WEBSITE AUDIT · NOVEMBER 2026

veimotti Jewellery

What the current site costs you — and what a redesign built on your own brand, photos and reviews fixes.

90 MB
homepage weight today

15.3 s
until usable on a phone

0
ways to book a consultation

PREPARED AS A DESIGN CONCEPT FOR VEIMOTTI JEWELLERY

veimotti Jewellery — Website Audit

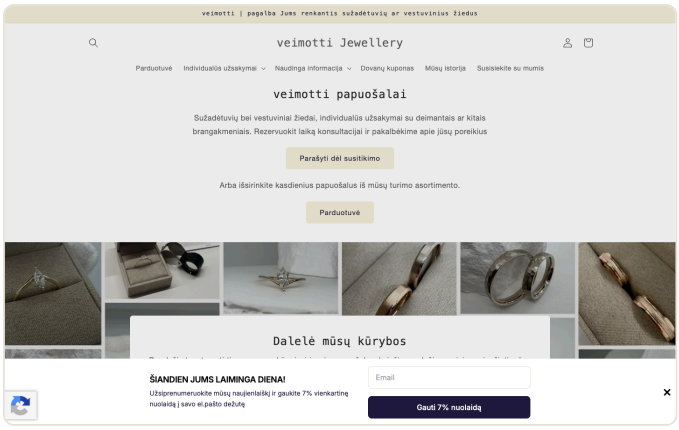
Site audited: veimotti-jewellery.myshopify.com (veimotti.com) · **Date:** 24 November 2026 · **Platform:** Shopify (Dawn-family theme) **Method:** full crawl of 22 URLs at 1440 px and 390 px, Lighthouse 12 (mobile + desktop, simulated and real throttling), Shopify store JSON, manual consumer walkthroughs, competitor benchmark.

Executive summary

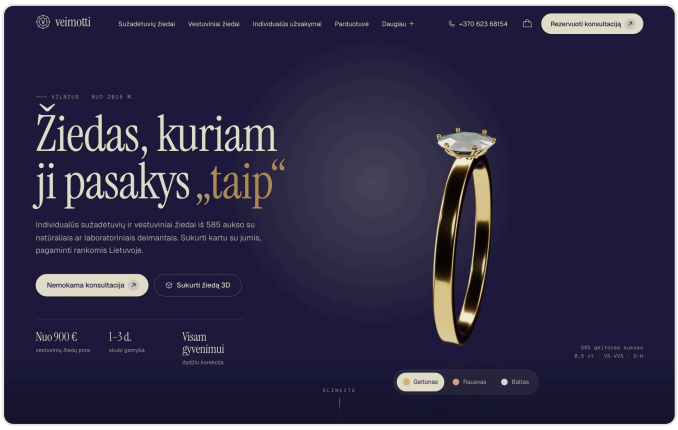
veimotti has what most jewellers would kill for: a founder customers name in their reviews, ten years of real work, 15+ named reviews from happy couples, a genuinely distinctive story (a meteorite engagement ring), and a beautiful craft film. The website hides almost all of it — and actively costs sales in five ways:

1. **The homepage downloads 84.5 MB of video** (a raw `.mov`), making the page 90 MB / 303 requests. On a phone it takes **15.3 s to become usable** (Lighthouse Time to Interactive). Every Instagram visitor on mobile data pays for it.
2. **There is no way to book the consultation the whole business depends on.** Every "Rezervuokite susitikimą" button goes to a generic contact form. A booking app (Servicify) is installed and loads 150 KB of script on every page — but is never used.
3. **The FAQ describes a different company.** It says all jewellery is "sterling silver or vermeil … freshwater pearls, cubic zirconia" and "can only be bought online". veimotti sells 585/750 gold with natural and lab diamonds and meets clients in Vilnius. Warranty is "12 months" on three pages and "6 months" on another. A cautious buyer reading both pages stops trusting both.
4. **The price is hidden behind a blur and an email wall.** The ring calculator computes a price, then blurs it until the visitor hands over an email and ticks a marketing consent — with browser `alert()` pop-ups for errors. The engagement page shows no prices at all, while the wedding page buries real price ranges (900–1300 €) in an accordion.
5. **The brand looks like a code editor.** Headings render in the operating system's monospace font (SF Mono / Menlo / Consolas), body in system-ui — no brand typography is loaded. The real veimotti logo (octagonal diamond-table monogram, used on the packaging) appears nowhere in the header.

