Marketing

Management

Social

SEO

Analytics

Copywriting

Google Ads

Website Design & CRO Course

A one day, 5 star rated course from the Marketing Training experts

mtraining

Website Design & CRO Course

This is a one day training course that will show you how to improve your website and get more of your visitors to convert into leads or sales.

Your website may have an attractive design, professional photos, great content and copywriting. But is it performing to it's potential?

On this course, you'll see that most websites, even the ones that look great, are underperforming.

We will also show you how you can improve your website so that it starts converting more visitors into enquiries and sales

Suitability - Who should attend?

This course is for people who are new to website design and optimisation: No prior knowledge is required to attend this course.

This course doesn't not cover the use of software to create websites or graphics - it is primarily designed for managers and those who are responsible for a website or digital marketing who want to know how to make their website perform better.

Price and Venues

Manchester: £295 + VAT

I have gained a lot of valuable knowledge that will enable me to be effective in my position. I look forward to the next course knowing that I will not only gain valuable content but a smooth, effective delivery which helps me to pick up on things I do not currently know

Owen Lewis | Cash Convertors

Private & One to One courses
We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Google
5.0 ★★★★★

- No more than 6 Delegates
- 5 Star Rated courses
- Practice led learning
- 3 months online support
- Lunch & refreshments provided

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

mtraining

Website Design & CRO
COURSE OUTLINE

This Course will teach you how to improve your website to increase conversions.

Introduction to Web Design

- Some simple rules
- Website evaluation
- Design basics
- Understanding and Communicating your Value Proposition
- Audience Profiling

Site Structure & Navigation

- Wireframing & Eyeflow
- Competitor Analysis

Page Design & Content

- Home Page Optimisation
- Web Page Design Rules
- Category Page Optimisation

- Product / Service Page Optimisation

Audience & Context

- Onsite Search
- Use of Photos & Graphics
- Personalisation
- Trust & Credibility

Conversion Point Optimisation

- Basket to Checkout Pages Optimisation
- Contact / Enquiry Page Optimisation
- Other key page optimisation
- Use of pop ups

Conversion Rate Optimisation

- Conversion Rate Optimisation Testing
- CRO Measurement and statistical significance
- Speed
- Things to test

- User Testing

Other Tools and Useful Information

To book please see next page

I have gained a lot of valuable Having something explained in an interesting and engaging way for me is the first key to understanding it.

The session is hands on and the group numbers low, so it is easy to ask questions and take the time to check that you are actually getting it! The best way to describe the course is informal and informative.

Fay Shannon | Brother UK

How to book

To reserve your place on the Website Design & CRO course, simply pick your preferred date and location, and send us an email or give us as ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

Really enjoyed the training day... I can implement everything I have learned on to our websites.

Shannon Irvine| Home For Students