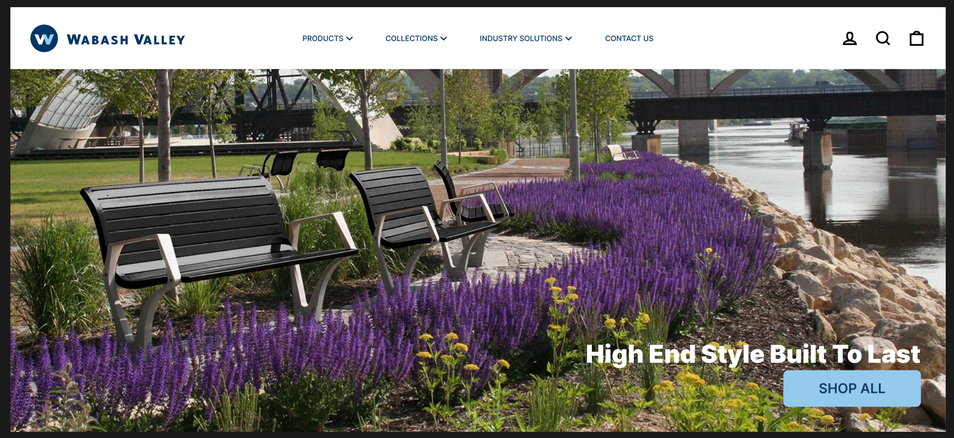
Addison

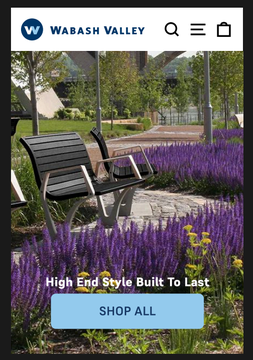
applications

| CRO Audit

Hero Content – Why Wabash Valley

Bring “Why Wabash Valley” content, including logos, into the hero space to immediately communicate credibility and differentiation.





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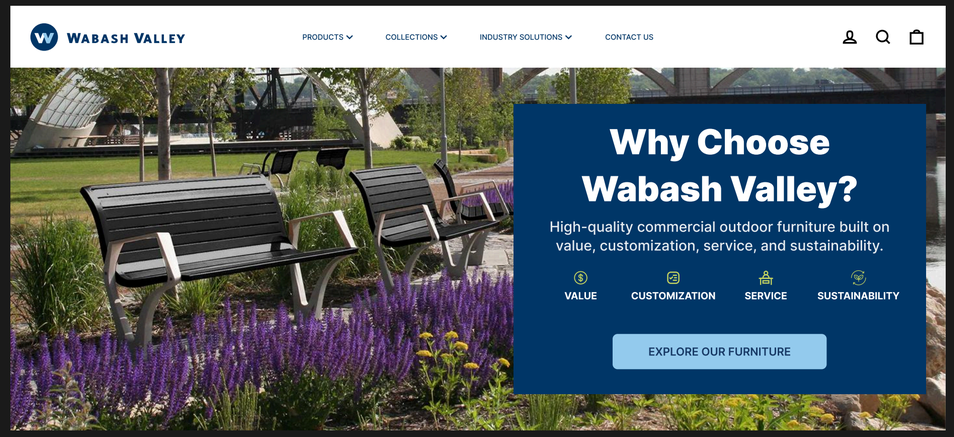
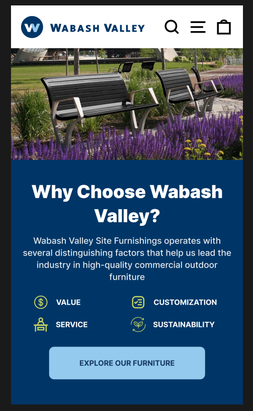
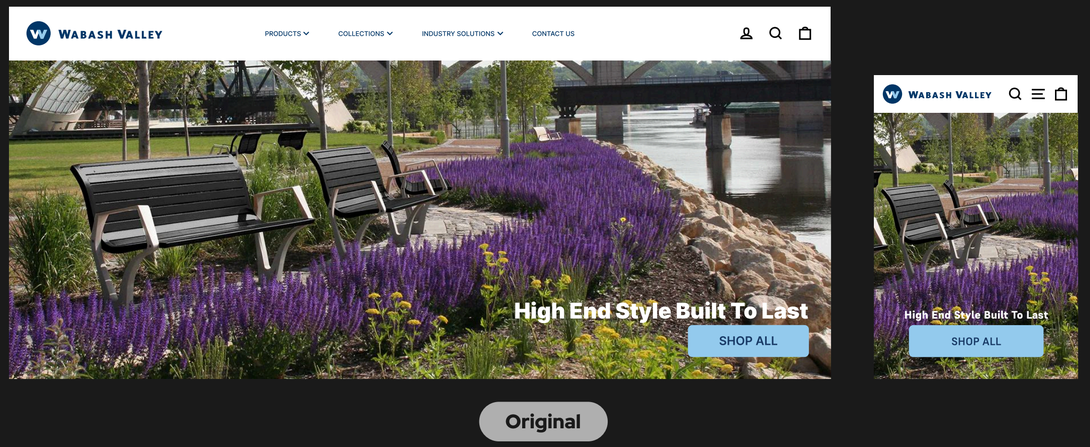




Version 1

Hero Content – Category Navigation

Test featuring clickable category links (Dining, Amenities, Patio, etc.) directly in the hero for faster browsing.



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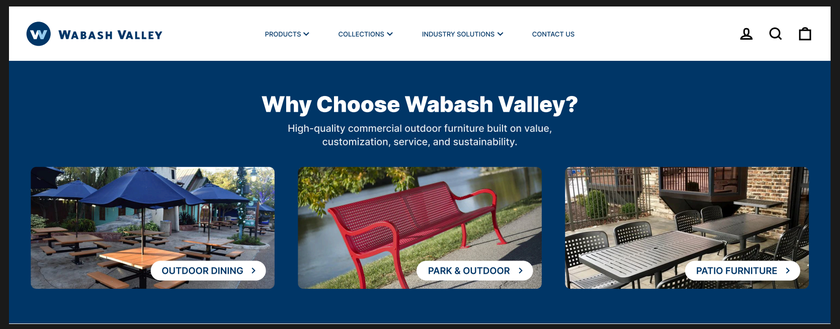
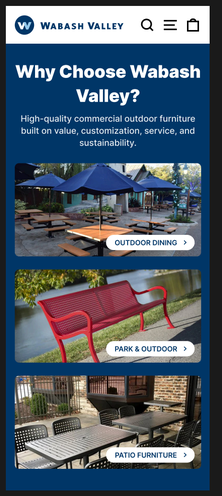
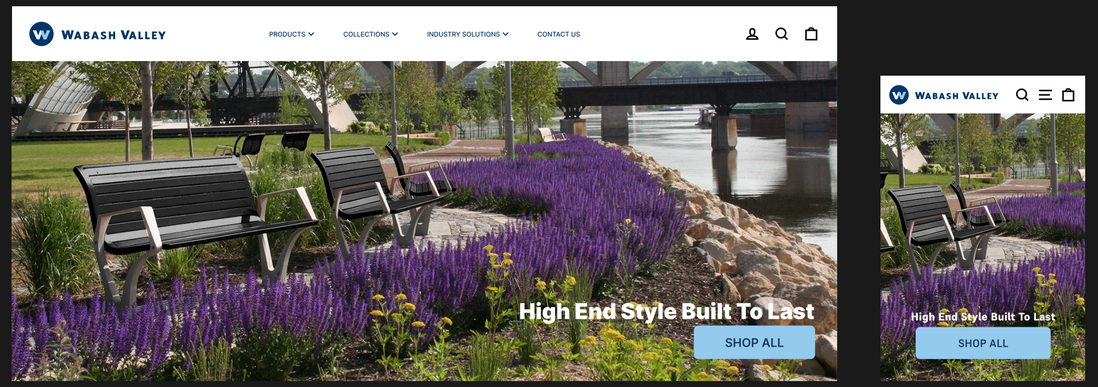




Version 1

Hero Badges – Fast Shipping & Warranty

Add a visual badges highlighting Fast Shipping Available and 5-Year Warranty to build trust.



