

# Hartz.com

## Content & UX / UI Audit

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# Content Summary

This audit examines the content on [hartz.com](http://hartz.com), making recommendations in light of analytics, user behavior, content best practices, and a close review of the site.

## Analytics Review

### Introduction

The Analytics Audit used Google Analytics to examine overall site issues. Here, we will dive a little deeper into the performance of significant pieces of content. We looked at Q4 of 2017 in order to ensure we were examining the current state of SEO, while still getting a decent sample size.

### Organic Search Still Drives Most Traffic

Landing Page ?	Medium ?	Acquisition			Behavior	
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?
		295,348 % of Total: 100.00% (295,348)	84.85% Avg for View: 84.81% (0.05%)	250,612 % of Total: 100.05% (250,489)	84.18% Avg for View: 84.18% (0.00%)	1.47 Avg for View: 1.47 (0.00%)
1. /understanding-your-pet-guinea-pig-a-guide-to-behavioral-patterns/	organic	43,982 (14.89%)	80.13%	35,244 (14.06%)	92.07%	1.12
2. /how-to-stop-your-cat-from-biting/	organic	17,199 (5.82%)	89.55%	15,402 (6.15%)	94.73%	1.09
3. /stress-in-fish-symptoms-and-solutions/	organic	12,921 (4.37%)	89.41%	11,553 (4.61%)	91.98%	1.12
4. /	(none)	12,825 (4.34%)	44.13%	5,660 (2.26%)	56.98%	2.58
5. /cat-delectables/	(none)	9,250 (3.13%)	98.93%	9,151 (3.65%)	99.17%	1.01
6. /cat-delectables/	referral	8,921 (3.02%)	92.66%	8,266 (3.30%)	84.18%	1.26
7. /	organic	7,909 (2.68%)	80.38%	6,357 (2.54%)	36.59%	3.68
8. /christmas-trees-and-dogs-dont-mix/	organic	7,702 (2.61%)	90.63%	6,980 (2.79%)	96.35%	1.05
9. /how-to-housetrain-your-kitten/	organic	7,591 (2.57%)	87.95%	6,676 (2.66%)	94.26%	1.09
10. /how-to-treat-your-cat-for-ear-mites/	organic	7,525 (2.55%)	91.06%	6,852 (2.73%)	94.11%	1.08
11. /how-to-introduce-new-fish-into-your-aquarium-tank/	organic	6,365 (2.16%)	85.61%	5,449 (2.17%)	91.94%	1.13
12. /is-it-a-boy-or-a-girl-2/	organic	4,514 (1.53%)	89.99%	4,062 (1.62%)	93.84%	1.09
13. /putting-your-birdcage-in-the-right-place/	organic	3,389 (1.15%)	90.50%	3,067 (1.22%)	88.93%	1.24
14. /how-to-tell-if-your-dog-has-fleas/	organic	3,334 (1.13%)	91.30%	3,044 (1.21%)	94.33%	1.09
15. /determining-the-age-of-your-orphan-kitten/	organic	3,135 (1.06%)	85.84%	2,691 (1.07%)	95.41%	1.06

*Top Landing Pages by Medium, hartz.com, 10/1/2017 - 12/31/2017*

### Insights:

- While organic traffic has declined overall since the site relaunch, most top pages are still reached via organic search.
- Notably, the top two articles do not occupy high positions in the rankings. However, they have captured the Google Answers Box.

Whistling: **Guinea pigs** will often let out a high pitched squeal or whistle, and this noise means your furry friend is excited, perhaps about feeding time or playtime.  
 Purring: Another **guinea pig** sound is the purr, which may make your **guinea pig** seem more like a cat. These purrs can have different meanings.

[Understanding Your Pet Guinea Pig: A Guide to Behavioral Patterns ...](https://www.hartz.com/understanding-your-pet-guinea-pig-a-guide-to-behavioral-patterns/)  
<https://www.hartz.com/understanding-your-pet-guinea-pig-a-guide-to-behavioral-patterns/>

[About this result](#) [Feedback](#)

**Hartz Answers Box example**

- “How to” articles are performing well, comprising 5 of the top 15 landing pages.
- Articles have high bounce rates (generally in the range of 90-94%). A bounce is not necessarily negative, if users find everything they need and have no further needs from the site. However, bounce rates over 90% indicate an opportunity to raise engagement with Learning Center articles.
- The referral traffic to Cat Delectables appears to be related to suspect links.

**Uneven Falls in Organic Traffic**

To understand the shifts in traffic a little more deeply, we looked at the top landing pages for the same date range in the previous year (Oct-Dec 2016). As we know, articles now receive significantly less organic traffic, reflecting a fall in organic rankings. However, the fall in traffic has not been even.

**Insights:**

- One noticeable trend is that traffic to articles about puppies and kittens has fallen drastically. In Q4 2017:
  - **Puppy articles** generated only 10% of the sessions they did in Q4 2016 (3,970 sessions vs. 38,934)
  - **Kitten articles** generated only 19% of the sessions they did in Q4 2016 (17,246 vs 91,461).

Researching puppies or kittens is a key moment where accurate, insightful content has the potential to shape buying habits, so articles focused on these keywords are particularly important to Hartz.

- A few articles (such as guinea pig behavior) have defied the trend and are generating more traffic, perhaps because Google has given them space in the Answers Box.

### No Clear Path for Users Arriving from Articles



*Behavior flow, "How to Stop Your Kitten from Biting"*

This Behavior Flow highlights traffic through the article "How to Stop Your Kitten from Biting". Green indicates traffic; red indicates user drop-offs.

**Insights:**

- Most users drop off, and of those that stay, 78.2% go next to the homepage. That suggests users are not finding more relevant content after they read articles.
- Although article pages contain related products and articles, very few users reach them.

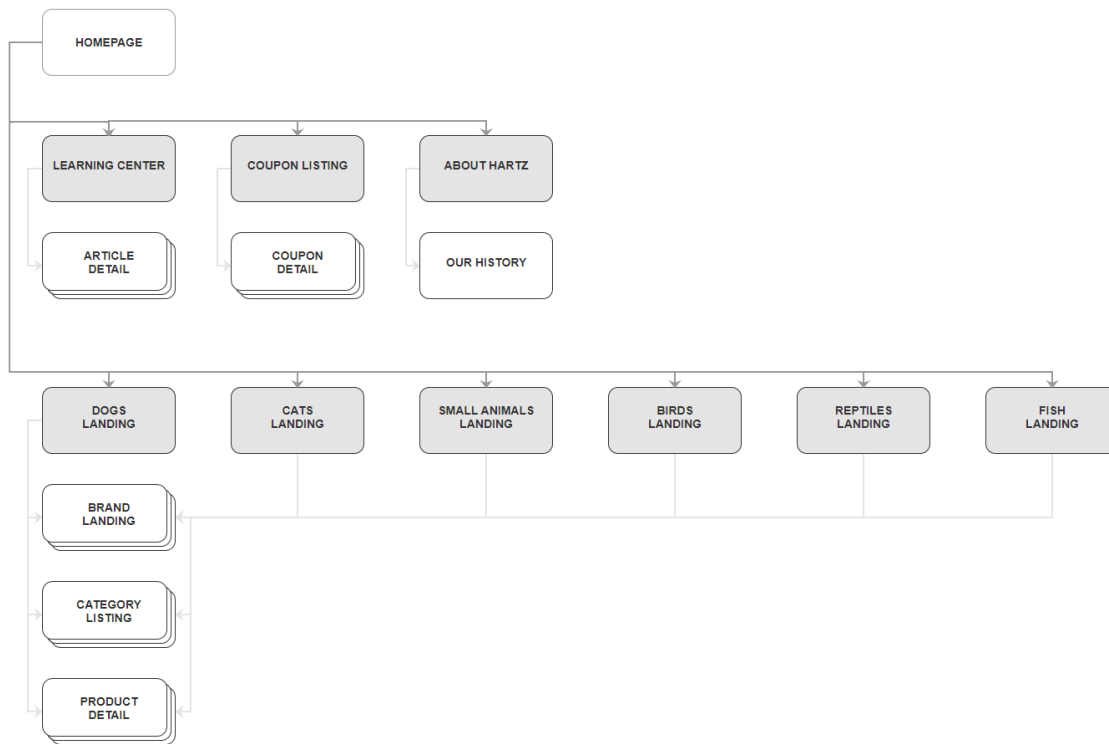


# Sitemap

## Introduction

The structure of the website is flat in nature, meaning users can reach their destination quickly without navigating too deep into the website.

However, a closer look into the content reveals opportunities for new pages to satisfy specific use cases.



