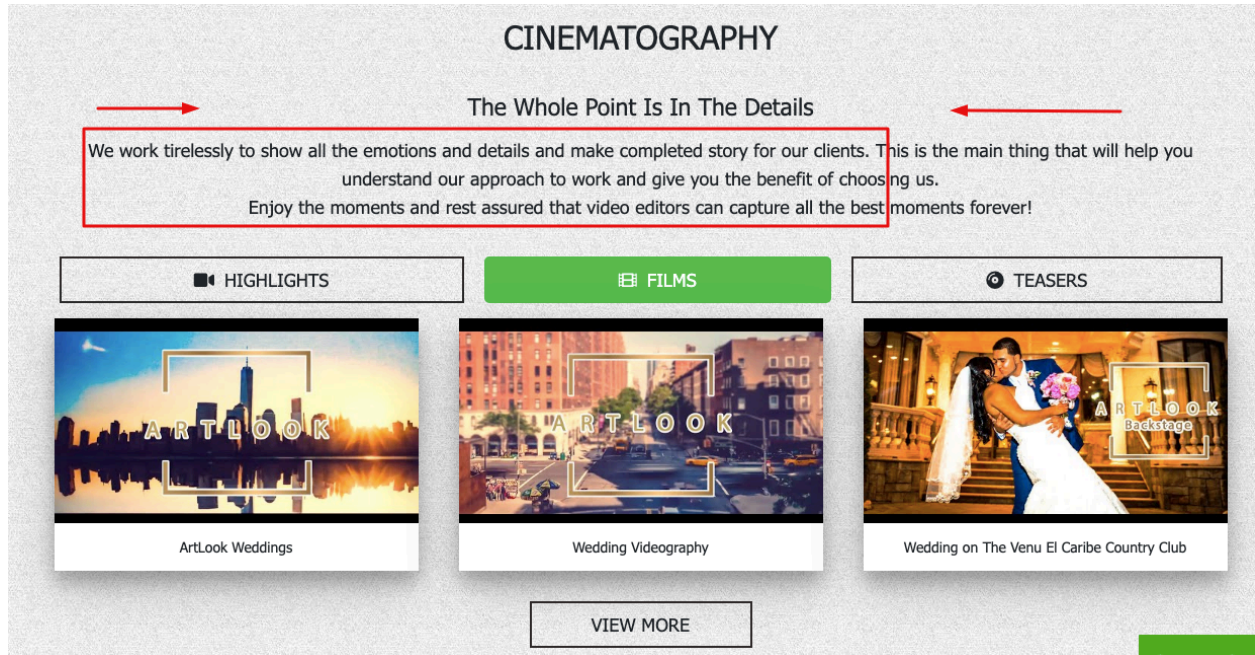
  
SUSAN STRIPLING  
HOME  
WEDDINGS  
ENGAGEMENTS  
HEADSHOTS  
PORTRAITS  
PRODUCT/COMMERCIAL  
FINE ART >  
ABOUT SUSAN  
INFO AND FAQ >  
FOR PHOTOGRAPHERS >  
SHOP >  
CONTACT



A picture costs a thousand words but in your case, it costs 10,000 words because your audience needs it.

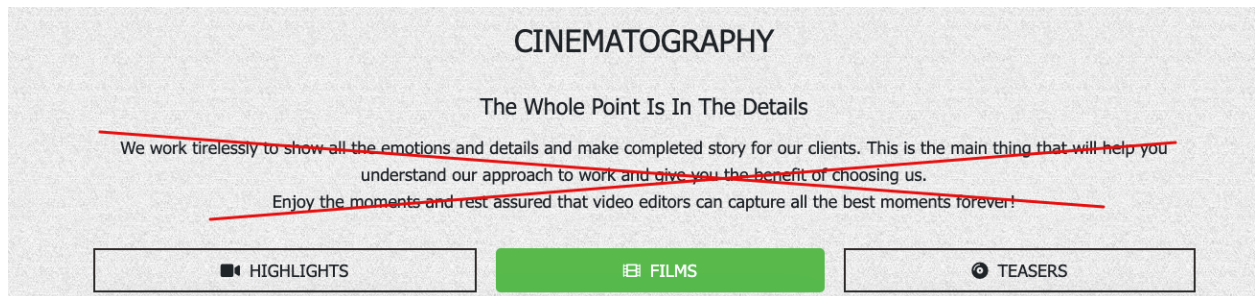
Magnifiers done already, <https://prnt.sc/1fsiku2>

