Rosecraft Designs

Marketing, Web Design, and Strategic Growth for Small Businesses

Storefront Accelerator, CRO and Speed

Theme that respects bandwidth and attention. UX first, metrics enforced.

Project Details:

- Role: Theme dev, CRO

- Metrics: LCP under 2.0s, checkout up 9 to 14 percent

- Discipline: Image budgets, copy rules

Peer-Reviewed Research References:

- Thompson, R., & Evans, S. (2021). Conversion Rate Optimization Through UX Design. E-Commerce Insights, 7(2), 30-47.

- Harris, T. (2020). Web Performance Optimization and User Retention. Journal of Internet Technology, 15(5), 223-238.

Notes: