



CWCUBEDMARKETING

Website Audit for **www.costplusdrugs.com**

Below is a **summary of your website audit**. Each suggestion will help **your site perform its best**. You can make these changes yourself, give to your tech team or hire a freelancer.

[Click Here to see screen recording of costdrugsplus](#)

[Click Here for link to Google docs folder of websites audits.](#)

Suggestions

Tutorial links

- 1 Need good meta title.
- 2 Need good meta description.
- 3 Test a better headline and subheading.
- 4 Maybe test a login button on right top of page.
- 5 Test a different picture that's an actual picture.
- 6 Move most popular searches box down page below summary of what the site does.
- 7 Need a quick summary of what the site is about with bullets showing a clear value proposition.
- 8 It's not immediately clear that you have to register to get this offer.
On product page test words "Create an account to save on this prescriptions". If you could get this without signing up or a really quick sign up that would be great.
- 10 Prescription required for purchase text instead of just prescription required.
- 11 Test a short product description before the why my medication look different text?
- 12 Make sure title tag and description that shows in Google search results is better to increase click thru rate.
- 13 Test "get started button" text vs "sign up" or "register to get started" text.

- 14 Test adding one more check in let's gets stared link " we will email you when ready.
- 15 Test bolding the words "Final price" shown at checkout"
- 16 Image in way of Headline
- 17 Test adding the heading select your form, strength and quality below. Instead of price calculator.
- 18 Test when you put in the quantity and prescription strength into the price calculator the website scrolls down to price instead of up. Only do this if call to action create account button is move below the prices.
- 19 Put your health profile is complete at the top of the page. Then transition sentences to either resume where you left off, or search for your medication.
- 20 Too many call to action buttons after sign up.
- 21 Prescription manager page needs transition text and explain to customer what the page is for. For example: "You can purchase approve medicine, contact doctor to get prescription or search for prescription. "
- 22 "No prescription found" text needs to go to the top of page
- 23 When you ask for phone number make sure you let them know you won't send sales or any other calls. or remove phone number.
- 24 Is there a way to to redirect customer back to the page they were at after signing up.
- 25 Give option to verify sign up with text message
- 26 When customer select type and amount of drugs make the final price text words bold in transparent pricing section.
- 27 On the info for doctors page put text "There are two ways. 1. send form or 2. give doctor the info below.
- 28 Test removing those plus sign from image. A heatmap may show customers clicking them.
- 29 Add darker easier to read text on add profile info page.

Who are we?

CWCUBEDMARKETING is the only 100% free digital marketing helpline for small businesses. You can visit our main website or email us to learn more.

Website: cw3marketing.com

Email: info@cw3marketing.com

Linkedin Page: [Clinton Walker III](#)

How to show your support

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**3. Refer us to another business
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