7. Squeeze the text because it's hard to read. It's better to have more short raws.



Task is done:  
<https://prnt.sc/1erist6>

8. This text is selfish.

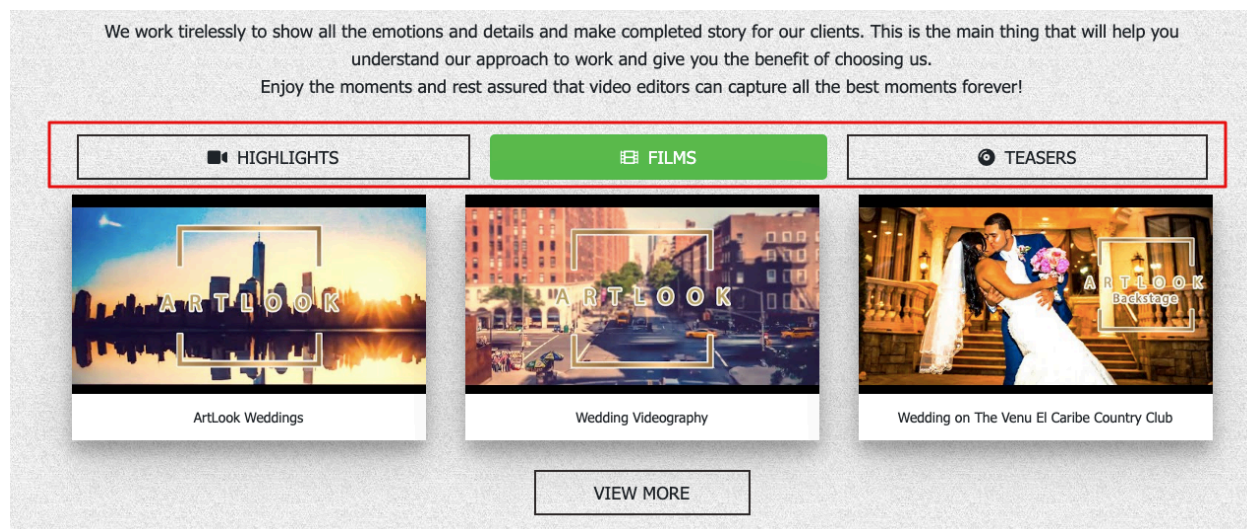


Who cares how hard your job is? Everyone thinks about themselves. I rewrote and simplified this text:

- Done

Get all emotions and details in your personal story. Enjoy each moment of your event and save memories by getting high-quality videos.

9. These buttons don't work correctly.



Switching between “highlights” and “films” only changes one icon. The rest don’t.

Buttons are work OK as Tabs, (correctly)

It is just same video links in code:

- 1) <https://prnt.sc/1flyrhw>
- 2) <https://prnt.sc/1flzq1q>

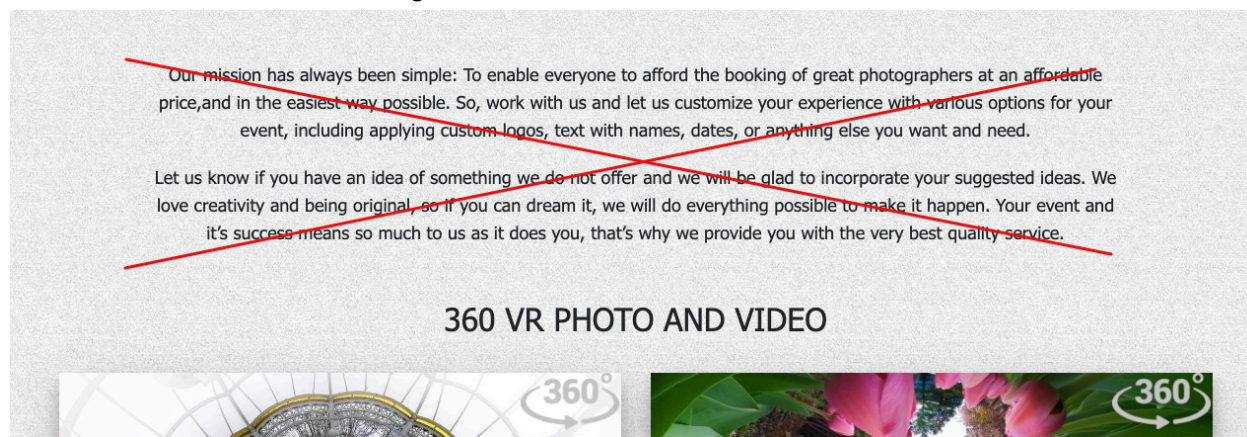
So it is up to the author what video to load.

You may provide me with new video links, and i can to insert new videos.

Need to review.

Add more videos before “view more”.

10. This text is rubbish, very-very generic. Instead of using a lot of “we” and “our”, use more “I”, “my” and “you”, “your”, “for you”. These words make the text more friendly. It creates the feeling that was written for a person, not a crowd. Personalization is key. Provide what customers wanna get.



I rewrote a little bit:

My main mission is to help and support you with getting great photographers. Get affordable prices with a simple way of booking. There are various options for your event, including applying custom logos, text with names, dates. If you have your own ideas then my team will put them in place. Creativity and uniqueness are our best friends. Get the best quality services right now.

\*я б в цьому тексті зробив би так:

Creativity and uniqueness are our best friends.

Your event and it's success means so much to us as it does you, that's why we provide you with the very best quality service.