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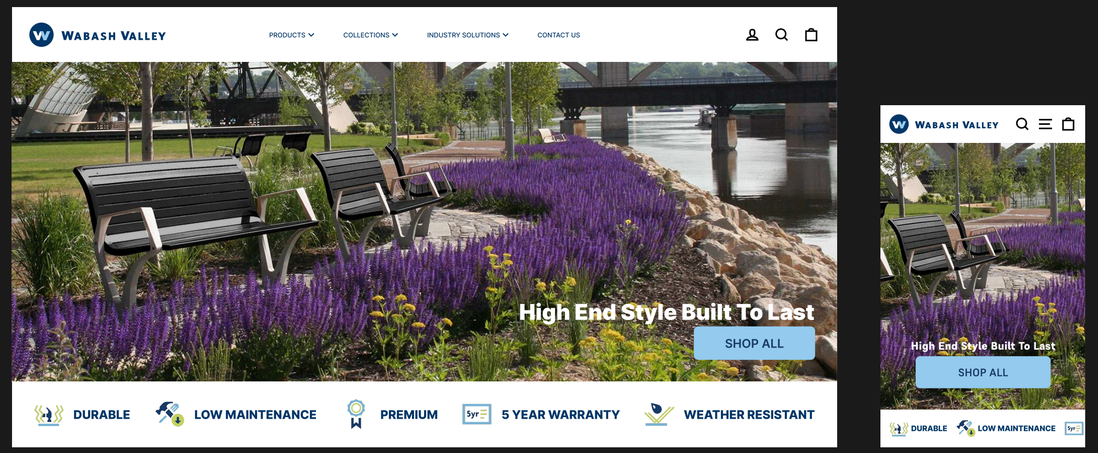
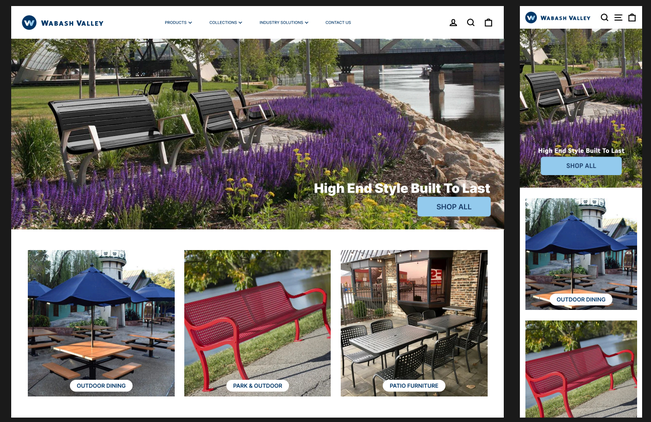


Version 1

Hero Social Proof

Feature reviews, customer counts, or B2B partner logos to establish authority and reassurance.



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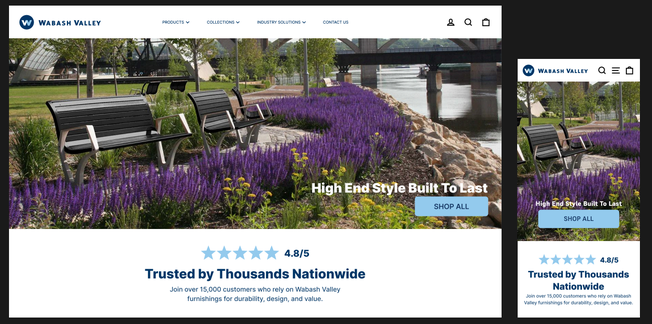
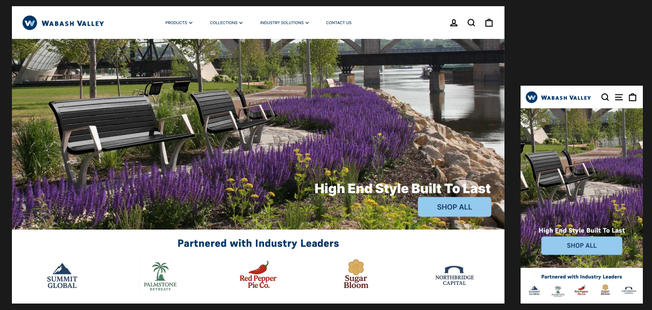


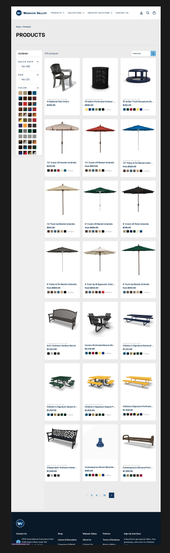
Version 1



Version 2

Loading Behavior

Compare lazy loading vs pagination to see which keeps users more engaged.



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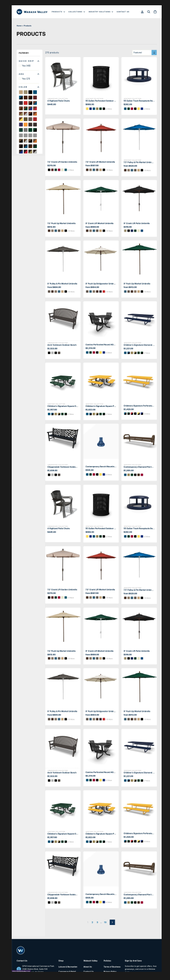
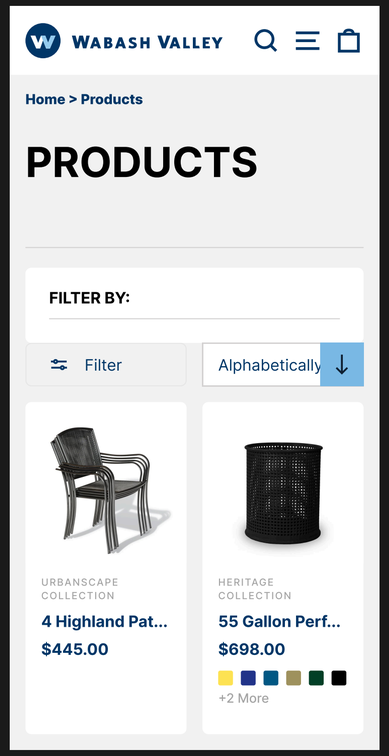


Version 1

Filter Options

Add clear filters (Dining, Amenities, Patio Furniture) for faster navigation.



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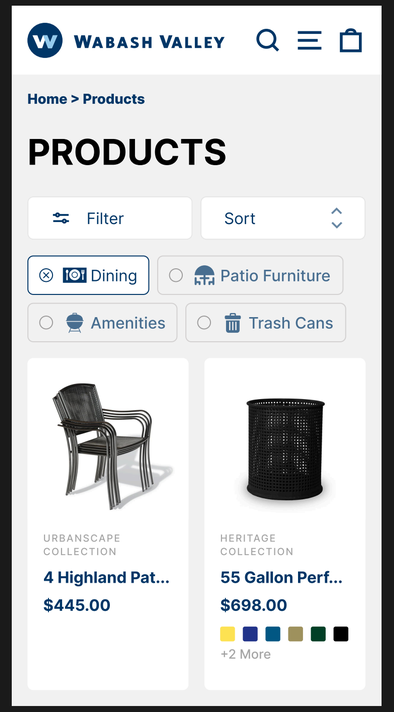
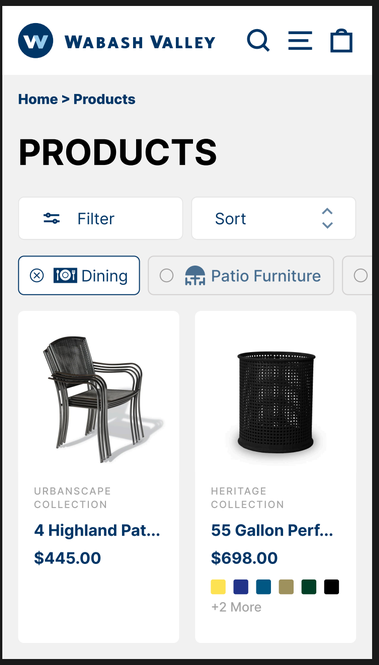


