

Pimp My Site

WEBSITE MAKEOVERS THAT BOOST SALES

BEFORE



AG1® is here to help you feel
balanced

AG1 is the only daily Foundational Nutrition supplement
that supports whole body health.*

Start Your AG1 Today

AFTER



AG1®

★★★★★ 37,776 Verified 5-star reviews

Gut health

Immune defense

Cognitive health

Stress

Cardiovascular health

Everything you need.

Nothing you don't want.

AG1 is the only daily Foundational Nutrition supplement that's tested for 950 contaminants.

#1

HOMEPAGES **ARE *NOT FOR SALES***

Your homepage is the most valuable real estate of the site. Using it to promote deals and promotions cheapens the brand and prioritizes bargain hunters over customers willing to pay full price.

Use the homepage to showcase what makes you special.

Insert social proof and customer testimonials to increase conversion rates, and highlight your most popular categories for easier shopping.

BEFORE

FREE SHIPPING ON ORDERS \$100+



We've Got Some Special Treats!

On National Puppy Day we are PAWSITIVE you will love our special puppy collection.

[SHOP NOW](#)

*Select styles only, while quantities last.
Corgi is not included (sorry!)



FREE SHIPPING ONLY ON LUGLIVE!

lug LIVE
WELCOME TO
COUNTDOWN WEEK

March 18th - 24th

Get ready for a whirlwind event of wows! Our Countdown Week has begun and it's your golden ticket to snapping up great LugLive exclusive deals.

[SHOP DEALS](#)

*No cancellations or returns, warranty still applies.

AFTER

COUNTDOWN WEEK DEALS FROM MARCH 18 - 24 →



★★★★★ 4.5 / 5

10,000+ happy customers



Bags should never be boring

Bold bags and travel luggage that match fun Spring outfits.

[SHOP NEW SPRING BAGS](#)

Free Shipping on orders over \$100

Trusted by:



SHOP BEST SELLERS



Iconic staples

Our award-winning Puddle Jumper bags are approved by Oprah as the ultimate travel companion.

[SHOP PUDDLE JUMPERS](#)



Tote bags

Everyday glam for your errands, our PETA-approved vegan leather tote bags are

BEFORE

FREE SHIPPING ON ALL ORDERS OVER \$90

COUGAR



**SPRING
INTO SPRING**



**SPEND \$125+
SAVE \$25**

On now through 11:59pm (ET) April 1, 2024

SPRING Savings! Save \$25 off Your Order.

Shop site wide. With any purchase of \$125* or more, receive \$25 off your order.

Promotion on now through 11:59 pm (ET) April 1, 2024.

*\$125 is pre-tax. No adjustments to prior purchases. Cannot be combined with any other promotion.

Step

into



AFTER

SAVE \$25 ON ORDERS OVER \$125 UNTIL APRIL 1

COUGAR



★★★★★ 4.5 / 5 • 100+ Happy Customers

Step into cushy

Made from layers of cushy premium materials, the Sayah's pillowy foam-embedded soles absorb shocks for all-day comfort.

[Shop Sayah Collection](#)



"A standout sandal. It looks incredible on!" - Suzanne P.

Elevate your wedge

Handmade in Spain, these wedge sandals feature vegetable-dyed nappa or hand-burnished leather for a natural look.

BEFORE



We're here to help you feel **balanced**

AG1 is a daily Foundational Nutrition supplement
that supports whole body health.*

Start Your AG1 Today →

Take the AG1 Quiz



37,776 Verified 5-star reviews

*"I have noticed a huge change in my digestive
system since taking AG1 regularly."*

EMILY H., 7/18/23



AFTER



AG1[®]

★★★★★ 37,776 Verified 5-star reviews



Everything you need.
Nothing you don't.

AG1 is the only daily Foundational Nutrition supplement that's tested for 950 contaminants, impurities and allergens.

[Start Your AG1 Today →](#)

[Take the AG1 Quiz](#)

"I have noticed my recovery seems easier and I have consistent energy levels."

NATALIE W., 7/18/23



#2

PRODUCT PAGES

MAKE EVERY PIXEL COUNT

People rarely scroll, and make buying decisions based on what they can easily see.

Tighten up your product page design to make key product and brand information easily accessible.

Use the image gallery as a primary source of information, and get key selling points like ‘free shipping’, reviews and size guides above-the-fold.

