

Website & Landing Page Conversion Optimisation

A SCTP Digital Marketing Course by @ASK Training

Welcome

Website & Landing Page Conversion Optimisation

Trainer:

Duration: 19 Hours (including 2 hours – Assessment)

Assessment:

- ✓ It will be conducted in a e-assessment format where learners will log into their individual accounts and key their answers into the course portal.
- ✓ Login details will be sent to the learner's registered email with the training institute, a day before the assessment.

Technical Skills & Competencies (TSC) Proficiency Level 4:

Create user experience design concepts, develop user flow charts and drive modifications or enhancements to the product or service features.

Assessments

Case Study with Questions (40 minutes)

Individual Project (80 minutes) focusing on:

- ✓ Your ability to demonstrate proficiency in improving the conversion rate of a given website or landing page through a series of optimisation tasks based on design and user experience, content and messaging, etc.

Learning Unit 1: Introduction to Conversion Optimisation

Learning Unit 2: Consumer Psychology and the User Experience

Learning Unit 3: Fundamentals of Design (UX/UI)

Learning Unit 4: Effective Content & Messaging

Learning Unit 5: Measurement & Optimisation

Learning Outcomes

At the course's end, you should be able to:

LO1:

Gain an understanding of the role that websites and landing pages play in the overall marketing mix, including the use of the conversion optimisation framework to gain a deeper analysis and then building out goals for improvement of website and landing page conversion rates.

LO2:

Acquire a deep understanding of the user journey and the critical skills for effective website flow analysis.

LO3:

Apply the significance of Heuristic analysis for evaluating interfaces highlighting common usage patterns and identifying areas for optimisation.

LO4:

Evaluate and reengineer a website or landing page layout, including improving its navigation, visual hierarchy, and mobile responsiveness to enhance user engagement and facilitate a smoother journey towards conversion goals.

LO5:

Craft compelling, targeted content strategies that effectively communicate the value proposition, incorporate persuasive copywriting techniques, and integrate social proof to increase the credibility and conversion potential of a website or landing page.

LO6:

Integrate ethical psychological triggers and ensure adherence to relevant privacy regulations within digital content, including creating a sense of urgency and trust that complies with legal standards to motivate user action and increase conversion rates effectively.

LO7:

Develop and implement a data-driven conversion rate optimisation strategy by utilising A/B testing, SEO best practices, and key performance indicators to systematically enhance website functionality and user experience and ultimately improve conversion rates.

LO8:

Assess and select relevant key performance indicators to measure the impact of optimisation techniques to ascertain if the goals have been reached.

LO9:

Set up reports to consistently track these metrics and understand how to use this data and develop marketing insights to improve website and landing page performance.

Qualification Programmes

Diploma in Digital Marketing (DDM)

SEVEN Modules (6 months):

1. WSQ WordPress Website Creation
2. WSQ Digital Content Creation
3. WSQ Copywriting & Content Writing
4. WSQ Google Ads
5. WSQ Facebook & Instagram Marketing
6. WSQ Website & Landing Page Optimisation
7. WSQ Capstone Project (Digital Marketing Campaign)



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

Qualification Programmes

Specialist Diploma in Digital Marketing (SDDM)

EIGHT Modules (6 months):

1. WSQ Advanced Digital Marketing Strategy
2. WSQ Advanced Digital Content Marketing
3. WSQ Advanced Digital Advertising
4. WSQ Advanced Social Media Management
5. WSQ Advanced Search Engine Optimisation
6. WSQ Advanced Digital Marketing Analytics (Google Analytics)
7. WSQ Email Marketing
8. WSQ Capstone Project (Digital Marketing Strategic Plan)



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Your Trainer



About You

- ❖ Name
- ❖ Desired takeaway from this course
- ❖ Experience with web design



Telegram: <https://t.me/+HUTdEvGsnUYzODY1>

Learning Unit 1

Introduction to Conversion Optimisation

LU1: Introduction to Conversion Optimisation

What will you be learning?

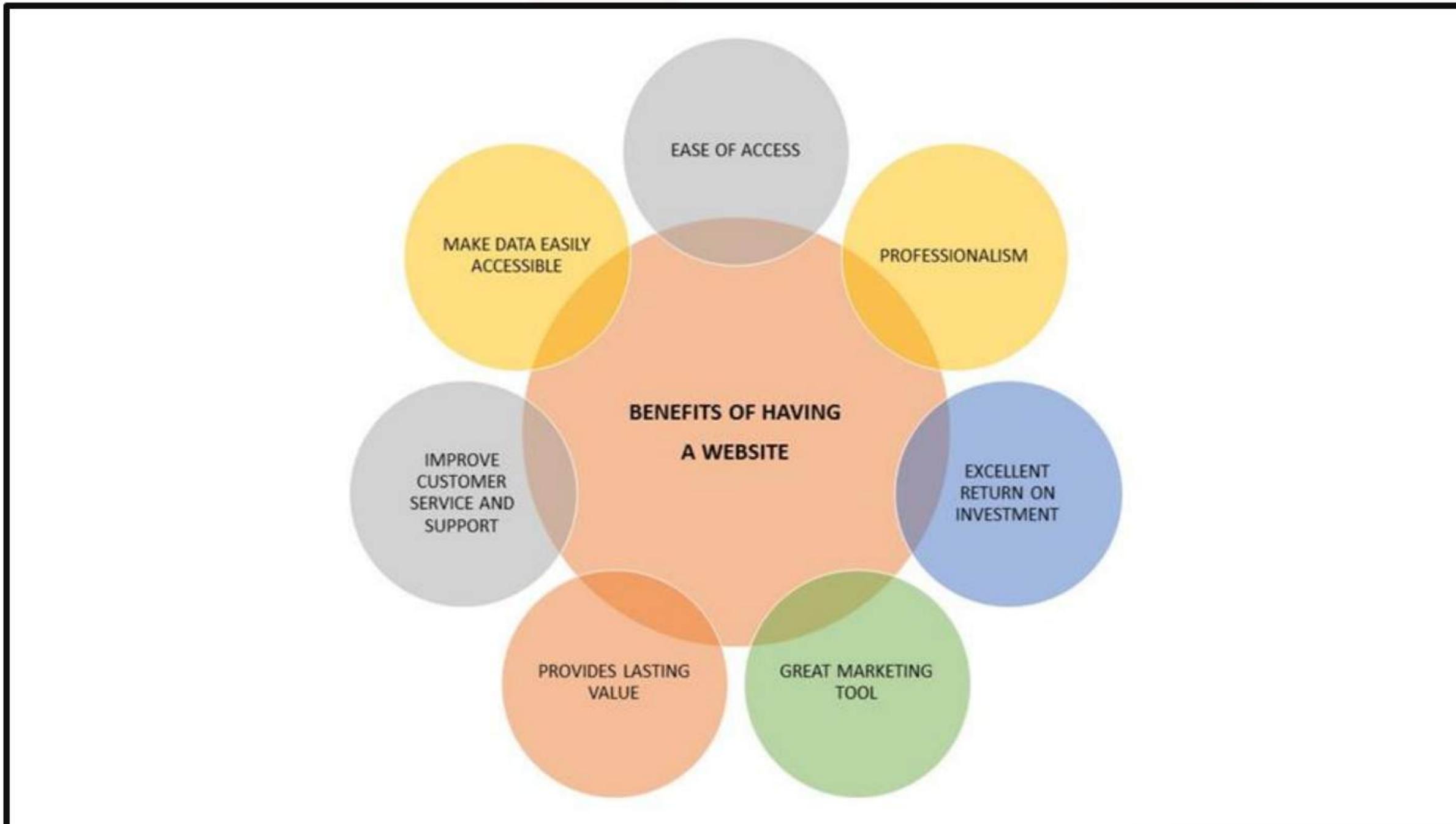
- Role of websites and landing pages in the marketing mix.**
- Overview of the conversion optimisation framework.**
- Setting goals for optimisation.**



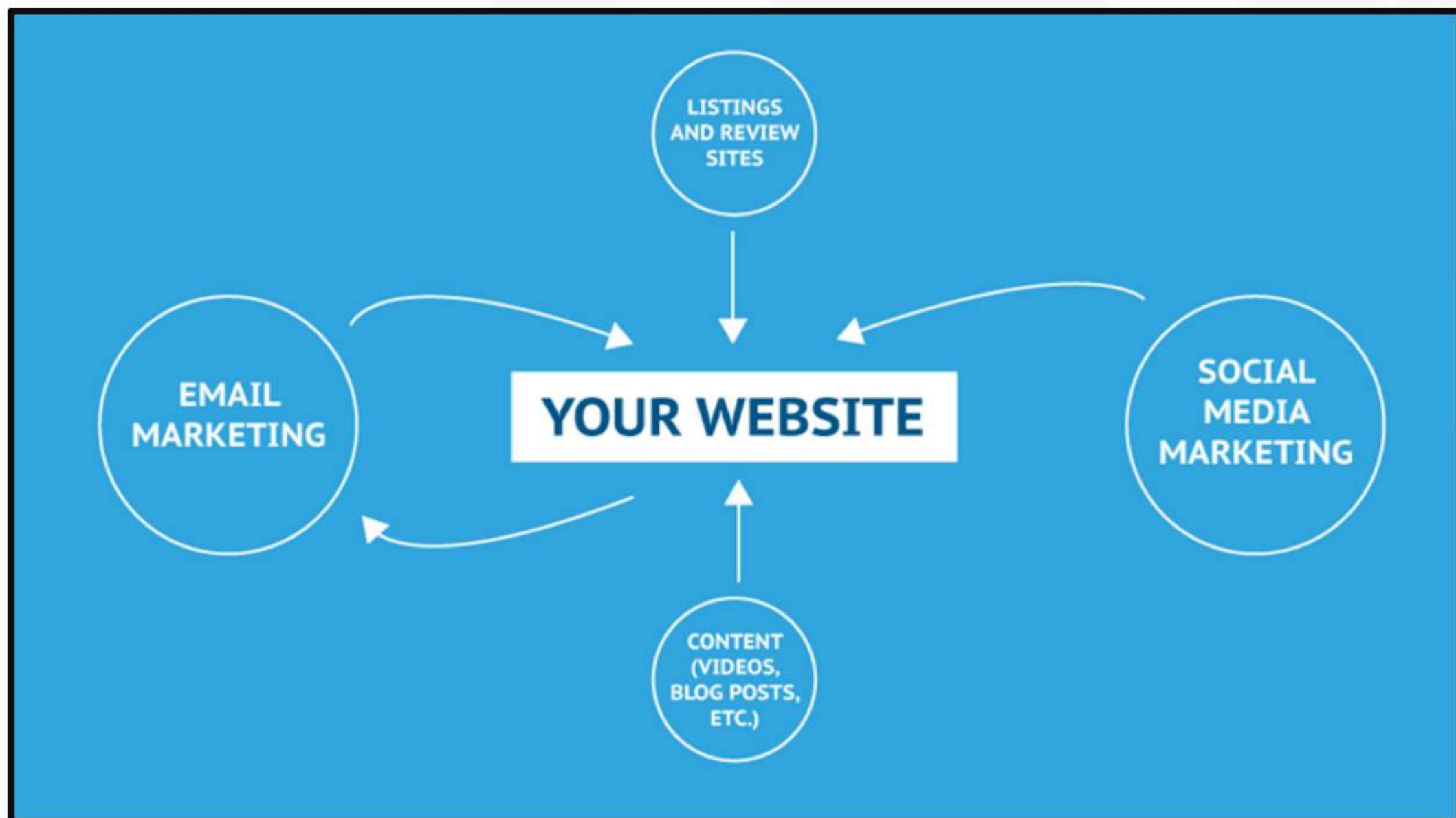
Role of websites and landing pages in the marketing mix



