

Raw Direct

Redesigned to sell.

Homepage and product page rebuild for a UK multi-brand raw dog food retailer, focused on clarity, trust and fewer clicks to cart.

+46%

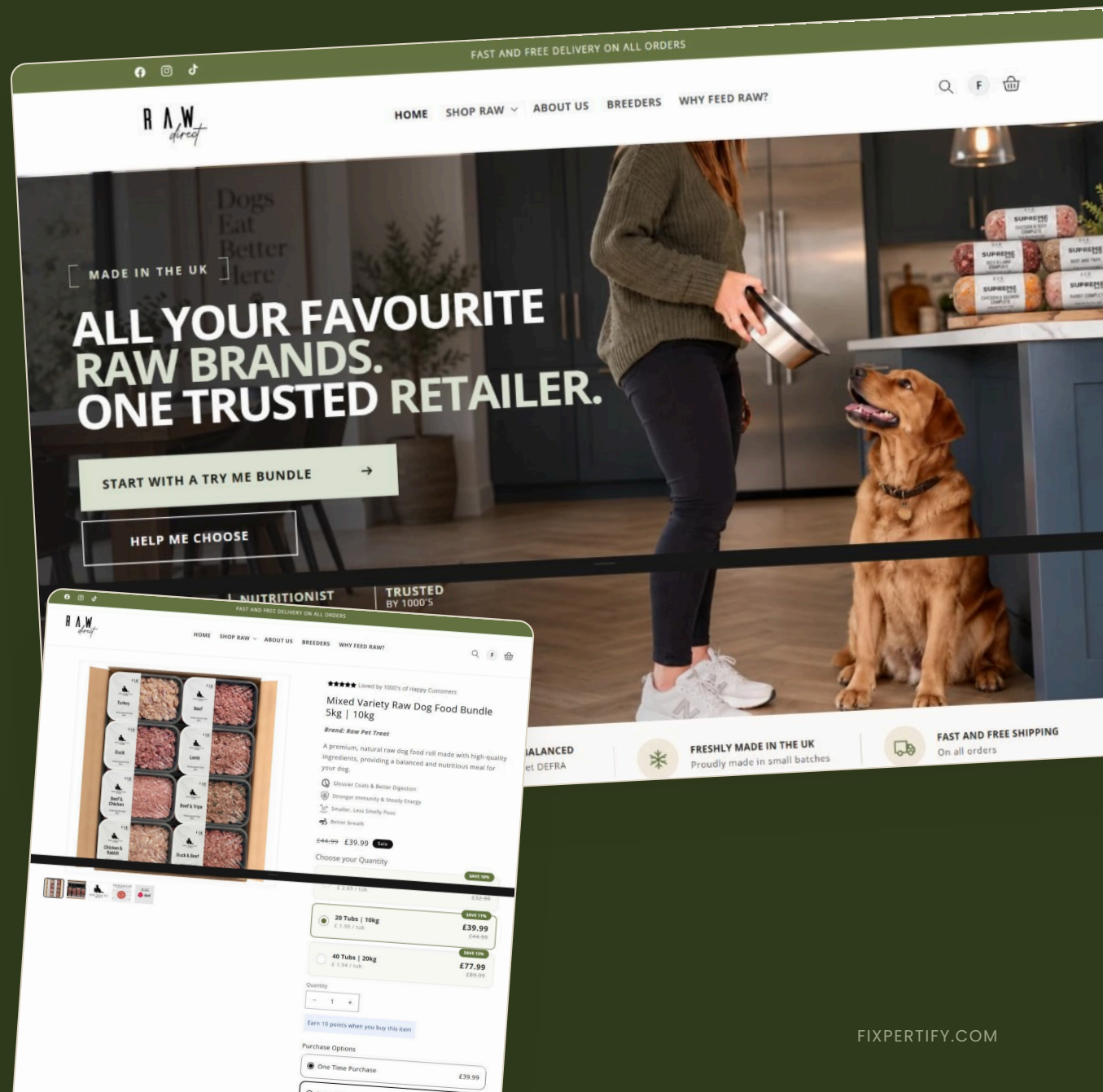
SESSIONS

4.07%

CONVERSION RATE

£183.3K

TOTAL SALES

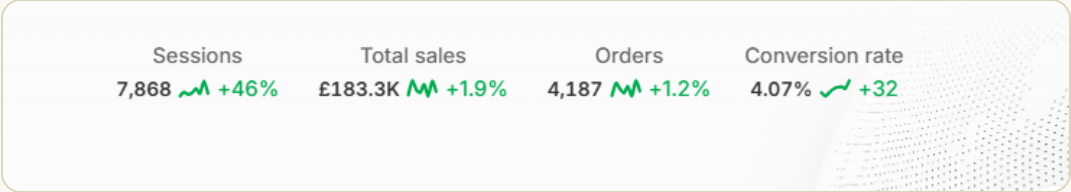
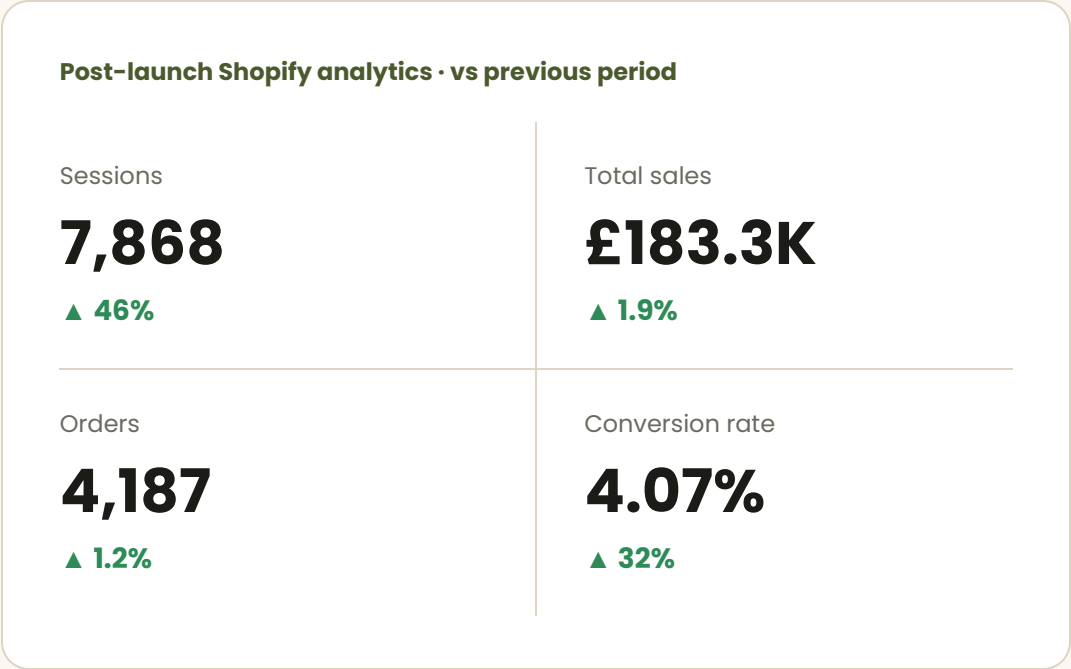


A good product, hidden behind *a generic store.*

Raw Direct sells several trusted raw food brands in one place, but the store didn't say so. The homepage opened on a single product roll with no value proposition, showed placeholder products, and pushed every shopper through an extra "Select options" step before they could buy.

The goal was simple: make the offer obvious in five seconds, let people add to cart straight from the grid, and give the product page enough proof to close the sale.

Client	Platform
Raw Direct, UK	Shopify
Scope	Role
Homepage, PDP, product cards	UX audit, design, development

