Website Design & CRO Course

A 5 Star Rated course from the Marketing experts

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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.

Introduction

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

Who would benefit from this course?

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 improve conversion.

Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as private only courses.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be to able see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£265 + VAT	£450 + VAT
Liverpool:	£295 + VAT	£495 + VAT

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online From £190 (half day). Please email or call us with your preferred venue, number of delegates and any requests.

- No More Than 6 Delegates
- 5 Star Rated Course
- Practice Led Learning
- 3 Months Online Support
- Lunch Provided
- Detailed Course Notes

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

Google

5.0 ★★★★★

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

**Shannon Irvine
Home For Students**

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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

Google

5.0 ★★★★★

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

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.

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Why Choose M Training's Essentials of Social Media Training Course

- Run by an experienced digital marketer with over 10 years experience
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester, Leeds, Liverpool and Online.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £190 (half day) or £350 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

How to book

To reserve your place on our 1 Day Website Design & CRO course, Simply pick your preferred date and book on our website, send us an email or give us as call.

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.

I have gained a lot of valuable Having something explained in an interesting & 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 & take the time to check that you are actually getting it! The best way to describe the course is informal & informative.

Fay Shannon | Brother UK