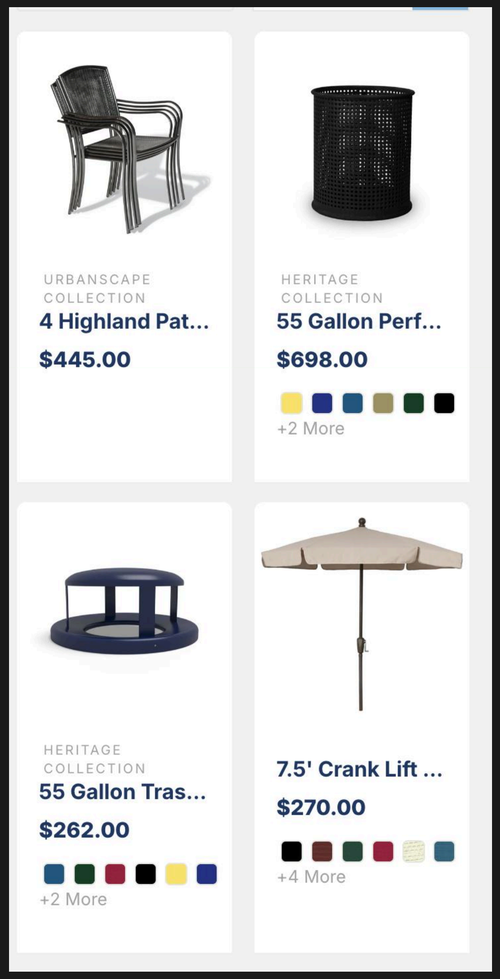
Version 1



Version 2

Attribute Callouts

Highlight if products are customizable, quick-ship eligible, or available for bulk purchases directly in the grid.



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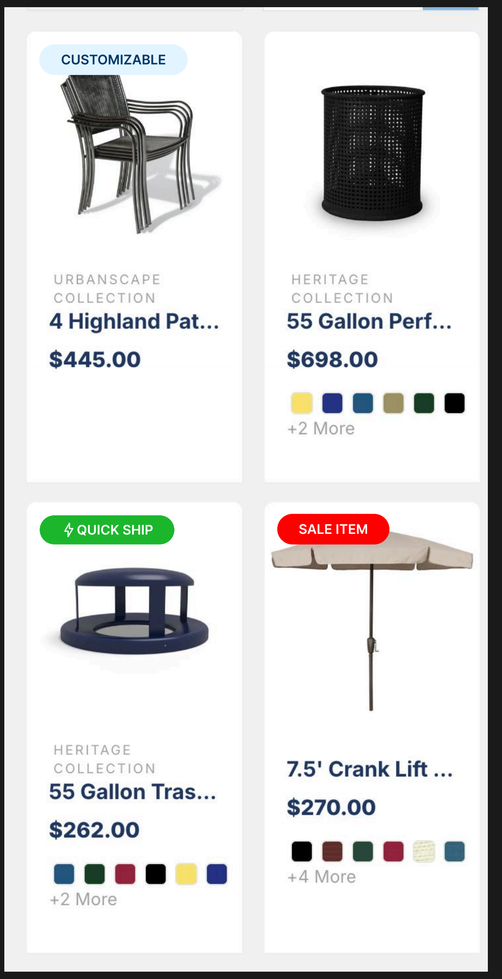
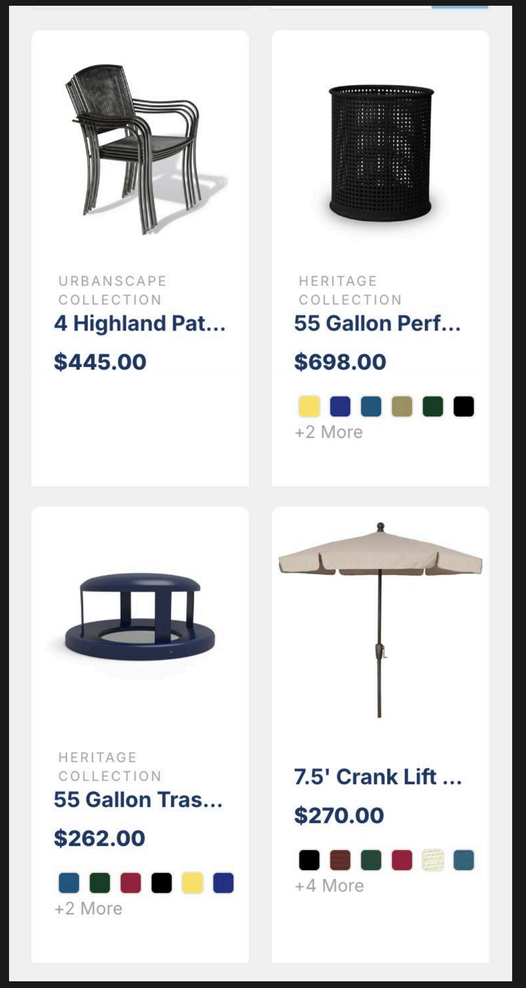


Version 1

Strikethrough Pricing

Test red strikethrough pricing for clearer discount communication.



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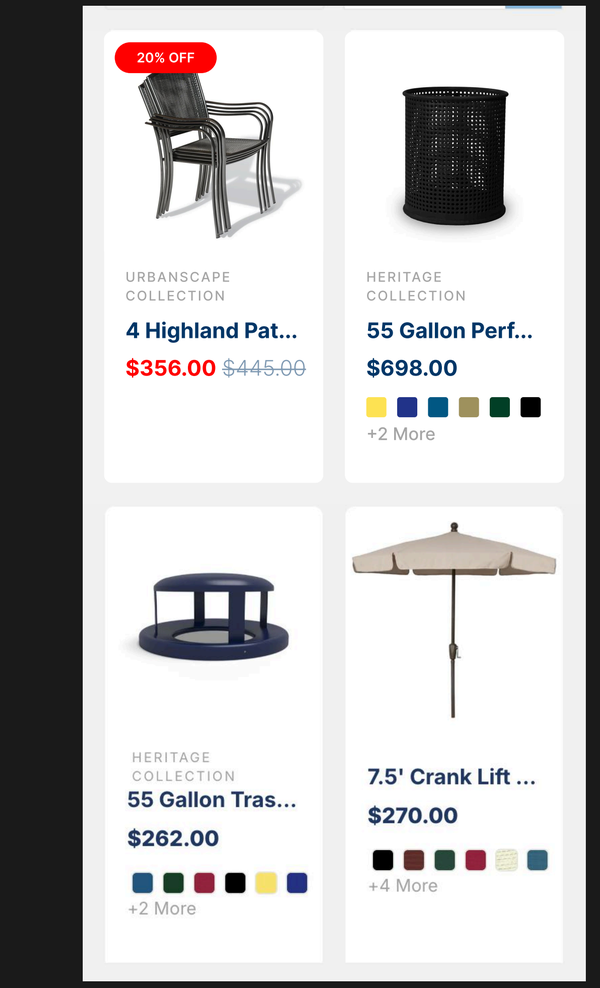
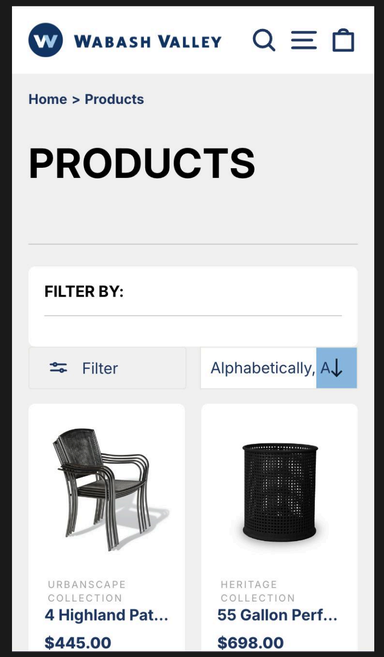


Version 1

Sorting Options

Experiment with different default sorting options to improve product discovery.