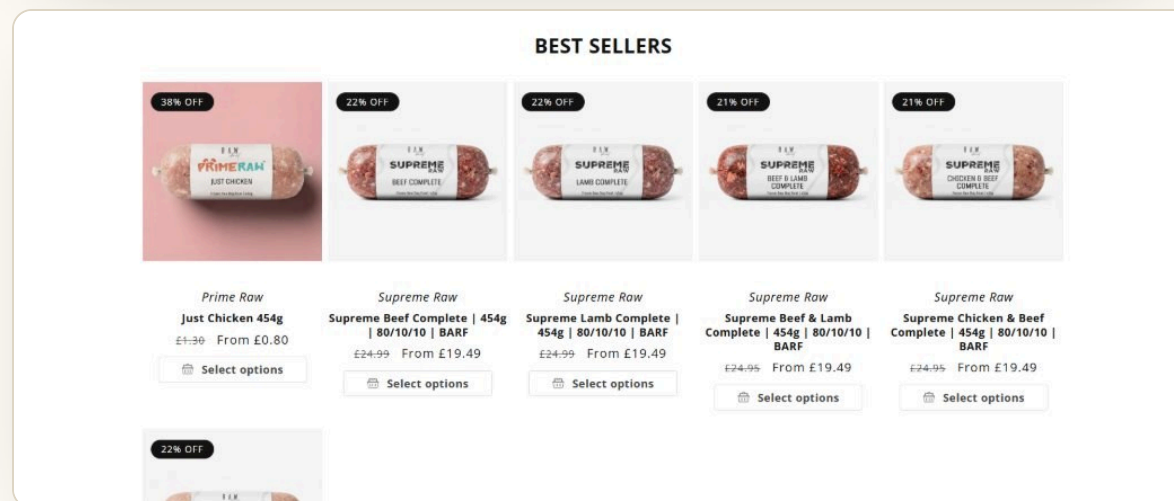
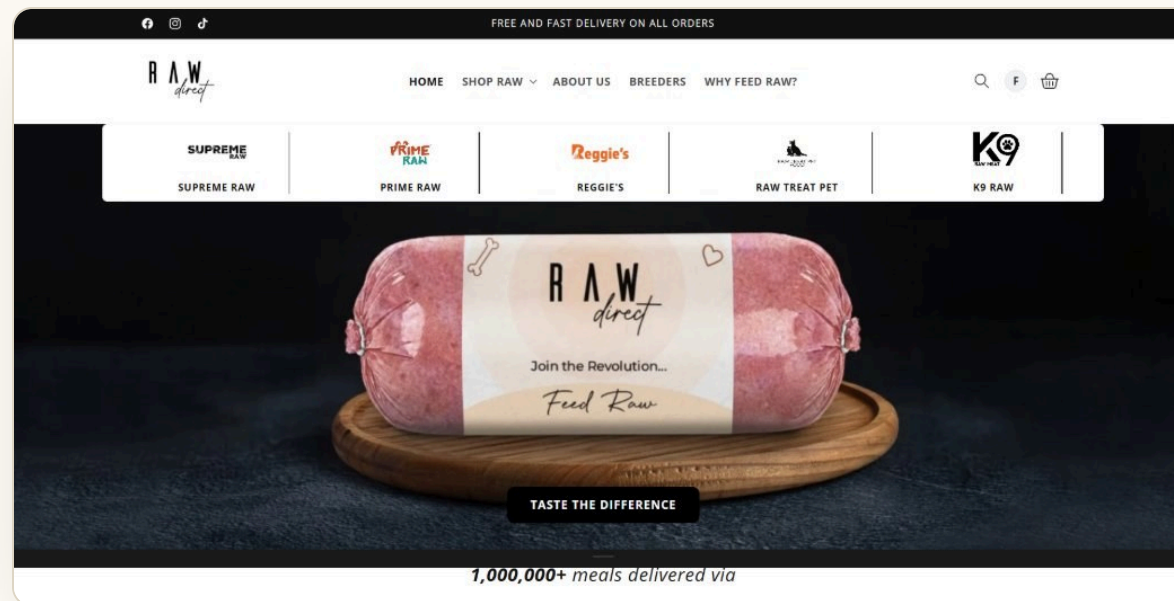


Source: client's Shopify dashboard, screenshot above.

Six things *costing sales*.

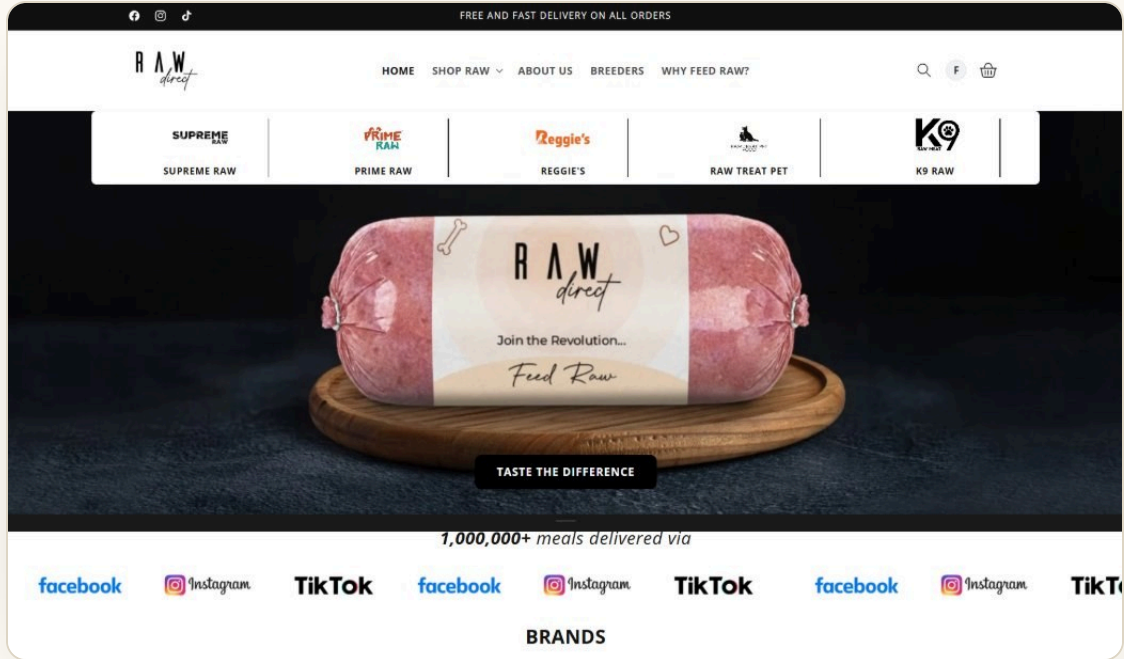
- ✗ **No value proposition.** The hero was a product roll and a "Taste the difference" button. Nothing said multi-brand, UK, or delivered frozen.
- ✗ **Placeholder products live.** The Brands tab showed "Example product title" t-shirts at £19.99, a trust killer on a food store.
- ✗ **Extra click to buy.** Every card said "Select options", so no one could add to cart from the grid.
- ✗ **Broken grids.** Best sellers left an orphaned card on its own row; card sizes and image crops were inconsistent.
- ✗ **Thin product page.** No "why us", no comparison, reviews pushed to the very bottom.
- ✗ **Too much noise.** Four brand blocks, a dark comparison slider and a loud red disclaimer all competed for attention.

