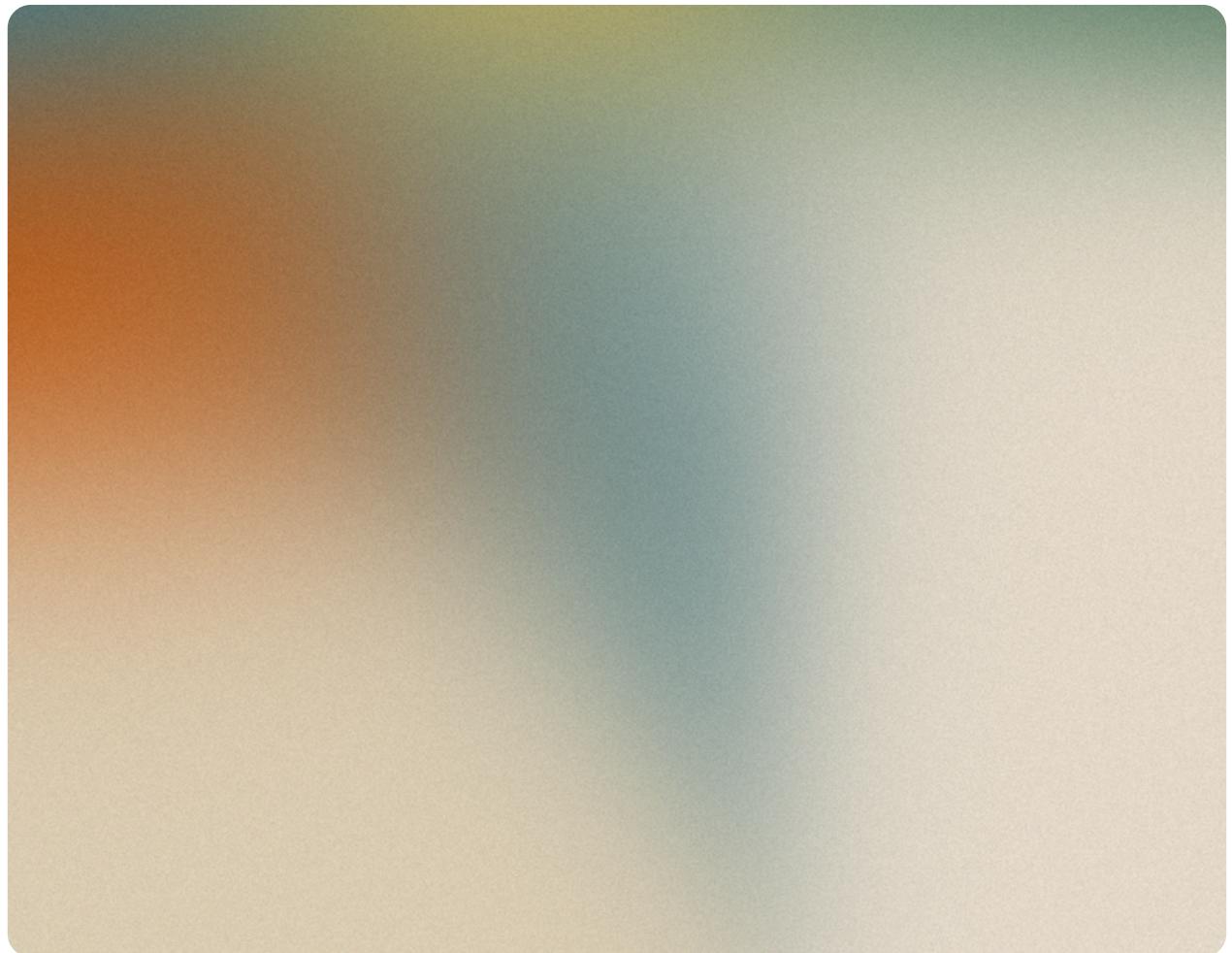


# The Subconscious Trap



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Course Summary

# Introduction

Design is not decoration. It is the infrastructure of trust, perception, and performance in modern eCommerce.

This course is the foundation. It will equip you with the psychological and visual systems required to build a brand that looks like it's worth a billion - and converts accordingly.

You'll learn the core principles behind visual influence, emotional design, and high-conversion architecture - backed by data, not opinion.

Once you've built a solid foundation, your journey into Quantum Scale - where you'll master advanced tactics - will become far more effective and powerful. Right now, we're focused on laying that foundation. In the rest of the course and throughout **our journey together**, we'll transform it into a money-making machine.

Without this foundation, nothing scales. With it - everything does.

# The Psychology of Conversion

Design is the fundamental (and critical) method used by top-tier brands to implant messages in the customer's mind, establish a specific positioning, execute psychological manipulation, and ultimately - convert.

A 2006 study published in Behavior & Information Technology found that users form a first impression of a website within 50 milliseconds, and **94% of that impression is based on visual design alone** (Lindgaard et al., 2006).

Great psychological design is the ability to deliver the message we want to the customer - clearly, fully, and as quickly as possible. Even if you're running a dropshipping brand from China or a clothing line where each item costs you \$2 from the supplier, your goal is to make the visitor's subconscious believe they're interacting with a premium, well-known brand - one that easily justifies prices **four times higher than what you're actually charging.**

By the end of this course, you'll know exactly how to build a website that looks and feels like a billion-dollar brand. Exceptional psychological design gives us:

- 
- 01 A sense of luxury, order, and authority - instantly generating trust without the need for further explanation.
  - 02 A focused emotional reaction - compelling the visitor to act immediately, even if they don't fully understand why.

# How the Brain Buys

The decision to buy is driven primarily by emotion. Even when people believe they are acting rationally, the process begins with emotional evaluation, not logical reasoning.

The brain seeks resolution - a sense of certainty, identity, and anticipated reward. It does not analyze features; it responds to how a brand makes it feel. This is exactly how luxury brands operate: they sell the feeling of prestige, belonging, and transformation - not the product itself. When someone pays \$800 for a pair of shoes that cost \$20 to make, they are not buying leather. **They are buying emotion, self-image, and social meaning.**

Effective psychological design must deliver three core emotional outcomes:

- 
- |    |                           |                                                                                                                                          |
|----|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>Emotional clarity</b>  | A quick, subconscious sense that this brand is safe, strong, and aligned with what I want (aesthetic house, to look rich, to feel good). |
| 02 | <b>Anticipated reward</b> | A promise that this product will improve my life, identity, status, or confidence (Will it make me look rich?)                           |
| 03 | <b>Internal alignment</b> | A feeling that this brand “gets me” - and that buying from it is consistent with who I am or want to be.                                 |
-

# Selling to Emotion - What It *Actually* Means

When marketers say “sell to emotion”, they don’t mean exaggeration - they mean precision. People buy based on how a product makes them feel, not what it does.

A luxury perfume sells confidence and allure, not ingredients. A **Rolex sells power**, not time. A skincare brand sells self-worth, not cream.

Emotional selling means identifying the core feeling your audience craves - status, relief, safety, belonging - and building your entire design and brand story around that outcome. When the right emotion is triggered, the decision to buy happens instantly - and often irrationally.

Once we’ve cracked the customer’s deepest subconscious triggers (see: [Laser Targeting course](#)), the goal of this course is to deliver the feeling they desire.

If they want to feel wealthy - our design must communicate **that our clothing will make them look wealthy**.

If they crave dominance - our design must make it unmistakably clear that our products will give them that respect, that relentless power they’re chasing.



# Neurology lesson

When a user lands on your product page, they're not logically evaluating. They're not "reading" your layout. They're scanning. Feeling. Filtering. Responding.

And most of it happens in the first 300–500 milliseconds, before a single conscious thought is formed.

If you want to design for conversion, you don't just need good layout or design aesthetics. You need to understand **how the brain works under pressure** - when making decisions, **when trying to protect itself**, and when moving toward desire.

In the world of sales, marketing, and psychology – we're not selling to the person, we're selling to their brain. Every person is different, but the brain? **It's the same as it was back in 1950.**

---

## The Key Brain Systems Behind Every Click:

### 1. The Amygdala – Pattern Violation & Threat Detection

*Activated within ~0.2 seconds of stimulus.*

The amygdala's job is not to analyze. It's to **react**. It instantly detects anything that feels off, confusing, aggressive, or inconsistent with expectation.

In a product page context, that includes:

- Visual chaos (too many colors, too little spacing)
- Conflicting messages (cheap design + premium words)
- Unclear structure or “what do I do now?” moments



If the amygdala activates, the user feels subconscious discomfort. **They leave without knowing why.**

## 2. VLPFC (Ventrolateral Prefrontal Cortex) – Cognitive Conflict Monitor

This region becomes active when the brain senses internal contradiction or requires decision-making under doubt.

### Examples:

- A product promises luxury, but the layout feels templated
- Reviews say "high-quality", but images are poorly lit
- A CTA is present, but the benefit isn't emotionally clear



When the VLPFC activates unnecessarily, the brain doesn't move forward - it pauses to reassess. **That's the moment where momentum is lost.**

## 3. vmPFC (Ventromedial Prefrontal Cortex) – Emotional Evaluation & Decision Center

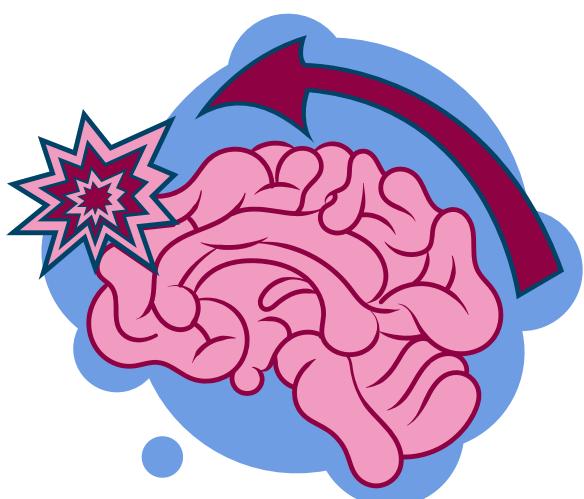
This is where the **real decision happens**.

The vmPFC helps the brain answer:

- “Does this **feel** like me?”
- “Do I want this?”
- “Can I see myself using this?”

**It's not activated by logic - but by emotional clarity and identity alignment.**

When design, tone, imagery and copy align with how the user sees (or **wants to see**) themselves - the vmPFC is triggered.



That's when **the decision to buy happens**.

Often before the user even realizes it.

## 4. Fusiform Gyrus – Human Recognition & Emotional Texture



This region helps the brain quickly process **faces, shapes, and visual emotion** - often in as little as 170 milliseconds.

It's how the brain determines if **a product feels "human", familiar, and real - or cold, synthetic, and alienating.**

If your product images lack texture, human cues, or emotional depth - you lose the fastest channel to connection.



---

## 5. Salience Network – What the Brain Prioritizes

This is the filtering system.

It tells the brain:

"This matters. This doesn't."

**Salience is driven by:**

- Contrast
- Size
- Position
- Simplicity
- Context



Without clear hierarchy, this system is overwhelmed.

**When everything shouts - nothing is heard.**

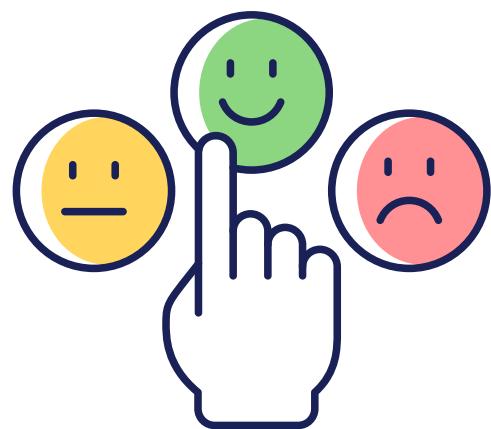
When you guide the eye through visual rhythm - salience works for you.

## 6. Default Mode Network – Calm State, Imagination & Self-Projection

This is the state where buying truly happens.  
When the user feels emotionally safe, not pressured, and visually guided - the brain shifts into a default mode state.

Here, imagination takes over:

- “I could wear this.”
- “That’s exactly **the vibe I want.**”
- “This just feels right.”



No one buys from stress.

**They buy when the page lets them dream forward.**

## Key Concepts You Must Understand

Concept	What It Means	Why It Matters
Cognitive Load	The amount of mental effort required to process the page	Too little = confusion. Too much = fatigue. You must balance.
Visual Hierarchy	The order in which the brain naturally processes content	Layout is not just design, it's control over attention
Framing Effect	How presentation shapes interpretation	“Hand-made” feels different than “not machine-produced” - even if it’s the same thing
Attribute Processing	The brain assigns value to details, even subconsciously	Font size, spacing, shape = perceived trust and quality
Emotional Congruence	All elements send the same vibe	If imagery, tone, and layout are misaligned - trust collapses

# Neuro-Design:

## The Difference Between “Nice” Design and Design That Converts

Most eCommerce stores look the same. They follow a generic structure, use neutral colors, apply clean fonts - and hope it feels “professional enough.”

The result? A site that’s mildly aesthetic, but emotionally flat. No story, no energy, **no psychological pull.**

The brand communicates nothing. The user feels nothing. And nothing happens. That’s the core problem: visual design without emotional consequence.

Neuro-design solves that. It doesn’t just ask how the store looks - it asks how the user feels while navigating it. Because the brain doesn’t buy what it sees. It buys how it feels in response to what it sees.

A study by Harvard professor Gerald Zaltman found that **95% of purchasing decisions are made subconsciously and driven by emotion**, while only 5% are based on logical reasoning.

Here’s the real difference:

**Nice design** is clean, safe, and visually balanced - but emotionally flat. It follows aesthetic conventions, uses soft colors and modern fonts, and avoids mistakes, yet it fails to create urgency, identity, or trust. It looks professional, but says nothing.

**Conversion design**, on the other hand, is built to influence. It uses color, spacing, hierarchy, and rhythm to guide the user’s attention, reduce friction, and trigger **specific emotions** like desire, confidence, or fear of missing out. It doesn’t just look good - it makes people act.

The goal is not to choose between aesthetics and performance.

Great design must be both visually elegant and psychologically persuasive.

A clean, modern look is the baseline - but beneath it, every element must serve a purpose: to trigger emotion, guide perception, and drive action. Aesthetics attract. Psychology converts.

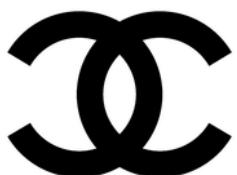
# Real-World Examples



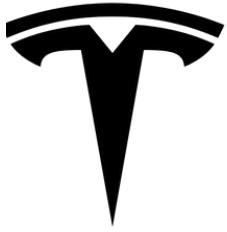
**Apple** uses expansive white space to isolate each product and eliminate distractions. Product photos are shown in high resolution, centered at eye level, never from above - which subtly reinforces the product's authority. Transitions are slow and deliberate. Typography is thin, minimal, and restrained. This combination creates a sense of exclusivity and clarity. It makes the user feel like the product is rare, important, and deserving of attention. The design doesn't sell aggressively - it signals: "You're lucky to be here."



**Rolex** builds emotional weight through dramatic lighting, deep color palettes, and perfectly balanced compositions. Watches are photographed in extreme close-up to highlight metal textures, glass reflections, and mechanical precision. Typography is traditional and serious. Messaging focuses on heritage, mastery, and permanence. The user doesn't just see a product - they feel legacy. The design tells them this brand has outlived trends. Buying it means aligning with status, stability, and timeless value.



**Chanel's** visual language is nearly silent. Monochromatic palettes, extreme spacing, and emotionally neutral photography create distance. Models rarely smile. Navigation is stripped down, restrained, and composed. This controlled visual environment creates psychological exclusivity. It doesn't ask for attention - it demands respect. The user feels they've entered a space that doesn't chase them. They must rise to it.



**Tesla** creates motion and immersion. Full-screen visuals, fluid scroll-based animations, and sharp, geometric layouts make the entire site feel dynamic. There are no lifestyle distractions - just the product, in motion, in power. Fonts are bold, the structure is intentional, and the site behaves more like a cinematic sequence than a catalog. The visitor doesn't just browse - they feel speed, control, and modern dominance. The message is: this is what the future looks like - and you can own it.



**Nike** uses bold layouts, strong typography, and high-energy photography to sell more than products - it sells identity. The design emphasizes motion, ambition, and self-belief. Visitors don't just browse shoes; they see who they could become. Every element is built to make you feel stronger, faster, and part of something bigger.

# Emotion > Logic

## The 7 Emotional Triggers That Move People to Buy

Emotions don't just color the decision - they create it. But not all emotions work for all audiences.

To convert consistently, your design must trigger the specific feelings your customer needs in order to act. That depends entirely on who they are. The better you understand their internal world, the more precisely you can guide it.

Here are **seven emotions** that high-performing brands use to drive action - each one delivering a distinct psychological message:

### 01. Confidence

Message: "This is safe. You're in good hands."

Builds trust, reduces hesitation. Works best with skeptical, risk-averse, or first-time buyers.

### 02. Aspiration

Message: "This will make you better."

Used to signal transformation, status, power, or self-upgrade. Ideal for identity-driven audiences.

### 03. Belonging

Message: "This is for people like you."

Creates connection and social validation. Powerful with community-based, value-aligned, or lifestyle-focused customers.

## 04. Urgency

Message: "Act now or miss out."

Effective with fast-moving, trend-sensitive, or impulsive buyers. Triggers action before overthinking.

## 05. Relief

Message: "You've finally found the answer."

Reduces overwhelm. Ideal for problem-aware audiences who are tired of searching.

## 06. Desire

Message: "You want this - even if you can't explain why."

Activated through sensual visuals, storytelling, or emotional immersion. Works with emotionally driven products: beauty, travel, luxury.

