aaaudit

Extended audit · 26 November 2026

Fernhill Coffee Roasters

www.fernhillcoffee.example

A lovely shop that asks for too much before it lets people buy.

Summary

Fernhill looks and reads like a careful, independent roaster, and its range, story and terms are good. What holds it back is the route to an order: a pop-up and a slogan on arrival, product pages that put the story before the price, a button that looks disabled, and a delivery cost that is hidden until checkout.

Average page score

76 /125

Needs attention

What works

- A clear, attractive brand on every page
- Specific, believable reasons to buy: roasted to order, direct trade, compostable packaging
- Fair delivery and returns terms
- A tidy shop grid with prices

What holds it back

- A pop-up and a slogan stand between visitors and the coffee
- Product pages put the story before the price, options and button
- The Add to basket button looks disabled
- Delivery cost is hidden until checkout

The brief

Goal. More online orders, and more first orders from new visitors.

Audience. Home coffee drinkers who care about quality, often buying speciality coffee online for the first time, mostly on their phones.

To keep. The green and cream palette, the serif headings and the illustrated bags.

Score overview

Each page is scored out of 125 against 25 questions, each marked 1 (very poor) to 5 (excellent), in five groups: Basics 35, Information architecture 25, Content 20, Language and labelling 25, Accessibility 20. The scores are our own benchmark, not an industry standard, and are separate from the technical tests. Bands: Priority below 70, Needs attention 70 to 84, Sound 85 to 99, Strong 100 and above.

Page or template	Basics	Structure	Content	Language	Accessibility	Total	Band
Homepage	19	16	12	16	12	**75**	Needs attention
Shop: all coffee	22	16	12	17	12	**79**	Needs attention
Product page template	20	15	11	14	11	**71**	Needs attention
Basket	20	15	12	16	12	**75**	Needs attention
Subscriptions	20	16	12	16	12	**76**	Needs attention
Our story	24	15	13	17	12	**81**	Needs attention
Delivery and returns	22	15	11	16	12	**76**	Needs attention

The journey between pages

The main route to an order runs from the home page through the shop to a product and the basket. Each step was followed on desktop and at 390px wide.

Homepage to Shop: all coffee Weak
The first screen leads to the story, not the shop; the route is the menu or the “View all” button four sections down.
What to fix: Make the first button “Shop coffee” and remove the pop-up (R5, R6).

Shop: all coffee to Product page template Works
Every card links to its coffee. Sold-out coffees come first.
What to fix: List coffees in stock first and add tasting notes to cards (R7, R9).

Product page template to Basket No link
The button looks disabled and grind must be chosen before it works.
What to fix: Default the options and make the button solid, with the price (R2, R3).

Homepage to Subscriptions Weak
Reached from the menu only; plans have no prices to act on.
What to fix: Price the plans and name the buttons (R11).

Product page template to Delivery and returns Weak
Delivery terms sit in a closed panel and a long paragraph on the Help page.
What to fix: One delivery line under the button, and a scannable delivery page (R4, R14).

Our story to Shop: all coffee No link
The story ends without any link to the coffee.
What to fix: End the page with “Shop our coffee” (R15).

Homepage

https://www.fernhillcoffee.example/

75 /125 **Needs attention**

Beautiful, but a pop-up and a slogan stand between a new visitor and the coffee.

Basics 19/35

The brand is clear, but what Fernhill sells, and how to buy it, is not said until the fourth section.

Information architecture 16/25

The menu has eight items over two lines, and three of them lead to the same page.

Content 12/20

A pop-up covers the first screen; behind it a slogan leads and the coffee comes later.

Language and labelling 16/25

Friendly and plain, but buttons say “Discover” and “View all” rather than where they go.

Accessibility 12/20

Pale grey text across the page falls well short of the contrast needed.

Benchmark: the 25 questions

Basics (19/35)

Is it clear which website this is (logo, title, visual identity)?	4/5 Good	The Fernhill logo, name and green and cream palette make the site recognisable on every page.
Can a visitor easily tell who this is, what they do and why?	2/5 Poor	The first screen says “Coffee, considered.” and is then covered by a sign-up pop-up. It does not say Fernhill sells coffee to buy online.
Can the key products, packages or services be identified easily?	2/5 Poor	Coffee appears in the fourth section, without prices. The only button in the first screen leads to the brand story.
Is contact information obvious?	3/5 Average	Contact is in the footer under Help. There is no phone number or chat.
Are menu items clear and descriptive, so it is obvious what is behind them?	3/5 Average	Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the same shop page.
Does the page convey trust?	3/5 Average	Roasted to order and plastic-free packaging are good reasons to buy, but there are no reviews or delivery promises near the products.
Is help or support available if a visitor needs it?	2/5 Poor	Help means one long delivery page. There are no questions answered near the decision.

Information architecture (16/25)

Is the information easy to find?	3/5 Average	Coffee is reached by the menu or by scrolling past the story.
Is the information where a visitor would intuitively expect to find it?	3/5 Average	Most things are where shoppers expect them; delivery cost only appears in the footer and a closed panel.
Is the page free of unnecessary repetition?	4/5 Good	Little unnecessary repetition.
Is relevant and useful information signposted?	3/5 Average	Related pages rarely point to the next useful step.
Is the navigation easy and intuitive to use?	3/5 Average	Navigation is the same on every page, but the two-line menu and duplicate destinations slow it down.

Content (12/20)

Is there a clear typographical hierarchy?	4/5 Good	Serif headings and generous spacing give a clear order of headings.
Is content presented in the most effective format?	3/5 Average	Mostly paragraphs; facts shoppers compare (price, size, roast date) are not set out as facts.
Is the most important content the most visually prominent?	2/5 Poor	The pop-up is the most prominent thing on arrival; behind it the slogan, not the coffee, leads.
Is the status of things clear, for example selected and unselected, hover and focus?	3/5 Average	Not checked: hover, focus and selected states cannot be seen in a still capture.

Language and labelling (16/25)

Do labels, headings and key terms make sense?	4/5 Good	Labels are mostly clear; “Help” and “Journal” are vague.
Do calls to action describe what they do or where they lead?	2/5 Poor	“Discover our story” and “View all” do not say they lead to the coffee.
Are calls to action accessible in size and contrast?	3/5 Average	Outlined buttons in small capitals are easy to miss.
Is the content written in plain, simple language that is easy to understand?	4/5 Good	Plain, friendly language.
Is the language concise and not overwritten?	3/5 Average	Some passages are longer than shoppers need before they can buy.

Accessibility (12/20)

Can the page be operated with the keyboard alone?	3/5 Average	Not checked: keyboard use cannot be tested from a still capture.
Do elements have sufficient contrast?	2/5 Poor	Pale grey text (#A39C8E) on cream measures about 2.6:1, below the 4.5:1 needed for body text.
Is the page set up for assistive technology such as screen readers?	3/5 Average	Headings and links are real elements; the icons in the header have no text alternatives.
Do headings have a meaningful order?	4/5 Good	Headings follow a sensible order.

Observations and recommendations

The page as captured on desktop, a screen at a time. Each number on the picture has its note beneath it; positions are approximate.



1. **Put free delivery where shoppers will see it**
   Free UK delivery over £30 is mentioned only in the footer. The announcement bar is used for the newsletter discount.
   Recommendation: Use the announcement bar for “Free UK delivery on orders over £30”. (R4)

2. **Trim the menu to one line**
   Eight items wrap onto two lines. Brewing, Gifts and Journal all lead to the same shop page.
   Recommendation: Keep Shop, Subscriptions, Our story and Help; move Wholesale and Journal to the footer. (R13)

3. **Let visitors see the shop before asking for their email**
   A sign-up pop-up covers the first screen as the page opens, offering 10% off for an email address.
   Recommendation: Remove the pop-up from arrival. Offer the discount in the announcement bar, or after a visitor has viewed a product. (R5)

4. **Say what Fernhill sells in the first screen**
   The headline “Coffee, considered.” and its subline do not say that this is a shop, or what kinds of coffee it sells.
   Recommendation: Replace the slogan with a plain statement, such as “Speciality coffee, roasted to order”, and say roast days and delivery underneath. (R6)

5. **Point the main button at the coffee**
   The only button in the first screen is “Discover our story”, which leads to the About page.
   Recommendation: Make the first button “Shop coffee”, linking to the shop. Keep the story link lower down. (R6)

6. **Move the founder story below the coffee**
   A three-paragraph story comes before any product.
   Recommendation: Keep a two-line version near the top and move the full story below the favourites. (R6)

7 **Show prices on the favourites**

The four favourites show name and brew method but no price.

Recommendation: Add “From £8.50” and the tasting notes to each card, as on the shop page. (R10)

8 **Make the value statements readable**

Direct trade, roasted fresh and plastic free are strong reasons to buy, set in pale grey.

Recommendation: Darken the supporting text to at least 4.5:1 against cream. (R12)

Shop: all coffee

https://www.fernhillcoffee.example/shop/

79 /125 Needs attention

Clear and well made, but it opens with coffees you cannot buy.

Basics 22/35

Clearly a shop, with every coffee and its price on one page.

Information architecture 16/25

No filters for brew method or decaf, and the sort order puts sold-out coffees first.

Content 12/20

Tidy grid; the first two cards are sold out, which is what a visitor sees first.

Language and labelling 17/25

Clear names; “Sort: Featured” does not explain the order.

Accessibility 12/20

Pale grey intro and card details at about 2.6:1.