Role of websites and landing pages in the marketing mix



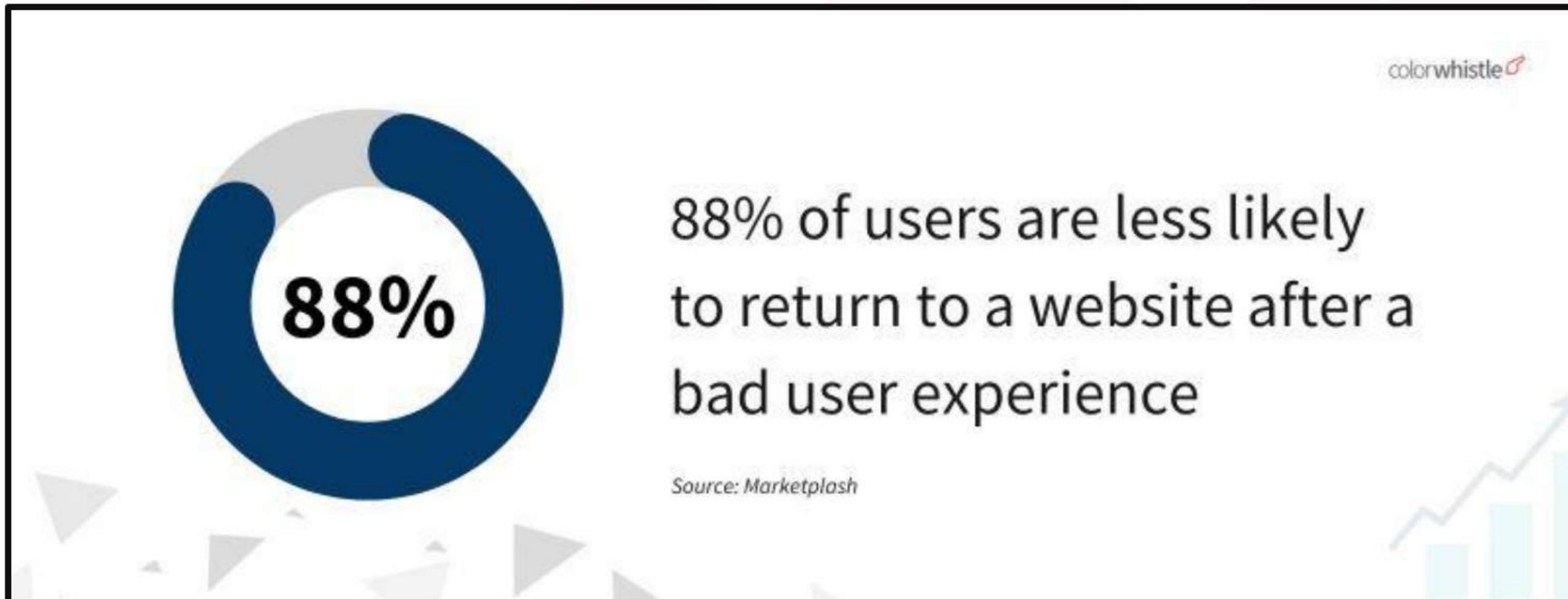
Role of websites and landing pages in the marketing mix



Role of websites and landing pages in the marketing mix

- Websites are important for:
 - Online Presence and Visibility
 - Content Distribution and Information Sharing
 - Lead Generation and Conversion
 - Brand Image and Customer Interaction
 - Analytics and Performance Measurement

Role of websites and landing pages in the marketing mix



Learning Activity

- In your groups
- Find an example of:
 - A great website
 - A terrible website
- Prepare key points to share with your class
- Consider:
 - What is the job of the website?
 - What were your criteria for assessing the website?



Role of websites and landing pages in the marketing mix



Role of websites and landing pages in the marketing mix

- Landing Page example
- Focuses on 1 primary conversion goal
- Commonly used for:
 - Campaigns
 - Data capture
 - Sign Ups



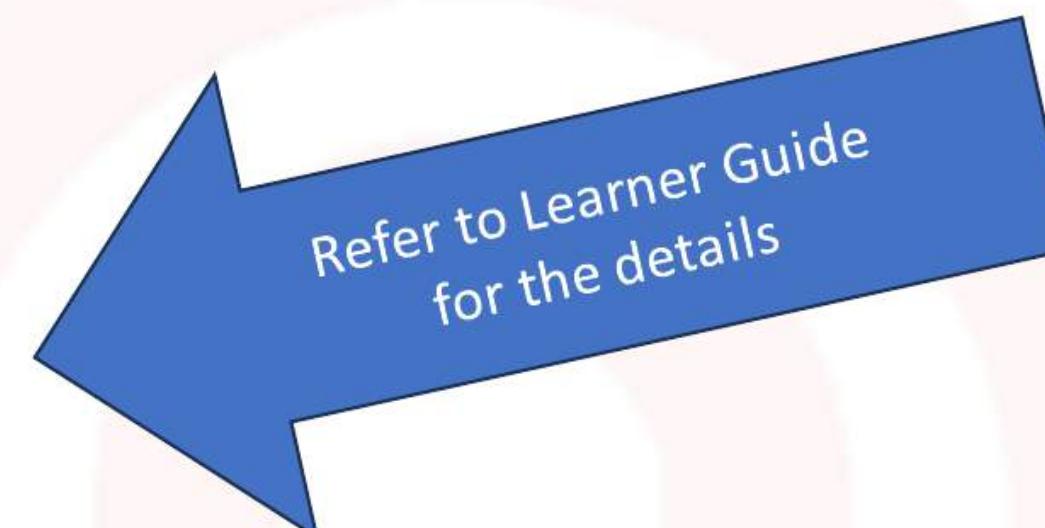
Role of websites and landing pages in the marketing mix

- Landing Pages are important for:
 - Delivering an ad campaign
 - Data Collection and Lead Qualification
 - A/B Testing and Optimization
 - Metrics and Performance Measurement

Learning Activity

The best landing page examples [updated for 2023]

1. [Calm](#) (SaaS: Health and Wellness)
2. [Zola](#) (Ecommerce: Weddings)
3. [CD Baby](#) (SaaS: Entertainment)
4. [Netflix](#) (SaaS: Entertainment)
5. [LinkedIn](#) (SaaS: Professional Services)
6. [Goby](#) (Ecommerce: Health and Wellness)
7. [DoorDash](#) (SaaS: Food Delivery)
8. [SEM Rush](#) (SaaS: Marketing)
9. [Coco Village](#) (Ecommerce: Furniture)
10. [Grass Roots](#) (Ecommerce: Food and Nutrition)
11. [Amazon](#) (SaaS and Ecommerce)
12. [Branch Furniture](#) (Ecommerce: Furniture)
13. [Western Rise](#) (Ecommerce: Clothing and Apparel)
14. [Athabasca University](#) (Education)
15. [Bariatric Eating](#) (Food and Nutrition)
16. [blow LTD.](#) (Beauty)
17. [Blue Forest Farms](#) (Ecommerce: Cannabis)
18. [Border Buddy](#) (Travel and Shipping)



Refer to Learner Guide
for the details

- Access the link in the learner guide to the top 40 landing pages of 2024 from Unbounce
- Select your favourite
- What is the conversion goal of this landing page?
- Prepare your feedback to share with the class

What is a Conversion Goal?

