



Questions? Call us at **775-432-1757** or email us at [support@buildgrowscale.com](mailto:support@buildgrowscale.com) (M-F 9AM-5PM PST)

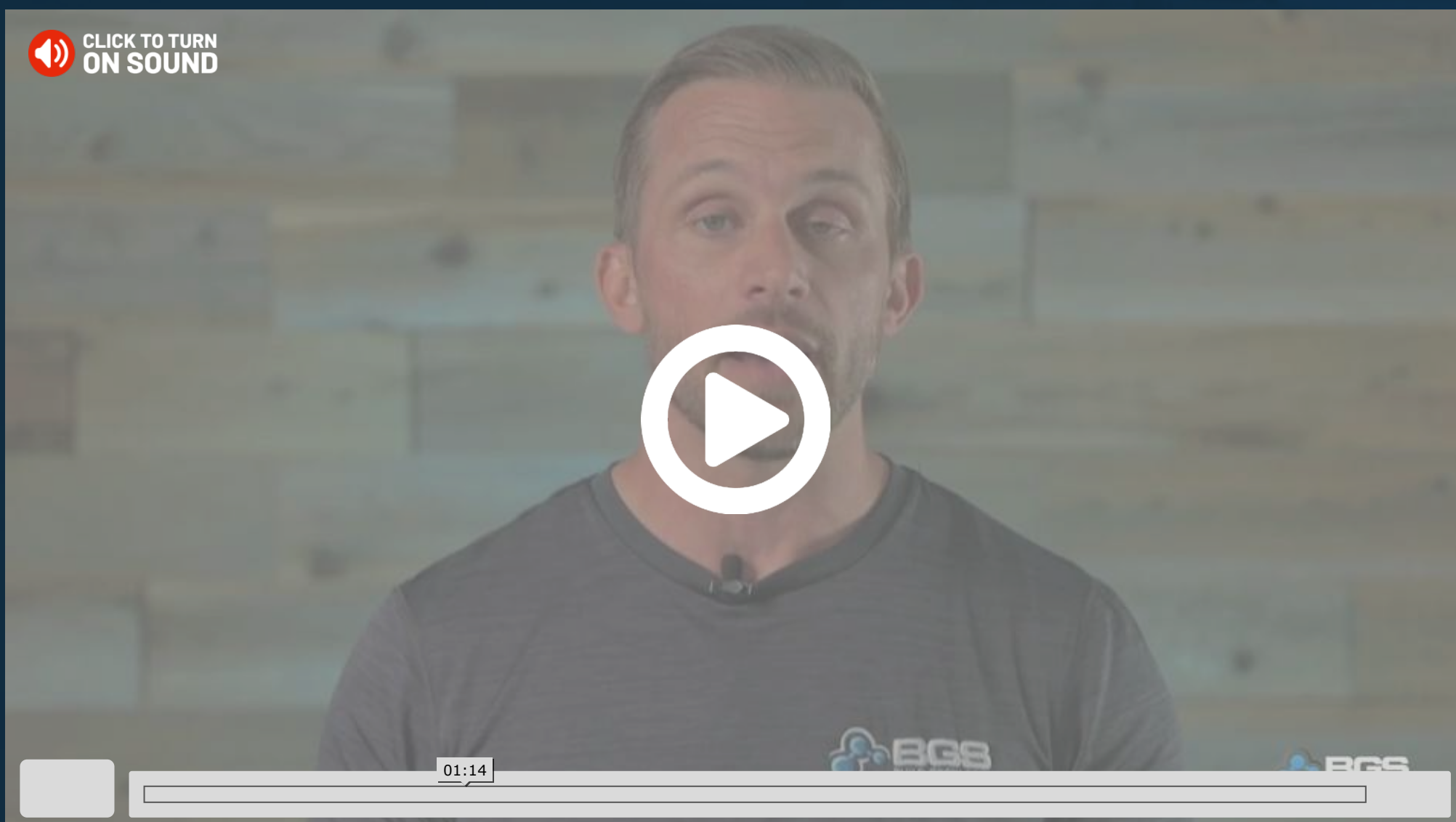
YOUR ORDER IS ALMOST COMPLETE ...

