

Wild & Rooted

Mega Wallop Audit

14th April 2023

wildandrootedfarming.co.uk

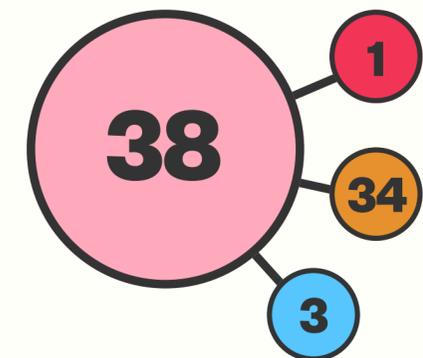
Wallop'd

Audits that unlock the full potential of your website

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This audit includes
38 recommendations



Considerations

Main objectives

The primary objectives for the website are to effectively showcase the story of Wild & Rooted, emphasize the environmental benefits of their beef and turkey products, and drive sales.

By highlighting the unique farming practices and the personal passion behind the project, I aim to foster a connection between customers and the farm, ultimately encouraging visitors to support the sustainable mission.

Target market

The target market for this website consists of environmentally conscious consumers who value ethically produced, high-quality food.

These users are likely to be interested in learning about the farm's practices, the ecological impact of their farming methods, and the story of the founders.

They are also interested in purchasing beef and turkey products that align with their values.

Jobs to be done

The website should serve to educate visitors about the farm's sustainable practices, the benefits of grass-fed Aberdeen Angus beef, and the seasonal availability of turkeys.

Additionally, it should provide an easy-to-navigate platform for users to purchase products, sign up for farm events (such as farm walks or supper events), and access engaging blog content.

Overall, the website must effectively communicate the value of the products and the importance of supporting ethical, environmentally friendly farming practices.

Technical considerations

As the website is built on the Squarespace platform, it is essential to leverage the platform's features and capabilities to ensure optimal website performance and user experience.

Squarespace offers a range of templates and customization options, as well as integrated e-commerce functionality, which should be taken into consideration when refining the website design and layout.



Wag (aka Paul Wright)
Chief Walloper

Page / Section

Home / Hero [\[link\]](#)

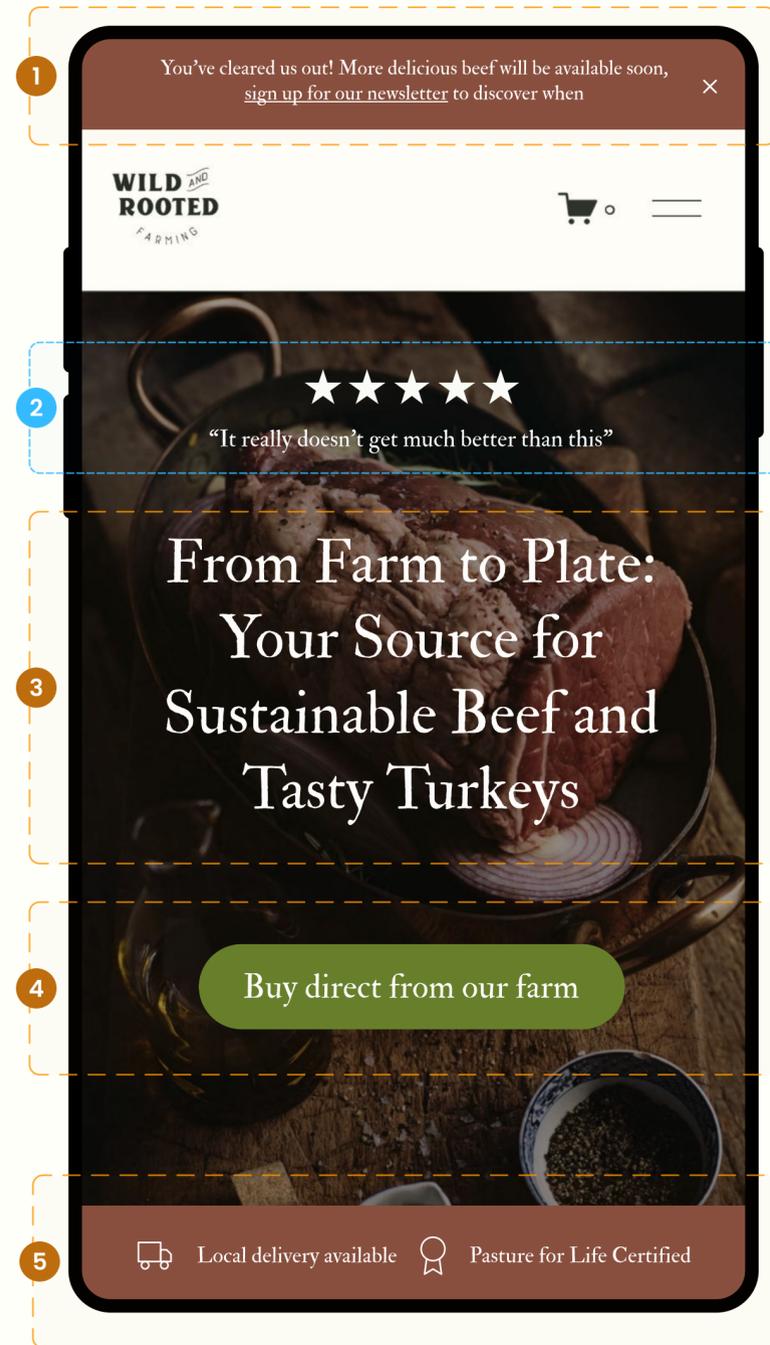
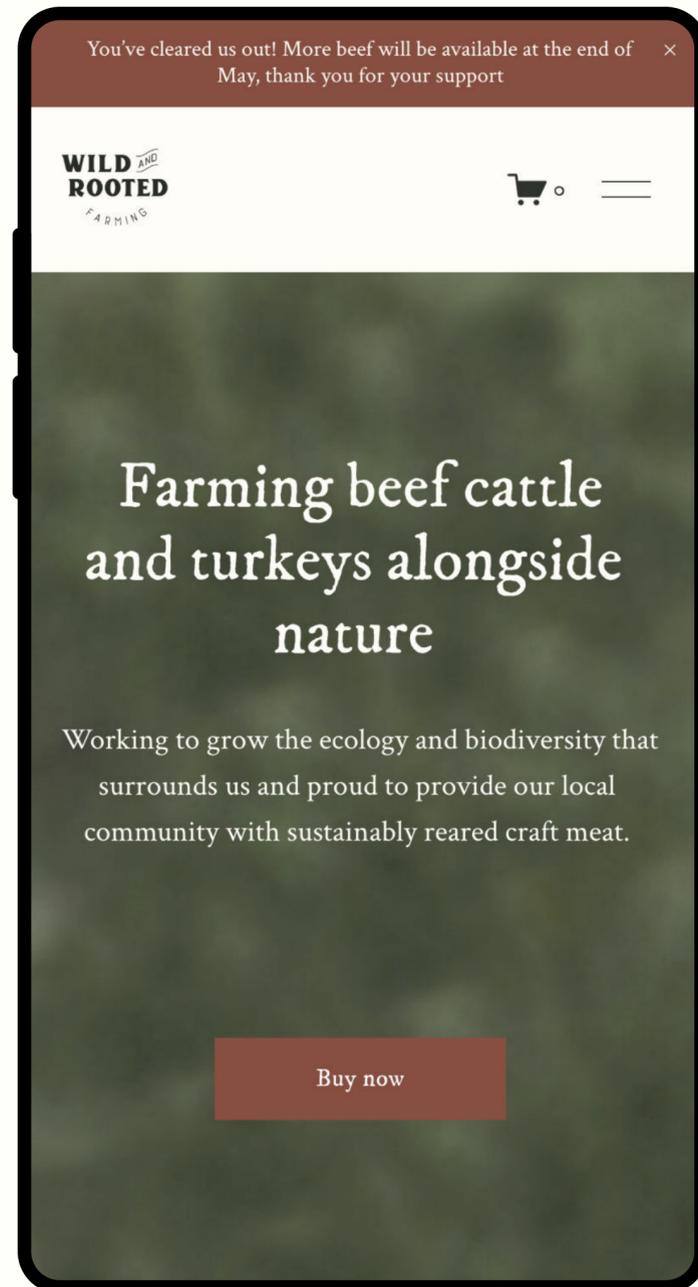
Goal