BEFORE



From "a sausage on a plate" to *a clear promise.*

BEFORE



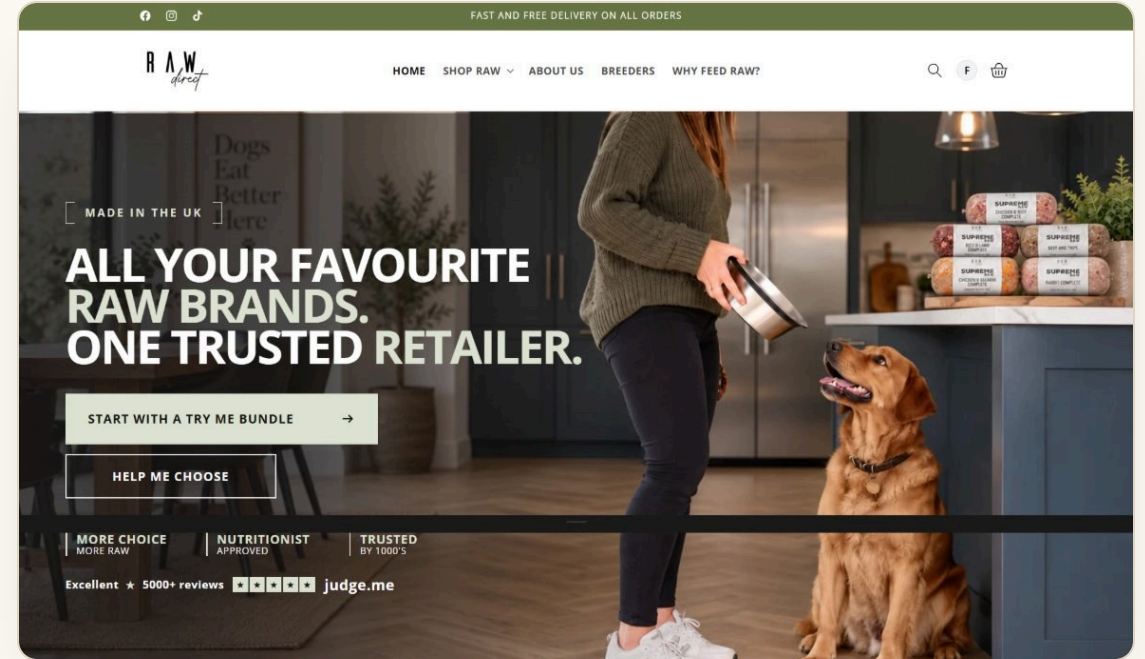
Headline

"All your favourite raw brands. One trusted retailer." States the offer in one line.

Two paths

"Start with a try-me bundle" for new buyers, "Help me choose" for the unsure.

