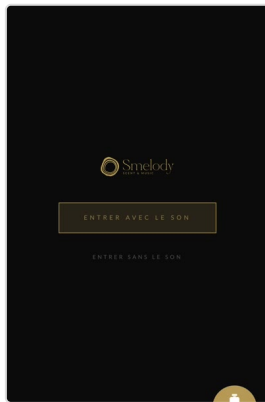
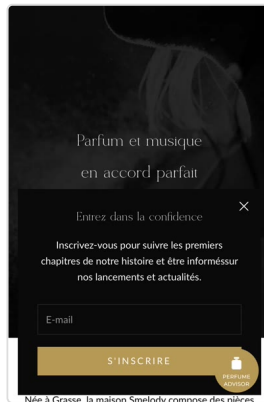


The approved design is strong, and the music is a genuine differentiator — it should stay on the homepage and product pages. The risks before launch are elsewhere: on mobile, visitors are interrupted and key information is covered or pushed down; the way the music is delivered makes pages heavy; and a few SEO basics are missing on the homepage. **None of the fixes below require changing the approved design** — they are alignment, loading and configuration work for your developer.



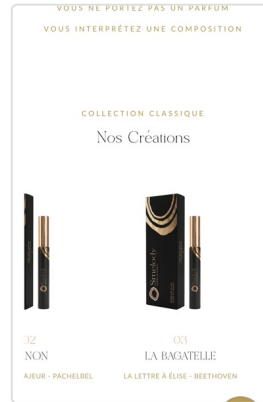
1. Sound gate on entry — good, keep it



2. Popup fires straight after the gate; advisor button sits on top of it



3. Hero on mobile: no call to action visible; advisor covers next heading



4. Product carousel starts mid-card — names and composers clipped



5. Product page: gallery fills the screen, name and price below the fold

01 Responsive experience & mobile alignment

HIGH	Two interruptions before any content. After choosing “Entrer avec le son”, the newsletter popup opens over the hero and covers most of the mobile screen. The same sign-up form also appears twice more on the page.	Delay the popup (scroll depth or ~20s), never show it in the same session as the sound gate, and show it once per visitor.
HIGH	“Perfume Advisor” button overlaps content everywhere — the popup’s sign-up button, section headings, FAQ “+” icons, product card text and the sticky add-to-cart bar on product pages.	Smaller on mobile, safe-area offset, and auto-hide while the sticky cart bar or a popup is visible.
HIGH	Product page on mobile: the gallery takes the full first screen, so name, composer, price and scent tags only appear after scrolling. The “Activer” music button floats over the product image.	Cap gallery height on mobile so name + price sit in the first view; anchor the music button to the gallery corner.
HIGH	Homepage hero on mobile shows the headline only — the “Découvrir la collection” button falls below the fold.	Reduce hero height on mobile and pull the CTA into the first screen.
MED	Carousels (“Nos Créations”, “Découvrez la collection”) start mid-card on mobile, so the number, name and composer are cut.	Fix slide snap/peek so the first card is fully visible.
MED	Small gold light-weight text on white (step titles, product subtitles, accordion labels) is hard to read on phones.	Same typefaces and colours — mobile-only size/weight bump for readability.
MED	Desktop: a large blank black block renders above the FAQ (media section without a poster/fallback); wide empty gaps between rows on the collection page. Tablet not yet reviewed.	Add poster/fallback; tighten section spacing. Tablet breakpoints covered in the full audit.
MED	Buying clarity: cards say “Pré-commander”, the product page says “Ajouter au panier”, and the up-to-6-week delivery window is only in the FAQ.	One consistent pre-order label and a short delivery line near the button.

02 Website performance

HIGH	Music is served as uncompressed WAV files. A combined “All songs” WAV is referenced on every page, and each product page adds its own WAV track on top. WAV runs at roughly 10 MB per minute of stereo audio — the heaviest thing on the site by far, especially on mobile data.	See the music approach below — keeps the experience, removes most of the weight.
HIGH	Oversized product images. Product PNGs (up to 2158×3000px) are requested at full width even inside small product cards; lifestyle and icon images are also PNG.	Request card-sized widths, let Shopify serve WebP, lazy-load everything below the first screen.
MED	Duplicated sections. The hero, “Un concept unique” and “L'expérience Smelody” each exist twice in the page code (desktop and mobile versions), so both sets of images and markup load.	Merge into single responsive sections.
MED	Third-party scripts — perfume advisor, popup, market/language selector and any tracking apps — still to be measured.	Full audit: PageSpeed/Core Web Vitals per template, app-by-app script cost, defer what isn't needed at load.

Keeping the music — without the weight

The sound gate and the product-page player stay exactly as designed. What changes is how the audio is delivered:

- **Convert WAV to AAC/MP3** at a quality suited to phone and laptop speakers — typically a 85–90% smaller file with no audible difference for most listeners.
- **Load audio only on intent** — after “Entrer avec le son” or a tap on “Activer” / “Écouter la musique” — never on page load (*preload="none"*).
- **One track per page** instead of the combined all-songs file; remember the visitor's sound choice for the session so the gate only shows once.
- **Keep the gate as an overlay** (as now) so Google and visitors who choose “sans le son” still get the full page underneath.

03 Technical SEO, indexing & internal linking

HIGH	Homepage has no meta description , and the title is only “Smelody - Scent & Music” — nothing about extrait de parfum, Grasse or the music concept.	Write homepage title + description; check all collection/pages for the same gap.
HIGH	Pre-order products are marked “in stock” in the product data Google reads, while the store sells them as pre-orders with up to 6 weeks' delivery.	Mark availability as pre-order in structured data to avoid Merchant Center/rich result issues.
MED	Homepage H1 is the logo text ; “Parfum et musique en accord parfait” isn't a heading. Many images (concept steps, values, icons, composer portraits) have empty alt text — product images are well done.	Heading structure fix; alt text on content images.
MED	FR / EN / DE and EU markets : hreflang, translated URLs and translation completeness need checking. Search Console is verified but indexing, sitemap and coverage are not yet reviewed.	Full audit with Search Console access: coverage, sitemap, crawl, duplicates, market setup.
MED	Internal linking is thin. Every product's “En savoir plus” goes to the same general composers page, and with a single collection there are few paths between products, composers and story pages.	Map the link structure in the full audit: composer ↔ fragrance links, related products, story pages into products.
QUICK	TikTok link is set as an email link (broken); LinkedIn uses http; share image uses http; “Contactez-nous” points to a policy page, not a contact form; visible typos (“sécouite”, “informéssur”, “s'éfface”, “fragance”).	Small launch clean-up list.

Quick review based on a live check of the homepage, collection and one product page, plus the iPhone recording provided. Tablet breakpoints, speed measurements, app/script cost and Search Console data are covered in the full audit.