

# ADVANCED WEBSITE CONVERSION RATE OPTIMIZATION CERTIFICATION TRAINING

Course Outline





## Course Overview:

Master the skills that enable you to consistently increase landing page conversion rates on microsites and websites with Simplilearn's Conversion Rate Optimization course. You will learn about the various aspects of conversion optimization and how to analyze website traffic so you can design campaigns that can capture visitors' attention.

## Skills Covered:

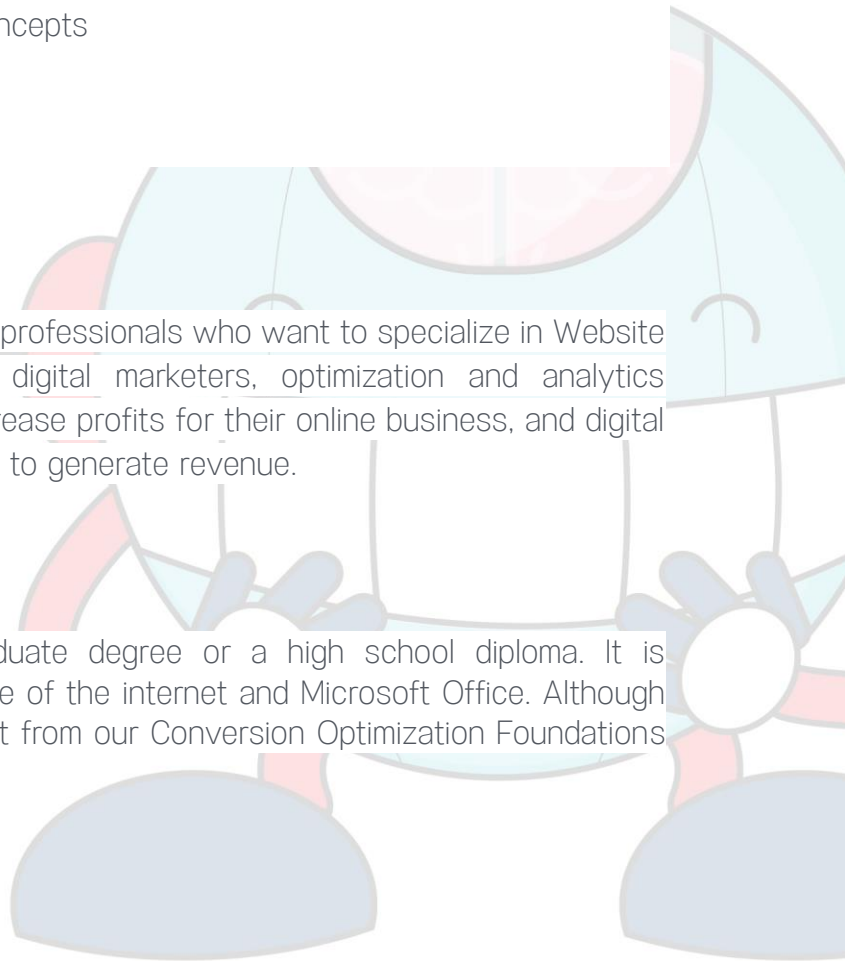
- Aspects of conversion optimization
- Conversion planning
- Conversion structure and design concepts
- Web analytics and measurement
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- Conversion with PPC

## Who Will Benefit:

This CRO training course is best suited for professionals who want to specialize in Website Conversion Rate Optimization, including digital marketers, optimization and analytics professionals, professionals seeking to increase profits for their online business, and digital marketers who use a data-driven approach to generate revenue.

## Prerequisites:

Learners need to possess an undergraduate degree or a high school diploma. It is recommended to have a working knowledge of the internet and Microsoft Office. Although not required, many participants also benefit from our Conversion Optimization Foundations course.





