



OPTIMIZE **CVR**

Part 3



OPTIMIZE

Optimizing Conversion Rate (CVR) can be a lengthy and costly endeavor, with results that may vary significantly.

It's essential to recognize that CVR can fluctuate widely across different niches, and experiencing substantial daily variations is normal.

To effectively optimize CVR, adopt a big-picture perspective: test a **variety of concepts**, gain a deep **understanding of your customer avatars' needs**, and focus on **long-term strategies**.

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Upload & Make Highlight

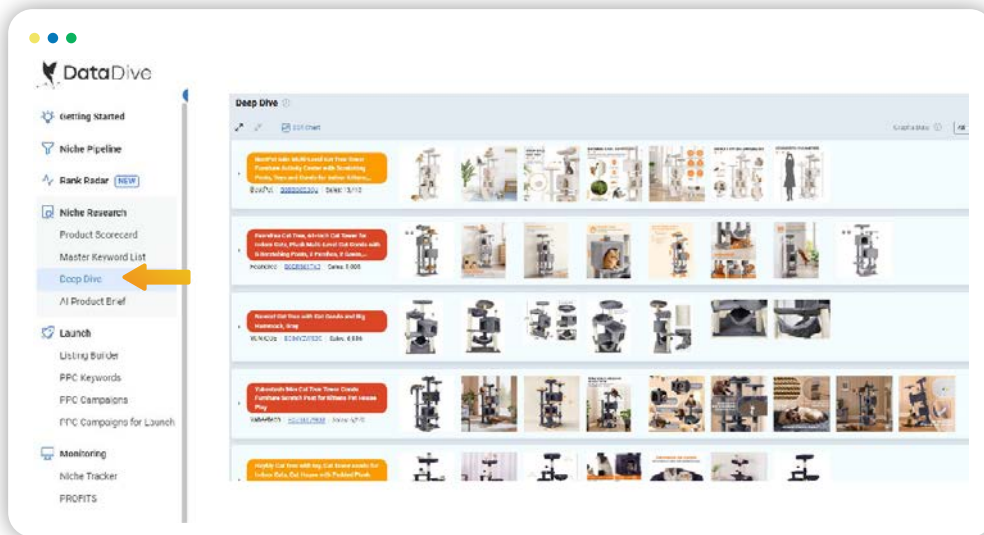
06

Optimize for Performance

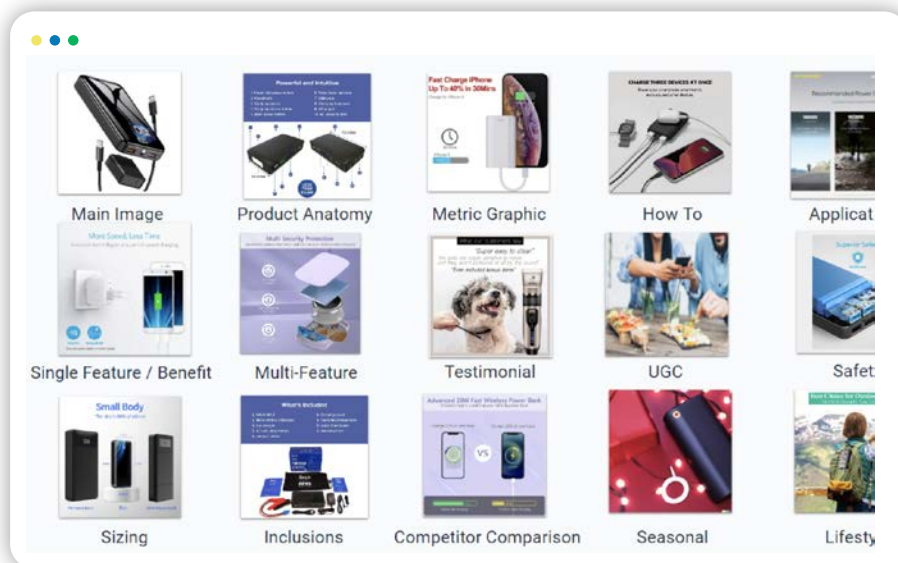
ANALYZE & CATEGORIZE

Deep Dive consolidates all competitor images in one convenient location, allowing you to spot trends in concepts and styles being used. This section provides an overview of image categorization and scoring methods.

a. Navigate to Deep Dive and collapse gallery



b. Understand the secondary image matrix





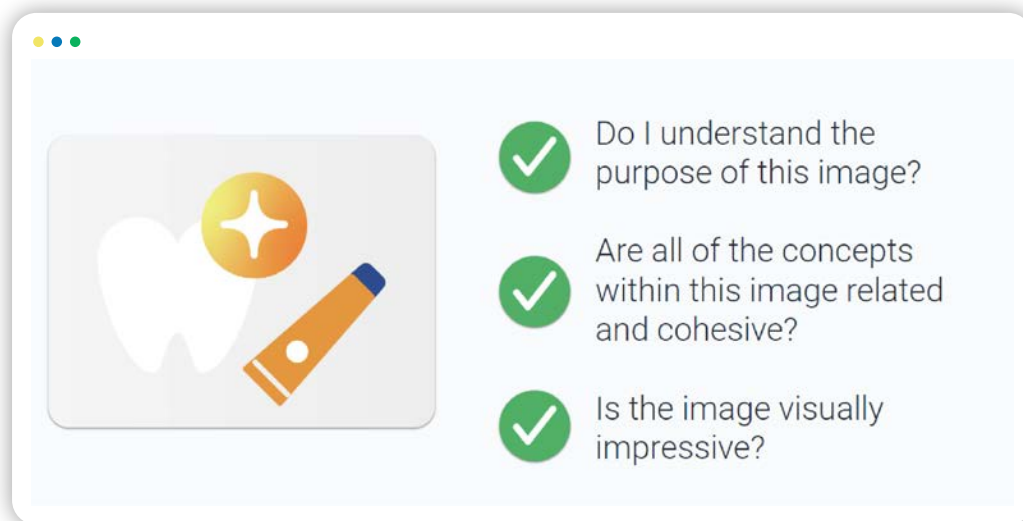
Categorize Secondary Images by Type using

