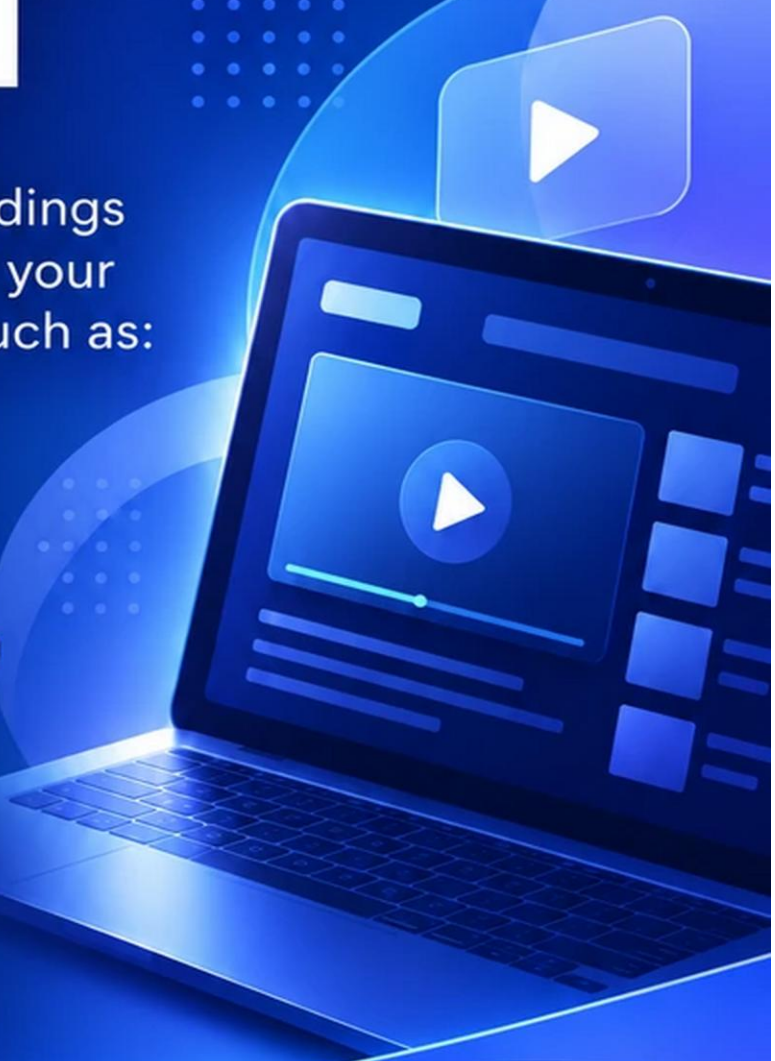
WEBSITE ANALYSIS AND REPORT

This report summarizes findings from an in-depth review of your website. It covers details such as:

- Website Content
- Menu
- Sequence Of Information
- User Experience
- Layout And Readability
- Keeping Site Visitors Reading And Clicking



PREPARED BY
Suzi Elton
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WEBSITE REVIEWED:
3-D PRINTING AND PROTOTYPING

Table of Contents

General Comments **3**
The Site Is Slow Loading 3
Annoying Cookies Banner At Bottom 3
What To Know About “Click On A Link” 3
Need More Variety Of Photos Of Joshua 4
Graphics Don’t Fit With The Messaging 4
Colors And Font Size In Headlines Works Great 4
The Site Needs To Use White Space For Better Readability 4
Make Sure Site Is Mobile Responsive 5

Menu **5**
Your Menu Doesn’t Deliver A Good User Experience 5
Simplify Your Site Menu 5
This Sub-menu Should Be Improved 6
Use Search, Upload, Contact Menu In Right Column More Strategically 6

Home Page **7**
Testimonials Plugin Deployment Needs To Be Improved 7
Too Much Going On On The Page—Rethink This Page 7
Animation Probably Causing Slow Loading Of Site 7
Page Design Is Too Confusing To Site Users 7
This Graphic Confuses Your Site Visitor 8

Who We Work With Page **9**
Graphics On Who We Work With Page Need Improvement 9

How We Work Page **10**
Graphics How We Work Page Give A Bad User Experience 10
Have You Compressed Your Graphics 11

