Website Overview:

Before moving forward with ad campaigns, the website requires some essential fixes to ensure a smooth customer experience. Based on the screenshots provided, several important elements are either missing or not functioning properly. For instance, the **Shop button is not working**, and **collection categories are not displaying in the dropdown menu**. Additionally, **collection images and names are not appearing**. If these features are not ready, it's better to temporarily remove them from the site. Only minor adjustments are needed, as highlighted in the screenshots. Once these issues are resolved, we can confidently move forward with our advertising strategy.