## 07. Superiority

Message: "This puts you ahead."

Used by premium brands to position the customer as smart, early, elite. Great for high-ticket, status-oriented markets.

Later in the course (Part 2 – The Practical Section), we'll dive deep - step by step - and break down exactly how to apply this on your website. Until then, it's **crucial** that you understand the foundations, the underlying principles, and **the why behind every decision we make.**

**Important:** To sell through emotion with deadly precision, you need to understand exactly who your audience is - and how their mind works (down to the secrets of CIA). That's why we strongly recommend going through the Laser Targeting course. What you're seeing here is just 2% of what we cover inside.

# The Science of the Visual Field - Color, Fonts & Space

The brain doesn't read design - it **reacts** to it.

Before the user processes a single word, their subconscious evaluates the layout, spacing, color distribution, and typography - and draws immediate emotional conclusions.

That first impression takes **less than 100 milliseconds**.

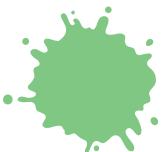
And it silently answers three critical questions:

- Can I trust this?
- Is this for me?
- Do I want to stay here?

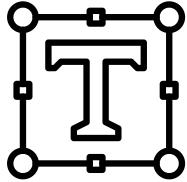
Every visual element sends a **psychological** signal.

Together, they form what we call a visual field - the mental "feeling" of your brand before any content is understood.

Here's how the three most basic visual elements work at the neurological level:



**Color** - Color is emotional velocity. Warm tones like red and orange stimulate urgency and excitement. Blue creates trust and calm. Black signals luxury and control. Green suggests vitality and health. More importantly, it's not just about which color - but where, how much, and in what contrast. The placement of color (CTA vs. background vs. accent) can determine whether the eye moves toward action - or drifts away.



**Typography** - Fonts carry tone. Serif fonts convey tradition, authority, and depth. Sans-serif fonts feel modern, neutral, and open. Heavy weights feel strong and assertive. Light weights feel minimal, intellectual, or soft. But typography also structures attention - size, spacing, and hierarchy guide the eye. A strong visual hierarchy tells the brain: this is organized, this is safe, this is real.



**Space** - Space is what gives everything else meaning. Visual breathing room calms the brain, creates clarity, and suggests premium positioning. Clutter triggers anxiety and cognitive fatigue. Brands like Apple and Chanel weaponize white space to convey precision, intentionality, and control. When there's space around something - it feels more important. The brain assumes: this must matter.

The brain processes visual information **60,000 times faster** than text.

It forms emotional judgments in under 0.1 seconds, long before logic is engaged. That means every font, every margin, every image angle isn't just design - it's a neural trigger.

Tiny details don't feel small to the brain, They feel like truth.

# A Psychological Framework for Trust, Orientation, and Perceptual Flow

\* System 1 and System 2 refer to two modes of thinking described by Daniel Kahneman: System 1 is fast, intuitive, and automatic; System 2 is slow, effortful, and analytical.

## 1. Perception is Interpretation, Not Reception

When a user lands on a website, they are not “seeing” it as it is - they are interpreting it through cognitive shortcuts and affective filters.

This immediate appraisal is governed by System 1 - the brain’s intuitive, non-conscious processor that operates in milliseconds and shapes our first impressions without rational input.

**System 1 scans the visual field** for answers to subconscious questions:

- Is there order here?
- Am I in control?
- Is this environment predictable?
- Does it feel safe?

## 2. Visual Hierarchy Creates Cognitive Safety

When visual elements - headlines, buttons, spacing - are organized according to a clear and intuitive structure, the brain experiences perceptual coherence.

This produces a state known as cognitive ease - fast, low-effort processing that feels inherently comfortable.

And what feels easy to process is often perceived as true, familiar, and trustworthy (Reber et al., 2004).

This is a well-established cognitive bias:

**We tend to trust what our brain can process fluently.**

### **3. When Structure Breaks - Subconscious Friction Emerges**

When hierarchy is weak or inconsistent - unaligned typography, uneven spacing, conflicting visual weights - **the brain experiences cognitive load.**

System 2 is forced to intervene, activating analytical attention and increasing mental effort.

**The user doesn't necessarily realize why** - but they **feel** resistance.

This is friction without awareness:

a quiet form of discomfort that suppresses engagement and undermines trust.

If until now you've neglected hierarchy-using different fonts across your site and assuming the customer won't notice - maybe they didn't consciously notice. But their **subconscious did**. And it disrupted the experience.

### **4. Clean Design = Emotional Regulation**

Strong visual hierarchy doesn't just "look good."

It creates a sense of psychological orientation - the user knows where to look, how to navigate, and what to expect next.

This clarity reduces uncertainty and calms the emotional brain, enabling action.

**What feels organized feels safe.**

And **safety is the precursor to conversion.**

#### **In Summary**

Visual hierarchy is not just about order - it is how we signal trust, fluency, and control to the subconscious mind.

It is the structure that quietly tells the brain:

"You're in the right place. Keep going."

# User Experience as Manipulation

## - Not "Service"

### 1. Design doesn't speak. It controls.

When a user lands on a website, they're not reading text or comparing features. They're **scanning** - not consciously, not analytically, but **through automatic neurological processing**. Their brain is searching for cues: Is this safe? Is this high quality? Is this worth my time? The answers are formed before they realize they're asking, and they're based not on content - but on structure.

### 2. The brain responds to what it feels - not what it knows.

The visual framework of the site sends immediate psychological signals: order or chaos, premium or generic, control or confusion. **A small banner** can communicate luxury, urgency, tradition, innovation, or even risk - not because of what it says, but because of how it's built. A slight shift in placement, color, proportion, or contrast completely reshapes the brain's interpretation of what it's seeing.

### 3. Users don't interpret what you show - they interpret how you make them feel.

You don't need to tell people your brand is high-end - you need to make it feel high-end. Luxury is communicated through whitespace, restraint, symmetry, and subtle repetition. Trust is generated through clarity, consistent rhythm, and structured spacing. All of it happens before a single sentence is read. In other words, design doesn't support the message - it is the message.



Design is one of the "controlling hands" manipulating the customer's mind - alongside copywriting and other advanced psychological tactics.

## 4.The control is invisible - and that's why it works.

The user feels like they're choosing. Like they're understanding. Like they're in control. But every click, every scroll, every micro-interaction is responding to a system that's been designed to make them feel safe advancing. This effect is rooted in what **Bargh & Chartrand (1999)** identified as automaticity: **over 90% of behavior is driven by unconscious processes**, not deliberate reasoning. UX that feels intuitive is powerful not because it explains well - but because it activates automatic behavioral pathways without cognitive resistance.



John A. Bargh

influenced simultaneously by conscious (control) and non-conscious (automatic) processes, are now the norm in the study of attention and encoding (e.g., Logan & Cowan, 1984; Neely, 1977, 1991; Posner & Snyder, 1975; Shiffrin, 1968, 1970). (e.g., Jacobson, 1991; Schacter, 1987; Squier, 1987), emotional appraisals (e.g., Lazarus, 1991), emotional disorders (e.g., Beck, 1976), attitudes and persuasion (Chaiken, Liberman, & Eagly, 1989; Fazio, 1990; Petty & Cacioppo, 1986), and social perception and judgment (e.g., Bargh, 1994; DeDreu, 1989; Fiske & Neuberg, 1990; Hinde, 1991; Lazarus, 1991). The main maintenance of psychology accepts both the fact of conscious or willed causation of mental and behavioral processes and the fact of automatic or environmentally triggered processes. The debate has shifted from the existence (or not) of these different causal factors to the circumstances in which one versus the other controls the end. Is everyday life mainly comprised of consciously or unconsciously caused evaluations, judgments, emotions, motivations, and behavior?

As Posner and Snyder (1975, p. 55) noted a quarter century ago, this question of how much conscious control there is over behavior "is one of the most basic and important questions of human existence. The title of the present article makes our position on this question a matter of little suspense, but to make the reasons for that position clear and hopefully compelling, we must first consider what it means for a conscious mental process and an automatic mental process. The defining features of what we are referring to as a conscious process have remained consistent and stable for over 100 years (see Bargh & Chartrand, in press). These are mental acts that we are aware that we intend, i.e., that we choose by an act of will, that require effort, and that we can control (i.e., we can stop them and go on to something else if we choose; Logan & Cowan, 1984). In contrast, there has been no consensus on the features of a single form of automatic process (Bargh, 1994); instead two major strains have been identified and debated over the past century, only one of which do not possess all of the defining features of a conscious process (see Bargh, 1996; Bargh & Chartrand, in press; Wegener & Bargh, 1998).

Finally, the contemporary cognitive perspective, in spirit as well as in practice, seeks to account for psychological phenomena in terms of deterministic mechanisms. Although there exist many alternative accounts, the role played by higher-order choice or "executive" processes, the authors of these models generally acknowledge that the lack of specification of how these choices are made is an inadequacy of the model. Neisser's (1967) seminal book *Cognitive Psychology*, for example, describes the "problem of the executive," in which the choice of "higher-order processes described as a homunculus or 'little person in the head'" that does not constitute a scientific explanation. This position is echoed in Barsalou's (1993) text, in which he too calls for a homunculus, noting that "most cognitive psychologists believe that the fundamental laws of the world determine human behavior completely" (p. 91).<sup>1</sup>

Fortunately, contemporary psychology for the most part has moved away from doctrinaire either-or positions concerning the locus of control of psychological phenomena, to an acknowledgment that behavior depends jointly by processes set into motion directly by one's environment and by processes instigated by acts of conscious choice and will. Such dual-process models (see Chaiken & Trope, 1999), in which the phenomenon in question is said to be

<sup>1</sup> The existence of dominant, overarching perspectives concerning free will and self-determination does not mean, of course, that everyone accepts these perspectives. There are many dissenting voices. A notable exception within cognitive psychology is the approach of Vasta, Thompson, and Roach (1991), who argue that higher-order phenomena are best understood as the result of a complex interaction between the mind and the world and hence cannot be satisfactorily explained through mechanism alone.

July 1999 • American Psychologist

## 5.You're not building a website. You're building a psychological reality.

That's the difference between a site that shows products - and a site that makes people want to believe.

Once you understand that, you stop asking, "What should be on the homepage?" and start asking the real question: "What should the user **feel** like they understood - before they even read a single word?"

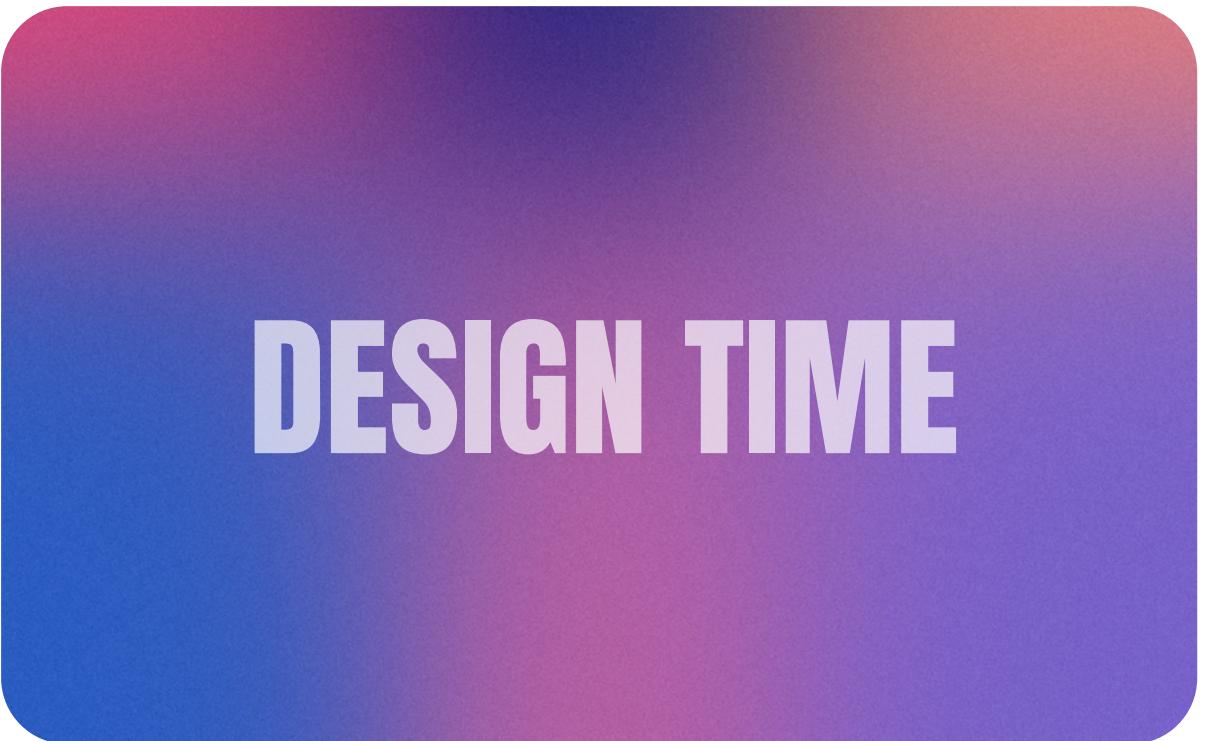
## Part 2: High-Conversion Store Execution (Practice)

### Ready for the fun part?

Maybe until now it was a bit theoretical and boring, but we've reached the part where **artists** do their craft.

In this chapter, we'll dive into the practical side. Everything here is data-driven, so make sure you follow our recommendations step by step and don't miss a thing.

This is where your journey toward a truly profitable eCommerce brand - on a scale bigger than you imagined - **officially begins**. This is just the beginning. Let's get to the fun part.



**DESIGN TIME**

# Before We Begin...

## Essential Tools & Gifts

Designing a high-converting, emotionally powerful store isn't just about theory - it's about execution.

And execution starts with the right tools.

We've tested dozens of themes and apps, across hundreds of stores.

And for this exact system, we've selected the ones that give you the fastest, cleanest, and most professional build - without custom code.

Here's what we recommend:

### **1. Recommendation: Shrine**

If you're building on Shopify, Shrine is one of the cleanest, best-structured premium themes - and also one of the most affordable ones in its tier. It's highly customizable, fast, and gives your store a premium feel straight out of the box.

We worked out a 15% discount for you.

Use code: LASERCRO

[link](#)

Why we recommend Shrine:

- Clean sections, built for CRO
- Smooth mobile experience
- Aesthetic defaults that require very little tweaking
- No bloat. Just clean structure.

# **Two fundamental steps before getting started**

Before diving into the practical build, it's crucial to understand one thing: **massive conversion growth comes from precision, not luck.** The difference between an average store and one converting at 8–12% is data.

When your actions are driven by clean, accurate insights instead of assumptions, every decision compounds. You stop guessing, stop wasting money, and start operating with the accuracy of a laser.

The next steps are designed to give you that clarity -to make sure every pixel, every campaign, and every move you make is built on truth, not noise. This is where scaling becomes predictable, and conversion becomes inevitable.

## **STEP 1 – Install Post-Purchase Surveys (Grapevine)**

Before touching a single pixel of your website, you must **know exactly who your customers are and what drives them.** Post-purchase surveys are the fastest and most precise way to uncover the truth. Using Grapevine, short one-click surveys appear immediately after checkout, so they don't harm conversion rates yet deliver a goldmine of insights. You'll finally see what triggered each purchase, what almost stopped it, and how buyers actually found you. In nearly every case, the answers shock brands -revealing that 90% of their assumptions about customer motivation are wrong. A single insight from these surveys can double or even triple your conversion rate, not through design tweaks, but through pure understanding. This is where data replaces guesswork, and brands become strategic.

## STEP 1 – Install Post-Purchase Surveys

[Add](#)

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### Example Survey Questions:

**How did you first hear about us?** – Saw an ad on Facebook/Instagram | Found you on Google | Through a friend or recommendation | From a video or influencer | Other

**How many times did you see our brand before placing your order?** - This was my first time | 2-3 times | I've seen you several times in the past few weeks | Not sure/don't remember

**What made you decide to buy right now?** - A sale or discount | I finally wanted to try it | I saw reviews or a convincing video | Someone mentioned you | Other

**Was there anything that made you hesitate before ordering?** - No, I decided right away | I wasn't sure about the product | I wasn't sure the site was trustworthy | I was worried about returns or customer service | Other

Confirmation #ICXXAZPIN  
Thank you, Quantum Scale!

Here's the Grapevine Post Purchase Survey example 1/6

While you're here we would love to know how you found us!

- Search Engine
- The Shopify App Store
- Social Media
- Word of Mouth
- Other

**Next**

## STEP 2 – Never listen to meta

[Connect >](#)

Meta is lying to you -and it's costing you money. Since iOS 14, platforms like Meta and Google track barely 70% of actual sales and often assign credit **to the wrong ad**. That means **you're turning off winning creatives with high conversion rate** while keeping weak ones, destroying campaigns that could have scaled.

Triple Whale fixes that completely. It bypasses data restrictions, tracking every click and purchase with surgical accuracy across Meta, Google, and TikTok, all in one dashboard. You'll see the real source of every sale, campaign, and creative - not guesses. For any brand spending serious budgets, Triple Whale is the only source of truth. It transforms chaos into clarity, emotion into data, and marketing into a precise, scalable system.

Status	Campaign	ROAS	Y ROAS	Purchases	CV	CPA	AOV	NC CPA
<input checked="" type="checkbox"/>		8.49	8.49	240	4,868.24\$	2.39\$	20.28\$	2.49\$
<input checked="" type="checkbox"/>		41.70	41.70	86	1,301.47\$	0.36\$	15.13\$	0.38\$
<input checked="" type="checkbox"/>		0.18	0.18	15	951.59\$	354.94\$	63.44\$	409.54\$
<input checked="" type="checkbox"/>		0.36	0.36	3	111.00\$	103.95\$	37.00\$	103.95\$
<input checked="" type="checkbox"/>		-	-	-	-	-	-	-
<input checked="" type="checkbox"/>		-	-	-	-	-	-	-



**100%**

accurate attribution

# Apps

## 2. [App 1: CRO sections \(40 Days Free via this link\)](#)

Vitals is an all-in-one CRO engine:

Urgency, reviews, product bundles, upsells, sticky ATC buttons, and more - all in one place.