FREE CA SHIPPING ON ORDERS OVER CA\$110

BEFORE



rhode



lip case

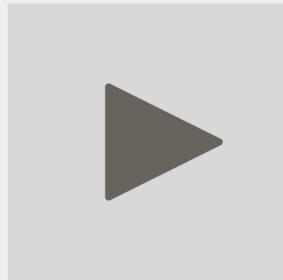
YOUR ESSENTIALS IN ONE PLACE



rhode



AFTER



★★★★☆ 4.5 / 5 stars (1,947 reviews)

lip case

KEEP YOUR LIP ON-HAND

- Soft, silky silicone iPhone case
- Moulded to fit your Peptide Lip Treatment or Tint
- Puffy back and tactile buttons for easy grip
- Raised bezels around screen

Case: iPhone 15 Pro ▼

★★★★★: (1,947)

A silicone, bubble case for your phone that keeps your lip on hand. Our design has a silky, soft touch feel and a puffy back for easy gripping. Compatible with select iPhone models and your favorite Peptide Lip Treatment or Tint.

BEFORE

Later this month, the Lip Case in grey is coming for iPhone 17 Pro and Pro Max. Plus, the limited edition Lip Case in black is coming for iPhone models 14 to 17 Pro Max.

Case: select size + color ▼

Add-on: lip of choice (optional) ▼

BUY LIP CASE - CA\$61.00

or 4 interest-free payments of \$15.25 with **afterpay**  [®]

ADD LIP TINT — ADD LIP TREATMENT



PEPTIDE LIP TINT

Shade: lemontini ▼

ADD - CA\$30.00

DETAILS



WORKS WITH



HOW TO USE



★★★★☆ 4.5 / 5 stars (1,947 reviews)

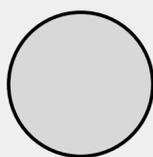
lip case **AFTER**

KEEP YOUR LIP ON-HAND

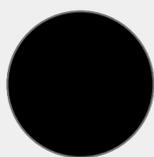
- Soft, silky silicone iPhone case
- Moulded to fit your Peptide Lip Treatment or Tint
- Puffy back and tactile buttons for easy grip
- Raised bezels around screen

Case: iPhone 15 Pro ▼

Colour: **Grey**



Black



Coming soon

Metal



Sold out

Bundle: **Case + Tint**

Most popular



CASE + TINT

\$91.00 **Save \$5**

Best value



CASE, TINT, TREATMENT

\$110.00 **Save \$15**



CASE ONLY

\$61.00

Tint:  **Lemontini** ▼

Treatment: not available

BUY LIP CASE + TINT - \$91.00

YOU'RE \$19 AWAY FROM FREE SHIPPING

Add-on:

Lip tint



ribbon ▼

Add - \$30

Lip treatment



caramel ▼

Add - \$30

BEFORE



Coming Soon - Wuxly X Ocean Co. EARTH DAY COLLECTION

English



Home / Best Sellers / Elk Parka Black

Elk Parka Black

\$895.00 CAD

or 4 interest-free payments of \$223.75 CAD with sezzle®

★★★★★ 16 Reviews

Size



AFTER

Save 10% on your first order with code: WELCOME10



Home / Best Sellers / Elk Parka Black

100% Vegan
5 year guarantee
Made in Canada



Model Height: 6' 1", Size L

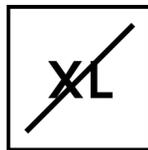
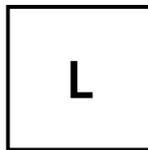
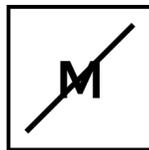
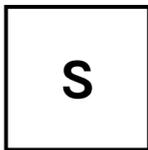


★★★★★ 16 Reviews

Elk Parka Black

\$895.00 CAD

FREE SHIPPING



Add to Cart · \$895.00

[Women's Clothes](#) / [Pants](#) / [Leggings](#)

BEFORE

Wunder Train High-Rise Tight 28"

Your go-to training tight, made in our fast-drying Everlux™ fabric.

\$108 CAD



Training Colors Willow Leaf

ADD TO BAG

AFTER

 Shop this look



Model is 5'10" and wears a size 6



★★★★☆ 4.3 / 5 (4,522 Reviews)

Wunder Train High-Rise Tight 28"

Your go-to training tight, made in our fast-drying Everlux™ fabric.

