

# Underhance Website Review

## Technical Review

1. HTML / CSS / JS optimisation and minification of some major files is possible and required which can have direct impact on your website's performance and speed optimisation and help improving GTMetrix and Google page speed score

Current GTMetrix Report: <https://gtmetrix.com/reports/underhance.com/6MWRJD4/>

2. Your product's data requires proper tagging and content modifications to improve SEO, product filtering and the ability to create multiple collections based on occasions, campaigns and filters.

3. Product images tagging and alt text update - it can be done in bulk with a custom API approach, I'll export all images in a Google sheet, where we'll fix all names and simply update them back with API update as import.

4. Product images are currently uploaded as bulk but no tagging with individual variants at the moment

5. Customer CRM enhancement i.e Abandon cart with discount codes, order status update, Whatsapp automation - if required

6. Fixing up and altering your website pages and specially product pages schema to help Google crawl and display your products as trustable platforms with complete information on (controllable reviews), price, stock and any other custom info.

7. We can discuss products prices automation with Google sheet - if required now or later | Also orders automation with Quip to help optimising your operations

8. Automation of collecting reviews from customers and making sure to keep your Trustpilot or any other public forum profile remain with good quality reviews only to keep high score

9. Cashback or store credit option for repeat customers or referral orders

10. Automating returns / refunds process to optimise operations + using store credit option as refund to help cashflow running as much as possible

11. Adding more blog articles frequently to sustain the presence on search engine

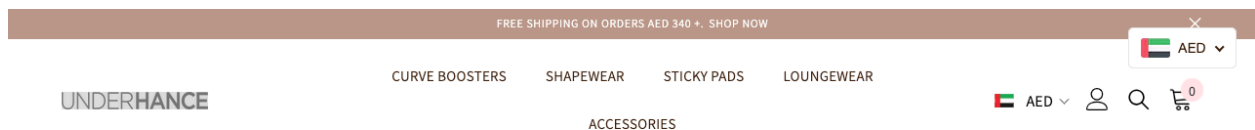
## 12. Additional Features like below:

- AI Chat
- Existing Pre-order improvement
- Notify on re-stock
- Web push notifications
- Showing additional content or images on Checkout for customer re-assurance
- Show estimated delivery date based on order time
- Offering shipping as a discount even if it's free to build more incentive for customers
- Setting up basic web view based mobile app

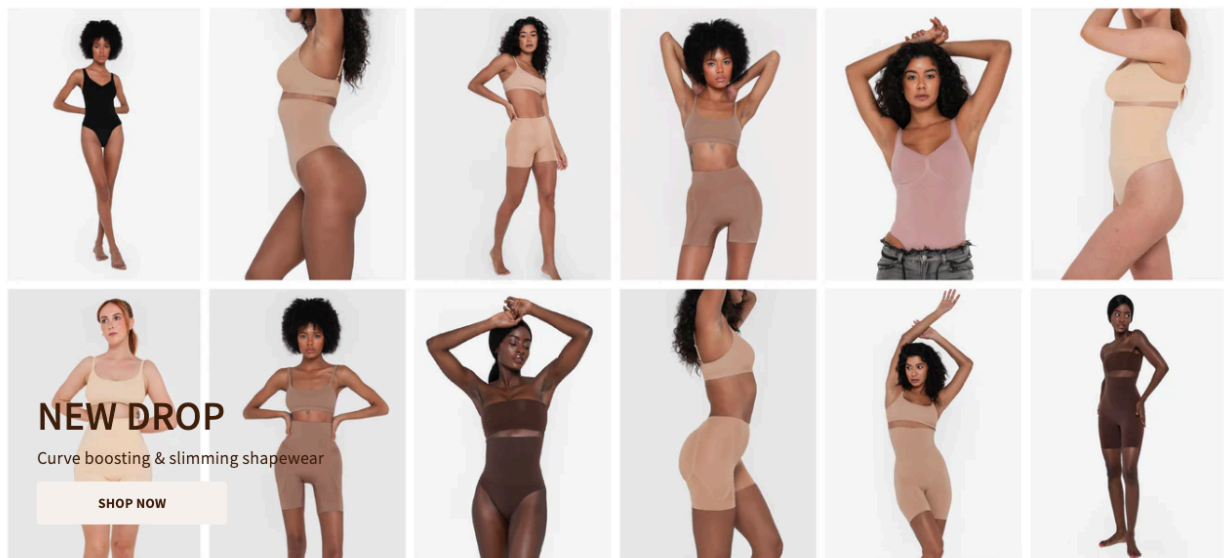
There could be plenty more ideas and enhancements we can do down the road starting with prioritising the updates one by one.