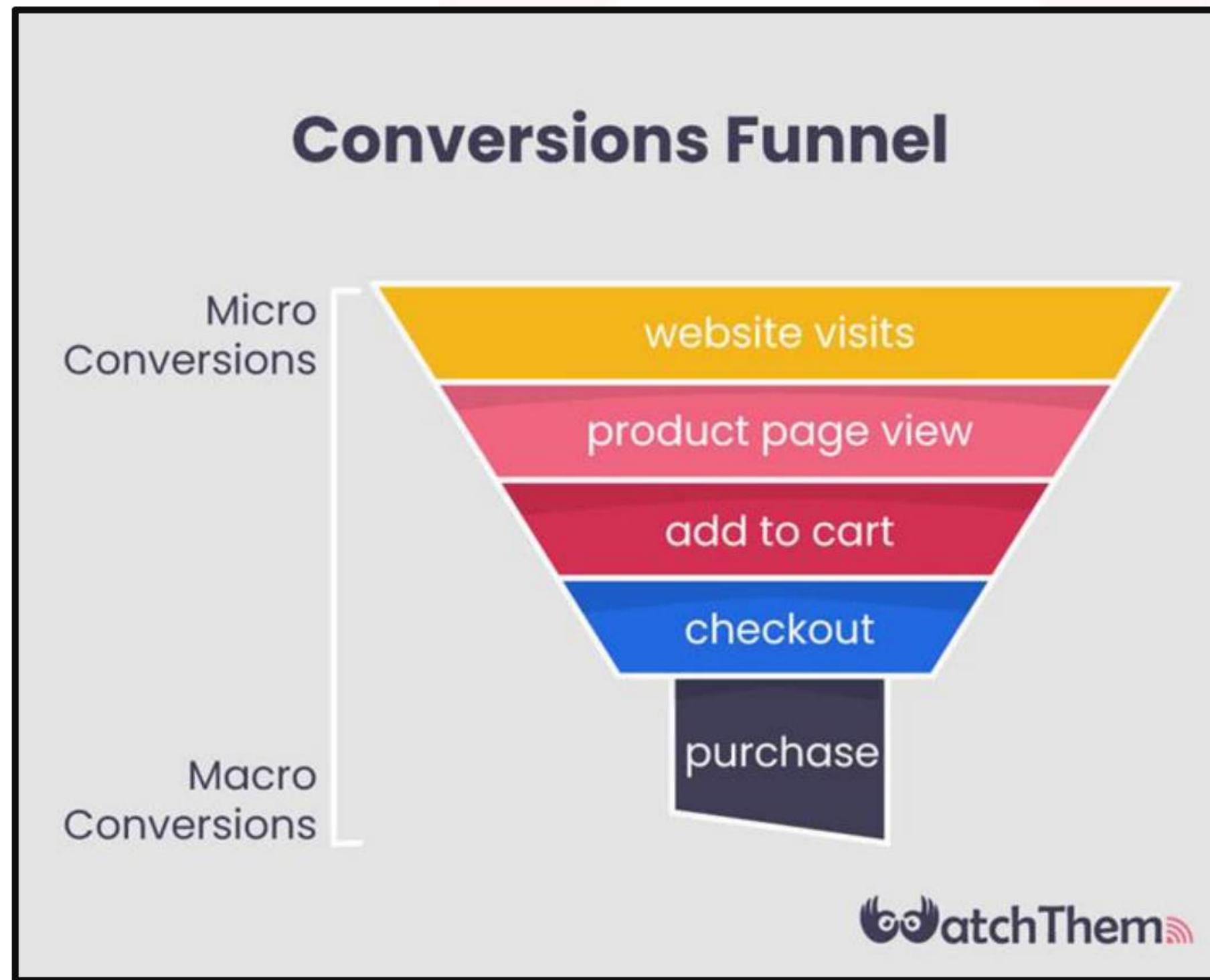
- Aligned to the conversion funnel or marketing funnel
- This shows the stages a customer goes through prior to taking action
- A conversion is when a visitor comes to your website and completes a desired goal



What is a Conversion Goal?

- **Awareness:** Customer visits your website for the first time. Businesses use PPC ads, content marketing, SEO, and social media marketing to get people to visit.
- **Interest:** Your goal should be to engage them with content, products, videos, etc.
- **Desire:** At this stage, you want your prospect to want your product or service. You can achieve that by highlighting the problem your product solves and the ways it differs from others.
- **Action.** This is when a conversion happens—for example, a customer makes a purchase or subscribes to receive your emails.

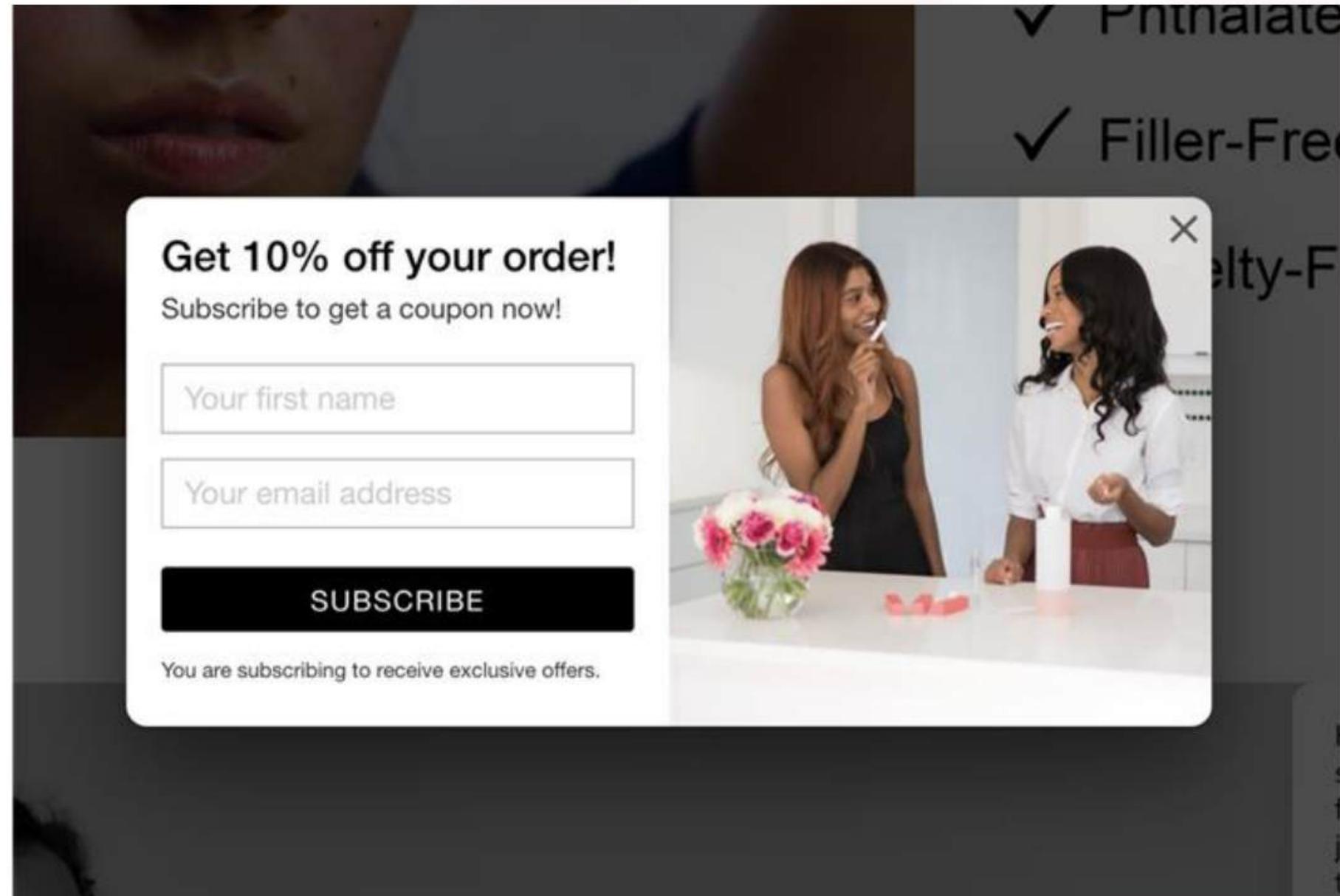
What is a Conversion Goal?



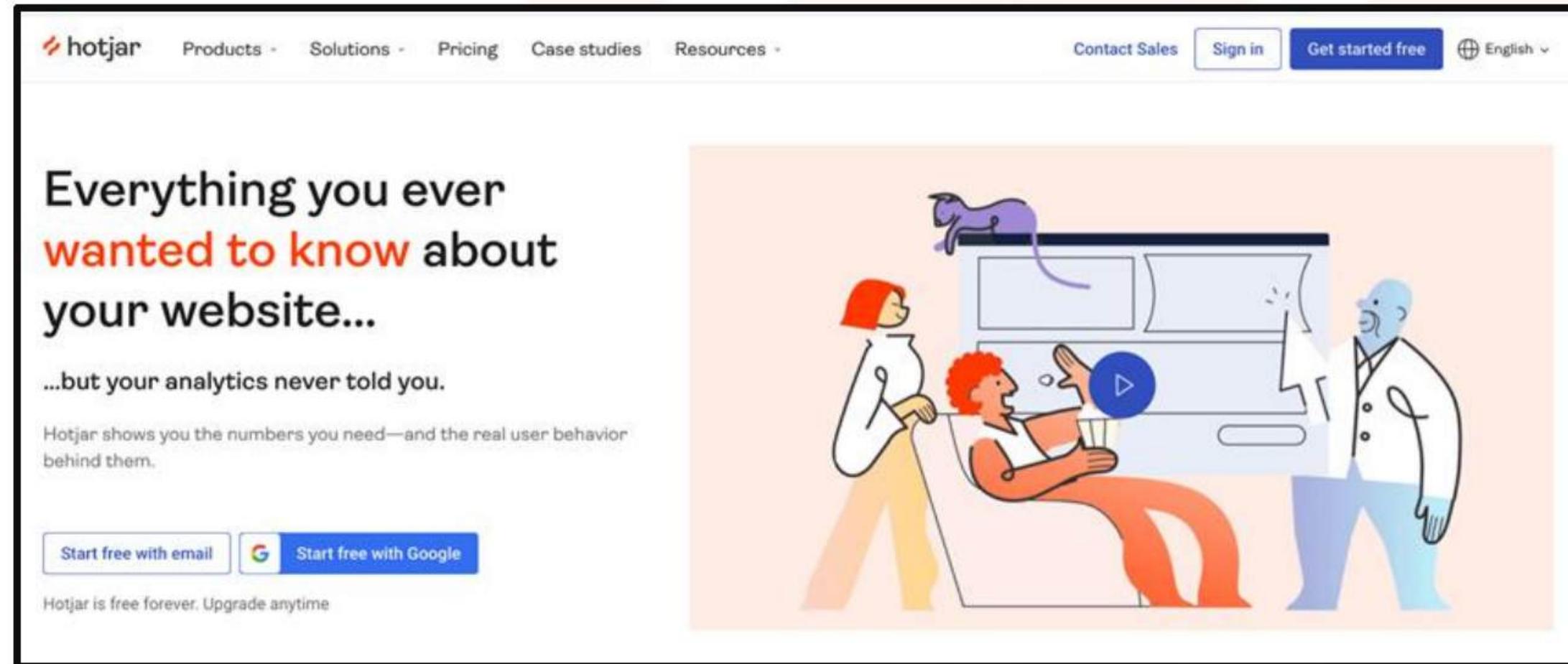
What is a Conversion Goal?

- Purchase
- Form Submission
- Email sign up
- Starting a free trial
- Downloading an ebook
- Opting in to push notifications

What is this Conversion Goal?