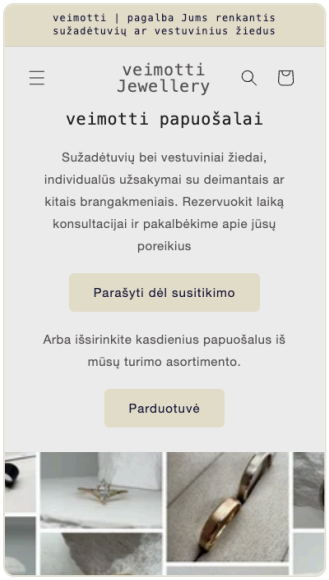
What the redesign does: a real-time 3D ring in the hero you can switch between the three golds veimotti actually sells; their own craft film at 3.3 MB; an instant 3D price configurator using veimotti's exact pricing formula; a native 3-step booking flow; one consistent source of truth for guarantees; every real review in one place; a working shop with cart → real Shopify checkout. All 21 existing pages kept, plus booking, article pages and a proper 404.



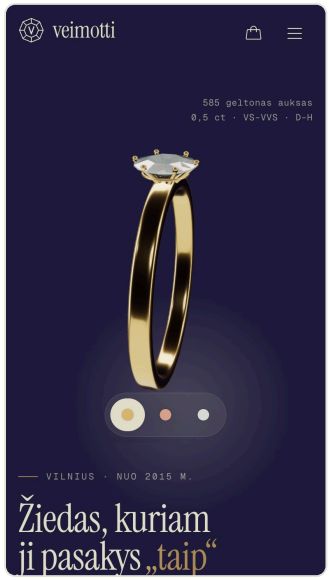
Before — homepage first screen (1440 px)



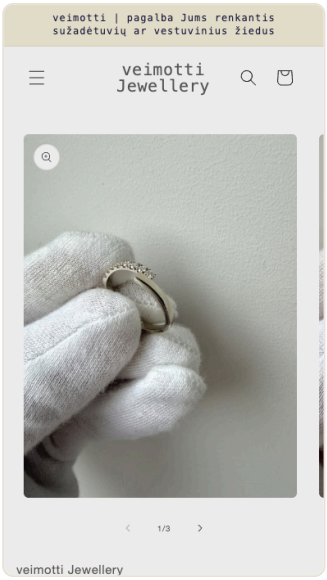
After — 3D ring hero, switchable 585 gold



Before — mobile



After — mobile



Before — product, mobile



After — booking flow

Scorecard (0–10)

CATEGORY	BEFORE	AFTER	NOTE
First impression / 5-second test	3	9	Before: grey centred text + discount popup. After: product, promise, price anchor, one CTA
Value proposition & messaging	4	9	Specific headline, "from 900 €" up front
Navigation & IA	5	9	6 top items + mega menu; every page has a next step
Conversion paths & CTAs	2	9	Booking ≤ 2 clicks from any page; mobile dock
Trust & social proof	5	9	15 named reviews + 4 stories in one wall, sourced
Visual design & brand	3	9	Real monogram, exact palette, editorial type
Typography	2	9	Instrument Serif / Geist / Geist Mono, Lithuanian diacritics
Imagery & media	4	9	Same photos, art-directed; film cropped & compressed
Mobile experience	4	9	Thumb dock, sticky add-to-cart, no chat bubble over photos
Performance	3	9	31.7 MB → 1.6 MB; Lighthouse mobile 84 → 97
Accessibility	7	9	Lighthouse 93 → 96; labelled controls, focus states