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Protecting Intellectual Property Page 11
Improve White Space Of Graphics On Intellectual Property Page 11

Services Landing Page 12
New Graphic Works Great 12
Table Is Wonky 12

Feasibility Package Page 13
Feasibility Package Page Graphics Need To Be Improved 13

Initial Design Package Page 14
Initial Design Page Graphics Need To Be Improved 14

Design Refinement Page 15
Comment On Design Refinement Page Graphics 15

Final Design Package Page 15
Improving The Graphics Would Make A Big Difference 15

Manufacturing Package Page 16
Make The Top Of The Page More Effective 16
Tweak This Graphic 16

Portfolio Page 17
Correct These Typo And Layout Issues 17

About Us Page 17
Your Photo Usage On About Us Page 17
What You Want Site Visitor To Do Next Is Muddled 18

Shop Page 18
This Page Is Problematic 18

Blog 19
You Could Have A Blog That Is Very Unique And Interesting 19

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General Comments

The Site Is Slow Loading

- The site is loading very slowly. This is the kind of thing that makes people click off the site and go elsewhere.
- Are you compressing the graphics?
- Load times on every page are really slow.
- Website Designer, could you check this out and help us fix this.

Annoying Cookies Banner At Bottom

- This is really annoying.
  - It's in the way of critical elements on your site and doesn't add anything.
  - A person can only say "Yes" with no other option and that's going to irritate people and they will bounce off the site. I HATE IT!
  - Get a cookies banner that takes them a single click, something like "Do not sell my data."

What To Know About "Click On A Link"

- I read something last week that Google penalizes you for saying "click on" a link! Is this true? If so, I have to make sure we're not using that in any of the "Where To Next" directions at the bottoms of the pages.
- Clarification: "No, Google does not directly penalize a website simply for using the phrase "click on a link" (or "click here") in its content. Using "click here" or "click on a link" as anchor text is considered bad practice for both SEO and user experience (UX), which can indirectly lead to lower rankings. (source Google AI)

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Need More Variety Of Photos Of Joshua

- I don't recommend using the same photo more than one place on the site.
- How about getting a couple of other photos of you for the other places you use your photo.
- Talk to Website Designer about this.

Graphics Don't Fit With The Messaging

- Website Designer I think that some of the graphics don't work with the messaging we're doing.
- I'm not sure what or why the graphic is supposed to communicate.
- Sometimes, they are just too big.
- Sometimes I'm not sure what the graphics are about so it gets in the way of the message.
- The graphic are very generic. We've all seen each of these a million times.
- You have a unique business and I'd like to see the graphics reflect that.

Colors And Font Size In Headlines Works Great

- Hey, I like the H2 and H3 for colors and styles you've come up with for the headlines. They work for me.
- I'd get rid of the all caps headlines.
- Research "google and h2 and h3 headings" on Google to learn what you need to know about H2 and H3 insofar as SEO is concerned.

The Site Needs To Use White Space For Better Readability

- You can make a lot better use of white space so that the text seems to flow and pull the reader down the page.
- As it is, the pages look so crowded and busy that the user experience will make people will bounce off the page.
- You want the site to be a flow of content leading people to do one thing—contact you to talk to you about a package or a service.

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Make Sure Site Is Mobile Responsive

- I suspect that this site won't perform well on mobile because of load times.
- Website Designer, can you make sure that the site performs well on mobile.

Menu

Your Menu Doesn't Deliver A Good User Experience

- I want the menu at the top. It's easier to navigate the site and doesn't waste anyone's time having to click the 3 lines icon to get the menu.
- Consult with Website Designer on how to get your menu, logo and phone number at the top, that still works with mobile.
- Website Designer, Joshua says that on his screen, the menu IS displayed at the top and that it's supposed to go to the 3 lines when it goes to mobile format. That's not what's happening on my screen.
- The 3 lines menu is VERY VERY klunky. To move from page to page, you have to scroll back up to the top, click the menu, click the menu item, click the submenu item…EVERY TIME. It's not a good user experience.

Simplify Your Site Menu

This is the menu that I recommend for your site. We could discuss it in depth if you wish. You want to create a Path To Purchase.

