chainhaus

Website Quick Critique Report *(as of 08/Mar/2019)*

by

Rohit & Team (Canada ,Italy & India)

- Digital Marketing: Centre of Excellence -

INNAVATAR
Adding Wings to Your Business

rocklime

Areas of Improvements

- Hyperlinks (nil or broken links)
- Consistency in the color harmony/patterns across the website
- Brand identity
- SEO (friendly and enablement)
- User eXperience (UX) Journey/Navigation

UX Aesthetics

- **Brand Logo** not visible on the front page

- **About Us** on the main page has no link mapping, although there is an About Us on the main header

- **Contact Us** page should be included and **Telegram** along with other contact information should be provided under Contact Us instead of Home Page

- **Services** should have image/animation based information to segregate from the About Us information. Click on 'PLAY' button on the right side image
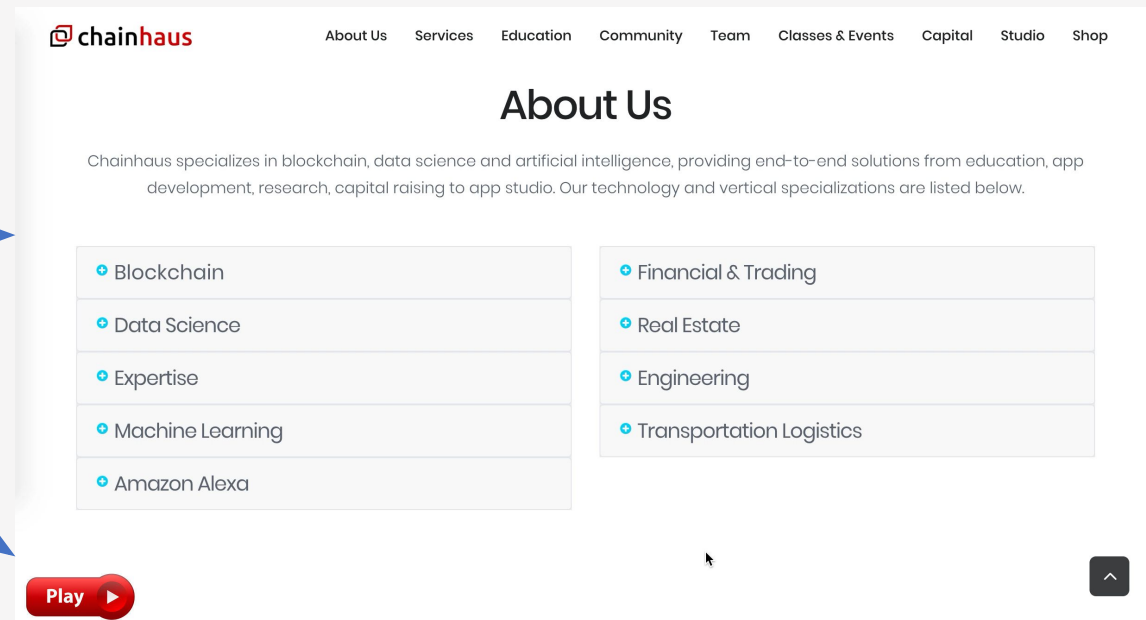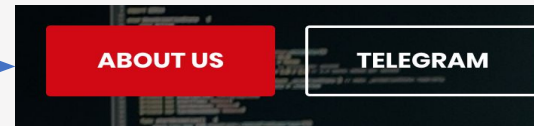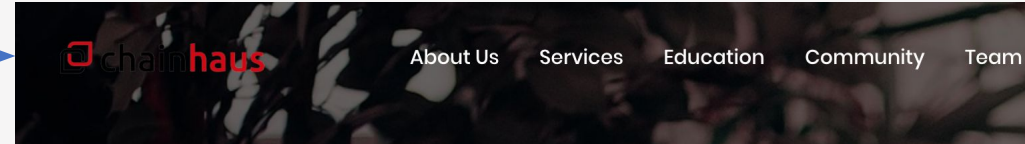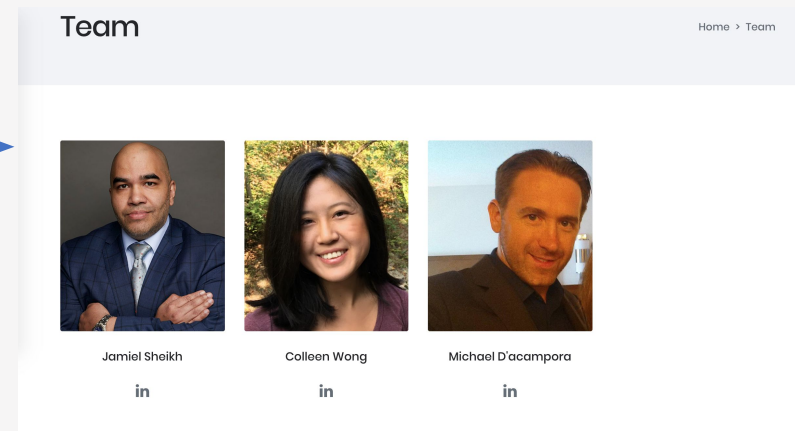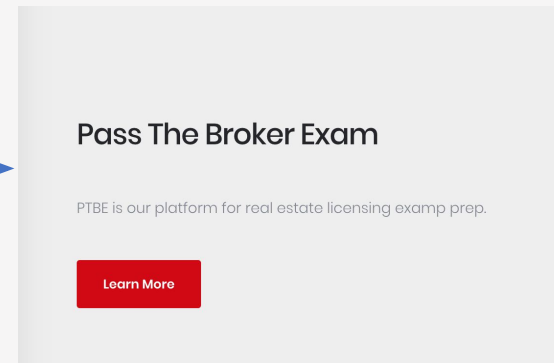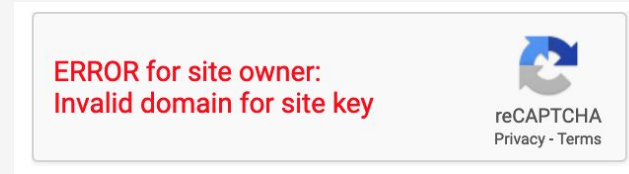
UX Aesthetics

- **Home page** has too many images and cluttered information

- **Captcha** is broken

- **'Pass The Broker Exam'** redirects to another website, it should be integrated with the current website to maintain consistency and authenticity

- **2 Maps** without any Contact Us information/ address

- **Team** page is not centered with no information about the team member's role/ passion at ChainHaus

ERROR for site owner:
Invalid domain for site key

reCAPTCHA
Privacy - Terms

Pass The Broker Exam

PTBE is our platform for real estate licensing examp prep.

Learn More

Team   Home > Team

Jamiel Sheikh   Colleen Wong   Michael D'acampora

in   in   in

UX Aesthetics

- **Lead Capture** form is broken, immediate **attention** required to fix as ChainHaus is losing vital **leads** in real time

- **Footer** should consist **Contact US** and other information including the **'Subscribe Now / Join Us As An Ambassador option'**

- **Shop** could be reframed as **'Merchandise'** and minor UI bugs were spotted throughout the purchase journey

CTA (Call To Action) – To elevate ChainHaus (web) presence

- User was not able to make a contact with ChainHaus, which resulted in a loss of lead and poor user experience

- LinkedIn profile of ChainHaus is not integrated to the website although Instagram is available, implementation could be improved

- In light of the above two points "lead nurturing" deserves to be worked upon

- Overall website facelift is required to maintain consistency throughout site framework