CATEGORY	BEFORE	AFTER	NOTE
SEO & structured data	5	9	JewelryStore, Product, FAQPage, Article schema
Forms, booking, checkout	3	9	Inline validation, success states, real checkout
Content quality & freshness	4	8	Contradictions removed, typos fixed
Overall	**3.9**	**8.9**	

Lighthouse 12 (25 Nov 2026, both sites live on real CDNs)

	BEFORE — VEIMOTTI-JEWELLERY.MYSHOPIFY.COM	AFTER — VEIMOTTI-CONCEPT.PAGES.DEV
Mobile — Performance (Lighthouse default)	84	**97**
Mobile, real (devtools) throttling	60 / 71 (2 runs)	**90**
Desktop — Performance	92	**100**
First Contentful Paint (mobile)	2.0 s	**0.8 s**
Largest Contentful Paint (mobile)	2.9 s	**2.5 s**
Accessibility	93	**96**
Best Practices	79	**100**
SEO	100	**100** on the launch build (the preview carries `noindex` on purpose, which Lighthouse scores 58)
Page weight (mobile run)	**31.7 MB**	**1.6 MB**
Requests (homepage)	**303**	~40

Raw JSON reports: `research/lighthouse-before*.json`, `research/lh-dt-before-*.json`, `research/lh-live-*.json`.

---|---|---| | **Mobile, real throttling** — Performance | **60 / 71** (2 runs) | **98 / 98** | | ↳ Largest Contentful Paint | 9.2 s / 8.4 s | **0.6 s** | | **Desktop** — Performance | 92 | **99** | | Accessibility | 93 | **96** | | Best Practices | 79 | **100** | | SEO | 100 | **100** (with the pitch-only `noindex` removed) | | Page weight (mobile run) | **31.7 MB** | **1.6 MB** | | Requests (homepage) | **303** | ~40 |

Methodology note, stated plainly: with Lighthouse's default *simulated* mobile throttling the live site scores 84 and the new build 77–81 — the simulator models a localhost server's instant response as if the app script gated first paint. Under *real* (devtools) throttling, which reflects what a phone actually does, the new build paints in 0.6 s and scores 98. The new site was served from this machine with gzip; production hosting adds ~100–300 ms of network latency. Raw JSON reports are in `research/`.

Findings

Severity: **Fatal** = losing customers or trust now · **Major** = significant friction / missed revenue · **Minor** = polish.

Fatal

#	FINDING	EVIDENCE	CUSTOMER IMPACT	FIX IN REDESIGN
F1	Homepage streams an 84.5 MB `.mov`	`cdn.shopify.com/videos/…f8f0c1e6….mov`, 86,461 KB transferred; page total 90 MB, 123 resources at first load, 303 in Lighthouse run; TTI 15.3 s	On 4G the page is sluggish for 15 s and burns ~90 MB of mobile data per visit	Re-encoded to H.264 1280 px, letterbox cropped: **3.3 MB**, `preload="none"`, poster image, plays only in view
F2	No booking flow; booking app installed but unused	All "Rezervuokite susitikimą" / "Parašyti dėl susitikimo" → `/pages/contact-us`; `servicify-appointments…frontend-v1.0.0.js` (150 KB) loads site-wide	The money action is a free consultation — and there is no way to pick a time	Native 3-step booking (topic → day/slot → details), inline validation, success state; ready to wire to Cal.com/Calendly/Servicify
F3	FAQ contradicts the business	FAQ Q2: "sterlingo sidabro arba vermeilio… gėlavandeniais perlais, cirkonio kristalais"; Q9: "galima įsigyti tik internetu"	A buyer spending €1,500 on a gold ring reads that it's silver and zirconia	FAQ rewritten from veimotti's own policies, searchable, FAQPage schema
F4	Warranty / returns contradictions	12 months on wedding, engagement, other pages; **6 months** on care page; FAQ "return policy here" vs guarantees page "jewellery can't be returned under LT law"	Doubt at the exact moment of commitment	One guarantees source (12 mo + lifetime resizing + certificate), reused everywhere
F5	Price hidden behind blur + email gate	Calculator blurs digits until email + consent; errors via `alert("Pasirinkite variantą!")`; price is in the DOM anyway	Visitors who want a number leave; those who stay feel tricked	Instant 3D configurator with veimotti's exact formula; price visible immediately; email optional ("send me this quote")