80%

**SPECIAL: 60% OFF One Time Offer Today Only**

## **Even The Best Product Won't Sell On A Broken Product Page. Get Our 90+ Proven and Tested Product-Page Optimization Tweaks Backed by Over \$400 Million In Sales**

**Including our world-class “Fast-Track Copywriting Blueprint” for FREE (normally \$197) to write high converting emails, ads, product descriptions, funnel copy, video scripts, and more, lightning fast!**



Learn From The Team That Wrote THE BOOK On Ecommerce And Generated over \$400,000,000 in Revenue!

**YES! Give Me Instant Access To The Product Page Optimization Course  
Click Here To Add To Order For Only \$197**



“ Daniel Carlin

**This training was pure GOLD!!! HUGE VALUE, I would have paid 3 times this price.** So many actionable strategies, and no filler. This training came at a perfect time, where after 2 years of focusing on our Amazon channel we're now turning our attention to our Shopify store. Loved it, thanks BGS!



“ Colin Clark

**Great optimization training from BGS.**

Getting the most out of the traffic you're paying for is essential as ad costs continue to rise and e-com becomes more competitive. If you can turn more of your visitors into leads and buyers, you can spend more to acquire customers and grow like crazy. Check it out for yourself.

## TRAFFIC IS NOT YOUR PROBLEM

### You Are Already Better At Traffic Than You Need To Be

Despite what you may have been led to believe, you don't have to be a ninja at traffic to grow and scale your store.

In fact, *you're probably better at traffic than you need to be.* You don't need to get better at it.



“ Brian Keckler

These are from the Shopify Analytics Dashboard for the last 5 days as compared with the previous 5 days.

For the record, **the only changes I've done to the site this week are the things I've learned via BGS.** I think it's safe to say, the cost of the challenge has been recovered already.

**Sessions only changed by 2% more so the amount of traffic is nearly the same as the previous 5 days.**

**107% increase in total sales**

**55% increase in overall store conversion rate**

- 15% increase in ATC
- 111% increase in reaching the checkout
- 68% of customers who reached checkout completed the order
- 55% increase in sessions converted

2% increase in AOV  
58% increase in total orders

1021% in sales by Search traffic

The reason you're not scaling to the level you want is because **your product pages aren't optimized—it's NOT your ads.**

Everybody focuses on optimizing for that *one click* on the ad and ignores the *many clicks* that happen after a visitor lands on a store. This is wrong!

Let me give you an example that will make it all click ...

## The Leaky Bucket Syndrome

If you think of your store as a bucket and the traffic as water going into the bucket ...

**... the water that stays in the bucket represents your sales** and the water that falls out, lost sales.

This wouldn't be an issue *IF* every business had a solid bucket, but they don't.



In fact, **all ecommerce businesses have many holes in their buckets** that cause them to leak. A lot are on their product pages.

**These holes include things like:**

- ✗ Broken code
- ✗ Slow page load
- ✗ Lack of clarity
- ✗ Poor navigation
- ✗ Lack of KLT factors
- ✗ Missing or unoptimized search
- ✗ Device-compatibility issues
- ✗ No Unique Value Proposition
- ✗ Poor product descriptions
- ✗ Wasted above-the-fold space
- ✗ Complicated/confusing cart
- ✗ Incorrect use of reviews
- ✗ Complicated sales flow
- ✗ Incorrect use of pop-ups
- ✗ No social proof
- ✗ Walls of text
- ✗ Too many form fields
- ✗ Visual complexity

**Everything Listed Above Is Just The Tip Of The Iceberg.  
There Are Well Over 100 Other Leaks That I Didn't List.**

All of those holes add up and as a result ... most of the water (traffic) leaks out, leading to lost opportunities and sales.