## Course Agenda:

### Lesson 1 - Introducing Conversion Optimization

Introducing Website Conversion Rate Optimization  
The Traits of Success  
The Amazon Example  
What Should You Test  
Robert Cialdini's Principles of Persuasion

### Lesson 2 - Laying the Foundation of Conversion

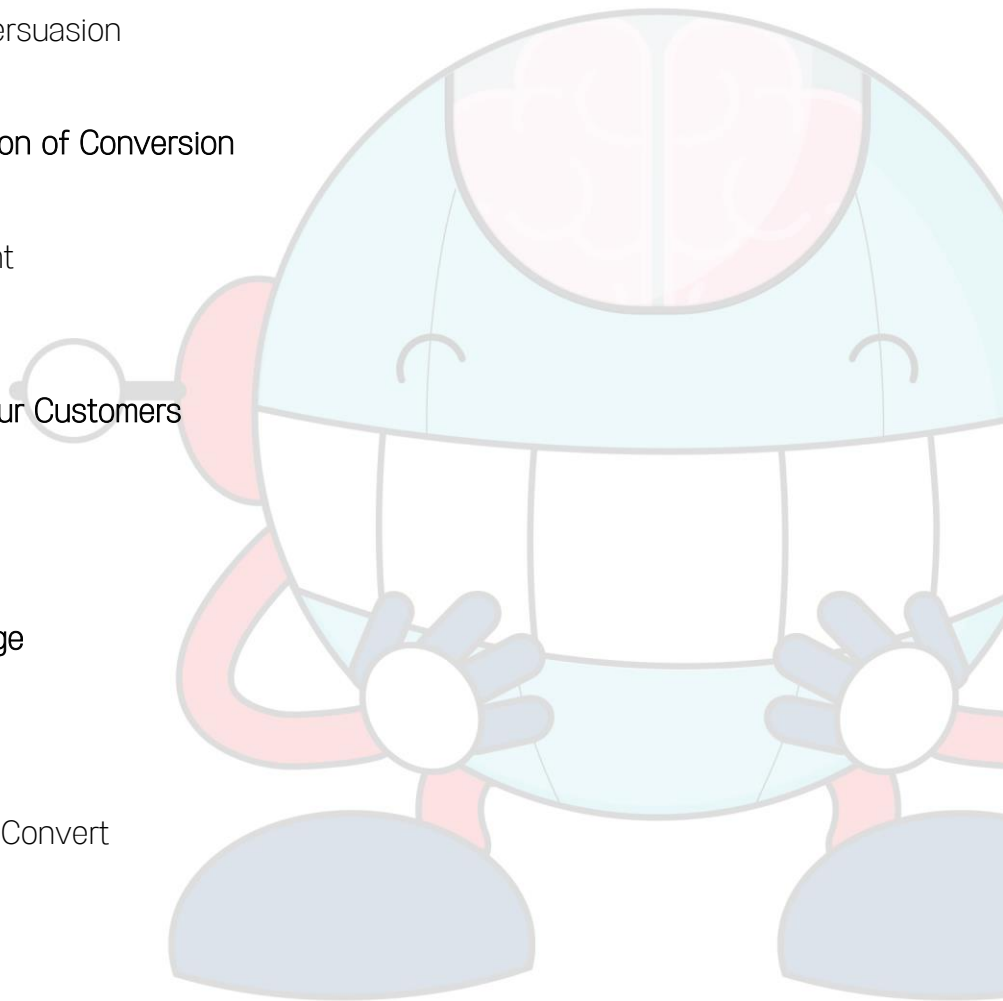
Understanding AIDAS  
Understanding Information Scent  
Maintaining the Scent Examples

### Lesson 3 - Getting to Know Your Customers

Identify Your Visitors Goals  
Modeling Your Customers

### Lesson 4 - Creating the Message

Identify Your Message  
Sell More Effectively  
Microcopy  
What if Your Copy Still Doesn't Convert