Benchmark: the 25 questions

Basics (22/35)

Is it clear which website this is (logo, title, visual identity)?	4/5 Good	The Fernhill logo, name and green and cream palette make the site recognisable on every page.
Can a visitor easily tell who this is, what they do and why?	3/5 Average	The page says Fernhill roasts coffee, but not in its first words.
Can the key products, packages or services be identified easily?	4/5 Good	All eight coffees with prices in one grid.
Is contact information obvious?	3/5 Average	Contact is in the footer under Help. There is no phone number or chat.
Are menu items clear and descriptive, so it is obvious what is behind them?	3/5 Average	Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the same shop page.
Does the page convey trust?	3/5 Average	Roasted to order and plastic-free packaging are good reasons to buy, but there are no reviews or delivery promises near the products.
Is help or support available if a visitor needs it?	2/5 Poor	Help means one long delivery page. There are no questions answered near the decision.

Information architecture (16/25)

Is the information easy to find?	3/5 Average	No way to narrow the list by brew method or decaf.

Is the information where a visitor would intuitively expect to find it?	3/5 Average	Most things are where shoppers expect them; delivery cost only appears in the footer and a closed panel.
Is the page free of unnecessary repetition?	4/5 Good	Little unnecessary repetition.
Is relevant and useful information signposted?	3/5 Average	Related pages rarely point to the next useful step.
Is the navigation easy and intuitive to use?	3/5 Average	Navigation is the same on every page, but the two-line menu and duplicate destinations slow it down.

Content (12/20)

Is there a clear typographical hierarchy?	4/5 Good	Serif headings and generous spacing give a clear order of headings.
Is content presented in the most effective format?	3/5 Average	Cards give origin and method but no tasting notes, so shoppers open each product to compare.
Is the most important content the most visually prominent?	2/5 Poor	The first two places go to sold-out coffees.
Is the status of things clear, for example selected and unselected, hover and focus?	3/5 Average	Not checked: hover, focus and selected states cannot be seen in a still capture.

Language and labelling (17/25)

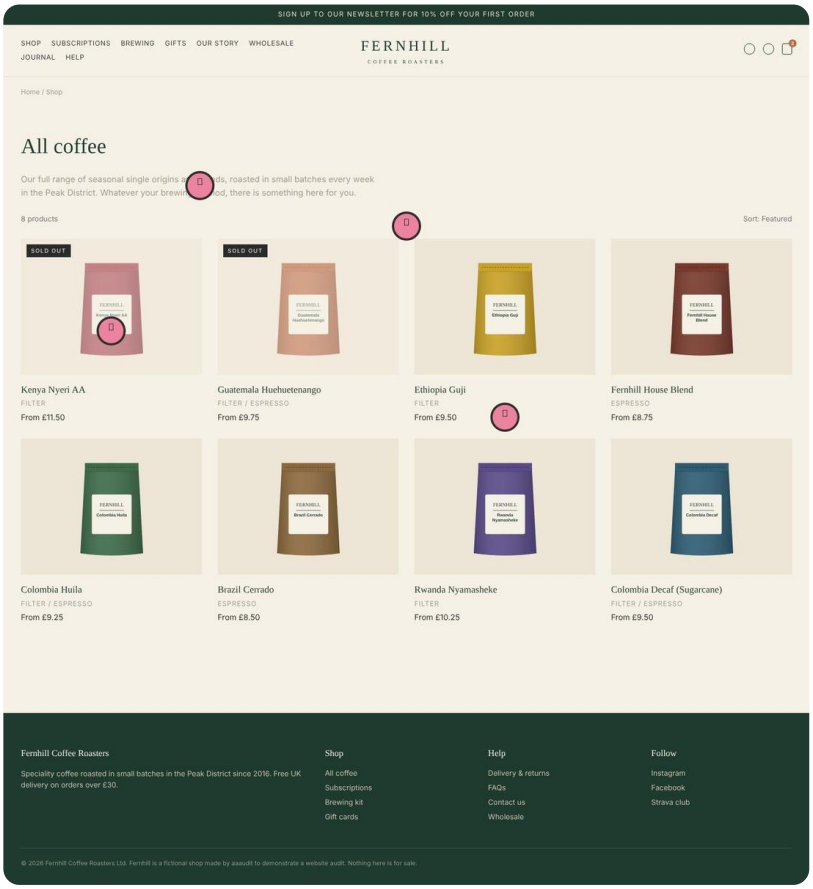
Do labels, headings and key terms make sense?	4/5 Good	Labels are mostly clear; “Help” and “Journal” are vague.
Do calls to action describe what they do or where they lead?	3/5 Average	Buttons use generic words such as “View all” and “Read more”.
Are calls to action accessible in size and contrast?	3/5 Average	Outlined buttons in small capitals are easy to miss.
Is the content written in plain, simple language that is easy to understand?	4/5 Good	Plain, friendly language.
Is the language concise and not overwritten?	3/5 Average	Some passages are longer than shoppers need before they can buy.

Accessibility (12/20)

Can the page be operated with the keyboard alone?	3/5 Average	Not checked: keyboard use cannot be tested from a still capture.
Do elements have sufficient contrast?	2/5 Poor	Pale grey text (#A39C8E) on cream measures about 2.6:1, below the 4.5:1 needed for body text.
Is the page set up for assistive technology such as screen readers?	3/5 Average	Headings and links are real elements; the icons in the header have no text alternatives.
Do headings have a meaningful order?	4/5 Good	Headings follow a sensible order.

Observations and recommendations

The page as captured on desktop, a screen at a time. Each number on the picture has its note beneath it; positions are approximate.



1 **Make the intro text readable**

The introduction is set in pale grey at about 2.6:1.

Recommendation: Darken it to at least 4.5:1. (R12)

2 **Let shoppers filter by brew method**

There is no way to show only espresso, filter or decaf coffees.

Recommendation: Add filter buttons for Filter, Espresso and Decaf above the grid. (R9)

3 **Put sold-out coffees last**

Kenya Nyeri and Guatemala Huehuetenango, both sold out, take the first two places.

Recommendation: List coffees in stock first and sold-out coffees at the end, or hide them with a “Show sold out” option. (R7)

4 **Show tasting notes on each card**

Cards show origin, method and price, but not the tasting notes that help people choose.

Recommendation: Add the three tasting notes under each name. (R9)

Product page template

https://www.fernhillcoffee.example/products/ethiopia-guji/ · one example of a template used by about 8 pages

71 /125 **Needs attention**

The story comes first; the things a shopper needs to buy come last.

Basics **20/35**

The coffee is described beautifully, but price, delivery and trust come late or not at all.

Information architecture **15/25**

Price, options and delivery are below or hidden; the order is story first, buying last.

Content **11/20**

No selected size or grind, and a button that looks disabled.

Language and labelling **14/25**

Warm writing, longer than needed before the decision.

Accessibility **11/20**

The Add to basket button and tasting notes fall well short of the contrast needed.

Benchmark: the 25 questions

Basics (20/35)

Is it clear which website this is (logo, title, visual identity)?	4/5 Good	The Fernhill logo, name and green and cream palette make the site recognisable on every page.
Can a visitor easily tell who this is, what they do and why?	3/5 Average	The page says Fernhill roasts coffee, but not in its first words.
Can the key products, packages or services be identified easily?	3/5 Average	The coffee is clear, but its price for each size is not shown.
Is contact information obvious?	3/5 Average	Contact is in the footer under Help. There is no phone number or chat.
Are menu items clear and descriptive, so it is obvious what is behind them?	3/5 Average	Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the same shop page.
Does the page convey trust?	2/5 Poor	No reviews, no roast date and delivery terms hidden in a closed panel.
Is help or support available if a visitor needs it?	2/5 Poor	Delivery and returns are behind a closed panel below the button.

Information architecture (15/25)

Is the information easy to find?	3/5 Average	Main sections are one click away, but delivery costs and roast days are hard to find.

Is the information where a visitor would intuitively expect to find it?	2/5 Poor	The price sits below two paragraphs of story, where shoppers do not expect it.
Is the page free of unnecessary repetition?	4/5 Good	Little unnecessary repetition.
Is relevant and useful information signposted?	3/5 Average	Related pages rarely point to the next useful step.
Is the navigation easy and intuitive to use?	3/5 Average	Navigation is the same on every page, but the two-line menu and duplicate destinations slow it down.

Content (11/20)

Is there a clear typographical hierarchy?	4/5 Good	Serif headings and generous spacing give a clear order of headings.
Is content presented in the most effective format?	3/5 Average	Mostly paragraphs; facts shoppers compare (price, size, roast date) are not set out as facts.
Is the most important content the most visually prominent?	2/5 Poor	The description is more prominent than the price, the options and the button.
Is the status of things clear, for example selected and unselected, hover and focus?	2/5 Poor	Grind shows “Choose an option” and no size looks selected; it is unclear what will be added.