**And the more leaks you have, the harder it is for your business to turn a profit, much less grow.**

We call this the Leaky-Bucket Syndrome.

**Most businesses ignore the leaks and try to solve the problem by buying more traffic.**

This is like using a fire hose to water a flower. It's overkill and wasteful, because no matter how much traffic you buy, or how good that traffic is ... **it won't matter if your store has a ton of leaks** and you ignore



what happens *after* that click on your ad.

That's why your ads don't work.

**This behavior leads to ...**

- ⚠ Spending way more than necessary on your traffic
- ⚠ Damaging your offers' conversion rate
- ⚠ Losing the majority of your potential new customers, who would have purchased
  
- ⚠ And stunting the growth of your business

And worst of all ... it ends up destroying the flower—in this case, your business).

Now, while this is the reality of the ecommerce space, it does NOT have to be your reality.

**The good news is that all of the problems mentioned above can easily be fixed.**

The key is to focus on plugging as many of the leaks in your store as you can *FIRST*, before spending any money on traffic.

## When You Patch the Leaks on Your Store, Growing and Scaling Becomes Easy

After you patch the leaks on your store, ALL your traffic sources will convert much better.

That is how you get exponential “hockey-stick” growth.

**When you do this right ...**

- ✓ Your store will convert significantly better.
- ✓ Facebook will optimize your ads better.
- ✓ As a result, your traffic will get cheaper.
- ✓ You will be able to ACTUALLY scale.



**This is our secret sauce—*optimizing before maximizing*.** There is no other way.

If you try to maximize a broken system (store), you'll just get to the bottom faster.



**BGS**  
BUILD-GROW-SCALE

BB

I joined EI when my sales were dropping and in 4-months I've been scaling to almost triple my volume without increasing ad budget!

**Amine Ait**



Total sales		View report
<b>CA\$545,081.71</b>		
Online Store	CA\$456,214.42	
Volume & Tiered Discounts	CA\$31,216.34	
Volume & Tiered Discounts by HulkApps	CA\$28,601.49	
Draft Orders	CA\$13,765.08	
Boost Sales - Upsell & Cross sell	CA\$11,291.18	

Now, as I mentioned above ...

## The Most Important Page—and Often the One with the Most Leaks—Is the PRODUCT PAGE!

You can argue that your product pages are the most important pages on your store.

Why?

**Because you send all of your paid traffic to your product pages.** If that's not dialed in, nothing else matters.



No wonder your ads aren't working ...

See ... the reason why you need to dial your product pages in 100% is because **this is the page where the sale is made (or not).**

It's on your product page that your visitors turn from browsers to shoppers.

What do I mean by that? Well ... up to the point where a visitor adds a product to their cart ... they are just browsers.

They are just looking around your store and haven't expressed any buying intent.

However ... **the moment they hit that "Add to Cart" button, they turn from being a browser to being a shopper.**

They expressed a buying intent.

The reason why your ads aren't working and your store isn't converting is because ...

## Your Product Pages Are Not Good at Turning Your Visitors from Browsers into Shoppers ... YET!

Fundamentally, **your website is a conversation that you're having with your visitors.**

Right now, that conversation isn't very effective.

**To make it effective, you need to dial it in** and speak in a way that your visitors can understand.



When you optimize your product page, your goal is to turn as many of your visitors as possible from browsers to shoppers.

**When you optimize your product page, your store starts converting.** Your ads magically start working.

And that's why I want to share with you our ...

## 90+ ROI-Boosting Product-Page Optimization Tweaks

At Build Grow Scale, we are fanatical testers. We are continually *optimizing, tweaking, split testing, and recording metrics* on our various stores to get them to perform at their very best.

During our rigorous testing, we've identified 90+ Product Page Optimization Tweaks that have consistently outperformed all our other tests combined.