The homepage plays a crucial role in captivating visitors and delivering a satisfying user experience for Wild & Rooted.

The primary objectives should be to distinctly showcase your sustainable farming practices, highlight unique selling points, and guide users towards essential sections.

By designing an aesthetically pleasing and user-friendly homepage that successfully conveys Wild & Rooted's dedication to ethical farming and commitment to quality, trust will be established among visitors, enticing them to delve deeper and consider Wild & Rooted as their preferred source for sustainably raised beef and turkeys.

A significant component of the home page is the hero panel, which serves as a powerful visual and messaging introduction to the brand. An eye-catching and informative hero panel effectively communicates Wild & Rooted's mission and values, fostering trust with visitors.



1 Room to improve

The top notification currently doesn't lead anywhere, missing an opportunity to capture visitor details and leverage the scarcity effect. Add a newsletter sign-up link to inform visitors when your beef is available again, creating a sense of urgency and exclusivity.

Difficulty: Easy

2 Idea

Consider incorporating a brief five-star testimonial to establish instant trust with visitors and provide social proof.

Difficulty: Easy

3 Room to improve

I've revised the H1 title based on a H2 from your site, enhancing both communication and SEO for sustainable beef searches. The main image now features a delicious cooked beef photo, visually enticing potential buyers.

Difficulty: Easy

4 Room to improve

I've updated the CTA button, changing its color from brown to green for better visibility, and rounding its edges for a more button-like appearance. The text "Buy now" has been replaced with a more descriptive and enticing phrase, emphasizing the dream outcome of purchasing directly from a farm.

Difficulty: Easy.

5 Room to improve

Near the bottom of the screen, you'll find a key benefits of purchasing from Wild & Rooted. This compelling advantage, displayed above the fold, provides visitors with another reason to choose your products and helps reduce the bounce rate. If it's not feasible within SquareSpace, place it in a block just below the hero section.

Difficulty: Easy with some tinkering

Page / Section

Home / Unique selling point area

...[link]

Goal

The goal of the unique selling points (USPs) section on the home page is to highlight the key differentiators that set Wild & Rooted apart from competitors.

By effectively showcasing your distinct advantages, this section aims to capture visitors' interest and persuade them to explore the website further.

A well-crafted USPs section should be concise, informative, and easy to understand, emphasizing the core benefits of Wild & Rooted's sustainable farming practices, regenerative agriculture, and high-quality products.

By presenting these USPs in a compelling manner, visitors will gain a clear understanding of the value offered by Wild & Rooted, ultimately increasing the likelihood of conversion and customer loyalty.

6



Humphreys Farm

Here on the farm in Chelmsford, Essex, we're four years into converting the land used for crops such as, wheat and oilseed rape, into lush herb-rich pastures. We've also changed the method in how we manage the land and when managed holistically livestock play a critical role in conservation and increasing biodiversity.