## User Interface and User Experience Review

### *Homepage*



- Improper gap between in header.
- Language switcher is appearing 2 times
- Header size is too large



- Button and Text on banner should be prominent



## NEW IN

## TRENDING



- Extra space between sections

### HIGH WAIST HIPS & BOOTY BOOSTING SHORTS

AED 399.00



### HIPS & BOOTY BOOSTING SHORTS

AED 399.00



### HIGH WAIST THONG

AED 145.00



### BOOTY LIFTING SHORTS

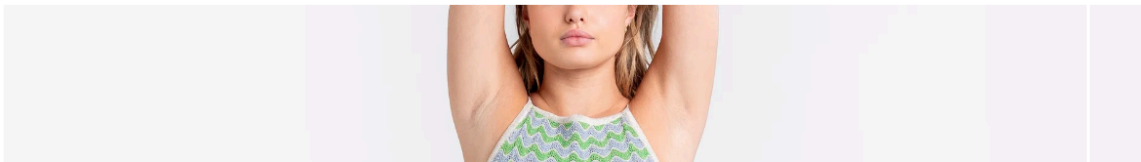
AED 219.00



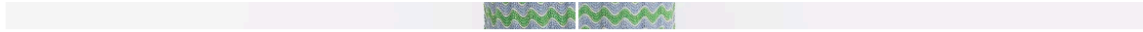
## BEFORE & AFTER

Georgia is wearing the OG HIPS & BOOTY BOOSTING SHORTS. Check out the Before & After page to see more transformations!

SEE MORE



- unequal space between sections



## YOUR FAV, RE-DESIGNED

The HIGH WAIST HIPS & BOOTY BOOSTING SHORTS re-designed with bonded technology and a more structured fabric for a smooth sculpting effect.

SEE MORE



- unequal space between sections

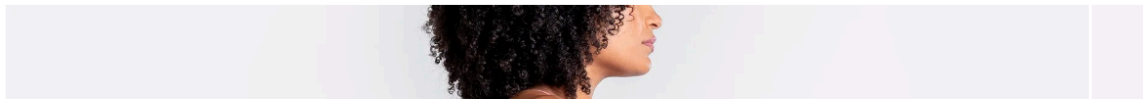


AED ▼

## BEFORE & AFTER

Danielle is wearing the BOOTY BOOSTING SHORTS. Check out the Before & After page to see more transformations!

SEE MORE



- unequal space between sections



### ABOUT

Blog  
About Us  
Contact Us  
Influencers

### TERMS

Privacy Policy  
Terms Of Service  
Shipping & Returns

### HELP

FAQ  
Size & Care  
Before & After

### NEWSLETTER SIGN UP

Sign up for exclusive updates, new arrivals & insider only discounts

enter your email address

SIGN UP

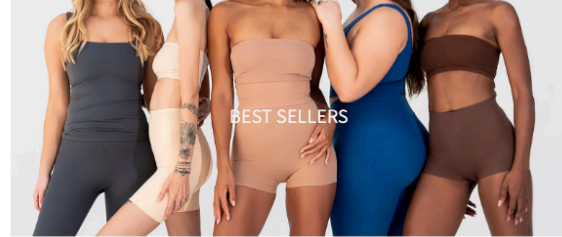


- Footer alignment is out, there is a lot of empty space on right side.
- Social icons need to change and should be prominent.
- Copyright text needs changes

## Collection Page



LOOKING FOR MORE?