- Home
- Who We Work With
- How We Work
- Protecting Intellectual Property
- Services
  - Feasibility Package

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    - Initial Design Package
    - Design Refinement Package
    - Final Design Package
    - Manufacturing Management Package
- Portfolio
- About
- Contact
- Shop
- Blog if you decide at some point that you want one.

This Sub-menu Should Be Improved



- Either these menu items should all say Package, or you should leave the word off for all of them.

Use Search, Upload, Contact Menu In Right Column More Strategically

- It screams for attention with multiple calls to action and takes attention away from the story we're telling in the page content.
- This needs to be improved so that it's not impeding user experience, but is there when they are actually ready to do these things.
- Website Designer how should this be handled to improve user experience?

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Home Page

Testimonials Plugin Deployment Needs To Be Improved

- I really love the testimonials plugin, but it completely interrupts the flow of the content that we've worked so hard to put together. Work with Website Designer on where it belongs.
- I think it makes sense on the portfolio page, but we need to make sure that it doesn't interrupt the flow of the content. Portfolio page is the point in the path we've created on the site where people become interested in proof. That's why I'm suggesting placing it there.

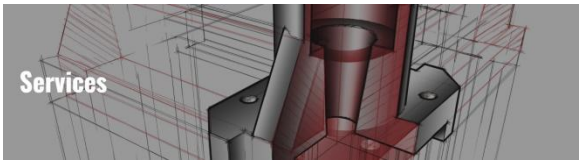
Too Much Going On On The Page—Rethink This Page

- Between the cookies banner and the testimonials, the impact of the messaging gets lost. You're losing people just when we want to grab them.
- The testimonials slider falls right over your logo on home page..

Animation Probably Causing Slow Loading Of Site

- Consult with Website Designer about the N3DX logo animation.
  - Is it slowing page loading?
  - Is there anything about it that could be better?
  - What is the best user experience with it?

Page Design Is Too Confusing To Site Users



- I like this graphic but it takes up almost all the prime real estate on the page.

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- From a usability viewpoint, it forces the user to HAVE TO SCROLL in order to get to anything related to the message you're providing.
- To me, it takes away from the impact of the message.
- I'd prefer if people would be hit by powerful headlines right at the top of each page when they land on it.
- Talk this over with Website Designer.

This Graphic Confuses Your Site Visitor



- This on the home page is too much going on.
  - It becomes confusing rather than enhancing the copy.
  - Maybe just use the one at the top.
- The copy is forced into a single skinny column underneath these graphics. Doesn't end up looking good or helping get your message across.
- I'd rather keep the Product Development Path graphic for the Services landing page because it has more impact there.
- Probably get rid of the light bulb idea here. Use it elsewhere.

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Who We Work With Page

Graphics On Who We Work With Page Need Improvement

- Who We Work With page is laid out more successfully than the Home page.



- I'm not sure about these two graphics.
- It seems to be a "bit much" and distracts me from the meaning cause I'm trying to figure out what they are or what them mean rather than reading.
- Doesn't enhance the content.
- Website Designer I want to make sure that there is enough white space on the page to help pull readers down the page and through our messaging.
- What do you need to do about captioning and tagging each graphic from an SEO standpoint?

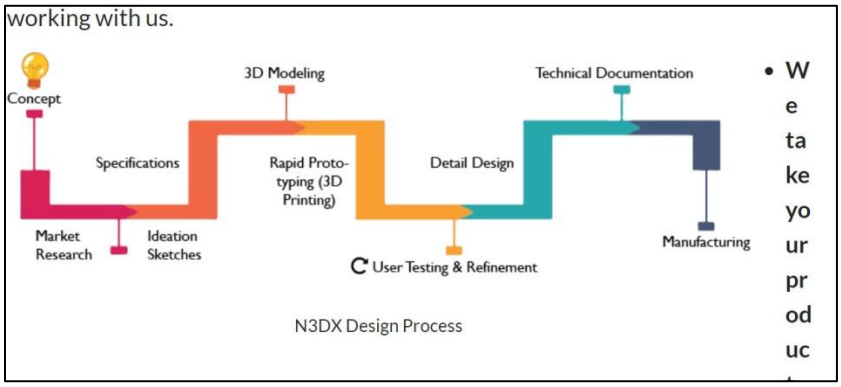
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How We Work Page

Graphics How We Work Page Give A Bad User Experience



- Graphic is too big and crowds text into a tiny column.
  I like the graphic.
  Layout needs to be improved.