We're proud to rear our animals to maturity using traditional and regenerative farming methods and as close to nature as we can. From breeding and birth to slaughter and butchery – we have complete traceability.

Photo credit: Alison Dewar

[Read more](#)

7

Humphreys Farm

Where sustainability meets high-quality produce.



Regenerative Farming

Our small-scale approach rears Aberdeen Angus cattle in harmony with nature, ensuring exceptional meat quality and environmental responsibility.



Holistic Grazing & Herbal Leys

Our pasture mix offers a balanced diet for cattle, promoting plant recovery and diverse flowering patterns, benefiting both livestock and wildlife.



Free-Range Turkeys

Raised in a natural habitat, our turkeys enjoy enrichment from day-long foraging, leading to happier birds and more nutrient-rich, flavorful meat.

8

[How we farm](#)

6 Room to improve

Although the family photo is endearing, placing it below the hero panel might not effectively convey your unique selling points. It's essential to emphasize your distinctive attributes with compelling visuals and concise copy.

The current content about your methods is informative, but it could benefit from more impact and visual engagement.

By reducing the amount of text and focusing on key messages, you can ensure that visitors grasp your core values without being overwhelmed by excessive information.

Creating a more visually appealing and succinct section will help drive home your unique selling points and encourage users to explore further.

7 Room to improve

I've employed the power of three to showcase your unique selling points, creating three distinct sections with eye-catching images from your website.

Each section features concise, engaging text highlighting the environmental and cattle-related benefits of your approach.

This compelling presentation effectively communicates your brand's values and differentiators, capturing the hearts and minds of your visitors.

Difficulty - Easy using the Fluid Engine in Squarespace

8 Room to improve

I've maintained consistency by using the same green button throughout, ensuring it stands out. Instead of a generic "Read more" as the button's call-to-action, I've used "How we farm" to spark curiosity and clearly indicate the content that awaits visitors when they click on it.

This approach encourages exploration of your USPs and further engagement with your brand.

Difficulty - Easy

9 Room to improve

I'd suggest renaming the "About Us" page to "How We Farm," as the current page focuses heavily on your farming process. Your target visitors are likely to be interested in learning about your methods, and the current title, "About Us," is somewhat misleading.

Since you have a blog featuring details about the farm and your family, adjusting the page title would better convey its content and purpose.

Difficulty - Easy

Page / Section

Home / Testimonial ...[\[link\]](#)

Goal

The testimonial section on the home page plays a crucial role in building credibility, trust, and rapport with potential customers.

By showcasing authentic and positive feedback from satisfied customers, this section highlights the real-life benefits and experiences of choosing Wild & Rooted.

The goal is to emphasize the value of your products and services, while also demonstrating that your offerings have made a meaningful impact on customers' lives.

A well-curated testimonial section can inspire confidence in new visitors and motivate them to explore your offerings further.

Behavioural Science Nuggets



Social Proof [\[link\]](#)

We copy the behaviors of others, especially in unfamiliar situations



10

Our customer's love our farm and our sustainably reared meat

11



“The taste is out of this world! Ethically raised, local, and benefitting ecosystems - I don't think it gets better than this!”

12



Jakki Pleshey



“A brilliant local service, we will be back!”



Geri Broomfield

10 Room to improve

The testimonial section follows the USP block, presenting genuine feedback from customers who have experienced the quality of Wild & Rooted's sustainably reared meat.

This brief introduction highlights the positive impact of your products, providing valuable insights for potential customers and search engines alike.

By showcasing real-life experiences, this section reinforces trust in your brand and encourages visitors to explore your offerings further.

Difficulty - Easy using the Fluid Engine in SquareSpace

11 Room to improve

Incorporating star ratings above each testimonial adds a visual element while also bolstering the brand's trustworthiness.

These ratings provide an at-a-glance assessment of customer satisfaction, further emphasizing the positive experiences of those who have purchased Wild & Rooted's products.

Difficulty - Easy using the Fluid Engine in SquareSpace

12 Room to improve

If possible, include an image of the person who provided the testimonial, as this adds a personal touch and makes it feel more genuine and trustworthy.

Seeing the face behind the words helps to humanize the testimonial, further enhancing its credibility and impact on potential customers.

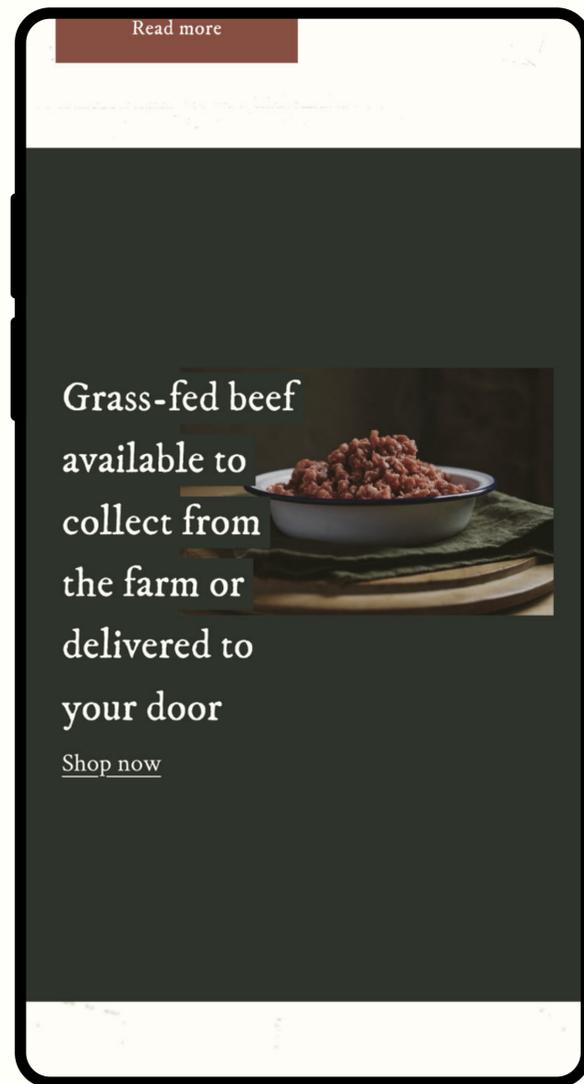
Difficulty - Easy if your customer's can give you their image

Page / Section

Home / Shop ...[\[link\]](#)

Goal

The goal for the shop section on the home page is to showcase the diversity of Wild & Rooted's offerings, capturing visitors' attention and enticing them to explore the online store.