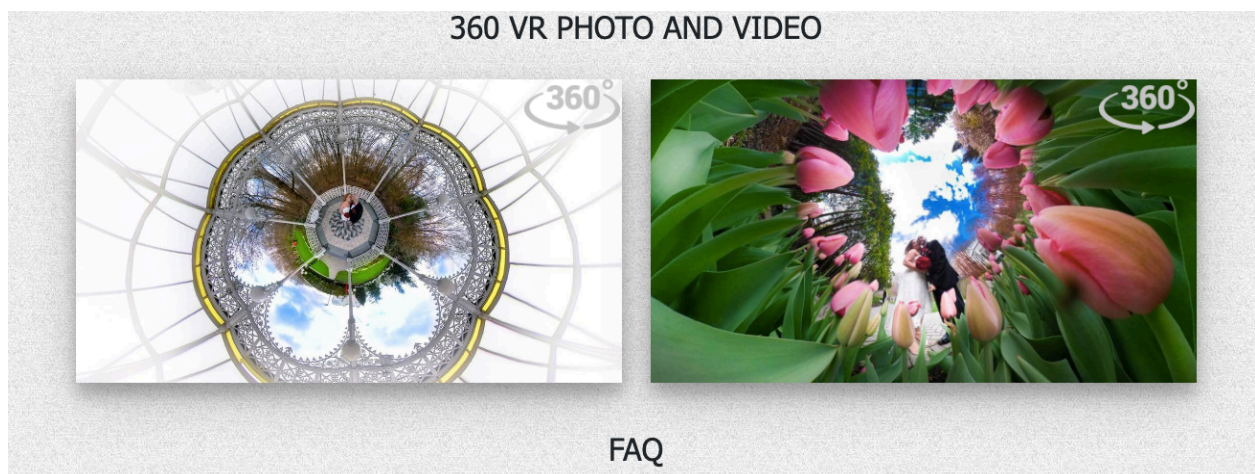
Без **Get the best quality services right now.**

Тому що продукт свадьба це не якась дрібниця, навіщо надто давити на клієнта?)

На разі додав ваш текст.

Ready for check.

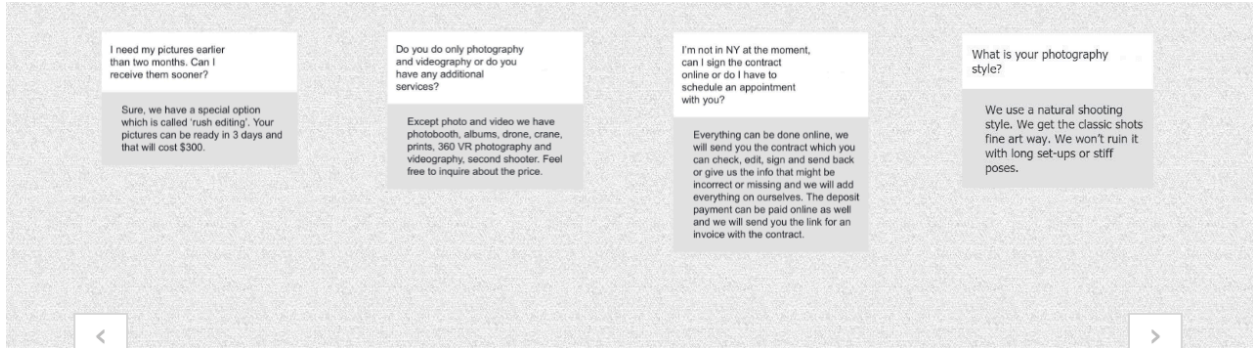
11. Add more photos.



Add some text with brief explanations because it might confuse non-advanced users or 87% of people.

11 Done: now they are 4 photos.

12. Don't use great color and small font because most users can't read it.



People read 4 words in a second with great color and 6 words in black color. Wherein 25% of users can't read it at all because of poor eyesight.

12. Done: <https://prnt.sc/1f6lq3l>

13. Increase rewarding icons. People love working with experienced specialists. Highlight them because your icons are small.

Done.

<https://prnt.sc/1f9hq8w>

Також іконки не вміщалися на моб.:

<https://prnt.sc/1f95a8r>

Став поправлений:

<https://prnt.sc/1f94so8>



14. It's a good story but there is a lack of how you help customers. Add some examples or share how you improve customers' lives, decide their problems, etc.

14. Not doable. Need to be done by author.



Hello! I'm Michael King, and am the owner and principal photographer of Artlook Inc., based in Brooklyn, New York City.

I became interested in photography since my childhood, during the days when film cameras were used to take pictures. As I grew older up until I got married to my beautiful wife Victoria, my love for photography grew even stronger and with the experiences I acquired during my growing up days until my marriage to my lovely wife, we decided to take photography to the next level.

From our humble beginnings, we have grown into a big well established company recruiting the services of renowned professional photographers and videographers who are focused on capturing amazing photos and creating something special to make the event a memorable one.

## REVIEWS

15. Customers feel that 60% of Amazon reviews are fake. What do they might think about reviews with pictures?

## REVIEWS



Increase font and link to other websites where you got these reviews.

15. Done:

Reviews:

Було

<https://prnt.sc/1f9jkjj>

Стало

<https://prnt.sc/1f9varx>

16. Having SEO texts is an obsolete technique, especially if they were written for search spiders and robots. Google recognizes real UX.