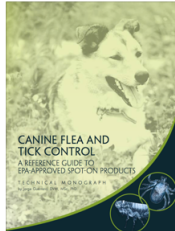


*Current website super and main navigation*

## Veterinarian Resources

There are no links in the main navigation, footer or subpages. Current page lives in external website.

**For veterinary professionals**

		
Hartz® UltraGuard Pro® Technical Report	Feline Flea and Tick Control Technical Report	Canine Flea and Tick Control Technical Report
<a href="#">Download PDF</a>	<a href="#">Download PDF</a>	<a href="#">Download PDF</a>
<b>More information for veterinary professionals</b>		
<a href="#">Learn More</a>		

*Veterinary section under Ultraguard Landing Page*

**Recommendations:**

- Integrate veterinarian page to main website.
- Include professional content such as Manuals, Events and ways to contact Hartz.
- List “For Veterinarians” section in footer.
- Provide internal links throughout the website whenever relevant.

**Community Outreach**

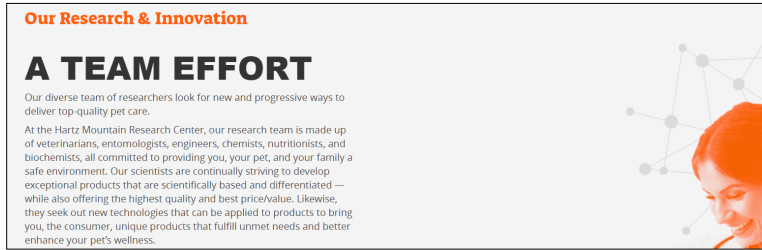
Content is spread throughout the site while having no central place to house them. This makes it difficult to find, share, track and link to internally or externally.

**Recommendations:**

- Dedicated page for Community Outreach.
- Introduce Hartz’s involvement in the community.
- List relevant articles.

**Research & Innovation**

Extensive content lives under About Us, increasing the page length and impacting navigation.



*Research & Innovation section under About Us*

**Recommendations:**

- Dedicated page for Research and Innovation.
- Introduce Hartz’s R&D process and expertise.
- List relevant articles.

**Safety & Standards**

Too much content lives under About Us.



*Standards section under About Us*

**Recommendations:**

- Dedicated page for Safety & Standards.
- Explain the rigorous process Hartz takes to ensure all products are safe.
- Display standard and certification logos.
- List relevant articles.

**Press**

Company related articles are listed throughout the site without having a central place to archive and browse through them.

**Recommendations:**

- Dedicated Press page
- List activities performed by the company.

- Offer filters for users to explore topics such as Community Outreach, Research, Product Announcements and Company News.
- Provide contact information for journalists.

## Our Brands

Some brand pages have extensive product-specific content while others simply list out relevant products. There is a missed opportunity to introduce the brand family under Hartz for B2B users such as journalists, investors and veterinarians.

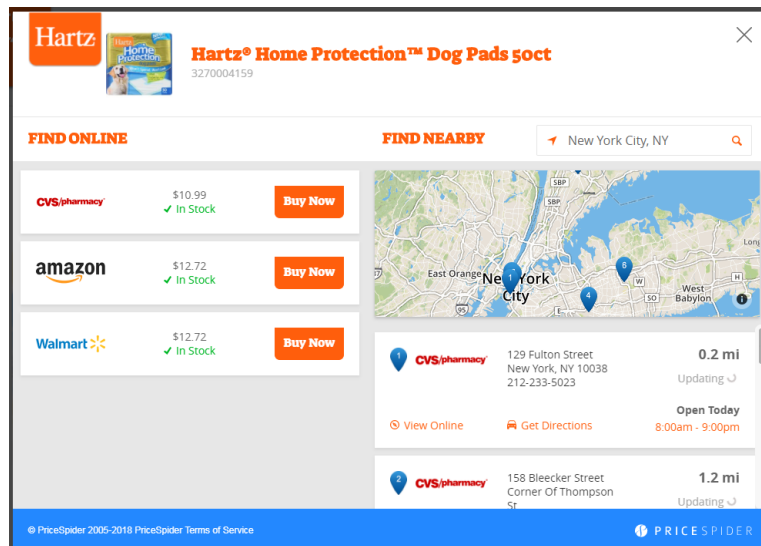
### Recommendations:

- Create “Our Brands” page listing all brand logos with brief introductions.
- Use brand-specific message, promise, values, history and metrics.
- Keep content focused to the brand promise and not particular products.

## Where to Buy

Map of vendors is buried in a lightbox within product detail pages. Some issues with this approach:

- Back button takes user back to listings; it does not close the lightbox.
- Map does not work on mobile.
- On mobile, swiping scrolls the product detail page, not the lightbox.
- Users are forced to find a product to see the map.
- Small map area to pan and zoom.



## Price Spider lightbox

### Recommendations:

- Dedicated page for “Where to Buy”, allowing space to navigate the map.
- Avoid using lightbox.
- Make sure products can be found in-store; there is nothing more frustrating than acting on inaccurate data.

## Countries

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### Introduction

Country selection allows users to explore content and products available to their country. A scalable structure accommodates future company growth.

### Language selection

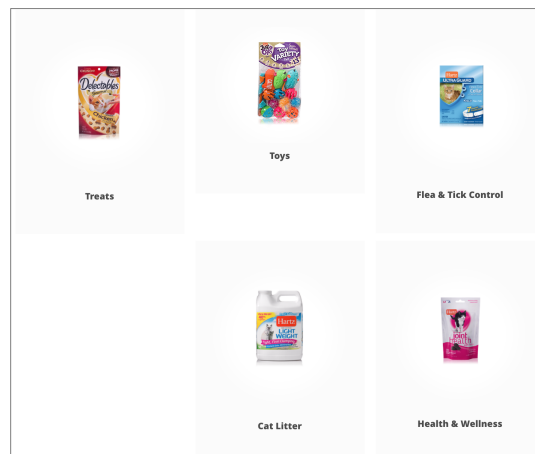
Canadian website only has English language.

### Recommendation:

- Introduce Spanish for US and French for Canada.
- Label “French” as “Français”.
- Label “Spanish” as “Español”.
- Language options open content and products to a larger population.

### Content not stacking correctly

Some products and categories are not offered in Canada, causing layout issues.



## Subcategories in Species page

### Recommendation:

- Test content for different countries and resolve layout issues.
- Be cognizant of space taken by content in different languages and how those affect the overall layout.

## Navigation

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### Introduction

Navigation is not limited to the main menu. Footers, breadcrumbs, pagination, etc. all work together helping users to find what they are looking for.

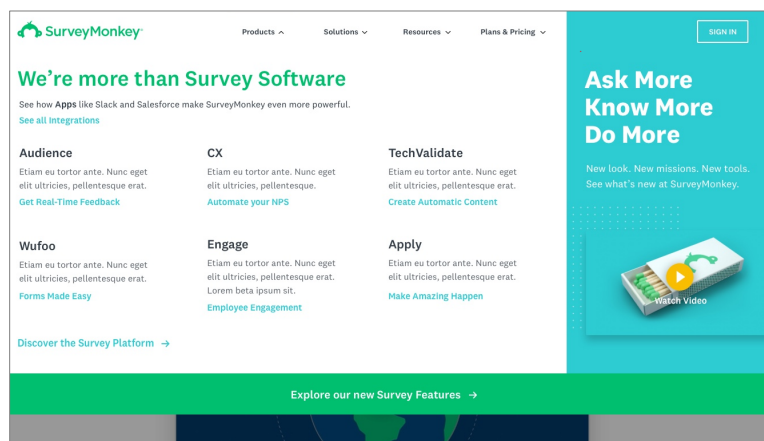
### Main Navigation

Users are forced to enter a Species page (e.g. dogs) to see respective product categories.

Orange copy is too small to pass ADA requirements.

### Recommendations:

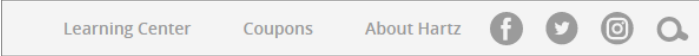
- Provide super navigation showing categories and brands under each Species.
- Feature an article in super navigation and provide link to Learning Center.
- Enlarge font size or change font color.



*Megamenu example with subpages and featured article*

### Super Navigation

Links do not have enough contrast between copy and a background to pass ADA requirements. Social media icons adds 3 more tabs for visually impaired users to reach the search bar.



*Super Navigation links*

**Recommendation:**

- **[IL]** Increase contrast by making copy darker.
- **[IL]** Move social media icons to footer.

### Missing breadcrumbs

Subpages are missing breadcrumbs to help orient users entering organically to deeper pages.

**Recommendation:**

- Implement breadcrumbs across all pages except Homepage and welcome pages.

### Inconsistent use of pagination

Pagination and infinite scroll are used interchangeably across the website resulting in an inconsistent navigation experience.