13

Buy our farm products

Home delivery or collection from the farm



Sustainable craft meat

Discover our range of ethically-reared, tender meats for a truly farm-to-table experience.

Buy our meats



Delicious condiments

Elevate your meals with our selection of delicious, artisanal condiments crafted to complement our meats.

Buy condiments

15



Treat a friend

Share the gift of exceptional taste with our versatile gift cards - perfect for the foodies in your life.

Buy a gift card

13 Room to improve

By emphasizing the main product categories - Meat, Condiments, and Gift Cards - this section aims to streamline the browsing experience and guide users towards products that cater to their preferences through a well-organized and visually appealing shop section.

You'll need to re-categorize the shop section to accommodate this change, but it will result in a better structure and make it easier for customers to find products.

Difficulty - Easy using the Fluid Engine in SquareSpace

14 Room to improve

I've added the Pasture for Life Certified logo on top of the image to emphasize the benefits of buying these meats and to enhance the brand's and meat's credibility.

Difficulty - Easy

15 Idea

I've added a Gift Card section to entice website visitors to purchase a gift card. This is particularly useful and profitable when meats are not available, as gift cards can be sold throughout the year. They make the perfect birthday gift for meat enthusiasts!

Difficulty - Easy using the Fluid Engine in SquareSpace

Page / Section

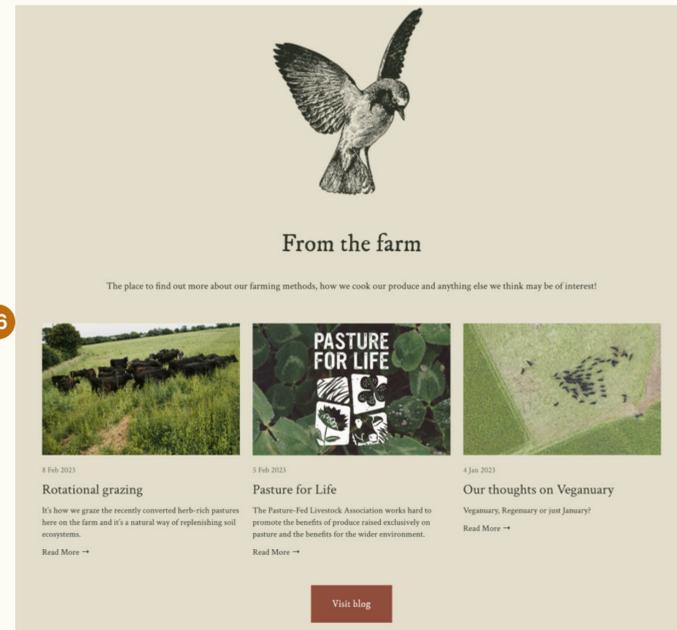
Home / Blog & Newsletter sign up ...[\[link\]](#)

Goal

The goal of the blog and newsletter section on the home page is to engage visitors with valuable content, showcase your expertise, and keep them informed about your latest news and offerings.

By presenting interesting and relevant articles, the blog serves to deepen the connection between your brand and the audience, demonstrating your commitment to the industry and the values you stand for.

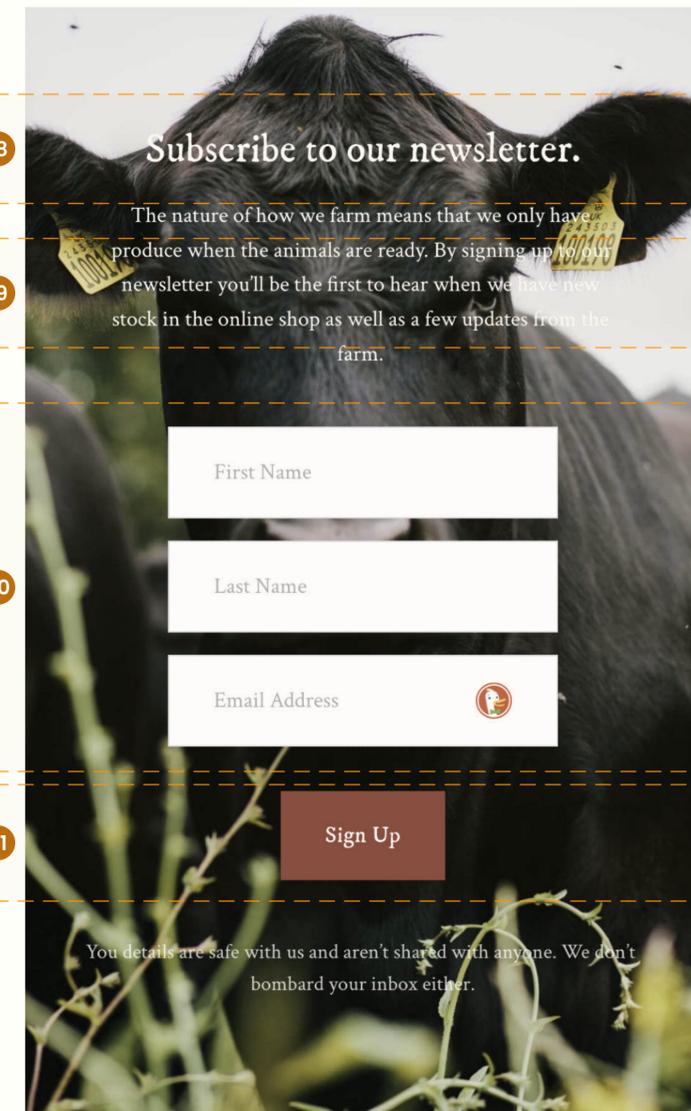
Meanwhile, the newsletter sign-up invites users to stay connected and receive updates directly to their inbox, fostering a sense of community and building a loyal customer base. This section should be visually appealing, easily accessible, and encourage visitors to explore further, ultimately driving conversions and strengthening brand loyalty.