- Spacing issue

## Product Page

Home > BOOTY LIFTING SHORTS



### BOOTY LIFTING SHORTS

AED 219.00

Color: Cream



Size: XS

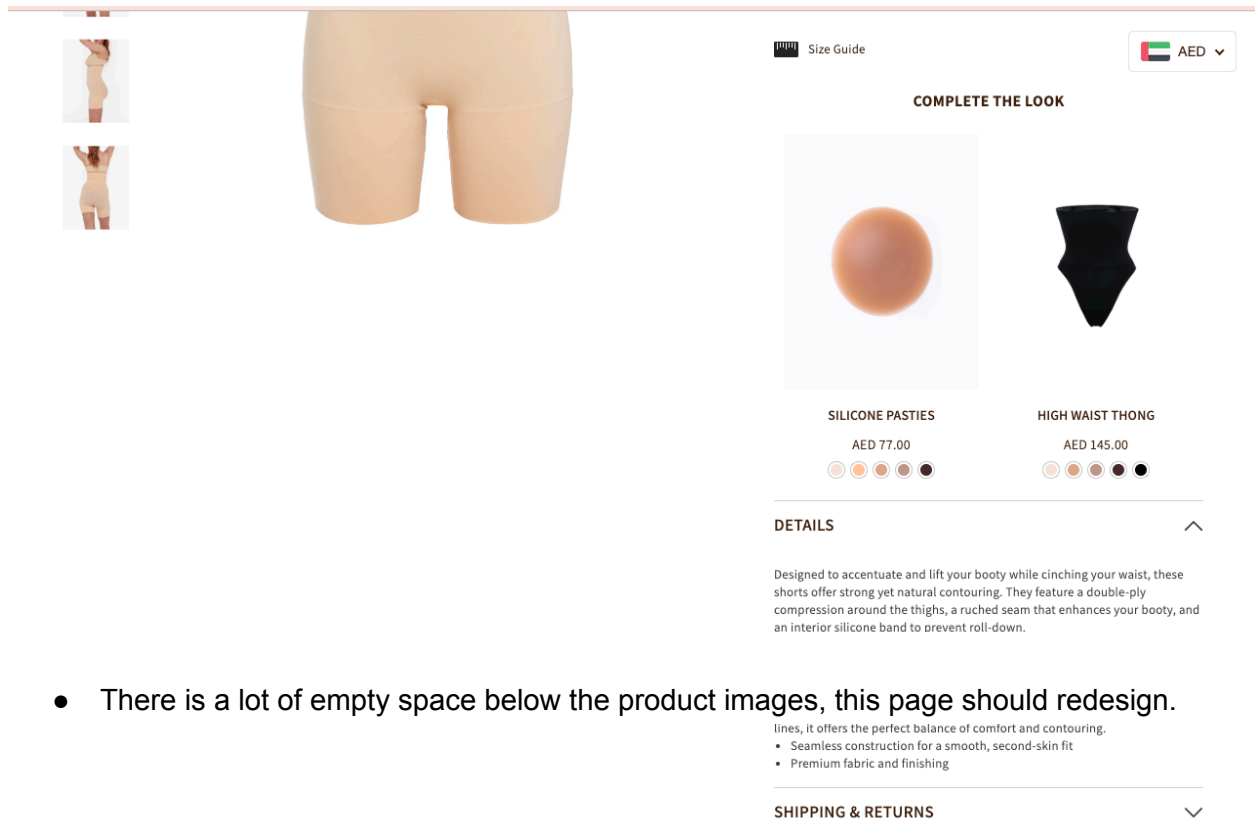


ADD TO CART

 Size Guide

COMPLETE THE LOOK

- Variants options and size guide is not prominent
- Breadcrum needs improvement Home is appearing simple and in normal transformation while product title is in upercase
- You may also like section should be after the product and then other sections should appear ( Before & After )