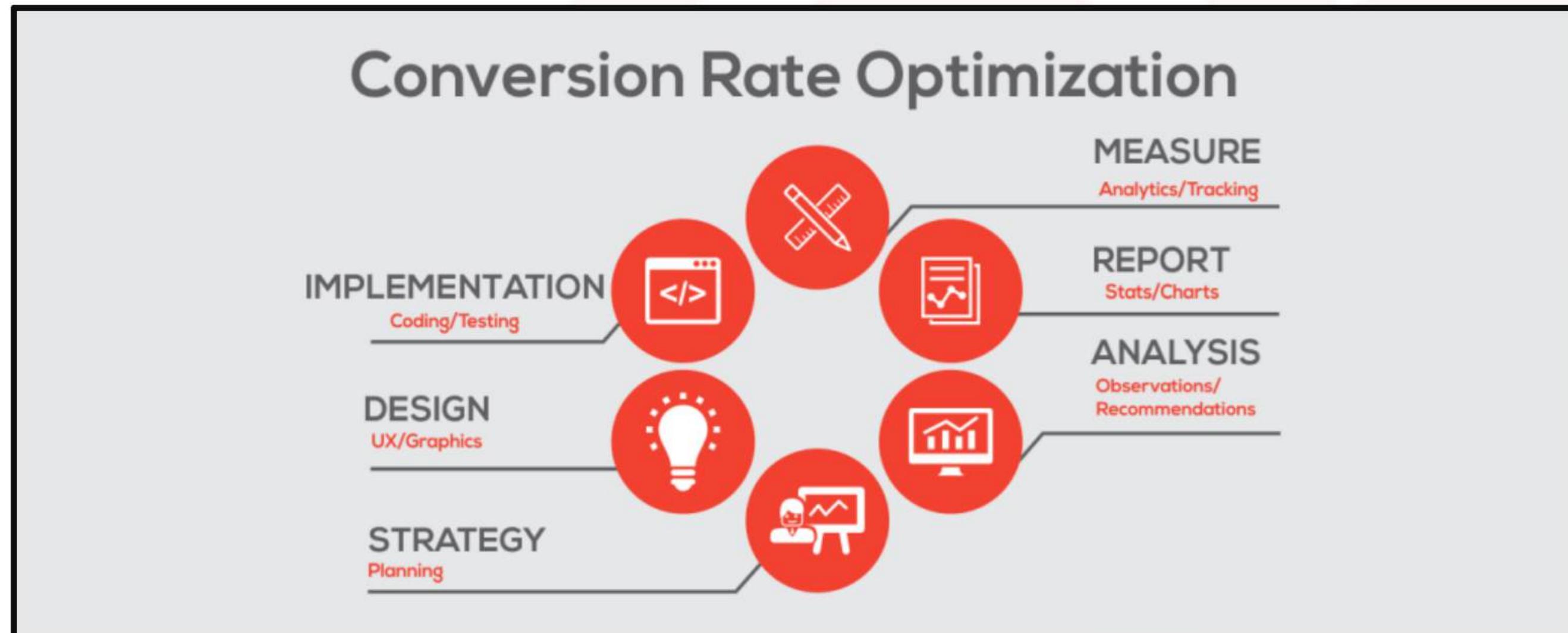


What is this Conversion Goal?



The screenshot shows the Hotjar homepage. At the top, there's a navigation bar with links for Products, Solutions, Pricing, Case studies, Resources, Contact Sales, Sign in, Get started free, and a language selector for English. The main headline reads: "Everything you ever wanted to know about your website...". Below it, a subtext says "...but your analytics never told you." A paragraph explains that Hotjar shows real user behavior. Two call-to-action buttons are present: "Start free with email" and "Start free with Google". A note at the bottom states: "Hotjar is free forever. Upgrade anytime". To the right of the text area is a large, colorful illustration of three people (two adults and one child) sitting on a sofa, watching a television. A dog is perched on the back of the sofa. The TV screen displays a play button icon.

What is Conversion Optimisation?



What are the benefits of Conversion Optimisation?



Conversion Optimisation Framework

- The 7 key elements are:
 - Trust and Confidence (T)
 - FUDs; fears, uncertainties & doubts (F)
 - Incentives (I)
 - Engagement (E):
 - Visitor Persona Temperament (P)
 - Buying Stage of Visitors (B):
 - Sale Complexity (S)

Conversion Optimisation Framework

Website-centric factors relate to your website and how information is presented on it through design, layout, copy, and flow.

These factors include:

1. Trust and confidence (T)
2. FUDs; fears, uncertainties & doubts (F)
3. Incentives (I)
4. Engagement (E)

Conversion Optimisation Framework

Visitor-centric factors relate to the website visitor's mindset and nature of the purchase.

These factors include:

1. Visitor persona temperament (P)
2. The buying stage of visitors when they come to the site (B)
3. The sale complexity (S)

You do not have control over these factors. That does not mean you ignore them. You have to accommodate them in your design, copy, and visitor flow.

Learning Activity

The best landing page examples [updated for 2023]

1. [Calm](#) (SaaS: Health and Wellness)
2. [Zola](#) (Ecommerce: Weddings)
3. [CD Baby](#) (SaaS: Entertainment)
4. [Netflix](#) (SaaS: Entertainment)
5. [LinkedIn](#) (SaaS: Professional Services)
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16. [blow LTD.](#) (Beauty)
17. [Blue Forest Farms](#) (Ecommerce: Cannabis)
18. [Border Buddy](#) (Travel and Shipping)

- Refer back to the top 40 landing pages of 2024 from Unbounce
- Look at your allocated page:
 - CD Baby
 - SEM Rush
 - CoCo Village
 - Grass Roots
- Which of the 7 elements of the framework can you identify on the page?

Coffee/Tea Break



LU1: Introduction to Conversion Optimisation

What will you be learning?

- Role of websites and landing pages in the marketing mix.
- Overview of the conversion optimisation framework.
- Setting goals for optimisation.**



Setting Goals for Optimisation

The 5 key stages are as follows:

1. Define business objectives
2. Select your target audience
3. Understand customer behaviour on your site
4. Benchmark performance
5. Set SMART goals

Setting Goals for Optimisation

Define Business Objectives

What are the border business goals?

- Driving revenue
- Gaining market share
- Increasing brand awareness
- Improving lead generation
- Enhancing consumer engagement
- Improving conversion to sales

Setting Goals for Optimisation

Select Target Audience

Persona

Bio

Julia is an artist in London. She **graduated 4 years ago** from art school and has been making art since joining a local studio 12 months ago.

Although she loves the people she works with, she has been giving serious thought to her future. While the studio that she works at is growing, she's worried that she won't develop a name for herself if she continues working with others. She's considering selling her art online and wants a reputable place to sell her pieces while gaining good exposure.

Goals / Needs

- To find the right website which offers the facilities she wants.
- To find a way to fund her artworks without incurring lots of debt.

Technology usage

- Multiple Apple devices
- Uses an iMac at work and spends around 3 hours per day actively browsing the internet
- Heavy user of social media

Online shopping trends

Categorie	Pourcentage
Clothes, sporting goods, homewares	40%
Books, magazines, e-learning	25%
Food and groceries	18%
Beauty and medicine	8%
Electronics	2%

Pain points

- Concerned that she'll need to manage mailing artworks and won't be able to afford the website fees.
- Worried that she's one of many artists and won't get enough exposure.
- Doesn't want the service to take too high a percentage of her sales.

Ideal experience

- To be able to mail her pieces internationally and ensure they arrive safely.
- Manage her inventory easily from her iPhone.
- Make great money to sustain her passion making art.

Favourite brands

E-commerce Sales

The 3 most popular categories of homewares

13% **Homewares**
22% **Books**
65% **Artworks**

Marie — The artist

Looking to sell her art easily online and gain exposure as an up and coming artist.

Age: 26
Marital status: Single
Occupation: Artist/Art Buyer
Location: London, UK
Income: £32,000

Setting Goals for Optimisation

Understand customer behaviour

Articulate your customer journey map.

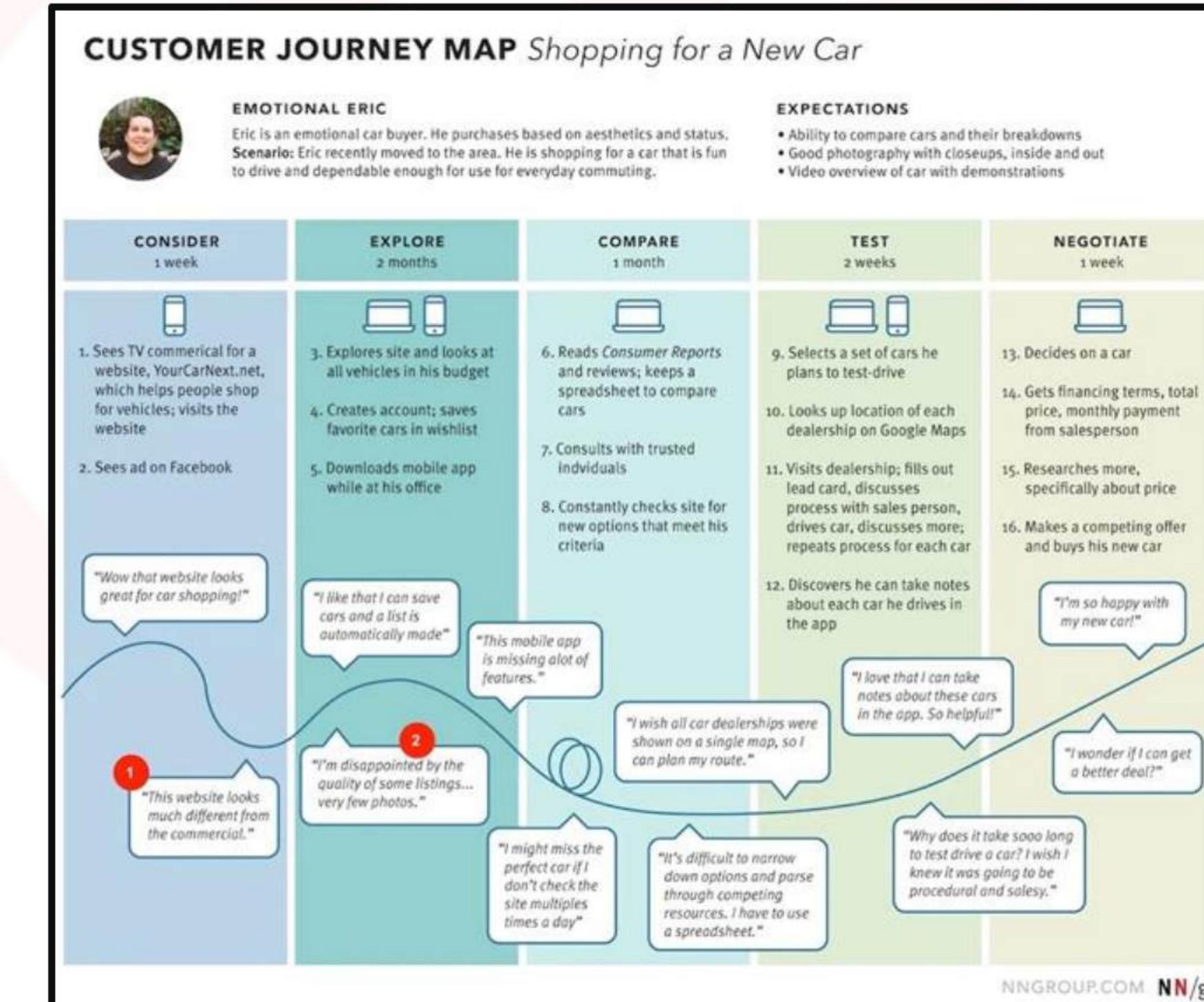
This reveals:

- Pathways or pages customers visit on a site
- What they do on these pages
- How a website makes them feel
- Challenges they encounter at each stage of the buying process
- Possible solutions to these problems

Setting Goals for Optimisation

Understand customer behaviour

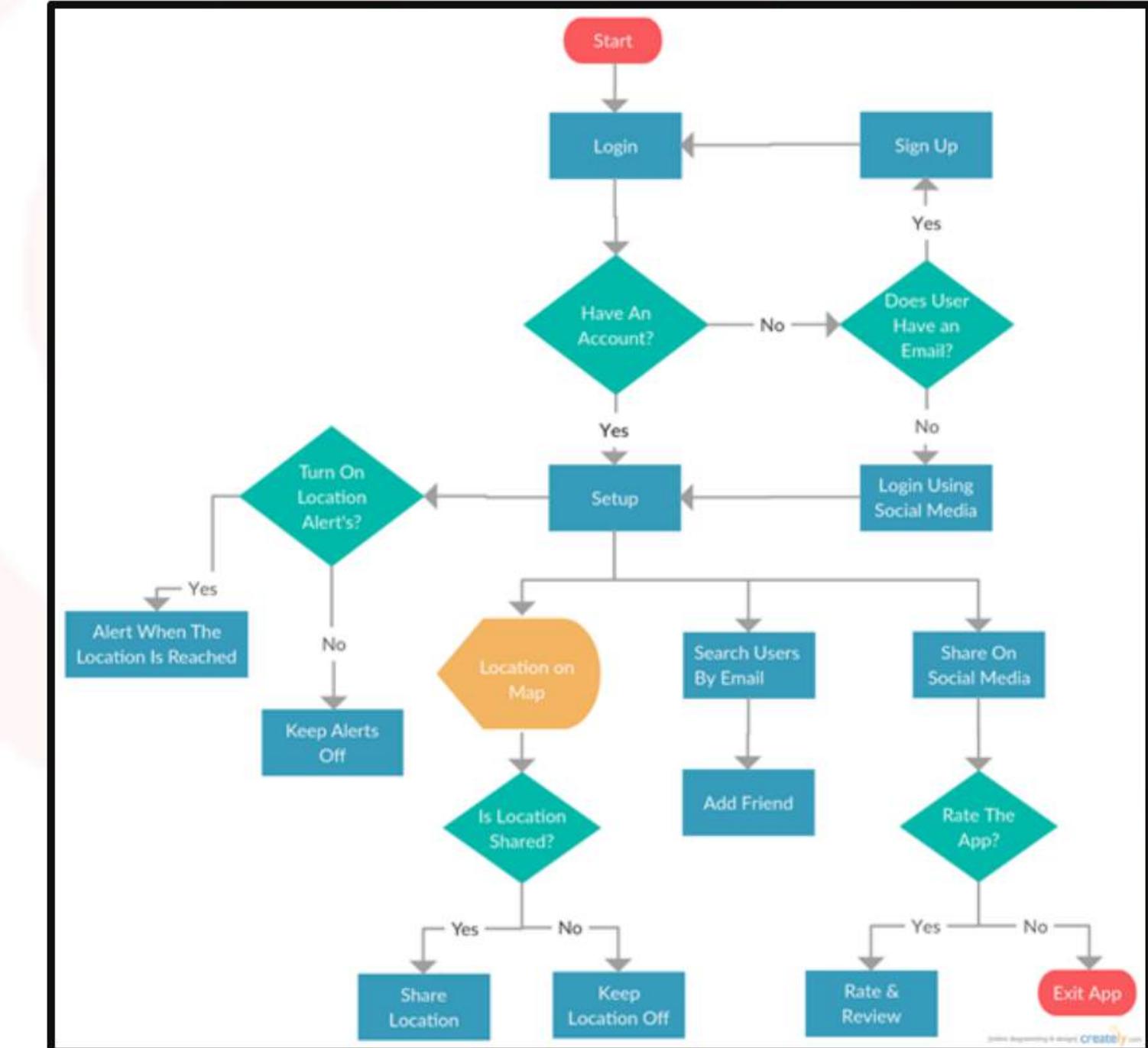
- Review stages of customer behaviour:
 - Awareness
 - Interest
 - Desire
 - Action
- Where and what are they looking at during each stage?



Setting Goals for Optimisation

Understand customer behaviour

- Focus on the stage that happens on your website
- What options are available to the customer?
- What is the path a customer will take?



Learning Activity



Refer to Learner Guide page 15

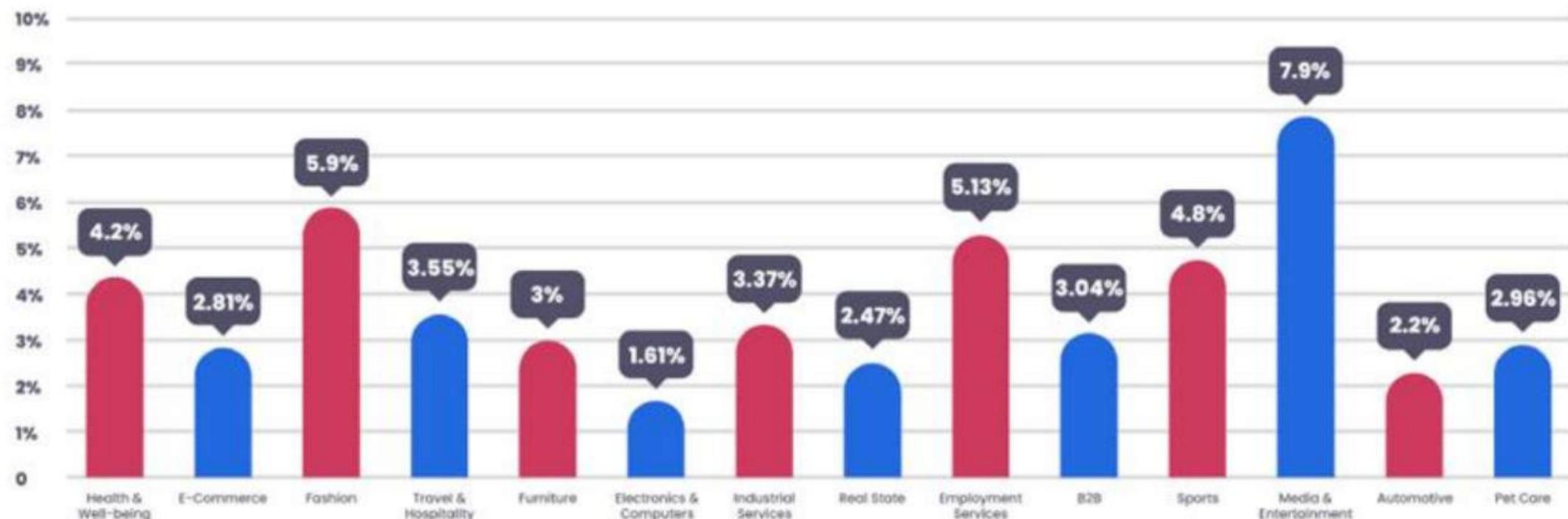
- Look at this website:
www.aromatruffle.com
- In your groups, map out your own website flow to:
 - Buy some truffle chips
 - Find the nearest store
 - Discover some new recipes

Setting Goals for Optimisation

Benchmark current performance

AVERAGE CONVERSION RATES

A good conversion rate is around somewhere between 2% to 5%.
Here is a detailed list of average website conversion rates by industry.



Setting Goals for Optimisation

Identify Conversion Goals

Acquisition Goals:

- **Site visitors:** Number of people coming to your website.
- **Unique visitors:** Number of individuals coming to your website.
- **Sessions:** A session typically starts when a user first visits a page on your website and continues for a set period of inactivity. This inactivity period is defined by your website analytics software and is usually around 30 minutes.

Setting Goals for Optimisation

Identify Conversion Goals

Lead Generation Goals:

- **Form Submission:** This can be for signing up for a newsletter, requesting a quote, downloading an ebook, or registering for a webinar.
- **Create an Account:** Encouraging users to create an account allows you to track their activity and target them with personalized marketing campaigns.

Setting Goals for Optimisation

Identify Conversion Goals

Engagement: Action

- **Clicking a Button:** This could be a call to action (CTA) button that directs users to a specific page or action you want them to take.
- **Phone Call:** If your website has a phone number, you might want to track how many visitors call you after finding your business online.
- **App Download:** If you have a mobile app, you can track how many users download it from your website.

Setting Goals for Optimisation

Identify Conversion Goals

Engagement: Content Consumption Goals:

- **Increase Average Time on Page:** This shows visitors are finding your content valuable and spending more time engaged with it.
- **Increase Pages Per Session:** This indicates users are browsing multiple pages on your site, suggesting they're interested in what you have to offer.
- **Content Completion Rate:** Track how many users complete reading an article, watching a video, or listening to a podcast episode.