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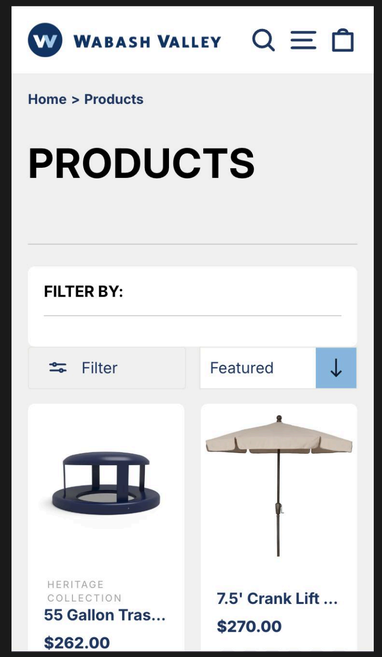
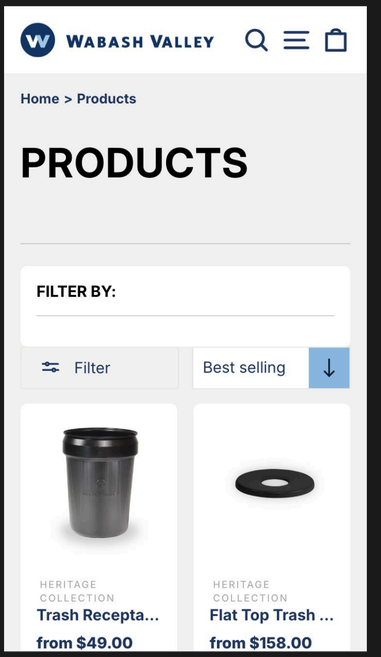


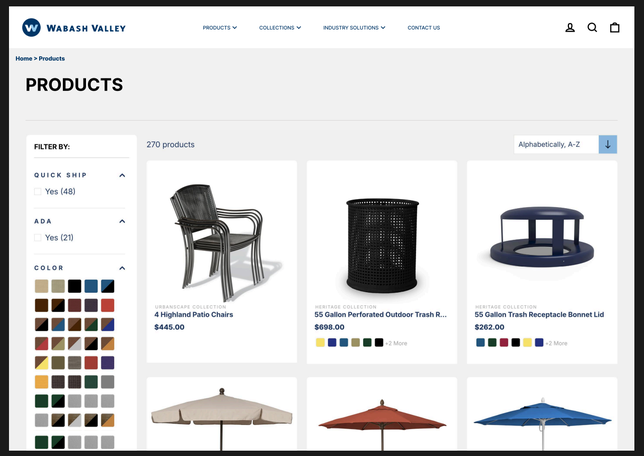
Version 1



Version 2

Value Props in Grid

Add value props (Warranty, Quick Shipping, Bulk Discounts) to collection pages so users remember why to buy from you.



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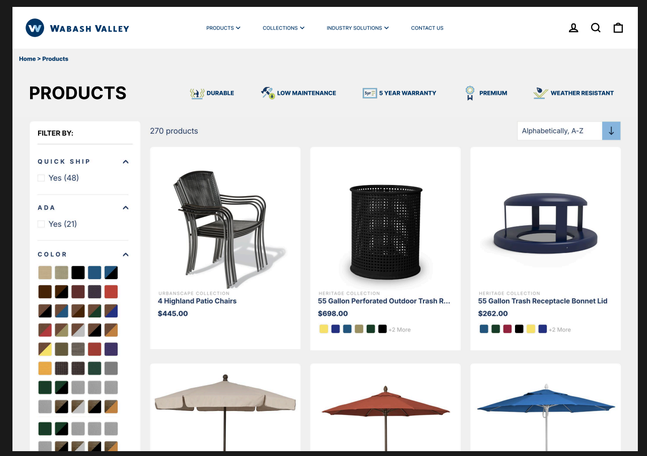
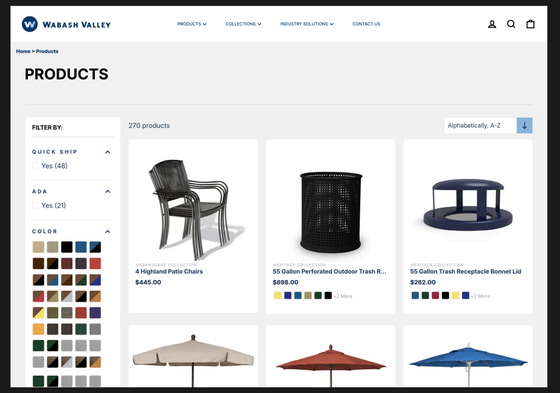


Version 1

CTAs in Listings

Test adding CTAs (e.g., Add to Cart or Quick Shop) directly in product listings to shorten the path to checkout.



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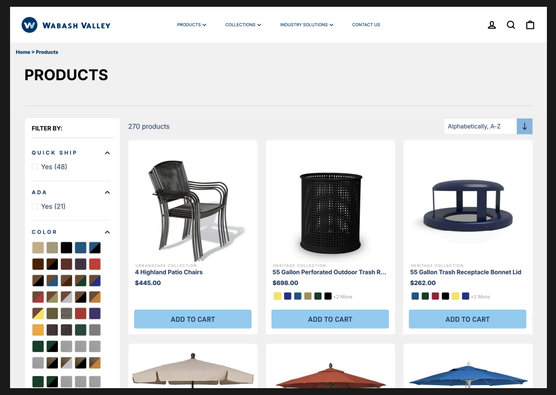
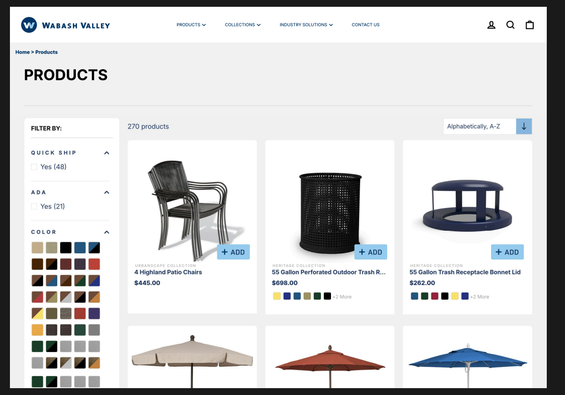


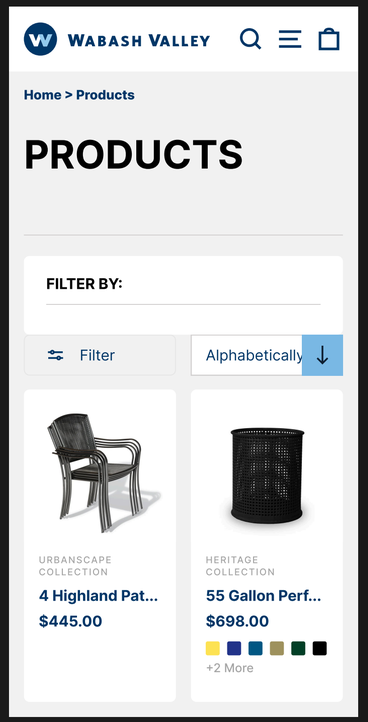
Version 1



Version 2

Mobile Spacing

Reduce the vertical gap between collection headlines and product grids on mobile to show products higher on screen.



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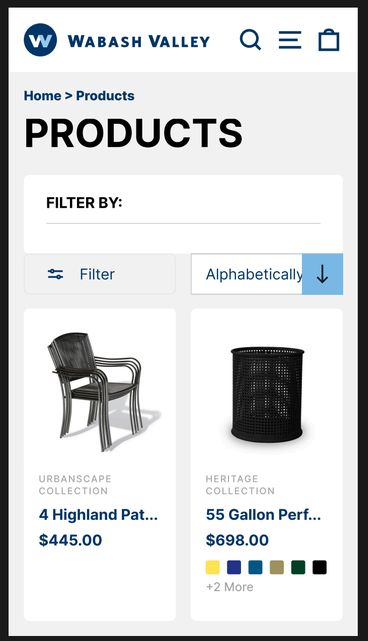
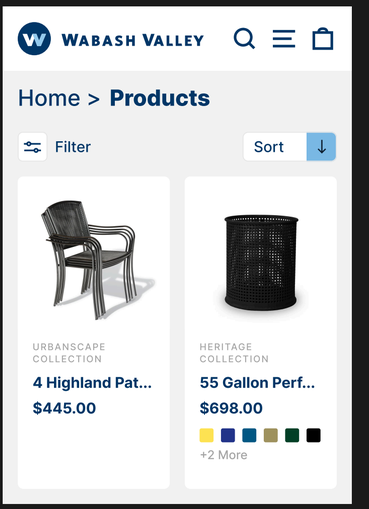