Across all our partner stores, **within 60 days of applying these, on average we had ...**

- Increased Add-to-Cart Ratio by 59.4%
- Boosted Our Conversion Rate by 305%
- Increase Our Revenue Per User by 342.6%
- Increased Our Average Order Value by 26.8%

**All of this gain came without even a single penny of increase in ad spend.**

They are the go-to optimizations we now apply to every store that we work with.

**We've spent millions of dollars of ad spend and conducted thousands of split tests to develop these optimizations,** and today, I want to share them with you.

This is your chance to skip the testing process and jump to the front of the line with what actually works.

**YES! Give Me Instant Access To The Product Page Optimization Course  
Click Here To Add To Order For Only \$197**

## **These Optimization Tweaks Will Work With ANY Niche or Product Online!**

Every single optimization tweak will work for any product, any niche, and any store. We've used these same optimization tweaks across 15+ industries and niches.

There hasn't yet been a niche for which these tweaks don't work. **It doesn't matter what you sell or what niche you're in ... these optimizations will work for your store.**

And the best part is ... you don't have to install all 90+ optimization tweaks to see an improvement.

**Even picking and choosing a few optimizations will make a huge difference for your store.**

And once you see the improvements, I guarantee that you'll want to go back and install the rest.

The cool thing is, optimizing your product pages is quite a simple process and to make it even easier ...

**... we don't just show you what to do, we also show you HOW to do it,** step-by-step, in a high-quality video format.

## **Exactly What You'll Be Getting ...**

This is real "in the trenches" training. It's based on our experience of generating over over \$400 million in ecommerce sales for our clients, our students, and ourselves.

There is no fluff. There is no filler.

**This is 100% pure, uncensored, hard-core marketing content ...** specifically for "A Players" who want to **absolutely crush it online**



Accelerate your growth.

This is your chance to **get more money from your existing traffic** so you can grow and scale your business.

When you leave this training, you'll have **everything you need to optimize your product pages**.

This will allow you to **skyrocket your conversions and profits!**

The course is broken into ...

## 6 Modules That Cover the 6 Core Areas of Every Product Page

Most ecommerce business owners don't give much thought to layout of their product pages, even though it's critical to great user experiences and high conversions.

Here's a quick taste of what you'll learn in this module:

- ✓ **The *right* way to order the content** on your product pages so it's intuitive for your visitors. (This is key.)
- ✓ **The *one thing* you should never do** when it comes to your page layout. (Most business owners do this.)

- ✓ **The *best* page layout to us** for your products, *plus* the key element that makes or breaks it. (Don't leave this element out.)
- ✓ And much, much more ...

### Module 1

### Page Layout



### Module 2

Most visitors go straight to the image gallery once they land on a product page. It's critical that you get this right.

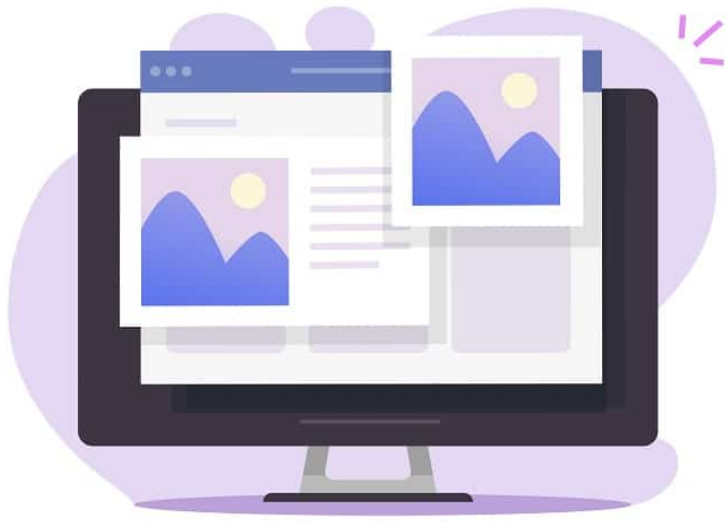
Unfortunately, more than 90% of the businesses that we



# Image Gallery

come in contact with mess this up.

