

Forum:[Hack Forums](#)

Thread: [My E-Commerce Website Review](#)

Will Patterson - February 4, 2022, 9:17 am

I hope this is the right place in this forum for this & if not please let me know the correct place.

Hey everyone,

I'm trying to make some passive income in my free time so I've decided to try drop shipping but once I get a good product I will start and brand stuff myself.

I was wondering why I was not getting any conversions. I got about 20,000 impressions, 400 clicks and 0 conversions but had multiple people had to cart.

My website link is: <https://theshoevital.com/>

Any feedback would be amazing, thanks!

Kryme - February 4, 2022, 3:23 pm

The redirect is strange.. Is this for cloaking purposes?

Also the page is very basic and looks like a landing page. I would maybe add other products.

3/10

BaldCunt - February 4, 2022, 5:08 pm

Honest review:

5/10 - too plain, in simple words boring. You didn't get the "elegant" style you are looking for. The layout is basic and clean, but you forgot to add an icon to your website. I can still see the damn grey global icon.

IMO -

Your fonts could use a better matching pair and as the user above me said, it looks more like a landing page.

spacejitters - February 4, 2022, 5:33 pm

In my honest opinion, this is really bad. It doesn't feel like a shop, it feels more like an ad to a shop. Like they said above its pretty generic and feels uninspired.

Textglobal - February 4, 2022, 7:23 pm

Like they said above its pretty generic and feels uninspired.

Linux X - February 5, 2022, 10:42 am

Use better fonts like poppins.

The page is pretty basic. It needs some dynamic.

It's one-page product so you could do it better to get the girls attention.

Issvsls - February 7, 2022, 8:37 am

the landing page does not seem like a trustworthy one , try to add more content

PATRONUS - February 7, 2022, 9:00 am

Hmm, where to start? First of all, you're using one of those 3 basic/free Shopify themes: Narrative, Brooklyn, Debut. Because of millions of people worldwide doing dropshipping and using these same themes, customers started seeing patterns, connecting this shop design with "scam shops". Now, let's start from top.

1.) Your primary color is simply said: disgusting. Since you're selling this cool sneakers product, try using something like red and black or blue and grey. Product you're selling is mostly wanted by younger audience, and the color you chose is for old people.

#a56600

2.) Brand name is fine but the logo is very bad, you didn't even bother to write Shoe Vital with basic font in photoshop, this is literally site-header-logo function in Shopify. Do something about it, either pay someone on Fiverr or do it yourself (download a cool font and write site's name in Photoshop, export as transparent png and you're done).

3.) Hero-image / Slide image looks bad, it's rectangular shape (wider than higher) and you're doing just opposite, you placed picture that's higher than wider. Find a better one.

4.) You're using 3 or more fonts (Montserrat, Old Standard TT and Arapey), which is maybe fine in some cases but these are just so weird looking. Use this to find a matching fonts:

<https://www.fontpair.co/>

5.) Remove "Taxes and shipping calculated at checkout" from both product page and cart. This headline is usually misleading, customers feel like there are additional expenses they need to cover and you're stating that it's free shipping.

6.) Product page (most important part of your website) is very bad. Low quality images, multiple different colors and fonts, there's no order at all. On the images (which are also small) there is a blue color, totally different from your color scheme.

Long story short, it looks like something you made in literally 10 minutes (3 minutes to connect the domain and install the theme). There's a lot that has to be done in order to have a good looking, high-converting shop.

Textglobal - February 7, 2022, 11:37 pm

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