Setting Goals for Optimisation

Identify Conversion Goals

E-commerce Goals:

- **Purchase:** This is the most common conversion goal for online stores. It refers to a visitor completing a purchase and making a payment.
- **Increasing Basket value:** Encouraging customers to spend more in each transaction.

Setting Goals for Optimisation

Identify Conversion Goals

User Experience Goals:

- **Reduced Bounce Rate:** This refers to the percentage of visitors who leave your website after viewing only one page. A lower bounce rate suggests users are finding the information they need and staying engaged.
- **Return Visitors:** Track the number of users who come back to your website after their initial visit. This indicates they found value in your content and want to learn more.

Set SMART goals

Improve shipping step in checkout process

Key results:

- Increase % of people completing shipping step in checkout by 15%

Optimize our lead magnet opt-ins

Key results:

- Increase the avg. conversion rate on lead magnets from 2% to 4%
- Maintain the current conversion rate on leads from lead magnet of 5%

Optimize the signup process

Key results:

- Increase the signup conversion rate by 15%

Improve website loading experience

Key results:

- Increase avg. Lighthouse score from 50 to 100 across product pages

Start your Individual Project

- o Consider a website or landing page that you could optimise
- o This could be for an existing business or someone else's site
- o Try to select a product/service that:
 - o You are familiar with
 - o You understand the brand
 - o You understand the target audience



Draft Your Individual Project

Part 1: Conversion funnel analysis

- **Analyze the website's conversion funnel** and identify the primary and secondary actions you want visitors to take. These actions could be making a purchase, signing up for a newsletter, or downloading a white paper. State what these conversation actions are (minimum of 2).

- **Develop SMART goals** to improve the conversion rates for the actions identified in question 1. Remember, SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound.



Share your Individual Project

- o Discuss with your partner what you have written about your conversion funnel and SMART goals
- o Give each other feedback on clarity and relevance of your ideas



Draft Your Individual Project

Part 1: Analyze User Journey and Target Audience:

- 1. Target Market:** Define the primary demographic (age, income, location, etc.) and buying behavior (impulse buyers, price-conscious, etc.) of the website's target audience. Identify their goals (what they want to achieve) and pain points (challenges they face) that the website aims to address.
- 1. User Journey Mapping:** Based on the target audience you identified, map out the steps they would likely take on the website to achieve the conversion goals (e.g., purchase, sign-up). Consider their thought process, actions, and potential roadblocks at each stage of the journey.



Lunch Break

Learning Unit 2

Consumer Psychology and UX

LU2: Consumer Psychology and UX

What will you be learning?

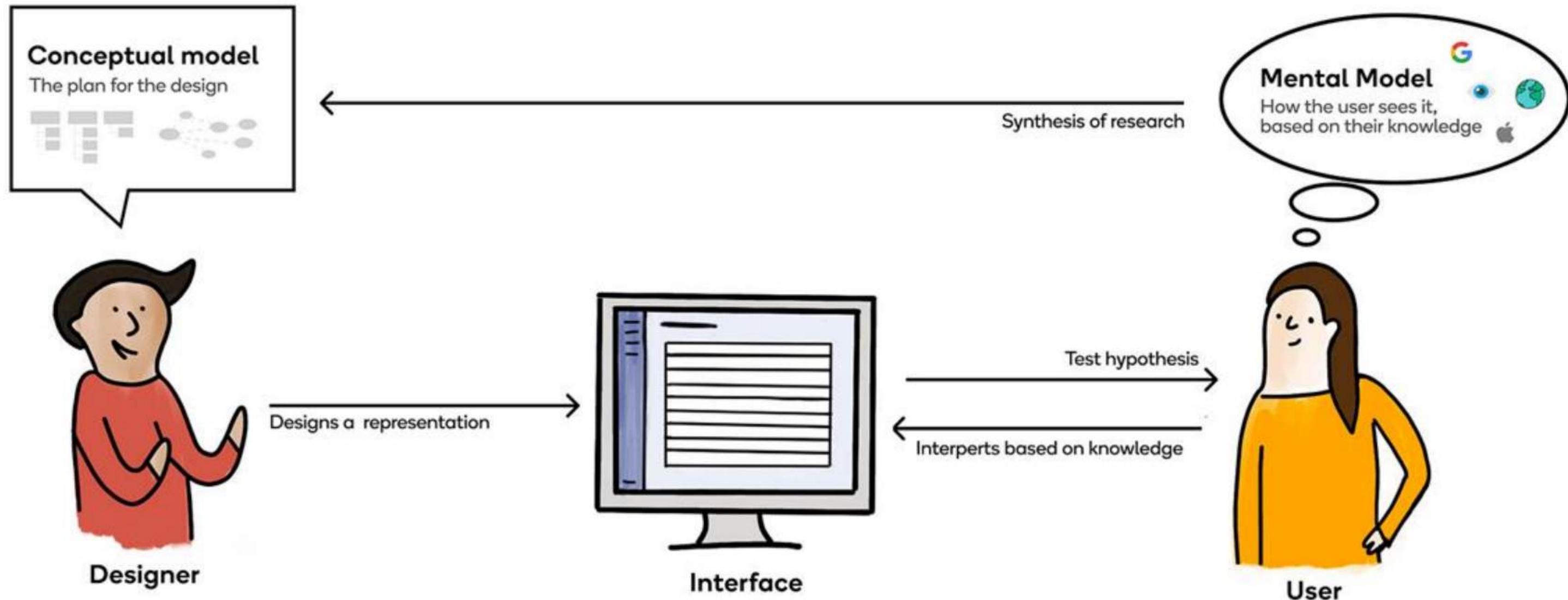
- Review of psychological models and their role in website design**
- The importance of Heuristic analysis



Psychological models and website design



Psychological models and website design



If you ignore your customers' mental models...

...users will feel frustrated when using your product. They'll struggle to learn and remember how the system works. Ultimately leading to product abandonment.

It's as if you've put the oven in the bathroom, and the shower in the kitchen – UX researcher, Dylan Mathiesen

We will discuss these 3 models which influence website design:

- Hick's Law
- Fitt's Law
- Gestalt

Psychological models and website design

Hick's Law

Hick's Law:

- Principle: Hick's Law states that the time it takes for a person to make a decision increases with the number of choices available to them.
- Role in Website Design: Designers use this principle to **simplify navigation and decision-making processes** by minimizing choices, organizing content, and providing clear pathways for users to follow.

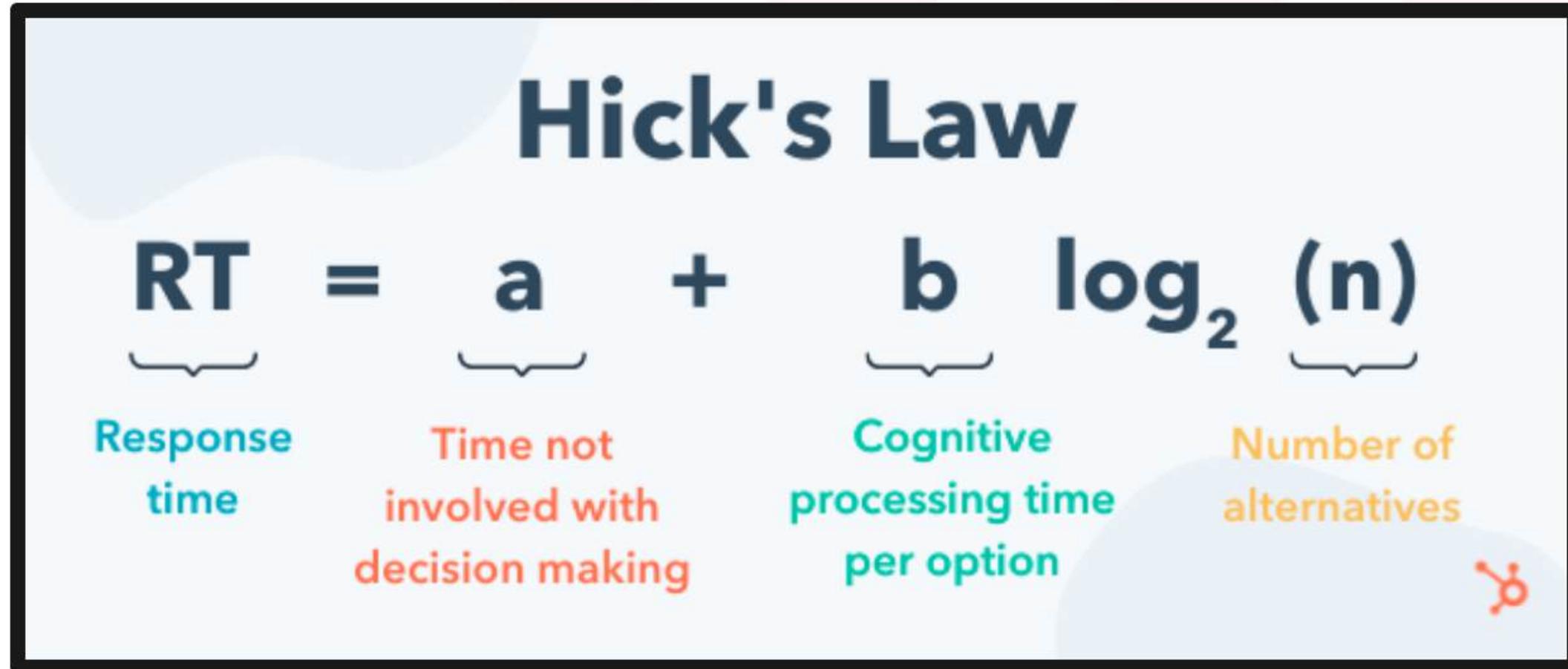
Psychological models and website design

Hick's Law

Hick's Law:

$$RT = a + b \log_2(n)$$

Response time Time not involved with decision making Cognitive processing time per option Number of alternatives