This text only diminishes your website. If you feel that you need the text for users and unite it with all content.

For example, check out my website - <https://seoquick.com.ua/>

Как это получилось?

Продвижение YouTube канала	Работа с репутацией	Социальные программы
Я консультирую по созданию контент плана для Ютуб канала. В 2021 году основной раскрутки будет видеоконтент, и здесь у меня есть огромный опыт	Я помогаю клиентам наладить работу с отзывами внутри компании, а также отслеживать внешние публикации в интернете о себе	Помните, не только коммерческие программы помогают расти бизнесу. Проведение программ Scholarship резко вывело нас в ТОПы по брендовым запросам!

НАШИ ИНСТРУМЕНТЫ

Здравствуйте! Чем мы можем вам помочь?

All texts have pictures, separate blocks, and bring value for users.

18. Not doable. Need to be done by author

17. Why do you lead users to YouTube? Most of them never get back. The main goal of any website is to keep users longer than it increases the chance to sell.

Done:

Changed on page: <https://www.artlook.us/portfolio/video-samples/>

Each of video is loaded.

Need to poster each video o preload.

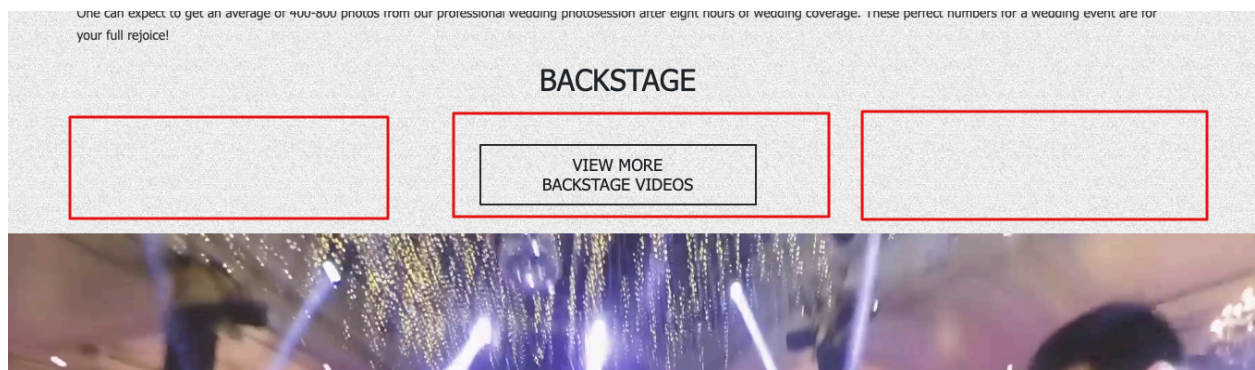
<https://prnt.sc/1flsegf>

Posters on video Done:

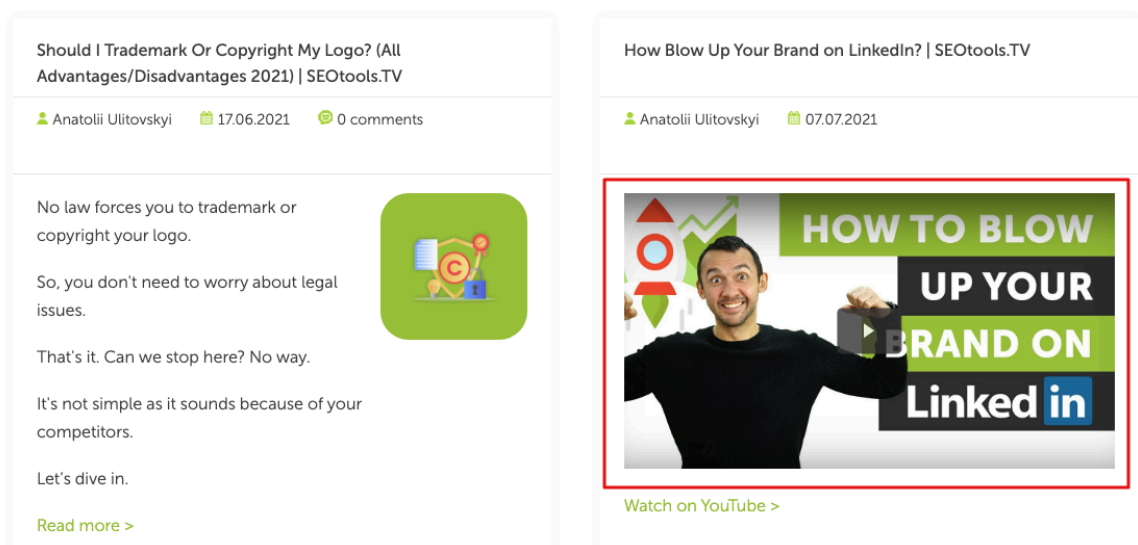
<https://prnt.sc/1fqnnng>

And also : done on view more page.

