

Website Conversion Rate Optimization

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



For information on the course, visit:

<https://www.simplilearn.com/digital-marketing/conversion-optimization-foundation-training>



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