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Digital Audit Project

Introduction:

1. Provide a brief introduction to the company.
 - a. Warby Parker - Eyewear company
 - b. Glasses starting at \$95 including prescription eyeglasses, sunglasses, contacts, as well as eye exams.
 - c. For every pair sold, a pair is distributed to someone in need.
2. What is the objective of this company for its digital presence?
 - a. The objective of Warby Parker is to make individuals aware of their high quality, affordable eyewear through effective digital marketing and social media activity.
3. How does it plan to achieve its objectives or how is it currently achieving its objectives?
 - a. Warby Parker is achieving its objectives through their clean website, social media activity, their promotion of affordable eyeglasses, and their mission to provide clearer vision to those in need.
4. What are the different platforms does it have its presence on? (both online and offline)
 - a. Warby Parker has a presence on Instagram, Facebook, Twitter, TikTok, Youtube, Pinterest, WarbyParker.com, and in Warby Parker retail stores located nationwide.
5. Why did you choose this company to do a digital audit?
 - a. We chose Warby Parker for our digital audit because it has a relatively large digital presence, they are using their social media platforms to increase their creativity and form closer relationships with their target consumers, and they are using their platform to help less fortunate individuals worldwide.

Audit for Website: Think about and answer these questions for the company's website.

- Is the main value proposition clear? Please provide the proposition, and why do you think it is clear or not.
 - On their website's "About" page, you can find their value proposition: "Warby Parker was founded with a mission: to inspire and impact the world with vision, purpose, and style."
 - We believe Warby Parker's value proposition is very clear, especially as it includes the importance of vision as a way to inspire and impact the world. They also go into more detail about their overall mission as a company: "We're constantly asking ourselves how we can do more and make a greater impact—and that starts by reimagining everything that a company and industry can be. We want to demonstrate that a business can scale, be profitable, and do good in the world—without charging a premium for it. And we've learned that it takes

creativity, empathy, and innovation to achieve that goal.” This allows us to further understand their goal to produce high quality eye wear at affordable prices while using innovation and empathy to benefit people around the world.

- Is the **main navigation menu clear** and accessible? Why do you say so?
 - The main navigation menu is very clear and accessible at the top of the home page. Unlike other online stores that offer a wide range of products Warby Parker’s navigation only consists of five different tabs (Home Try-On, Eyeglasses, Sunglasses, Contacts, and Eye Exams), making it easy to navigate through the website and find products you are looking for.
- Is there a **clear conversion path**? Please explain or draw the conversion path.
 - Arrive at Warby Parker website → select eyeglasses/sunglasses → select shop men/shop women → select a pair of sunglasses → click “select lens and purchase” or “Try at home for free” → select all specifications → add to cart.
 - The conversion path is very clear, however, the process is a little bit longer as individuals must select a frame width, prescription type, magnification strength, lens type, and lens material before adding the glasses to their cart. Warby Parker, however, created a clear and efficient system that provides a description for each selection. This makes it easy for customers to understand what they are purchasing and ensure all of the specifications are correct.
- Do the conversion paths flow through the buyer's journey from awareness through to decision?
 - Yes, the homepage had two options in the middle of the page asking if you would like to shop for men or for women. Once you click an option, you are brought to another page that showcases many styles of glasses and you are prompted to take a quiz in order to help you choose a style. This page also offers the ability to try five different frame styles for free. Once you make a selection, you are asked a series of questions to best tailor your glasses to you.
- Are there relevant resources for web visitors? What are they and are they accessible?
 - Relevant resources available to web visitors include Warby Parker’s virtual try on system, their at home try on system, and their eyeglasses quiz that allows customers to choose their eyewear preferences and narrow down their range of possible frames.
- Do users know what steps to take next? Please explain.
 - The process for buying a pair of glasses could not be more clear on their website, however the process is a bit lengthy and some users may get annoyed with the many questions they are asked.
- Does the design render well on mobile? Please explain.
 - The website renders very well on mobile devices. The navigation menu is still at the top of the site and the eyeglasses are displayed largely and clearly. Users will simply have to scroll further in order to view all of the products.