Pagination is best used when users are searching for content (e.g. articles, products), while infinite scrolls are used when users are consuming content (e.g. Twitter, Facebook, Pinterest).



*Current pagination and infinite scroll*

**Recommendations:**

- Paginate all listings and remove infinite scrolls or “load more”.
- Display number of currently loaded and total items (e.g. 15 of 50 Articles)
- Show page numbers and highlight current page.



*Correct implementation of pagination*

## Links and CTAs

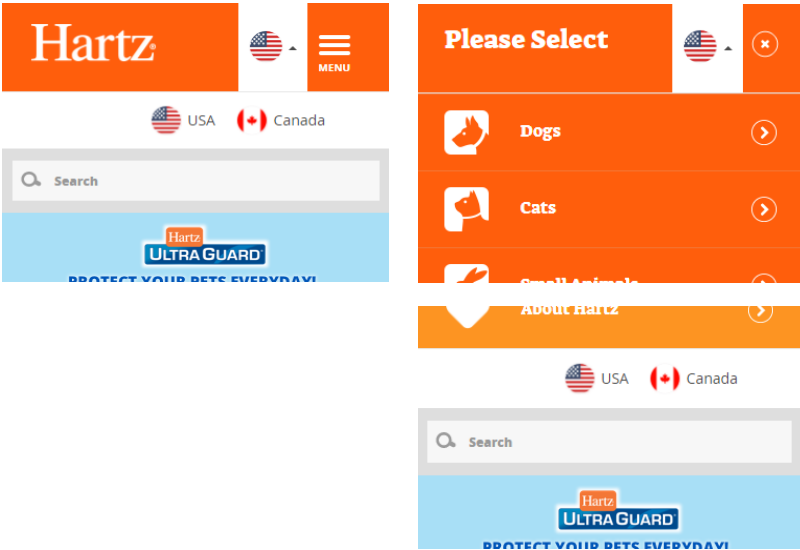
Colors are improperly leveraged to guide attention to primary CTAs. Sometimes CTAs are missing altogether.

### Recommendations:

- Define colors for primary and secondary CTAs and use consistently across the website.
- Avoid using multiple strong colors in the same page. Strong colors grab attention, overusing them dilutes user’s attention.

## Mobile Issues

- Search bar is always present and uses valuable real estate.
- Country selection is rarely used but is placed in the main navigation.
- User has to scroll all the way up to find hamburger menu.
- When menu is open, it is unclear where the menu ends and page continues.



*Current closed and open hamburger menu*

### Recommendations:

- Place search icon in navigation bar. Tapping expands and collapses the search bar.
- Move country selection inside hamburger menu.
- Implement persistent (sticky) hamburger menu.
- When hamburger menu is active, lock screen height to the menu’s height.



# Search

## Introduction

Search logs can uncover what users are struggling to find, how they look for it and how well the content meets their needs.

The current search bar makes good use of suggestive search driving users into product detail page. However, there are a number of interface flaws.

A quick look into the top 10 search terms reveals some optimization opportunities:

<b>Search Result Pageviews</b> Feb 05, 2017 - Jan 20, 2018 1,064 pageviews	<b>Search Term Report</b> Jan 09, 2018 - Jan 20, 2018 413 unique searches
<ol style="list-style-type: none"> <li>1. dentist</li> <li>2. Dura play</li> <li>3. Shampoo</li> <li>4. Ball</li> <li>5. [none]</li> <li>6. Chew n clean</li> <li>7. Collar</li> <li>8. Toys</li> <li>9. Dog toys</li> <li>10. Football</li> </ol>	<ol style="list-style-type: none"> <li>1. Coupons</li> <li>2. collar</li> <li>3. Dura play</li> <li>4. Id tag</li> <li>5. Shampoo</li> <li>6. Toy, Toys</li> <li>7. 3270014464</li> <li>8. Bacon flavored</li> <li>9. Ball, Balls</li> <li>10. Beaver</li> </ol>

Search terms can be grouped into the following categories:

1. Brand (dentist, dura play, chew n clean)
  2. Product Category (shampoo, ball, collar, toys, id tag, beaver, football)
  3. Product Characteristic (bacon flavored)
  4. Coupons
  5. Product SKU
  6. [none]
- Searches for brand, product categories and characteristics are expected and the website provides appropriate results.
  - Queries for coupons are unexpected since it is easily accessible from the super navigation. Further investigations are presented in the Coupons section.
  - Current queries for product SKU return no results.

- No term / blank term queries are normally attributed to search tools looking strange or behaving in unexpected ways, leading to user errors such as hitting “Enter” without entering a query.

## Search by product ID is not supported

Users searching product SKUs are shown no results.

**Search Results: “01864”**

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No products were found matching your selection.

### SKU Search Results

#### Recommendation:

- Support search by product SKU, making sure SKUs are consistent with those listed on vendor websites such as Walmart and Amazon.

## Search bar behaves unexpectedly

- Search bar expands to cover other navigation items, lacks an option to collapse or search without selecting a suggestion.
- Impossible to distinguish between suggestion options because the same label is used.
- No option to search articles within Learning Center.
- Suggestions are repeated: Both Toys(53) and Toys(56) are results for dogs. Both Toys(18) and Toys(18) are results for cats.

The screenshot shows a search bar with the text 'toy' entered. Below the search bar, a list of suggestions is displayed. The suggestions are: Toys(53), Toys(18), Toys(56), and Toys(18). Below these suggestions, two product listings are shown. Each listing includes a small image of a toy pack, the product name 'Hartz Just For Cats® 13 Piece Variety Pack Toy', the SKU '3270012623', and a description: 'An incredible value -- with thirteen cat toys to hunt and SWAT!'.

### *Suggestive Dropdown*

**Recommendations:**

- Push navigation items when search bar expands.
- Provide visual indication (e.g. cross mark or “close” button) to collapse bar.
- Provide option to search all.
- Follow up each subcategory suggestion with the parent category, such as “Toys in birds”.
- Remove repeated suggestions.
- Provide option to search articles.

### **Users cannot search for articles**

The most valuable content in the website are articles and users cannot search for them.



### *Articles Search Results*

**Recommendation:**

- Implement faceted search to display results for both products and articles. This exposes articles to unaware users and offers solutions to those with how to questions.

### **No way forward when no results are shown**

It is unclear what to do next when no results are found.

**Recommendations:**

- Use larger font to clearly indicate no results were found.
- Provide instructions such as: “Check your spelling and try different or fewer words”
- Offer a path forward by providing a search box or suggesting similar queries (synonyms or word with similar meaning or utility) that return results.

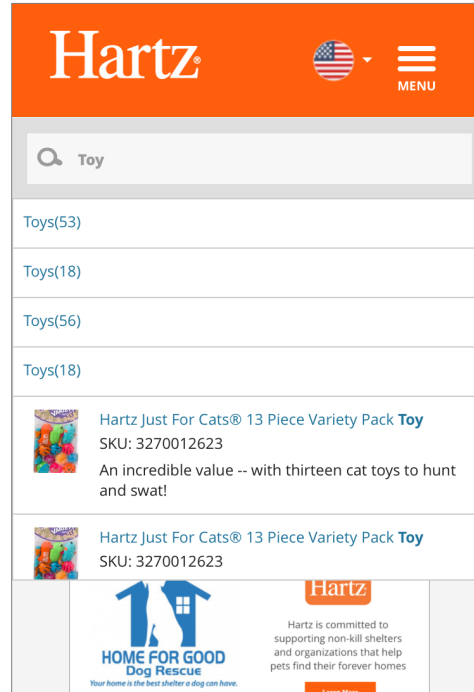
### **Mobile Issues**

- Small space to see suggestions.

- Page scrolling sometime hijacks suggestions scrolling.

**Recommendations:**

- Use entire screen length to display suggestions.
- Lock page scrolling when search is open.



## Homepage

### Introduction

On a well-optimized site, most users will arrive at specific landing pages via search. However, the choices made on the homepage remain critical from two perspectives – ease of navigation deeper into the site, and to introduce (or reintroduce) the Hartz brand to users.

