# Equinet Academy

# Website & Landing Page Conversion Optimisation

Learn How to Optimise Your Landing Pages and Multiply Your Conversion Rates

In-Person Or Online-based Classroom

Duration: 16 Hours (2 days)

**WS** SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

## You're in Good Company

We upskill and empower teams at leading industry organisations.
**You are in good hands.**

Microsoft — new balance — SONY — IKEA — DHL — FUJI xerox

## Course Fees & Fundings

**Course Fee: S$990.00** (inclusive of 9% GST)

**Course Fee After Eligible SSG Subsidies:**
From **S$297.00** (inclusive of 9% GST)

SkillsFuture Credit, PSEA, UTAP Claimable

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# Course Overview

This Website and Landing Page Conversion Optimisation course will transform you into a data-driven conversion rate specialist.

Companies globally are spending almost $626.9 billion in advertising dollars. But many are leaking revenue and wasting money with their advertising/marketing efforts because of poor and inefficient websites.

It doesn't matter how much ad dollars and promotions you do if your website is underperforming.

To improve website ROI and performance, you'll need to implement a methodical process called Conversion Rate Optimisation.

It is a process that allows you to optimise your on-site goals by running data-driven experiments to remove friction and increase conversions.

This helps you to increase qualified leads from existing website traffic, improve prospect retention and most importantly, close more sales online.

By the end of this course, you will learn step-by-step how to improve your bottom-line through landing page optimisation, website testing, identifying digital insights and implementing actionable strategies.

This 2-day hands-on course will take you through proven CRO digital tools, case studies, real examples and key consumer psychology concepts behind conversion rate optimisation.

## Target Audience

User Experience Professionals, Web Designers, Graphic Designers, Content Developers, Copywriters, Marketing Professionals, and anyone who wants to increase conversion rates on websites.

1. **User Experience Professionals:** Focus on optimising the user journey to enhance website functionality and improve overall user satisfaction, directly impacting conversion rates.

2. **Web Designers:** Leverage design principles to create aesthetically pleasing and intuitive website layouts, making it easier for users to navigate and take desired actions.

3. **Graphic Designers**: Use visual elements strategically to guide users' attention, creating compelling graphics that encourage engagement and drive conversions.

4. Content Developers: Craft persuasive and informative content that resonates with the target audience, addressing their needs and guiding them towards conversion.

5. Copywriters: Write compelling copy that not only grabs attention but also persuades users to take action, ultimately increasing the effectiveness of calls-to-action (CTAs).

6. Marketing Professionals: Implement data-driven marketing strategies to drive targeted traffic to the website, ensuring that the right audience is reached, thereby boosting conversion rates.

7. Conversion Rate Optimisers: Apply testing and optimisation techniques to improve the website's performance, focusing on elements that can lead to higher conversion rates.

8. Business Owners & Entrepreneurs: Understand the importance of website conversion as a critical factor in online success, and learn how to implement strategies to maximise ROI from digital channels.

# Course Highlights

**In this 2-Day Website and Landing Page Conversion Optimisation course, trainees will learn**

- The latest Conversion Rate Optimisation (CRO) principles & heuristics to maximise conversions on your website (Home page, product page, sales pages, contact pages, download pages, lead pages and more).

- How to develop landing page wireframes to turn more visitors into leads and customers.

- Landing page optimisation: How to identify and remove negative friction to increase efficiency of your landing pages (With industry-standard Analytics tools).

- Understand modern consumer psychology and implement powerful persuasion techniques on your landing pages.

- How to find and craft a strong value proposition that stands out and get website visitors to take action now.

- What to test, when to test, and how to test using proven, repeatable A/B testing and multivariate testing tools.

- Develop conversion funnels across your marketing channels and platforms to achieve business objectives

- How to effectively develop and manage a conversion rate optimisation plan – Whether or not you're in an agency or in-house.

