Hi there, curious Punchline website visitor! Here's a sneak peek (NOT peak) at the kind of observations, test recommendations, and improvement ideas I suggest during a Knockout Website Audit.

While the meat of my feedback remains safely tucked into each page's dedicated video, I also jot down a skimmable bullet-point list for each page.

I've redacted my client's name and website links, along with the links to each page audit video, to protect their privacy. Hope you like!

[Client Name Redacted]

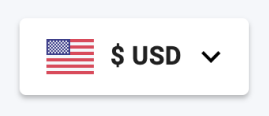**Knockout Heuristic Website Audit**

prepared by

Overall notes

- The kindness and positive energy of the brand really comes through in the site. It was a pleasure to read. :)

- That said, I'd love to see more descriptive, specific copy across the site — especially in headers/titles. (Yes, this can make them longer, but that's not necessarily a bad thing!) For example, instead of "Wholesale," I might suggest "Discover Even More Natural

Nordic Superfoods When You Buy Wholesale" or something similar.

- An easy way to make copy feel more friendly is to use more contractions. E.g. "Let us" becomes "Let's," "We are" becomes "We're," "You are" becomes "You're," etc.

- If you haven't already, install Hotjar and start recording user sessions across the site. You'll also want to pay special attention to user behavior on the checkout page, since the current WooCommerce checkout page is pretty lengthy and may be confusing!

Home - [LINK REDACTED]

- <mark>**Walkthrough video here: [link redacted]**</mark>

- Optimization notes
  - The site appears to use geotargeting to suggest that I buy in USD (or this is just the default setting)…

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  - But the sitewide banner still shows Euros. Possible to match the banner currency with the geotargeting info?

    FREE INTERNATIONAL SHIPPING FOR ORDERS OVER €59

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  - Curious to know the percentage of users who click through to buy on Amazon using those country-specific links. They may be taking up valuable space for not much gain (especially because one "Shop on Amazon" button might work better. Not sure if Amazon automatically geotargets users either.

- Design and UX notes
  - **Hero/header section:**
    - The homepage hero banner photos make it difficult to read the header text and buttons. Recommend including an opaque or semi-transparent background underneath the text to improve readability.

    - Carousel slides also move too fast. You may also want to consider using left and right scroll arrows to allow users to move through images, instead

of the 3 circles at the bottom of the slides.

- ○ **Top Selling Products section:**
    - ■ The Shop More Products CTA gets a bit lost.
    - ■ Try showing a star rating under the products
    - ■ Could also try highlighting a short sentence of a review alongside the star rating, e.g. "Amazing in my morning oatmeal".

- ○ **Client Reviews section:**
    - ■ It's not 100% clear that you can click the truncated reviews to see more. I found it surprising. But not necessarily bad!

- ○ **Our Story & Values section:**
    - ■ Great photo of Kristjan and Ahto!

- ○ **Free ebook section:**
    - ■ Consider showing the ebook cover instead of the woman + blender

- Copy notes
    - ○ **Hero/header section:**
        - ■ Homepage hero banner "eyebrow text" reads, across 3 slides:
            - ● Try Our Organic Goodness
            - ● Be Curious
            - ● Be Inspire
        - ■ It seems like a triple "Be" construction would be more satisfying here, e.g. instead of "Try Our Organic Goodness," maybe "Be Healthy" or "Be Organic"?

    - ○ **Top Selling Products section:**
        - ■ This is OK as a product section headline, but if you want to test other ideas: try "Start Here" or something more descriptive instead

        - ■ Since the only option to select among products is size, why not test "Choose package size" or "Choose size" instead of "Select options" as a button CTA?

    - ○ **Client Reviews section:**
        - ■ Instead of "Client Reviews" (which should really be "Customer Reviews"), try a headline like "What Customers are Saying" or "Customers Rave About Our 100% Natural Berries". Or, take a line from an actual review for the headline, e.g. "I was surprised at the quality."

- ○ **Our Story & Values section:**
  - ■ Test more descriptive headers
  - ■ I'd also like to see more descriptive CTA button copy, e.g. "How [Client Name] Started" or "Come Into the Forest"

- ○ **Free ebook section:**
  - ■ Remove "Let us know, if you would like to" from the first sentence.
  - ■ Test new CTA copy: "Send my free ebook" or "Send me the recipes"

About Us - [LINK REDACTED]

- ● Walkthrough video here: [link redacted]

- ● Optimization notes
  - ○ Add a CTA to Shop All Products near the end of the page!

- ● Design and UX notes
  - ○ I'd love to see a more intentional page design in Desktop view. (Potentially a two-column design that intersperses images and text blocks, with full-width sections to break it up throughout.)
  - ○ As mentioned in the walkthrough, it would be awesome to see a simple illustration of the supply chain.