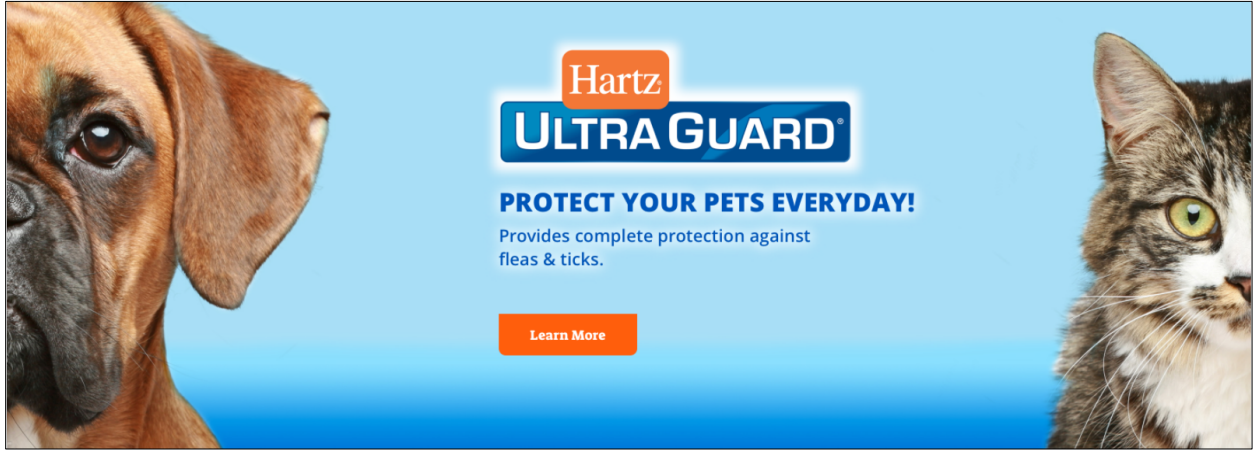
The homepage does a good job providing multiple navigation paths to the rest of the site, and engagingly showing the brand’s history and legacy. However, there are some opportunities.

### Static Homepage Banner

Impact: **High**

Implementation Effort: **Low**

The banner showcases only one product – Hartz UltraGuard®.



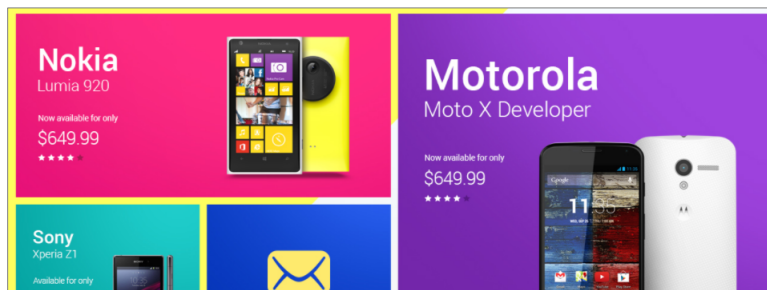
*Current homepage banner*

This is an issue because:

- An unchanging banner misses an opportunity to promote other products, or introduce the brand to lower-awareness groups, such as millennials.
- Also, while this is a strategically important product, demand is seasonal and other products may be more relevant at other times.
- Returning visitors may conclude the site is not regularly updated.
- Text is part of the banner image and is not readable by search engines.
- “Learn More” is a functional CTA, but is not enticing.

**Recommendation:**

- Update the banner monthly (or at least regularly) to incorporate seasonally relevant products and promotions. If there is a default banner, it should be introduce the brand as a whole.
- Banner text should be in html and include stronger calls to action (e.g. “Explore”, “Discover”).
- [NH] Tiled static banners to increase real estate for promotions.
- [NH] Avoid using carousels. Of the people who interact with the carousel, 80% do not click to the second slide. Additionally, auto rotating carousels break multiple UX rules such as taking control away from the user and providing annoying movement.



### Tiled static banners

## Shelter Efforts

Impact: **Medium**

Implementation Effort: **Medium**

Hartz is prominently featuring its support of shelters on the homepage. This is an excellent idea, but both actions highlighted (a shelter donation, Hurricane Harvey) are no longer timely. Also, calls to action link to pages with brief copy and no images.

### Recommendation:

- We understand that part of Hartz’s approach is showing the brand’s love of animals and fostering connections with younger pet owners by supporting shelters.
- Creating (or giving a name to) a branded initiative might help show how particular actions are tied to the brand’s core beliefs. There is also an opportunity to create more visual content that can live on both the site and social media.

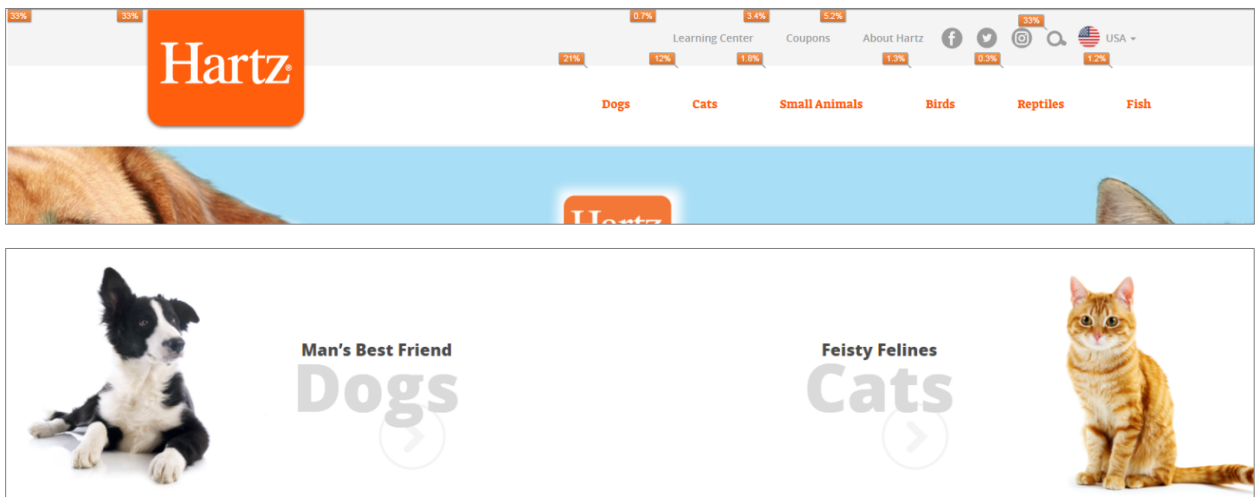
## Species

Impact: **High**

Implementation Effort: **Low**

It is a good practice to list all supported species for users to know if Hartz can help their pets. However, lacking CTAs means less chances these items are being clicked on. Further in-page analytics confirms this.

Light grey arrows per specie fail ADA requirements. Arrows are barely visible.

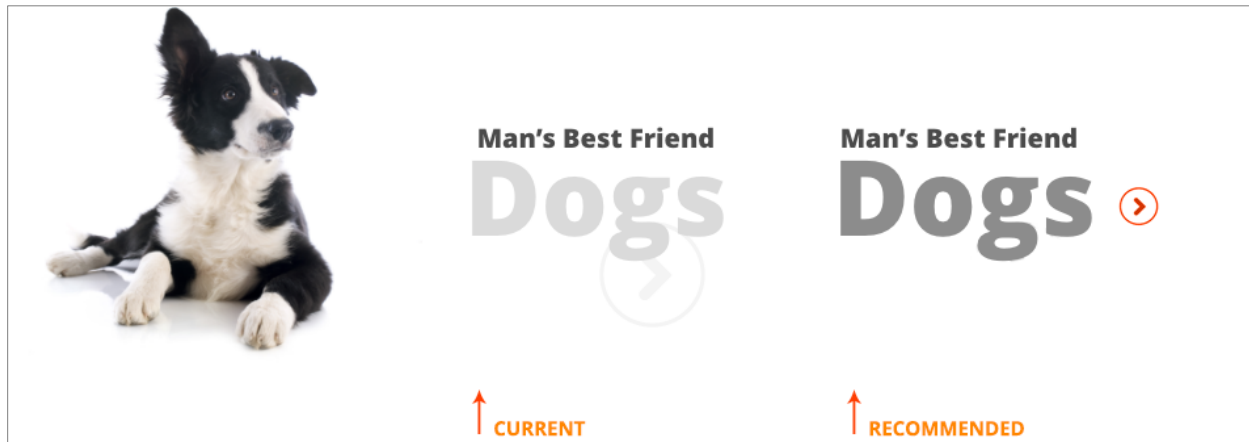


*Users are clicking main menu items, but no clicks are registered for species*

*In-Page Analytics - 02/05/17 – 01/24/18*

**Recommendations:**

- [NH] Provide clear visual CTAs per specie.
- [IL] Implement hover state and increase click target to entire container.
- [IL] Make copy darker, include orange arrow.



*Increase contrast for specie items*

**Learning Center Articles**

Impact: **Low**

Implementation Effort: **Low**

Featuring Learning Center articles on the Home page is valuable, but it is not clear how these particular articles were chosen. “Bathtime for Kittens” is missing a thumbnail image (as are other articles throughout the site).