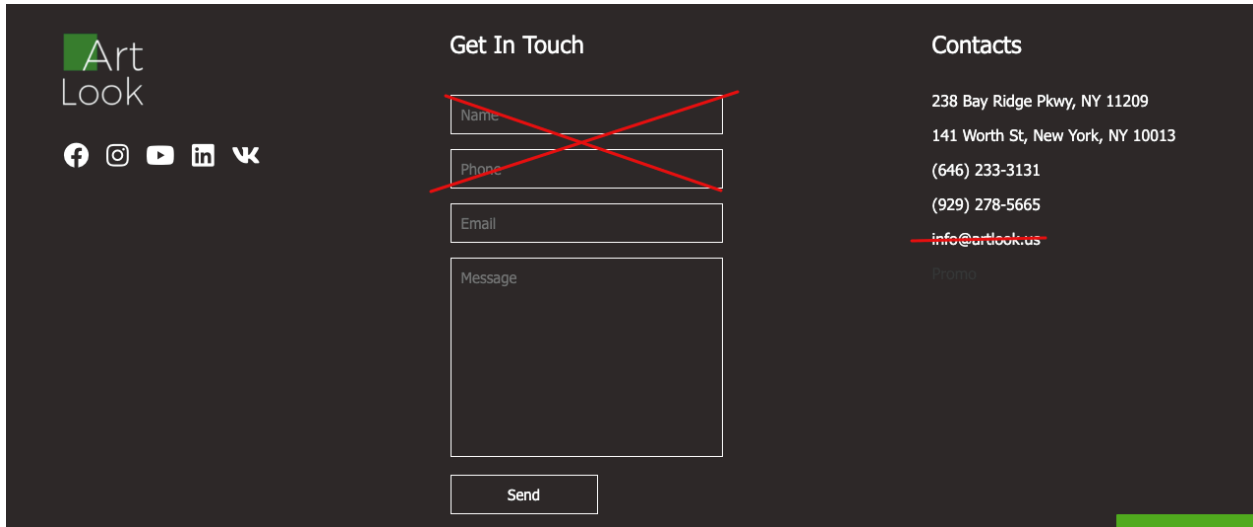
<https://prnt.sc/1fqwfxu>



Add YouTube videos on your website. Check out my website - <https://seotools.tv/blog>



18. Fewer fields = more sales. Simple.



<https://prnt.sc/1fa1cx7>

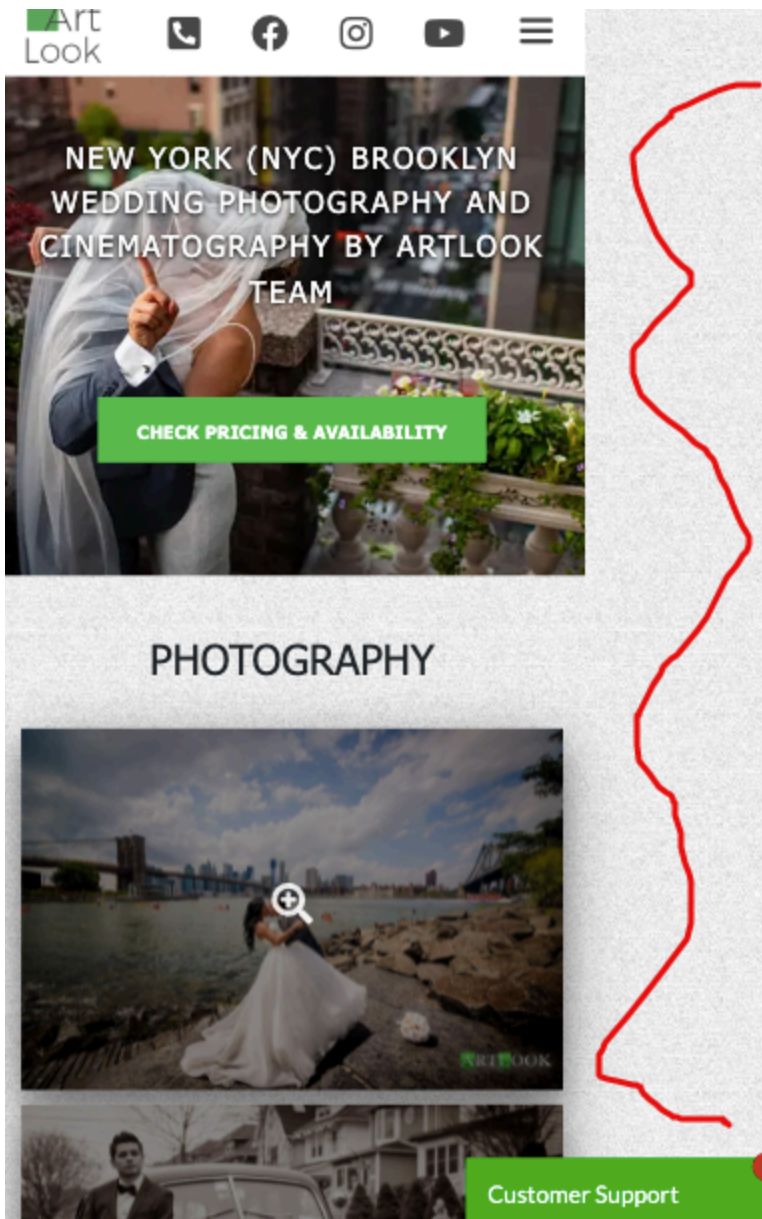
Done.