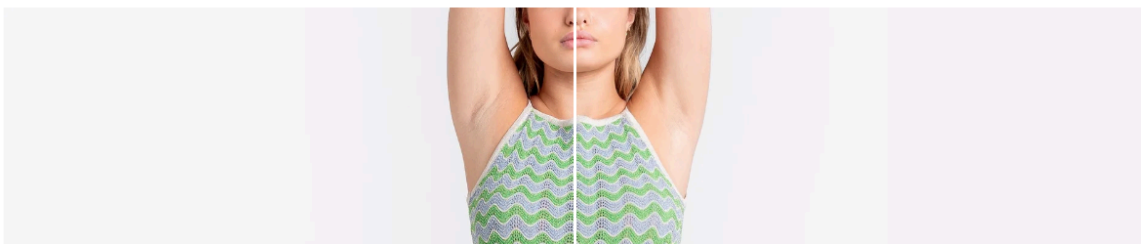


- There is a lot of empty space below the product images, this page should redesign.

## HIPS & BOOTY BOOSTING SHORTS

Designed to conceal your hip dips and/or boost your booty for a jaw-dropping hourglass figure.

SHOP NOW



- unequal space between all sections of page

## Cart Page

## YOUR CART

Only AED 50.00 away from Free Domestic Shipping

| PRODUCT                                                                                                                                                                                                      | PRICE | QUANTITY         | TOTAL                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------|-----------------------------------------------------------------------------------------------|
|  <div>HIGH WAIST THONG<br/>Java / L </div> |       | <div>- 2 +</div> | AED 290.00  |

**ORDER SUMMARY**

Subtotal

AED 290.00

TOTAL:

AED 290.00

- Price of the item is not appearing

## Checkout Page

# UNDERHANCE



Express checkout



OR

**Contact** [Log in](#)

☒ Email me with news and offers

**Delivery**

Country/Region  
Pakistan

First name (optional)

Last name

Address

Apartment, suite, etc. (optional)

 2

HIGH WAIST THONG  
Java / L

AED 290.00

Subtotal

AED 290.00

Shipping ⓘ

AED 59.00

Total

AED 349.00

- Logo is large

### Shipping method

International
AED 59.00

### Payment

All transactions are secure and encrypted.

#### Credit card

Card number

Expiration date (MM / YY)

Security code

Name on card

☒ Use shipping address as billing address

Pay now

[Refund policy](#)
[Shipping policy](#)
[Privacy policy](#)
[Terms of service](#)
[Contact information](#)