Here's a quick taste of what you'll learn in this module:



- ✓ **The *number one* biggest thing that most businesses mess up.** (And how to make sure you don't do that.)

- ✓ **The five *must-have* image types.** (Most businesses have two to three types at best.)
- ✓ **How to do product-image zoom right.** (I can almost guarantee you do this wrong.)
- ✓ **How to include a video the *right way*.** (If you don't know this, you can easily hurt your sales.)
- ✓ And much, much more ...

This is the area where you display your product price, options selectors, and the "Add to Cart" button.

It may sound simple, but it's a lot more intricate than it seems. We've gotten **some of our biggest wins optimizing this section** of our product pages.

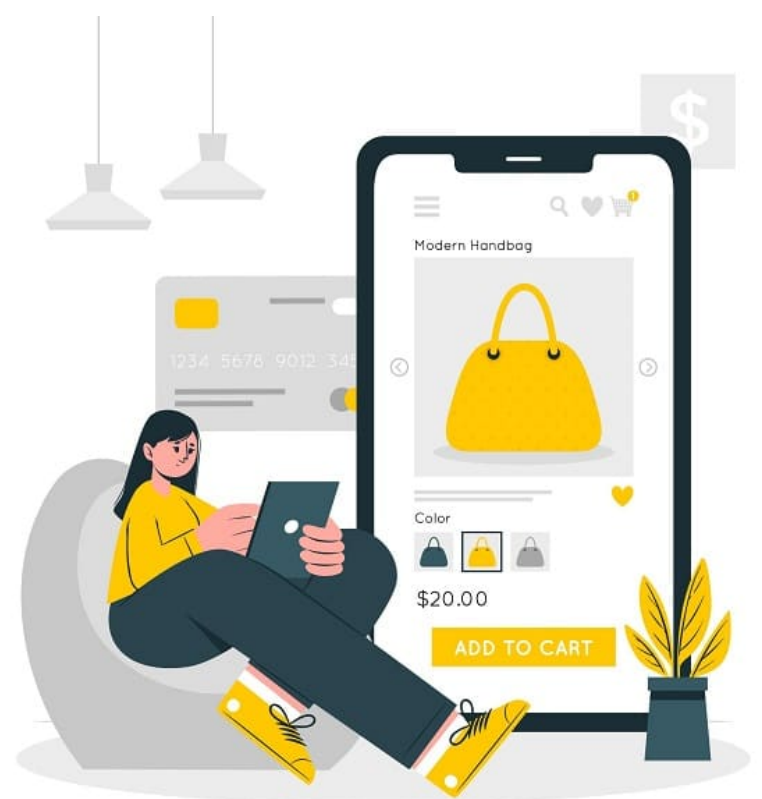
Here's a quick taste of what you'll learn in this module:

- ✓ **The *one thing* you should NEVER do** in your "Buy" section. (Most business owners make this mistake.)

- ✓ **How to properly display product variations.** (It is not as simple as you think.)
- ✓ **Summary descriptions and how to do them right.** (This is different from your product descriptions.)

## Module 3

### "Buy" Section



- ✓ **The truth about your "Add to Cart" button.** (Ignore this at your own risk.)
  - ✓ And much, much more ...
- 