Trending Colour Willow Leaf



Colours

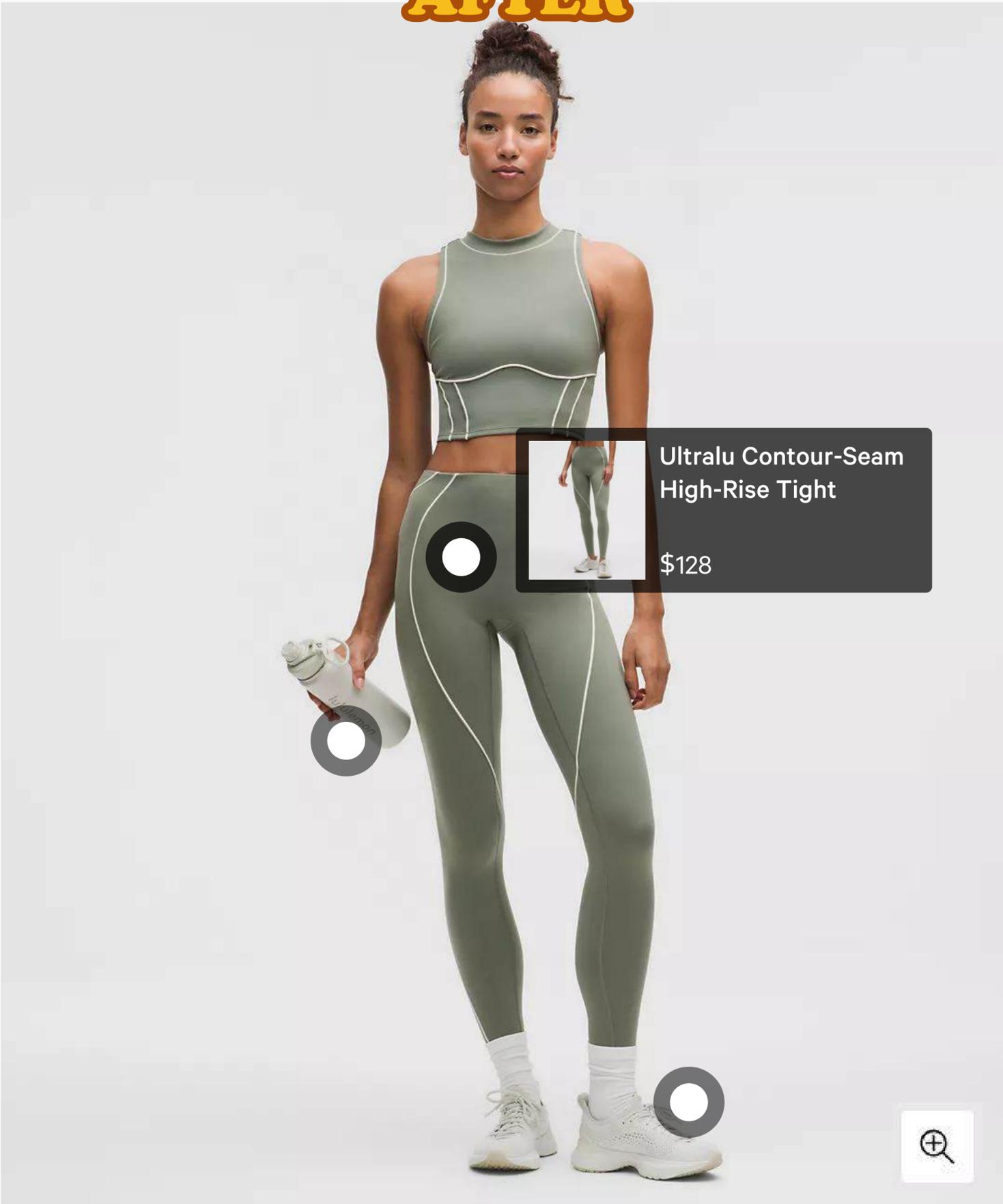
SELECT SIZE

ADD TO BAG - \$180

LENGTH: 23" 25" **28"** 31"

[Size Guide](#)

AFTER



No reviews yet!