Language and labelling (14/25)

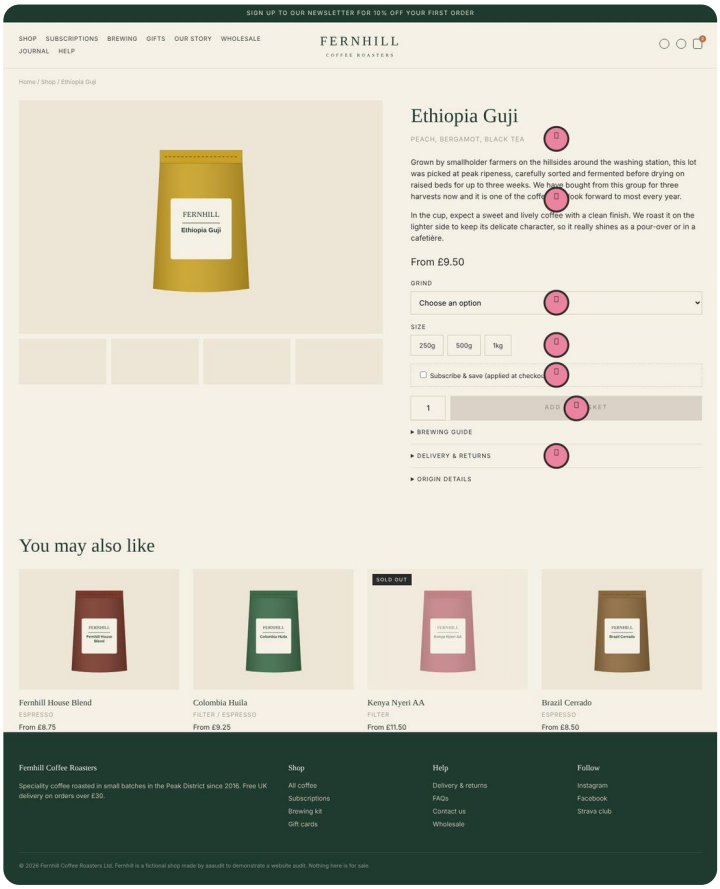
Do labels, headings and key terms make sense?	4/5 Good	Labels are mostly clear; “Help” and “Journal” are vague.
Do calls to action describe what they do or where they lead?	3/5 Average	“Add to basket” is clear but does not say the price.
Are calls to action accessible in size and contrast?	1/5 Very poor	The button is pale grey on grey (#8A857B on #D9D3C7, about 2.4:1) and looks disabled.
Is the content written in plain, simple language that is easy to understand?	4/5 Good	Plain, friendly language.
Is the language concise and not overwritten?	2/5 Poor	Two long paragraphs before the price.

Accessibility (11/20)

Can the page be operated with the keyboard alone?	3/5 Average	Not checked: keyboard use cannot be tested from a still capture.
Do elements have sufficient contrast?	1/5 Very poor	The button and tasting notes fall well below 4.5:1.
Is the page set up for assistive technology such as screen readers?	3/5 Average	Headings and links are real elements; the icons in the header have no text alternatives.
Do headings have a meaningful order?	4/5 Good	Headings follow a sensible order.

Observations and recommendations

The page as captured on desktop, a screen at a time. Each number on the picture has its note beneath it; positions are approximate.



1 **Make the tasting notes readable**

Tasting notes are pale grey capitals at about 2.6:1.

Recommendation: Darken them and set them in sentence case. (R12)

2 **Put the price and options above the story**

The price, grind and size come after two paragraphs about the farm and the cup.

Recommendation: Move price, options and button directly under the name and tasting notes, and the story below them. (R1)

3 **Choose the grind for the shopper**

Grind defaults to “Choose an option” and no size is selected.

Recommendation: Default to Whole bean and 250g, show the selected size clearly, and show the price for each size. (R2)

4 **Show which size is chosen and what it costs**

The three sizes look the same, and only “From £9.50” is shown.

Recommendation: Give the selected size a filled style and update the price when the size changes. (R2)

5 **Say what Subscribe & save saves**

The box says only “applied at checkout”.

Recommendation: Say the saving and the frequency, or link to the subscriptions page. (R11)

6 **Make the button look like it works**

“Add to basket” is pale grey text on a grey button, at about 2.4:1. It looks disabled.

Recommendation: Use the dark green solid style, and say the price: “Add to basket, £9.50”. (R3)

7 **Say the delivery cost beside the button**

Delivery cost and roast days are inside a closed “Delivery & returns” panel.

Recommendation: Add one line under the button: free UK delivery over £30, otherwise £3.95, and when the coffee is roasted and sent. (R4)

Basket

https://www.fernhillcoffee.example/cart/

75 /125 Needs attention

Clear lines and totals, but no delivery cost and the pay button comes last on a phone.

Basics 20/35

Totals are clear, but the delivery cost and reassurance shoppers look for here are missing.

Information architecture 15/25

On a phone, the summary and button come after the upsells.

Content 12/20

A discount field is the first thing in the summary.

Language and labelling 16/25

“Continue” and “Complete your order” do not say what happens next.

Accessibility 12/20

Pale grey shipping line and small print below 4.5:1.

Benchmark: the 25 questions

Basics (20/35)

Is it clear which website this is (logo, title, visual identity)?	4/5 Good	The Fernhill logo, name and green and cream palette make the site recognisable on every page.
Can a visitor easily tell who this is, what they do and why?	3/5 Average	The page says Fernhill roasts coffee, but not in its first words.
Can the key products, packages or services be identified easily?	3/5 Average	Coffee is reachable from the menu, but products are not shown with prices on this page.
Is contact information obvious?	3/5 Average	Contact is in the footer under Help. There is no phone number or chat.
Are menu items clear and descriptive, so it is obvious what is behind them?	3/5 Average	Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the same shop page.
Does the page convey trust?	2/5 Poor	No delivery cost, dispatch time or returns at the moment of decision.
Is help or support available if a visitor needs it?	2/5 Poor	No reassurance or help beside the button.

Information architecture (15/25)

Is the information easy to find?	3/5 Average	Main sections are one click away, but delivery costs and roast days are hard to find.

Is the information where a visitor would intuitively expect to find it?	2/5 Poor	Shipping says “Calculated at checkout”.
Is the page free of unnecessary repetition?	4/5 Good	Little unnecessary repetition.
Is relevant and useful information signposted?	3/5 Average	Related pages rarely point to the next useful step.
Is the navigation easy and intuitive to use?	3/5 Average	Navigation is the same on every page, but the two-line menu and duplicate destinations slow it down.

Content (12/20)

Is there a clear typographical hierarchy?	4/5 Good	Serif headings and generous spacing give a clear order of headings.
Is content presented in the most effective format?	3/5 Average	Mostly paragraphs; facts shoppers compare (price, size, roast date) are not set out as facts.
Is the most important content the most visually prominent?	2/5 Poor	On a phone, the upsells come before the checkout button.
Is the status of things clear, for example selected and unselected, hover and focus?	3/5 Average	Not checked: hover, focus and selected states cannot be seen in a still capture.

Language and labelling (16/25)

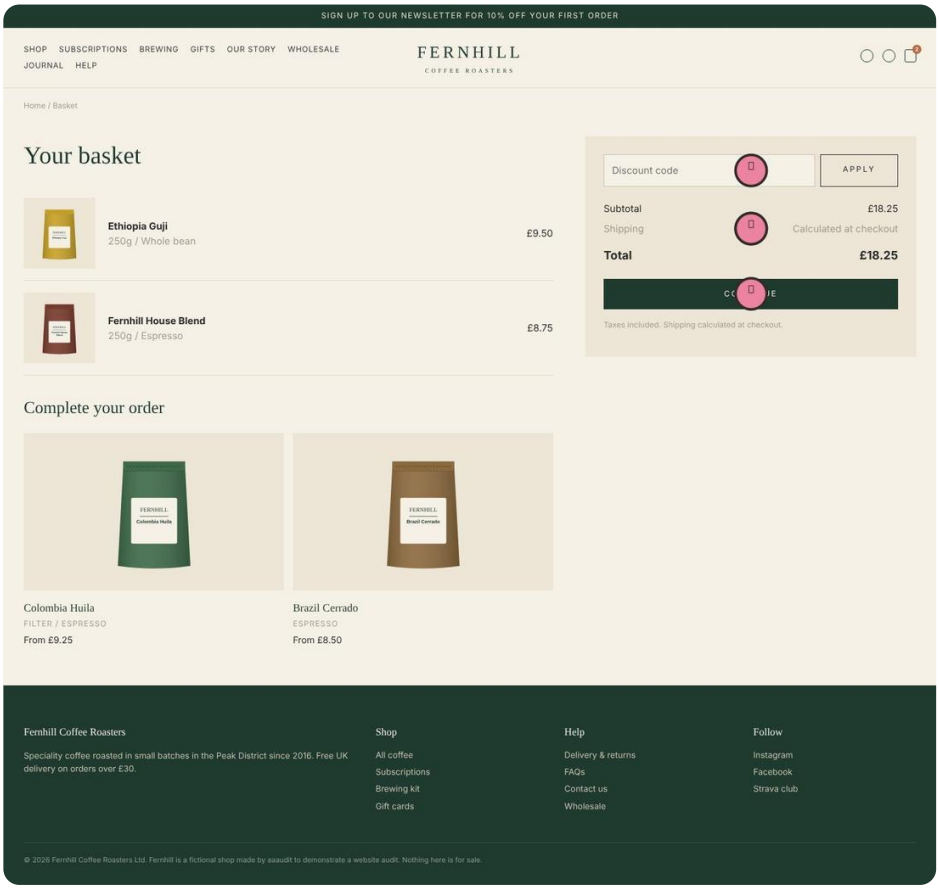
Do labels, headings and key terms make sense?	4/5 Good	Labels are mostly clear; “Help” and “Journal” are vague.
Do calls to action describe what they do or where they lead?	2/5 Poor	The pay button says “Continue”.
Are calls to action accessible in size and contrast?	3/5 Average	Outlined buttons in small capitals are easy to miss.
Is the content written in plain, simple language that is easy to understand?	4/5 Good	Plain, friendly language.
Is the language concise and not overwritten?	3/5 Average	Some passages are longer than shoppers need before they can buy.

Accessibility (12/20)

Can the page be operated with the keyboard alone?	3/5 Average	Not checked: keyboard use cannot be tested from a still capture.
Do elements have sufficient contrast?	2/5 Poor	Pale grey text (#A39C8E) on cream measures about 2.6:1, below the 4.5:1 needed for body text.
Is the page set up for assistive technology such as screen readers?	3/5 Average	Headings and links are real elements; the icons in the header have no text alternatives.
Do headings have a meaningful order?	4/5 Good	Headings follow a sensible order.

Observations and recommendations

The page as captured on desktop, a screen at a time. Each number on the picture has its note beneath it; positions are approximate.



1 **Make the discount field smaller**

A discount field with its own button leads the summary.

Recommendation: Replace it with a “Have a discount code?” link that opens the field. (R8)

2 **Show the delivery cost in the basket**

Shipping is “Calculated at checkout”. The £30 free delivery threshold is not mentioned.

Recommendation: Show the delivery cost, and how much more is needed for free delivery. (R4)

3 **Reassure at the moment of decision**

No dispatch time, returns or payment information beside the total.

Recommendation: Add one line: dispatched within two working days of roasting; unopened bags can be returned within 14 days. (R4)

4 **Call the button what it does**

The pay button says “Continue”.

Recommendation: Use “Checkout securely”. (R8)

5 **Put the checkout button first on a phone**

On a phone, “Complete your order” upsells come before the summary and button.

Recommendation: Place the summary and button directly after the lines; put suggestions after the button. (R8)

Subscriptions

https://www.fernhillcoffee.example/subscriptions/

76 /125 Needs attention

A good offer, described too thinly to choose from.

Basics 20/35

The plans are named but not priced or explained.

Information architecture 16/25

Each plan leads to “Learn more” with nothing more to learn.

Content 12/20

Three identical cards; nothing to compare.

Language and labelling 16/25

“Learn more” three times.

Accessibility 12/20

Pale grey plan descriptions.

Benchmark: the 25 questions

Basics (20/35)

Is it clear which website this is (logo, title, visual identity)?	4/5 Good	The Fernhill logo, name and green and cream palette make the site recognisable on every page.
Can a visitor easily tell who this is, what they do and why?	3/5 Average	The page says Fernhill roasts coffee, but not in its first words.
Can the key products, packages or services be identified easily?	2/5 Poor	Three plans with no price, frequency or saving.
Is contact information obvious?	3/5 Average	Contact is in the footer under Help. There is no phone number or chat.
Are menu items clear and descriptive, so it is obvious what is behind them?	3/5 Average	Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the same shop page.
Does the page convey trust?	3/5 Average	Roasted to order and plastic-free packaging are good reasons to buy, but there are no reviews or delivery promises near the products.
Is help or support available if a visitor needs it?	2/5 Poor	Help means one long delivery page. There are no questions answered near the decision.

Information architecture (16/25)

Is the information easy to find?	3/5 Average	Main sections are one click away, but delivery costs and roast days are hard to find.
Is the information where a visitor would intuitively expect to find it?	3/5 Average	Most things are where shoppers expect them; delivery cost only appears in the footer and a closed panel.
Is the page free of unnecessary repetition?	4/5 Good	Little unnecessary repetition.
Is relevant and useful information signposted?	3/5 Average	Related pages rarely point to the next useful step.
Is the navigation easy and intuitive to use?	3/5 Average	Navigation is the same on every page, but the two-line menu and duplicate destinations slow it down.

Content (12/20)

Is there a clear typographical hierarchy?	4/5 Good	Serif headings and generous spacing give a clear order of headings.
Is content presented in the most effective format?	2/5 Poor	A sentence per plan; no comparison.
Is the most important content the most visually prominent?	3/5 Average	The most important thing on the page is not always the most visible.
Is the status of things clear, for example selected and unselected, hover and focus?	3/5 Average	Not checked: hover, focus and selected states cannot be seen in a still capture.

Language and labelling (16/25)

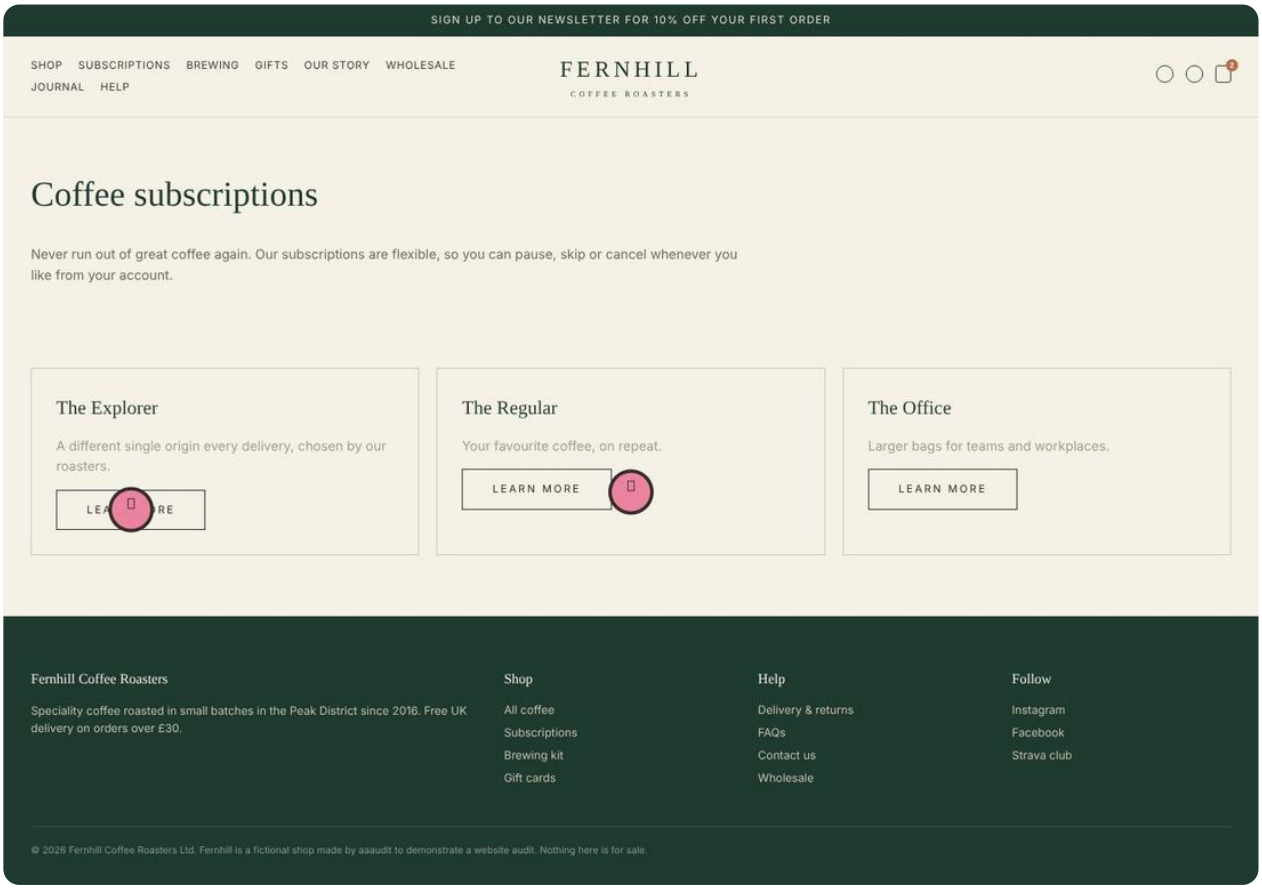
Do labels, headings and key terms make sense?	4/5 Good	Labels are mostly clear; “Help” and “Journal” are vague.
Do calls to action describe what they do or where they lead?	2/5 Poor	Three identical “Learn more” buttons.
Are calls to action accessible in size and contrast?	3/5 Average	Outlined buttons in small capitals are easy to miss.
Is the content written in plain, simple language that is easy to understand?	4/5 Good	Plain, friendly language.
Is the language concise and not overwritten?	3/5 Average	Some passages are longer than shoppers need before they can buy.

Accessibility (12/20)

Can the page be operated with the keyboard alone?	3/5 Average	Not checked: keyboard use cannot be tested from a still capture.
Do elements have sufficient contrast?	2/5 Poor	Pale grey text (#A39C8E) on cream measures about 2.6:1, below the 4.5:1 needed for body text.
Is the page set up for assistive technology such as screen readers?	3/5 Average	Headings and links are real elements; the icons in the header have no text alternatives.
Do headings have a meaningful order?	4/5 Good	Headings follow a sensible order.

Observations and recommendations

The page as captured on desktop, a screen at a time. Each number on the picture has its note beneath it; positions are approximate.



1 **Price the plans and say what they save**

The three plans have no price, frequency or saving.

Recommendation: Give each plan a price per bag, how often it arrives, and the saving against buying one bag at a time. (R11)

2 **Name the buttons for what they do**

Each plan has “Learn more”.

Recommendation: Use “Start the Explorer”, “Start the Regular” and “Start the Office”. (R11)

Our story

https://www.fernhillcoffee.example/about/

81 /125 Needs attention

A warm, specific story that ends without a next step.

Basics 24/35

The strongest page for who Fernhill is and why to trust it.

Information architecture 15/25

No link from the story to the coffee.

Content 13/20

Readable paragraphs and a clear heading.

Language and labelling 17/25

Specific, warm and plain.

Accessibility 12/20

Body text in muted grey.

Benchmark: the 25 questions

Basics (24/35)

Is it clear which website this is (logo, title, visual identity)?	4/5 Good	The Fernhill logo, name and green and cream palette make the site recognisable on every page.
Can a visitor easily tell who this is, what they do and why?	5/5 Excellent	Who Fernhill is, where and why is told clearly.
Can the key products, packages or services be identified easily?	3/5 Average	Coffee is reachable from the menu, but products are not shown with prices on this page.
Is contact information obvious?	3/5 Average	Contact is in the footer under Help. There is no phone number or chat.
Are menu items clear and descriptive, so it is obvious what is behind them?	3/5 Average	Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the same shop page.
Does the page convey trust?	4/5 Good	Direct trade, tasting every batch and compostable bags are specific and believable.
Is help or support available if a visitor needs it?	2/5 Poor	Help means one long delivery page. There are no questions answered near the decision.