- 63% of their website traffic is on mobile devices. The average visit duration is higher among mobile users than desktop users, however, the bounce rate is higher amongst mobile users.
- Are there any crawl issues? Please provide details.
 - No, there were no crawl issues whenever I attempted to access Warby Parker's website. I clicked on the search engine and it brought me right to the page!
- Is there a sitemap?
 - Yes, at the bottom of the page.
- Are there conversion pages at various stages of the funnel?
 - Yes, buyers are aware of all of the steps they need to take when leading up to a purchase of Warby Parker eyeglasses.
- Is it clear what steps a user needs to take to get that information they need to convert?
 - Yes, as stated above, the steps a user needs to take to get the information they need to convert are very clear.

Content Audit:

- Does the site contain relevant keywords that align with a clear content & digital strategy? What are the words and how do they align with the digital strategy (objective of the firm)?
 - The site contains relevant keywords that align with a clear content and digital strategy such as "eyeglasses," "sunglasses," "contacts," "At home try on," etc.
- Is the content keyword-rich? What are the keywords and how many times are they used in their landing pages?
 - Yes, Warby Parker's content is very keyword rich. The landing pages offer key words such as "eyeglasses", "sunglasses", "contacts", etc. which make it easier for users to navigate through the website and find what they are looking for. They keep their website clean and organized by only using these keywords a handful of times in important locations (at the top of the page).
- What different buyer personas does the content appeal to?
 - The range of different frames, the material used, and the design and colors incorporated into the eyeglass and sunglass frames make it easy for anybody to find something they like
 - They also offer a quiz that helps customers narrow down their favorite frames
 - For every frame on their website, they offer multiple photos/angles as well as the particular frame on a person. So, if customers like the frame but do not like the way it looks on the person, they can continue looking for a pair of eyeglasses that will suit them better.

SEO Audit :

- Do the relevant page titles, meta descriptions, URLs, etc use relevant keywords?

- Yes, the page titles, meta descriptions, and URLs use relevant keywords that relate to the brand. These keywords include “prescription eyeglasses,” “eye exams,” “affordable price,” “starting at \$95,” etc.
- Do the above elements follow SEO best practices for character count, structure, etc.?
 - Yes, the above elements follow SEO best practices as there is strong first-page content, the meta descriptions are brief, the URL is short, and the content is easy to understand.
 - However, for the “Home Try-On” heading on the search results page, the short description should include detail about Warby Parker’s home try-on system, but it does not. Instead, it simply states “vintage-inspired prescription eyeglasses starting at \$95...”
 - In addition, pictures of Warby Parker eyeglasses only showed up when I typed “Warby Parker eyewear” (instead of just “Warby Parker”) into the search bar. Since their brand is strictly eyewear, ads/pictures of their eyewear should show up on the search results page every time someone searches their name.
 - Search accounts for 14% of their traffic sources
- Are the images optimized for SEO as well?
 - Yes, the images returned are relevant to Warby Parker and include photos from their website, as well as photos from other people reviewing their glasses. The pictures are of high quality and are accurately labeled so search engine crawlers can read and understand them.

Social Media Audit:

1. What are the different social media platforms they are on? Are these platforms catering to the company's target audience?
 - a. Warby Parker has a presence on Instagram, Facebook, Twitter, TikTok, and Pinterest, all of which are targeted towards individuals in need of glasses!
 - b. Warby Parker has the largest following on Facebook (over 700,000 followers) followed by Instagram with 563,000 followers.
 - c. Their Tiktok videos mainly showcase individuals wearing their eyewear, utilizing the virtual try on system, or taking advantage of their at-home try on system.
 - d. Pinterest has a “shop” tab for businesses, so Warby Parker uses Pinterest to serve as another shop. Many pictures of eyewear are located under the shop tab with links to the product on Warby Parker’s website.
2. Are they doing anything to post content that would facilitate getting their posts/channel to reach a broader audience than their own followers? Ex. Creating more shareable topics rather than just talking about themselves? Using relevant hashtags that expand the likelihood of being discovered? Tagging individuals or other accounts to broaden the likelihood of being seen by non-followers?

- a. In order for Warby Parker to reach a broader audience than their own followers, they partner with artists, photographers, musicians, or other unique influencers to reach a broader audience while promoting their eyewear.
 - b. Warby Parker also uses their platform by addressing more shareable topics rather than just talking about their eyewear. By partnering with unique influencers, they are exposing individuals to the situations in which those influencers advocate for.
 - c. Warby Parker also promotes the amount of eyewear that has been distributed to those in need through their Buy a Pair, Give a Pair program. This program attracts individuals who hope to make a small impact in the world by aiding the less fortunate through the gift of better vision.
 - d. The Warby Parker instagram account utilizes hashtags they created like #WarbyBlue, #Wherewedliketoread, and #Wevegoutoureyeson to diversify their posts and spotlight individuals.
 - e. @WarbyBarker - An account, run by the people of Warby Parker, dedicated to pictures of dogs wearing Warby Parker eyewear! Who wouldn't love that?
 - f. Instagram, Twitter, and Facebook are synced, so even though the same content is being posted, they are reaching a wider audience.
3. What are they doing to drive specific engagement behaviors in their posts? Do they use any CTAs to promote clicks/comments/shares? Are they promoting any comments through questions or other comment-worthy topics?
 - a. Warby Parker is very efficient and reliable with responding to any questions that followers may comment on posts. They also repost pictures of individuals wearing Warby Parker glasses on their story (if they tag them in their photo).
 - b. The link to their website is in their bio, but their captions lack a call to action. They need to take their captions a step further by including "click the link in our bio to visit our website." Persuading users to visit the website will result in more conversions.
 - c. Regarding store locations, they always post announcements of new openings in hopes of attracting individuals into the store.
4. Do they have any content designed to encourage immediate action? What are they using to persuade people?
 - a. Warby Parker posts announcements of new store openings throughout the United States to persuade people to visit their store and further purchase their eyewear.
 - b. Their posts do not include embedded links of the eyewear. Companies who promote their products on Instagram usually embed a link to the product within that, when clicked on, takes the individual to that particular product on their website. Social Media accounts for only 1.2% of their traffic sources. Warby Parker can boost this percentage by embedding links in the photos of glasses they post. This will give customers an easier time finding frames they like and it will create more traffic on their website (leading to more purchases).

5. How well do they help existing customers to feel good about the organization? Are they giving people exclusive content that is only being shared with followers of that account? Are they doing anything to express gratitude or show the impact their loyalists have had?
 - a. They help existing customers feel good about the organization by detailing their progress with their Buy a Pair, Give a Pair program.

Conclusion: Provide thoughts on if the firm is achieving its digital objective or not. If not, please provide suggestions you have for the firm to achieve its digital objective.

Although there are minor improvements that must be made across their social media platforms, we believe that Warby Parker is achieving its digital objective. Their website loads quickly and is clean, organized, and effective. They have formatted it well, allowing for easy navigation and a clear conversion path. Although the conversion path is longer compared to a clothing brand, Warby Parker has made it very easy for any individual to follow the steps leading up to the final “add to cart” action. The website is also optimized for mobile usage, allowing users on any device to easily navigate the website and find what they are looking for. Finally, the website’s landing pages are all correct. To continue, Warby Parker’s SEO consists of short URLs, relevant keywords and meta descriptions, and the images are optimized for SEO. Images of their eyewear, however, should appear on the search engine when “Warby Parker” is searched. Currently, they only appear when “Warby Parker eyewear” is searched. Finally, Warby Parker is also achieving success through their multiple social media platforms through their frequent and diverse posts, their use of unique hashtags, and their responsiveness to followers. However, they must increase their call to actions across their social media and boost their interaction with followers.