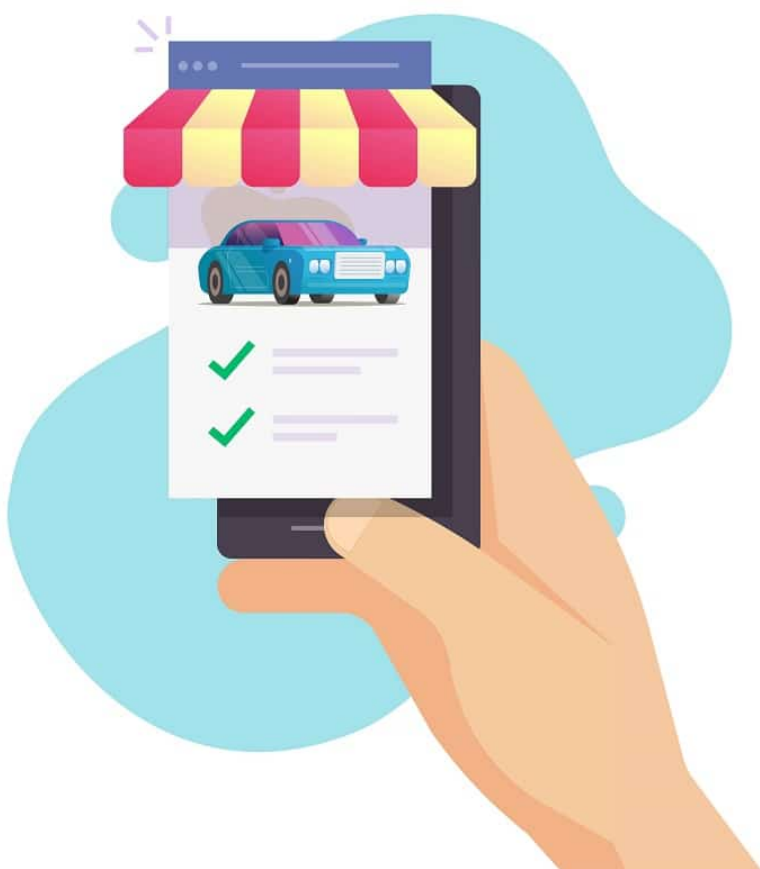
## Module 4

# Description

Great product descriptions are a true rarity, we've found. Even after working with thousands of ecommerce businesses over the years. We share our secrets to create great descriptions here.

**This understanding alone can help your business stand out from the noise.** Here's a quick taste of what you'll learn in this module:

- ✓ **The *one thing* make or break your product descriptions.** (This is the secret of secrets.)
- ✓ **How to properly lay out your descriptions** for ease of reading and understanding. (Nobody reads walls of text.)



- ✓ **How to have your customers write your product descriptions for you.** (You are leaving mountains of cash on the table if you don't do this.)
  - ✓ **How to put your descriptions on steroids.** (You don't need to hire an expensive copywriter.)
  - ✓ And much, much more ...
- 

Reviews are critical because nobody wants to be the first to try out a product. It isn't enough to just have reviews. It goes much deeper than that.

## Module 5

Here's a quick taste of what you'll learn in this module:

- ✓ **The *truth* about reviews that nobody told you.** (Hint: they aren't there to help you make a sale.)
- ✓ **The *one thing* that will dramatically increase the credibility of your reviews and trust in your brand.** (Almost nobody is doing this critical thing.)

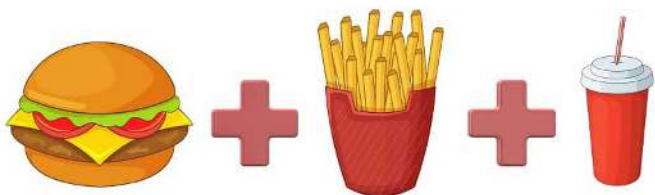
## Reviews



- ✓ **How to present your reviews properly** so your visitors see them and read them. (Most store owners mess this up.)
- ✓ **The 11 must-have features** of a great reviews system. (Without these, your reviews are worthless.)
- ✓ And much, much more ...

## Module 6

### Cross-sells



Most business owners offer distracting cross-sells that hurt the user experience for the majority of their visitors.

**While their AOV might increase slightly, their other key metrics take a big hit.**

In this module, we're going to show you how to do cross-sells right, in a way that will help your business, *NOT* hurt it.

