Shop Glamazontay Website Analysis

23 September 2021
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Executive Summary

The purpose of this report is to analyze Glamazontay's Apparel studio website to determine whether its design and format encourages the behavior of her audience to buy from the site. Upon analyzing, I found four factors that either contributed or hindered the company's goal:

      A) Target audience
      B) Personal brand consistent to site
      C) Frequent email subscription pop-up
      D) Sale pop-ups

Shop Glamazontay has content and an appropriate format to attract their target audience; however, some slight changes would need to be made to generate even more sales.

- Email subscription pop-up once on home page and a simple click of no or the "x" should imply disinterest
- Implementing more lifestyle based aesthetics

A few simple adjustments could make a huge impact on a business. I am confident that with my recommendations Glamazontay Apparel Shop leads will soar. Shop Glamazontay analytics will increase at high rates with paid ads and applying my recommendations.
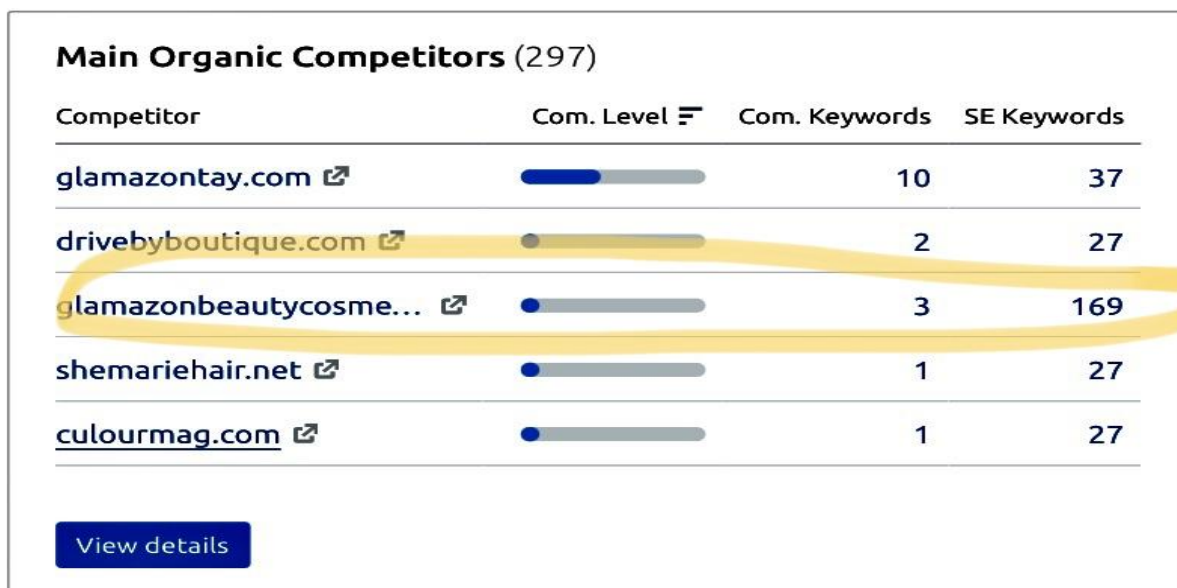
Introduction:

This report will analyze the Shop Glamazontay website. This report is designed to address the format and/ or design of Glamazontay Apparel Studio site to determine whether it accomplishes its goal of making sales to the desired audience. First, Glamazontay's desired audience will be analyzed and how the format of the site achieves its goal of reaching its audience. Then, the comparison of Glamazontay's personal brand to her business will be demonstrated which explains her choice of clothing and naming etc. Next, the frequency of the email subscription pop-ups and effects this tiny detail has on the sales of the site. Lastly, I will emphasize the sale pop-ups present on the bottom left corner of the site: detailing who bought what and where the customer is located.

BODY

Background & Competitors:

Using SemRush, Glamazon Beauty Cosmetics was this site's greatest competitor. As you can see, the name of this company is very similar to Shop Glamazontay. The search engine keywords are what makes them competitive with 169 similar keywords. They sell different items which are beauty products and are in different locations. This company is based in New Brunswick, New Jersey while Shop Glamazontay is based in Los Angeles, California. These companies are completely different but have similar names.

Figure 1-1   Semrush displaying Glamazontay's Apparel Studio main competitor as Glamazon Beauty Cosmetics

I) Findings:

A) Target Audience

Target audience is a particular group, something is aimed towards whether it's a book, film, etc. Analyzing the site, I was able to determine her desired target audience. Shop Glamazontay targets African-American young women aged from 22-27 who are able to live lavishly and have fun. These women are single with no kids and aspire to make six-figures. Also, these women are "bou-ghetto" and like to dress sexy. Her audience is confident and likes to be seen. She does a great job with targeting them by the styles and names of clothes. The items are bright and contain loud patterns. One of the tops on her site is named "It's the Top for Me" which is a saying that most young black women say: "it's (insert whatever you want) for me." The brand

persona is consistent on all her platforms. On YouTube, Glamazontay posts vlogs where she attends outings, travels, and shows the behind-the-scenes of her business; her customers participate in similar leisure. On Instagram, she posts photos that correlate with her vlogs such as sitting on the beach. Being relatable, Shop Glamazontay achieves the goal of making sales to her desired audience.

Figure 1-2 Glamazontay (on far left and right) with customer in the middle; this picture displays the similarities between her site and desired audience. On the right, Glamazontay is pictured in "It's the Top for Me".

B) Site reflects Glamazontay personal brand

Glamazontay Apparel Studio matches Glamazontay personal brand: YouTube and Instagram. Glamazontay considers her style "bou-ghetto", meaning bougie and "ghetto". She has said this numerous times on her Instagram and YouTube channel. She uses foul language and wears long nails but attends expensive outings and lives in LA. Her clothes match this theme. For

example, a two piece set on the site is called "Thot Sh*t set" which is a popular song currently. Shop Glamazontay only consists of photos of her in every outfit and even sales items from her closet such as shoes and wigs. There is even a video present on the site of her dancing. On the same hand, her social media handles on her site are present and work. The site definitely has usability and functionality meaning it is usable and works efficiently. The load time is low, and the format of the site is simple: I know exactly where to click to find outfits, speak with customer service, or find out more about Glamazontay. In conclusion, Glamazontay does a great job of converting her personal brand to her site. Her supporters love her personality and definitely support the online store because the site reflects upon her character. Viewers know when someone is being authentic and are naturally attracted to that person; therefore, sales will continue to increase with effective marketing.
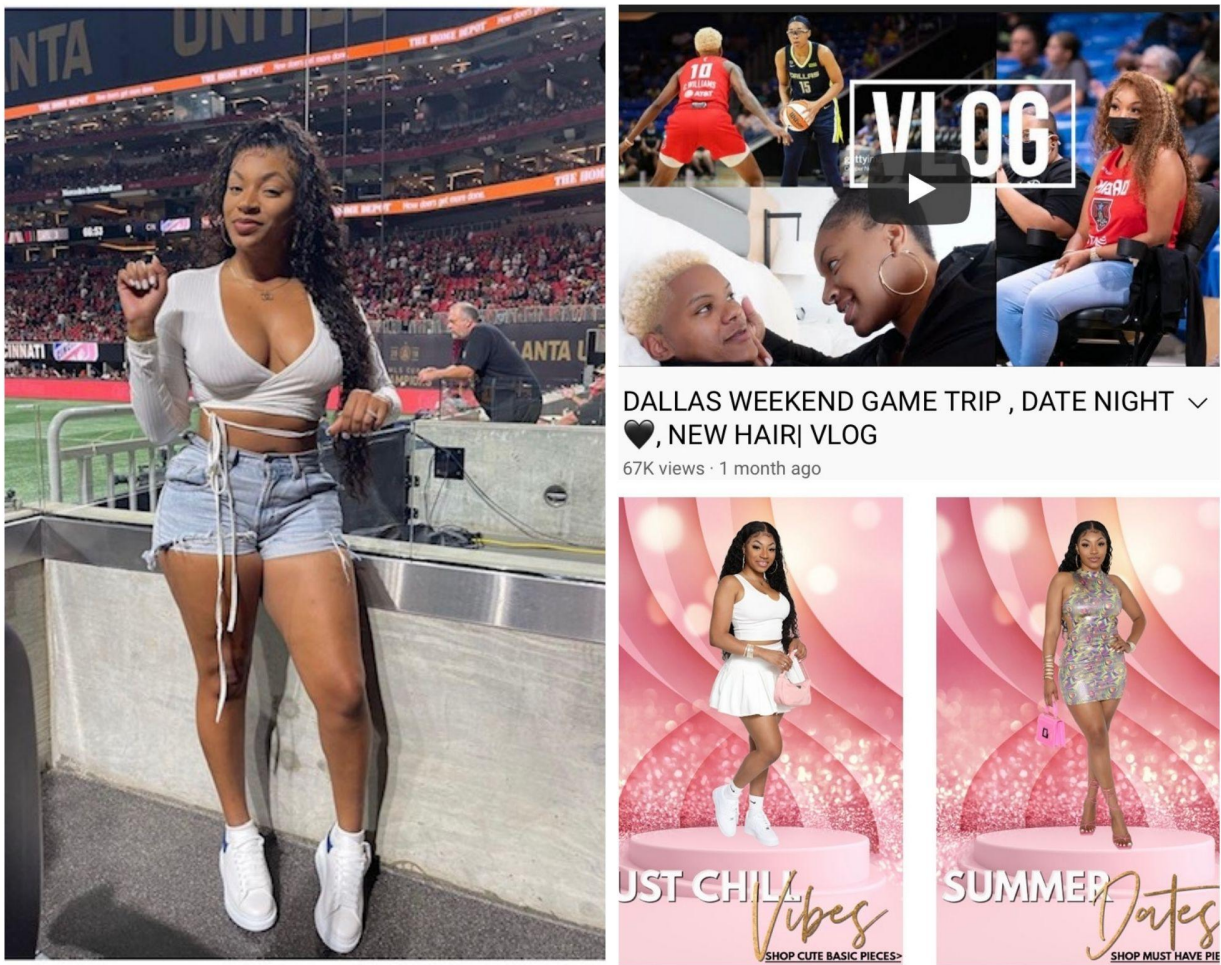