Your Bonus: Get 40 days free through our referral link (instead of the regular 7-14 days).

Vitals saves time and replaces 5-10 separate apps.

That means faster load speeds, lower cost, and better control.

## 3. [App 2: Custom Sections, No Developers](#)

If you're not a developer and still want advanced layouts like in the top brands - this app is non-negotiable.

You'll use it to:

- Add benefit blocks, sliders, reviews, offers
- Use proven templates
- Drop in content visually - with no code

This app is the backbone of everything we'll do in the next chapters.  
It's what makes this system possible in 24 hours.

# Short to-do list before we begin

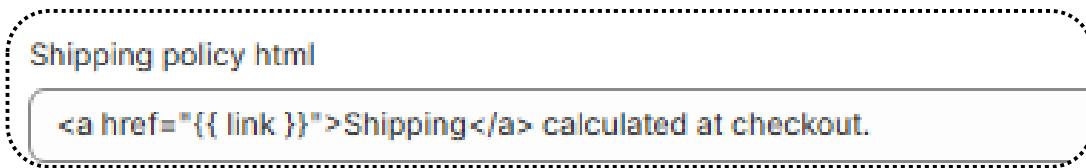
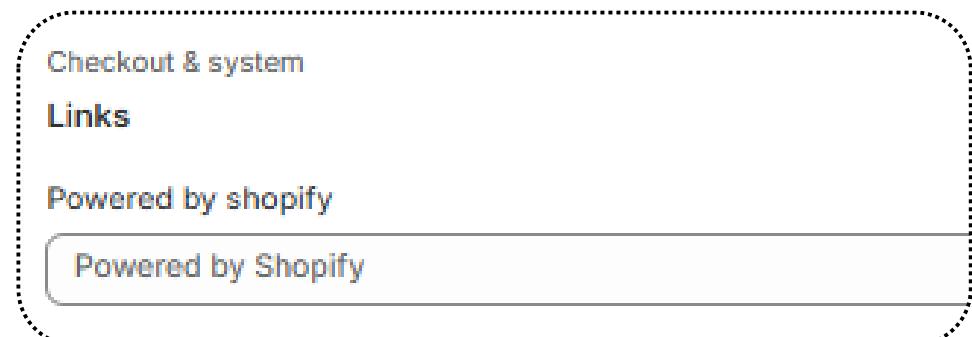
## Remove Default Theme Text That Damages Trust

Most themes come with generic placeholder text that clutters the design and weakens credibility.

### What to do:

- Go to Online Store → Themes
- Click the ... (three dots) → Edit default theme content
- Delete everything shown in the screenshots provided Or leave the field blank

\*To find it, just search for the content or the title in the search bar.

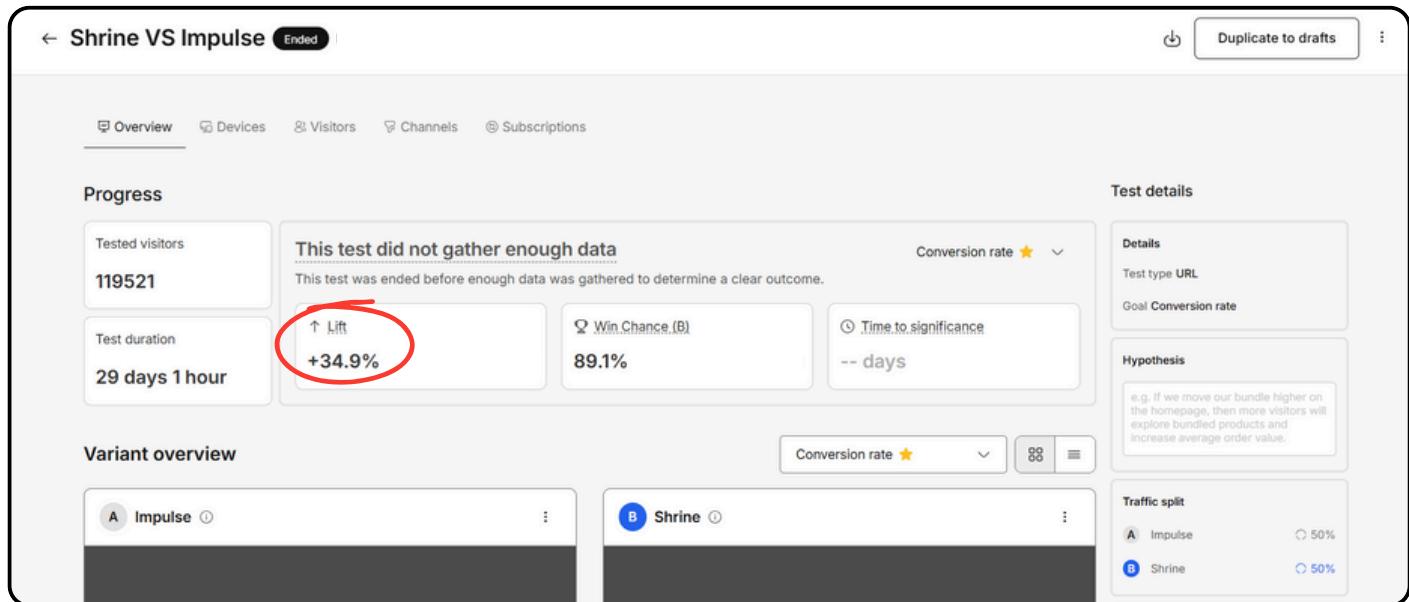


Once you've done that, We can start with the first practical part – colors.

[Connect >](#)

# Theme

*Our all-time favorite*



Over the years, we have tested dozens of Shopify themes, yet two have consistently stood out as our favorites: **Impulse** and **Shrine**. Both are powerful, clean, and allow for fast, high-quality store builds. However, after running a series of A/B tests across multiple active stores, the results were clear: **Shrine outperformed every time**.

It is easier to use, loads faster, and is built on a structure optimized for conversion from the very first line of code. In simple terms, it gives you a premium brand foundation without needing a designer or developer.

If your goal is a store that looks sharp, performs smoothly, and converts at the highest possible level, Shrine is the safest choice.

It's the theme we personally use in every major project, and the one we recommend for achieving the perfect balance between aesthetics, creative freedom, and business efficiency. Recommended.

# Colors

## **Color is your first conversion tool**

Before your store loads. Before the copy is read. Before the user even registers where they are - color has already spoken to the brain. Not with words, but with emotional signals. This happens in under 100 milliseconds, and according to numerous studies in affective neuroscience, it's not even conscious. It just feels right - or off. That "feel" determines whether they'll stay.

Color is not design. It's perception control. If you understand how to control it - your brand will feel expensive, safe, modern, energetic, or elite before a single line of copy is read.

## **Step 1: Choose the Emotional Tone Before the Hue**

Don't start with "What colors look good?"

Start with "What do I want the user to **feel** the moment the site loads?" Use this table to define the emotion, then build color around it:

## Luxury Fashion

(Bold, Premium, Controlled)

Background

#FAFAFA

Primary

#222222

Third

#C6A972

## Wellness / Clean Supplements

(Reassuring, Professional, Pure)

Background

#F4F7F9

Primary

#1C355E

Third

#8DC2E6

## Tech / SaaS

(Modern, Clean, Efficient)

Background

#FFFFFF

Primary

#1F1F1F

Third

#007AFF

## High-End Beauty / Skincare

(Soft, Feminine, Premium)

Background

#FFF9F6

Primary

#444444

Third

#D9B6AA

## Organic Food / Artisan Goods

(Natural, Warm, Honest)

Background

#FDFBF7

Primary

#503E2A

Third

#CBA874

## Modern Fitness

(Energetic, Youthful, Clean)

Background

#F5F5F5

Primary

#202020

Third

#CBA874

## Minimal Editorial

(Timeless, High-Contrast, Smart)

Background

#FFFFFF

Primary

#000000

Third

#CCCCCC

# Boutique / Lifestyle Handmade

(Calm, Refined, Warm)

Background  
#F8F3ED

Primary  
#2E2E2E

Third  
#A56E52

# Stationery / Cute eCommerce

(Playful, Clean, Accessible)

Background  
#FFF9F0

Primary  
#333333

Third  
#FF9A76

# Pet Products

(Friendly, Cheerful, Soft)

Background  
#FCFCF8

Primary  
#2B2B2B

Third  
#FFBC42

# Cookware / Modern Kitchen

(Fresh, Energetic, Approachable)

Background  
#FFF6F1

Primary  
#2E2E2E

Third  
#F87060

# Creative Gadgets / Fun Tech

(Bright, Playful, Fresh)

Background  
#F2FBFF

Primary  
#00B2CA

Third  
#FF9CEE

# Kids Decor / Educational Toys

(Playful, Bright, Positive)

Background  
#FFFBE6

Primary  
#F2545B

Third  
#3DA5D9

# Gifts / Lifestyle Boutique

(Stylish, Whimsical, Vibrant)

Background  
#FFF4F4

Primary  
#F67280

Third  
#C3F584

# Happy Home / Stationery

(Uplifting, Calm, Aesthetic)

Background #F5FFF9	Primary #FCD581	Third #70C1B3
-----------------------	--------------------	------------------

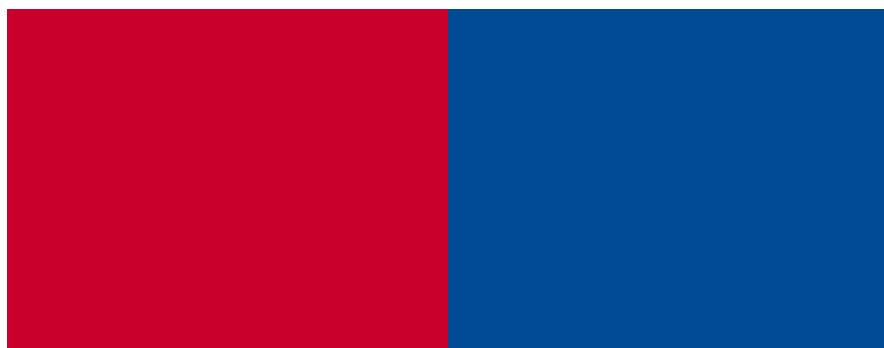
Remember - it's **all about emotion.**

You're not selling a children's toy - you're selling a mother the feeling of her child's smile. She won't pay \$70 for a toy. But for her child's pure joy? Of course she will.

That's why your colors must convey fun. Every element must deliver the exact feeling you're selling.

Your color palette should appear consistently across your logo, website, social media pages, and product packaging.

Now, if I show you this pair of colors - **what comes to mind?**



Pepsi Max. Maybe even Barcelona.

That's the power of color consistency - you want to reach a point where, if a customer scrolls through your site for just a few minutes, and the next day sees that same color pairing, they immediately think of you.

Psychologically, this creates a sense of belonging. It makes them feel deeply familiar with your brand - and, more importantly, that they can trust it.

# Fonts

## How Fonts Speak Before Your Brand Says a Word - and Why Most Businesses Choose Them Wrong:

Typography isn't a design decision - it's a tone of voice.

Long before your users read what you wrote, they feel it - through the weight, rhythm, spacing, and proportions of the letters.

A font doesn't just "deliver text" - it delivers authority, warmth, elegance, urgency, or even chaos - instantly.

Many store owners treat typography as an aesthetic choice. Something secondary. Something that just "looks nice."

In reality, **typography is a behavioral trigger**. The shape of the letters determines how your entire brand is perceived - luxurious or cheap, professional or childish, fast or patient, trustworthy or amateur.

If you've been an amateur until now - it's time to change that.

**For example:** if you've been using 4-5 different fonts across your website and felt that it's "not a big deal" - that's a mistake **that has no place in a professional environment**.

You might not notice it, but the user's subconscious feels the **discomfort**. We'll discuss this in depth very soon.



# The Psychological Function of Fonts

Our brain instantly links different typographic styles to emotional categories - without thinking.

Here's how it works:

- **Serif fonts** (with the small decorative strokes - like Playfair or Times) convey tradition, depth, and authority. They're excellent for luxury, academic, or classical brands - but too slow for fast-paced eCommerce.
- **Sans-serif fonts** (clean and geometric, like Inter, Helvetica, or Poppins) signal modernity, functionality, and accessibility. Perfect for online stores.
- **Rounded fonts** (like Quicksand or Nunito) feel soft, emotional, and friendly. Ideal for kids' brands, lifestyle, health, or personal products.
- **Condensed fonts** feel sharp, urgent, efficient - but overuse damages trust.
- **Light-weight fonts** feel elegant, but if contrast is too low, they signal weakness.
- **ALL CAPS** signals confidence - or aggression, depending on the font and spacing. When used correctly, it captures instant attention.

## Examples:

This is Playfair Display – classic, elegant, conveys tradition and luxury

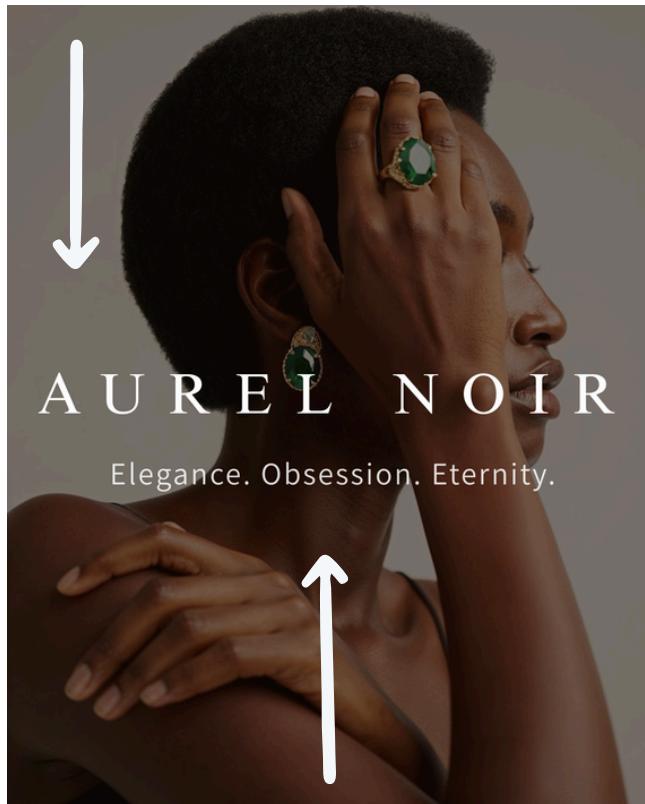
This is Inter – modern, precise, functional, built for digital

This is Nunito – soft, friendly, emotional, perfect for kids or emotional brands

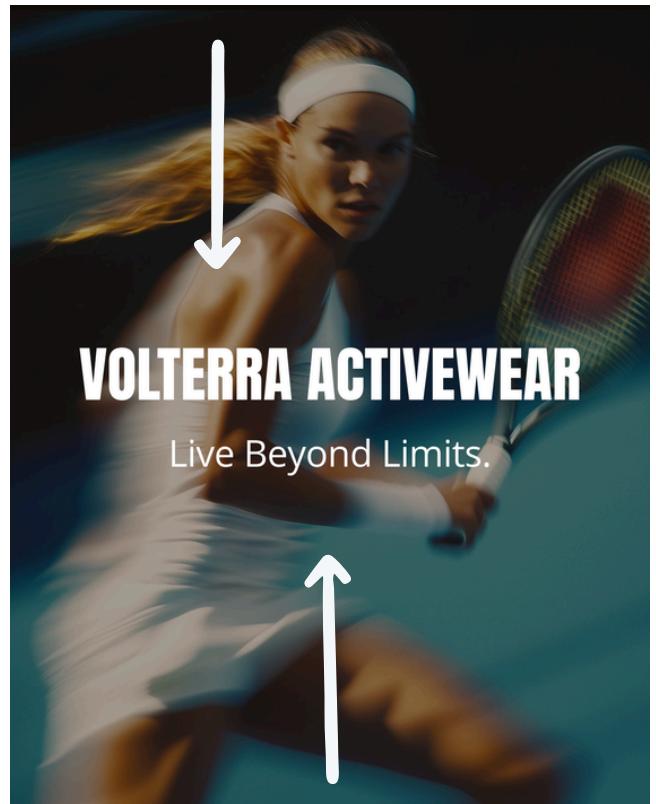
This is Bodoni – dramatic, luxurious, fashionable, with strong presence

**TIMES NEW ROMAN**

**ANTON**



Assistant



Open Sans

# Consistency = Cognitive Confidence

A typography system isn't made of one font. It's made of how fonts interact.  
Every system should include at least:

- **A main heading font** – to establish the brand's tone (bold, memorable, with presence)
- **A body font** – for paragraphs, product descriptions, FAQs (simple, readable, non-distracting)
- **A supporting font or variations** – for UI elements, menus, and secondary content (a very small percentage, and not always required)

What matters most is emotional alignment.

For example: don't pair a deep, classic heading font with a soft, modern body font - it creates a subconscious dissonance. And **where there's dissonance, trust drops.**

Every Font Must Have a Purpose

Don't choose fonts based on what "looks nice."

Choose fonts based on what they're meant to make the user **feel**:

- Main headline – should convey brand tone, emotion, and authority
- Subheadings – should establish hierarchy and create smooth eye movement
- Body text – should disappear. It needs to be so readable, it goes unnoticed
- Menus / UI elements – must be organized, clear, and precise - no room for error here

# Font Sets by Emotional Tone

Remember: It's all about the *FEELING*.