- ● Copy notes
  - ○ The page message seems a bit scattered. As discussed in the walkthrough, here's a page structure I think would work better. Note that the below isn't finished copy, just ideas:

    - ■ Hero/top section:
      - ● Journey with us to the pristine forests of Estonia
      - ● About the forests and climate
        - ○ VIDEO (that's currently at the bottom of the page)
      - ● About the taste of the berries
      - ● Want to know if you're getting the real thing? Do the tongue test!
    - ■ Second section:
      - ● About the origin of the company

- [FOUNDER NAME] and [FOUNDER NAME] meet as schoolmates, then experiment with mulled wine at the Christmas market
    - Third section:
        - About the company and its values
        - Bullet-point values
        - Supply chain, processing, and transparency (this is where the graphic would go)
    - Fourth section:
        - SHOP ETHICAL SUPERFOOD BERRIES or SHOP ALL PRODUCTS call-to-action button

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Shop Page - [LINK REDACTED]

- <mark>Walkthrough video here: [link redacted]</mark>

- Optimization notes
    - Consider getting 10-15 user testing sessions from userbob.com or similar. It'll be useful to see how people interact with the left-hand filter menu when most shoppers these days are used to filters appearing above the products (not on the left or right side).

- Design and UX notes
    - Consider using a yellow badge-style icon to mark popular products, OR angling the Top Rated banner across the corner of those products so that it catches the eye more

- Copy notes
    - Make the "Shop" header more persuasive and descriptive, e.g. "Shop All Organic Nordic Superfoods" or "Shop All-Natural Nordic Superfoods"

Product Page - [LINK REDACTED]

- <mark>Walkthrough video here: [link redacted]</mark>

- Optimization notes
  - Consider bringing the star rating underneath the product title
    - How many people click through the product page to the Amazon listing? Also consider pulling a short line from one of the reviews and adding it under the title in quotes, e.g. "Makes my morning oatmeal extra-delicious"

  - If possible, auto-select the middle size of the product so that the Add to Cart button is clickable and not "grayed out" (AKA a ghost button)

  - Consider showing product page reviews one at a time on a white background, so users can scroll through (vs. the current carousel setup).
    - It seems odd that the final section of the page is "Write a Review," and may hurt customer trust (because if I, a person who hasn't yet bought the product, can write a review… who else is writing reviews without buying the product??)

- Design and UX notes
  - Would love to see a photo of a hand (or a person holding the 6oz bag) in the first or second photo to get a better understanding of scale
  - Recommend changing the order of the images so that the first set are about the product, and the second are more about competitors/tongue test
    - See the video for specific image order and copy recommendations

  - Suggest removing the "What makes Nordic Berries Superfoods?" column from the second row of image + text blurbs. That way, you can have two rows of three columns each.

  - Recommend adding section headers between each section, e.g. "Discover the [Client Name] Difference" and "Add a Little [Client Name] to Your Day"

  - Don't hide the "Use [Client Name] in your favorite recipes" section/content behind an image thumbnail (shown on the right below)! Most people won't click it and will never know it's there.

- Similarly, don't hide the following Blueberry-Lavender "Nice" Cream and 7 Reasons to Eat More Blueberries content behind a user hover (same feedback as on the homepage).

- Copy notes
  - There's a ton of great copy already on this page!

  - That said, I'd love to see 1-2 sentences introducing the product, where it comes from, and a few suggested usages, BEFORE the bullet points in the top section.
    - Also ensure that each bullet point (and really, every sentence in general) has a "So what?" Connect the dots for your readers. For example, instead of just saying, "We use the whole berry in our powder," say, "We use the whole berry in our powder, *so* you get all the nutritious goodness that's packed into the skin, seeds, and pulp."
  - The rest of the sections could use a bit of copy editing or pruning to bring a bit more voice and liveliness in, and avoid some awkward sentence construction issues.
    - I went through most of my suggested corrections in the video :)

Contact Us - [LINK REDACTED]
- Walkthrough video here: [link redacted]

- Optimization notes
  - I love that people have the option to reach out to one person here!

  - It might make it even easier to reach out if this page included some FAQs, or simply a link *to* the current FAQs page.

- Design and UX notes
  - Also love that the team is shown here. The quotes about each person are wonderful. I think this is a really unusual approach to a Contact page and it's a great idea!

  - Could include an anchor link to the bottom-of-page form sooner, or bring it up higher on the page.

- Copy notes
  - Updating headers and body copy to more casual, personable copy might lower the barrier for people to contact you.
    - E.g. instead of "Contact Us," try "Get In Touch Anytime"
    - More specific line-by-line copy suggestions in the video!

Bonus audits! :)

Wholesale page
- Walkthrough video here: [link redacted]

Add to cart > checkout flow
- Walkthrough video here: [link redacted]