Information architecture (15/25)

Is the information easy to find?	3/5 Average	Main sections are one click away, but delivery costs and roast days are hard to find.

Is the information where a visitor would intuitively expect to find it?	3/5 Average	Most things are where shoppers expect them; delivery cost only appears in the footer and a closed panel.
Is the page free of unnecessary repetition?	4/5 Good	Little unnecessary repetition.
Is relevant and useful information signposted?	2/5 Poor	The page ends without a link to the coffee.
Is the navigation easy and intuitive to use?	3/5 Average	Navigation is the same on every page, but the two-line menu and duplicate destinations slow it down.

Content (13/20)

Is there a clear typographical hierarchy?	4/5 Good	Serif headings and generous spacing give a clear order of headings.
Is content presented in the most effective format?	3/5 Average	Mostly paragraphs; facts shoppers compare (price, size, roast date) are not set out as facts.
Is the most important content the most visually prominent?	3/5 Average	The most important thing on the page is not always the most visible.
Is the status of things clear, for example selected and unselected, hover and focus?	3/5 Average	Not checked: hover, focus and selected states cannot be seen in a still capture.

Language and labelling (17/25)

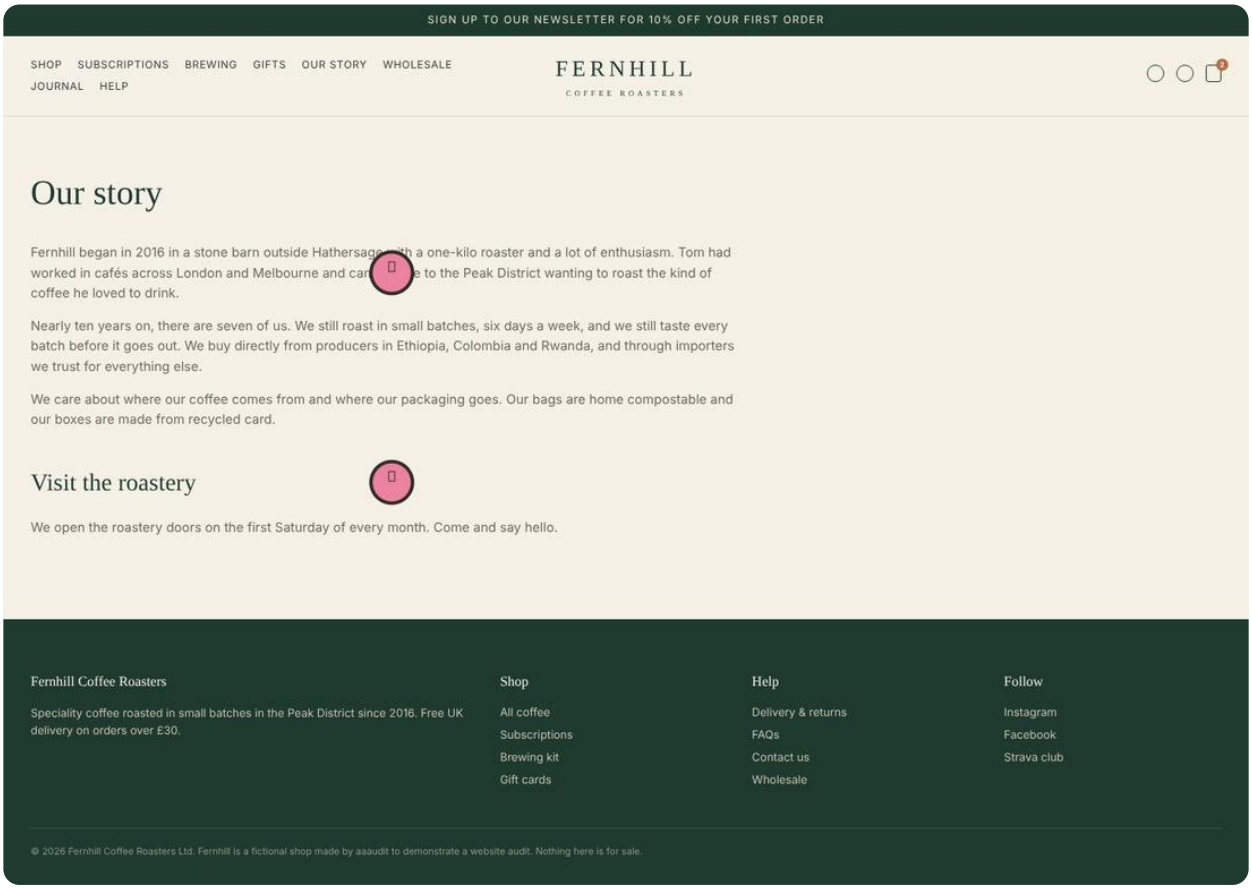
Do labels, headings and key terms make sense?	4/5 Good	Labels are mostly clear; “Help” and “Journal” are vague.
Do calls to action describe what they do or where they lead?	3/5 Average	Buttons use generic words such as “View all” and “Read more”.
Are calls to action accessible in size and contrast?	3/5 Average	Outlined buttons in small capitals are easy to miss.
Is the content written in plain, simple language that is easy to understand?	4/5 Good	Plain, friendly language.
Is the language concise and not overwritten?	3/5 Average	Some passages are longer than shoppers need before they can buy.

Accessibility (12/20)

Can the page be operated with the keyboard alone?	3/5 Average	Not checked: keyboard use cannot be tested from a still capture.
Do elements have sufficient contrast?	2/5 Poor	Pale grey text (#A39C8E) on cream measures about 2.6:1, below the 4.5:1 needed for body text.
Is the page set up for assistive technology such as screen readers?	3/5 Average	Headings and links are real elements; the icons in the header have no text alternatives.
Do headings have a meaningful order?	4/5 Good	Headings follow a sensible order.

Observations and recommendations

The page as captured on desktop, a screen at a time. Each number on the picture has its note beneath it; positions are approximate.



1 **Lead from the story to the coffee**
The page ends without a link to the shop.
Recommendation: End with “Shop our coffee” and link the named origins to their coffees. (R15)

2 **Give the open day its details**
“First Saturday of every month” has no time or address.
Recommendation: Add the time, address and a map link. (R15)

Delivery and returns

https://www.fernhillcoffee.example/delivery/

76 /125 Needs attention

Every answer is here, in one paragraph of 230 words.

Basics 22/35

All the facts are here, which is good.

Information architecture 15/25

No headings; answers cannot be scanned.

Content 11/20

One unbroken paragraph.

Language and labelling 16/25

Plain words in long sentences.

Accessibility 12/20

Text in muted grey, and no headings for screen reader users to move between.

Benchmark: the 25 questions

Basics (22/35)

Is it clear which website this is (logo, title, visual identity)?	4/5 Good	The Fernhill logo, name and green and cream palette make the site recognisable on every page.
Can a visitor easily tell who this is, what they do and why?	3/5 Average	The page says Fernhill roasts coffee, but not in its first words.
Can the key products, packages or services be identified easily?	3/5 Average	Coffee is reachable from the menu, but products are not shown with prices on this page.
Is contact information obvious?	3/5 Average	Contact is in the footer under Help. There is no phone number or chat.
Are menu items clear and descriptive, so it is obvious what is behind them?	3/5 Average	Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the same shop page.
Does the page convey trust?	3/5 Average	Roasted to order and plastic-free packaging are good reasons to buy, but there are no reviews or delivery promises near the products.
Is help or support available if a visitor needs it?	3/5 Average	The answers exist, in one long paragraph.

Information architecture (15/25)

Is the information easy to find?	2/5 Poor	A visitor must read the whole paragraph to find one answer.

Is the information where a visitor would intuitively expect to find it?	3/5 Average	Most things are where shoppers expect them; delivery cost only appears in the footer and a closed panel.
Is the page free of unnecessary repetition?	4/5 Good	Little unnecessary repetition.
Is relevant and useful information signposted?	3/5 Average	Related pages rarely point to the next useful step.
Is the navigation easy and intuitive to use?	3/5 Average	Navigation is the same on every page, but the two-line menu and duplicate destinations slow it down.

Content (11/20)

Is there a clear typographical hierarchy?	4/5 Good	Serif headings and generous spacing give a clear order of headings.
Is content presented in the most effective format?	1/5 Very poor	One 230-word paragraph covers delivery, returns, subscriptions and gift cards.
Is the most important content the most visually prominent?	3/5 Average	The most important thing on the page is not always the most visible.
Is the status of things clear, for example selected and unselected, hover and focus?	3/5 Average	Not checked: hover, focus and selected states cannot be seen in a still capture.