Each set includes a headline + body font pairing, and what it psychologically conveys:

## **Set 01 – “This Brand Feels Prestigious and Timeless”**

**Heading:** Playfair Display

Body: Libre Baskerville

Effect: Classic, high-end, refined. Feels premium and timeless.

## **Set 02 – “This Brand Feels Smart, Fast and Modern”**

**HEADING:** BEBAS NEUE

Body: Inter

Effect: Minimal, clean, intelligent. Feels sharp and forward-thinking.

## **Set 03 – “This Brand Feels Warm, Honest and Human”**

**Heading:** Nunito

Body: Open Sans

Effect: Warm, rounded, and trustworthy. Great for wellness and lifestyle brands.

## **Set 04 – “This Brand Feels Feminine, Soft and Premium”**

**Heading:** Cormorant Garamond

**Body:** Lora

**Effect:** Romantic and graceful. Feels poetic, calm, and high-end.

## **Set 05 – “This Brand Feels Bold, Loud and Unapologetic”**

**Heading:** Anton

**Body:** Montserrat

**Effect:** Loud, stylish, impactful. Perfect for streetwear or edgy fashion.

## **Set 06 – “This Brand Feels Clean, Smart and Serious”**

**Heading:** Work Sans

**Body:** Roboto

**Effect:** Neutral and crisp. Excellent for serious and corporate brands.

## **Set 07 – “This Brand Feels Natural, Calm and Handmade”**

**Heading:** Quicksand

**Body:** Muli

**Effect:** Clean but natural. Feels personal, soft, and non-corporate.

## **Set 08 – “This Brand Feels Playful, Stylish and Fresh”**

**Heading:** Raleway

**Body:** Open Sans

**Effect:** Expressive, fresh, and friendly. Great for playful brands without being childish.

## **Set 09 – “This Brand Feels Balanced, Trustworthy and Intellectual”**

### **Heading: Libre Baskerville**

Body: IBM Plex Sans

Effect: Feels thoughtful, structured, and trustworthy - especially in long-form reading.

## **Set 10 – “This Brand Feels Easy, Bright and E-commerce Ready“**

### **Heading: Poppins**

Body: Open Sans

Effect: Easy to scan, highly legible, and ideal for product-focused interfaces.

Again - Everything runs on emotion - what you want your customer to **feel** - banners, colors, font, everything.

**But pay close attention:** 90% of students who reach out to us after implementing this course misread their audience completely. They think everything is working fine - but in reality, they're making the customer feel something entirely different. And that feeling? It's pushing them away.

That's exactly why we've recommended the [\*\*Laser Targeting course\*\*](#) multiple times - and we're recommending it again.

[\*\*Click here to see the course\*\*](#)

(Decoding your avatar through vivid, imaginative visualization is just the first chapter of the course - beyond that, there's so much more to learn.)

# The Hero Section

## How to Choose an Image That Triggers a Feeling - Not a Message:

Now that you understand exactly what drives your customer - the emotion behind the purchase - and you've chosen colors and fonts that reinforce that emotion, It's time to take the next step and dive into the place where the real impression begins. This is where we start building the site itself.

Because everything we've built so far - the color palette, the typography, the psychological foundations - means absolutely nothing if the very first image your customer sees doesn't guide them toward the emotion you want them to feel.

The Hero Section is not a design element. It's not a "banner." It's not a "nice-looking graphic intro." The Hero is your sharpest psychological weapon - designed to trigger the exact emotional response that leads to a buying decision.

And it happens **in less than one second.**

Not through text.

Not through buttons.

Not through explanations.

Through a single image.

The Brain Doesn't "See" an Image - It Interprets a Story

The first thing our brain does when exposed to an image is conduct a silent emotional scan:

- Do I feel safe here?
- Is this a world I belong to?
- What is the vibe, the signal, **the emotional frequency** I'm stepping into?

This is not a conscious process.

It happens through pace, direction, movement, gaze, composition, texture, light and shadow.

A great Hero Section doesn't tell the user what you're selling -

It shows them how they'll feel when they step into your world.

## Critical Mistake: Showing a Product Instead of Triggering Emotion

If you're selling a cream - you don't need to show the cream.

You need to show clear skin, or soft lighting, or a sense of freshness, a model who's smiling, radiant, natural.

If you're selling clothing - don't just show the outfit.

Show movement, body language, presence.

Selling menswear? Show dominance, power, confidence.

If you're selling supplements - don't show the bottle.

Show discipline, vitality, energy, positivity.

The product comes later.

At this stage, the customer isn't looking for "what is it?" - They're searching for **how it feels.**

# How to Choose a Hero Image That Works Psychologically

Remember! The sole purpose of design is to sell to emotion - we operate psychologically, not logically. Design is meant to lower psychological barriers (like building trust) and to transmit the desired emotion.

## **Make sure it aligns with the emotion you've already identified**

Don't start by looking for "pretty pictures." Stop right there.

First, decide: What is the very first feeling I want my visitor to experience?

### **- Selling children's toys?**

You want the mother to feel her child's joy.

Look for an image of a **smiling child playing**.

### **- Selling men's clothing?**

You want to evoke dominance, attraction, masculine energy.

Look for an image of a **man radiating power and presence**.

### **- Selling skincare products?**

You want her to feel vitality, happiness, beauty, radiance.

Choose an image of a **natural, glowing model with a genuine smile**.

### **- Selling home decor?**

You want to evoke comfort, warmth, elegance, and a sense of modern calm.

Pick an image of a **cozy, well-lit home that feels luxurious yet natural**.

Only after defining the emotion - should you begin the image search. Never before.

# Practical Steps

How to Build a High-Converting Hero Image in Minutes

## 1. Choose the image that best reflects the emotion you want to trigger

Search on platforms like [Freepik](#) or [Lummi.AI](#), and don't forget to check the surprise bonus we included in the separate course you received.

## 2. Open Canva and prepare the image

Start with a black background

Upload your image

Reduce the transparency of the image to around 50–80% to create depth and contrast

## 3. Add your text - the right way

Use your heading font for the brand name

Below it, write a sharp, emotionally charged slogan using the body font you chose earlier

Make sure the composition feels clean and balanced

## 4. Export and upload to Shopify

Download the final image from Canva

Crop any unnecessary white space

Upload it into your Shopify Hero Section

Test responsiveness: make sure it looks great on both desktop and mobile

(In some cases, using different images for desktop and mobile is the best choice)

**Important:** Turn off Parallax in the Shopify section settings - it usually disrupts performance and emotion.

**Pro Tip:** We personally recommend using "Hero #1" section from [this app](#) it's one of our favorites for clean, emotional design.

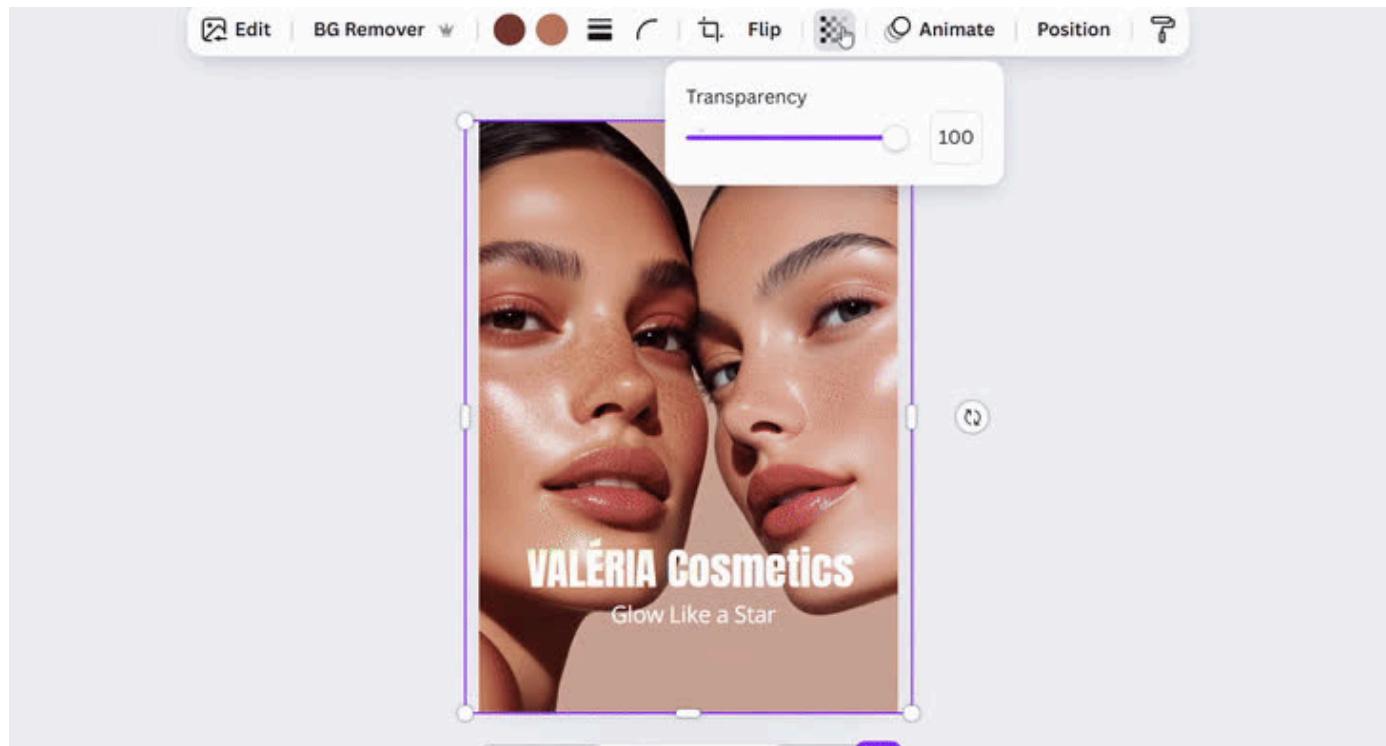
## Simple Hack to Build a Stunning Hero:

95% of Shopify store owners upload a photo to Shopify and then add text directly in the section.

Instead, take the image, drop it into Canva, add your text there, darken the photo slightly - And just like that, you have a Hero banner that looks like it was designed **by a world-class creative director**.

For example, in this Cosmetics brand, we aimed to convey a soft, feminine, and playful tone through a pink hue - paired with glowing skin and delicate facial features.

(Image from [lummi.ai](#))



Now insert the image in “Hero #1” section [here](#)

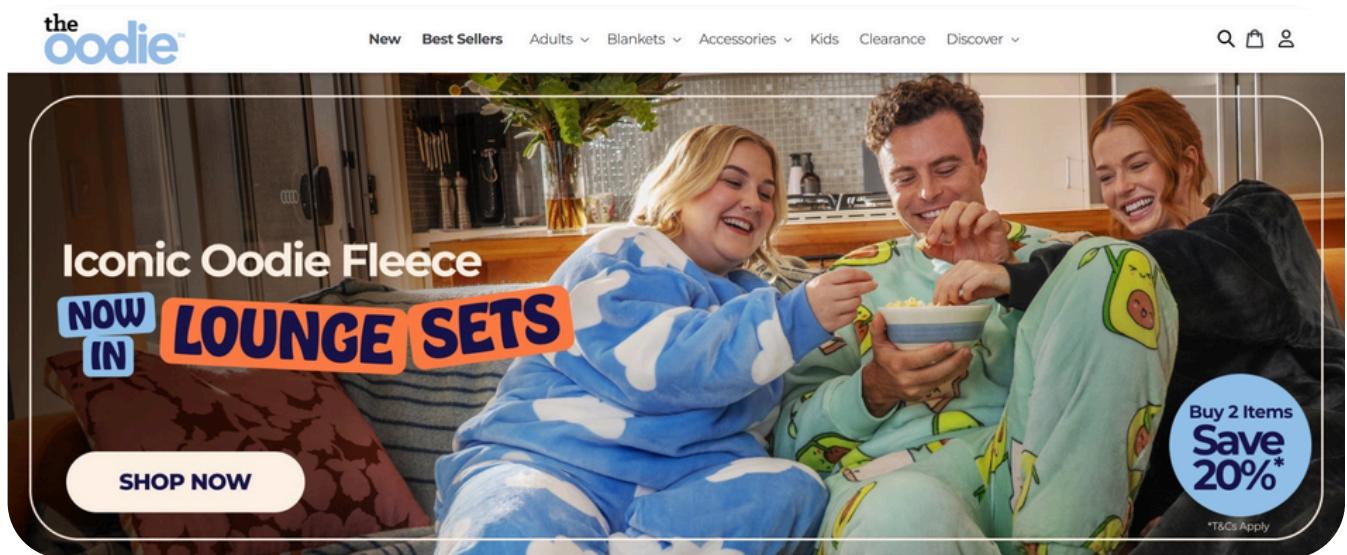
# Hero Inspiration:

## 1. The Oodie:

"The Oodie" isn't selling sleepwear - they're selling cozy, fun time at home. That's why they show an image that radiates connection, a good time, and gives you a clear picture:

An evening after a long, cold workday - sitting on the couch, watching a movie, wrapped **in their soft, comfy outfit.**

You get it?



## 2. Gymshark:

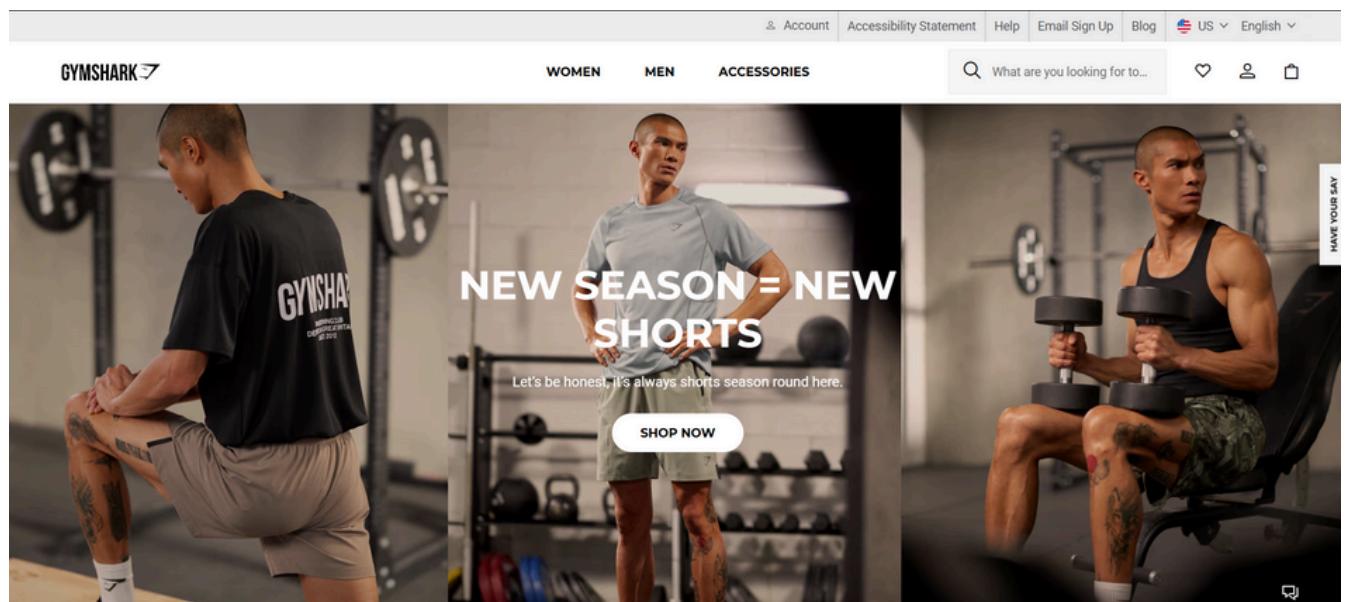
Why did Gymshark put a model with a **buzz cut and a tough face?**

Because they're selling you power, strength, masculinity.

They're selling you the feeling of power, of being a man.

If you wear Gymshark - you're a level above everyone else.

And your subconscious picks up on all of it.



# Step 1: Adding a Geo-Location-Based Announcement Bar

[Connect >](#)

The screenshot shows a test summary for a test titled "With Parity Rocket VS without". The test ended at 3:12:23 UTC on 2025-03-20 (GMT+3). The progress bar indicates the test did not gather enough data. The conversion rate is shown as 84.4%. The traffic split is 50% for each variant. A red circle highlights the "+67.9%" lift value.

Tested visitors	64091
Test duration	53 days 8 hours

**Lift:** +67.9%

**Win Chance (B):** 84.4%

**Time to significance:** -- days

**Variant overview:**

- A Without bar:** 50%
- B With bar:** 50%

Special Independence Day sale for FR France: Use code **FR15** at checkout for an extra 15% OFF!

Special St. Patrick's sale for BR Brazil: Use code **BRZ30** at checkout for an extra 30% OFF!

Special September Sale sale for ID Indonesia:  
Use code **D6B4** at checkout for an extra 50%  
OFF!

Special Independence Day sale for BR Brazil:  
Use code **BRZ30** at checkout for an extra  
30% OFF!

Listen carefully, this is without a doubt the weapon that will give you **an unconventional advantage**, and we are witnessing it. You must add this.

Most visitors to your store see the same price, the same banner, and the same offer, regardless of their country, income level, or local season.

This is a fundamental flaw that causes a significant loss in conversions.

Parity Rocket solves this problem brilliantly and gives you **a huge competitive advantage**: The app automatically detects the visitor's exact location (Geo-Location) and displays a banner with a location-based discount code and a local message explaining the reason for the sale.

For example: "National Holiday Sale in Hungary" or "End of Season Sale in France."