16



17

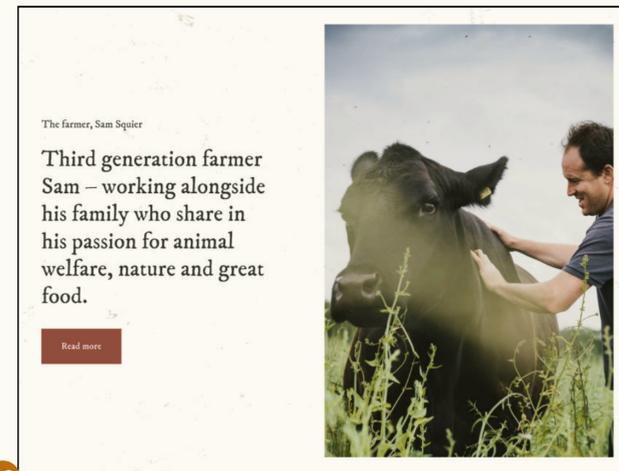


18

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21



22



16 Room to improve

Your blog is really good and has some really engaging content. I'd suggest adding the blog section underneath the shop section on the home page as it'll lead visitors on to other areas of the website if they haven't already, which means they are more likely to buy or get to know your brand.

The bird illustration is nice and on-brand but takes up quite a lot of room, you might want to consider removing it as it might reduce conversions.

Difficulty - Easy

17 Room to improve

Your product images are amazing but you can remove these from the home page now there's a new shop section.

Difficulty - Easy

18 Room to improve

Change the newsletter title to "Join Our Exclusive Mailing List" as it conveys exclusivity, engagement, and clarity, making it more appealing and effective at increasing conversions.

Difficulty - Easy

19 Room to improve

Add a dark overlay to the cow image so it's easier to read the copy.

Difficulty - Easy

20 Room to improve

Consider only having one field for capturing an email address, or just one field for name. The more fields the visitor has to fill in the less likely they are to sign up, so reducing the amount of fields will increase newsletter sign ups.

Difficulty - Easy

21 Room to improve

Change the newsletter sign up button to "Join the Club". It'll create a sense of exclusivity and belonging, making the user feel like they are becoming part of a special group or community. This phrase also implies that there are benefits and privileges associated with being a member, which can encourage users to sign up and discover what the club has to offer.

Difficulty - Easy

22 Room to improve

Remove these sections from the home page and consider adding them to the 'How We Farm' page.