THIS SHEET

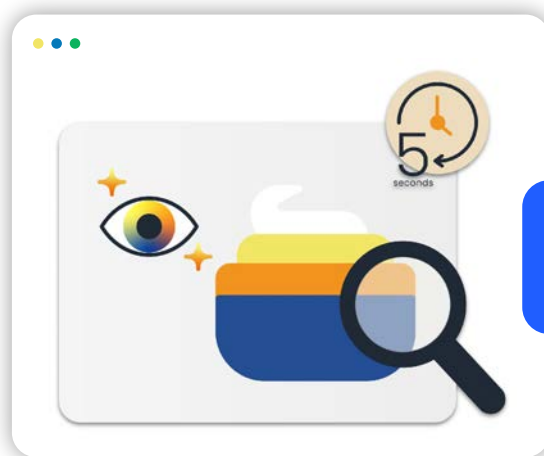
Competitor	Image 2	Image 3	Image 4	Image 5	Image 6	Image 7	Image 8
Competitor 1	Inclusions	Anatomy	Inclusions	Anatomy	Lifestyle - Apartment	Inclusions	Lifestyle - House
Competitor 2	How To	Lifestyle - Apartment	How To	Lifestyle - Apartment	SF - Material	How To	Safety
Competitor 3	Safety	Lifestyle - House	Safety	Lifestyle - House	Anatomy	Safety	SF - Material
Competitor 4	SF - Material	SF - Material	SF - Material	Safety	Lifestyle - Apartment	SF - Material	Anatomy
Competitor 5	Anatomy	Anatomy	SF - Material	SF - Material	Lifestyle - House	Anatomy	Lifestyle - Apartment
Competitor 6	Lifestyle - Apartment	Lifestyle - Apartment	Anatomy	Anatomy	Anatomy	Lifestyle - Apartment	SF - Material
Competitor 7	Lifestyle - House	Lifestyle - House	Lifestyle - Apartment	Lifestyle - Apartment	Lifestyle - Apartment	Lifestyle - House	Anatomy
Competitor 8	UGC / Testimonial	UGC / Testimonial	Lifestyle - House	SF - Material	How To	Safety	Lifestyle - Apartment
Competitor 9	How To	How To	UGC / Testimonial	Anatomy	Inclusions	SF - Material	Lifestyle - Apartment
Competitor 10	Inclusions	Inclusions	Anatomy	Lifestyle - Apartment	Lifestyle - Apartment	Anatomy	Inclusions
Competitor 11	Lifestyle - Apartment	Lifestyle - Apartment	Lifestyle - Apartment	Lifestyle - House	Lifestyle - Apartment	Lifestyle - Apartment	Inclusions
Competitor 12	How To	Anatomy	Lifestyle - House	UGC / Testimonial	SF - Material	SF - Material	Safety
Competitor 13	Inclusions	Lifestyle - Apartment	Lifestyle - Apartment	How To	Anatomy	Lifestyle - House	SF - Material
Competitor 14	SF - Material	Lifestyle - House	Anatomy	Inclusions	Lifestyle - Apartment	Safety	Anatomy
Competitor 15	How To	SF - Material	Lifestyle - House	Lifestyle - Apartment	Lifestyle - House	SF - Material	Lifestyle - Apartment

SCORE IMAGES

a. Understand the 3 point scoring system



b. Understand the comprehension score



Repeat for all images in the gallery

c. Score secondary images and log results in [THIS SHEET](#)

3 Point Score: Secondary Images								
Competitor	Image 2	Image 3	Image 4	Image 5	Image 6	Image 7	Image 8	
Competitor 1	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 2	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 3	1	1	1	1	1	1	1	1
Competitor 4	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 6	1	1	1	1	1	1	1	1
Competitor 7	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 8	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 9	1	1	1	1	1	1	1	1
Competitor 10	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 11	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 12	1	1	1	1	1	1	1	1
Competitor 13	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 14	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 15	1	1	1	1	1	1	1	1

Comprehension Score: Secondary Images								
Competitor	Image 2	Image 3	Image 4	Image 5	Image 6	Image 7	Image 8	
Competitor 1	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 2	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 3	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 4	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 5	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 6	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 7	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 8	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 9	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 10	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 11	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 12	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 13	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 14	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 15	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15

d. Score A+ content modules and log results in [THIS SHEET](#)