- Again this graphic makes the text go wonky.
- I think this old version of the graphic should be eliminated from this page and from the site.
- I recommend that you use the new version Product Design Development Path **only on** the Services landing page so you're not diluting the impact.

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- WaveCooler doesn't add anything here at this point.
- It's best to just use this on the portfolio page to increase the impact of it on that page.
- Last two graphics on How We Work page. I think they are too big. Not sure what they add to the page.

Have You Compressed Your Graphics

- Do some research on recommended file size for website graphics.
- I suspect that your files need to be compressed so the site loads faster.

Protecting Intellectual Property Page

Improve White Space Of Graphics On Intellectual Property Page

- Look at the size of those graphics.
- I think that the size and placement could be improved to keep site visitors more focused on your messaging.
- Needs better use of white space.

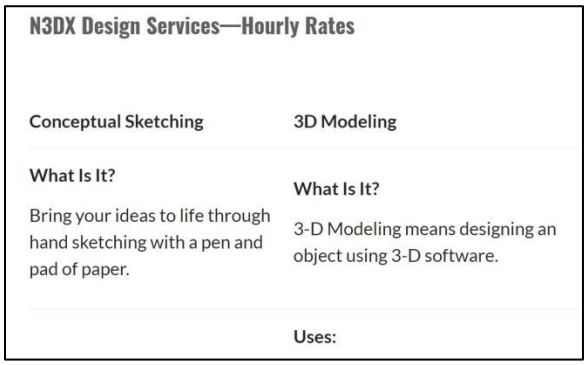
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Services Landing Page

New Graphic Works Great

- Your new graphic (Product Development Path) looks so much better. It really works at the top of the page to set a tone.
- I like it that you're keeping the graphic to this page instead of using it on multiple pages of the site.

Table Is Wonky



N3DX Design Services—Hourly Rates

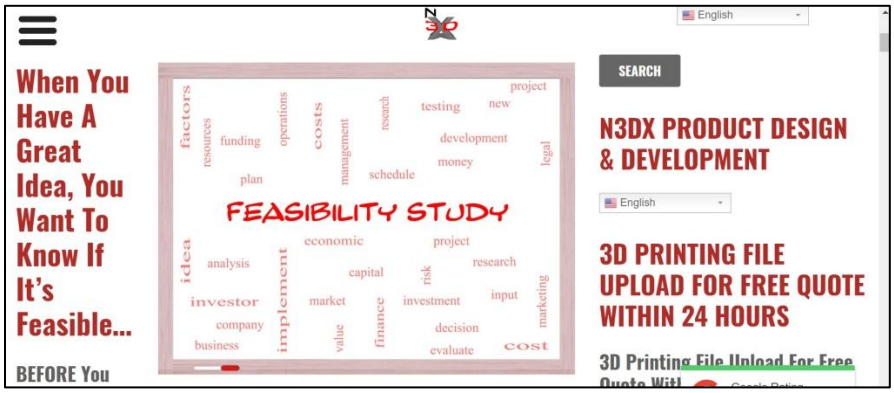
Conceptual Sketching	3D Modeling
What Is It?	**What Is It?**
Bring your ideas to life through hand sketching with a pen and pad of paper.	3-D Modeling means designing an object using 3-D software.
	Uses:

- Talk to your Website Designer about a couple of things on these tables.
  - They don't line up, so can you help us figure out how to fix that so they look nice and neat.
  - Also, what is the latest SEO info. on using tables on websites? Is there currently anything problematic about using tables?
  - Here's some information from Google AI, "To ensure good SEO performance, ensure tables are responsive and used only for data representation."

