



**@ASK Training**  
Attitude | Skills | Knowledge

**(24 HRS)**

# WEBSITE & LANDING PAGE CONVERSION OPTIMISATION

## Course Synopsis

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 Website and Landing Page Conversion Optimisation course, you 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 you understand not just what to optimise, but why.

Participants 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, you 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, you 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 Code:** TGS-2026064606



## Prerequisites

### Language:

- Attained at least WPLN level 6 OR
- Obtained Grade C6 for GCE O level English OR
- Other equivalent qualifications

### Academic:

- Obtained at least a pass or C6 at GCE-Levels in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates ( $\geq 30$  years old) with 8 years of relevant working experience

## Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

# Learning Units

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## Learning Unit 1

Introduction to Conversion Optimisation



## Learning Unit 2

Consumer Psychology and the User Experience



## Learning Unit 3

Fundamentals of Design (UX/UI)



## Learning Unit 4

Effective Content & Messaging



## Learning Unit 5

Optimisation Tools



## Learning Unit 6

Measurement and Reporting

# Course Objectives

*By the end of this course, learners should be able to:*

- ✓ 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.



# Programme Fee


**S\$1,370**

(exclusive of 9% GST)


## PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SSG Subsidies


 Self-Sponsored	Course Fee <small>before Subsidy and GST</small>	Eligible Funding	Nett Fees Payable <small>incl. 9% GST</small>
Singapore Citizens ≥ <b>40 years old</b>	S\$1,370.00	<b>90%</b> SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ <b>21 years old</b>		<b>70%</b> SkillsFuture Funding	S\$447.99


**SkillsFuture Credits** can be used on top of existing subsidies

 Company-Sponsored	Course Fee <small>before Subsidy and GST</small>	Eligible Funding	Nett Fees Payable <small>incl. 9% GST</small>
<b>Small-to-Medium Enterprise (SME)</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	<b>90%</b> SkillsFuture Funding	S\$173.99
<b>Non-SME</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		<b>70%</b> SkillsFuture Funding	S\$447.99
<b>Non-SME</b> Singaporean Citizens ≥ 40 years old		<b>90%</b> SkillsFuture Funding	S\$173.99

Singapore Citizens 21 years old and above who meet special criteria\* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

### Contact Us

 + 65 64846723

 + 65 94303852

 [information@asktraining.com.sg](mailto:information@asktraining.com.sg)

 <https://asktraining.com.sg/>

### Follow Us


 @ask.training.sg


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 @ASK Training

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### Find Us

 8 Jurong Town Hall Road  
#27-01 The JTC Summit  
Singapore 609434

 10 Anson Road  
#06-11 International Plaza  
Singapore 079903