Ultralu Contour-Seam Cropped Tank Top

This sleek, stretchy Ultralu™ training tank has striking seam lines for a contoured look with an unrestricted feel.

Trending Colour Willow Leaf



SELECT SIZE

ADD TO BAG - \$58

[Size Guide](#)

Free Shipping & Returns

#3

★★★★★ 4.5 / 5 "Best swipe file ever!" - Joe

REVIEWS SHOULD CONVERT

Customer reviews are powerful, but people want to see the product and review at the same time.

Use reviews to promote your bestsellers - it's the easiest and most persuasive way to convince a new visitor to make their first purchase.

Add customer pictures and ratings to make their testimonials more believable, and just use the most compelling copy.

BEFORE

FREE SHIPPING ON ALL ORDERS OVER \$90

COUGAR



What they're saying

“

A great versatile slide! Love these slides in Ice, wore them regularly during my 2-week trip to Europe this summer and my feet stayed put and super comfy thanks to the cushy footbed. They're super lightweight and made it easy to walk long distances, even with just the leather straps. Love the adjustable straps too, especially when in the heat my feet would swell a bit so I could loosen them up. Will definitely get these in another couple shades for summer!

- CASSIDY

Piera Luxmotion Leather Sandal

★★★★★ 2 reviews

AFTER

FREE SHIPPING ON ORDERS OVER \$90

COUGAR



Shop our bestsellers



★★★★★ 4.5 / 5

18 REVIEWS

“Wore them regularly during my 2-week trip in Europe... super comfy”

A great versatile slide! Love these slides in Ice. Wore them regularly to my 2-week trip in Europe this summer and my feet stayed super comfy thanks to the cushy footbed.



Cassidy
Washington

Shop Spray sandals



★★★★★ 4.5 / 5

6 REVIEWS

“They put my Hunter boots to shame...”

These are so great I had to leave a review. They are so comfortable to walk in, I didn't know boots like this could be so comfortable! They put my Hunter boots to shame.