AFTER



Proof in the fold

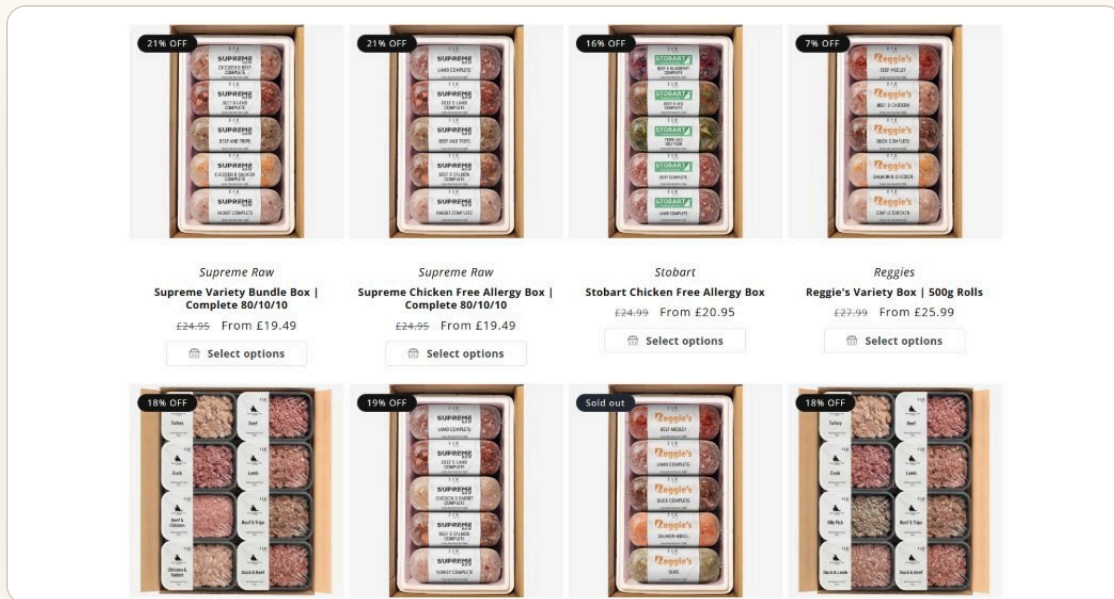
5,000+ reviews badge and a trust strip: human-grade, complete, UK-made, fast delivery.

Real emotion

A dog at feeding time replaces a packshot, so the page sells the outcome, not the tube.

One click to cart, *right from the grid.*

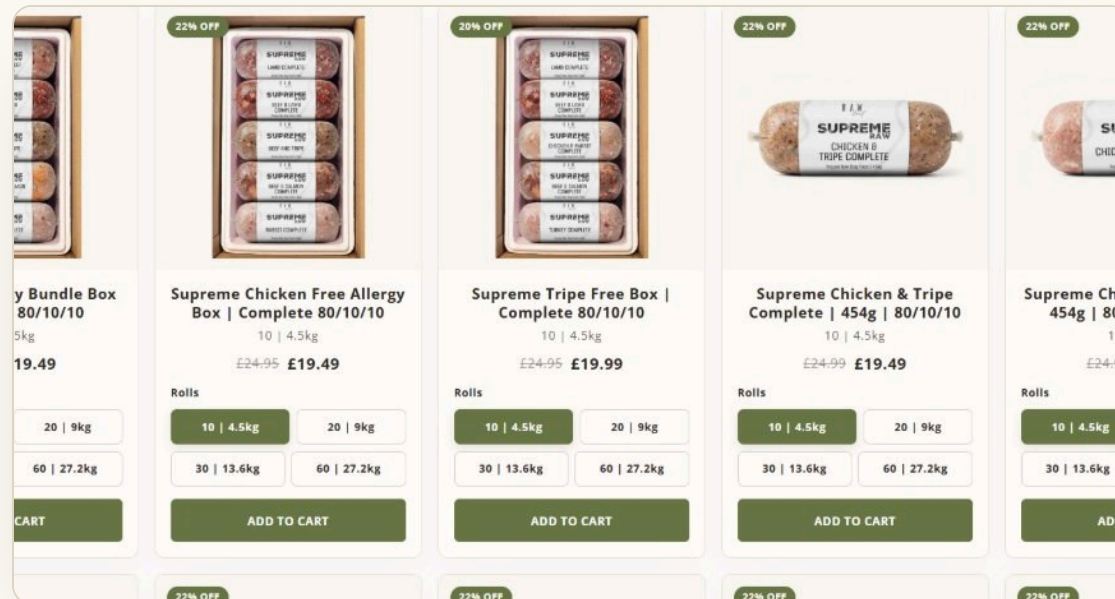
BEFORE



Size pills on the card

Pack sizes (10 × 454g, 20 × 454g...) are chosen on the card, removing the product-page detour for repeat buyers.

AFTER



Full-width Add to cart

A solid brand-green button replaces the text link "Select options". Bigger target, clearer action.

