

Website & Landing Page Conversion Optimisation

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





Course Description



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

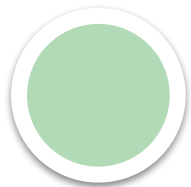
Companies globally are spending almost \$626.9 billion in advertising dollars. But many are **leaking revenue and wasting money** with their advertising/marketing efforts because of poor and inefficient websites.

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.



Course Description (cont.)



Sign up for this course if you:

- Have been studying your analytics reports month after month, but can't understand why your traffic isn't converting – Learn how and what to analyse in order to spot and fix any high friction elements
- Need to optimise your landing page conversions, but are unsure where to begin.
- Are not getting positive returns for your paid advertising campaigns – Doubling your conversion rates means reducing your ad spend
- Don't know how to read your reports nor identify gaps in your conversion funnels – Address these gaps and achieve quick wins to boost your conversions
- Don't really understand what your customers really want – Apply consumer psychology principles and see from your customers' perspective

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.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From **\$386.10** (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

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



Course Highlights

What you'll 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

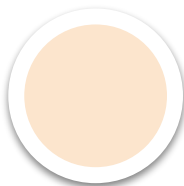
Course Objectives

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



Certification



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.



Course Outlines

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



Course Outlines

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

How to test user experience with Heuristics analysis & web usability principles (cont.):

- Perform Heuristic analysis: Security
- Perform Heuristic analysis: Convenience
- Perform Heuristic analysis: Confirmation

Course Outlines

Consumer Psychology, Heuristic Analysis & User Experience Design (cont.)

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

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

- Analyzing 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

Course Outlines

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

Course Outlines

Design an Effective Landing Page

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

Designing a complete landing page based on information architecture and 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)

- 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

Course Outlines

Prioritisation, Tracking and Reporting for Conversion Rate

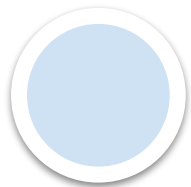
Optimisation (CRO) Actions

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
- Individual Project Presentation



Trainer Bio

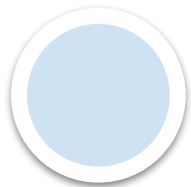
Shaun Lee



Shaun is a highly skilled and engaging trainer with over 11+ years of experience in digital marketing and business development. He is an expert in various digital marketing strategies, including performance marketing, web analytics, social media marketing, SEO, and paid search. He brings real-world experience from working for top brands like Bytedance, Amazon, LinkedIn, and Vision Critical, enabling him to provide practical insights and actionable strategies.

**Only one trainer will be facilitating per class.*





Trainer Bio

Jeremiah Lim

Having started as a F&B Marketer, Jeremiah spearheaded some extremely successful campaigns for notable F&B Groups such as Strumms Holdings, The Clan Restaurant, and Mel's Place. He worked in-house as Head of Marketing with several F&B groups before starting UNGRUMP, where he has worked with clients such as Venture Capitalist Goodstartup, Singapore Maritime Institute, Drinks & Co, TAD Coffee, Havas Media, Celebrity Chef Martin Woo, Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia. Jeremiah is an experienced trainer with over 12 years of industry experience, with a WSQ Advanced Certificate in Learning and Performance (ACLP).

**Only one trainer will be facilitating per class.*



Why Learn with Equinet?



Access recorded sessions of live classes

Replay parts of the course from your in-person or online classes. An excellent recap method.



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$584.10
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$386.10
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$584.10
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials



“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



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

Mandy Kho, *Schneider Electric*



“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

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



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.

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.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework User Experience Design | Course Code: TGS-2022015573 | Registry Period: 07 Sep 2022 - 06 Sep 2024