## Lesson 5 - Anatomy of a Landing Page

Landing Pages

Elements of a Great Landing Page

## Lesson 6 - Why Design Matters

The Elements of Design

Fitting Your Page Together

Technical Considerations

## Lesson 7 - Testing for Conversions

Three Key Factors of Conversion

The Three Factors in Action

## Lesson 8 - Seeing the Bigger Picture

Website Conversion Rate Optimization and SEO

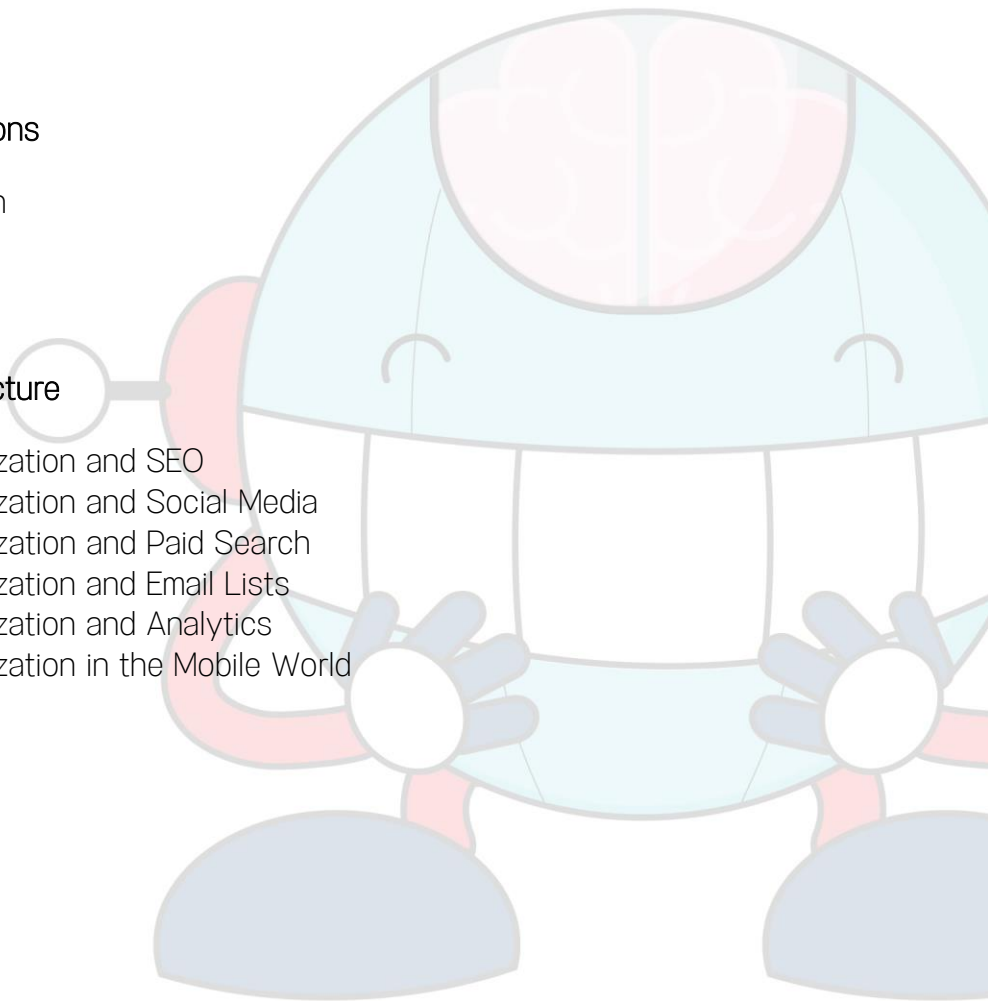
Website Conversion Rate Optimization and Social Media

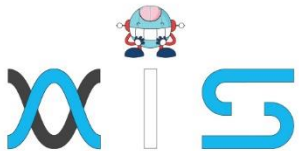
Website Conversion Rate Optimization and Paid Search

Website Conversion Rate Optimization and Email Lists

Website Conversion Rate Optimization and Analytics

Website Conversion Rate Optimization in the Mobile World





## AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

### Learning Partners



#### SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic

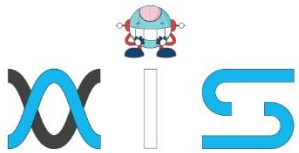
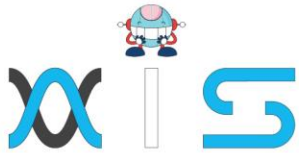
### Technology Partner



#### Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

### Partners & Affiliates



*The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.*

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