

Scan on your current Dutch webshop

€ 995,-

Audit on the customer experience in your current Dutch webshop, comparison to market standards and Dutch regulations. Resulting in a list of recommendations to improve your webshop and performance.

Contents in detail:

- ✓ Impression on how attractive your webshop is from a Dutch customer perspective.
- ✓ Customer view on your communication and presentation
- ✓ Is information on the merchant's identity and contact details sufficient? Can the customer contact the merchant in Dutch through the usual channels?
- ✓ Review on general terms and conditions, privacy and cookie statement
- ✓ Assessment on correct wording in Dutch, on the website and in other communication
- ✓ Review on search results, navigation, search function on the website, selections, sorting
- ✓ Assessment of information provided on products and services: is there enough information, is it complete, well structured, in accordance with Dutch law.
- ✓ Review on shopping cart and payment options
- ✓ Assessment of security in the ordering and payment process
- ✓ Mystery Shopping, test calls, test mails and chats, test orders
- ✓ Review on the delivery and returns policy and process
- ✓ Use of trust marks, reviews
- ✓ Newsletter sign up/out, evaluation of newsletter contents
- ✓ Quick Scan SEO on logic search terms/words from a customers view

Report delivered digitally in Powerpoint, in English. At your request, we are available for an inhouse personal presentation and discussion (not included). Please contact us to discuss possibilities and prices.(All prices without VAT).