**Recommendations:**

- Feature articles based on either popularity or seasonality.
- [NH] List education articles per animal type to address all pets.
- [NH] Provide descriptive images per article. Do not use stock images, images should visualize the article’s topic.

## Article Card Issues

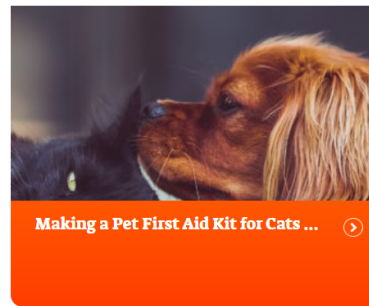
Impact: **Low**

Implementation Effort: **Low**

Article card text is cut off, no clear indication of clickable card.

Recommendations:

- **[IL]** Show full article title.
- **[IL]** Consider hover state for article card such subtle animation of the arrow and image.



## Mobile Issues

Impact: **Low**

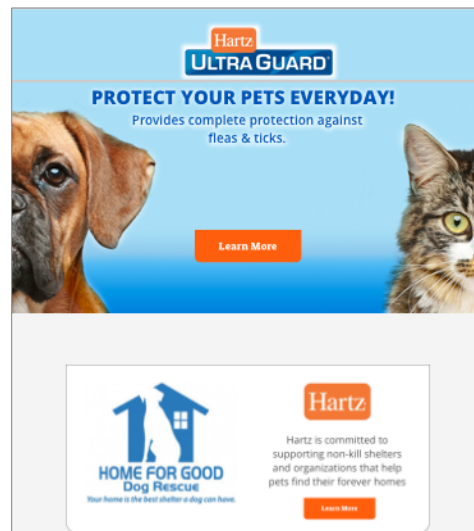
Implementation Effort: **Low**

Text and CTA in banner and shelter efforts are too small.

Page is too long.

Recommendation:

- **[NH]** Enlarge text and CTA.



## Species Pages

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### Introduction

These are essentially directory pages that move users to different product types or to brands, e.g. Dogs, Reptiles.

### H1s & Duplicate Copy

Impact: **Low**

Implementation Effort: **Low**

H1s can be more engaging to users without affecting discoverability in search. Duplicate copy affects SEO and does not do justice to Hartz's expertise in individual species.



**Recommendation:**

- Revise H1 so that they include the key term but also speak more directly to human users. “Dogs” might become “Delight your dog”.
- Ensure copy on these pages is specific to the relevant species.

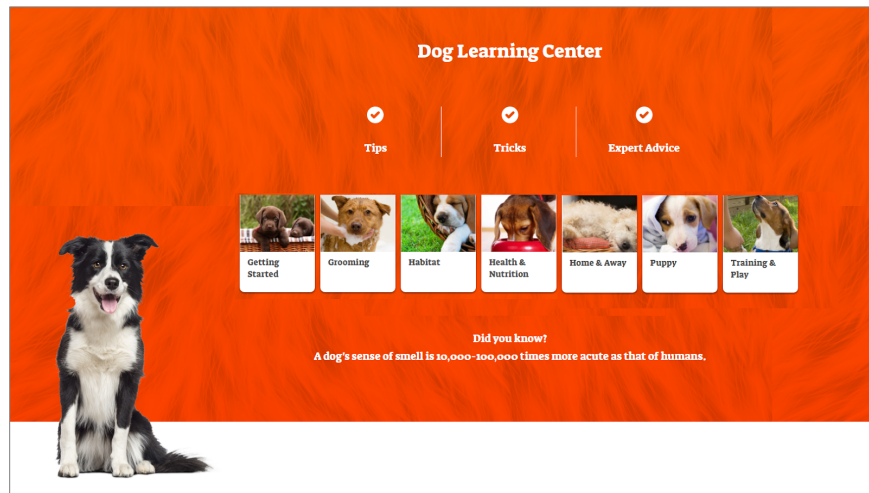
**Learning Center panel is too tall**

Impact: **Low**

Implementation Effort: **Low**

**Recommendation:**

- **[IL]** List categories in one line.
- **[NH]** Consider listing article cards per category.



*Learning Center panel*

**Mobile Issues**

Impact: **Low**

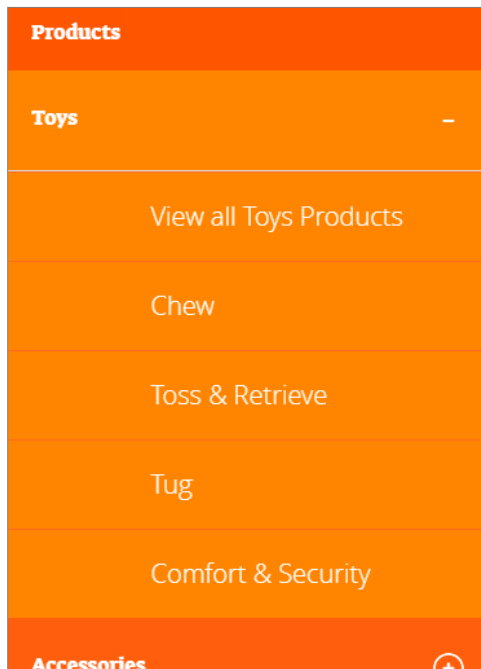
Implementation Effort: **Low**

Spacing issues inside accordions.

**Recommendation:**

- **[NH]** Align subcategories to category indentation.
- **[NH]** Alternatively, provide thumbnail per subcategory.

- **[NH]** Sort subcategories alphabetically.



## Brand Pages

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### Introduction

These pages list Hartz products by brand. The exception is UltraGuard®, which has a very robust brand page explaining the need for, and the value of, flea & tick products.

### Thin Brand Pages

**Impact: High**

**Implementation Effort: High**

Thin brand (or sub-brand) pages are missed opportunities to introduce the brand as a whole and create an emotional connection, especially for users arriving through search.

### Recommendation:

- Create richer brand pages with more copy explaining the selling points – unique and emotional – of the brand’s products, supported by content, reviews, images, and video where available. Efforts should be focused as follows:
  - **Top Priority:** Standalone (non-Hartz) brands in strategic categories – e.g. Delectables.
  - **Medium Priority:** Brands with multiple products in strategic categories – e.g. Hartz Home Protection.
  - **Lower Priority:** Other brands.

### Valuable content missing in the website

Impact: **High**  
 Implementation Effort: **Medium**

Valuable content in marketing pages cannot be found in the website.

**Recommendation:**

- [NH] Product comparison and videos belongs to respective product detail pages.
- [NH] Information about fleas and tick is educational and belongs to Learning Center.
- [NH] Dedicate a page for Dr. Wilson, allowing users to inquire a veterinarian directly from the website.
- [NH] Veterinarian professional content belongs to dedicated page for veterinarian resources.

### Table does not follow comparison conventions

Impact: **Low**  
 Implementation Effort: **Low**

It is unclear what dots are compared to checkmarks and empty cells. Additionally, row labels are unclear(e.g. “fleas” can be interpreted as “kills fleas”, “prevents fleas”, etc.)

Flea & Tick Drops**	Kills	Kills	Kills
Fleas	✓	•	•
Ticks*	✓	•	•
Mosquitoes	✓ and Repels		
Flea eggs	✓ and Prevents	• and Prevents	• and Prevents
Flea larvae	✓	• and Prevents	• and Prevents
Starts Killing Fleas in 15 Minutes	✓		
Easy to use Applicator	✓		
Monthly Cost***	\$4.62	\$9.96	\$13.54

*UltraGuard comparison table*

**Recommendation:**

- [NH] Comparison cells should either have or not have a feature, use check marks and crosses.
- [NH] Do not leave empty cells, as these create uncertainty as to what they mean.

- [NH] Use descriptive labels such as “Kills Flea Eggs”.
- [NH] Show price difference for easy comparison.
- [NH] Alternate row colors for better readability.

## Ultraguard pledge communicates an ambiguous message

Impact: **Low**

Implementation Effort: **Low**

It is unclear what Ultraguard is and how users can gain from it.

### Recommendation:

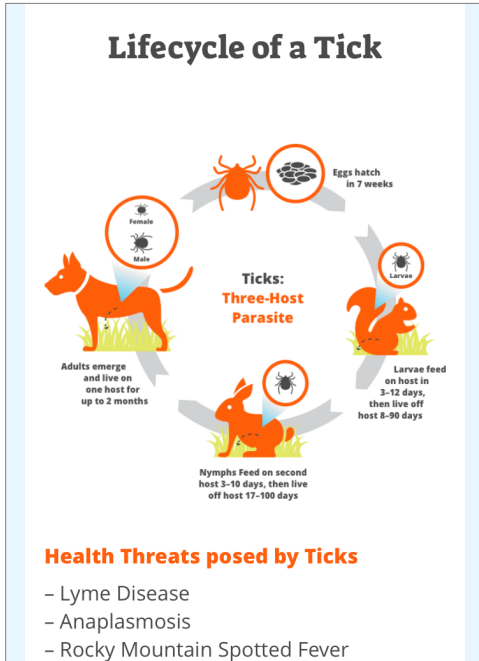
- Be clear and direct as to what Ultraguard is, how users can benefit and the steps they should take to do so.
- If the pledge only applies to certain products, only show it in their respective product detail pages.