Difficulty - Easy

Page / Section

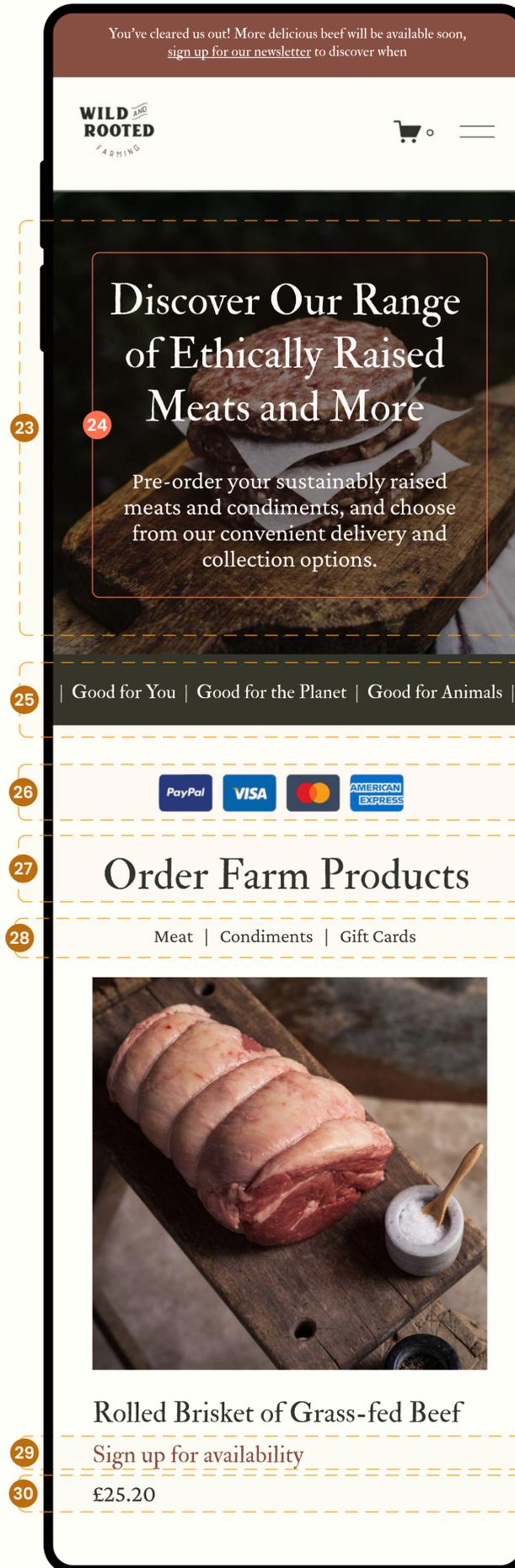
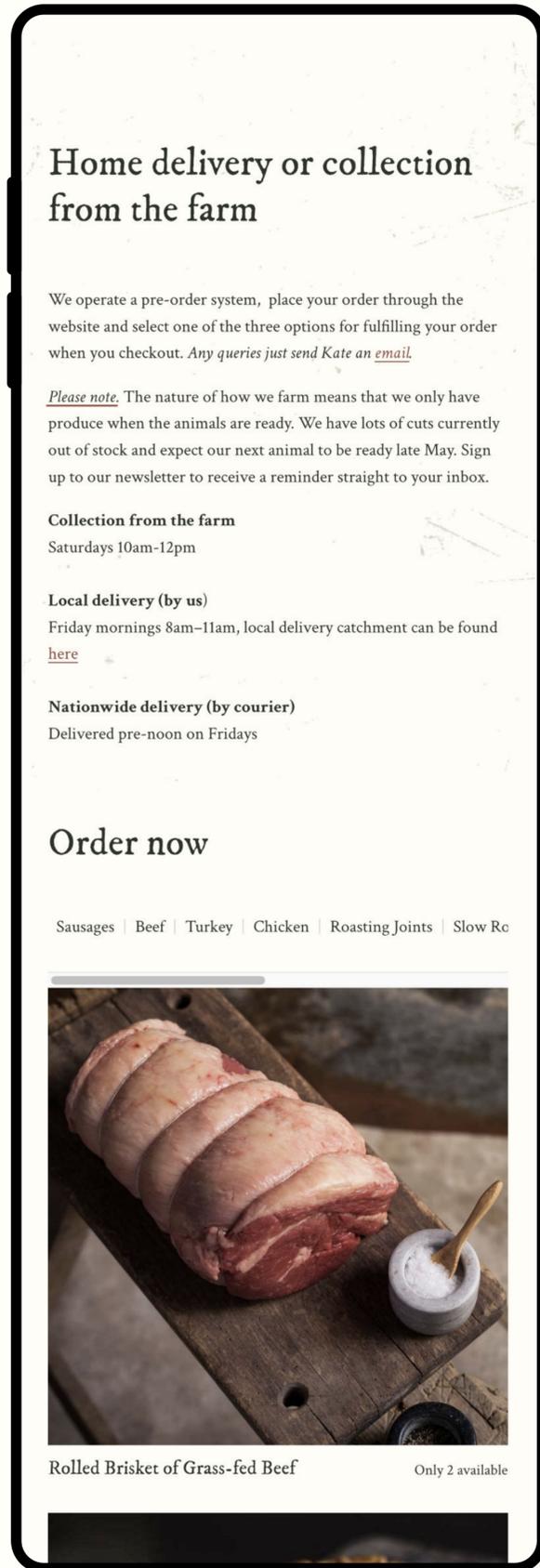
Shop ...[\[link\]](#)

Goal

The goal of the Shop page is to provide a seamless and user-friendly shopping experience for visitors interested in purchasing sustainable meats and condiments from Wild & Rooted.

The page is designed to showcase a variety of products, while highlighting featured items and clearly presenting delivery and collection options.

By emphasizing the pre-order system, product quality, and the farm's commitment to responsible farming practices, the Shop page aims to increase conversions, customer satisfaction, and loyalty to the brand.



23 Room to improve

I've added one of your beautiful images at the top of the Shop page to create a visually enticing experience for visitors and helps to capture your audience's attention

Difficulty - Easy. You can also add a mobile image in SS

24 Critical issue

The updated Shop page intro is welcoming and user-friendly, removing perceived barriers with a compelling H1 title and concise summary. It encourages pre-orders or newsletter sign-ups for a positive shopping experience.

I'd suggest moving a lot of the existing copy to the product page as this copy and area will put people off immediately.

Difficulty - Easy

25 Idea

I recommend using SquareSpace's revolving text block feature to showcase key benefits from the Pasture for Life blog. By adding this dynamic element, you can highlight multiple benefits, engaging visitors and keeping the content fresh.

Difficulty - Easy using the Fluid Engine in SquareSpace

26 Room to improve

By displaying a graphic of accepted payment types, customers will feel a sense of trust, ultimately contributing to improved conversion rates on the website.

Difficulty - Easy

27 Room to improve

I've updated the title from "Order Now" to "Order Farm Products" to provide a clearer and more descriptive call-to-action.

Difficulty - Easy

28 Room to improve

Rearranging the navigation and subsections on the main shop page will enhance the browsing experience for your customers, making it easier for them to find the products they're interested in. Additionally, this update will help promote the sale of gift cards, which can be a lucrative revenue stream available throughout the year.

Difficulty - Medium

29 Room to improve

Replace "SOLD OUT" with prompts like "Sign up for updates" or "Only 2 left!" to encourage newsletter sign-ups and create urgency for limited items.

Difficulty - Easy

30 Room to improve

Display prices to add transparency and minimize surprises, ensuring a smoother customer experience.