There are two massive advantages here:

## **1. Price adaptation to local purchasing power**

Your listed prices remain exactly the same for everyone, but the discount code shown in the banner changes by country.

For example, a visitor from New York might see a 5% discount, while someone from India might receive 15%.

This ensures your prices stay accessible to a wider audience without unnecessary markdowns.

You define the maximum discount you are willing to offer, and the system automatically adjusts the percentage for each country based on its verified purchasing power data.

## **2. Maximum level of personalization**

Beyond offering a coupon code (which is proven to significantly boost conversion rates), the reason for the sale is contextually relevant to the visitor's local environment.

This creates a powerful sense of personalization, as the site speaks directly to the customer, generating a psychological response that most stores fail to trigger.

The combination of personalization and logical, context-relevant reasoning behind the sale dramatically increases user trust and engagement, leading to a proven and measurable boost in conversions.

From our experience, the **conversion rate increases by 45% to 70%**, depending on the niche and target audience.

**Pro tip:** We recommend setting the app's maximum discount between 5%-15%, depending on your niche.

To understand this more deeply, here are examples:

If you're **French** and entered the website on May 1st, you'll see:

Special Fête du Travail Sale for 🇫🇷 France: Use code FRANCE5 for 5% OFF!

If you're **American** and entered the website on July 4th, you'll see:

Special Independence Day Sale for 🇺🇸 USA: Use code USA10 for 10% OFF!

If you're **Canadian** and entered the website on July 1st, you'll see:

Special Canada Day Offer for 🇨🇦 Canada: Use code CA7 for 7% OFF!

If you're **German** and entered the website on October 3rd, you'll see:

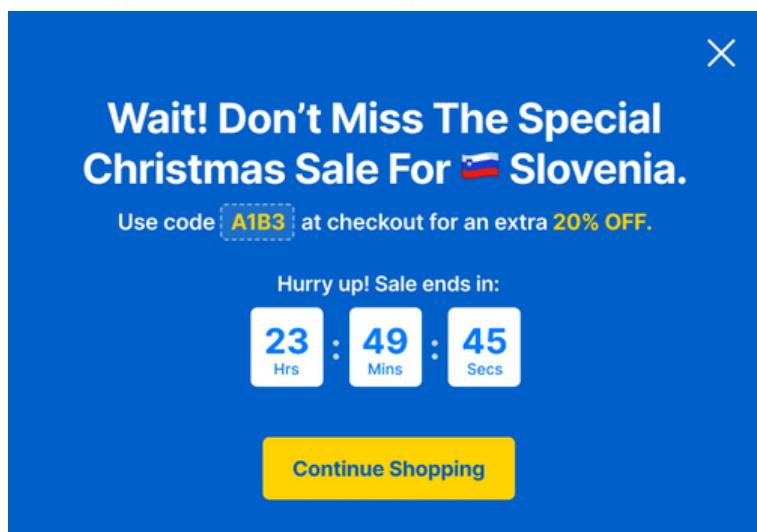
Special German Unity Day Sale for 🇩🇪 Germany: Use code DE8 for 8% OFF!

If you're **British** and entered the website on December 26th, you'll see:

Special Boxing Day Sale for 🇬🇧 United Kingdom: Use code UK15 for 15% OFF!

If you're **Australian** and entered the website on January 26th, you'll see:

Special Australia Day Offer for 🇦🇺 Australia: Use code AU10 for 10% OFF!



**45-70%**

Conversion Rate increase

**Connect to your store** >

# **Homepage Sections: The Foundation**

The goal of your homepage is easy navigation and emotionally-driven lifestyle visuals.

**Think of it this way:** your job isn't just to show products - it's to create **desire to explore**. That's why 50–70% of your homepage visuals should be lifestyle images with models - not plain product shots on white backgrounds.

No model photos?

No problem.

That's exactly what AI tools like Freepik & Lummi.ai are for.

## **Our Favorite Homepage Structure**

(You can play with the order, combine, or swap sections as you see fit):

- **Main Hero Banner** (You already built this).
- **Category Image Slider** – Lifestyle visuals by category that trigger emotion.
- **Hero Banner for a New Collection** – High-impact image + short pitch.
- **Best Sellers Product Slider** – Quick scroll-through of your top items.
- **Specific Collection Section** – Use copy to create a vibe (e.g., summer drop → “Hotter Than Ever”) + a product slider for that category.
- **UGC** (optional)

Let's Break It Down Section by Section

[Add >](#)

## 2. Category Image Slider

“Slider #7” section

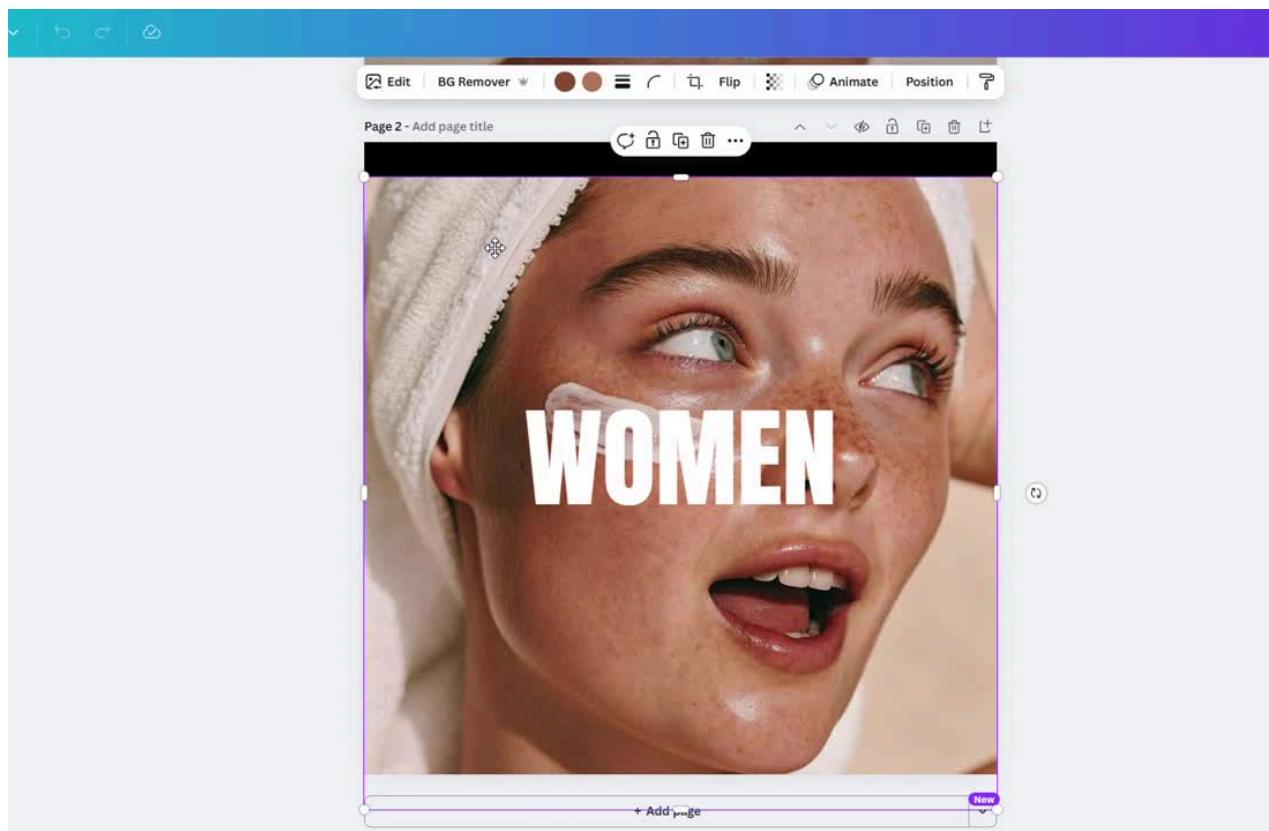
- Go to Freepik or Lummi.ai and select 3–5 high-quality lifestyle images.
- Make sure all photos have similar lighting and mood – consistency builds perceived professionalism.
- Open Canva, place short text overlays on each image (See video).

Example: “Soft & Natural”, “Streetwear”, “Laid-Back Vibes”.

Then use the “Slider #7” section from [here](#).

Remove the default text overlays and navigation arrows (if all fits in one scroll).

Tweak spacing, padding, and layout to fit your style.



# Here's the section:



Add >

### 3. Hero Banner for New Collection

"Hero #11" section

- Same as before - head to Freepik or Lummi.ai and find a stunning, high-resolution image.
- Use the "Hero #11" section in the [app.](#)
- Add short copy like:
- "New Drop: The Linen Collection"

And below:

"Breezy cuts. Timeless energy."

Keep it minimal, emotional, and centered.

#### Example:

## New Shower Routine

Our new shower care collection will leave you feeling fresher and cleaner than ever - day after day.

[SHOP NOW](#)



## 4. Best Sellers Slider

This section should showcase your **top-selling products** - as they are. Use a clean product slider (based on what's available in your Shopify or WordPress theme). Keep the layout tight, uniform, and clear. Show real products with price, title, and a minimal CTA ("View" or "Shop").

If you're selling to both men and women, feel free to split this into two parts:

- "Best Sellers – Women"
- "Best Sellers – Men"

This small detail adds relevance and helps users self-navigate more easily. The only goal here is **familiarity**. These are the products people already love - let them do the convincing.

## 5. Featured Collection Section

We'll select another image from Freepik or Lummi.ai and choose one of the **Hero/Slideshow** sections from [the app](#). We'll add a strong headline and a button linking to the collection.

For example, if it's a women's fashion store and this is the summer collection, we can use a bold, emotional headline like "Hotter Than Ever" with a slide linking directly to the category.

You want it to feel **like an event**, not a section.

## 6. UGC (somwwhere in the home page)

Add >

section "Product videos"

as highlighted in the **A/B Test document** ([SEE LINK](#)) – we strongly recommend adding a UGC (User-Generated Content) section.

Anyone who reviewed the document knows this is **one of several potential game-changers** when it comes to credibility and conversion rates.

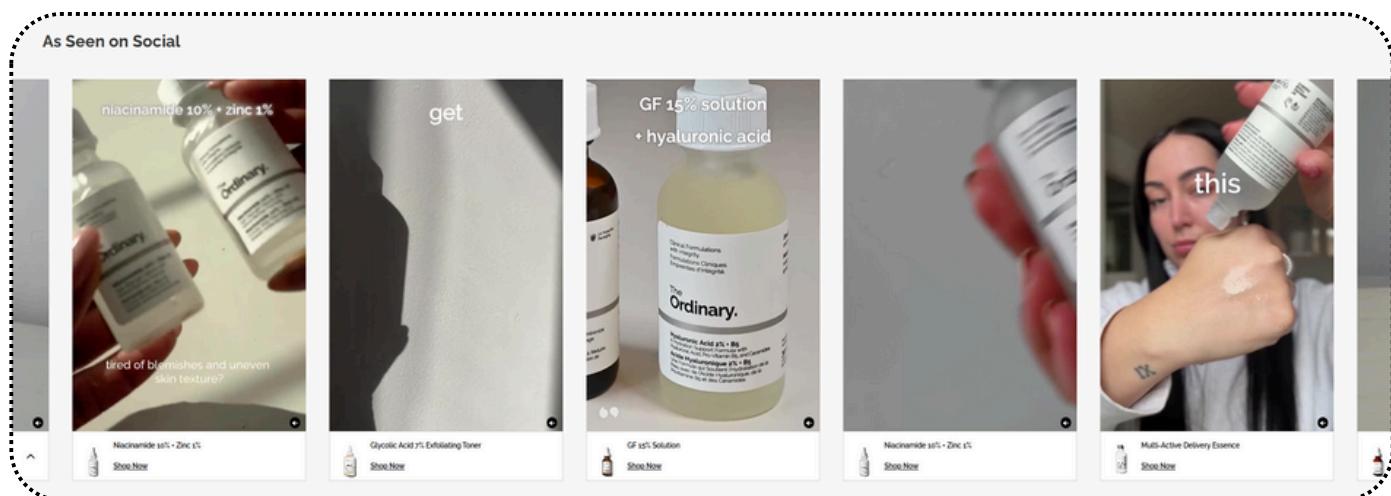
We suggest incorporating 6–7 short-form videos from content creators (non-celebrities) in a slider format, each showcasing a different product. It's critical that everything feels clean and premium.

For reference, take a look at how The Ordinary implemented it:

🔗 <https://theordinary.com/en-us>

Their UGC section is sleek, high-quality, and aesthetically consistent – exactly the kind of content that reflects well on your brand.

Use section "Product videos" [here](#)



# Homepage Summary

## Structuring Emotion. Driving Action.

Your homepage isn't built to sell - it's built to guide.

Each section should do one thing only: help the brain feel trust, clarity, and relevance.

The right homepage makes the user think:

**"This is for me. I get it. I want more."**

## What Your Homepage Needs to Do:

- Catch emotion in the Hero
- Deliver a clear promise in Value Section
- Highlight 2–4 core benefits
- Show that people already trust you (Social Proof)
- Let products feel curated, not crammed (Sliders)
- Give categories emotional identity (Collections)
- Use CTAs with good timing
- Keep whitespace generous, consistent, and intentional

## What to Avoid:

- Overloading content above the fold (The first screen they see)
- Using product-only visuals with no emotional pull
- Cramming multiple CTAs per section
- Breaking the visual tone with inconsistent styles or fonts

## **Great Homepage Inspiration:**

The Oodie – emotional, visual, spaced

Gymshark – clean, modern, mobile-first

Kylie Cosmetics – premium feel, tight layout

Study how they use images, rhythm, and white space.

You're not copying - you're modeling structure and tone.

## **Recommended Apps:**

[\*\*APP 1:\*\*](#) CRO & analytics toolbox: urgency, reviews, bundles, upsells

[\*\*APP 2:\*\*](#) Add prebuilt high-converting sections easily (sliders, benefits, testimonials)

Use these to speed up your implementation without sacrificing quality.

They save you hours and make it easier to match what top brands are doing.

# Footer

Your footer isn't there to impress, It's there to reassure, organize, and **close loops**.

By the time a user scrolls all the way down, they're either:

1. Still curious but need final details
2. Looking for something specific (support, returns, contact)
3. Trying to confirm that your brand is legitimate and established

That means your footer needs to be calm, structured, and complete.

Here's how your footer should look like, EXACTLY:

Subscribe to our newsletter for weekly excerpts, exclusive content, and special offers delivered straight to your inbox.

Email Address

[SUBSCRIBE](#)

By signing up, you agree to our [Privacy Policy\\*](#).

## Discover

New Arrivals

Best Sellers

Collections

## Support

Contact Us

Track my order

Delivery & Returns

## Contact us:

We're here M-F 9am - 5pm CET.

Drop us a note anytime: [Support](#)

[Privacy policy](#)

# How to design your Footer:

1. In shopify, search for “menus” and build your menus.

The screenshot shows the Shopify Admin interface with a search bar at the top containing "Menu". Below the search bar are three tabs: "Navigation 2", "Apps 1", and "Settings 1". A sidebar on the left has a "Menus" icon and the word "Menus". The main content area displays "Navigation menus for online store and new customer accounts".

2. Build your footer at section “footer #7” [here](#)

The screenshot shows the Shopify Footer editor. A "Footer group" is selected, indicated by a dotted border around its content. Inside, there are four items: "SS - Footer #7" (with an "Add section" button), "Logo" (with a "Remove" button), "Menu - Discover" (with a "Remove" button), and "Text - Contact us:" (with a "Remove" button).

# Collection Page:

Product mapping on your collection page is a mission-critical factor for success. But since it's a deep topic on its own, we break it down fully inside the course [Product Mapping Manipulation.](#)

That said - there's one thing you must implement correctly right now:

**Your main product images must look consistent!**

This is especially a problem for dropshippers - they grab random images from AliExpress for each product and just throw them into the collection grid.

The result? Total **visual chaos**. Different backgrounds, angles, colors, lighting - it looks random, untrustworthy, and definitely not like a brand.

Here's what a **messy collection** page looks like:



And here's the **exact same products**, reorganized properly.  
The difference is night and day - and it's purely visual structure:



## **So here's the rule:**

Your main product images should all follow the same visual logic - ideally with a clean white background.

Yes, even if that means you remove some products that don't fit.

If the product image has a decent angle but includes a watermark or a weird logo, use a tool like [photoroom.com](http://photoroom.com) to remove the background and clean it up.

## **But what if you're in a niche like home decor, where the product needs to be shown in context?**

That's totally fine - but again: **stay consistent.**

If one product is shown on a couch, show all of them in lifestyle settings.

If one is on a kitchen counter, don't pair it with another floating on a white background.

Same applies to fashion.

If 90% of your products are modeled outdoors - don't throw in a studio flat-lay. Either commit to lifestyle images for all... or go full white-background.

When the collection grid is visually inconsistent, it creates **psychological dissonance**.

It feels uncurated, low-trust, and cheap.

But when everything looks aligned - same style, same tone, same lighting - the brain reads: professional, branded, premium.

According to MIT's Department of Brain & Cognitive Sciences, the human brain can identify and process an image in as little as **13 milliseconds**. That means first impressions aren't just fast - they're instant.

And when product images clash, the brain doesn't consciously analyze.

It subconsciously **flags** the experience as “noisy,” “untrustworthy,” or “cheap.” Consistency isn’t about aesthetics - it’s about neurological efficiency.

Clean product visuals = faster processing = higher perceived trust = **more purchases.**

# Product page

## Inturaction

The product page is not where you generate interest - it's where you convert it into emotional certainty. This is the point in the user journey where curiosity becomes evaluation, and hesitation is either resolved or reinforced. Unlike the homepage, which inspires, or the collection page, which guides, the product page must build trust, remove conflict, and lead the brain to a clear, silent "yes."