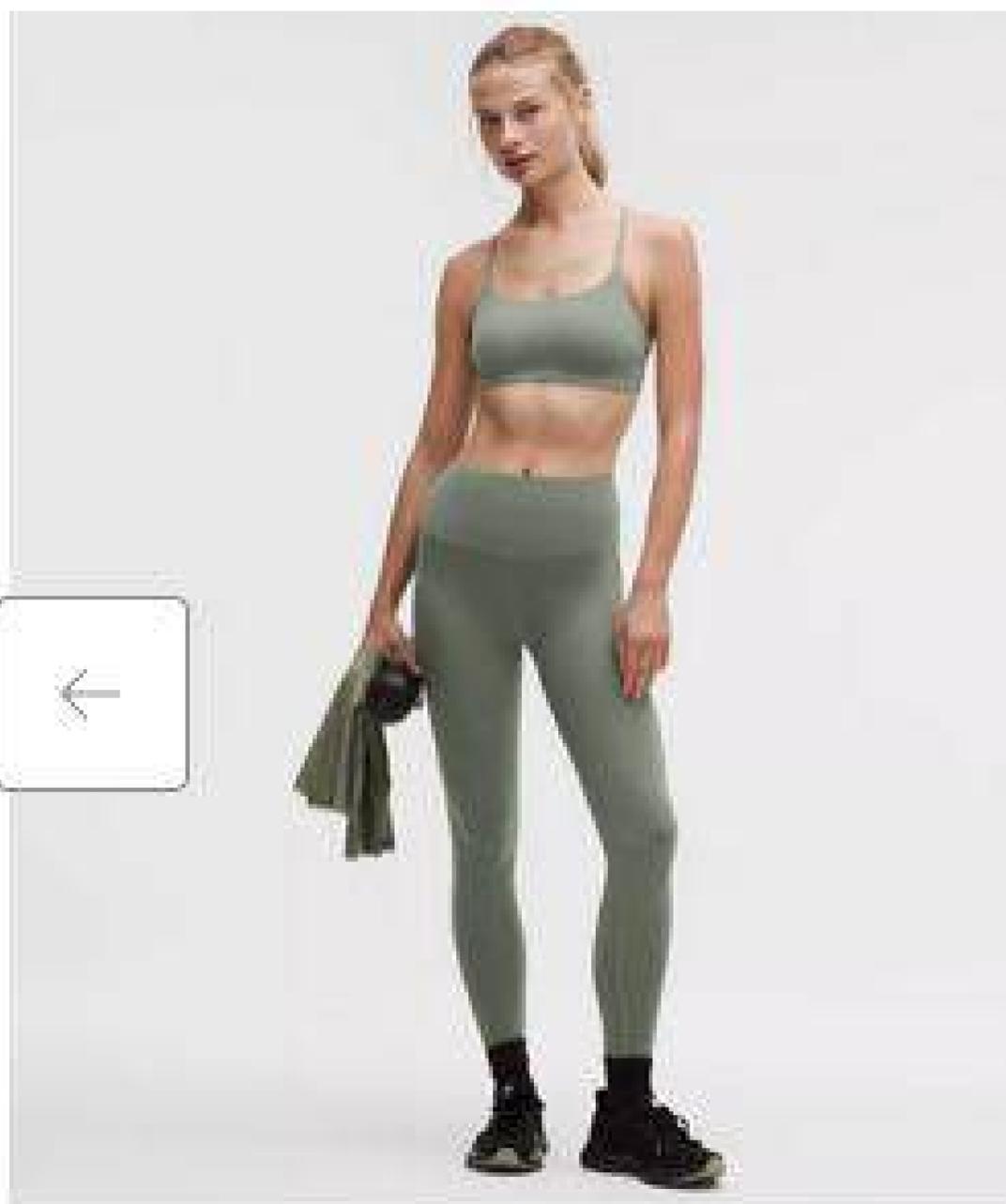
JM
Ontario

Shop Iggy boots

What's new? So glad you asked.

BEFORE

SHOP WOMEN'S NEW STYLES



Wunder Train High-Rise Tight 28"

