CLIENT

Fresh Start Health Retreat Centers Ltd.

Heal Your Mind · Your Wellness Retreat

CASE STUDY 03 · LANDING PAGES · GOHIGHLEVEL FUNNEL BUILDER · CUSTOM CODE

Two landing pages, now editable by the team.

Fresh Start ran paid traffic to two long program pages, Heal Your Mind and Your Wellness Retreat, built in custom code nobody on the team could edit. I rebuilt both inside the GoHighLevel funnel builder, section by section.

- 2 program pages rebuilt
- Booking calendar built in
- 13-card team carousel
- A/B test on page B

By. Razi ur Rehman

Good pages, wrong place.

The pages converted. But they lived outside the CRM as hand-written code, so the team could not change a word, a rate or a testimonial without a developer.

The ask: rebuild the first page in the funnel builder, then clone it for the second program with its own colours, testimonials and rates.

2
program pages

4
funnel steps each

7 wks
scope to sign-off

0
developers needed now

BEFORE

Custom code, locked

Every change was a developer ticket.

THE BUILD

Builder first, code last

Native sections wherever they exist.

AFTER

Editable and connected

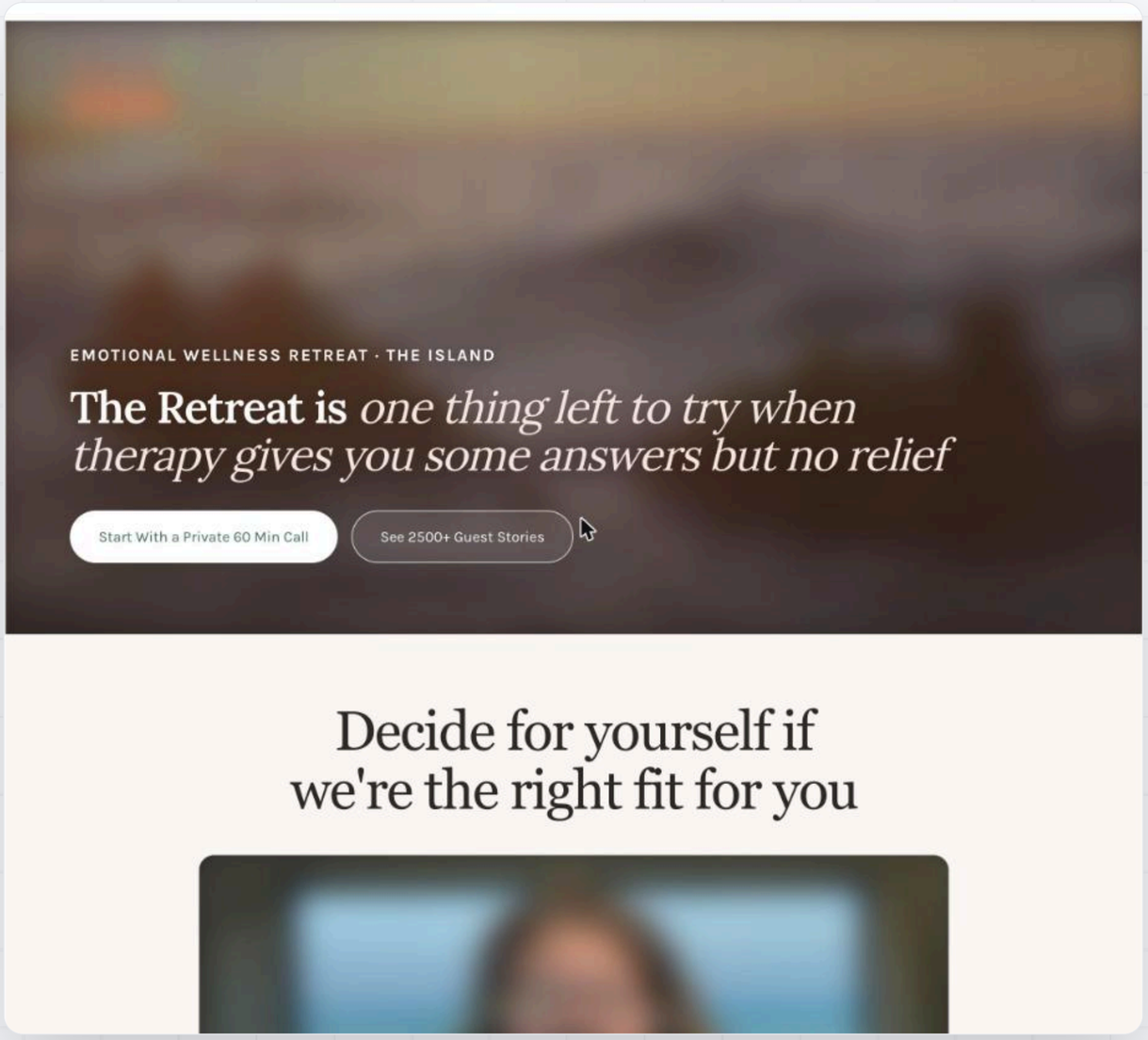
Wired to the booking calendar and CRM.