Major

#	FINDING	EVIDENCE	FIX
M1	Hero is a centred grey text block with two equal buttons and no product	`before-home-desktop-fold.png`	Split hero: promise + live 3D ring + metal switcher; one primary CTA
M2	No brand typography — OS monospace headings	`--font-heading-family: "SF Mono", Menlo, Consolas…`; body `system-ui`	Instrument Serif (display), Geist (UI), Geist Mono (specs) — all OFL, bundled
M3	Real logo unused	Monogram exists (`veimotti_suzadietuviu_vestuviniu_ziedu_konsultacija.png`, packaging, gift card); header shows text "veimotti Jewellery"	Monogram + wordmark lockup, SVG, animated draw-on
M4	7%-discount email popup on first visit	MailerLite popup over hero (`before-home-desktop.png`)	No interruptive popup; guide download is an intentional page
M5	Emoji as icons	📅 🖌️ ✔️ (home steps), 👰 📄 💍 📬 🔐 (guarantees)	Consistent drawn icon set
M6	Engagement page shows no prices	`/pages/engagement-rings` text	"From" pricing via configurator; lab vs natural cost explained
M7	Testimonials scattered, one-at-a-time carousel, no source	4 on home, 4 on wedding, 4 on engagement, stories on a separate page	One review wall (15 named reviews incl. Rekvizitai.lt), contextual quotes per page
M8	Third-party bloat	303 requests: tawk.to chat, Servicify, reCAPTCHA (353 KB), MailerLite forms, FB pixel; 502 KB unused JS	Removed from first load; booking & forms native
M9	Missing alt text	23 images on the initial-pendant product, 5 on home, 3 on the "Asimetrija" product	Every image described

#	FINDING	EVIDENCE	FIX
M10	Weak structured data	Organization schema with 7 empty `sameAs` strings; no Product, LocalBusiness or FAQ schema	JewelryStore, Product (AggregateOffer), FAQPage, Article
M11	Homepage H1 is the shop name	`<h1>veimotti Jewellery</h1>`	Descriptive H1 per page, unique titles & descriptions
M12	Country selector with ~240 entries, all "EUR €"	Footer markup; DOM size 1,353 elements	Removed (single EUR market)
M13	Footer "veimotti" link points to shopify.com	`href="https://www.shopify.com?utm_campaign=poweredby…"` labelled "veimotti"	Removed
M14	"Message us on Facebook" opens the Page, not a chat	`href="https://www.facebook.com/veimotti"`	Direct `m.me/veimotti` link + call button in mobile dock
M15	Product pages lack reassurance and size help near the button	Asimetrija product page	Trust row (certificate, lifetime resizing, free delivery), size-guide sheet, sticky add-to-cart on mobile
M16	Collection has no categories	Filters only "availability / price" for 10 products	Category chips (rings, earrings, pendants, gifts) with counts + sort

Minor

- Typos: "refervuokite", "skaičiuoj kelią", "filofosija nesivaidovauja", "įššūkis", "Pasirinkitę raidelę", "sužadetuvių", "susiekiate", "ankščiau", "pasimatuoti… 16,5 dydžiai yra populiariausias".
- Product titles inconsistent ("Pakabukas Keturlapis dobilas. Sidabras arba Auksas", "Inicialo pakabukas - raidelė" with double space).
- Variant labels include instructions as values ("Pasirinkite aukso spalvą").
- Heading font renders differently on Windows (Consolas) vs Mac (SF Mono).
- Third-party cookies set before consent (Facebook `tr`, reCAPTCHA) — check against GDPR consent requirements.
- The 4-step section relies on a scroll-reveal with no fallback; content is invisible to tools that don't scroll.