Consistent grid

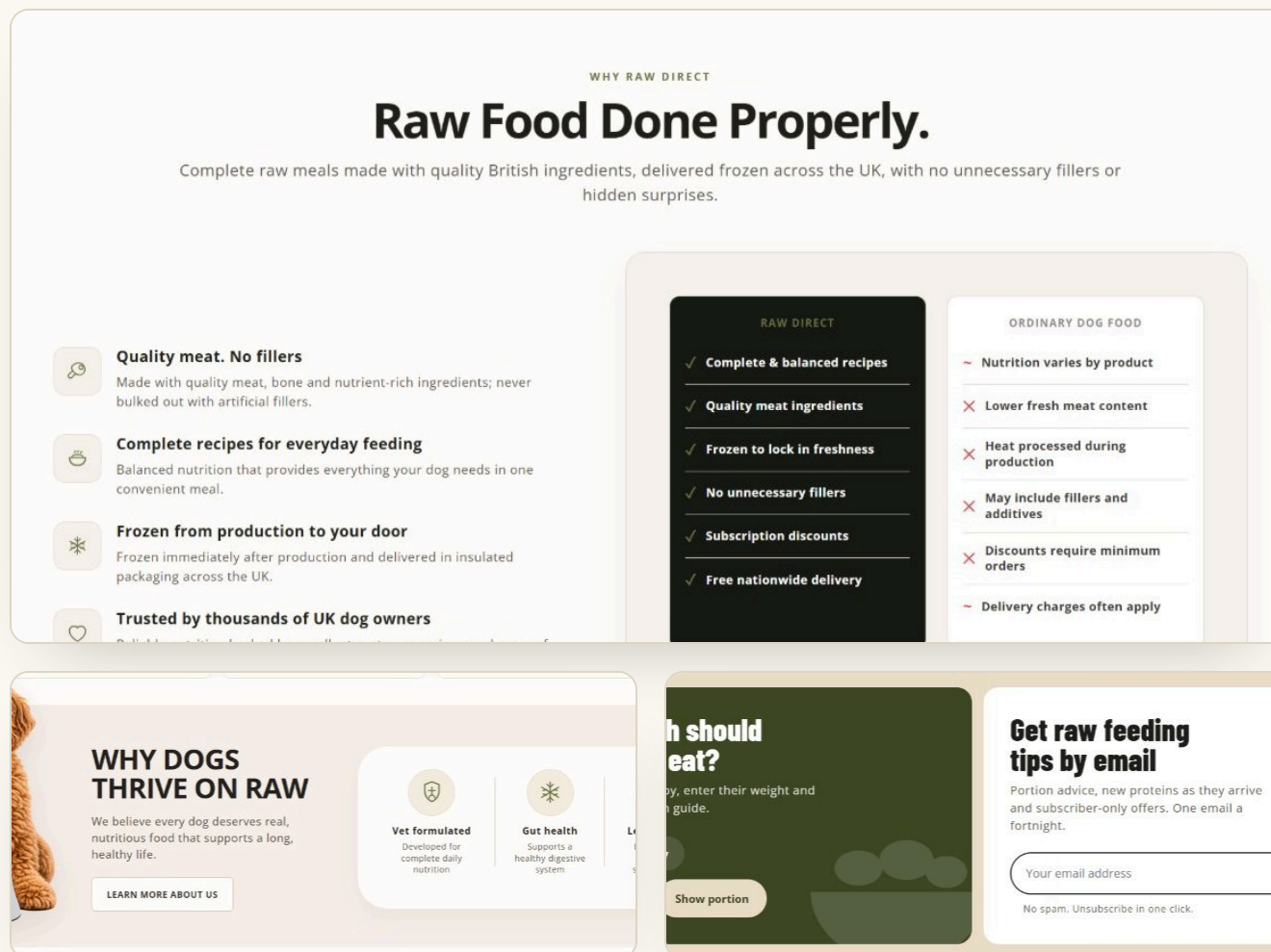
Five even columns, uniform image crops, sale badge and strike price in the same place every time.

Answer "why here?" before they ask.