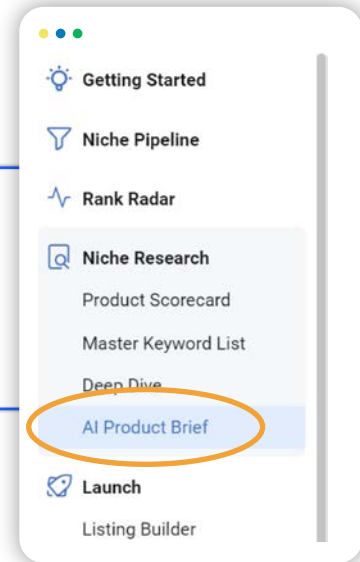
3 Point Score: A+								
Competitor	A+ M1	A+ M2	A+ M3	A+ M4	A+ M5	A+ M6	A+ M7	Brand Story
Competitor 1	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 2	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 3	1	1	1	1	1	1	1	1
Competitor 4	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 6	1	1	1	1	1	1	1	1
Competitor 7	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 8	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 9	1	1	1	1	1	1	1	1
Competitor 10	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 11	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 12	1	1	1	1	1	1	1	1
Competitor 13	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Competitor 14	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Competitor 15	1	1	1	1	1	1	1	1

Comprehension Score: A+								
Competitor	A+ M1	A+ M2	A+ M3	A+ M4	A+ M5	A+ M6	A+ M7	Brand Story
Competitor 1	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 2	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 3	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 4	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 5	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 6	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 7	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 8	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 9	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 10	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 11	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 12	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 13	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 14	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15
Competitor 15	13/15	13/15	13/15	13/15	13/15	13/15	13/15	13/15

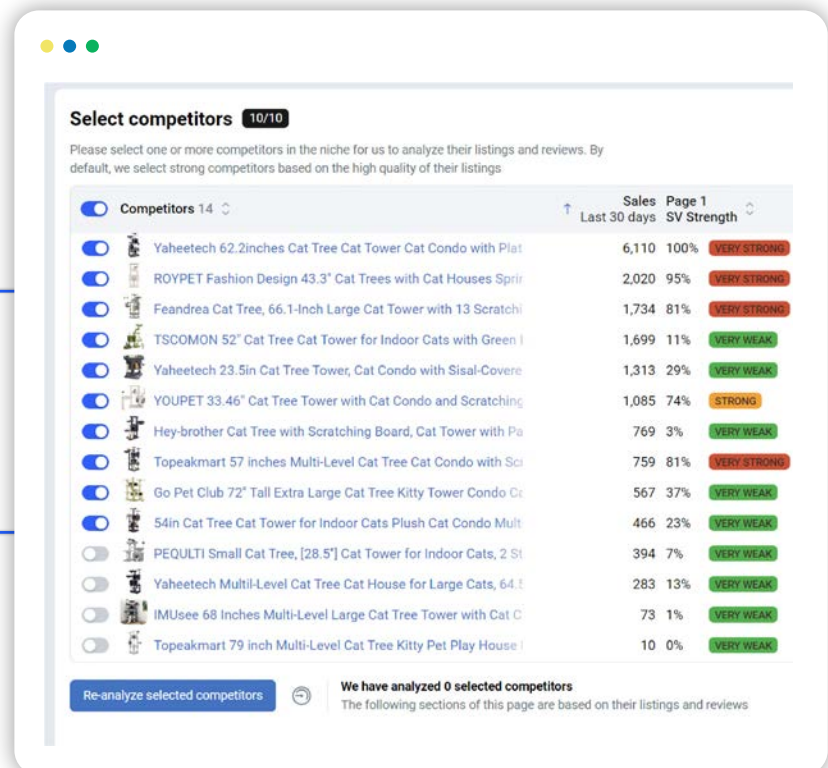
CONCEPT & CREATE IMAGES

The AI Product Brief provides a detailed analysis of the product detail page and customer reviews, delivering key insights into the most important features of your niche, customer likes and dislikes, potential product improvements, and customer avatars. Use this brief as inspiration for crafting impactful concepts for your secondary images and A+ content.