- And much more

# Course Objectives

**By the end of this course, you will be able to:**

- Describe the key principles of user experience, conversion rate optimisation & consumer psychology trends

- Deploy the Heuristics analysis framework and apply website design trends across industries to identify gaps in user experience

- Break down and critique the technical components and user flow of different landing page types (Home page, Category Page, Product Page, Sales Page)

- Develop wireframes that enhance user experience, align with the customer journey, and make changes supported by a UX information architecture

- Utilise a heuristics analysis and user engagement model to identify optimisation opportunities on a website

- Recommend compatible analytic tools for management of usability testing and understanding of user behaviour

- Prioritise, track, and report conversion rate optimisation actions within a document

# Course Outline

## Foundations of Conversion Rate Optimisation (CRO) & User Experience Design

Instructor-Led | Mode of Delivery (Interactive Lecture with Reflective Discussion)

**Introduction to Conversion Rate Optimisation**
- What is Conversion Rate Optimisation and Why is it Important

**Overview of the Conversion Rate Optimisation framework**
- When is Conversion rate optimisation needed
- The CRO Framework: Persuasive, Intuitive, Useable, Accessible, Functional
- Examples and case studies of CRO framework effectiveness in real-world scenarios

# Consumer Psychology, Heuristic Analysis & User Experience Design

Instructor-Led | Mode of Delivery (Interactive Lecture with Reflective Discussion, Demonstration & Practical Application)

**Understanding user psychology, preferences, and web design principles**
- The Fogg behaviour model
- Robert Cialdini's principle of motivation
- Cognitive Biases & Mental Model
- Fundamentals of Persuasive web design
- Examples and discussion of user experience best practices by industries

**How to test user experience with Heuristics analysis & web usability principles:**
- Perform Heuristic analysis: Relevance
- Perform Heuristic analysis: Trust
- Perform Heuristic analysis: Orientation
- Perform Heuristic analysis: Stimulance
- Perform Heuristic analysis: Security
- Perform Heuristic analysis: Convenience
- Perform Heuristic analysis: Confirmation

**Perform a complete heuristic analysis and make recommendations for user experience testing**
- Conduct a 7-step heuristic analysis on case studies from various industries
- Create recommendations and feedback for each analysis
- Design scoring system of user experience performance gaps
- Landing page teardowns and examples

**Customer research techniques for analysing user experience**
- Analysing user experience through the 5 stages of consumer awareness
- Visualize and design relevant copy to enhance UX based on stage of awareness
- Design a value proposition that is scannable and aligns with user's concerns and needs

# Fundamentals of Landing Pages – What Makes a High-Converting Landing Page

Instructor-Led | Mode of Delivery (Interactive Lecture with Case Studies and Reflective Discussion)

**Fundamentals of a Landing Page**
- Define the anatomy of an effective landing page
- Explain why landing page optimisation is important
- Classify and compare the differences between each of the following pages: Home page, sales page, category page, product page.
- Identify trends and best practices across layout, grids, typography, site navigation, forms, imagery, and video graphics.

**Designing an information architecture of a landing page based on UX principles**
- Explain how information architecture and organisation works
- Applying best practices for above the fold
- Applying best practices for CTA (Call to action), hero shots, headlines/subheadlines, use case sessions, social proof.
- Practice and apply information architecture on industry case studies

# Design an Effective Landing Page

Instructor-Led | Mode of Delivery (Lecture, Demonstration & Practical Application)

**Designing a complete landing page based on information architecture & wireframes**
- Examine and learn wireframing tools
- Assemble and design an information architecture and user flow of a sales page
- Develop a wireframe based on the information architecture with wireframing tools (i.e. Figma, Landing page builders, Microsoft Word)

# Identifying Optimisation Opportunities on a Website

Instructor-Led | Mode of Delivery (Lecture, Demonstration & Practical Application, Peer-to-Peer Learning)

- Evaluate wireframe prototype with user feedback and heuristics analysis
- Design and Implement modifications variations for a/b testing and testing

# Conversion Rate Optimisation Tools

Instructor-Led | Mode of Delivery (Lecture, Demonstration & Practical Application, Peer-to-Peer Learning)

- Discover UX optimisation opportunities with Google analytics
- Utilise heat maps, click maps, and site session recordings to optimise user journey
- Overview of Conversion rate optimisation tools compatibility with website setup

# Prioritisation, Tracking & Reporting for Conversion Rate Optimisation (CRO) Actions

Instructor-Led | Mode of Delivery (Lecture, Demonstration & Practical Application)

- Understand the ICE prioritisation framework
- Develop a optimisation tracking plan to prioritize UX changes
- Use data and set optimization goals
- Describe the RASCI (Responsible, Accountable, Support, Consulted, Informed) model to communicate and manage stakeholders