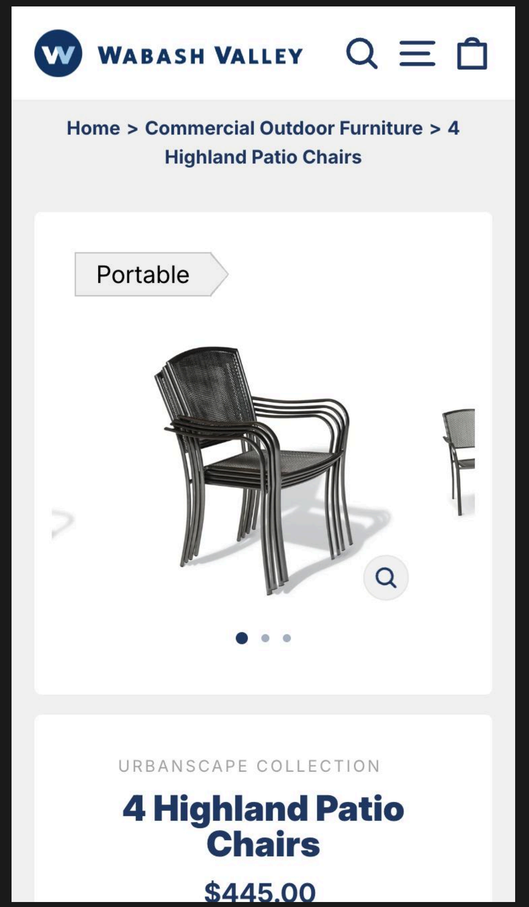
Version 1



Version 2

Mobile Thumbnails

Replace dots with photo thumbnails on mobile for easier browsing.



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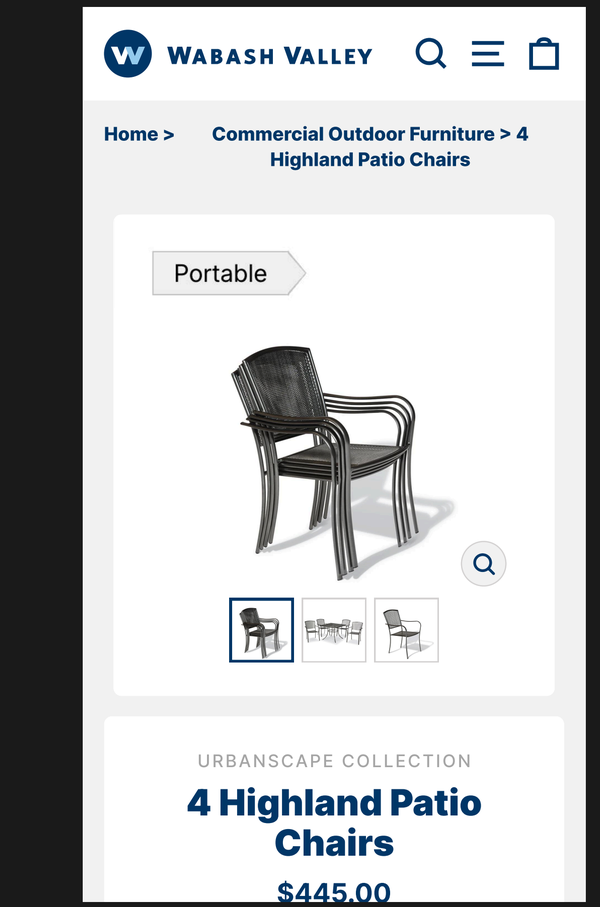
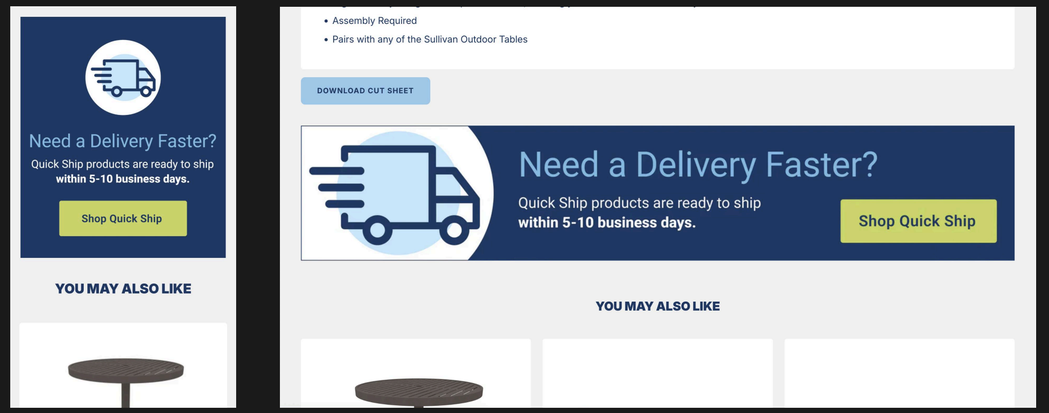


Version 1

Sticky Add To Cart

Keep the Add to Cart button visible as users scroll down the product page. This reduces friction, makes checkout easier on mobile, and ensures purchase options are always within reach.



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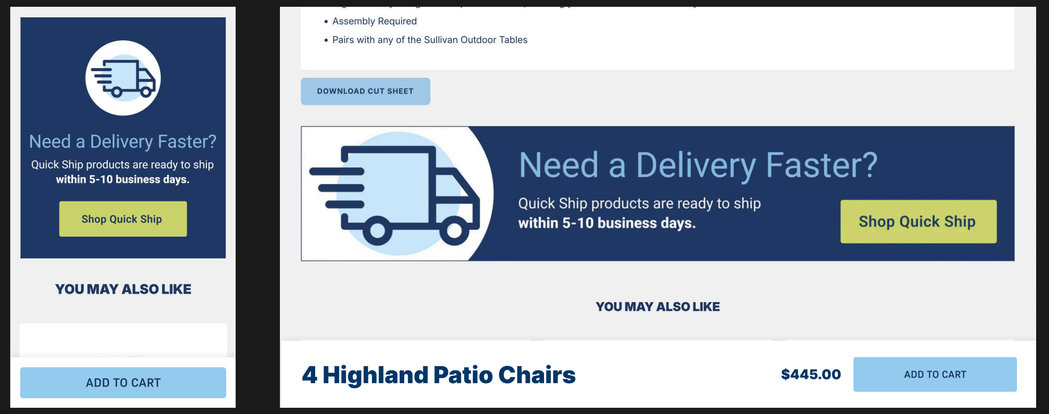
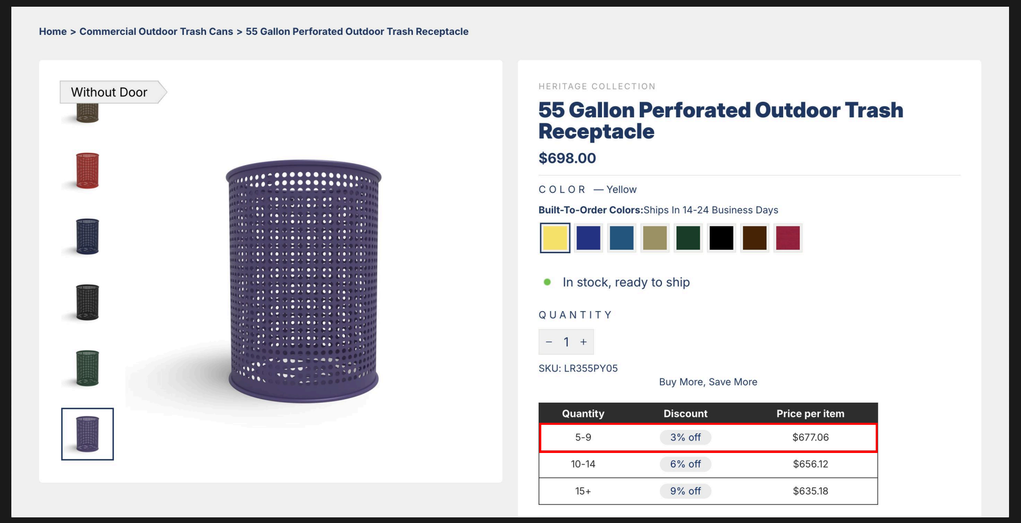
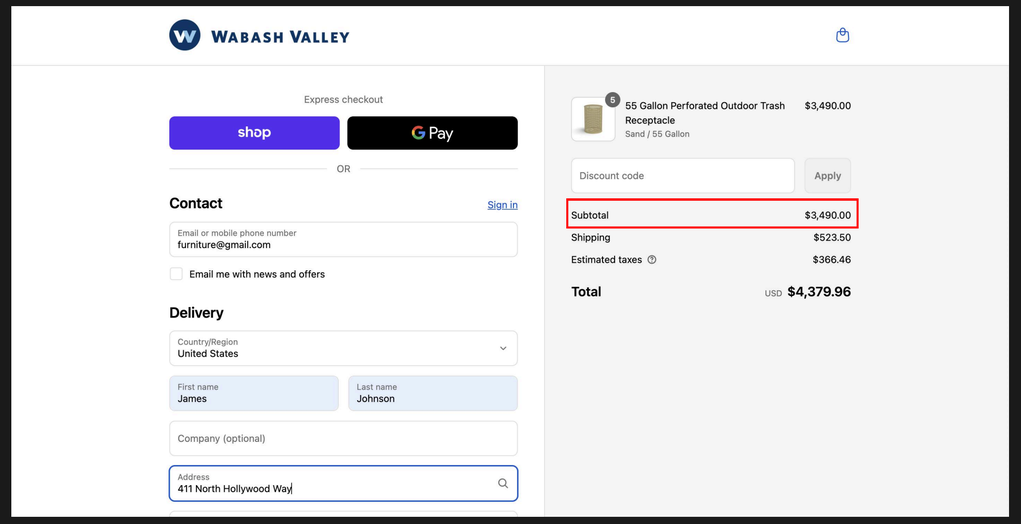