2


HIGH WAIST THONG  
Java / L

AED 290.00

Discount code

Apply

Subtotal

AED 290.00

Shipping ⓘ

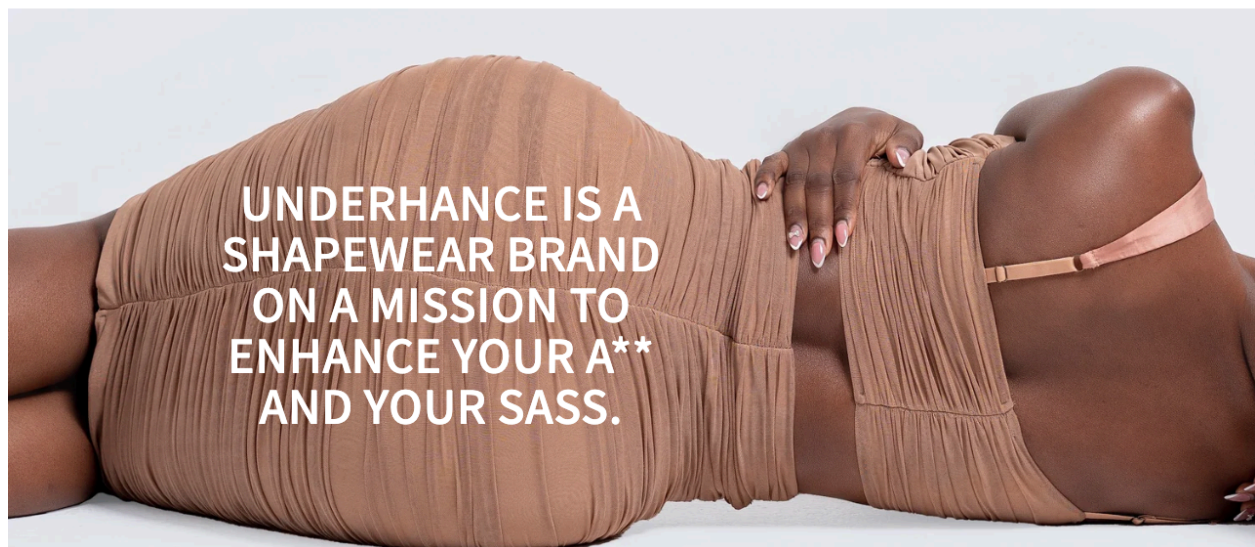
AED 59.00

Total

AED 349.00

- Button color is not matching with the theme color scheme.

## About Us Page



- About us contains only a banner, need to add more content.

## Influencer Page



UNDERHANCE

CURVE BOOSTERS SHAPEWEAR STICKY PADS LOUNGEWEAR

ACCESSORIES

AED AED

UNDERHANCE is looking for people of influence to inspire our fast-growing community. Whether micro, macro, brand ambassador or affiliate, you can make an impact and join an exciting network. If you would like to earn rewards, make new friends and be invited to exclusive events, please complete the form and our team will review your application shortly.

Name

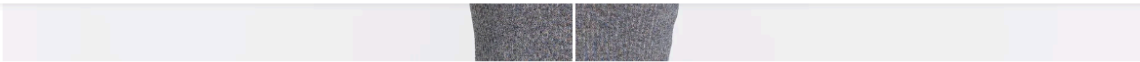
Phone Number

Email \*

Comment \*

- Form styling needs improvement

## Before & After Page



### OG HIPS & BOOTY BOOSTING SHORTS

The mid waist OG shorts have a magic built-in booster to conceal your hip dips and/or boost your booty.

SHOP NOW



- Unequal spacing between all sections

## Underhance Website Mobile Review



### NEW IN

### TRENDING



#### BOOTY BOOSTING SHORTS

AED 369.00



#### HIGH WAIST HIPS & BOOTY BOOSTING SHORTS

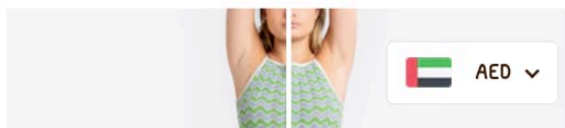
AED 399.00



### BEFORE & AFTER

Georgia is wearing the OG HIPS & BOOTY BOOSTING SHORTS.  
Check out the Before & After page to see more transformations!

SEE MORE



- Extra spacing needs to be reduced.
- Unequal spacing between all sections



DETERMINED TO ~~SHAPE~~  
SHAKE UP THE STATUS  
QUO,

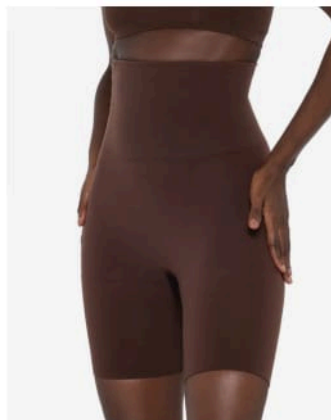
WE CREATED  
UNDER**HANCE** TO  
ENHANCE

YOUR A\*\* AND YOUR SASS.



#### CURVE BOOSTERS

Subtle undergarments to boost  
you booty, hips or both.



#### SHAPEWEAR

Tummy-tucking and butt-lifting  
seamless pieces.