Зазвичай з оставляю на сайтах поле phone ,  
це часто більш надійно для власника сайту.  
Є бекап форми якщо захочете з оставити email.

Remove email because it's only for getting spam.

19. In the mobile version, remove free space and optimize content for the whole screen. It's possible for some devices because on iPhone, everything is fine.

Can not reproduce issue



Please specify What device view. Can not reproduce issue

<https://prnt.sc/1fo27wi>

<http://www.responsinator.com/?url=https%3A%2F%2Fwww.artlook.us%2F>

20. This page is very generic and selfish - <https://www.artlook.us/about-us/>

## ABOUT US



~~Artlook Inc - Photography/Videography services company founded in 2011.~~

~~From then and till now we are providing hi-quality services for any event! ARTLOOK team will be happy to work with you to create unique wedding photography package with a collection of services and products that exactly suits your needs for your wedding day or Engagement shoot with deep and full of your gentle feelings to each other pictures which will describe and show everybody your love and happiness.~~

~~We will be really happy to work with you for Maternity shoot, Baby Shower, Birthday parties, Baptism, Sweet 16 shoot etc.~~

~~Artlook Photographers and Videographers would like to capture all your happiest moments of life and for a little moment be the part of them!~~

To read more push the button below.

REVIEWS

Check out mine - <https://seotools.tv/about-us>

Share how you help, support, decide problems, simplify lives, take away the pain with your experience.

21. Hire a professional editor who can check out all texts on your website.

To read more push the button below.

REVIEWS



Don't hesitate to contact us and get a full information about our packages, ask some advices and some additional services to make your personal Package.

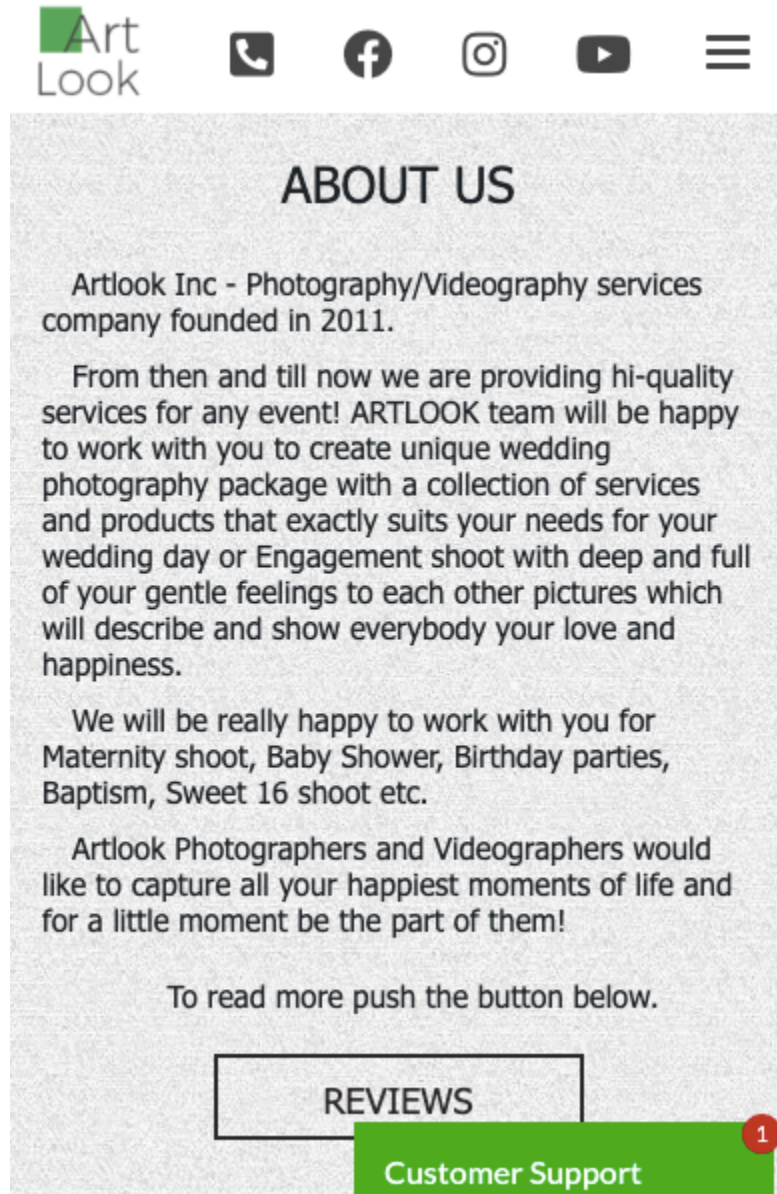
It's not only about grammar rules. It's more about simplifying them.

Btw, remove a map on this page because it's related to the contact page.

22. 75% of traffic comes from smartphones. Your mobile version loses photos from the desktop.