Figure 2-1 Glamazontay's personal brand compared to her site

C) Frequent email list pop-ups

Upon reviewing the site, I noticed there were consistent pop-ups for potential consumers to sign up for emailing newsletters on every page. These newsletters offered discounts, new items, etc. If consumers were to sign up, they would be the first to know of these deals. However, I could not submit "no, thanks" without having to put my email in and still had to subscribe. Majority of Glamazontay's consumers are her supporters from her personal brand, so this feature would be beneficial to increase the traffic on her site. However, if it were my first time viewing the site, I would view it as a bit "pushy" and become uninterested. According to research, Neil Patel states, "Most visitors decide whether to subscribe or not after reading your content. By triggering a pop-up as soon as they reach the bottom of your content, you will be asking them to make the decision right away." Shop Glamazontay needs to take new viewers into consideration and give them a chance to determine if the site is for them. Overall, viewers should be given a choice whether to sign up or not and shouldn't feel forced.

Video of process described above:
[Email subscription pop-up](#)

D) Sale pop-ups

On the site, mini sale pop-ups are present on the bottom screen. The pop-up states the customers' names and where they are located. Also, it displays a picture and the name of the item that was purchased with the time. This small technique makes a huge difference in leads and/or sales. These pop-ups show customers the trending items and give them ideas on what they can add to their carts. It also demonstrates that customers are everywhere, meaning you can order from this site no matter your location. If I were a new viewer, the sale pop-ups would catch my attention and give me a general idea on the types of items that the site sells. Overall, these mini sale pop-ups are great in generating more sales.

Figure 2-2 Sale pop-ups present on the Shop Glamazontay

Discussion:

The site needs to be more lifestyle friendly since the majority of her consumers are her supporters from YouTube and/ or Instagram. I know this because according to SemRush Shop Glamazontay does not pay for any advertising. Seeing more aesthetics that match the outfits would be beneficial for the site. For instance, Shop Glamazontay has 3 categories on her page: summer dates, baecation vibes (vacation but with the bae), and just chill vibes. These categories are also consistent with her brand. On both social media platforms, Glamazontay is always seen living life: either she is at a basketball game with her girlfriend, traveling, out with friends, showing the behind-the-scenes of her business, etc. Therefore, I would like to see a summer date outfit with a restaurant aesthetic. Also, on the home page, the background labeled "It's a glam girl summer" should look more realistic. It looks like Glamazontay cropped and placed on a background image. Since Glamazontay's target audience are women aspiring to make six figures, all images should be high-quality and realistic to show that this lifestyle is attainable. Shop Glamazontay is a clothing company but has a lifestyle vibe. In conclusion, this site needs more lifestyle themed photos to show the different activities her desired audience participates in based on the outfit.

Recommendations:

Glamazontay Apparel Shop does great accomplishing its goal in generating sales to her audience; however, a few minor changes to the site will generate even more sales. First, customers should be given a choice to sign up for email subscriptions. A simple exit of the screen or clicking "no, thanks" should be enough to imply disinterest. Also, this pop-up should only appear once throughout the experience; this has led potential customers to simply click off the site due to becoming frustrated and uninterested. In conclusion, a potential customer would stay on the site longer if the email list pop-up wasn't so persistent. This leads to more sales.

Finally, more lifestyle photoshoots would generate more sales. Glamazontay is a brand, and the site does a great job in converting her personal brand to her business. I noticed the outfits that did have a lifestyle aesthetic were all sold out compared to the items that just had a plain white background. Like stated previously, the majority of her customers are her supporters from her YouTube channel and/or Instagram, so they see her lifestyle. According to SemRush, 63% of her sales come from backlinks which are links that lead people to her site. Her site is definitely in her bio on Instagram and in descriptions under her YouTube videos. You never want to sell a product but a lifestyle. Since her website is geared towards her personal brand, the site needs more personalized aesthetics that matches the outfits to generate more sales.

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