Difficulty - Easy

Page / Section

How We Farm (previously About)

...[link]

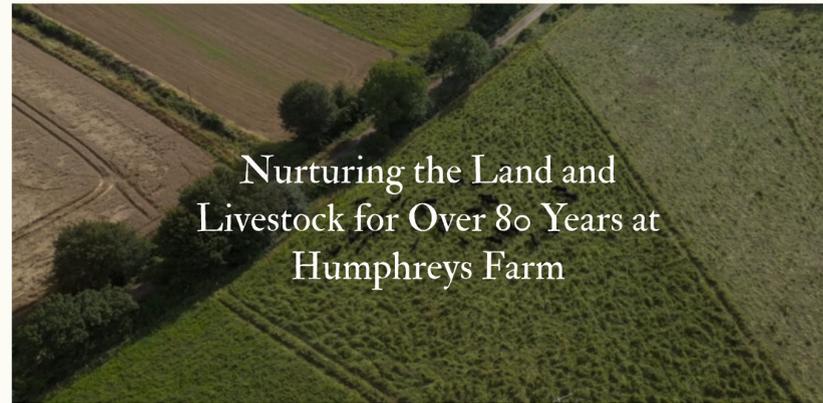
Goal

The goal of the "How We Farm" page is to showcase the Squier family's sustainable farming methods and practices.

This page will engage and educate visitors on the farm's unique approach to raising livestock, while highlighting the benefits for both the environment and the animals.

By sharing their story and demonstrating their commitment to ethical farming, the page aims to build trust and rapport with potential customers, ultimately leading to increased interest in their products.

31



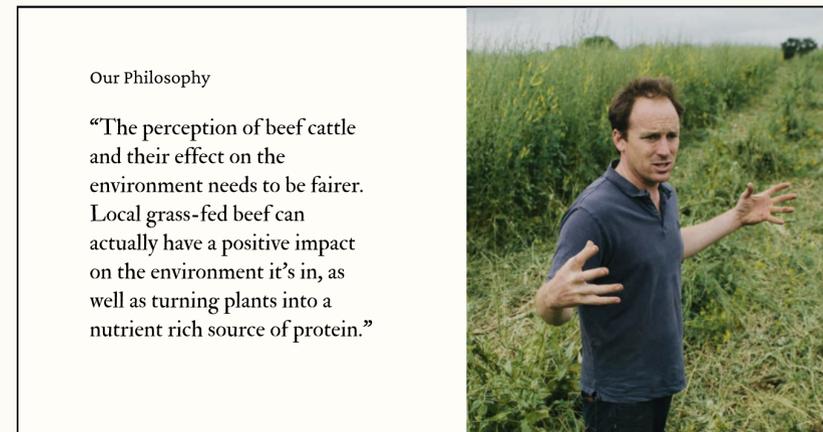
31 Room to improve

While the current H1 title highlights the farm's long history, it could be improved to emphasize the sustainable and ethical farming practices.

Although the current image is nice I'd suggest swapping this for video you currently have on the website as this creates more intrigue and catches the eye.

Difficulty - Easy

32



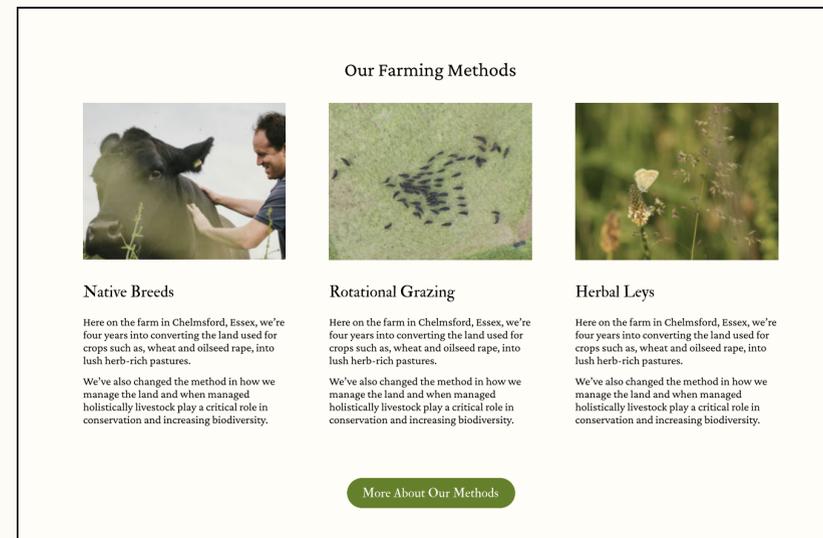
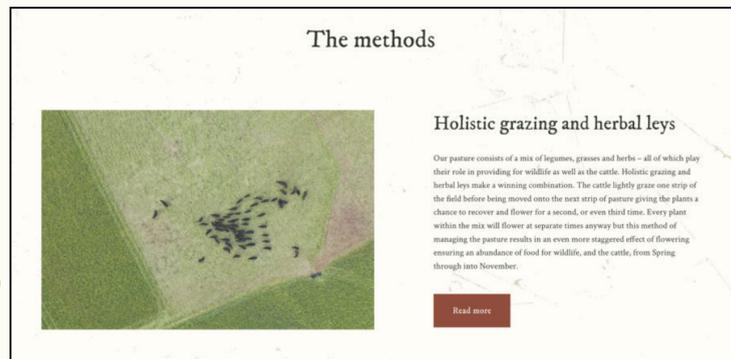
32 Room to improve

The next section on this page should be 'Our Philosophy' where you explain the guiding principles behind the farm's operations and how you prioritize animal welfare and environmental conservation.

You don't want to use two full width image blocks together, so you should restyle this block slightly.

Difficulty - Easy

33



33 Room to improve

Next you should dive into the specific techniques employed on the farm, your farming methods such as rotational grazing, herbal leys, and native breeds. Include a short paragraph for both and then add a link to a blog for more details.