Recover about image; <https://prnt.sc/1fr33l6>

Done.



23. <https://www.artlook.us/blog/>

It's far away from the best solution to hide any text, especially to put it above the picture where most users ignore it.

Done Titles in boxes are appearing.

Meanwhile, hover effect still present

## BLOG



Check out my blog - <https://seotools.tv/blog>

85 Free SEO Tools For 2021 (Rating & Reviews)

Anatolii Ulitovskiy, Paul Andre de Vera 07.07.2021

Listen on Google Podcasts

Listen on Apple Podcasts

What Is Marketing Research in 2020? (Examples & Full Guide) | SEOtools.TV

Anatolii Ulitovskiy 22.10.2020 144 views

1 comment

Marketing research leads you in the right direction.

99,7% of all online projects fail.

They use generic (non-working) methods.

Do you want to succeed?

Then read the whole article.

[Read more >](#)

Hi! How c

I use descriptions to catch readers' attention and provide additional elements: date, views, an author name because readers wanna get it. Google has the parameter E-A-T (Expertise, Authority, Trust). These elements convince users that your content is valuable.

24. I don't wanna hurt your feelings but your articles are terrible in any aspect. For example, this one - <https://www.artlook.us/2021/07/how-to-shoot-an-interview/>.

- There are not the intro and conclusions.
- The text is terrible. Hire copywriters who can write and know how to do it.
- Design and implementation are in the same boat.

It's better to create one quality article than 10 mediocre. Remove all these articles because they only diminish ranking.

Check out mine - <https://seotools.tv/seo-tips-beginners>

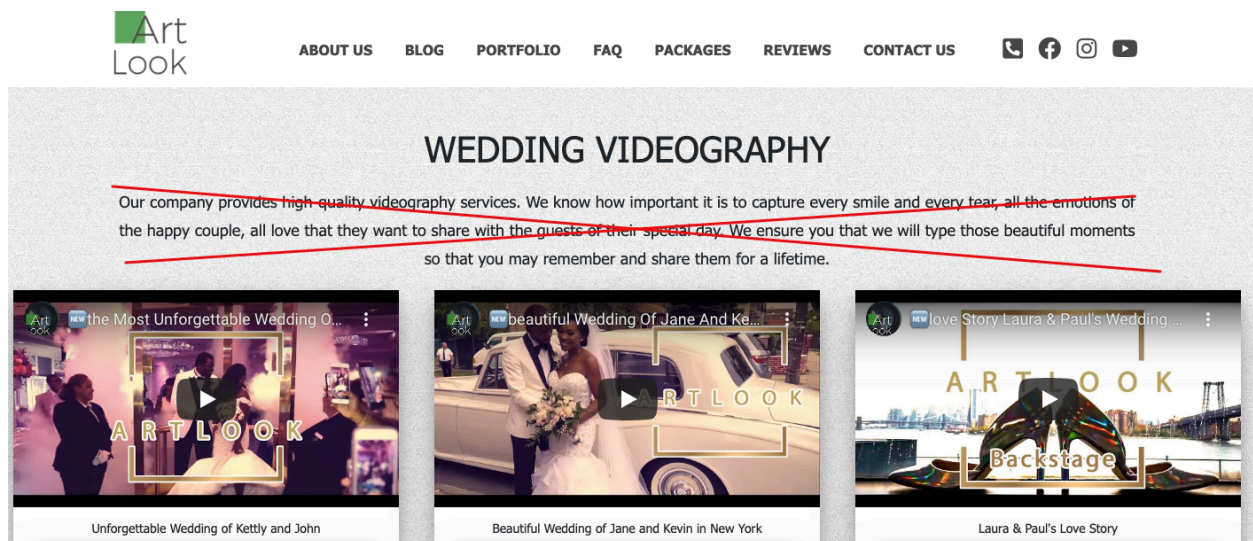
There are all necessary elements: the intro, the main part with subheadings, logical chain, conclusion, pictures, and other elements.

25. <https://www.artlook.us/portfolio/photo-samples/>

I like this page, except for the absence of texts. Google doesn't rank such content. Add titles and descriptions for these photos.

26. This page is fine - <https://www.artlook.us/portfolio/video-samples/>, except for a terribly-written and selfish description.

[This is for the author.](#)




Also, add lazy-loading thumbnails for YouTube videos. For example, check out my website - <https://seotools.tv/blog>.