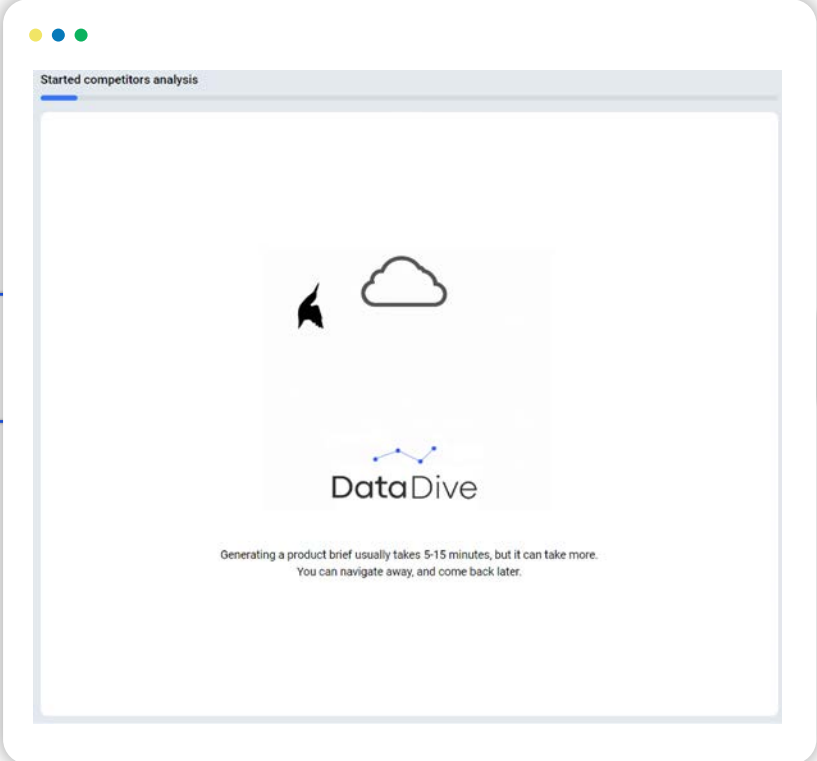
Step 1: Navigate to AI Product Brief



Step 2: Select up to 10 competitors



Step 3: Wait 5-10 minutes



Step 4: Analyze results

What the customers like

The table below contains the positive attributes extracted from the selected competitors' reviews. Please select the attributes that you want to include in the product brief.

Product Attributes 99	↑ Freq.	Yaheetech	Roypet	Feandrea	TSCOM
<input type="checkbox"/> Easy to assemble	168	22	22	20	18
<input type="checkbox"/> Cats love it	163	21	21	19	14
<input type="checkbox"/> Sturdy	107	14	14	18	15
<input type="checkbox"/> Good price/value	90	7	13	11	15
<input type="checkbox"/> Good quality	71	13	6	10	6
<input type="checkbox"/> Soft material	52	8	7	5	2
<input type="checkbox"/> Good for kittens	44		4	4	8
<input type="checkbox"/> Attractive design	32	3	4	5	7
<input type="checkbox"/> Scratching posts	29	4	6	1	3
<input type="checkbox"/> Compact design/space-saving	26		7	3	1
<input type="checkbox"/> Stable	24	2	5	4	
<input type="checkbox"/> Multiple levels	19	3		1	2

Create Intent Checklist

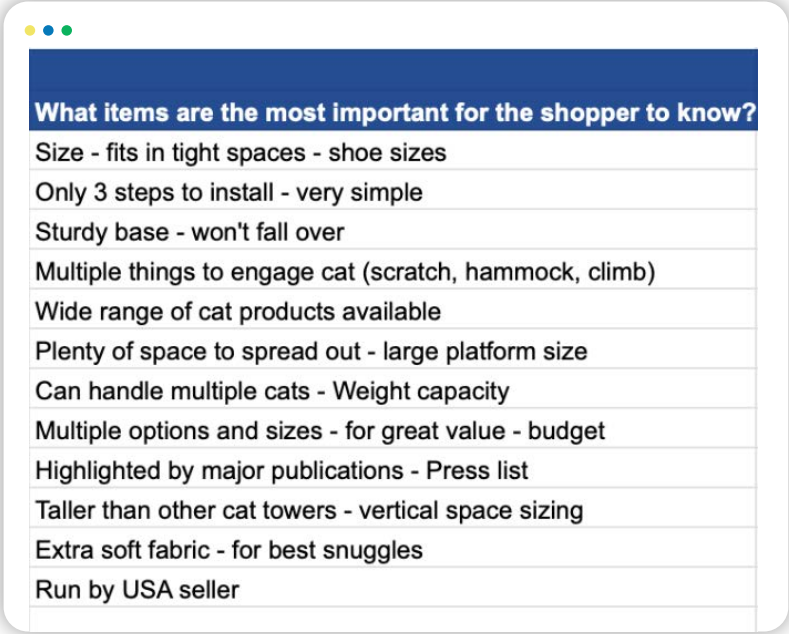
a. Create list of all of the possible things that you could say about your product / brand.

Step 3a: Identify Concepts
All of the things you could say about the product
Comes with all tools for install
Size - fits in tight spaces - shoe sizes
Comes with instructions for easy install
Only 3 steps to install - very simple
Multiple things to engage cat (scratch, hammock, climb)
Sturdy base - won't fall over
Strong materials - won't break
Strong materials - can't can't break
Cat safe materials
Good design - fits decor of any room
Alternate color variations - to match your design scheme
Can handle multiple cats - Weight capacity
Comes in special packaging - for gifting
Taller than other cat towers - vertical space sizing
Available in short options - vertical space sizing
Easy to clean - how to wash
Run by USA seller
Multiple options and sizes - for great value - budget
Large cubby size - to accommodate fat cats
Reinforced scratch post - for strong cats
Extra soft fabric - for best snuggles
Highlighted by major publications - Press list
Everything comes in one package - logistics - everything included
Plenty of space to spread out - large platform size
Extra strong fabric - won't fray or tear
Tightening screws - to keep strong after months of use
Perfect for multiple cats - for cat lovers
Perfect for busy professionals - give your cat entertainment while you work
Great for kittens - Keep your kitten entertained and energy managed
5 years selling in the pet category
Wide range of cat products available

b.

Based on the information from everything so far, brainstorm the most important items a potential shopper would need to know before buying the product.

