



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS

up to
90%
SkillsFuture
Funding

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



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 websites and landing pages for conversions is increasingly critical in today's competitive digital landscape, where user attention is limited and performance expectations are high. In Singapore's crowded online environment, businesses need more than traffic – they need pages that guide users clearly and effectively towards action.

In this WSQ Website and Landing Page Conversion Optimisation course, learners will develop the skills to design and optimise high-performing websites and landing pages that support clear user journeys and measurable conversion goals. The course combines behavioural science, UX principles, content strategy, and practical CRO techniques to help learners understand not just what to optimise, but why.

Learners will explore key consumer psychology frameworks, including Cialdini's Principles of Persuasion, the Fogg Behaviour Model ($B = MAP$), and Eisenberg's Buyer Modalities, and learn how to apply these concepts to page structure, messaging, and calls to action.

The course also introduces no-code landing page tools and the core steps involved in building and structuring a landing page, using example platforms such as Unbounce, Leadpages, or HubSpot to demonstrate key concepts.

Through hands-on, project-based activities, learners will plan, wireframe, write, build, and optimise a landing page, using analytics and behavioural tools to identify friction and improve performance. By the end of the course, participants will be equipped to confidently design and optimise websites and landing pages that improve user engagement, increase conversions, and support overall digital marketing performance.

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**

► **LU1: Introduction to Conversion Optimisation**

- What is CRO (Conversion Rate Optimisation)?
- Why is CRO Important?
- Where Does CRO Fit in the Funnel?
- Websites vs Landing Pages: What's the Difference?
- Types of Landing Pages
- Aligning Conversion Goals with Page Purpose

► **LU2: Consumer Psychology and the User Experience**

- Why Psychology Matters in Conversion
- Cialdini's Principles of Persuasion
- Fogg Behaviour Model (B = MAP)
- Eisenberg's Buyer Modalities
- Applying Modalities to Page Structure

► **LU3: Fundamentals of Design (UX/UI)**

- Identifying Friction in the User Journey
- Designing for Flow: Layout, Navigation & Structure
- Crafting the Value Proposition
- Hero Image or Video
- Supporting Copy: Benefits and Features
- Social Proof
- Call-to-Action (CTA)
- Visual Hierarchy and Layout Principles
- Navigation Design
- Building Trust with Trust Signals
- Introduction to the LIFT Model
- From Idea to Wireframe: Designing a Landing Page with Purpose

► **LU4: Effective Content & Messaging**

- Why Copy and Content Matter
- Writing Impactful Headlines
- Crafting Clear and Compelling CTAs
- Microcopy and Form UX
- Visual Content That Supports Conversion
- Using Video to Build Trust and Clarity

► **LU5: Optimisation Tools**

- Introduction to No-Code Landing Page Tools
- Key Steps for Building a Page in Unbounce, Leadpages, or HubSpot
- Best Practices When Using a Page Builder

► **LU6: Measurement and Reporting**

- Why Measuring Matters in CRO
- Key CRO Metrics
- Using Google Analytics for CRO
- Behaviour Tracking Tools
- Using Heatmaps Effectively
- Session Recordings
- Usability Testing
- A/B Testing and Conversion Optimisation
- What You Can Test on a Landing Page
- Writing a Test Hypothesis
- Test Planning: Control vs. Variant
- When to Use Multivariate Testing
- Best Practices for Testing

► **Assessment Component**

- Project: 80 minutes
- Written Examination: 40 minutes

COURSE FEES & **FUNDING**

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

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



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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