[Thumbnails are done.](#)

How Blow Up Your Brand on LinkedIn? | SEOTools.TV


Anatolii Ulitovskyi 07.07.2021



Watch on YouTube >

How to optimize for Google News? | SEOTools.TV

Anatolii Ulitovskyi 05.07.2021

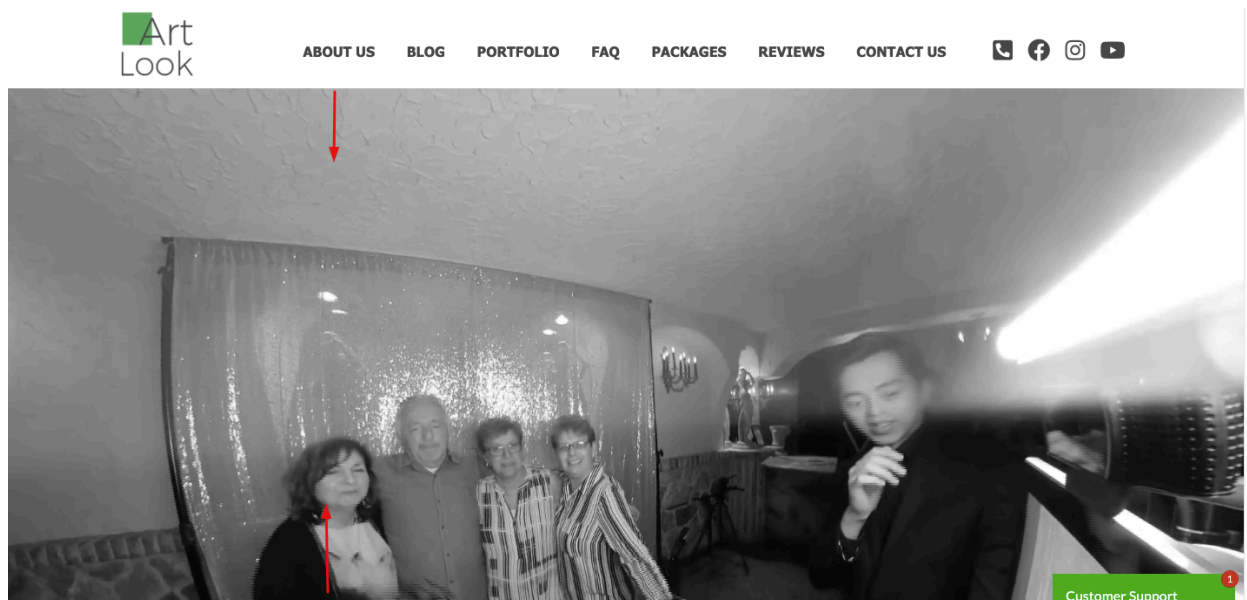


Watch on YouTube >

If you add videos directly from YouTube then site speed is low. That's why it's better to only show thumbnails for users and after clicking it takes a little bit more time to load video from YouTube.

27. <https://www.artlook.us/portfolio/photobooth-rental/>

Decrease the size of the video on the first screen because most users don't scroll down to the next block. They need to see that something is left until the video.



Squeeze the text

Both

Done. <https://prnt.sc/1fs67yq>

## PHOTOBOOTH

If you want to add a sparkling moment to your wedding, this is exactly what you need. We will present you a great mood and unforgettable moments that will last forever. Make a bright photo and get it right away! Such entertainment will not leave anyone indifferent from the smallest to the oldest.

OPEN AIR PHOTOBOOTH	ENCLOSED PHOTOBOOTH
Open Air Photo Booth is a small compact, versatile photo booth. It's allows us to deliver a booth that requires a small footprint or has a complicated delivery access. Major advantage of the OPEN AIR PHOTOBOOTH are affordable rental cost and the openness of setup that allows greater customer interaction and groups of 6+ can have their images captured and printed.	There are times when guests want to photograph themselves without the photographer's participation as they please. For this we offer a service such as a photobucket for rent. With its help, your guests can independently make group or individual photos at the event, immediately print them out and put them on the social network if they want.

28. <https://www.artlook.us/faq/>

The answers are very selfish. You use three times "we" on three sentences.

## FAQ

What is your photography style? —	Are you available for our date? +
<u>We</u> use a natural shooting style. <u>We</u> get the classic shots fine art way. <u>We</u> won't ruin it with long set-ups or stiff poses.	Do you photograph other events? +

Stop talking about you. Start talking about customers.

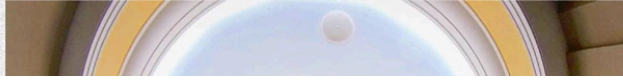
29. <https://www.artlook.us/packages/>

Sharing transparency is better but it's up to your business model.

Hire an editor to rewrite all existing texts because they are terrible.

# 360 VR PHOTO AND VIDEO

360 videography and photography is a technique where we use specialized equipment to capture the entire view of your wedding venue, ceremony and reception instead of just one flat two-dimensional image. The future is 360-degree photos and video that let you look around in any direction from a single standing position. There are many terms used to refer to this type of photography or videography, it is often called 360 panoramic photography, VR (virtual reality photography/videography), 360 virtual tours, 360 spherical photography, and more recently photosphere (a term made popular by google).



30. <https://www.artlook.us/contact-us/>

Done

Зроблено.

Fewer fields = more sales. Proven.

Use the orange button to increase the conversion rate by 30%.

<https://prnt.sc/1fam306>

Our address: 238 Bay Ridge Pkwy, NY 11209  
141 Worth St, New York, NY 10013  
Phone: (646) 233-3131  
Cell Phone: (929) 278-5665

FOLLOW US ON

- Facebook
- Instagram
- YouTube

Name

Email

Phone

Location

Message

Orange

SEND