Language and labelling (16/25)

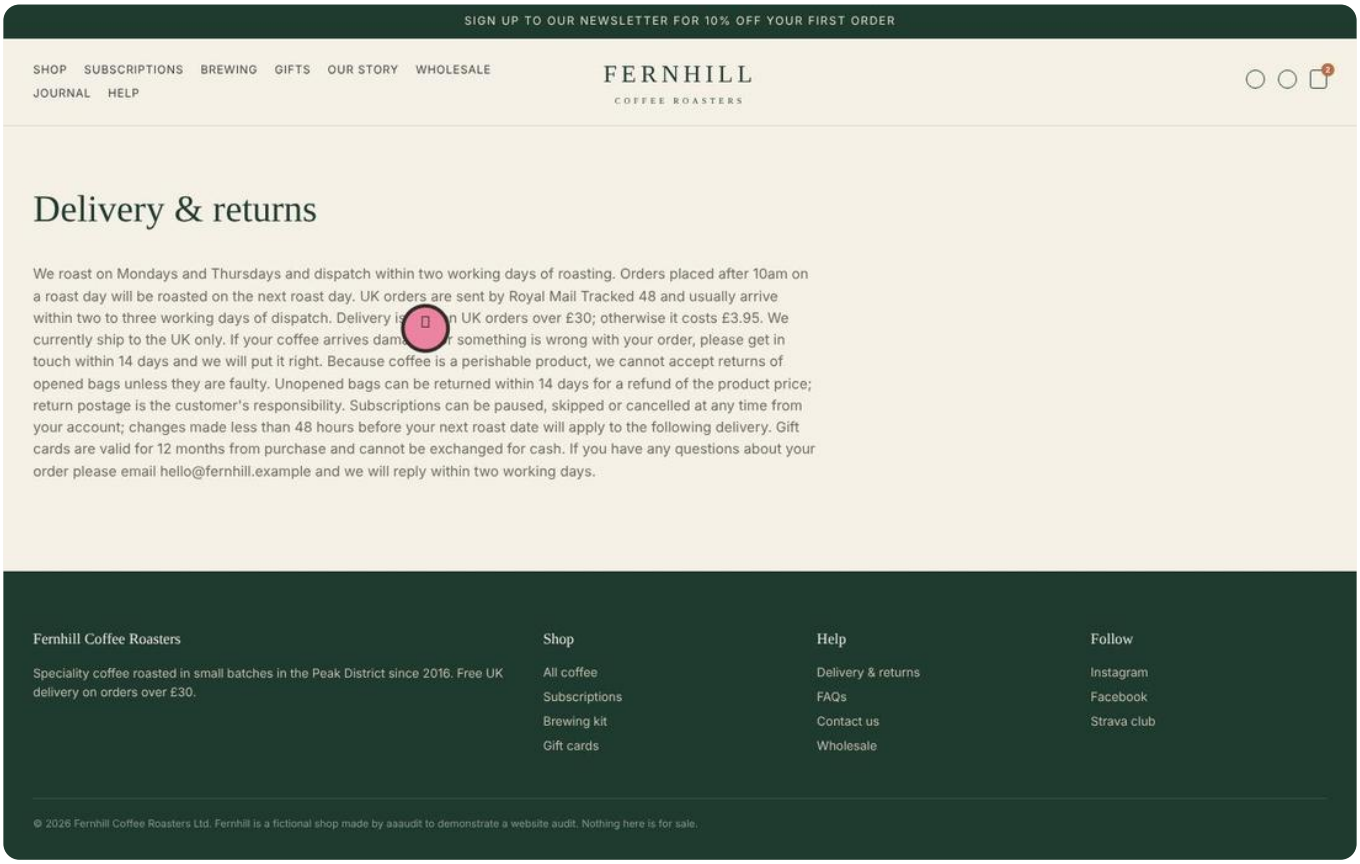
Do labels, headings and key terms make sense?	4/5 Good	Labels are mostly clear; “Help” and “Journal” are vague.
Do calls to action describe what they do or where they lead?	3/5 Average	Buttons use generic words such as “View all” and “Read more”.
Are calls to action accessible in size and contrast?	3/5 Average	Outlined buttons in small capitals are easy to miss.
Is the content written in plain, simple language that is easy to understand?	4/5 Good	Plain, friendly language.
Is the language concise and not overwritten?	2/5 Poor	Long sentences in one block.

Accessibility (12/20)

Can the page be operated with the keyboard alone?	3/5 Average	Not checked: keyboard use cannot be tested from a still capture.
Do elements have sufficient contrast?	2/5 Poor	Pale grey text (#A39C8E) on cream measures about 2.6:1, below the 4.5:1 needed for body text.
Is the page set up for assistive technology such as screen readers?	3/5 Average	Headings and links are real elements; the icons in the header have no text alternatives.
Do headings have a meaningful order?	4/5 Good	Headings follow a sensible order.

Observations and recommendations

The page as captured on desktop, a screen at a time. Each number on the picture has its note beneath it; positions are approximate.



1 **Break the page into short answers**

One 230-word paragraph covers delivery, returns, subscriptions and gift cards.

Recommendation: Split it under four headings, with delivery cost and dispatch first, as short lines. (R14)

Recommendations

16 changes, most important first. Effort is for a competent web developer: Low is under half a day, Medium is one to three days, High is a week or more.

R1. Put the price, options and button above the story on product pages

High priority · Medium effort · High confidence · Observed problem · Desktop and mobile · Product page template

Problem. On every product page the price, grind, size and button come after two paragraphs about the farm and the cup. On a phone the price is about one and a half screens down.

Change. Order the page: name, tasting notes, price, grind, size, button, delivery line, then the story and origin details.

How to check it worked. Track add-to-basket rate per product page view for four weeks before and after.

Evidence: Product page template inspected at desktop and 390px wide; eight coffees use it. Why it matters: Shoppers who have already chosen a coffee look for the price and the button first. Making them scroll past the story adds effort at the point of decision. Limits: The effect on sales is a hypothesis; no analytics were supplied.

R2. Choose a grind and size by default, and show what is selected

High priority · Low effort · High confidence · Observed problem · Desktop and mobile · Product page template

Problem. Grind defaults to “Choose an option” and no size is selected, so the button cannot work until two choices are made. Only “From £9.50” is shown.

Change. Default to Whole bean and 250g, show the selected size with a filled style, and show the price of the selected size.

How to check it worked. Count add-to-basket errors and attempts before and after.

Evidence: Product form controls as captured. Why it matters: Every required choice is a chance to stop. Whole bean and 250g are the most common choices for speciality coffee. Limits: Most common choices are assumed; check order history.

R3. Make “Add to basket” look active and say the price

High priority · Low effort · High confidence · Observed problem · Desktop and mobile · Product page template

Problem. The button is pale grey text on a grey background, about 2.4:1. It looks disabled.

Change. Use the solid dark green button style and the words “Add to basket, £9.50”, updating with the size.

How to check it worked. Track button clicks per product page view.

Evidence: Colours measured from the capture. Why it matters: A button that looks disabled is not pressed. It also fails the contrast needed for people with low vision. Limits: None beyond the usual: the measured contrast is from the capture.

R4. Show the delivery cost and free-delivery threshold before checkout

High priority | Medium effort | High confidence | Observed problem | Desktop and mobile | Homepage, Product page template, Basket

Problem. Delivery cost appears only in the footer, a closed panel on product pages, and as “Calculated at checkout” in the basket.

Change. Put “Free UK delivery on orders over £30” in the announcement bar, one line under every Add to basket button, and the cost with the amount left for free delivery in the basket.

How to check it worked. Compare basket-to-checkout rate and average order value for four weeks before and after.

Evidence: Homepage, product page and basket inspected; delivery page compared. Why it matters: An unknown delivery cost is one of the most common reasons shoppers leave at checkout. Fernhill’s terms are good (£3.95, free over £30), but hidden. Limits: Checkout itself was not reviewed.

R5. Stop covering the home page with a pop-up

High priority | Low effort | High confidence | Observed problem | Desktop and mobile | Homepage

Problem. A sign-up pop-up covers the first screen on arrival, at every size.

Change. Remove it on arrival. Offer the newsletter discount in the footer, after a product view, or as a small bar.

How to check it worked. Compare home page bounce rate and newsletter sign-ups before and after.

Evidence: Seen on load at desktop and 390px wide. Why it matters: First-time visitors are asked for an email before they have seen a single coffee. On phones the pop-up fills the screen. Limits: Sign-ups may fall; compare against sales.

R6. Say what Fernhill sells in the first screen, with a button to the coffee

High priority | Low effort | High confidence | Observed problem | Desktop and mobile | Homepage

Problem. “Coffee, considered.” and “Discover our story” do not say that this is a shop or lead to the coffee.

Change. Use a plain headline, such as “Speciality coffee, roasted to order”, roast and delivery facts underneath, and one button: “Shop coffee”.

How to check it worked. Compare clicks from the home page to the shop before and after.

Evidence: Hero as captured. Why it matters: Visitors from adverts and search decide in seconds whether they are in the right place. Limits: Wording to be agreed with the owners.

R7. List coffees in stock first on the shop page

High priority · Low effort · High confidence · Observed problem · Desktop and mobile · Shop: all coffee

Problem. The first two coffees on the shop page are sold out.

Change. Sort coffees in stock first and sold-out coffees last, with a “Notify me” option.

How to check it worked. Compare clicks on the first row before and after.

Evidence: Order of cards as captured. Why it matters: The first things a shopper sees are things they cannot buy. Limits: None.

R8. Put “Checkout securely” before the suggestions in the basket

High priority · Low effort · High confidence · Observed problem · Mobile first · Basket

Problem. On a phone, “Complete your order” suggestions come before the summary and the button, which says “Continue”. A discount field leads the summary.

Change. Order the basket: lines, summary, “Checkout securely”, then suggestions. Replace the discount field with a “Have a discount code?” link.

How to check it worked. Compare basket-to-checkout rate on mobile before and after.

Evidence: Basket inspected at desktop and 390px wide. Why it matters: At the last step the button should be the easiest thing to reach. A prominent discount field can send shoppers away to look for a code. Limits: Effect on suggestion sales unknown.

R9. Add filters and tasting notes to the shop page

Medium priority · Medium effort · Medium confidence · Hypothesis to test · Desktop and mobile · Shop: all coffee

Problem. There is no way to show only filter, espresso or decaf coffees, and cards lack tasting notes.

Change. Add Filter, Espresso and Decaf buttons above the grid, and three tasting notes on each card.

How to check it worked. Track filter use and product views per visit.

Evidence: Shop page as captured. Why it matters: Shoppers usually know their brew method. Notes on cards let them compare without opening each coffee. Limits: With eight coffees the gain may be modest; it grows with the range.