## Mobile Issues

Impact: **Low**

Implementation Effort: **Low**

- Content heavy brand pages are too long.
- Infographic is not optimized, text is too small.
- Large space gaps between sections.
- Comparison table squeezed. Logos and text are too small.
- Videos take users away from the website.



	ULTRAGUARD	PRESENCE	FRONTLINE
Flea & Tick Drops**	Kills	Kills	Kills
Fleas	✓	●	●
Ticks*	✓	●	●
Mosquitoes	✓ and Repels		
Flea eggs	✓ and Prevents	● and Prevents	● and Prevents
Flea larvae	✓	● and Prevents	● and Prevents
Starts Killing Fleas in 15 Minutes	✓		
Easy to use Applicator	✓		
Monthly Cost***	\$4.62	\$9.96	\$13.54

*Ultraguard tick lifecycle and comparison table*

**Recommendation:**

- [NH] Adopt swiping right and left approach to see each stage in infographic cycle without sacrificing through scaling.
- [NH] Avoid large gaps between sections, users might think the page ends.
- [NH] Increase table width to allow space for labels, logos and values. Bleed table past the screen edge and allow users to scroll sideways to see more.
- [NH] Open videos in a lightbox within same page.

## Product Listings

### Introduction

These pages list all product for a certain category. They provide filter and pagination features to facilitate browsing.

Product name are hard to read

Impact: **Low**

Implementation Effort: **Low**

Tab label and icon placement creates confusion as to which icon belongs to which label.



*Product Listing tabs*

Recommendation:

- [IL] Separate tabs with lines like those used in the FAQ page.



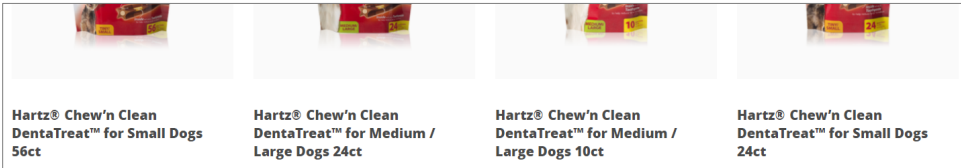
*FAQ tabs*

### Product name are hard to read

Impact: **High**

Implementation Effort: **Low**

Brands and product names are formatted with the same appearance forcing users having to distinguish brand name from the actual product name.



*Product names*

Recommendation:

- [NH] Remove “Hartz” from all product names. Users already know they are in the Hartz website.

### Not enough product information is provided

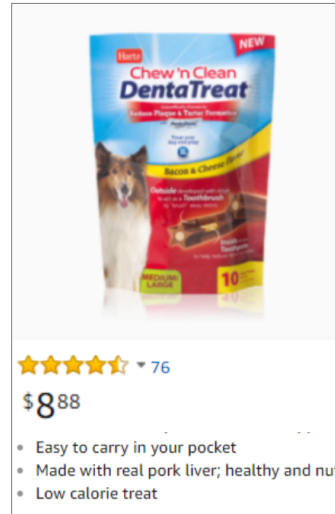
Impact: **High**

Implementation Effort: **High**

Product cards only consists of image, coupon tag and product name. Additional information can be provided to help the user choose their product.

### Recommendation:

- [NH] Average ratings gives sense of the public’s recommendation.
- [NH] MSRP price adds an ecommerce feeling, suggesting the listing is not only a catalogue but can also be bought.
- [NH] Features or benefits shown in one or two bullet points can provide some insight into the purpose of the product.

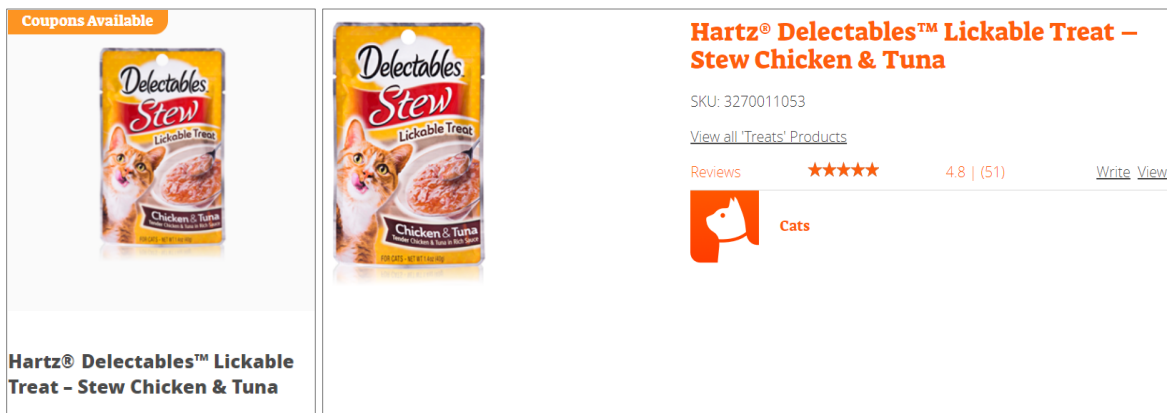


### Coupon tags are inaccurate

Impact: **High**

Implementation Effort: **Low**

Products with coupon tags have no coupons shown in their detail pages.



*No coupon in product detail*

### Recommendation:

- [NH] Synchronize coupon tag trigger in products cards with coupons available in the backend.

### Missing “All Products” and “Brands” filter options

Impact: **Medium**

Implementation Effort: **Low**

Users can click “View all products” from the Species page, but cannot revert to seeing all products after selecting a category.

Unexpected behavior clicking “Groomer’s Best” from Cats Landing Page and landing into Groomer’s Best page with a dog in the header and mix of dog and cat products listed.



*Cat Groomer’s Best link behavior*

**Recommendation:**

- [NH] Include “All Products” filter option.
- [NH] Include “Brands” filter. Clicking a brand in Cats page should link to a page listing all cat products from the brand.

**Mobile Issues**

Impact: **Low**

Implementation Effort: **Low**

- Inconsistent subcategory selection behavior compared to desktop.

**Recommendation:**

- [NH] Offer consistent experience from desktop to mobile, allow multi-select subcategories in mobile.
- [NH] Open filter options in overlay, allow multi-selection and provide “Done” option.

**Product Pages**

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*Introduction*

These pages showcase Hartz products themselves, and ideally should provide information sufficient to make a purchasing decision, whether from an online retailer or in-store.

**Lack of Supporting Content**

Impact: **High**

Implementation Effort: **High**

Product pages lack information that would be valuable to users. For example, they lack:



- Enlargeable product images
- Relevant video or gifs (e.g. application for Flea & Tick, cats for Delectables)
- FAQs
- Simple charts to compare products with others in the same line (e.g. size or absorbency of dog pads, texture of Delectables)
- [NH] Show product units in relation to common items for users to estimate size (e.g. show 1 treat side by side with 1 quarter coin).



*User friendly size description*

**Recommendation:**

- Product pages should be enriched with content that is relevant and appropriate to the product.

**Calls to Action**

Impact: **High**

Implementation Effort: **High**

Many pages are missing a Where to Buy button, even where products are available online.

**Recommendation:**

- Add Where to Buy buttons and links to online retailers to products currently missing them.

**Rating is oddly spaced and formatted**

Impact: **Low**

Implementation Effort: **Low**

Average rating and number of reviews are presented side by side.

“Write” is not descriptive, while it is unsure what “View” is referring to due to spacing.



*Current ratings row*

**Recommendation:**

- [NH] Reduce spacing between items.

- [NH] Only show number of reviews, clicking it should anchor to reviews section.
- [NH] Relabel “Write” as “Write a review”.
- [NH] If no reviews, show text “No reviews yet”.
- [NH] Integrate review form within review section, do not open in popup.

## Not all products are listed

Varieties chart show products that cannot be found in product listings, for example Dentist’s Best® chips vs bones.

40-pack	Bones	Non-Staining Beef
6oz	Chips	Non-Staining Beef (shown)
8-pack	Twists	Non-Staining Beef

### *Product Variations*

#### Recommendation:

- [NH] List distinct products in listing page, such as products with bone, chips, twist, roll and munchy rawhide variations.
- [NH] Provide options within product page for characteristics such as size, flavor and dog size.
- [NH] Provide unique images, MSRP price, Where to Buy and online vendors per product variation.