In this chapter, we'll break down the structure, flow, and psychological triggers behind every element - not to decorate the page, but to engineer the decision.

# Note Before You Begin

If you haven't worked with product templates before:

Shopify allows you to create multiple "product page templates," each with its own layout, section order, and content structure.

This means you can design different product pages for different needs - for example:

- A minimalist layout for watches
- A long-form layout for necklaces
- A story-driven page for diamond jewelry

To create a new template:

Online Store → Themes → Customize → Top dropdown → Create template

Then assign it per product inside the product editor.

Use this flexibility.

The structure you're about to build doesn't have to fit every product - just the one you want to optimize now.

The image shows a sequence of four screenshots illustrating the process of creating and assigning a product template in Shopify:

- Screenshot 1:** Shows the top navigation bar with "Default product" selected. A red arrow points from the "Products" button in the top right to the "Create template" button in the bottom right of the sidebar.
- Screenshot 2:** Shows the "Create template" dialog open. A red arrow points from the "Create template" button in the sidebar to the "Create template" button in the dialog.
- Screenshot 3:** Shows the "Create a template" dialog with fields for "Name" (Skin Care) and "Based on" (Default product). A red arrow points from the "Create template" button in the dialog to the "Create template" button in the sidebar.
- Screenshot 4:** Shows the "skin-care-2" template assigned to a product. A red arrow points from the "skin-care-2" template card to the "Default product" card below it.

From now on, every time you design this product template, any product you link to it will automatically use this exact design. You can link as many products as you want. To link a product - go to the product in your Shopify admin, and choose this template under the product settings:

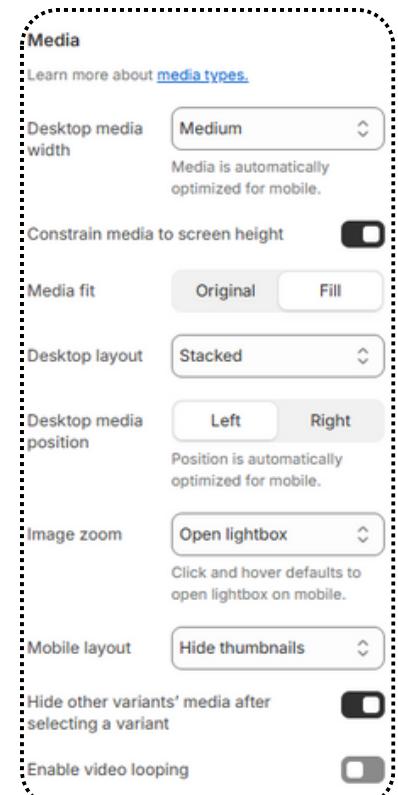
# SECTION 01: Product Gallery (Hero Visual)

The product gallery is not simply for display - it is the user's first point of neurological engagement. Within the first 200 milliseconds, the amygdala scans for visual consistency, safety, and alignment with expectation. Any ambiguity or noise here will increase subconscious resistance.

Best Practice:

- Use 1 primary image and up to 5 alternates
- Ensure uniform dimensions, lighting, and perspective
- Avoid overlays, watermarks, and mixed styles
- Include lifestyle secondary images only after clean studio frames

**Remember** – we always want the first image to be a studio photo with a white background! This is absolutely critical. (Unless there's no other choice, as we already discussed in the chapter about the collection page)

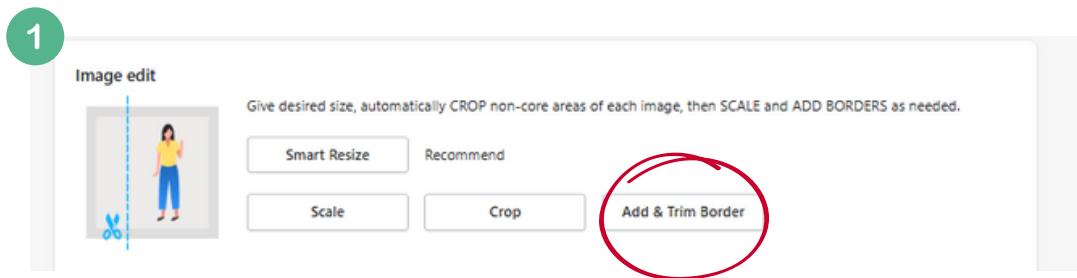


## The Product section settings:

To keep your store looking clean and consistent, we recommend using an app that resizes all your product images to the same dimensions - so customers don't scroll through a messy layout with **jumping images**.

## [Install this app](#)

Just install the app, go to the Dashboard, and follow the exact steps:



2

3

# SECTION 02: Subheadline Text Block

## Adding a Structured Buffer Below the Product Title

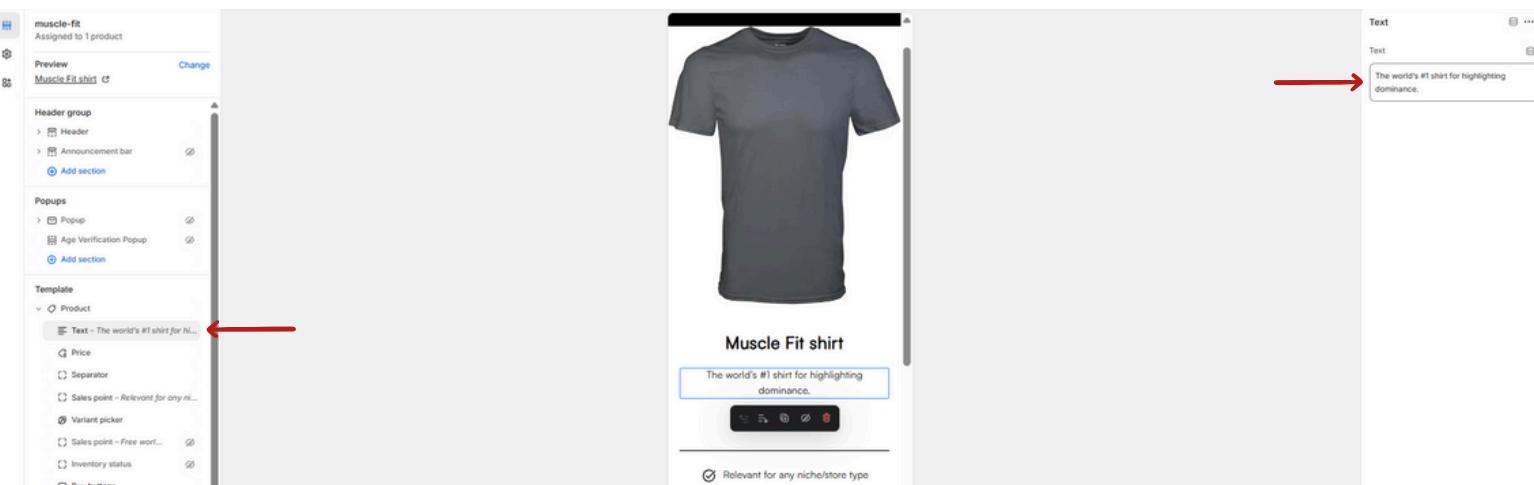
Directly beneath the product title, we recommend adding a simple text block using your theme's built-in "Text" section or a custom HTML block. This is not a content element - it's a layout device.

Its purpose is to create breathing room between the title and the pricing, improving visual rhythm and reducing abrupt transitions.

It enhances the sense of intentionality in the page structure and prevents the interface from feeling compressed or rushed.

Keep this block visually neutral. It exists to support layout - not to carry a message.

If you plan to write persuasive or emotional content here, Check [Copywriting Weapons](#) course.



## SECTION 03: Price

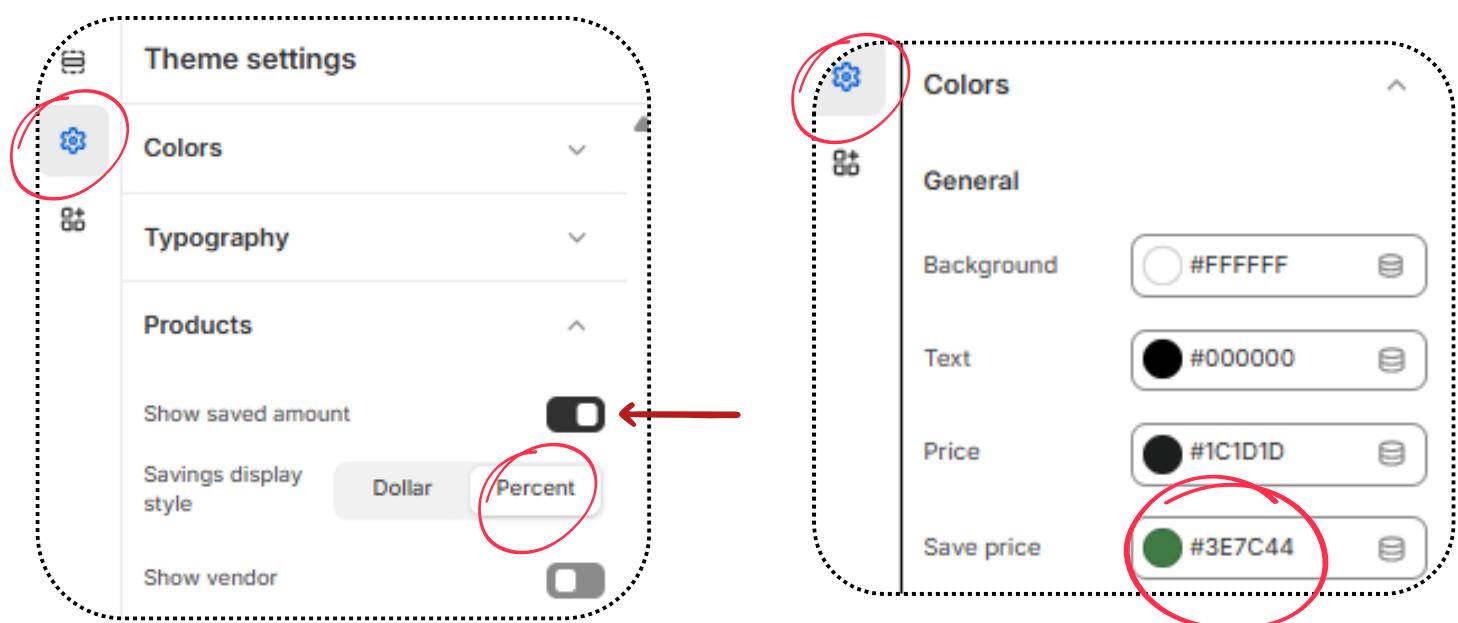
How to Present Price Without Triggering Cognitive Resistance

Price presentation is one of the most neurologically sensitive elements on the page.

At this moment, the ventrolateral prefrontal cortex (VLPFC) becomes active, scanning for conflict:

- “Does this feel fair?”
- “Do I trust this number?”
- “Does this align with the visuals I just saw?”

Poor spacing, harsh colors, or aggressive styling activate subconscious doubt. Clean structure calms the brain.



Put this color: #3e7c44, a calm green that enhances a sense of security and well-being: Studies show that green activates brain areas related to "control" rather than "threat" (compared to red).

# Custom css:



Paste this code:

```
.product__price {  
    font-size: 20px;  
    font-weight: 500;  
    color: #1a1a1a;  
    margin-bottom: 8px;  
}  
  
.product__price--compare {  
    font-size: 16px;  
    color: #999;  
    text-decoration: line-through;  
    margin-left: 8px;  
}  
  
.product__price-savings {  
    font-size: 16px;  
    color: #3e7c44;  
    margin-left: 10px;  
}
```

\*We reduce the visual weight of the original price to subconsciously de-emphasize it - leveraging perceptual contrast bias, which helps the discounted price feel more attractive without triggering resistance.

## SECTION 04: Variant Selection

[Add](#)

### Reducing Friction Through Visual Recognition

Variant menus are decision triggers. When poorly designed, they increase cognitive load and delay action.

To minimize resistance, we'll use image swatches (via the GLO Color Swatch & Bundles app). This allows users to select variants visually - faster and with more confidence.

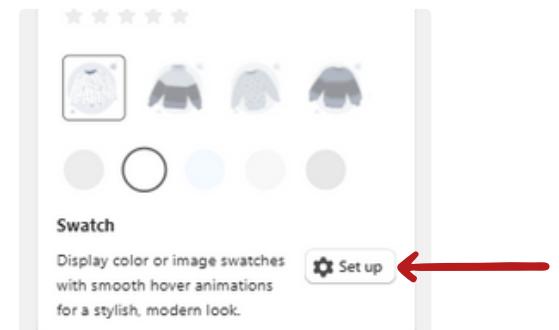
### Why it works:

- Visual processing (fusiform gyrus) occurs **in under 200ms**
- Baymard research shows image swatches reduce selection time by 42%
- Dual-Coding Theory: combining image + label improves clarity and memory

Only variants with images will show swatches. We'll guide setup later.

## GLO APP

Set up the application and connect the Image Swatch as shown in the image



Settings:



(You can also place it on the collection page, but it's not mandatory - up to you).



# SECTION 05: Buy buttons

## Structural Confidence, Timing, and Cognitive Simplicity

The Add to Cart button is the primary behavioral trigger on the page. It must offer clarity, direction, and ease - without pressure.

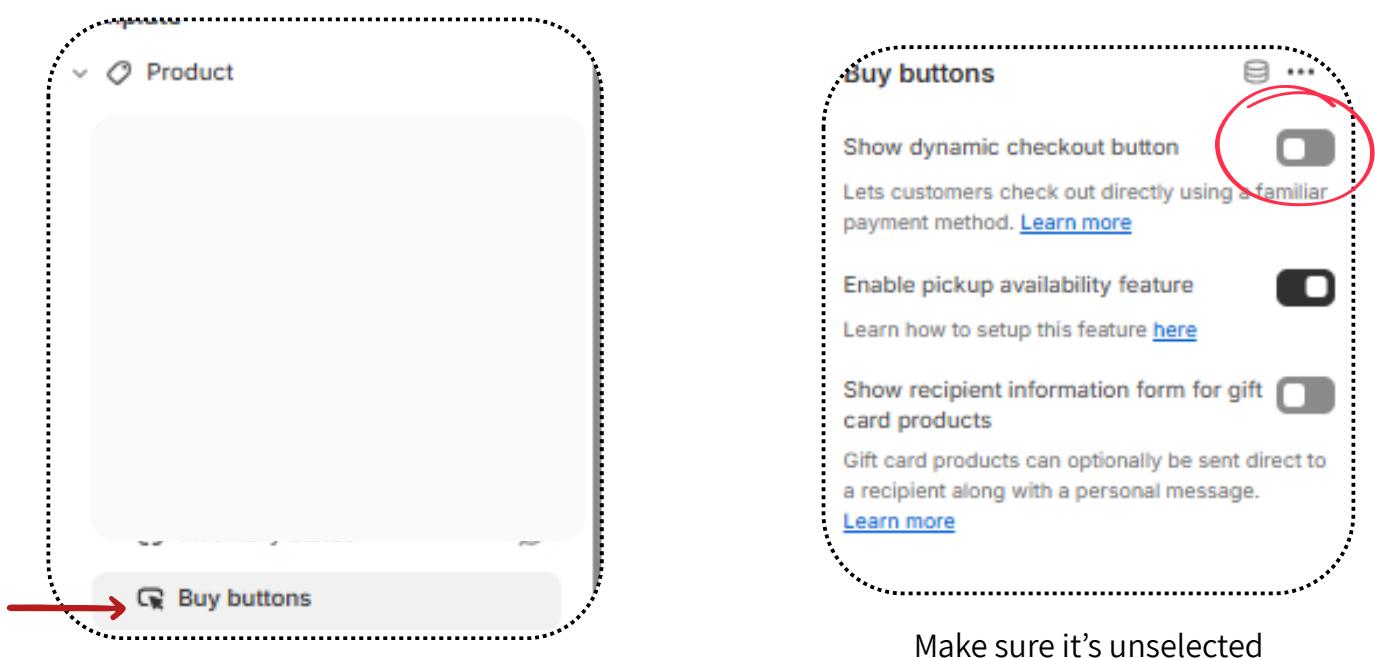
## Should You Include a “Buy Now” Button?

No.

Research from Baymard Institute (2023) shows that dual CTAs (“Add to Cart” + “Buy Now”) increase hesitation and abandonment, especially when their difference is unclear. This activates the VLPFC, which processes cognitive conflict, reducing action flow.

### Recommendation:

- Use only one clear CTA - the Add to Cart button.
- Let the checkout action follow once the user has reviewed their selection and feels in control.



Make sure it's unselected

## Quick Task: Visually Upgrade Your Add to Cart Button

Improving your button's appearance can directly increase clicks.

[Studies show that buttons with rounded corners and clear contrast **increase engagement by up to 22%** (NNGroup, 2021).

Larger font and custom background color improve both readability and perceived trust.

### How to apply:

- Go to Theme → Customize
  - Scroll to Settings → Custom CSS
  - Paste the code snippet (below)
  - In background-color:, replace the color code with your brand's CTA color
- This small change improves both visual flow and neurological click readiness.

### Button Roundness

After running over 50 A/B tests across 20+ eCommerce stores, we found that a 28px border radius consistently delivered the highest CVR.

Why? Because rounded buttons reduce perceived friction, trigger subconscious “safety” signals, and feel more approachable to the emotional brain - especially on mobile.