Razi ur Rehman

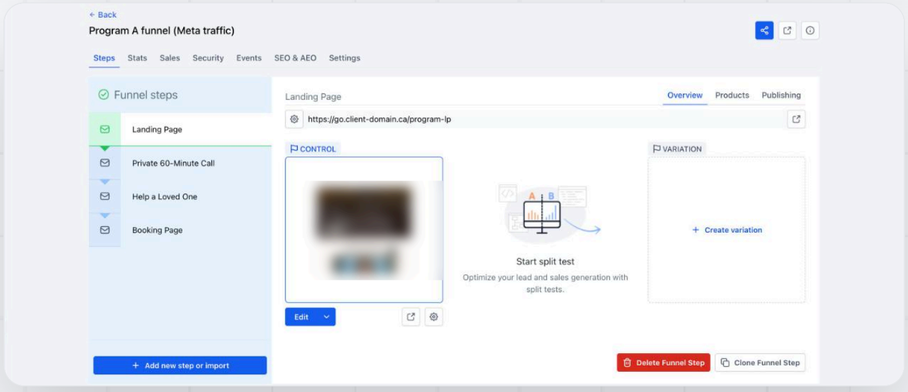
Same page, now native.

Hero, video, intake, daily schedule, pricing, gallery, dates and FAQ, all rebuilt as builder sections.

- Four-step funnel to a booked call
- Booking calendar built in
- Matched to the original, so ad traffic saw no change

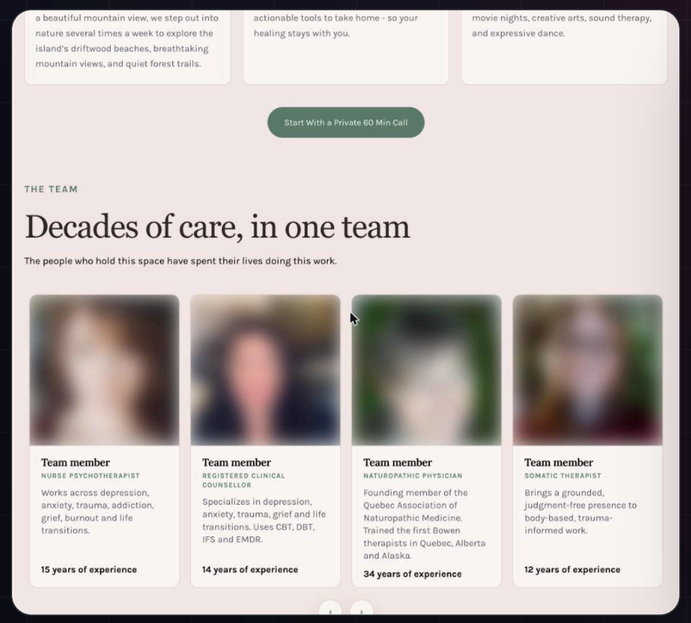


PAGE A HERO AND VIDEO (FACES HIDDEN)

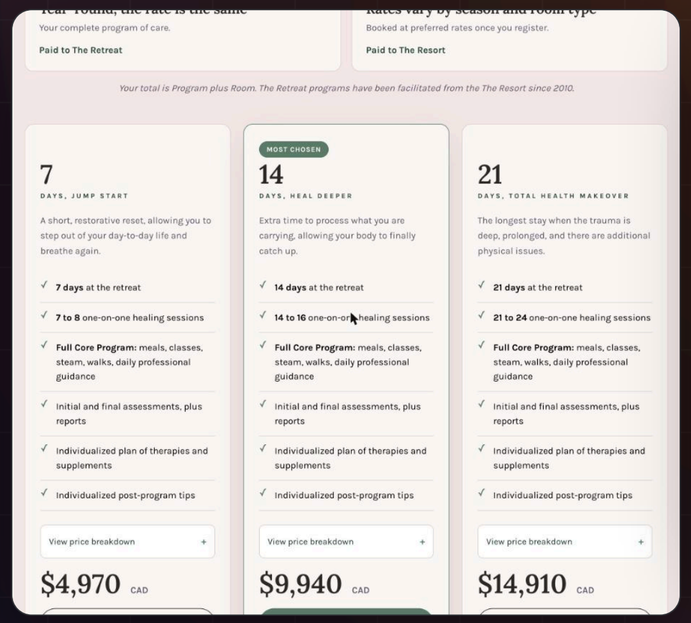


Where the builder ran out.