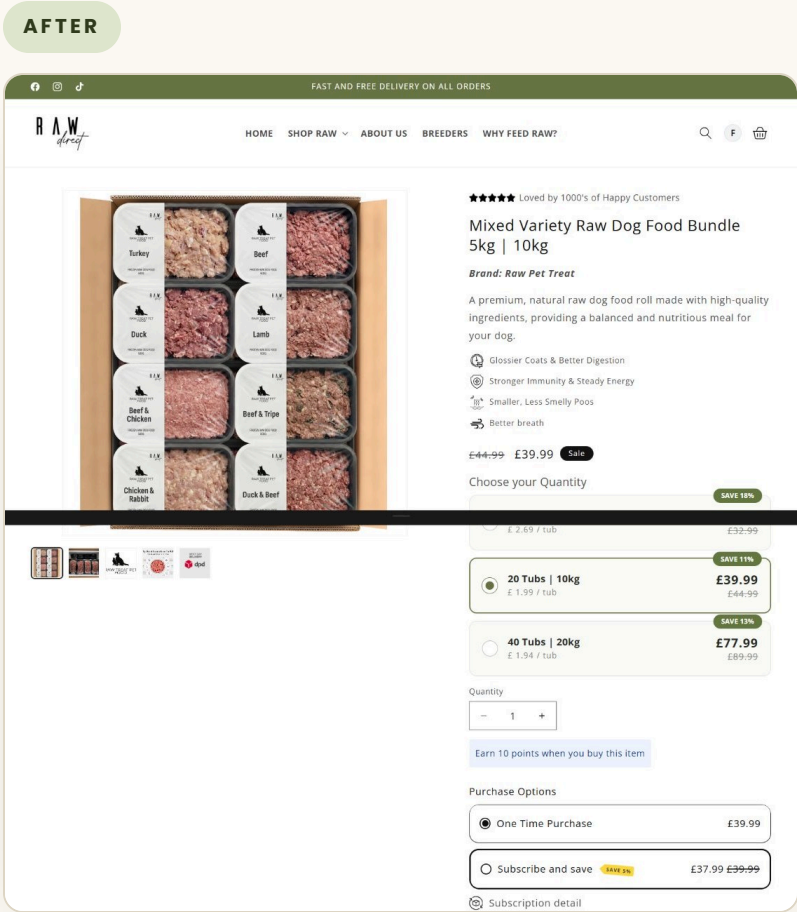
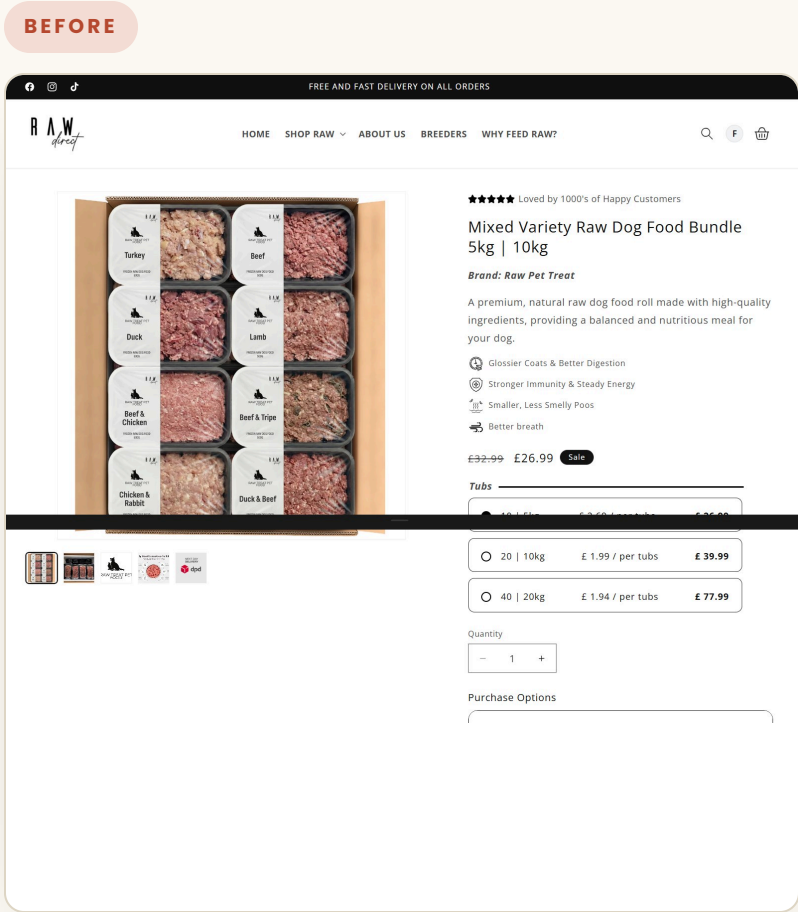
The old dark brand slider made shoppers compare brands against each other. The new sections compare **Raw Direct** against **ordinary dog food**, which is the decision that actually matters.

- ✓ **Raw Food Done Properly:** four benefit rows plus a side-by-side "Raw Direct vs ordinary dog food" card with one CTA.
- ✓ **Why dogs thrive on raw:** four outcomes a owner can picture: skin, gut, lean muscle, energy.
- ✓ **Portion calculator** above the footer turns browsing into a plan.

AFTER



A buy box that nudges the bigger basket.



- ✓ **"Save 10%" badges** on each pack size make the larger option the obvious deal.
- ✓ **Per-tub pricing** under each option so value is easy to compare.
- ✓ **Loyalty nudge:** "Earn points when you buy this item".
- ✓ **Subscribe & save** kept as a clear second option with a savings tag.
- ✓ **Brand-coloured Add to basket** with Shop Pay directly below.

Below the fold, *every scroll removes a doubt.*

EXCEPTIONAL RAW DOG FOOD YOU CAN TRUST

Dogs deserve real food.

At Raw Direct, we believe dogs thrive on fresh, natural, raw food – the way they were designed to eat. That's why we focus on simple, nutritious recipes made with quality ingredients, without unnecessary fillers or artificial additives.

We're passionate about making raw feeding easy and affordable for dog owners across the UK. Whether you're just getting started or have been feeding raw for years, we're here to help you give your dog the diet they deserve.

We carefully select trusted raw food brands that meet our high standards, giving you a wide choice of complete meals, single proteins and speciality recipes to suit dogs of all ages and dietary needs.

Because every dog deserves better.
Welcome to **Raw Direct**.

RAW	OTHERS
✔ Multiple trusted raw brands	Single brand specialists
✔ Mix brands in one order	One brand, less choice
✔ Competitive everyday prices	Premium pricing
✔ UK-wide free delivery	Delivery options vary
✔ Expert support before & after purchase	Limited support
✔ Everything your dog needs in one place	Smaller product selection
✔ 100% meat from British farms	Cheaper imported meat
✔ Friendly UK-based support	Automated customer service

Retailer vs others

A founder note plus an 8-row comparison: multiple brands, mix in one order, UK delivery, expert support.

WHY CHOOSE RAW?

A simple comparison to help you choose what's right for you.

WHAT YOU GET	BEST CHOICE RAW Premium choice	Others Standard option
High Meat Content	✔	✗
Complete Meal	✔	✗
No Grains	✔	✗
No Additives	✔	✗
Free Delivery	✔	✗

Why choose raw

Five-row tick table (meat content, complete, no grains, additives, free delivery) for fast skim-readers.

WHAT PEOPLE ARE FEELING WITH RAW DIRECT

Based on customer-reported experiences from post-purchase surveys.

Feelings: Calmer, healthier, happier

Helps With: poo's, breath, skin and coat

82%
said their dog seemed calmer

87%
said they noticed a shinier coat.

93%
said they would recommend Raw Direct to a friend



Outcome stats

Survey results (82% calmer, 87% shinier coat, 93% would recommend) turn claims into evidence.

The conversion steps *that did the work.*

01

Say the offer in 5 seconds

One headline that answers what you sell, for whom, and why here. Test it by covering everything else on screen.

02

Remove anything fake or broken

Placeholder products, orphan cards and mismatched crops quietly signal "don't trust this store".

03

Cut clicks to cart

Variant selection and Add to cart on the collection card. Every extra page is a place to drop off.

04

Anchor the bigger basket

Savings badges and per-unit prices on larger packs raise order value without a discount code.

05

Compare against the real rival

The competitor is kibble and single-brand shops, not the brands you stock. Build comparison tables around that.

06

Stack proof down the page

Reviews badge in the hero, trust strip, survey numbers, testimonials, then FAQ. One doubt answered per scroll.

What to approve next, *ranked by impact.*

Impact / effort are estimates to be validated with A/B tests.

✓	CHANGE	WHY IT CONVERTS	IMPACT	EFFORT
☐	Fix the black bar over the PDP gallery	Visible across the product image on both versions; looks broken to shoppers.	High	Low
☐	Star rating + review count beside the PDP title	Replace "Loved by 1000's" with the real 4.7★ / review count, linked to reviews.	High	Low
☐	Sticky Add to basket on mobile PDP	Keeps the buy action visible through the long trust stack.	High	Low
☐	Cart drawer: free-delivery bar + 1 upsell	Lifts order value at the moment of highest intent.	High	Med
☐	Shrink the red disclaimer band	Move to small footer text; it's the loudest block on the homepage.	Med	Low
☐	Collection filters: dog size, protein, allergy	Helps first-time raw feeders find the right product fast.	Med	Med
☐	Replace "Get 10% off" side tab with timed popup	Better email capture without covering content on mobile.	Med	Low
☐	Speed pass: images, lazy-load, unused apps	Heavier pages lose mobile shoppers; audit app scripts and compress images.	Med	Med

LET'S WORK TOGETHER

Want a store that *converts like this?*

I audit, redesign and build Shopify stores around one question: what stops a visitor from buying? Also available for WordPress and Framer landing pages.

DESIGNER & DEVELOPER

Faisal Rehman

WEBSITE

fixpertify.com