## Missing pricing information for users to make a purchase decision.


Most products do not show “Where to buy” CTA even when products are available online. Prices are not displayed, retail prices and coupons are one click away (hidden).

**Hartz Dentist’s Best® with DentaShield®  
Rawhide Chews for Dogs**

SKU: 3270001001

[View all 'Dental Treats' Products](#)

Reviews ★★★★★ 5 | (8) [Write](#) [View](#)


Dogs

*Product header*

**Recommendation:**

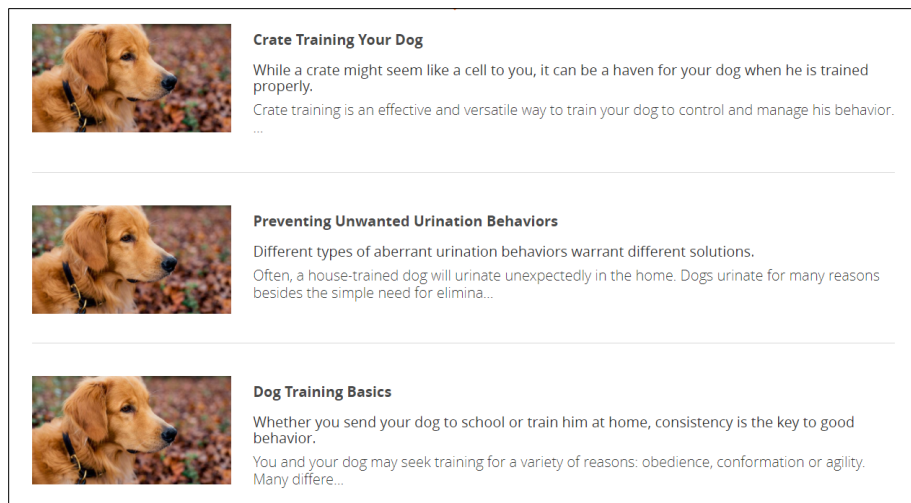
- [NH] Add where to buy buttons to all products.
- [NH] Add online retailer links and their price to all products. Do not bury them under Price Spider store locator.
- [NH] Show MSRP price per product variation.
- [NH] Display coupon in-page.
- [NH] Make sure coupons are available when shown in product card.

**Related Articles**

Impact: **Low**

Implementation Effort: **Low**

“Related Articles” on some product pages, such as dog pads, have the same thumbnail image.



*Related articles on a [dog pad product page](#)*

Also, the relevance of Related Articles images could be improved – for example, Kitten Milk Replacer does not feature articles about kitten health, even though these articles exist.

**Recommendation:**

- Add images to articles in the Learning Center (see below). Those same images should display as thumbnails on product pages.
- Audit Related Articles against Learning Center content to ensure the best content is being surfaced on product pages.

## Mobile Issues

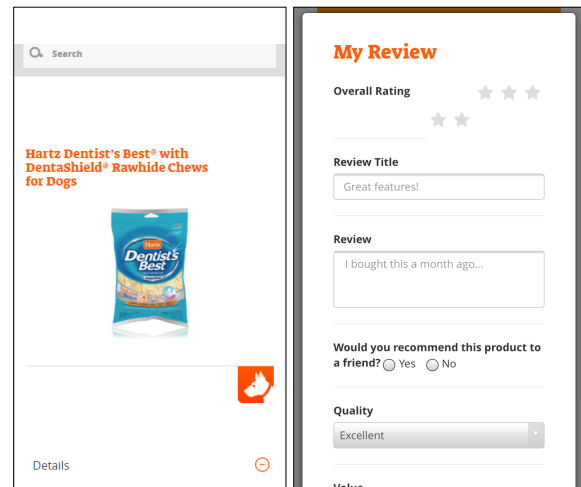
Impact: **High**

Implementation Effort: **High**

- Too much spacing.
- Broken layout.
- No option to close reviews lightbox.

### Recommendations:

- **[NH]** Condense layout to show more information in the same screen. Check for broken layouts.
- **[NH]** Open review form in new page.



## Learning Center

### Introduction

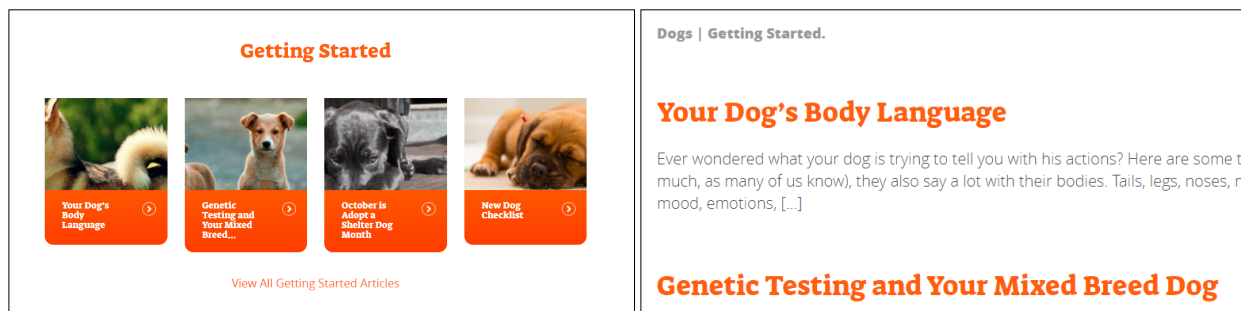
The Learning Center is a critical to how people find and interact with the Hartz site. Any increase in discoverability or engagement in the Learning Center will help more people find and engage with the Hartz brand.

### Article Category Page Issues

Impact: **Low**

Implementation Effort: **High**

Articles are grouped by species and topic, but only four articles are displayed at a time under each topic. Finding most articles requires browsing through multiple topic category pages filled with text links.



*Topic area and topic category page in Learning Center*

There is also overlap between some categories (e.g. Kitten and Getting Started) which might cause users to go to the wrong place.

**Recommendations:**

- Adopting a tagging system for articles, and enabling users to filter by tag, would enable articles to find content without so much browsing. Also, content could have multiple tags, and live in multiple categories.
- More prominent search functionality on the Learning Center might also help users.
- If all articles had images, topic category pages would be more visually appealing and make articles more attractive to click on.

**Article Header Issues**

Impact: **High**

Implementation Effort: **Low**

Article headers are H2s. Subheaders on many articles are also H2s. This is bad for search (because there is no H1 on the page) and for users (because headers and subheaders look the same).

**Choosing the Right Cat Bed for Your Pet Cat**

**Rest is an essential part of your cat’s life. Here’s what to think about when choosing a cat bed for your feline friend.**

Though it may not seem like the most important aspect of cat care, choosing the right cat bed is critical. A cat will spend a lot of time in her bed, and it’s essential to make it as comfortable and homey as possible. Here are some things to consider when you are making a decision about your cat’s habitat.

*Article with multiple H2s*

Longer articles can be very copy-heavy. Breaking up articles with H3s as subheaders helps users read more easily. H3s can also contain additional keywords related to the overall topic of the article.

One of the most important aspects of being a good pet parent is choosing the right vet for your cat. The best time to take care of that responsibility is BEFORE any sort of emergency makes a trip to the vet necessary.

Wherever you happen to live, whether it's a big city or a small suburban town, there are certain to be many small and large veterinary practices from which you can choose the right vet for you and your kitty companion. One of the best starts toward making that choice is to get referrals from neighbors, friends, and family, ideally from people who are also cat owners, because cats – like every species – do have their own special medical and behavioral issues. You might even want to find a vet that specializes in cat care, a growing specialty field in veterinary medicine.

Armed with your recommendations, there is one important question that you'll have to ask yourself before moving on to the next step toward finding the vet that is the best fit for you and your cat. How much time will it take you to get to the vet's office from your home? You should consider what that commute might be like in a variety of situations. While a half hour drive might not seem inconvenient at first thought, consider how important those extra minutes might be in reaching your vet's office in an emergency situation. Even if your visit isn't an emergency, many kitties just don't enjoy travelling. If that's the case with your feline friend, then it might make sense for you to focus on finding a vet closer to home.

Once you've narrowed your list of prospective vets, your next step is to set up a "well cat" appointment. This visit is a way for you to check out the "chemistry" between you and the vet AND between the vet and your cat. Since most vets keep to a tight schedule, it might make sense to request 15 minutes or so additional time when you schedule your appointment, so that you can get to know the vet as well as allowing ample time for your kitty's exam.