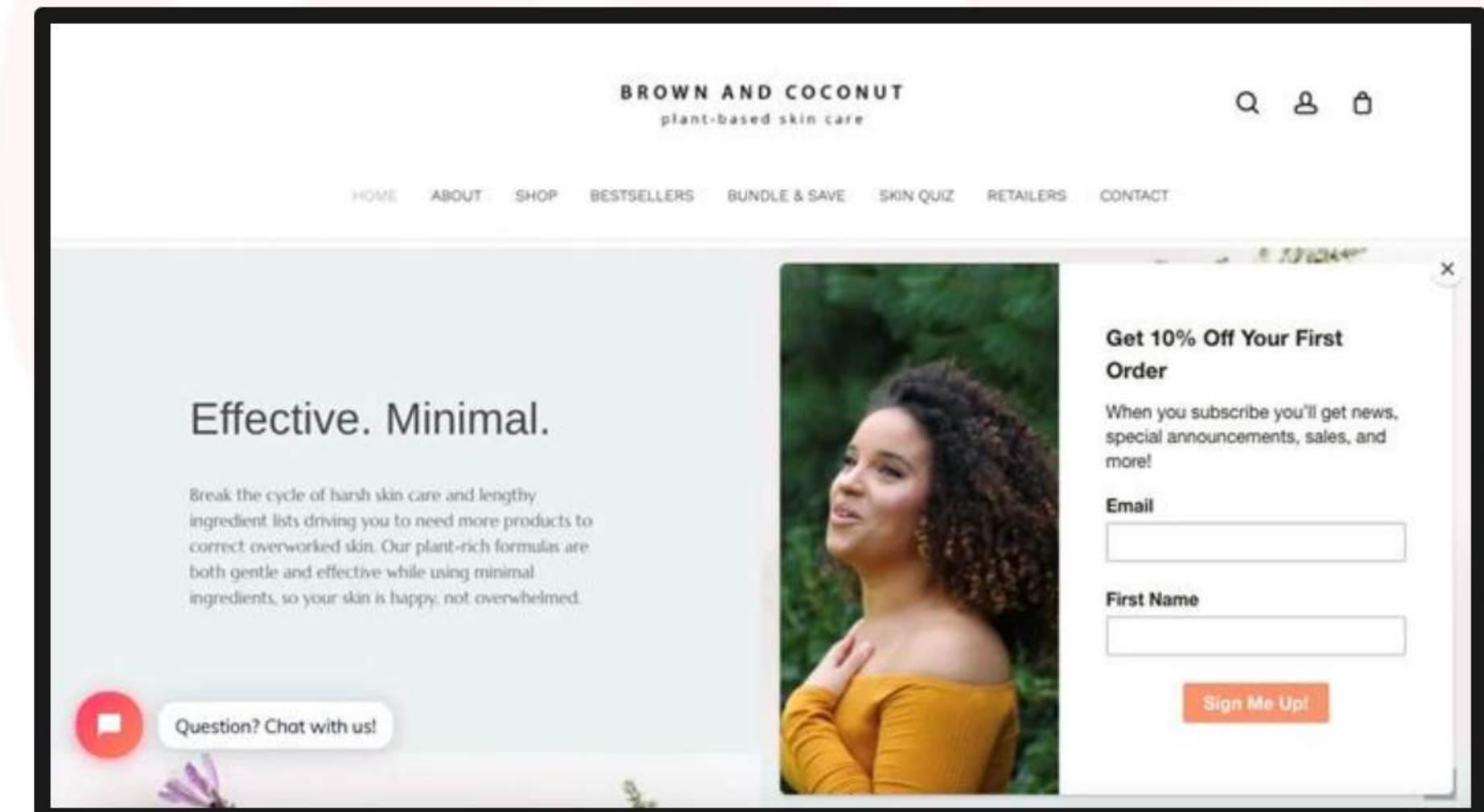


Psychological models and website design

Hick's Law

Hick's Law:

- Reducing the number of options prevents users from abandoning the form

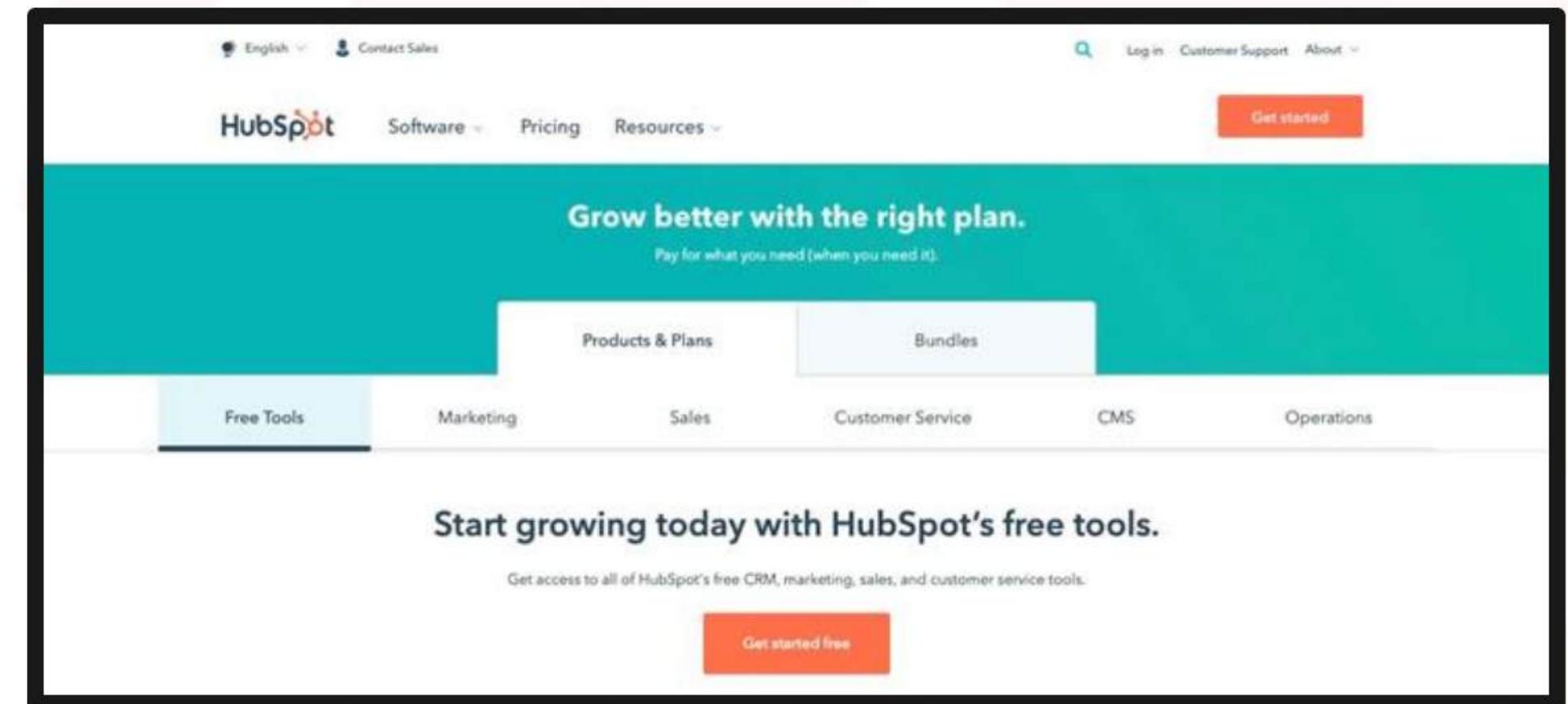


Psychological models and website design

Hick's

Hick's Law:

- Don't overload with information
- Have separate pages for different pricing options

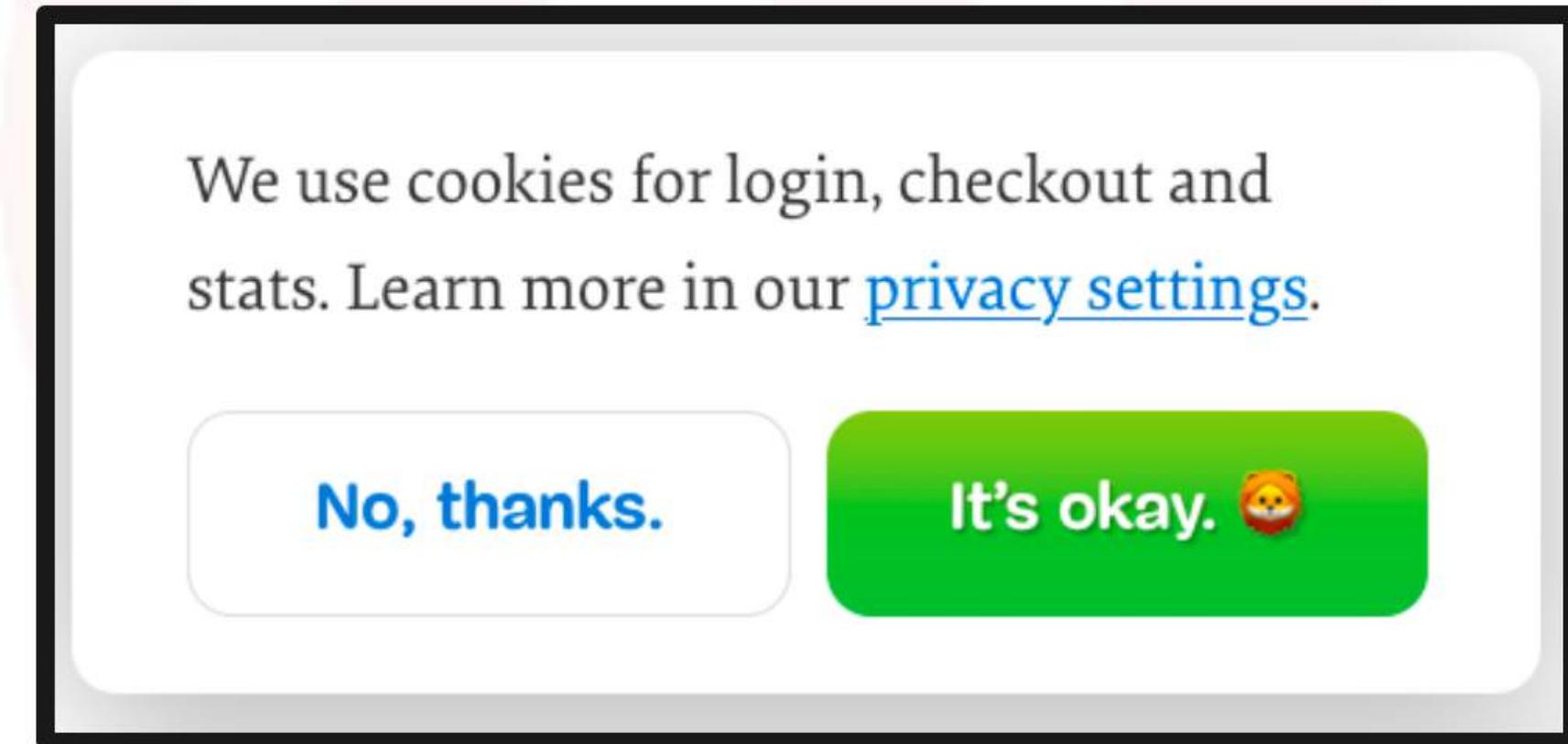


Psychological models and website design

Hick's Law

Hick's Law:

- Highlight recommended options



Psychological models and website design

Fitt's Law

Fitts's Law:

- Principle: Fitts's Law states that the time required to move to a target is a function of the target's size and distance.
- Role in Website Design: Designers apply this law to **optimize the placement and size of interactive elements** (buttons, links) to improve accessibility and ease of interaction.