R10. Show prices on the home page favourites

Medium priority · Low effort · High confidence · Observed problem · Desktop and mobile · Homepage

Problem. The four favourites on the home page have no prices.

Change. Add “From £…” and the tasting notes to each card.

How to check it worked. Clicks on favourites before and after.

Evidence: Cards as captured. Why it matters: Price is one of the first things shoppers look for. Limits: None.

R11. Price the subscriptions and say what they save

Medium priority | Medium effort | High confidence | Observed problem | Desktop and mobile | Subscriptions, Product page template

Problem. Subscription plans have no price, frequency or saving, and product pages say only “Subscribe & save (applied at checkout)”.

Change. Give each plan a price per bag, frequency and saving; say the saving on product pages.

How to check it worked. Track subscription starts per visit to the page.

Evidence: Subscriptions page and product page inspected. Why it matters: A subscription is a bigger commitment; shoppers need the price before they start. Limits: Prices to be set by the owners.

R12. Darken the pale grey text across the site

Medium priority | Low effort | High confidence | Observed problem | Desktop and mobile | Homepage, Shop: all coffee, Product page template, Basket, Subscriptions, Our story, Delivery and returns

Problem. Supporting text, tasting notes and small print are pale grey (#A39C8E) on cream, about 2.6:1.

Change. Use a darker grey, at least #6E685D, for all supporting text.

How to check it worked. Re-run the accessibility test; contrast errors should clear.

Evidence: Measured from captures of every page. Why it matters: Below the 4.5:1 needed for body text, so hard to read for many visitors, especially on phones outdoors. Limits: None.

R13. Trim the menu to one line of clear destinations

Medium priority | Medium effort | Medium confidence | Hypothesis to test | Desktop | Homepage, Shop: all coffee, Product page template, Basket, Subscriptions, Our story, Delivery and returns

Problem. Eight menu items wrap onto two lines; Brewing, Gifts and Journal all lead to the shop page.

Change. Keep Shop, Subscriptions, Our story and Help. Move Wholesale and Journal to the footer.

How to check it worked. Track menu clicks per item.

Evidence: Menu links followed on every inspected page. Why it matters: Duplicate destinations make the menu longer without helping anyone find anything. Limits: Gifts may deserve its own page later.

R14. Break the delivery and returns page into short answers

Medium priority | Low effort | High confidence | Observed problem | Desktop and mobile | Delivery and returns

Problem. One 230-word paragraph covers delivery, returns, subscriptions and gift cards.

Change. Four headings (Delivery, Returns, Subscriptions, Gift cards) with short lines under each, delivery cost first.

How to check it worked. Fewer delivery questions by email.

Evidence: Page as captured. Why it matters: Shoppers come to this page with one question and need to find the answer at a glance. Limits: None.

R15. Lead from the story to the coffee

Low priority | Low effort | High confidence | Observed problem | Desktop and mobile | Our story

Problem. The About page ends without a link to the shop.

Change. End with “Shop our coffee” and link the named origins to their coffees.

How to check it worked. Clicks from About to the shop.

Evidence: Page end as captured. Why it matters: Visitors persuaded by the story have nowhere to go next. Limits: None.

R16. Make the home page illustration and fonts load faster

Medium priority | Medium effort | Medium confidence | Observed problem | Mobile first | Homepage, Product page template

Problem. The sample technical results show the home page’s largest element appearing at 5.4 seconds on mobile.

Change. Serve the hero at the size each device needs, preload it, and load web fonts with font-display: swap.

How to check it worked. Re-run Lighthouse on mobile; LCP should fall below 2.5 seconds.

Evidence: Lighthouse sample results in the technical section. Why it matters: On a typical mobile connection the first screen is blank or incomplete for several seconds. Limits: Results vary between runs.

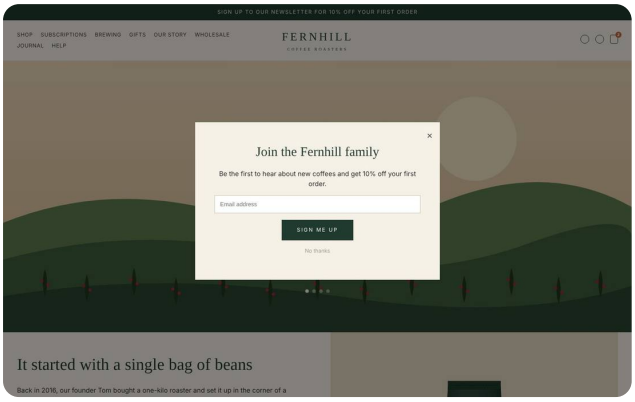
Visual concepts

Each recommendation drawn on the page it applies to: the part of the page as it is, then with the change. The proposed version keeps the page's own picture and lays the change over it.

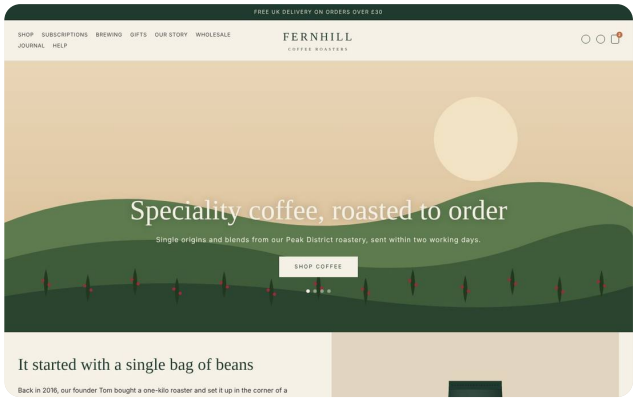
Home page first screen

Homepage, desktop. For R6: Say what Fernhill sells in the first screen, with a button to the coffee

As it is



Proposed



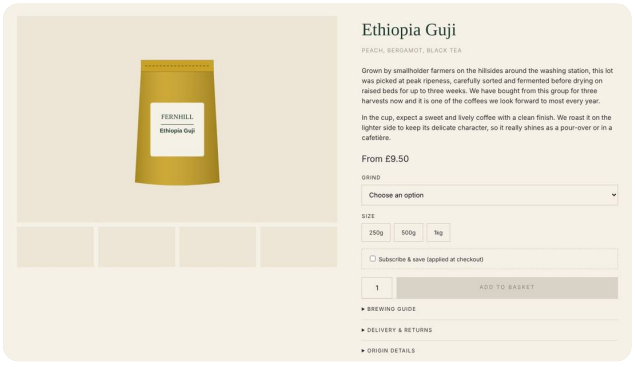
The same illustration, typeface and colours, without the pop-up, with a plain headline and one button to the coffee.

- The pop-up is gone, so the first screen is the shop, not a sign-up form (R5).
- The headline says what Fernhill sells; the subline gives roasting and delivery facts (R6).
- "Shop coffee" replaces "Discover our story" (R6).
- The announcement bar carries free delivery over £30 (R4).

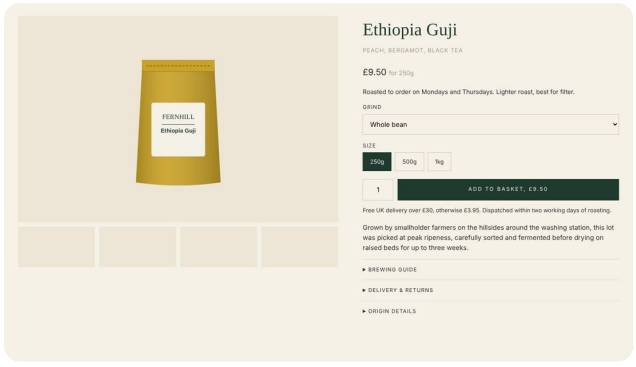
Product page buy box

Product page template, desktop. For R1: Put the price, options and button above the story on product pages

As it is



Proposed



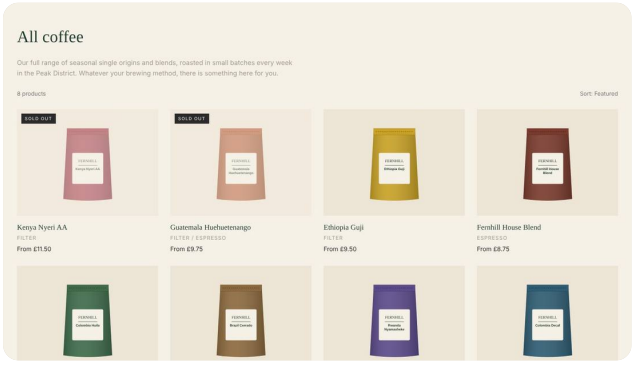
The same page and styles, with price, options, button and delivery moved above the story.

- Price for the selected size sits under the name (R1).
- Whole bean and 250g are chosen by default, with the size shown as selected (R2).
- The button is solid and says the price (R3).
- Delivery cost and dispatch time sit under the button (R4).