- Extra spacing needs to be reduced.
- Font is too large



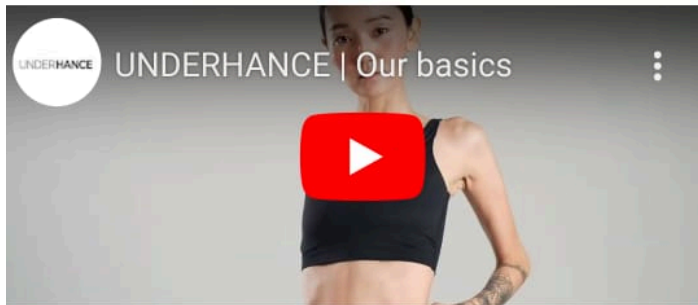
### STICKY PADS

For your booty and hips, in different thicknesses and styles.



### TOPS & LEGGINGS

Buttery-soft and stylish, for every day.



## PICKS FOR YOU



### OG HIPS & BOOTY BOOSTING SHORTS

AED 316.00



### BOOTY BOOSTING PANTIES

AED 229.00



- Extra spacing needs to be reduced.
- Video is too small



UNDERHANCE

SHORTS

AED 316.00



## ON SOCIAL



- Extra spacing needs to be reduced.



🔼 Filter

Sort ▾



BOOTY BOOSTING SHORTS

AED 369.00



HIGH WAIST HIPS & BOOTY

BOO



AED ▾

AED 399.00

- Filters and sorting option needs to be prominent
- Reduce extra spacing

Home > BOOTY BOOSTING SHORTS

## BOOTY BOOSTING SHORTS

AED 376.00



- Breadcrumb needs improvement Home is appearing simple and in normal transformation while product title is in uppercase
- Reduce extra spacing

Color : Cream



Size : XS



Booty Pads (one pair)



PRE-ORDER (SHIPPING 14.02.25)



Size Guide

#### COMPLETE THE LOOK



PAD HOLDIES

AED 12.00



SILK



AED ▾



- Variants options and size guide is not prominent
- You may also like section should be after the product and then other sections should appear ( Before & After )

FREE SHIPPING ON ORDERS AED 340 +. SHOP NOW



UNDERHANCE



## YOUR CART

You qualify for free domestic shipping!

| PRODUCT                                                                                                                                                                                                                                                                                                                          | PRICE |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
|  <p>HIGH WAIST HIPS &amp; BOOTY BOOSTING SHORTS</p> <p>Cream / XS </p> <p>Pads (one pair): Booty 1 CM *   AED 7.00</p> <div><div>- 1 +</div><div>×</div></div> |       |
|  <p>FOAM BOOTY PADS</p> <p>Cream / XS/S / 1 CM </p> <div><div>- 1 +</div><div>×</div></div>                                                                |       |

Discount code

Apply

### ORDER SUMMARY

Subtotal



AED ▾

AED 406.00

- Price of the item is not appearing

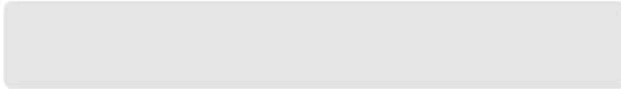
# UNDERHANCE



Order summary ▾

AED 406.00

Express checkout



OR

## Contact

[Log in](#)

Email or mobile phone number

☒ Email me with news and offers

## Delivery

Country/Region  
Pakistan ▾

First name (optional)

Last name

Address



- Logo is large

Card number

Expiration date (MM / YY)

Security code

Name on card

☒ Use shipping address as billing address

## Order summary

Show ▾

Discount code

Apply

Subtotal \* 2 itemsAED 406.00

Shipping ⓘFREE

**TotalAED 406.00**

Pay now

[Refund policy](#) [Shipping policy](#) [Privacy policy](#)

[Terms of service](#) [Contact information](#)

- Button color is not matching with the theme color scheme.