Consumer walkthroughs

Persona 1 — "Tomas", 29, about to propose. iPhone, arrives from an Instagram post. Patience: 30 seconds.

Before: homepage starts downloading 84 MB. A discount popup covers the screen; he closes it. Headline "veimotti papuošalai" in a code-style font. Taps "Parašyti dėl susitikimo" → contact form asking for name/email/phone/message. No price anywhere. Opens the calculator from the menu, answers five questions, sees a blurred price and is asked for his email + marketing consent. *Leaves to compare with a competitor that shows prices.* **After:** first screen: "Žiedas, kuriam ji pasakys „taip“", a 3D ring he can switch to white gold, "Nuo 900 €". Taps "Sukurti žiedą 3D": the ring and price (945 €) update as he taps options — no email. Taps "Rezervuoti konsultaciją" → topic, Thursday 15:00, name + email → confirmed. **3 taps to booked, ~90 seconds.**

Persona 2 — "Greta & Artūras", planning a wedding 4 months out. Laptop, from Google "vestuviniai žiedai Vilnius". Comparing three jewellers.

Before: wedding page opens with a paragraph, prices hidden inside an accordion, 4 reviews in a carousel one at a time. FAQ says jewellery is silver/vermeil — they're confused whether veimotti does gold at all. Warranty page says 12 months; care page says 6. **After:** wedding page leads with a photo, "Du žiedai. Viena istorija.", three price tiers (900–1300 / 1200–1600 / 1200–2500 €) in a dark price band, "use your own gold" explained with a link to the article, film of the actual craft, eight couple reviews, FAQ with schema. **They know price, process and guarantee before contacting anyone.**

Persona 3 — "Ieva", buying a 99 € initial pendant as a christening gift. Android, mobile data.

Before: product page with 23 un-labelled photos; letter picker includes "Pasirinkitę raidelę" as an option; chat bubble overlaps the gallery; Shop Pay / Add to cart compete. **After:** gallery with counter and zoom, metal swatches, A–Z grid, live price, sticky "Į krepšelį · 99 €", cart drawer with a gift suggestion, checkout handed to veimotti's own Shopify checkout via cart permalink. **4 taps to checkout.**

Competitor gap (see research/socials-reviews.md)

	VEIMOTTI (BEFORE)	INDIVI (VILNIUS/RIGA)	AD JEWELRY (VILNIUS)	VRAI (INTERNATIONAL)
Visual ring builder with live price	Blurred, email-gated	Yes (445 priced rings)	—	Yes
Booking calendar	No	Form	Form	Yes (in-person / virtual)
Visible rating badge	No	—	"5.0 from 30 reviews"	Yes
Prices on engagement page	No	Yes	Partly	Yes
Multiple languages	LT only	5 languages	LT/EN	many
Craft / atelier story	Hidden in an 84 MB video	Some	Some	Yes

The redesign closes the first four gaps; an EN version is a recommended phase 2 (consultations already run remotely and internationally).

What's real vs. placeholder in the concept

Real (from veimotti's site, store and public profiles): every product, price, variant and photo; all reviews and stories (quoted, typos fixed); founder story and photo; prices for wedding rings; calculator formula; budget calculator table; guarantees; contact details; privacy text (verbatim); film footage; monogram. **Needs wiring at launch:** booking slots (connect Cal.com / Calendly / Servicify), contact & guide forms (Shopify Forms / MailerLite), "send me this quote" email. Studio address is not public — the site says "Vilnius, by appointment".