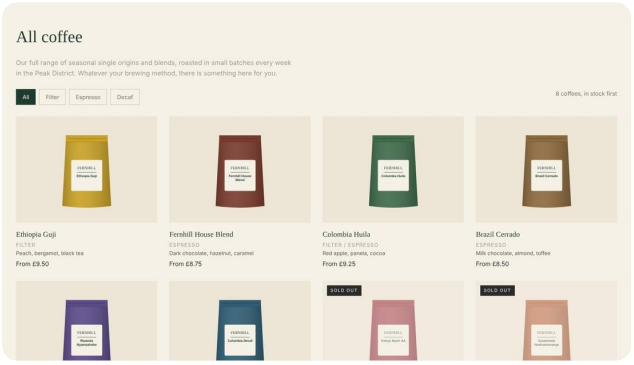
Shop page

Shop: all coffee, desktop. For R7: List coffees in stock first on the shop page

As it is



Proposed



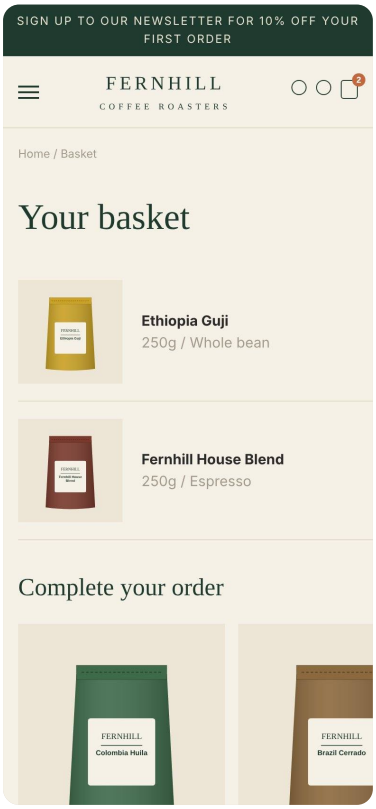
The same grid, with coffees in stock first, filters, and tasting notes on each card.

- Sold-out coffees move to the end (R7).
- Filter, Espresso and Decaf buttons above the grid (R9).
- Tasting notes on every card (R9).

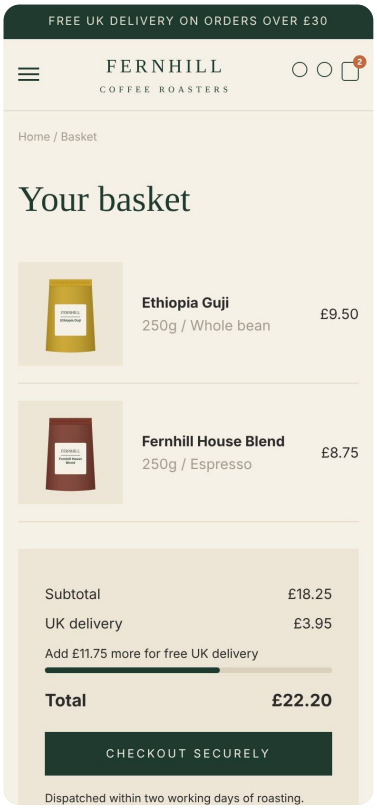
Basket on a phone

Basket, mobile. For R8: Put “Checkout securely” before the suggestions in the basket

As it is



Proposed



The same basket, with the delivery cost, the amount left for free delivery and “Checkout securely” before any suggestions.

- Delivery cost and the amount left for free delivery are shown (R4).
- “Checkout securely” comes straight after the lines (R8).
- Dispatch and returns are said beside the button (R4).
- Suggestions move below the button (R8).

Technical checks

Lighthouse

Run through Google PageSpeed Insights. Target: 90 or above in each area. Results vary between runs.

Page	Device	Perf.	Access.	Best pr.	SEO	LCP	CLS	TBT
Homepage	Mobile	54	82	92	90	5.4 s	0.12	340 ms
Shop: all coffee	Mobile	66	84	96	92	3.9 s	0.04	210 ms
Product page template	Mobile	61	79	92	92	4.6 s	0.08	260 ms
Basket	Mobile	72	86	96	90	3.1 s	0.02	170 ms
Subscriptions	Mobile	78	88	96	92	2.6 s	0.01	120 ms
Our story	Mobile	80	86	96	92	2.4 s	0.01	110 ms
Delivery and returns	Mobile	82	86	96	92	2.2 s	0.01	100 ms

GTmetrix

GTmetrix was not run for this audit.

What the tests found

The home page's main picture is slow to appear

On mobile the largest element appears at 5.4 seconds on the home page and 4.6 seconds on product pages.
Fix: Serve images at the size each device needs, preload the hero, and swap web fonts in as they load. R16

The layout jumps as the hero slides load

The home page carousel shifts content as each slide appears (CLS 0.12).
Fix: Reserve space for the hero and load later slides only when shown. R16

Contrast holds accessibility scores down

Pale grey text and the product button fail contrast on every page.
Fix: Darken supporting text and the button, then re-run the test. R3, R12

Header icons have no text alternatives

Search, account and basket icons have no labels for screen readers.
Fix: Give each icon a visible or hidden text label.

Overall conclusion

A lovely shop that asks for too much before it lets people buy.

Where to begin

1. R4 Show the delivery cost and free-delivery threshold before checkout
Agree the delivery wording and show it in the bar, on product pages and in the basket.

2. R1 Put the price, options and button above the story on product pages
Rework the product template: price and options first, defaults chosen, a solid button (R2, R3).

3. R5 Stop covering the home page with a pop-up
Remove the pop-up from arrival.

4. R6 Say what Fernhill sells in the first screen, with a button to the coffee
Rewrite the home page first screen with a “Shop coffee” button.

5. R8 Put “Checkout securely” before the suggestions in the basket
Put “Checkout securely” before the suggestions in the basket.

6. R7 List coffees in stock first on the shop page
List coffees in stock first, then add filters and notes (R9).

Quick improvements (under half a day each)

- R2 Choose a grind and size by default, and show what is selected
- R3 Make “Add to basket” look active and say the price
- R5 Stop covering the home page with a pop-up
- R6 Say what Fernhill sells in the first screen, with a button to the coffee
- R7 List coffees in stock first on the shop page
- R8 Put “Checkout securely” before the suggestions in the basket
- R10 Show prices on the home page favourites
- R12 Darken the pale grey text across the site
- R14 Break the delivery and returns page into short answers
- R15 Lead from the story to the coffee

More involved changes

- R1 Put the price, options and button above the story on product pages
- R4 Show the delivery cost and free-delivery threshold before checkout
- R9 Add filters and tasting notes to the shop page
- R11 Price the subscriptions and say what they save
- R13 Trim the menu to one line of clear destinations
- R16 Make the home page illustration and fonts load faster

Implementation plan

Phase 1: Fix the route to an order

Make buying a coffee quick and the cost clear on every page.

Task	Who	First	Done when
R4 Write one delivery line and use it in the bar, under every button and in the basket.	Owner	–	The delivery cost or threshold is visible on the home page, every product page and the basket.

Task	Who	First	Done when
R1 Reorder the product template: name, notes, price, options, button, delivery, then story.	Developer	R4	On a laptop the button and delivery line are in the first screen of every product page.
R2 Default the grind to Whole bean and the size to 250g, with a selected style and price per size.	Developer	–	Add to basket works without making any choice.
R3 Restyle the button as solid dark green with the price.	Designer	–	Contrast at least 4.5:1; the price updates with the size.

Phase 2: Let the first screen sell

Show new visitors what Fernhill sells and take them to it.

Task	Who	First	Done when
R5 Remove the pop-up on arrival and move the offer to the footer.	Developer	–	No overlay appears on load at any size.
R6 Rewrite the hero with a plain headline and a “Shop coffee” button.	Copywriter	R1	The first screen names the product and links to the shop.
R8 Reorder the basket and rename the button “Checkout securely”.	Developer	R4	On a phone the button is in the first screen of the basket.

Phase 3: Help shoppers choose

Make the range easy to compare and the details easy to read.

Task	Who	First	Done when
R7 Sort coffees in stock first.	Developer	–	Sold-out coffees appear last.
R9 Add brew-method filters and tasting notes to cards.	Developer	R7	Filters work on desktop and phone.
R11 Price the subscriptions and rename their buttons.	Owner	–	Each plan shows a price, frequency and saving.
R12 Darken supporting text site-wide.	Designer	–	No contrast errors in the accessibility test.
R14 Rewrite the delivery page under four headings.	Copywriter	R4	Each answer can be found without reading the others.

Most significant findings

- Product pages are where buying decisions are made, and eight coffees share the one template. Fixing it once improves every product.
- Delivery cost is hidden at every step; it is the commonest reason shoppers leave at checkout, and Fernhill’s terms are good enough to show.

Issues that recur across pages

- Delivery cost hidden at every step. (R4)

- Pale grey text on every page. (R12)
- Buttons that do not say where they lead: “Discover our story”, “Learn more”, “Continue”. (R6)
- An eight-item menu with duplicate destinations. (R13)

What depends on what

- Agree the delivery wording (R4) before changing the announcement bar, product pages and basket, so it is written once.
- Fix the product template (R1, R2, R3) before sending more visitors to it from the home page (R6).
- Set up add-to-basket and checkout events before any change, or there will be no baseline.

How to validate the changes

- Record a four-week baseline first: add-to-basket rate, basket-to-checkout rate, orders and average order value.
- Add analytics events for add to basket, basket view and checkout start.
- Release changes in the order above and compare the same measures for the four weeks after each group.
- Sales are seasonal around Christmas; where records exist, compare with the same weeks last year.

What this audit does not cover

- Fernhill Coffee Roasters is a fictional shop, and this sample report was written by hand to show what an ecommerce audit contains. Scores, speed results and findings are illustrative.
- No analytics, order records or user research were supplied. Statements about shopper behaviour are reasoned from the pages and are marked as hypotheses where they need testing.
- Where a page template is in scope, one representative example was inspected. Other pages using that template were not checked individually.
- Accessibility findings come from automated checks and a contextual review. They are not a full accessibility audit and do not certify compliance.
- Scores come from 25 questions, each marked 1 to 5, in five groups of unequal size. The questions are a working benchmark, not an industry standard.
- Checkout pages that need a filled basket or payment, account pages and third-party tools were not reviewed.

Next steps

Send the developer brief in the online report to whoever maintains your site, or ask 12 Studio for a quote: www.12.studio. Implementation is not part of the audit.