Version 1

Quantity Discount Details

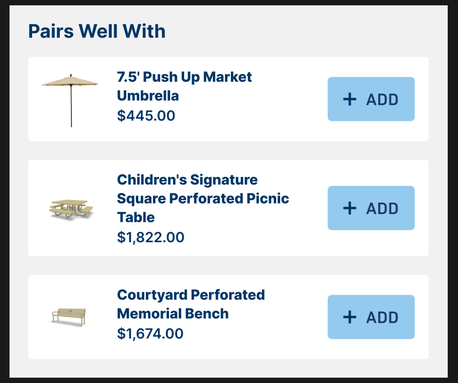
Clearly display how quantity discounts apply and ensure the cart/checkout total reflects the same savings shown on the PDP. This builds trust, prevents confusion, and reduces drop-off from mismatched pricing.

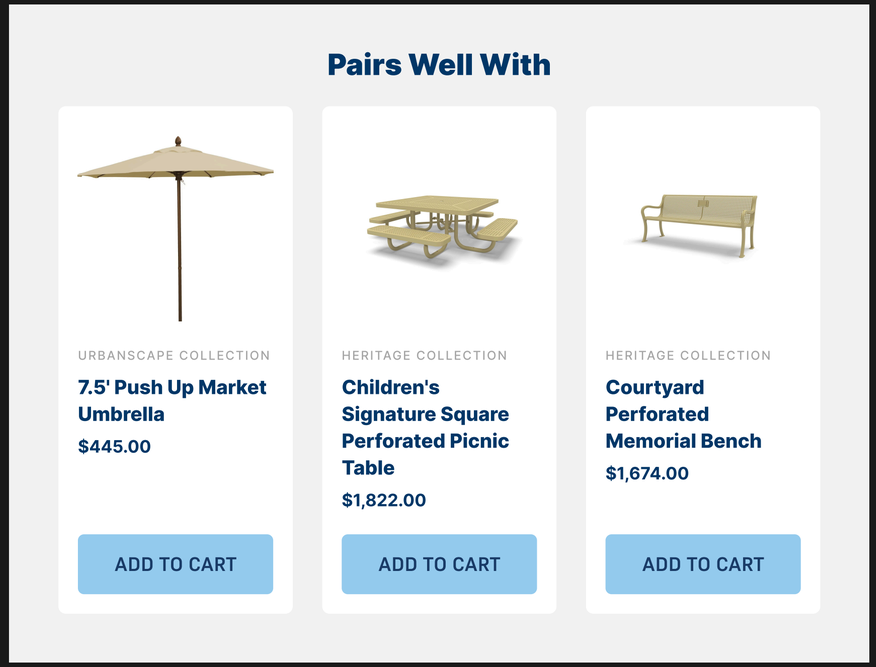




Cross-Sell – Pairs Well With

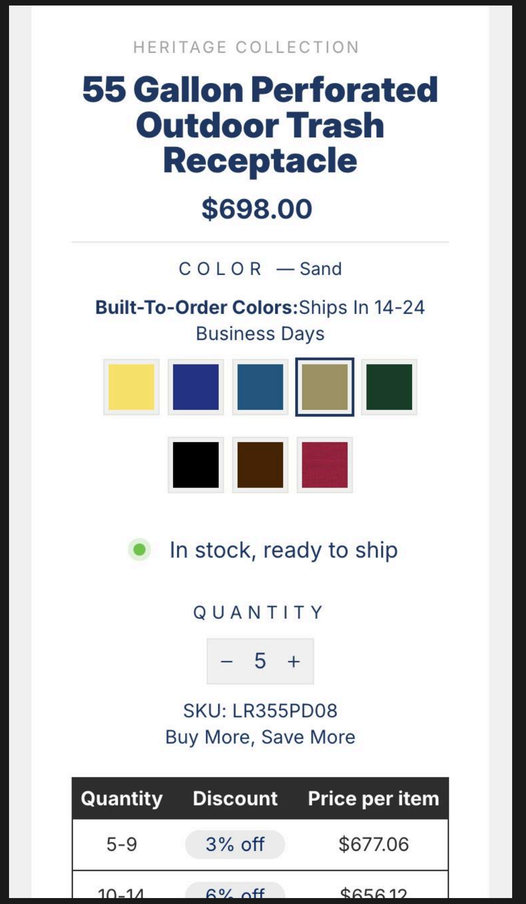
Introduce a “Pairs Well With” or bundle shopping experience (e.g., chairs + tables) to increase AOV.





Shipping Preview

Offer a shipping cost preview tool on PDP to reduce friction.



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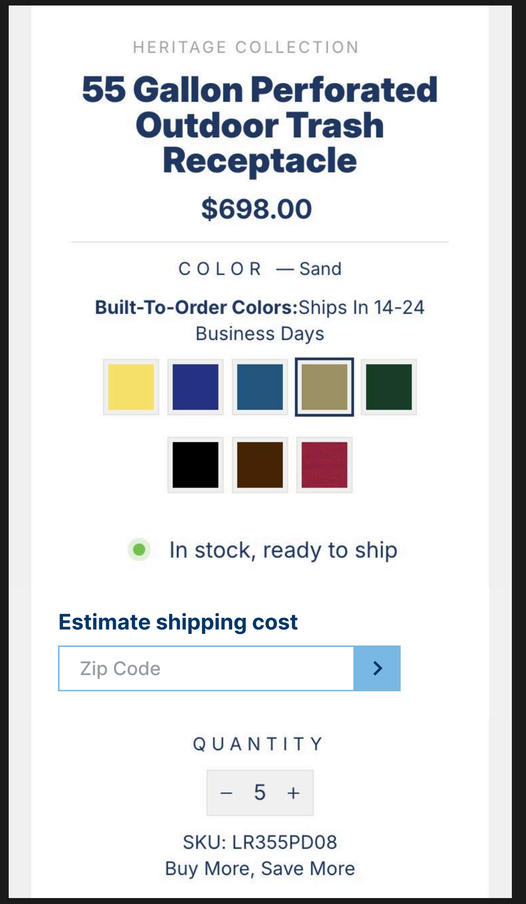
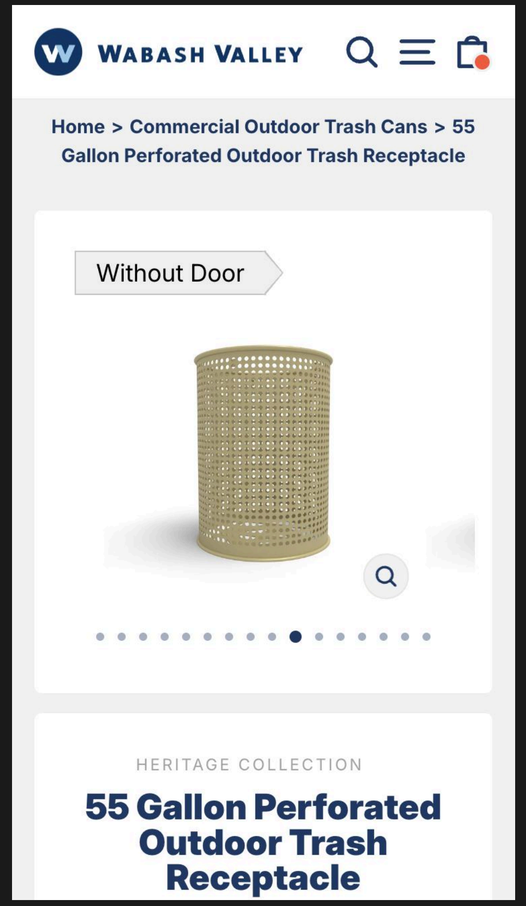


Version 1

Mobile Titles Above Images

Test moving product title (and possibly color options) above the main image on mobile for clarity.