Difficulty - Easy

Page / Section

How We Farm (previously About)

...[\[link\]](#)

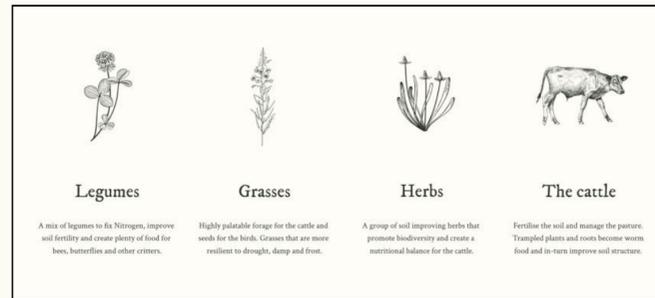
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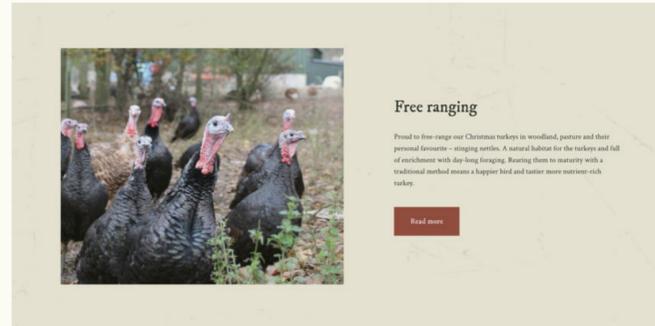
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34



35



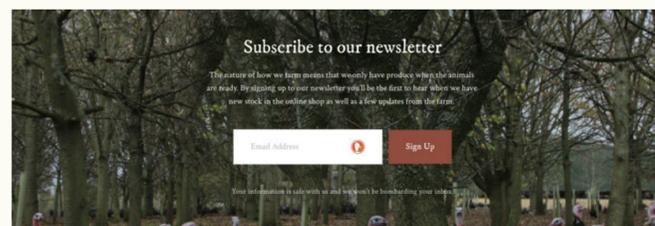
36



37



38



34 **Room to improve**

After the Farming Methods block add the 'Benefits of Our Approach'. Highlight the advantages of sustainable farming methods for the environment, the animals, and the customers. You've done this with the existing panel, so you could simply move it here.

Difficulty - Easy

35 **Room to improve**

Next you should add a 'Meet Our Animals'. Introduce the main types of livestock on the farm (Aberdeen Angus cattle, turkeys, etc.) and discuss how they're raised and cared for.

You already have a block for your turkeys, just create another similar block for your cattle and flip it from left to right so there's contrast between the blocks.

Difficulty - Easy

36 **Room to improve**

I think you need an introduction to your family history with a link to the existing blog that goes into detail about your family. I would add a few more images into this blog to bring it to life.

Difficulty - Easy

37 **Room to improve**

I think the Instagram feed is the perfect place to showcase images of the farm, the animals, and the family to visually tell their story and connect with visitors.

Difficulty - Easy

38 **Room to improve**

It's really important to have a call-to-action area at the end of the page to encourage visitors to explore the shop, sign up for the newsletter, or book a walking tour of the farm when it's available. You could swap this around when the tours are available.

Difficulty - Easy

Summary

This Wild & Rooted website audit provides a thorough evaluation of the site's present performance, user experience, and opportunities for conversion optimization. The goal is to identify areas for improvement and offer practical recommendations to enhance the website's overall effectiveness in engaging visitors and achieving business objectives. In addition, I have supplied designs for specific areas that require adjustments, enabling you to implement the changes yourselves.

Here are the key insights and a prioritized list of suggestions to address them.

Key take-aways:

The current website showcases an appealing style, impressive images, and valuable content.

Despite SquareSpace limitations, numerous opportunities for improvement exist, which can significantly boost product sales. For instance the extra promotion of gift cards can help increase revenue during off-peak seasons.

The recommendations aim to enhance user experience without an expensive redesign, effectively communicating product value and the importance of supporting ethical, eco-friendly farming practices.

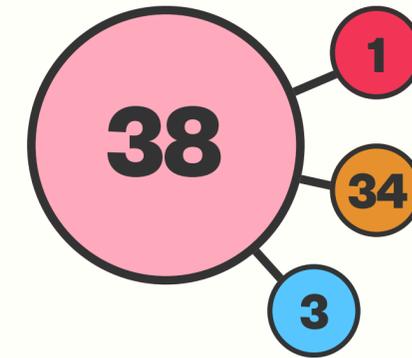
Only one critical issue was identified, with the rest being areas for potential improvement.

All suggestions can be achieved using SquareSpace's Fluid Engine feature.

With the provided design files, you should be able to implement changes within 2-3 days of work (please let us know if you need assistance).

Most recommendations will not adversely affect your SEO rankings, but rather improve them..

This audit includes
38 recommendations



Recommendations:

The audit contains **38** recommendations, which may seem overwhelming. To make it manageable, I've prioritised key recommendations to address first. Once these are complete, you can tackle the remaining suggestions as time and resources permit. Here's a list of top-priority recommendations to begin with.

Priority	Numbers
Critical issues	24
Home page hero	1 - 5
Changes to main shop page	23 - 30
How we farm changes	31 - 38

Conclusion

This Wallop audit has identified several areas of improvement for the Wild & Rooted website. By addressing the the recommended changes, your farm can enhance its online presence, improve user experience, and ultimately increase visitor engagement and conversions.

It's important to continually monitor the website's performance and user feedback to ensure ongoing success and adapt to changing user needs and preferences.

Thank you for investing in a Wallop Audit, I wish you well with implementing the changes.



Have questions?



If you'd like to discuss the audit or have any questions then please get in touch. I'm here to help.



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