



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ WEBSITE & LANDING PAGE CONVERSION OPTIMISATION COURSE

Learn Conversion Optimisation Strategies from Clicks to Conversions



Course Duration

2 Days
8.30 AM - 6.30 PM



Course Fee

From **\$125.48** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

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



This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework
Course Code: TGS-2023020901



Who Should Attend

This course is suitable for User Experience Experts, Web Design Specialists, Graphic Designers, Content Creators, Copywriting Enthusiasts, Marketing Practitioners, and individuals looking to boost website conversion rates.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and Career Advisory and Resources Support Programme.



Minimum Entry Requirements

To enrol in this WSQ Website & Landing Page Conversion Optimisation Course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

Optimising your websites and landing pages for conversions can be tricky but in today's landscape, it is essential for driving conversions and maximising your marketing efforts. Especially where the competition is fierce and user attention spans are short in Singapore's digital landscape.

In this WSQ Website and Landing Page Conversion Optimisation course, you'll learn how to strategically design your website and refine your landing pages to guide users through the conversion funnel effectively.

From understanding consumer psychology to crafting persuasive messaging and optimising design elements, every aspect of the website conversion rate optimisation (CRO) process will be covered. This will equip you with the skills and knowledge needed to enhance user engagement, boost conversions and improve your online presence significantly.

With hands-on, project-based assignments, this conversion rate optimisation training course is designed for anyone who is looking to enhance their digital marketing expertise and improve the performance of their website and landing page.

COURSE HIGHLIGHTS

Learning Outcomes:

- Gain an understanding of the role that websites and landing pages play in the overall marketing mix, including the use of the conversion optimisation framework to gain a deeper analysis and then building out goals for improvement of website and landing page conversion rates.
- Acquire a deep understanding of the user journey and the critical skills for effective website flow analysis.
- Apply the significance of Heuristic analysis for evaluating interfaces highlighting common usage patterns and identifying areas for optimisation.
- Evaluate and reengineer a website or landing page layout, including improving its navigation, visual hierarchy, and mobile responsiveness to enhance user engagement and facilitate a smoother journey towards conversion goals.
- Craft compelling, targeted content strategies that effectively communicate the value proposition, incorporate persuasive copywriting techniques, and integrate social proof to increase the credibility and conversion potential of a website or landing page.
- Integrate ethical psychological triggers and ensure adherence to relevant privacy regulations within digital content, including creating a sense of urgency and trust that complies with legal standards to motivate user action and increase conversion rates effectively.
- Develop and implement a data-driven conversion rate optimisation strategy by utilising A/B testing, SEO best practices, and key performance indicators to systematically enhance website functionality and user experience and ultimately improve conversion rates.
- Assess and select relevant key performance indicators to measure the impact of optimisation techniques to ascertain if the goals have been reached.
- Set up reports to consistently track these metrics and understand how to use this data and develop marketing insights to improve website and landing page performance.

COURSE **OUTLINE**

▶ Introduction to Conversion Optimisation

- Role of websites and landing pages in the marketing mix
- Overview of the conversion optimisation framework
- Setting goals for optimisation

▶ Consumer Psychology and the User Experience

- Identifying your target audience
- Review of psychological models and their role in website design
- The importance of Heuristic analysis

▶ Fundamentals of Design (UX/UI)

- Using wireframing tools
- Understanding core website design principles
- Navigation design
- Importance of CTA signposting
- Analysis of Core web vitals Media optimisation
- Ensuring accessibility

▶ Effective Content & Messaging

- Communicating the value proposition and USP
- Website content planning
- Developing persuasive copywriting skills
- Writing effective product copy
- Using social proof
- Compliance requirements (GDPR/CCPA/Cookies)

▶ Optimisation Tools

- Identifying optimisation opportunities with Google Analytics
- Utilising heat maps and click maps
- Using site session recordings
- Role of A/B testing
- SEO techniques

▶ Measurement and Reporting

- Tracking UX changes across a website and landing page
- Reporting on goals and KPIs

▶ Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p>	<p>S\$125.48</p> <hr/> <p>S\$323.08</p>
Company-Sponsored		Course Fee before Subsidy and GST	Eligible Funding
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p> <hr/> <p>90% SkillsFuture Funding</p>	<p>S\$125.48</p> <hr/> <p>S\$323.08</p> <hr/> <p>S\$125.48</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Website & Landing Page Conversion Optimisation Course Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ WEBSITE & LANDING PAGE CONVERSION OPTIMISATION COURSE

Course Code: TGS-2023020901

<https://asktraining.com.sg/digital-marketing-courses/wsq-website-landing-page-conversion-optimisation/>

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Speak to a Course Consultant

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