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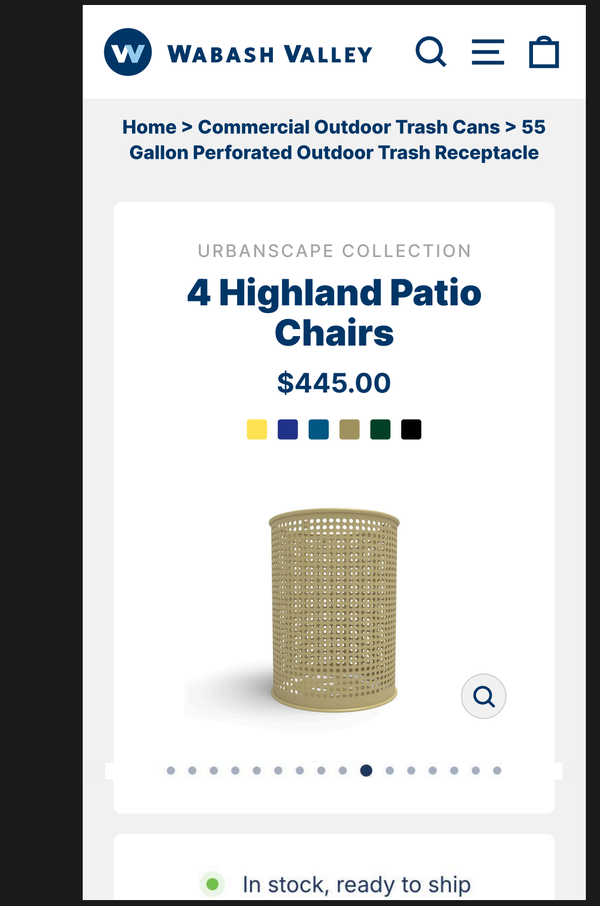
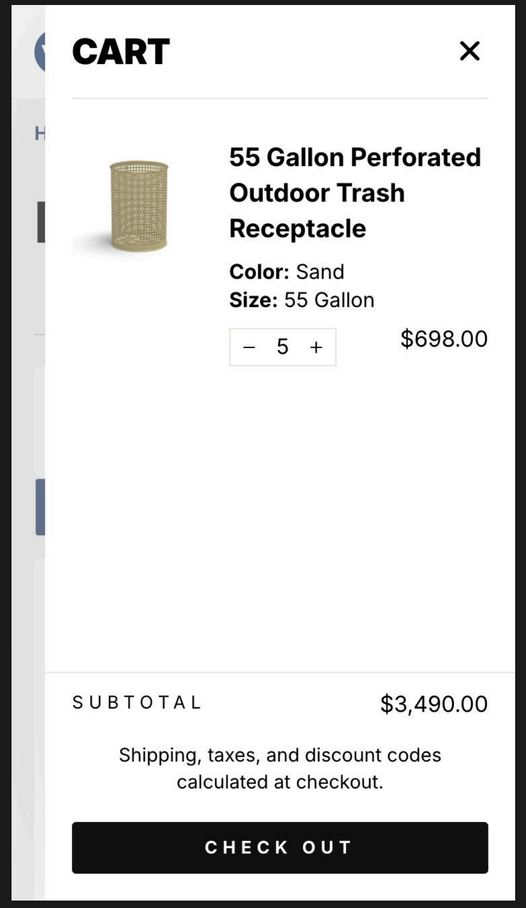


Version 1

Cross-Sell in Cart

Highlight complementary products in cart (e.g., “Add matching chairs to this table”).



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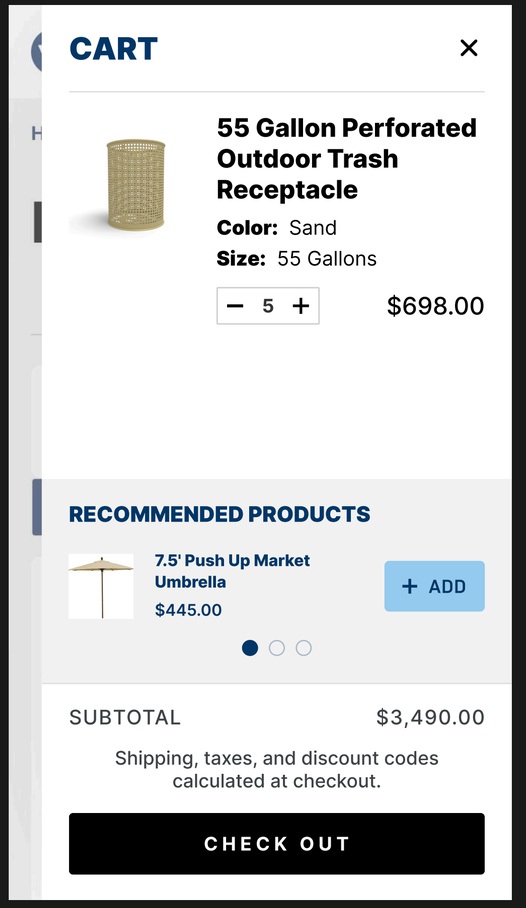
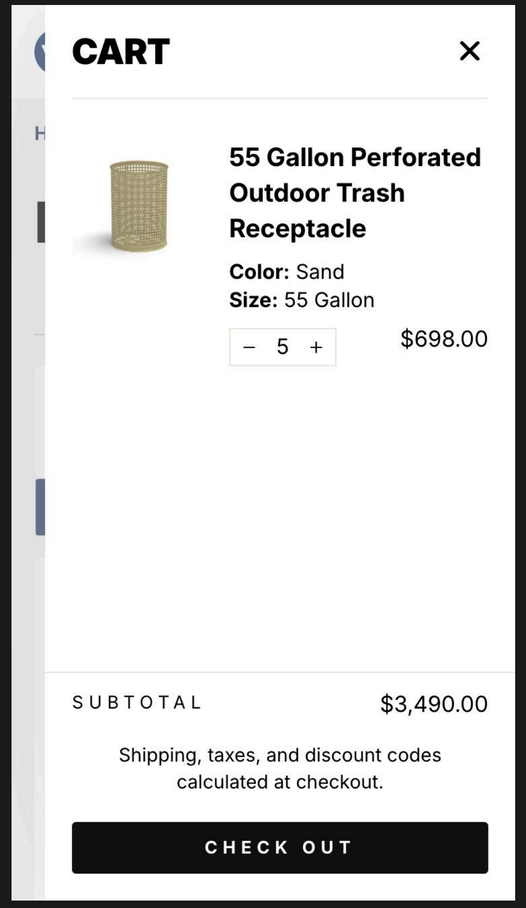


Version 1

Anxiety-Reducing Callouts

Reinforce key assurances like Warranty, US-Based Support, and Quick Shipping in the cart.