# Assessment Component

- Written assessment – Case study with Questions
- Individual project presentation
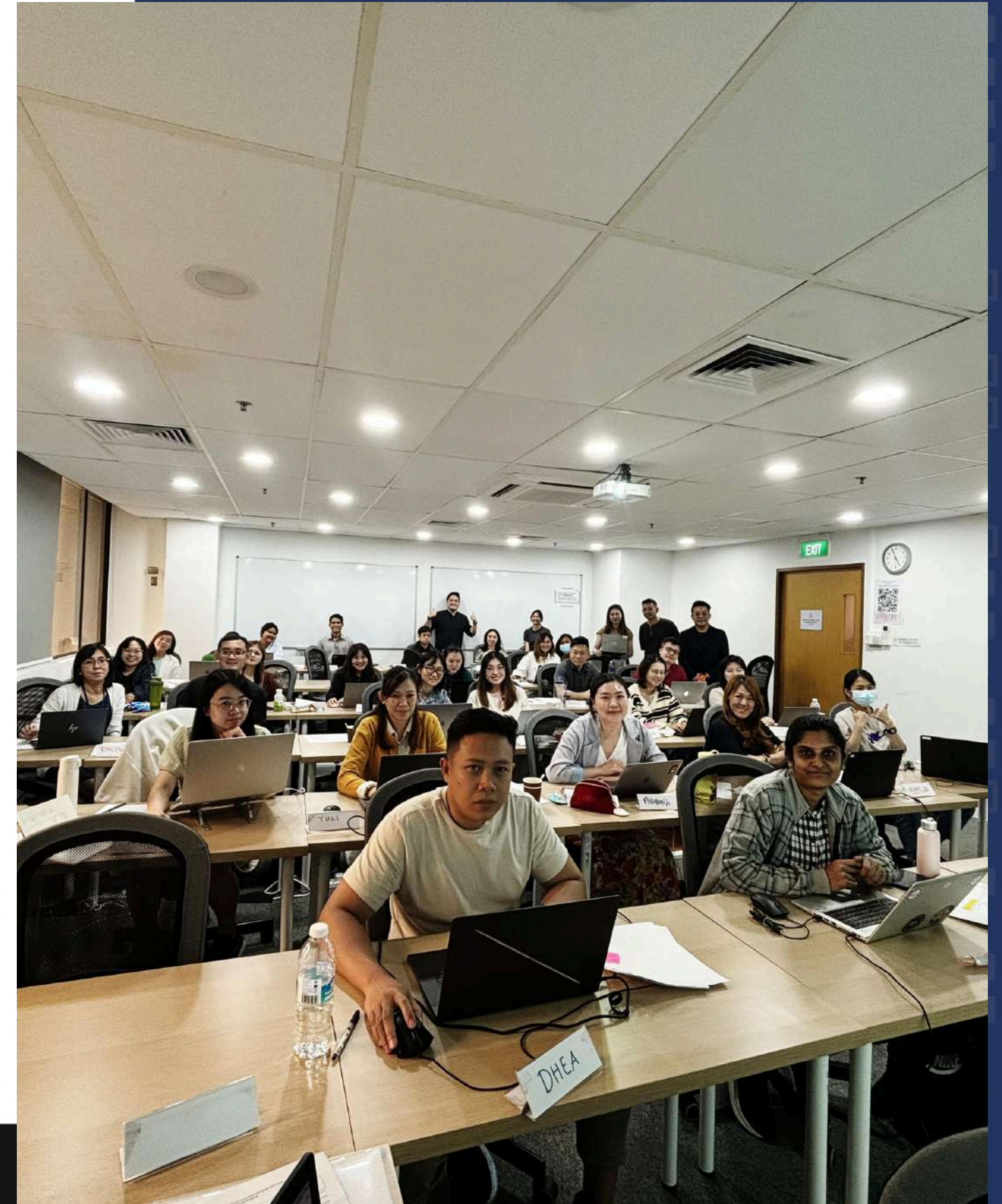
Trainer Profile

# Jeremiah Maximus Lim

Jeremiah has a decade of experience in both B2B and Consumer Marketing and another six years of experience as a WordPress Developer / Graphic Designer. He worked in-house as Head of Marketing with several F&B groups before starting UNGRUMP, where he has worked with clients such as Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia.

# Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – User Experience Design under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Website and Landing Page Conversion Optimisation course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework User Experience Design

Course Code: TGS-2022015573
Course Support Period: 07 Sep 2022 – 06 Sep 2026

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## Equinet Academy

### WSQ WEBSITE AND LANDING PAGE CONVERSION OPTIMISATION

### CERTIFICATE OF COMPLETION

This certificate is awarded to

### YOUR NAME

for successfully completing the WSQ Website And Landing Page Conversion Optimisation
(aligned to the Skills Framework User Experience Design)

(Date)

Date

**Dylan Sun**
Training Director

# Why
# **Learn** With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ).** You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments

- Real world hands-on projects

- Comprehensive, up-to-date curriculum and courseware

- Post-course coaching and mentorship

- Career support services and job opportunities

- Be part of an insider community with over 1000+ members

## 4.9/5
Google Reviews

## 20,000+
In our community and have trained at Equinet

## 4/5
Quality Rating on TRAQOM via Qualtrics

# Testimonials

There was a good mix of theory and hands-on activites, as well as tips and tools to help with CRO.

**Mandy Kho,**
**Schneider Electric**

The CRO course from Equinet is a great course that goes hand-in-hand with other courses such as Ad Words and SEO Optimisation. I'm an entrepreneur that manages several websites for service based products. The CRO information is essential for me and for my businesses.

**Lindley**

The learning pace of the class was just nice and easy to understand. Shaun was also helpful and able to clarify my questions clearly.

**Brian Tan Zhixiang**

This course provided me with the tools I needed to optimize our company's website. The strategies for improving conversion rates were both innovative and actionable. Since implementing the changes, we've seen a significant increase in customer engagement and sales.

**Mei Ling Chua**

Taking this course was a game-changer for me. As a web designer, I learned how to create user experiences that truly convert visitors into customers. The practical insights and real-world examples made it easy to apply what I learned directly to my projects.

**Li Tan**

# Frequently Asked Questions

**What is Conversion Rate Optimisation (CRO) and why is it important?**
Conversion Rate Optimisation is the process of optimisations your website or ad experience to get more visitors to take specific actions. (i.e buying your product, filling your web form, Adding to cart and more).

**Do I need a technical background for this course?**
While knowledge of Google Analytics, psychology and digital psychology is useful, these are not pre-requisites other than basic computer knowledge. In-depth CRO concepts will be covered in this course and you'll be able to execute without prior technical background.

**Is this course hands-on?**
Yes! You will be working on real-life case studies through group activities. While there will be fundamental theory and concepts, majority of the course is activity-based. You will get to explore industry-recognised CRO tools, checklist, guides and templates.

**Do I have to prepare anything before attending the course?**
For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class. For more details, you may read the **Online-based Classroom Learner Guide.**

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.
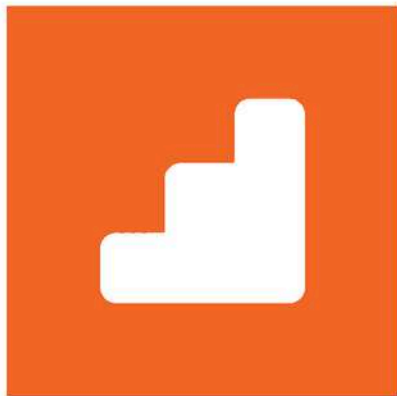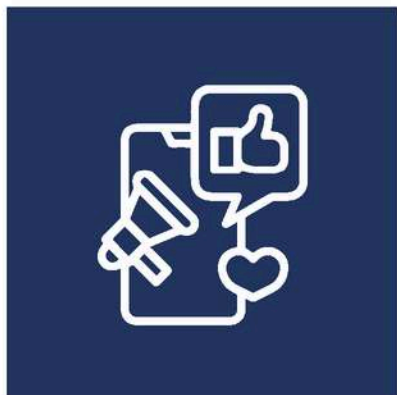
## **Related Courses**

**Google Tag Manager**

**Digital Marketing Analytics (Google Analytics)**

**Advanced Digital Marketing Analytics (Google Analytics)**

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Sign up for **Website & Landing Page Conversion Optimisation**

**Reserve your seat here today.**

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**For More Information**
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