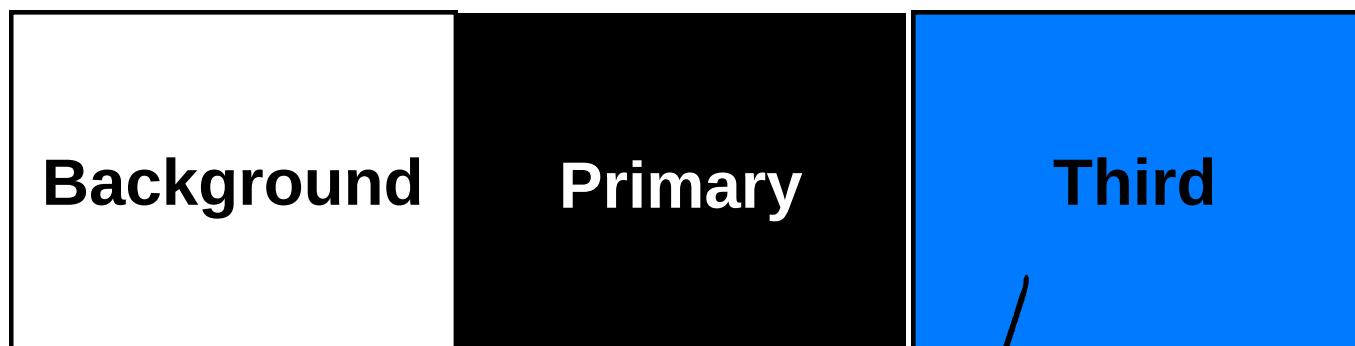
## Button color

Across more than 50 A/B tests, we've consistently found that the highest-converting CTA buttons were not just styled correctly - they were colored correctly. Specifically, they used the brand's **third color**: a color not used in backgrounds, typography, or decorative elements, but reserved only for action.

Why? Because the human brain responds to contrast and rarity. When a single color appears in only one place -on the button -it's interpreted as a reward trigger, making it neurologically irresistible.

Your brand likely already has a primary (text), secondary (neutral background), and third (accent) color. The CTA must always use that third color.

For **example**, if your brand uses a white background and black as the primary text color, and includes a third accent color like blue (used subtly in the announcement bar or part of the logo), then that same blue should be used for the CTA button -making it the brand's action signal.



A/B Test result

Button Color: Primary VS Third

Product page

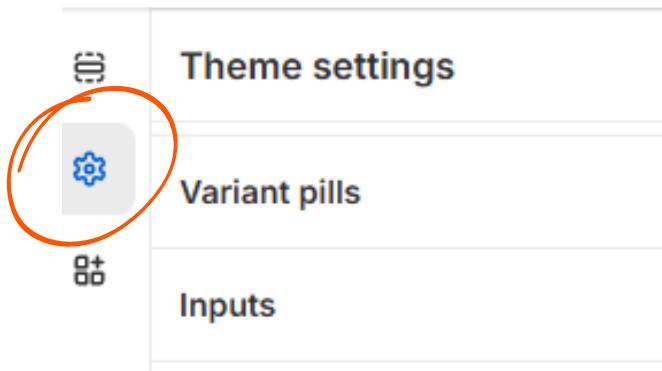
May 1, 2023 at  
11:12pm

Jul 10, 2023 at  
11:12pm

18,514

21.54%

# Full CSS



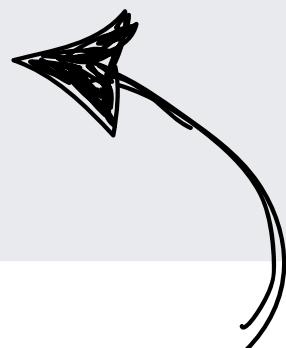
## Custom CSS

Add custom styles to your entire online store.

[Learn more](#)

```
1 .btn.product-form__cart-submit,
2 .shopify-payment-button__button,
3 input[type="submit"][name="add"],
4 button[name="add"] {
5   border-radius: 68px !important;
6   font-size: 18px;
7   font-weight: 600;
8   color: white;
9   background-color: #007aff;
10  border: none;
11  padding: 12px 24px;
12 }
```

```
.btn.product-form__cart-submit,
.shopify-payment-button__button,
input[type="submit"][name="add"],
button[name="add"] {
  border-radius: 68px !important;
  font-size: 18px;
  font-weight: 600;
  color: white;
  background-color: #007aff;
  border: none;
  padding: 12px 24px;
}
```



**Change code to your third color**

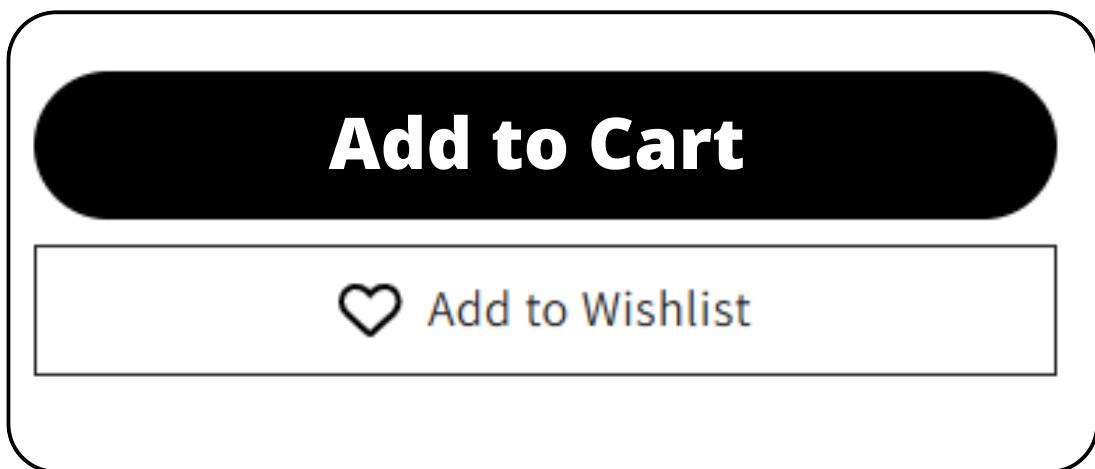
## SECTION 06: Wishlist

(below 'add to cart' button)

[Add](#) >

Adding a **Wishlist** button **beneath the Add to Cart** subtly moves the customer into a buying mindset without them realizing they're being sold to. The moment they click Add to Wishlist, the brain experiences a sense of partial ownership over the product -a psychological phenomenon known as the Endowment Effect. This creates a quiet emotional bond that significantly increases the likelihood of a future purchase.

The Wishlist reduces pressure, invites natural engagement, and guides the customer through a gradual emotional process: at first, they're "just saving," but soon -almost unconsciously -they're ready to buy. Later, targeted campaigns ("The item you saved is now on sale") complete the sale.



## SECTION 07: Related products

(below 'add to wishlist' button)

[Add](#)



**Let's think logically:** when someone lands on a product page through an ad, they're not yet convinced this is the right choice for them. They're just discovering your brand for the first time. If that page shows only one product, there's a high chance they'll simply move on. But if, at that exact moment, they see five different products from your brand, **the chance they'll love something instantly multiplies by five.**

It's not magic, it's simple probability. The more relevant options they see, the greater the chance that one of them perfectly matches what they were subconsciously looking for. Beyond that, seeing multiple products creates a sense of depth, trust, and professionalism -they're no longer seeing "a product," they're seeing a brand.

The image shows a smartphone screen displaying a product page. At the top is a large black button with the white text 'Add to Cart'. Below it is a smaller button with a heart icon and the text 'Add to Wishlist'. The main content area features two products: a book titled 'Ad Copy that SELLS' and an Excel file titled 'A/B Tests Results'. Below each item is its title and price. A navigation bar with arrows is visible at the bottom.

Product	Description	Price
Ad Copy that SELLS	Over 30 plug-and-play ad creatives set up exceptionally well, based on the results of the world's first ever A/B test on over 10 million visitors	\$19.00
A/B Tests Results	37 A/B Tests Results	\$29.00

[Add](#)

Section 'Product videos'

## SECTION 08: UGC Video Strip

Below the "Add to Wishlist" section, display UGC videos only if the product has them, instead of showing related products.

### Effortless Visual Proof Through Customer Footage

Insert a clean horizontal slider with **5–8 short UGC videos**. These should feature real people using the product, without editing, overlays, or heavy branding.

#### Best practice:

Use only videos that show this specific product on the product page.

This creates immediate product-context validation and supports decision flow.

#### If that's not possible:

Use general UGC from related products in the same store.

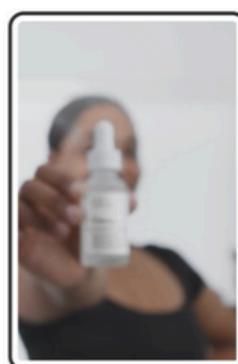
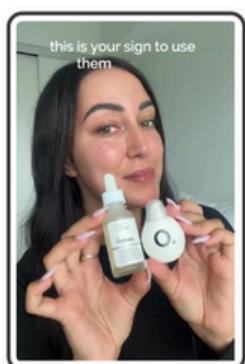
Prefer consistency and real use over perfect relevance - and adjust based on niche.

In fashion and accessories, product-specific video is critical. In lifestyle or bundles, broader UGC is acceptable.

This is not about selling - it's about showing real motion, in real hands.

That's what the brain trusts.

#### See It In Action

[See Example](#)

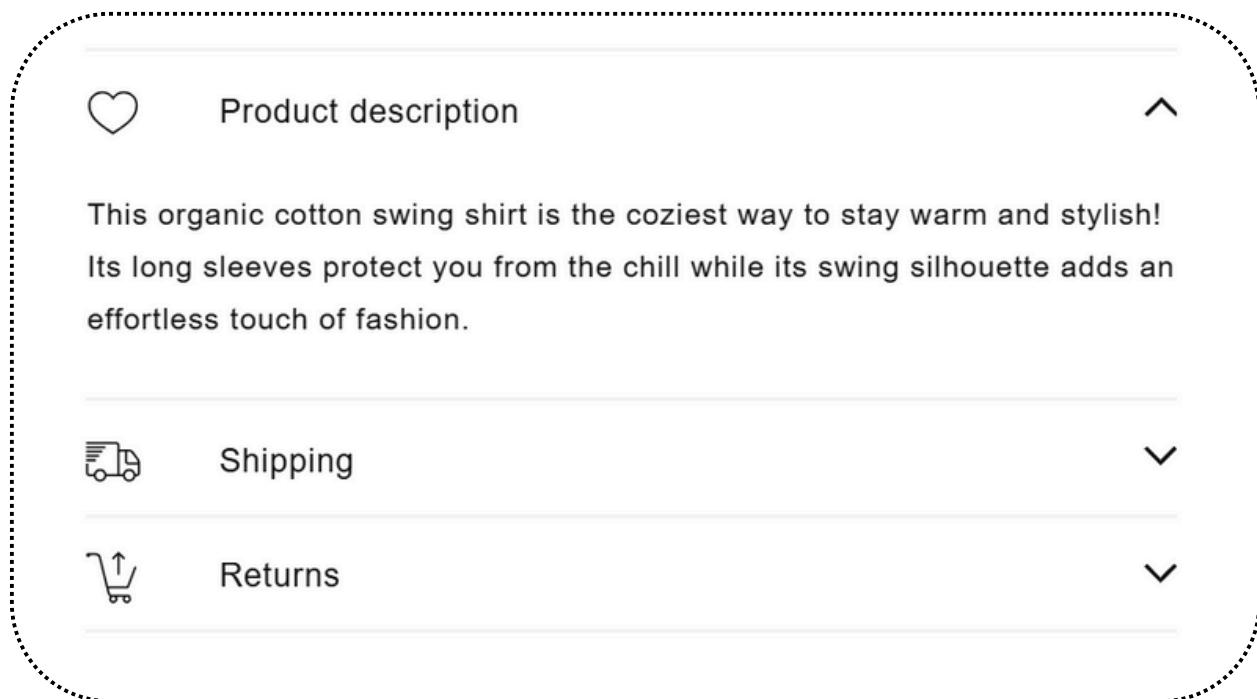
## SECTION 09: Tabs Block

Section "product tabs"

### Organizing Information Visually to Support Decision Flow

Tabs reduce visual fatigue by segmenting information into digestible, optional units. Instead of presenting long paragraphs, you allow the brain to scan, decide, and access only what it needs - on demand.

From a visual perspective, tabs create structured density: the layout feels complete, but never overwhelming. This improves scannability and keeps the focus on action.



### Why It Works (Psychology & UX):

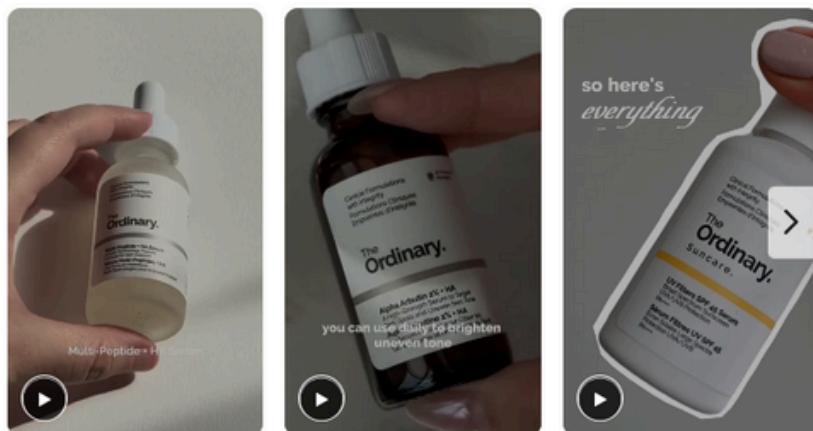
- Supports Information Chunking - processing grouped data is faster and less tiring
- Reduces scroll fatigue by over 30% (Baymard, 2022)
- Gives the user cognitive control - essential for commitment
- Maintains a clean visual field, preserving eye focus on the ATC area

## Choose 3–6 Tabs Based on Your Product:

- Product Details (description)
- Materials & Care
- Shipping & Returns
- Fit & Sizing Advice
- Technical Specs
- In the Box
- Warranty
- Certifications
- FAQ

Avoid empty tabs. Keep each section short, clean, and skimmable.  
Tabs don't sell - they eliminate doubt.

### See It In Action



### Previous section



Description	+
Example	
Ingredients	+
Ingredients Explanation	+
How & Why it works	+
FAQ	+

# SECTION 10: Custom Sections (Optional)

## Explaining Non-Obvious Value Through Visual Breakdown

Use this section only if the product has functional or structural advantages that require explanation: premium materials, patented features, unusual use cases, or performance differences.

### Why It Works:

- Clarifies “invisible” value that photos can’t show
- Supports the vmPFC in emotional justification after logical alignment
- Helps users say: “Now I understand why this costs more / why it’s different.”

### Structure:

- Use a 2-column layout:
  - Left: short text blocks with bold titles
  - Right: lifestyle or macro-detail images
- Recommended: 3 benefits, each with
  - Title (bold + specific)
  - One short sentence (no fluff)
  - Supporting image or close-up

When to skip this section:

- Basic fashion items
- Commodity-level products
- Items where benefits are self-evident from images alone

This section is for clarity, not persuasion.

It works best when the user wants to believe - but still needs the logic to match.

**Important** – always convey emotion! Don’t forget that. Even in the images here – choose them wisely to position them professionally.

(examples in the next page)

Why you'll love it

### Finally—You Found The Perfect T-Shirt.

We didn't just make another T-shirt... we created the T-shirt. It instantly sharpens your look, boosts confidence, and turns heads. With ultra-soft, breathable fabric and a near-custom fit, it replaces every other shirt in your drawer.



#### Features

##### So Soft, You'll Never Take It Off

Ultra-touchable from day one—no itchy tags.

##### A Fit That Makes 87% Of Guys Feel More Buff

We asked around, and this tee hugs arms and shoulders with just the right breathing room.

##### Built To Last — And Outlast.

Premium fabric keeps its shape through countless wears. It's a mainstay, not a throwaway.



[link](#)

## In One Scoop of AG1 Next Gen

AG1 complements a healthy diet. It's easy to incorporate into any lifestyle or health regimen without overdoing it. Eat your macros, then take AG1.

CALORIES	40
CARBOHYDRATES	6g
FIBER	2g
NATURALLY OCCURRING SUGAR	<1g
PROTEIN	2g
SUPERFOODS AND PREBIOTICS	7.5g
DAILY PHYTONUTRIENTS	1.5g
PROBIOTICS	10 BILLION CFU



[link](#)



## Like A Big Colourful Hug

Ready for the cutest designs you'll ever lay your eyes on? Oodie prints are fun, adorable and designed to make you laugh. With dozens of bright and cheerful designs to choose from like Koala, Avocado & Toast and plain colours like Black and Grey, you're sure to find the perfect Oodie print for you or someone you love.



#### Soft, Stretchy & Scrumptious

The Oodie Sleep Tee is soft 'n' stretchy and oh-so deliciously comfy. Our dreamy Sleep Tees are made from a unique blend of bamboo and elastane to keep you cool and comfortable all night long.

[link](#)

## Sections library [link](#)

## SECTION 10: You May Also Like

### Cross-Selling Without Breaking Trust or Flow

This section appears after the main content and offers product suggestions designed to increase average order value without disrupting user focus. The layout is simple - usually 6 to 10 horizontally scrolling products, styled consistently with the rest of the page.

But the real power of this section is not in how it looks - but in what you choose to show.

#### **Important:**

The choice of cross-sell products is critical to your revenue and trust curve. Showing irrelevant, generic, or low-context items can damage credibility and reduce total conversion.

For that reason, product selection strategy is covered in **full** inside the [\*\*Product Mapping Manipulation course.\*\*](#)

Use this section only when the recommendations are relevant, logic-based, and emotionally aligned.

