



London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 02 November 2025 To 06 November 2025

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

This professional course on Conversion Rate Optimization (CRO) is designed to equip participants with the essential skills and insights needed to enhance website performance and increase conversion rates. Over the span of five days, participants will learn effective strategies to analyze, measure, and optimize their online presence, ultimately driving greater customer conversions and business success.

Objectives

- Understand the fundamentals and importance of Conversion Rate Optimization.
- Learn to effectively use tools and techniques for analyzing and improving website performance.
- Gain insights into customer behavior and how it affects conversion rates.
- Develop skills to implement successful A/B testing and experiments.
- Master strategies to enhance user experience and increase engagement.

Course Outlines

Day 1: Introduction to CRO

- Definition and importance of CRO
- Key concepts and terminology in CRO
- Understanding user journeys and conversion funnels
- CRO metrics: Identifying and setting goals
- Case studies of successful CRO strategies

Day 2: Analyzing User Behavior

- Techniques for data collection and analysis
- Using heatmaps and clickmaps for insights
- Interpreting user feedback and behavior analytics
- Identifying barriers to conversion
- Segmenting audiences for targeted optimization

Day 3: A/B Testing and Experimentation

- Principles of effective A/B testing
- Designing and implementing experiments
- Analyzing test results and drawing conclusions
- Tools and software for A/B testing
- Case studies of successful A/B tests

Day 4: Enhancing User Experience

- Importance of user experience in CRO
- Design principles for optimized user interfaces
- Improving website speed and responsiveness
- Leveraging personalization to increase conversions
- SEO implications for CRO

Day 5: Implementing and Sustaining CRO Strategies

- Developing a CRO strategy and action plan
- Integrating CRO into overall business strategy
- Monitoring, measuring, and reporting success
- Adapting to market trends and technology changes
- Long-term challenges and opportunities in CRO