\$108



Wunder Train Mesh-Bra Medium Support, B/C

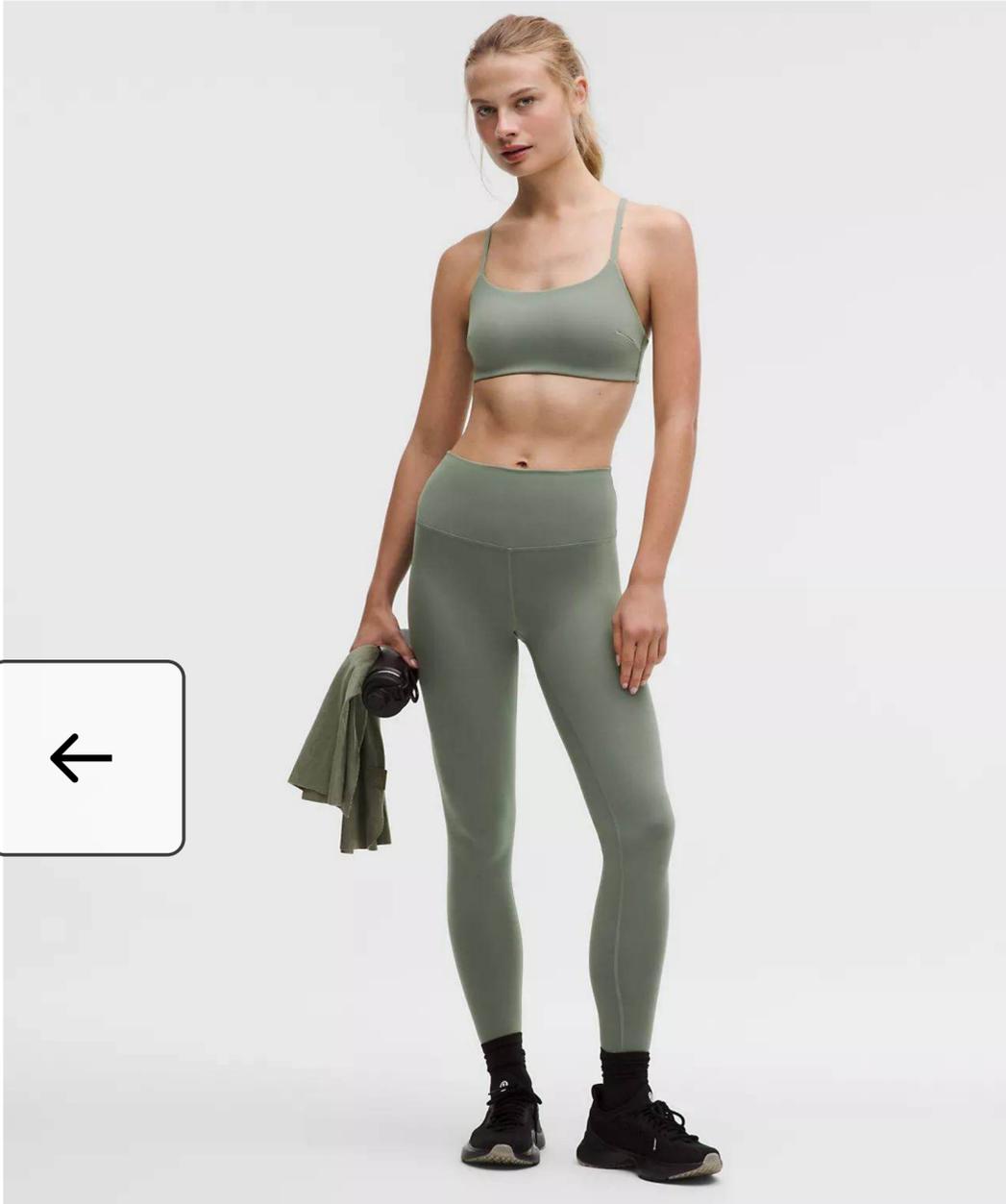
\$64



Shop our most-loved yoga pants.

AFTER

SHOP WOMEN'S YOGA PANTS



★★★★☆ 4.3 / 5 (4,522 Reviews)

Great snug fit

I weight train 3-5x/week and these tights stay in place and don't need constant tugging up.



SHOP NOW



★★★★☆ 4.5 / 5 (249 Reviews)

Great for under 0°C

Have run in -4 to -7 and has great. At 4 degrees Celsius actually too warm.



SHOP NOW

#4

CHECKOUT CARTS

ARE FOR *SELLING MORE*

Most customers shop and buy from a single category, and don't explore other areas of your website.

Use **limited-time checkout offers** to introduce other areas of a store to a customer buying from a different category.

This boosts profit margins by increasing average-order-value (AOV) and retention by turning a 1x buyer into a 2x or 3x one.

If you're afraid of discounting, tie these offers into membership/loyalty programs to maintain brand prestige.

BEFORE

FREE SHIPPING ON ALL ORDERS OVER \$90

COUGAR



1



YOUR SHOPPING CART



Congrats, You've qualified for free shipping!



**Savant Luxmotion
Nylon and Leather
Waterproof
Sneaker**

\$175.00

Loden / 7

[Remove](#)

- 1 +

Discounts

APPLY

Subtotal

\$175.00

Discount

-\$25.00

Total

\$150.00

CHECK OUT

AFTER

FREE SHIPPING ON ORDERS OVER \$90

COUGAR



1



You've got free shipping!



**Savant Luxmotion
Waterproof Sneaker**

\$175.00

Loden / 7

Remove

Insert discount code

Apply

LIMITED TIME OFFER

**Save 10% off all Kids boots
added to this order**



**Boost Nylon
Waterproof Boot**

\$72.00

~~\$80.00~~

Save 10%



**Tango Nylon
Waterproof Boot**

\$99.00

~~\$110.00~~

Save 10%

SHOP KIDS BOOTS

CHECK OUT - \$175.00

BEFORE

FREE SHIPPING ON ORDERS \$100+



Shopping Cart



Scoop Short Sleeve



Top

Size: XS

Color: WATERMELON ICEPOP

\$57.00 CAD

- 1 +

Subtotal:

\$57.00

CAD

Include any notes or special instructions for your order here:

Thank you for shopping with us!

Please expect your order to be shipped within 2-3 business days after purchasing.

Please review our updated order [cancellation/change policy](#). Please make sure your purchased items, shipping address, and customer details are correct before placing your order. If you need to make any changes after your order is placed, please [contact us here](#) as soon as possible. Please note that not all cancellation/change requests are guaranteed.

Please review our updated [return policy](#).

Checkout

AFTER

FREE SHIPPING ON ORDERS \$125+



Shopping Cart



Hitch Belt Bag
Color: GINGHAM MUSTARD
\$100.00 CAD

- 1 +

Subtotal: **\$100.00**
CAD

\$25 AWAY FROM
FREE SHIPPING!