# SECTION 11: Customer Reviews

## Build Emotional Trust Through Controlled, Realistic Social Proof

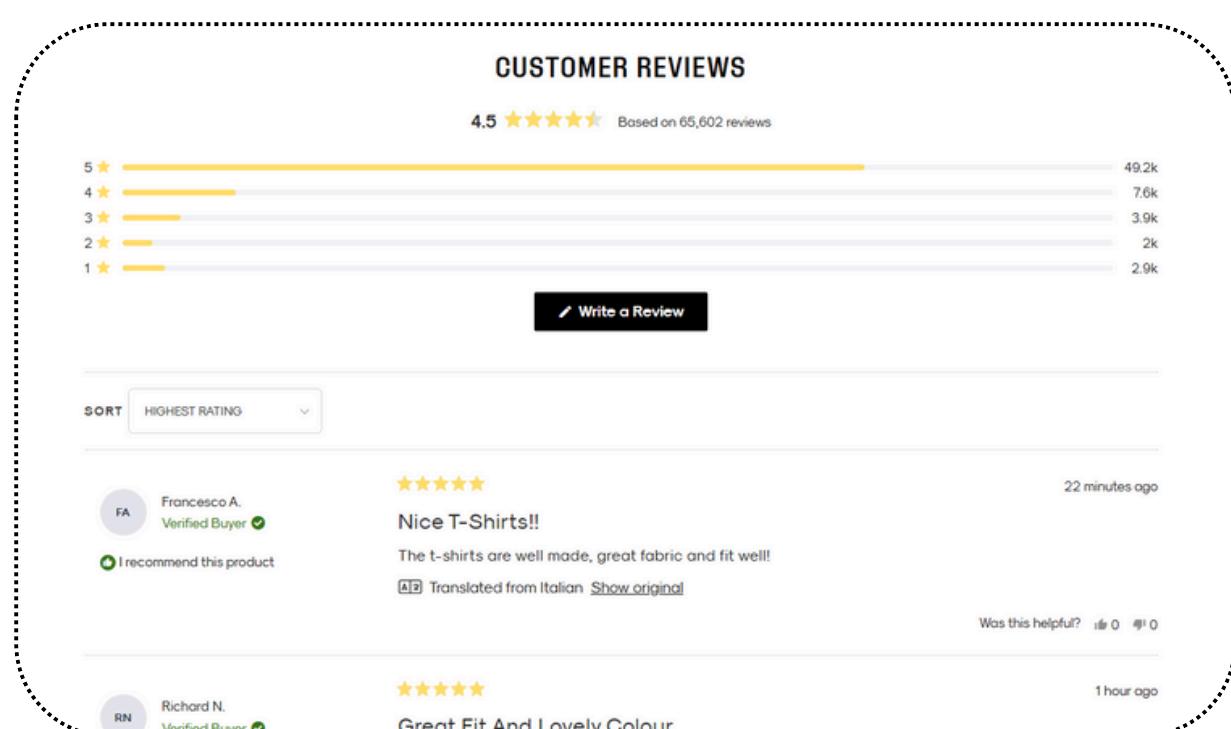
The reviews section is not just validation - it's a final psychological gateway. It neutralizes hesitation, anchors social confidence, and gives users silent permission to proceed.

But for it to work, it must feel real, balanced, and human.

### Ideal Setup (Based on Research):

- Aim for 20–50 total reviews per product (Baymard Institute)
- Display 5–6 reviews on page load, with images
- Mix tones: positive + slightly hesitant + practical
- Avoid all 5-stars - 4.7 average is ideal (PowerReviews, 2019)
- Star rating should appear in both:
  - Product page
  - Collection grid (below product image)

Star icons serve as micro-trust anchors long before the user engages with the review itself.



## **Realism Matters:**

The brain is highly sensitive to exaggerated praise.

When all reviews are overly enthusiastic or generic, trust collapses.

But when reviews feel relatable, specific, and mildly imperfect - conversion rises.

Example (bad): "Amazing! Love it so much!"

Example (strong): "Looks great, fits well - but shipping took 2 days longer than expected."

For detailed feedback scripting and psychological formatting, refer to the Copywriting Weapons course.

## **Recommended Tool:**

Use [\*\*THIS APP\*\*](#) - the only app that allows you to manually upload curated feedback.

This ensures realism, diversity, and perfect visual structure.

The app also automatically enables star ratings in both product and collection views.

Control the reviews = **control the belief.**

Target: 4.7 average - believable, strong, and trustworthy

# Product Page – Summary

In this chapter, you learned how to create fully custom product page templates - each designed for a specific product's needs and psychology (see intro).

We built the page from top to bottom, starting with the visual gallery and ending with layered trust and validation elements.

This layout is not theory. It's a tested product page structure that has consistently outperformed standard designs across multiple industries in A/B experiments.

In most cases, it delivered:

- Higher add-to-cart rates
- Lower bounce post-scroll
- Stronger emotional certainty

What you now have is a **conversion-focused template** that balances structure, psychology, and modern UX - ready to adapt to your brand.

When used correctly, it won't just display your product - it will guide the brain toward buying it.

# Checkout Design

Clarity, Calm, and Completion – Inside the Most Fragile Step

The checkout is the most delicate psychological moment in the entire funnel.

Distractions, inconsistencies, or visual noise here can break trust instantly.

But design flexibility is limited - so precision matters more than aesthetics.

## What You Can Control (And Must Optimize):

### Logo:

- Use a centered, monochrome or minimal version
- Avoid colorful logos or busy backgrounds
- Upload version with transparent background or solid white/black only  
(Same as checkout header)

### Header Background:

- Use a solid neutral color (white, light gray, soft beige)
- Avoid gradients, patterns, or high contrast

### Accent Color:

- Keep it consistent with your brand's CTA color
- Avoid bright red or overly playful colors - they increase tension

### Typography:

- Match your store's body font
- Maintain default font sizes for clarity and flow

According to Baymard Institute, 55.4% of users who abandon checkout never intended to buy - but over **30% of those who do, were lost due to poor product page structure.**

## **Critical Principle:**

At this stage, calm = trust.

Every unnecessary detail becomes friction.

## **About Copy & Button Labels:**

Text like “Pay Now”, “Complete Order”, “Secure Checkout” -  
the exact phrasing can dramatically affect completion rates.

But that belongs to the dedicated copywriting course: [Copywriting Weapons](#)

# BONUS #1 – A/B Testing

[Create A/B Tests >](#)

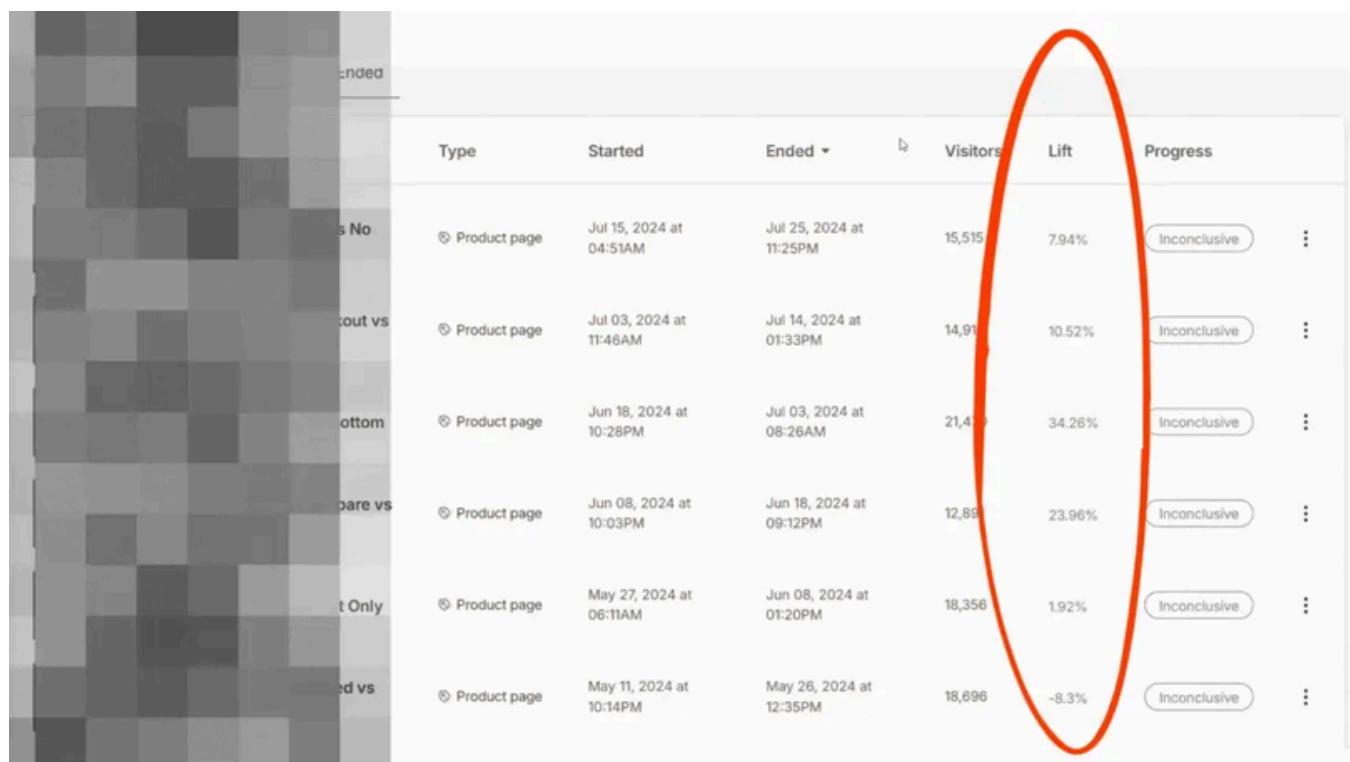
Every pixel matters. Now learn how to test which ones are actually worth money.

We looked for a way to give you even more value - real, practical value that gives you an extra edge over your competitors.

Not just how to build, but how to consistently improve.

That's why we've prepared three powerful bonuses: two here in the bonus section, and one as a downloadable file.

And the one you're reading right now might be the most important of all: A/B Testing – the most precise method in the world for knowing what actually works better in your business.



# So what is A/B Testing?

In simple terms:

A/B Testing lets you compare two versions of the same page or element to scientifically and accurately measure which one performs better.

Let's say your product page has a black Add to Cart button.

You want to test whether a green button might convert better.

You don't guess.

You don't wait a week and swap buttons.

You create two versions - and the app (which we'll talk about shortly)

automatically splits traffic between them:

- Half of your visitors see version A.
- The other half see version B.

The app tracks, counts, compares - and gives you a clear answer.

**Conversion rate per version. Average order value.**

And most importantly - which version **makes you more money**.

## Why is this so critical?

Because most business owners spend all their time building the site -  
And then they stop.

But the biggest brands don't stop.

They optimize. Constantly.

They don't guess. **They test.**

And these improvements don't have to be dramatic.

A good test = a 10% boost.

Do that 5 times - and you've increased your performance **by 60%**. It compounds.

## Important: This is only possible with a testing app

You can't test one version this week and another next week - there are too many variables you can't control.

**Only a proper app that splits live traffic** between both versions will give you reliable, statistically valid results.

### A simple example:

You build two versions of a product page.

- In version A – reviews are shown below the Add to Cart button.
- In version B – reviews are above the button.

The app shows you which version leads to more purchases.

After 2,000 visitors per side – you have your answer.

That's it. You keep the better one - and move on to the next test.

If this test takes you from a 4.0% conversion rate to 4.2% - great.

**Next goal: 4.2% to 4.45%.**

And on and on...

## Ideas worth testing:

- Button color
- Button placement
- Button text
- Adding a Benefits Block
- Changing the product title
- Tab placement
- Product price
- Cross-sell section – yes or no
- Showing UGC – or not
- Trust badges placement
- Adding a video – or not
- Product Reviews - or not ([LINK for Free trial on reviews app](#))

## Professional A/B Testing rules:

- Test only one variable at a time
- Minimum 1,500–2,000 visitors per version
- Run the test for at least 7 full days
- Any 10%+ difference is statistically and strategically worth keeping

[Create A/B Tests >](#)

Use code ‘LASERCRO’ for 10% OFF.

## The famous Amazon story:

Amazon once ran a test on the text of their legendary button. Instead of “Add to Cart,” they tested “Add this item to your shopping cart.” Just that slightly longer wording - and conversion rates dropped sharply. But that’s just one story.

In reality, Amazon has run **thousands of A/B tests on every pixel of their site:** Spacing. Colors. Texts. Fonts. Section order. Everything.

And from those tests came one of the most optimized conversion machines in the history of eCommerce.

Nothing was “pretty.” Everything was efficient.



# The app we recommend:

[[APP LINK](#)] – a simple, intuitive, and fully automated A/B testing app for Shopify. No developer needed. No code.

You create two versions - and the app splits, tracks, and gives you the data. This is **the only A/B app we use** across all the brands we work with. Once you install it - you'll understand exactly how it works.

Exclusive coupon code for our students: ‘LASERCRO’ – **10% off**

[APP LINK](#)

## Important!

The discount only works if you install the app directly through our link.

## Final Word

We believe in data-driven change. If you run 100 A/B tests, each improving performance by just 1%, you've achieved a **2.7x improvement** in conversion rates.

Big brands don't ask “what's working.”

They ask “what's working better than what we had yesterday.”

That's the difference between a store - and a machine.

And this is what the test is for.

# BONUS #2 – 7 Design Laws Used by the World's Leading Brands

The Visual Psychology Behind Why Top Brands Convert More

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## Apple – One Product, Full Focus

Apple shows just one product image, centered, on a clean background - no clutter, no distractions. It's not minimalism for style, but to create cognitive focus. This simplicity signals premium positioning and allows the brain to lock in emotionally. A Google Visual Complexity study found that users trusted and preferred simple layouts **50% more** within the first half-second.

[Visit Website](#)

## Aesop – Symmetry Means Subconscious Control

Aesop's site is calm and mathematical. Every margin, font, and block is perfectly aligned. This isn't accidental - it gives the user a deep sense of order and care. The brain processes symmetry as trust and quality. Harvard's Design Lab found that symmetrical layouts increased **perceived product value by 38%**, especially in wellness and skincare brands.

[Visit Website](#)

## Everlane – Soft Neutrals Build Emotional Calm

Everlane uses a palette of soft greys, beige tones, and natural photography - no harsh colors, no artificial lighting, no visual noise. Buttons are rounded, fonts are balanced, and product shots often feature subtle skin tones and soft fabric textures. This aesthetic triggers calm, reduces visual friction, and increases emotional trust. Research from NNG shows that soft, **low-contrast brands achieved 29% more engagement in mobile top-fold zones.**

[Visit Website](#)

## Balenciaga – Brutal Simplicity as Status

Balenciaga breaks rules on purpose: oversized fonts, empty backgrounds, raw layouts. It feels unpolished, and that's the point -it signals power. It's not trying to impress everyone, just the right few. Behavioral pricing studies show that stripped-down luxury layouts increased price tolerance **by up to 22%**.

[Visit Website](#)

## Nike – Movement Activates the Brain

Nike never shows products sitting still. People are always running, sweating, or jumping. This movement activates the mirror neuron system, making the user subconsciously simulate wearing or using the product. Tests show that motion-based visuals increased add-to-cart rates **by 22% compared to static lifestyle shots.**

[Visit Website](#)

## Off-White – Break the Pattern, Stick in the Mind

Off-White uses visual disruption: unexpected spacing, quote marks, rotated elements. It interrupts flow - on purpose. The brain remembers what breaks the pattern. This is known as the Von Restorff Effect, and it makes distinct elements **2.6x more memorable** than standard layouts.

[Visit Website](#)

## Burberry – Total Consistency Creates Identity

Burberry's site is obsessively consistent: same fonts, margins, tones, and structure across every product. This isn't just branding - it's psychological reinforcement. Consistency signals control. According to Baymard Institute, visual inconsistency between product pages **reduced conversion by 17%**, even when product content stayed the same.

[Visit Website](#)

# Course Summary

**Refine the eye. Activate the brain. Build a system that sells.**

If you've reached this point, it means you've learned how people make decisions. The goal of this course was never just to help you "beautify" your website, but to build it as a precise tool for delivering a message, triggering cognitive movement, and reducing resistance - all the way to the moment of conversion.

Throughout the course, you learned how each part of the page - from the gallery to the button, from the final tab to the smallest trust signal - affects how users think.

You saw how proper hierarchy, accurate spacing, color selection, and the removal of nonessential information don't create a "nice design" - they create a quiet, safe, and focused decision environment.

It's important that you go over everything carefully and pay close attention to the details.

There's a principle we've carried with us from the beginning: **God is in the details.**

And it must be said clearly: This is only one part of the system.

## The Full System – And the Bigger Puzzle

A great product page won't sell if your copy is weak.

High conversion rates won't last if your product mapping is flawed.

And quality traffic won't help if you don't know who you're speaking to.

This course gives you a strong structural foundation - but it's designed to work alongside our other courses, which build the full conversion ecosystem.

It's a system. Every course is a piece of the puzzle.

There are no magic tricks - only an engineered, scientific process for building a brand that actually sells.

To complete the system and view the rest of the courses, you can build your full strategy [\*\*here - and save up to 25% on all courses:\*\*](#)

## Copyright & Personal Responsibility

All materials in this course - including frameworks, examples, files, code, and formulas - **are protected by copyright**.

Sharing, duplicating, distributing, or documenting any part of this course, in full or in part, is a **legal violation and a direct breach of our terms of use**.

We use advanced tracking, watermarking, and personal ID technology for every purchase.

The system actively detects access behavior, unauthorized distribution, and non-personal usage - and responds accordingly.

## A Personal Note to End With

If there's one thing we want you to remember, it's this:

What you've learned here wasn't built to impress. It was built to work.

How you choose to use it - that's up to you.

But everyone we've seen truly implement it, think it through, and apply it properly,

never stayed where they were.

We'll be here in the next courses.

And if you apply what you've learned -

We'll probably remember your name.

## The Quantum Scale Team