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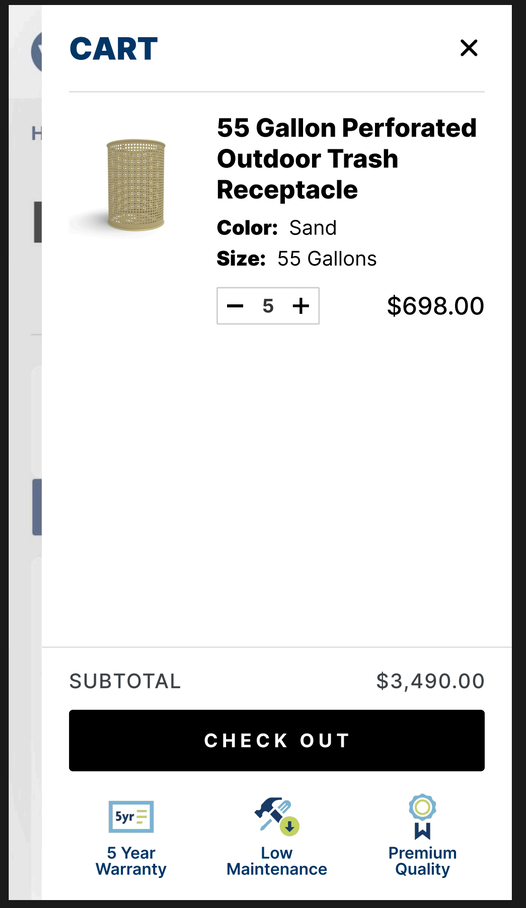
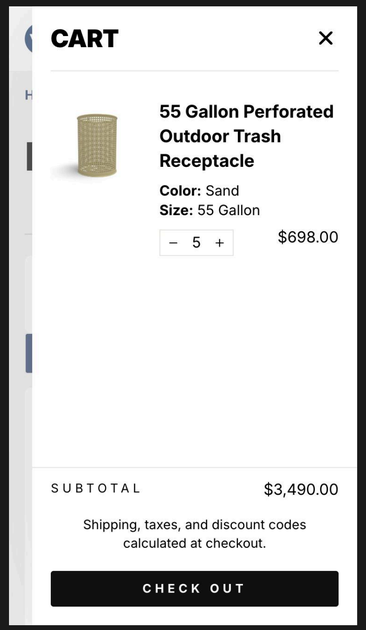


Version 1

Estimated Delivery Date – Cart

Display estimated delivery dates in cart to set clear expectations.



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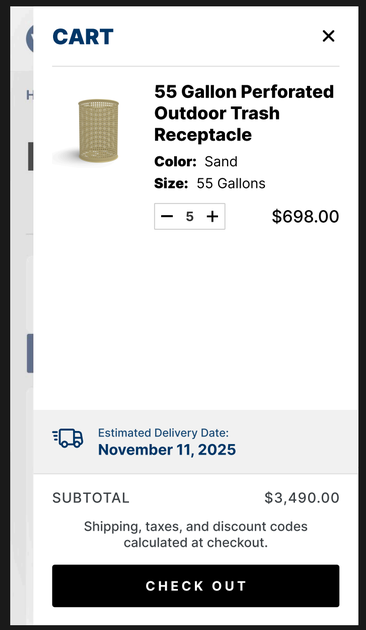
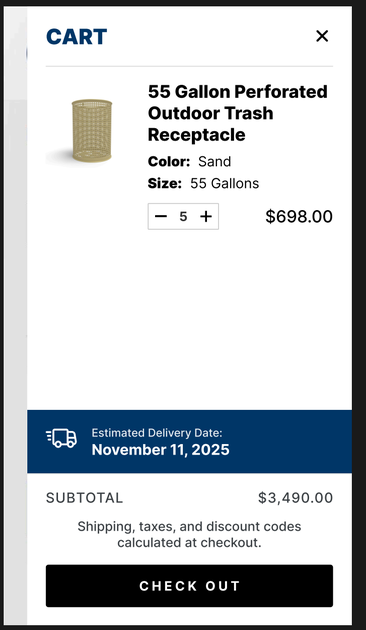


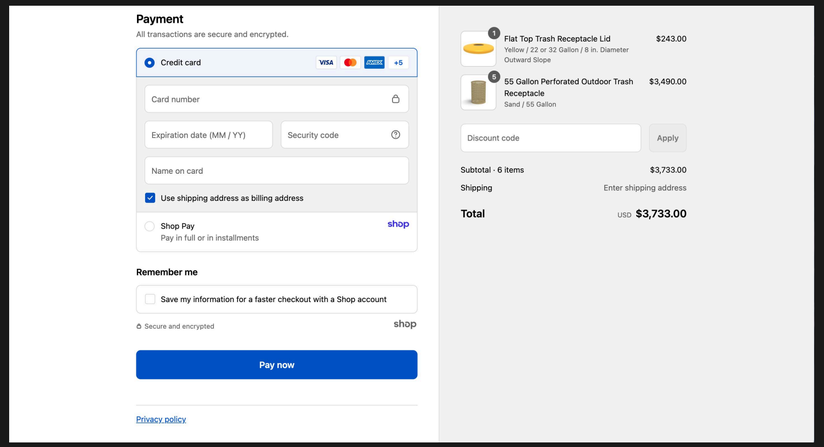
Version 1



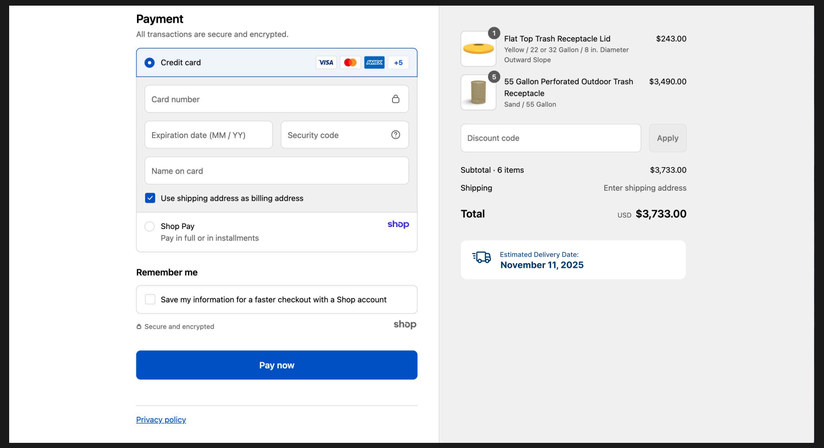
Version 2

Estimated Delivery Date – Checkout

Reinforce estimated delivery date at checkout to reduce drop-off from uncertainty.



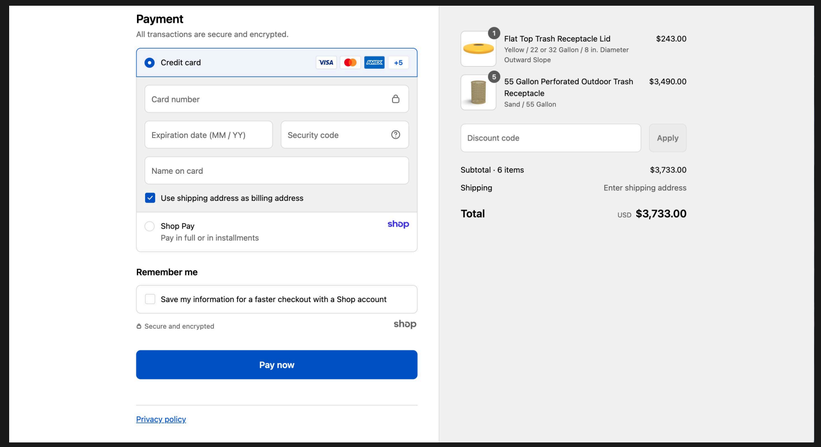
Original



Version 1

Anxiety-Reducing Callouts

Reinforce key assurances like Warranty, US-Based Support, and Quick Shipping in the checkout.



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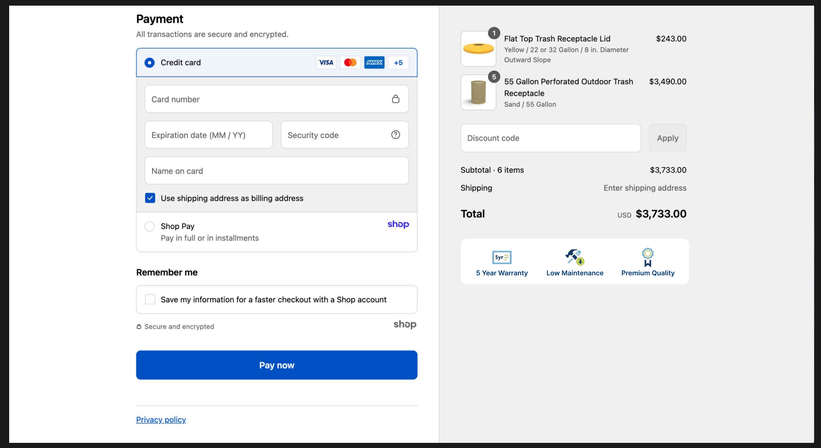

Version 1

Questions?

Have any questions about our approach, pricing, or next steps?

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