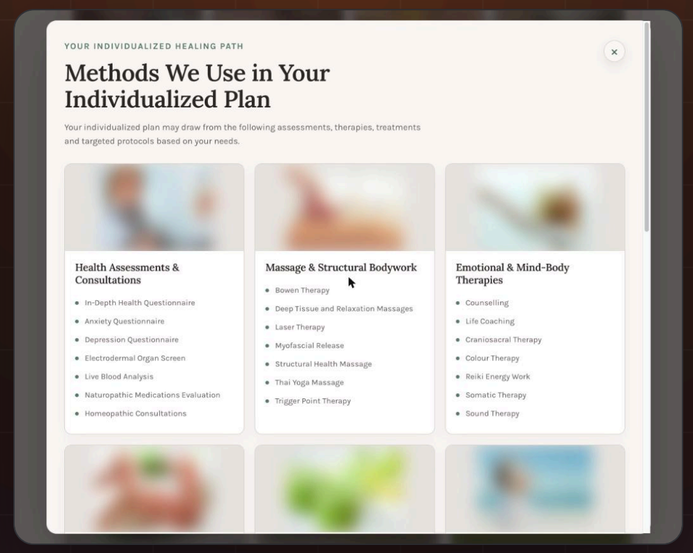
Three pieces had no native equivalent. They became small, documented custom code blocks.



TEAM CAROUSEL (FACES HIDDEN)



PRICING WITH BREAKDOWNS



METHODS POPUP

CAROUSEL

13 team members

Adding a person is copying one card.

POPUPS

Rebuilt per page

GoHighLevel cannot copy popups between pages.

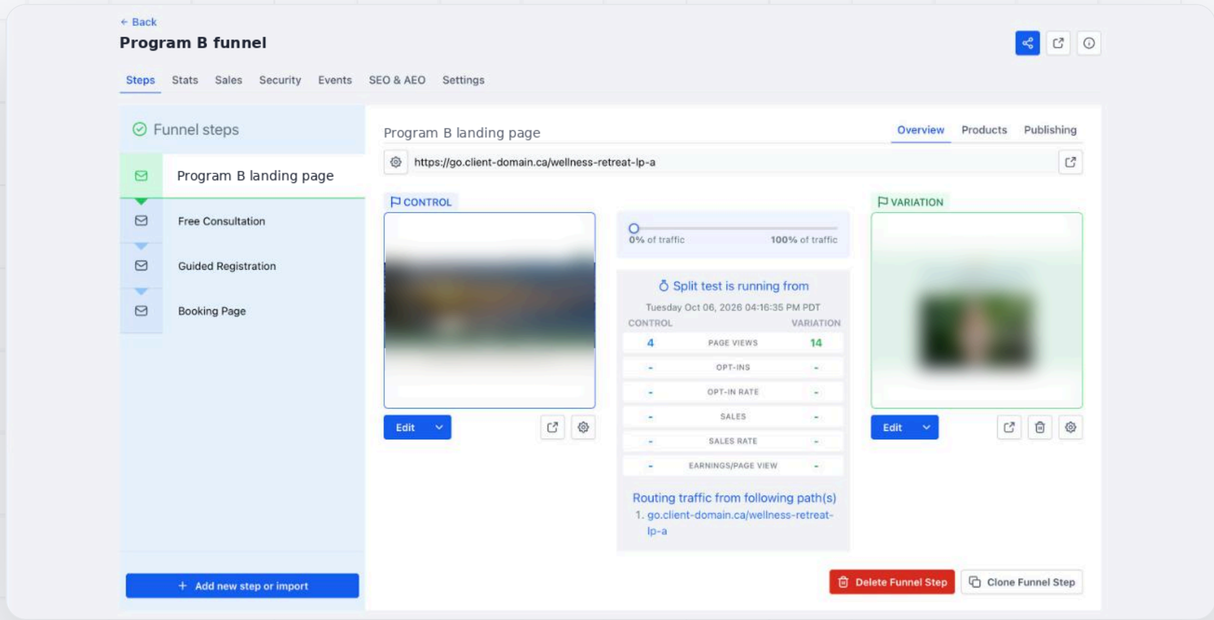
RULE

Native first

Only three custom blocks in the end.

One structure, two programs.

Page B is a clone of page A with its own colours, testimonials and rates. The team later set up an A/B test on it, with no code.



PAGE B: CONTROL VERSUS VARIATION, LIVE SPLIT TEST

Clone, then adapt

Colours, copy, media and rates changed.

Signed off by section

Each part approved in draft first.

Testable by the team

The client built the split test.

Pages the team owns again.

Both pages were signed off in late September 2026 and carry the retreat's paid traffic. The team edits copy, rates, dates and testimonials themselves.

2
pages live

13
team cards

3
custom blocks

1
A/B test by the client

STACK

Funnel builder + code

Native sections, plus HTML, CSS and JS blocks.

LESSON

Editable beats perfect

A page the client cannot change is a liability.

CONTEXT

Same client as case study 02

Built after their move from Keap to GoHighLevel.

In the client's own words.



UNEDITED FRAME FROM HIS VIDEO REVIEW

> “About 95% of all the components he was able to rebuild.”

> “It was a very, very, very complex project.”

> “When he says I'll do it, basically you have someone to depend on.”

Vasili (Wes) Kastashchuk
Fresh Start Health Retreat Centers Ltd. · Campbell River, BC

5.0
Upwork review

WHAT I DO

Specializing in pages your team can edit.

Pages stuck in code, Leadpages, Webflow or an old theme? Message me with what they need to do. I will tell you what moves cleanly into the funnel builder and what still needs code.

GoHighLevel | Funnel builder | Custom code | A/B testing