Here's a quick taste of what you'll learn in this module:

- ✓ **The three types of cross-sells** that you can do and how to them. (Most businesses use only one.)
- ✓ **The *one thing* you should NEVER do on a cross-sell.** (Almost everyone makes this mistake.)
- ✓ **The one trick to make your cross-sells significantly more effective.** (Your customers will love you for it.)
- ✓ **How to position and present your cross-sells right.** (Most store owners mess this up.)
- ✓ And much, much more ...

**Everything above is just the tip of the iceberg!**

If you want the whole treatment, don't wait any longer ...

## Grab Our "Product Page Optimization" Online Course (normally \$497) For A One-Time Payment Of Only \$197

**YES! Give Me Instant Access To The Product Page Optimization Course  
Click Here To Add To Order For Only \$197**

Over the past few years, we've generated over \$400 million dollars in ecommerce sales for our clients, students and ourselves.

In this course, we're going to pull back the curtain and **share our biggest secrets and strategies for optimizing your product pages**, backed by all of those sales.



The average global ecommerce conversion rate is around 2%. **Our benchmark average conversion rate starts at around 4%**. And we have stores converting at 5%, 6%, 7%, 8%, and beyond.

In this course, we're going to teach you *EXACTLY* how to do it. How YOU can optimize your product pages to get high conversion rates, revenue, AOV, and lifetime customer value.

**This course is about helping you optimize your product pages FAST!**

So don't wait any longer. Claim your "Product-Page Optimization" course for **only ~~\$497~~ \$197 NOW!**

**YES! Give Me Instant Access To The Product Page Optimization Course  
Click Here To Add To Order For Only \$197**

**Plus ... As A FREE BONUS, You Get Our 57-Page World-Class "Fast-Track Copywriting Blueprint" (Normally \$197), To Write High-Converting Product Descriptions, Funnel Copy, Video Scripts, Emails, Ads And More ... Lightning Fast!**



This report was **written by a world-renowned copywriting expert and best-selling author. He's responsible for generating over \$250,000,000 in sales!**

Here's what you're going to find inside this report:

- Nailing the BIG IDEA
- Headlines & Value Propositions



- Conversational Copy
- Increase Readability
- Power of Storytelling
- Adding PROOF!
- Speed Copywriting
- Writing Exercise

Share this blueprint with your team and improve conversions across all of your marketing channels!

You'll get immediate access to this bonus the moment you claim your "Product-Page Optimization" course today!

**To recap, here's what you get ...**

Our "**Product Page Optimization**" online course (normally \$497). PLUS, as a **FREE BONUS**, our world-class "**Fast-Track Copywriting Blueprint**" (normally \$197), all for a one-time payment of **only \$497 \$197**.

That's a **60% discount**—where you **save \$300**—but *it's available today only, in this one-time offer*.

**Don't miss out on this offer.** Grab your "**Product-Page Optimization**" course now and skyrocket your sales. **Click the "Add To My Order" button below now to save \$300 and get this for only \$197.**

See you on the inside.

**YES! Give Me Instant Access To The Product Page Optimization Course**  
**Click Here To Add To Order For Only \$197**

## Is There a Guarantee?

Of course there is ... 😊

I guarantee you that if you go through the entire course and implement

I guarantee you that if you go through the entire course and implement everything that we teach you ...

... you'll see improvement in the performance of your product pages and your store in general.



If for some reason you don't see any improvement within 30 days of buying this course (which is very unlikely) ...

... then you can email our support team at [support@buildgrowscale.com](mailto:support@buildgrowscale.com) and you'll receive a full refund.

**But if you're like most people, this course will bring a huge improvement for your business!**

**Say "YES" NOW and laugh on your way to the bank later!**

**Grab Our "Product Page Optimization" Online Course (normally \$497) PLUS, As A FREE BONUS, Our 57-Page Word-Class "Fast-Track Copywriting Blueprint" (normally \$197), For A One-Time Payment Of Only \$197**

**YES! Give Me Instant Access To The Product Page Optimization Course  
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[No Thanks, I don't want to optimize my product page for maximum conversions](#)



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