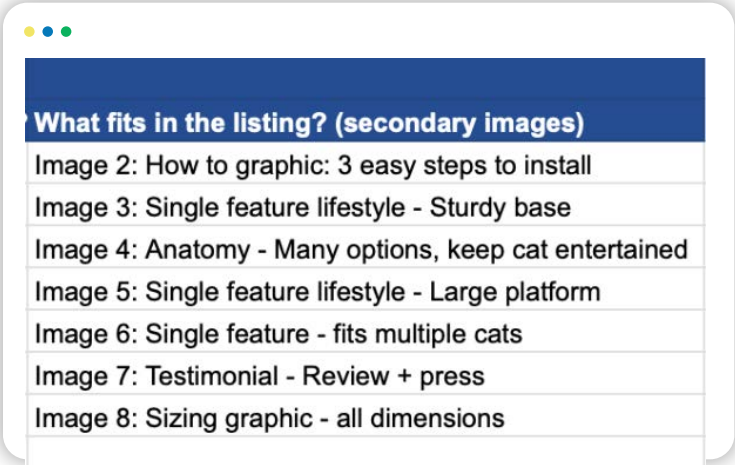
Use **THIS SHEET** and list these ideas here.



What items are the most important for the shopper to know?
Size - fits in tight spaces - shoe sizes
Only 3 steps to install - very simple
Sturdy base - won't fall over
Multiple things to engage cat (scratch, hammock, climb)
Wide range of cat products available
Plenty of space to spread out - large platform size
Can handle multiple cats - Weight capacity
Multiple options and sizes - for great value - budget
Highlighted by major publications - Press list
Taller than other cat towers - vertical space sizing
Extra soft fabric - for best snuggles
Run by USA seller

c.

Reduce your first two lists into a smaller list that brainstorms what you have space for in the listing. These would be the most important concepts you're looking to cover.



What fits in the listing? (secondary images)
Image 2: How to graphic: 3 easy steps to install
Image 3: Single feature lifestyle - Sturdy base
Image 4: Anatomy - Many options, keep cat entertained
Image 5: Single feature lifestyle - Large platform
Image 6: Single feature - fits multiple cats
Image 7: Testimonial - Review + press
Image 8: Sizing graphic - all dimensions

Create Concepts For Secondary Images and A+ Content

Developing concepts for secondary images and A+ content becomes more intuitive with practice. In this brainstorming exercise, use the Visual Optimization workflow sheet to capture your ideas. Don't overthink it—focus on getting as many concepts down as possible. You can refine and adjust these ideas in the next step.

a. Write out the image concept

Concept

Sizing

Anatomy

How to: Install

Sturdy

SF - Scratch Post

MF - Materials Strength

Lifestyle - Multiple Cats

Sizing

b. Write a short description for this concept:

Description

Simple sizing graphic, white background, cat for size reference, s

Product in living room, pointing to: hammock, scratch post, bed, t

"Install in 3 easy steps" - All items included. Steps: Connect base

"Won't fall over" Heavy cat on top playing aggressively

Zoomed in shot showing scratching post, cat aggressively scratch

Showing carpet, scratch post, wood base - "Durable for even the

3 cats on tower, one relaxing, one playing with scratch post, one

Lifestyle image, product in small apartment, sizing dimensions CI

c. Note concept variations using version column

Version
V1
V1
V1
V1
V1
V1
V1
V1
V2

d. Note the intended team who will bring concepts to life

Team
Internal Team
Internal Team
Internal Team
Internal Team
Internal Team
Internal Team
Internal Team
Internal Team
Internal Team

e. Log the status from concept to created asserts.

Status
Concepted
Created
Concepted
Concepted
Created
Created
Created
Created
Concepted

Create Secondary Image And A+ Content Designs

Bringing your image concepts to life can be done through various methods, catering to different budgets. No matter which approach you take, providing clear direction to your creative team will lead to better outcomes. Keep in mind that while visual appeal is important, the clarity and flow of information take priority—a more polished image doesn't always guarantee a higher conversion rate.



Test And Revise Secondary Image And A+ Content Designs

Several market research tools are available to test your creative assets before uploading them to Amazon, with three notable options listed below. If you have a larger budget and more time, consider testing multiple concepts against each other. Then, test the winning designs against similar images from your top competitors. Remember, the real magic of creative optimization lies in the revision process—don't hesitate to go through 3-4 rounds of revisions to achieve an image that is both visually appealing and easy to understand.