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Feasibility Package Page

Feasibility Package Page Graphics Need To Be Improved

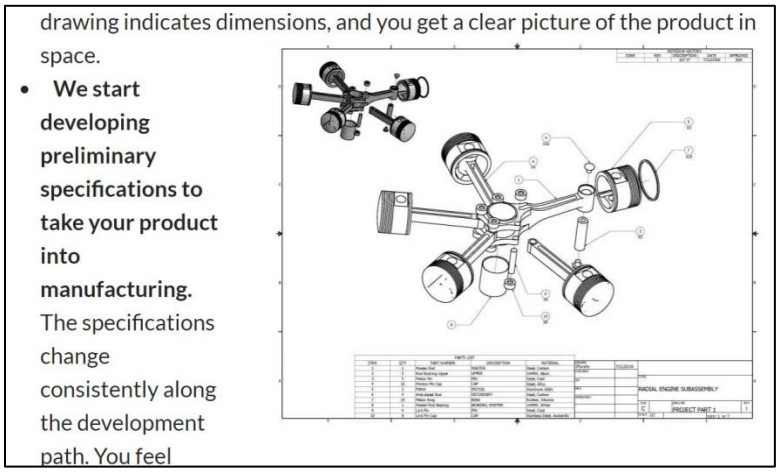


- This does not work on many levels. Graphic is too big. Headline gets completely lost. WAY TOO BUSY, gives you a headache and people will click off.
- I'd recommend that the headline and subhead is the first thing seen on every page (except for Services Landing Page). Use powerful messaging there.
  - We want to grab their attention right away at the beginning of each page and pull them down the page.
- Graphics on the rest of the page are too big and distort the message rather than add to it.
  - Website Designer can you please advise us or correct this for us.
  - We want the message to not get lost in the noise.

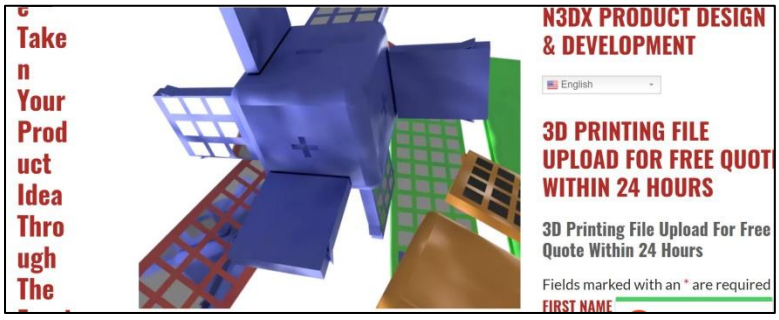
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Initial Design Package Page

Initial Design Page Graphics Need To Be Improved



- Is this the same graphic that you're using on the Feasibility Package page?
  - I don't recommend using a graphic more than once on a site.
- Graphic is too large and placed in a way that messes up the messaging.
- I'd adjust the sizes and placements of the graphics on this page to make sure the messaging is the primary focus.



- Too much going on.
- Graphic too big. Screws up headlines.
- You're using this graphic on the portfolio page. Don't use it here too. It loses its impact using it in more than one place. This a case of less is more.
- Find another graphic.

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Design Refinement Page

Comment On Design Refinement Page Graphics



- Does not work.
  - Don't use Wave Cooler here.
  - It loses the impact that it has on the portfolio page.
  - Headline is squished and the messaging is lost.
  - Don't use it later on the page either.
- Get the Website Designer to adjust the size and placement of the remainder of the graphics on this page to emphasize the messaging.
- Also make sure they work on desktop, mobile, and tablet.

Final Design Package Page

Improving The Graphics Would Make A Big Difference

- This page is a lot more successful.
- Get the Website Designer to adjust size and placement of graphics.
- The graphics choices are OK, but the top one is too "stock" for me.
- I recommend that the Website Designer work on more effective graphics.
- Graphics should enhance the content not fight with it or be irrelevant.

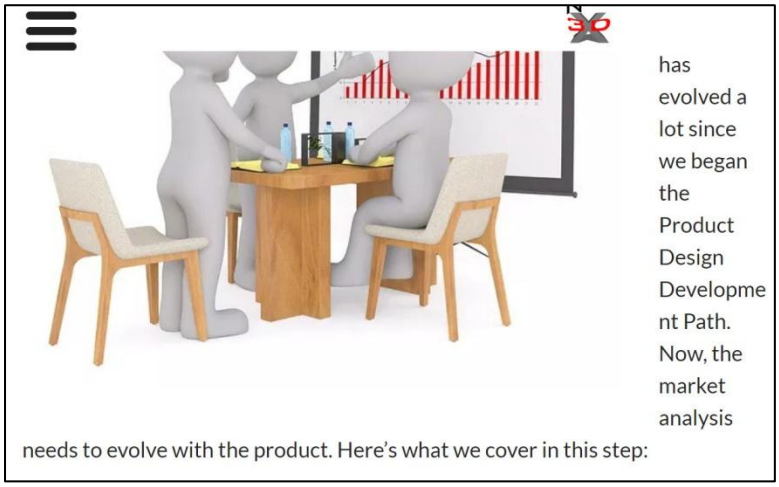
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Manufacturing Package Page