LIMITED TIME OFFER

**Take 10% off any loungewear added
to your order before checkout**



Scoop Foldover Jogger Pant

Color: Watermelon Ice Pop

\$56.70 ~~\$63.00~~

SAVE 10%



Hopscotch Sleeveless Dress

Color: Sealife Blue

\$73.80 ~~\$82.00~~

SAVE 10%

SHOP LOUNGEWEAR

 Checkout

BEFORE



AIMÉ LEON DORE



CART

AVAILABLE NOW



Full Zip Alpine Ski Sweater

JET BLACK / M

\$700 CAD

— 1 +

REMOVE

Taxes calculated at checkout

SUBTOTAL

\$700

YOUR ORDER IS ELIGIBLE FOR FREE SHIPPING

UPDATE

CHECKOUT

AFTER



AIMÉ LEON DORE



CART

AVAILABLE NOW



Full Zip Alpine Ski Sweater

JET BLACK / M

\$700 CAD

— 1 +

REMOVE

MEMBERS SAVE 10% WHEN THEY COMPLETE THE LOOK



ALD / New Era Yankees Melton Wool Fitted Hat

\$135 ~~\$150~~ **SAVE 10%**



Heavyweight Waffle Thermal

\$211.50 ~~\$235~~ **SAVE 10%**



ALD / Porsche Nylon Track Pant

\$432 ~~\$480~~ **SAVE 10%**

BECOME A MEMBER

Taxes calculated at checkout

SUBTOTAL

\$700

YOUR ORDER IS ELIGIBLE FOR FREE SHIPPING

UPDATE

CHECKOUT

BEFORE

New customers save 10% w

English

Cart (1 item)



FREE shipping will be applied at checkout



Union Parka Merlot

\$925.00

Size: S

Colour: Merlot

- 1 +

[Remove](#)

Add order notes



Is this a gift? Add a note.

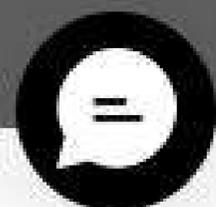


I agree to the terms and conditions

Checkout • \$925.00 CAD

JOIN THE
MOVEMENT

calculated at checkout



AFTER

New customers save 10% with code: WELCOME 10



Cart (1 item)



You've got Free Shipping!



Union Parka Merlot

\$925.00

Size: S

Colour: Merlot

[Remove](#)

Insert discount code

Apply

LIMITED TIME OFFER

**SAVE 10% OFF ALL KIDS COATS
ADDED TO THIS ORDER**



**Ossie Parka Yellow/
Black**

\$445.50

\$495.00

Save 10%



**Charlie Children's
Fleece Moonscape**

\$121.50

\$135.00

Save 10%

Shop Kids Outerwear

Checkout • \$925.00 CAD



3 Items

BEFORE



Complete Your Order



Wunder Train High-Rise
Tight 28"

Size: 4

\$108.00 CAD



We'd hate to see you miss it.

Subtotal

\$324.00 CAD

[CLICK TO VIEW >](#)

[Continue Shopping →](#)

Goes well with



Wunder Train Full-Zip
Jacket

\$148 CAD



Wunder Train Full-Zip
Jacket

\$99 CAD

~~\$148 CAD~~



3 Items

AFTER



Complete Your Order



Wunder Train High-Rise
Tight 28"

Size: 4

\$108.00 CAD

Subtotal

\$324.00 CAD

[CLICK TO VIEW >](#)

LIMITED TIME OFFER

Save 10% on an extra pair of yoga pants

[Shop Yoga Pants -->](#)



Save 10%

**Align No Line High-
Rise Twist Tight 25"**

\$106.20 CAD

~~\$118.00 CAD~~



Save 10%

**Softy Suedey Cross-
Waist Tight 25"**

\$106.20 CAD

~~\$118.00 CAD~~

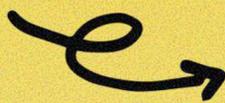
WANT MORE **FREE** MARKETING TIPS?

I WRITE ABOUT MARKETING AND BRAND STRATEGY

Get deep dives and advice on creating better advertising and branding that sells more stuff.

➔ ianbarnard.ca/blog

Brand Strategist



10+ yrs. experience

E-comm + B2B