Pickfu:
SELLERSYSTEMS



Intellivly:
SELLERSYSTEMS

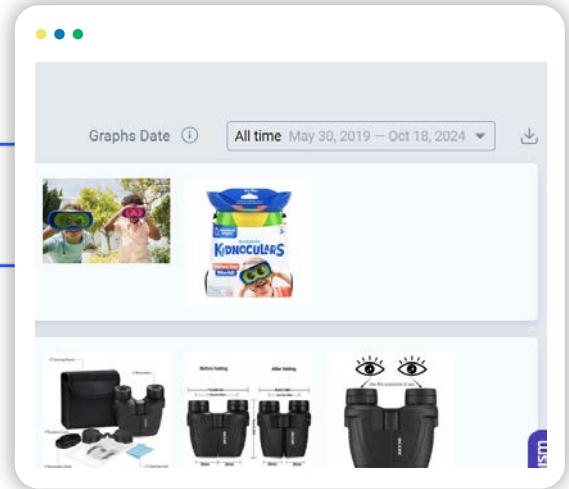


ProductPinion:
SELLERSYSTEMS

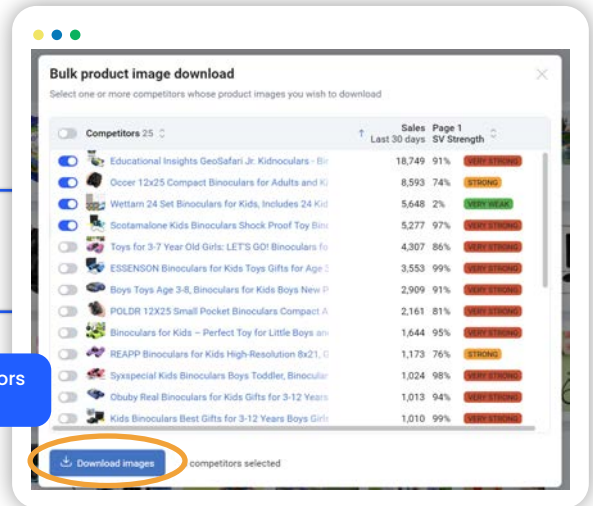
**Create Results:
3 Hours in Design**

Three methods to quickly download images from Deep Dive

a. Bulk Download

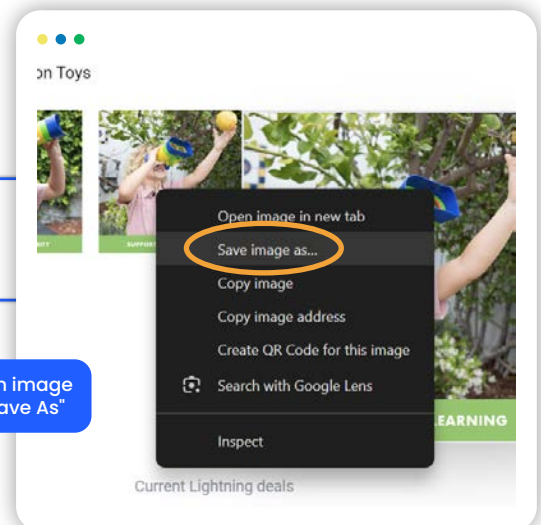


b. Download Specific Competitors



Select competitors to download

c. Download Specific Image



Right click an image and click "Save As"

MARKET RESEARCH



Competitor	Image 2	Image 3	Image 4
Competitor 1	Inclusions	Anatomy	Inclusions
Competitor 2	How To	Lifestyle - Apartment	How To
Competitor 3	Safety	Lifestyle - House	Safety
Competitor 4	SF- Material	SF- Material	SF- Material
Competitor 5	Anatomy	Anatomy	SF- Material
Competitor 6	Lifestyle - Apartment	Lifestyle - Apartment	Anatomy
Competitor 7	Lifestyle - House	Lifestyle - House	Lifestyle - Apartment
Competitor 8	UGC / Testimonial	UGC / Testimonial	Lifestyle - House
Competitor 9	How To	How To	UGC / Testimonial
Competitor 10	Inclusions	Inclusions	Anatomy
Competitor 11	Lifestyle - Apartment	Lifestyle - Apartment	Lifestyle - Apartment
Competitor 12	How To	Anatomy	Lifestyle - House
Competitor 13	Inclusions	Lifestyle - Apartment	Lifestyle - Apartment
Competitor 14	SF- Material	Lifestyle - House	Anatomy
Competitor 15	How To	SF- Material	Lifestyle - House

FILL OUT **THIS SHEET**

WITH RESULTS FROM YOUR
MARKET RESEARCH TESTS

UPLOAD & MAKE HIGHLIGHT

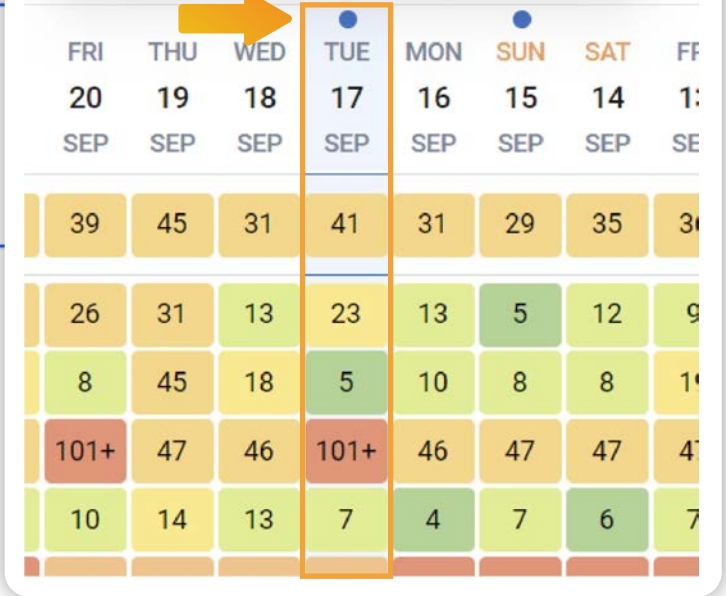
Upload Assets To Amazon And Make Rank Radar Highlights

Step 1: Go to Seller Central and upload your secondary images and A+ content.



Step 2: Make Rank Radar highlight

Uploaded new secondary images and A+ content to Amazon.