Arrive for your appointment armed with a list of questions, so that you make the most of the time you have in the examination room. However, your review of a prospective match should begin before you even get to meet the vet. Is the waiting room clean and well maintained? Will your pet feel safe while when you have to wait? After all, there are fewer more stressful situations for cats than being trapped in their cat carriers with unfamiliar, barking dogs nearby! There are even vets who have separate waiting areas for cats and dogs just to avoid such situations. Of course, if you do opt for one of the increasing number of vets who have a dedicated feline practice, that won't be a consideration for you. Finally, are the people behind the reception desk friendly? They are likely to be your first point of access to your vet in the future, so you should feel comfortable with the level of attention and concern you receive from them.

### *A text-heavy section of the article "Selecting a Vet for Your Cat"*

#### Recommendation:

- Change the article title is an H1 and any subheader to bold text.
- H3s should be used to break up long articles and indicate important subsections of the article.

#### Add Images to New Articles

Impact: **High**

Implementation Effort: **Low**

Not all articles have images associated with them. Also, long articles are all text and are never broken up with images.

#### Recommendation:

- Add images to all new articles. Ideally, this would be extended to all articles.
- Break up long articles with either images or calls to action (see below).
- **[NH]** Avoid using stock images, use images that help communicate the article message.

#### Article CTAs and Related Content

Impact: **High**

Implementation Effort: **High**

There are no strong CTAs on the articles, whether to sign up for Hartz email or follow the brand on social.

User flows and bounce rates suggest that users are not engaging with, or are not reaching, the related articles and products at the bottom of the page.

**Recommendation:**

- Implement (and ideally test) design changes to article pages. These could include:
  - Interstitial calls to sign up for email or follow on social.
  - Consider embedding video where relevant and available.
  - Related products sections within articles that show product cards directly relevant to the article (perhaps even in checklist form).
  - “Next” and “previous” article text links could bring further reading closer to the end of the article and provide a different path.
  - [NH] Sharing options on top and bottom.
- [NH] Improve readability by:
  - [NH] Shorten length of text line, keep within 45 to 85 characters length to improve readability.
  - [NH] Chunk article into subsections, lists, charts and tables whenever possible.

**Mobile Issues**

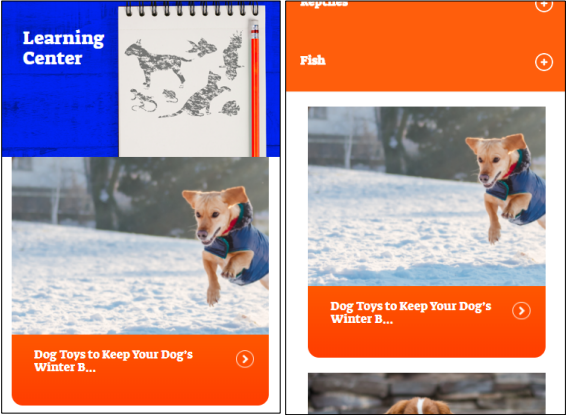
Impact: **Medium**

Implementation Effort: **Medium**

- Article appears below the header.
- Repeated articles.
- Confusing layout with filters in between article listing.
- Articles cards are too big, users can only see 2 at any given time.

**Recommendations:**

- [NH] Introduce a category and subcategory filter bar.
- [NH] Show articles in list format: Left title, right thumbnail.



**Coupons**

*Introduction*

This page is normally used to list coupons and instructions on how to use them. Users should be able to select a coupon and redeem it from the website.

### No copy on coupons page

Impact: **High**  
 Implementation Effort: **Low**

Users are using search bar to search for coupons, even when “Coupons” is clearly listed in the super navigation.

Previous Page Path		Pageviews	% Pageviews	Next Page Path		Pageviews	% Pageviews
<a href="/coupons/">/coupons/</a>		11	24.44%	<a href="/coupons/">/coupons/</a>		15	46.88%
<a href="/">/</a>		6	13.33%	<a href="/dogs/">/dogs/</a>		3	9.38%

#### Coupons searching loop

Users visit Coupons page first, then run a search for Coupons and return to Coupons page again. This indicates users are searching for coupon after seeing the coupons page is empty.

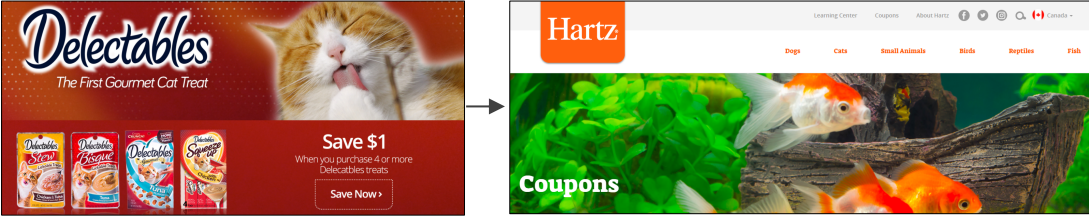
#### Recommendations:

- [NH] Clearly indicate no coupons are not available when no coupons are not available.
- Brief messaging should encourage users to check back again. Consider a call to action such as an email sign-up to be notified of future coupons.
- [NH] Provide instructions to redeem.

### Banners are improperly linked

Impact: **High**  
 Implementation Effort: **Low**

US cat Delectables coupon banner opens Canadian coupons page.



US Coupon banner links to Canadian Coupons page



**Recommendation:**

- [NH] Check that all banners are linked properly.

**Mobile Issues**

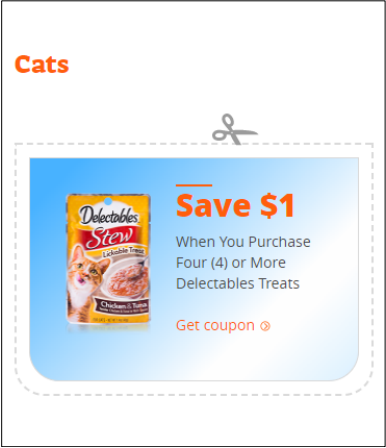
Impact: **Medium**

Implementation Effort: **Low**

- [NH] Unclear touch target area.

**Recommendation:**

- [NH] Extend touch target area to entirety of coupon area.



## Other Issues

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*Introduction*

These issues apply either to the site as a whole, or are issues observed with less strategic pages.

**No Video Embedded**

Impact: **Medium**

Implementation Effort: **Medium**

Playing video currently takes the user off-site.

**Recommendation:**

- Migrate videos to YouTube and embed them on-site, disabling comments on sensitive products such as flea & tick.

**Shelter & Rescue**

Impact: **Medium**

Implementation Effort: **Medium**

Shelter & Rescue support details, including a list of all shelters supported, is buried in the About section. The initiative does not seem to have a name.

**Recommendation:**

- See suggestions for Homepage above.

**Newsletter Sign Up****Impact:** High**Implementation Effort:** Medium

- Only ask for essential information that can be used now and leave out questions that satisfy curiosity. Every time a question is removed, more answers will be given to the rest. Less questions asked translates to more conversions.
- Page not rendering correctly.
- Visually show newsletter examples.
- Registration and signing up for Newsletters are different things. Registration implies creating an account to login in the future while Newsletter signup is simply entering an email to receive newsletters. Users expect to fill out more information when registering, not when signing up for newsletters.

**About****Impact:** Medium**Implementation Effort:** Medium

- Reuse homepage history format in History page. Focus on a few key events worth highlighting to the user. Aim for quality and digestible content rather than quantity.
- Use historic images to reinforce the company's legacy.
- Standard logos (e.g. EPA) should be clearly visible and recognizable, not part of the background.
- Too much content lives in the page, most content should live on dedicated pages.
- Create dedicated pages for:
  - Research and Innovation
  - Standard and Safety
  - Community Outreach
- Missing CTAs for:
  - Careers
  - Contact

- Make the page more friendly by introducing the team, team member profiles and pets owned.

## Careers

Impact: **Medium**

Implementation Effort: **Medium**

- List key benefits.
- Outline values.
- Visualize employee life through office life and event images.

## Contact Us

Impact: **Medium**

Implementation Effort: **Low**

- Inquiry options have same appearance as CTAs. It is unclear they are radio buttons.
- Use radio buttons.
- Form fields are too spaced out.

## FAQs

Impact: **Medium**

Implementation Effort: **Medium**

- Most questions and answers belong to either Product Detail pages or Learning Center.
- Keep questions high level and limited to those asked by customers contacting customer service.

## 404 Page

Impact: **Medium**

Implementation Effort: **Medium**

- Provide a friendly and visible message such as “Oops, we can’t seem to find the page you are looking for.”
- List key links, including the homepage.
- Showcase brand personality.