Edition Path

Audit: from Instagram to print inquiry

Illustrative sample. Fictional artist, not a real client.

Artist: a landscape photographer
Sells: open and limited-edition prints
Checked on: iPhone and Android, Chrome and Safari
Delivered in 5 working days

Summary

The work and the site look strong. Most people are lost between Instagram and the newsletter: the bio link does not open the current release, and the signup form sits at the very bottom of the mobile page. Fixes 1 to 3 take about a day and need no new tools.

9 phone screens to reach the signup form

0 links to prints in the welcome email

2 events counted for one inquiry

STEP 1	STEP 2	STEP 3	STEP 4
Instagram bio	**Print page**	**Newsletter**	**Inquiry**
Opens the homepage, not the release	Clear images. Price shows only after choosing a size	Form only in the footer on mobile	Form works. Tracking counts it twice

#	WHAT HAPPENS AND WHERE I SAW IT	FIX	PRIORITY
1	**The bio link opens the homepage** Visitors from a release post land on older work and must search for the new edition.	Point the bio link at the release page while the edition is open.	High
2	**Signup sits below the last image on mobile** Reached after 9 screens of scrolling on a standard phone.	Add a two-field form after the first series: “First look at new editions.”	High
3	**The welcome email has no next step** It thanks the reader and stops. No prints, no story, no way to ask a question.	One welcome email: the story behind 3 images, links to them, and how to inquire.	High
4	**One inquiry is counted twice** The form and the thank-you page each send a “lead” event, so reports look twice as good as they are.	Keep a single event on the thank-you step.	Medium
5	**Price appears only after choosing a size** Collectors comparing editions have to tap through every size.	Show “from $…” under each title, with sizes on the next step.	Medium

What I could not see

- Ad account results
- Newsletter open and click rates
- Sales by source

Suggested next step

Make fixes 1 to 3, then send two newsletter issues a month for 60 days and compare inquiries before and after.

A real audit includes

- A screenshot for every finding
- Your own numbers where access allows
- A 30-minute call to go through it