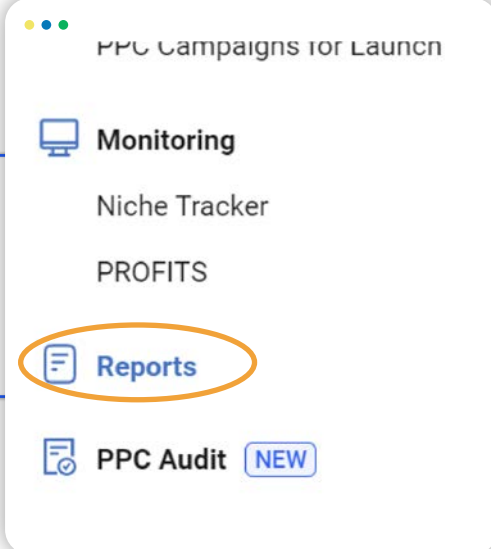


FRI	THU	WED	TUE	MON	SUN	SAT	FRI
20	19	18	17	16	15	14	13
SEP	SEP	SEP	SEP	SEP	SEP	SEP	SEP
39	45	31	41	31	29	35	30
26	31	13	23	13	5	12	9
8	45	18	5	10	8	8	10
101+	47	46	101+	46	47	47	47
10	14	13	7	4	7	6	7

Monitor, Iterate And Execute On Testing Road Map

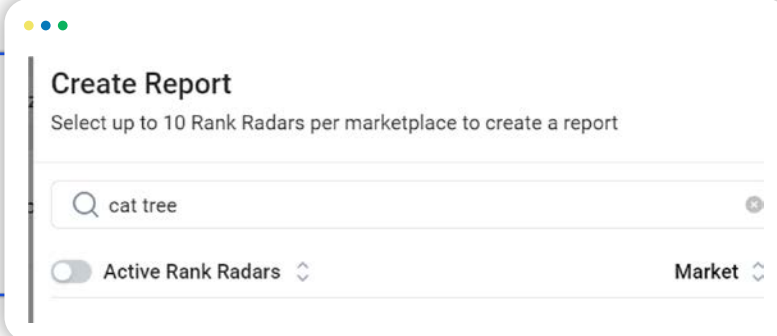
After uploading your images to Amazon and setting up Rank Radar highlights, it's crucial to monitor performance. In addition to tracking overall organic rank and the results from any MYE tests, pay close attention to your Unit Session Percentage (USP). Remember, both conversion rate and USP can fluctuate significantly on a daily basis, so it's best to analyze these metrics over longer time frames, comparing 30, 60, or 90+ days before and after making changes. The reports tool within Data Dive will help you track changes in market share percentage and total revenue effectively.

Step 1: Navigate to Reports



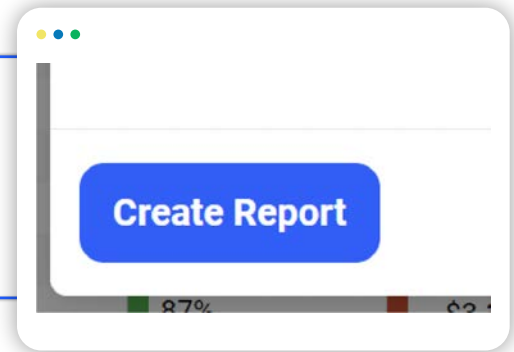
The screenshot shows a navigation menu titled "PPC Campaigns for Launch". The menu items are: Monitoring (with a computer icon), Niche Tracker, PROFITS, Reports (with a document icon and circled in orange), and PPC Audit (with a checkmark icon and a "NEW" badge).

Step 2: Find product

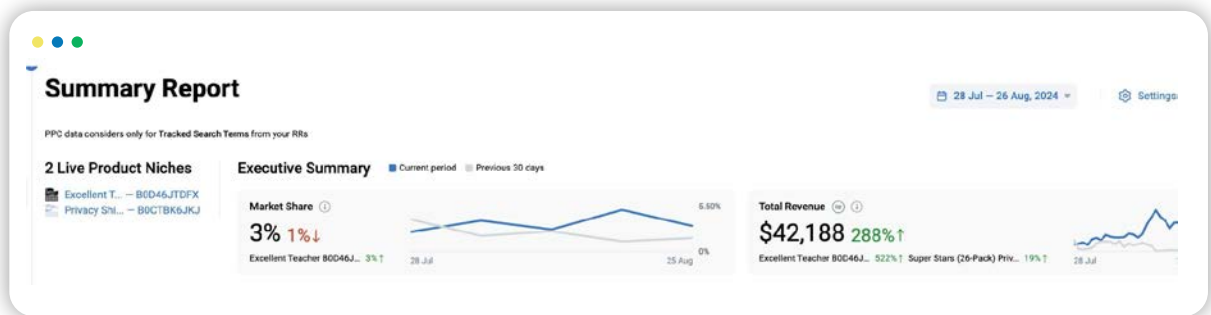


The screenshot shows the "Create Report" interface. It includes a search bar with the text "cat tree", a toggle for "Active Rank Radars" which is currently turned off, and a "Market" dropdown menu.

