SAMPLE AUDIT · MAGENTO 2 / HYVÄ

Northcairn — Quick UX/UI Audit

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This is a short sample so you can see how I structure an audit before we talk about yours. I reviewed the homepage, a category page, product page, search and cart of this demo store (my own Magento 2 / Hyvä project) and picked five concrete issues — each with a screenshot where one helps, why it matters, and how to fix it. A real audit of your store goes deeper: every key page, the full checkout flow and mobile, ending in a list ranked by impact.

1

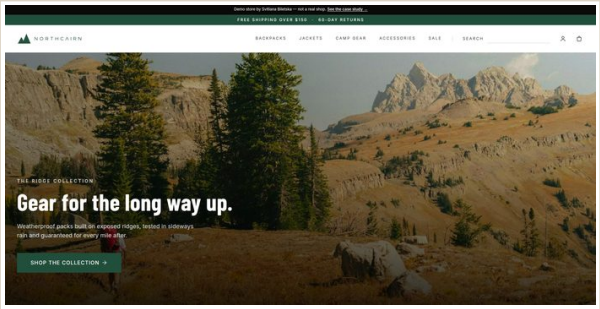
Store is invisible to search engines

Site-wide — robots meta tag

ISSUE Every page checked ships a **noindex, nofollow** robots directive.

WHY IT MATTERS Google can't index a single page, so organic traffic stays at zero no matter how good the content and products are.

FIX Remove the noindex directive from the production template (and from robots.txt) before launch; keep it only on staging/demo environments.



The homepage looks ready to launch — but it's marked noindex, so Google will never show it.

2

Site search returns zero results for an obvious query

Search — query “backpack”

ISSUE Searching “backpack” — the store's entire product line — returns “Your search returned no results.”

WHY IT MATTERS Shoppers who search instead of browsing hit a dead end and leave. On most stores, search visitors convert 2–3x better than average — this is a direct, measurable loss.

FIX Reindex search and confirm product names/categories map to the searchable attributes; add a “popular searches” or related-category fallback for empty results.

3

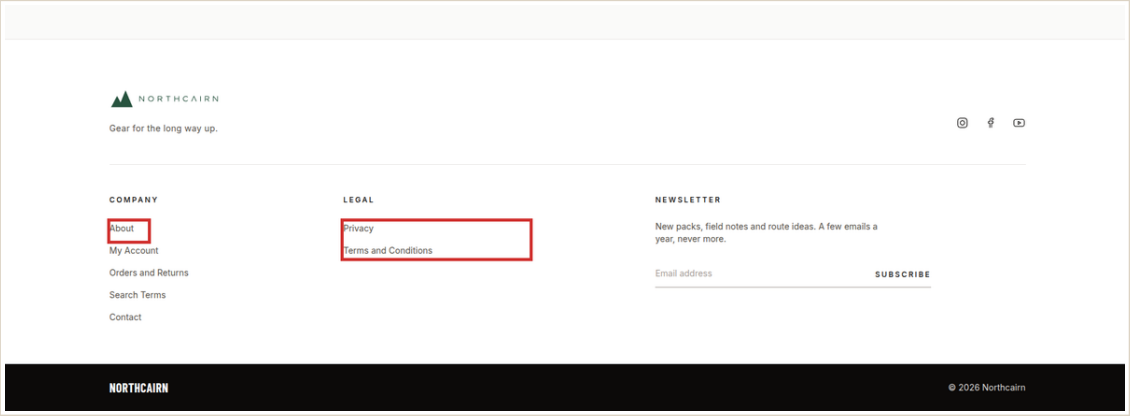
Key footer links go nowhere

Footer — About, Privacy, Terms and Conditions

ISSUE “About,” “Privacy” and “Terms and Conditions” all point to a **“#”** placeholder instead of a real page (the other footer links work fine).

WHY IT MATTERS Missing policy pages weaken trust right before checkout, and are a compliance gap — EU shoppers expect a working privacy/returns policy before they'll enter card details.

FIX Publish at minimum an About, Privacy Policy and Terms page, linked from the footer on every page.



Reads fine — but the three boxed links lead to “#”, not a real page.

4

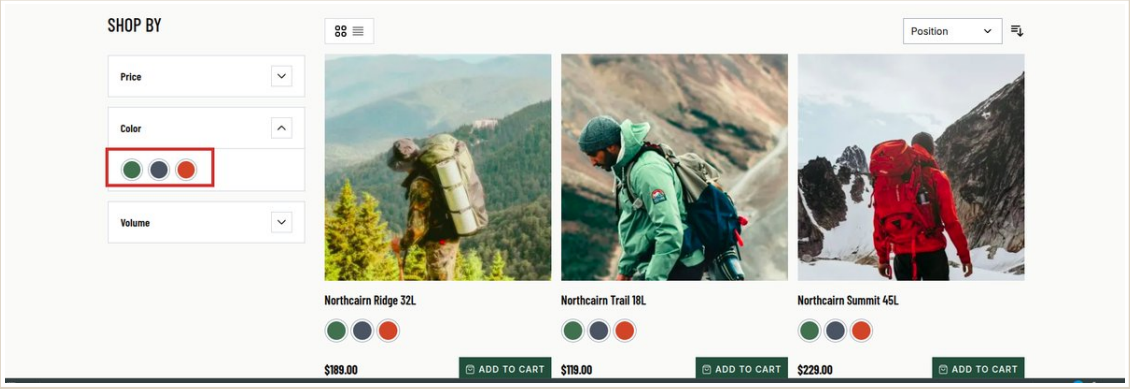
Color choice has no visible label

Category page — color filter

ISSUE Color options show only a colored circle. The real name (“Moss,” “Slate,” “Ember”) exists in the code, but only appears in a tooltip on mouse hover.

WHY IT MATTERS Anyone who can't hover — phone and tablet shoppers, mainly — never sees the name at all, and has to guess which circle is which color.

FIX Show the color name next to (or under) each swatch by default, not only on hover; keep the tooltip as a bonus, not the only source.



Three colors, no names on screen — the label only shows up if you hover each circle.

5

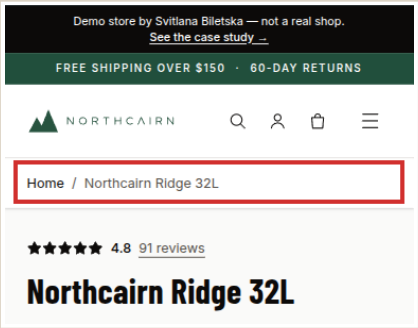
Product breadcrumb skips the category

Product page — breadcrumb

ISSUE On a product page the breadcrumb jumps straight from “Home” to the product name, skipping “Backpacks.”

WHY IT MATTERS Shoppers lose the one-click path back to the category they came from, and search engines lose a signal about where the product sits in the catalog.

FIX Add the category as the middle breadcrumb step: Home / Backpacks / Northcairn Ridge 32L.



Home → product name directly — “Backpacks” is missing in between.

If something like this would be useful for your store, I'd be glad to do the same — happy to start with a free short audit of one or two key pages so you can see the findings before deciding on anything bigger.

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