Make The Top Of The Page More Effective

- We talked about changing the name of this package to Manufacturing Management Package…which I wrote into the package. I guess we could use either name, but need to be consistent.
- I don't want the graphic above the headline. The headline is intended to grab and hold attention.
- Graphics are too big. They are out of proportion with the rest of the content on the page. It's confusing.
- Have Website Designer work on placing and sizing the graphics.

Tweak This Graphic



- The text flows awkwardly around this graphic. Needs to be fixed.
- Again the graphic is very generic. What is it saying?

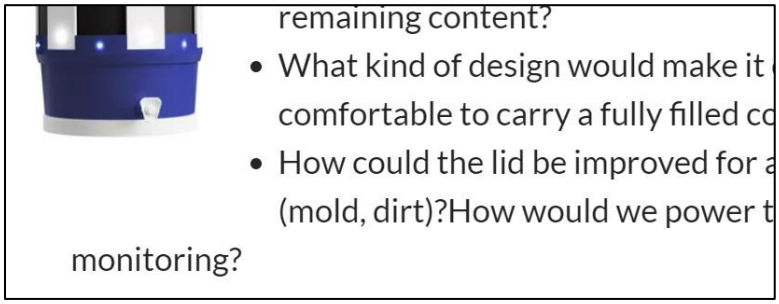
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Portfolio Page

Correct These Typo And Layout Issues



- Typo. This should say "...Has A Final Product Prototype"



- This hanging line doesn't look good.

About Us Page

Your Photo Usage On About Us Page

- I don't like your photo being the first thing. I think the vehicle is better.
- I think your photo would be better at the bottom where we say "hold your hand".
- And I'd use another picture instead of the same one you use elsewhere on the site.

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What You Want Site Visitor To Do Next Is Muddled



- This way of ending the page doesn't work.
- At this point on the site, we want them to contact you. We don't want them going backwards to the portfolio link.
- See my suggested menu for a more logical path through the site.
- Work out the strategy for this page.
- I don't know why the bracketed information([WD_FBid="1"] is showing on the page. Probably a coding error.

Shop Page

This Page Is Problematic

- I'm not sure how to treat Shop. The problem is that we've led people right to this spot where the only thing that makes sense is to ask them to contact you. But we still have this "shop" button to deal with.
- The product is very specific and has a small audience.
- I think it distracts from your primary goal...sell your 3D Printing and Prototyping services.
- Here are some options of what to do with Shop.
  - We could put the shop above About Us on the menu. I think it would be a distraction there so I don't recommend it.

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    - Another option is to put a link at the bottom of the portfolio to lead them to Shop, then from Shop lead them to About Us. Again I think it's a distraction from your goal.
    - Another option is to have the shop just sit there and not specifically lead anyone to it. It could be a landing page that you specifically guide a targeted audience to.
    - It's just that at this point, the shop button seems to get in the way of what we've led them to (contact you for a next step).
- I recommend:
    - Turn this page into a landing page to sell your audience specific items.
    - Market those items as a separate campaign from the rest of the website.
    - Don't have Shop in the menu at this point. Once you have more products, you could strategize on adding it back.
    - Keep the website focused on driving traffic to the services you actually want to sell.

Blog

You Could Have A Blog That Is Very Unique And Interesting

- I think at some time we want to add a blog. I'm seeing something like Joshua's Crazy Garage with kinda a cartoon of a bunch of guys doing all kinds of crazy inventions in the garage. I want to play on Joshua's high level of creativity and willingness to try all kinds of things. (I can see the cartoon in my mind).
- This would be a place where you could post all kinds of things you're working on that you can talk about without disclosing anyone's secrets.
    - You can provide valuable information to inventors.
    - You can share crazy ideas for fun.

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- I'd like to see the blog be used to capture your incredible creativity and inventiveness...and make it real for people.
- And to share it on LinkedIn and your social platforms.

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