Step 3: Run report



Step 4: Select date range and analyze



Alternate Strategies For Improving CVR

Optimizing CVR is a lengthy process influenced by numerous factors. Here are four additional tools that could help drive a positive increase in your conversion rate.

a. Add listing video

 amazingLISTERS

 Share it STUDIO

b. Add review videos

 joinbrands

c. Test price

 profasee

 AURA

d. Remove negative reviews

 TRACE FUSE

Get the full breakdown

Watch this video

Office Hours

CVR Optimization Worksheet
Step 1-3



Presented by
Anthony Cofrancesco



OPTIMIZE FOR PERFORMANCE

When undertaking a full creative optimization project, you'll likely end up with several secondary images and A+ content modules that remain unused.

Remember, optimizing CVR is an iterative process that should be approached with a long-term mindset. Aim for consistent improvements each month through ongoing testing. Developing a long-term plan to test these assets will help you maximize the results of your optimization efforts.

Step 1:

Log your current listing assets in THIS SHEET

Optimize for Performance:

Current Placement	Concept	Version	Link
Secondary Image 2	Sizing	V1	
Secondary Image 3	Anatomy	V1	
Secondary Image 4	How to Install	V1	
Secondary Image 5	Sturdy	V1	
Secondary Image 6	SF - Scratch Post	V1	
Secondary Image 7	MF - Materials Strength	V1	
Secondary Image 8	Lifestyle - Multiple Cats	V1	
A+ Content Module 1	Concept	Version	Link
A+ Content Module 2	Anatomy	V1	
A+ Content Module 3	How to Install	V1	
A+ Content Module 4	Sturdy	V1	
A+ Content Module 5	SF - Scratch Post	V1	
A+ Content Module 6	MF - Materials Strength	V1	
A+ Content Module 7	Lifestyle - Multiple Cats	V1	
A+ Content Module 8			

Step 2:

Plan your testing strategy

ORDER

DENSITY

DESIGN

Test order of images or A+ content modules

Test the density of information in each asset


Test alternate designs and visual concepts

Step 3:

Complete 6 month plan in THIS SHEET

Current Month +1	Version	Link	Current Month +2	Version	Link	Current Month +3	Version	Link	Current Month +4	Version	Link	Current Month +5	Version	Link	Current Month +6	Version	Link
NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
Anatomy	V1	How to Install	V1	Winning Order TED	V2	NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
Sizing	V1	Sizing	V1	Winning Order TED	V2	NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
Lifestyle - Multiple Cats	V1	Anatomy	V1	Winning Order TED	V2	NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
SF - Scratch Post	V1	Lifestyle - Multiple Cats	V1	Winning Order TED	V2	NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
How to Install	V1	MF - Materials Strength	V1	Winning Order TED	V2	NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
Sturdy	V1	Sturdy	V1	Winning Order TED	V2	NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
MF - Materials Strength	V1	SF - Scratch Post	V1	Winning Order TED	V2	NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
Current Month +1	Version	Link	Current Month +2	Version	Link	Current Month +3	Version	Link	Current Month +4	Version	Link	Current Month +5	Version	Link	Current Month +6	Version	Link
NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE			NO CHANGE		
NO CHANGE			NO CHANGE			NO CHANGE			Sizing	V1	How to Install	V1	How to Install	V2	How to Install	V2	
NO CHANGE			NO CHANGE			NO CHANGE			Lifestyle - Multiple C	V1	Anatomy	V1	Anatomy	V2	Anatomy	V2	
NO CHANGE			NO CHANGE			NO CHANGE			SF - Scratch Post	V1	Brand	V1	Brand	V2	Brand	V2	
NO CHANGE			NO CHANGE			NO CHANGE			How to Install	V1	Lifestyle - Multiple C	V1	Lifestyle - Multiple C	V2	Lifestyle - Multiple C	V2	
NO CHANGE			NO CHANGE			NO CHANGE			Sturdy	V1	Brand	V1	Brand	V2	Brand	V2	
NO CHANGE			NO CHANGE			NO CHANGE			MF - Materials Stre	V1	Brand	V1	Brand	V2	Brand	V2	

OPTIMIZE CVR - Part 3



Get the full breakdown

Office Hours

CVR Optimization Worksheet

Step 4



Watch this video



Step 4: Map out testing timeline

Asset:	Current	Month 1	Month 2	Month 3
Main Image	Product + Model V1	Product + Model V1	Product + Model V1	Product + Model V1
Secondary Image 1	How to Install V1	Anatomy V1	Anatomy V1	Anatomy V2
Secondary Image 2	Anatomy V1	How to Install V1	How to Install V1	Testimonial V2
Secondary Image 3	Single Feature - Scratch V1	Sizing - V1	Sizing - V1	Sizing - V12
Secondary Image 4	Single Feature - Base V1	Single Feature - Scratch V1	Single Feature - Scratch V1	Single Feature - Scratch V12
Secondary Image 5	Sizing - V1	Single Feature - Base V1	Single Feature - Base V1	Single Feature - Base V12
Secondary Image 6	Testimonial V1	Testimonial V1	Testimonial V1	How to Install V2
A+ Content	Brand Focused	Brand Focused	Product focused / variations	Brand Focused
MYE Goal:	N/A	Test alternate order of image gallery	Test alterate A+ content style	Test alternate secondary images



Do you still have questions
about this workflow?

**Register to any of our 3X weekly
Office Hours sessions and get
your questions answered.**

[TIMES OF OFFICE HOURS >](#)