Psychological models and website design

Fitt's Law

Fitts's Law:

- **Button and Link Size:** Larger buttons and links enhance clickability, reducing the risk of misclicks and improving the overall user experience.
- **Menu Design:** Wider clickable areas in menus enhance user-friendly navigation, particularly crucial on mobile devices where precision may be limited.
- **Form Field Optimization:** Enlarging clickable areas in form fields improves user interaction, minimizing frustration and enhancing form completion rates.

Psychological models and website design

Fitt's Law

Fitts's Law:

- **Mobile Design:** Ensure interactive elements on mobile interfaces are appropriately sized to accommodate touch gestures, lowering the likelihood of mis-taps.
- **Slider Controls:** Larger sliders and scrollbars offer more comfortable and accurate control, particularly beneficial when navigating content or adjusting settings.

Psychological models and website design

Fitt's Law

Fitts's Law:

- Wider clickable areas for menu items make navigation more user-friendly
- Important on mobile devices where precision may be limited

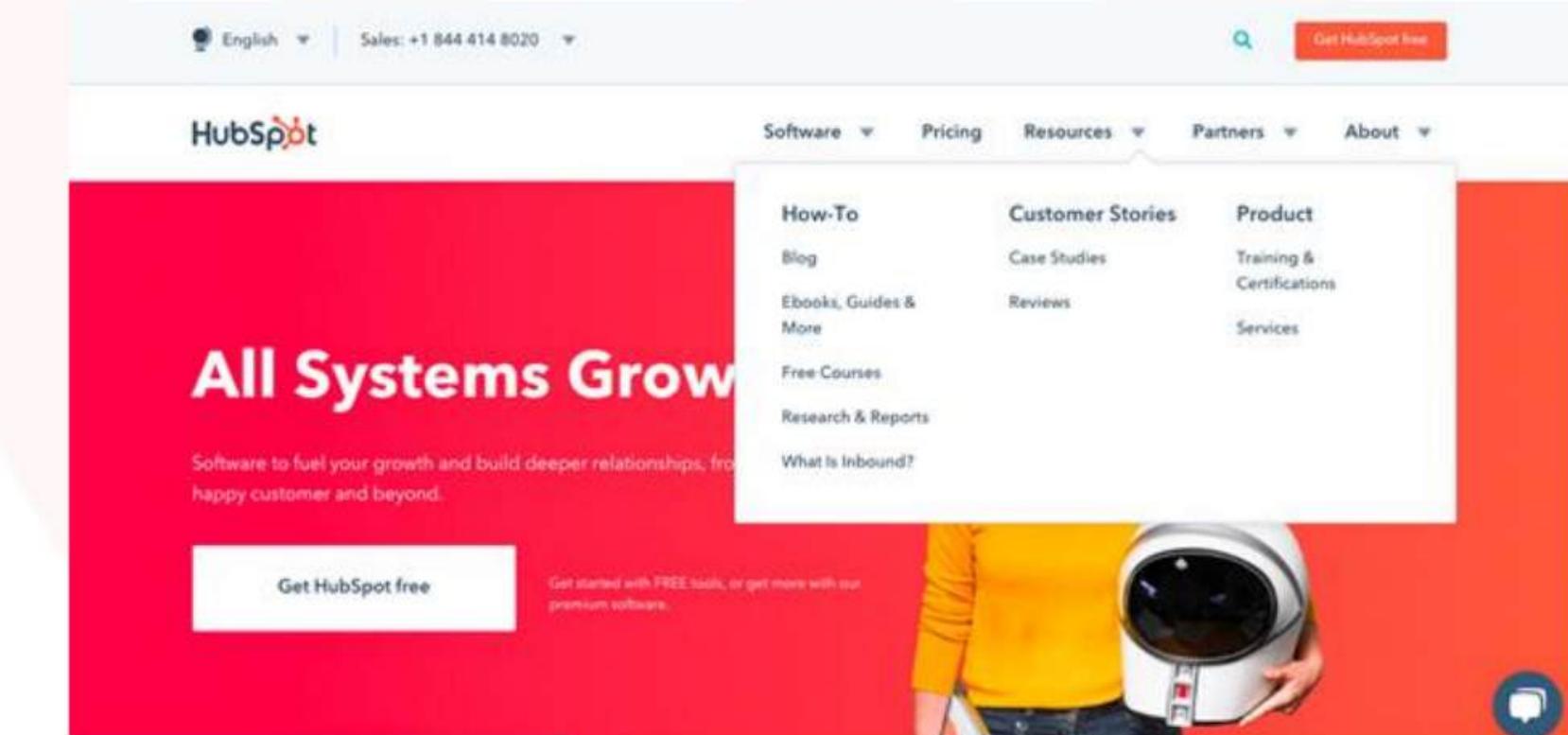


Psychological models and website design

Fitt's Law

Fitt's Law:

- Dropdown menus are the more user-friendly option
- They also unclutter your interface and organize its content into hierarchies and different groups

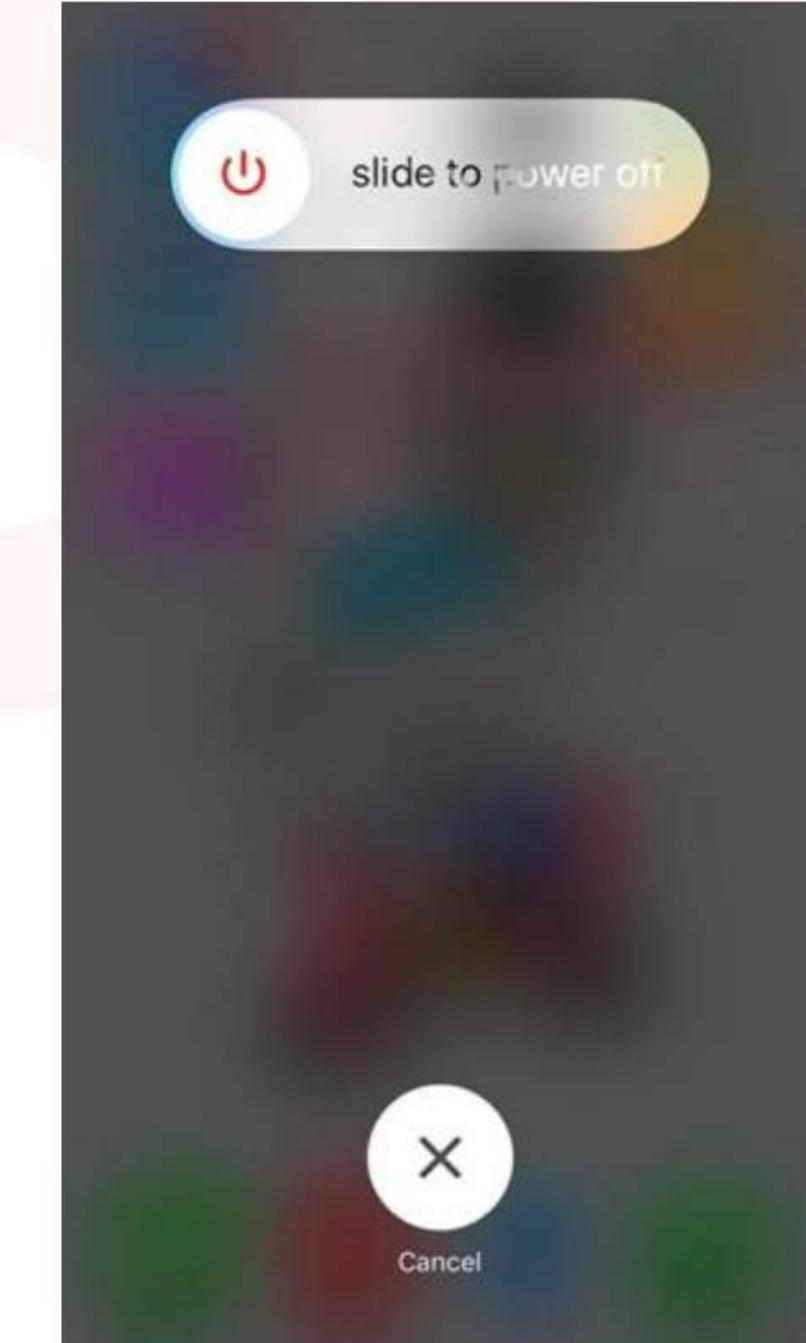


Psychological models and website design

Fitt's Law

Fitt's Law:

- Apple makes users swipe a slider to turn off their phone.
- And to rescind a power off, all users have to do is press the cancel button.
- The cancel button's consequence doesn't compare to turning the phone off, so Apple makes it easier to accidentally press it.



Psychological models and website design

Gestalt Design



Psychological models and website design

Gestalt Design

There are 7 website design theories:

- **The law of similarity.** Group things by likeness.
- **The law of proximity.** Group things according to common regions or relative distance between them.
- **The law of simplicity.** People see ambiguous objects in the simplest terms possible. For example, you'll perceive overlapping circles as just that — rather than as a collection of arcs.

Psychological models and website design

Gestalt Design

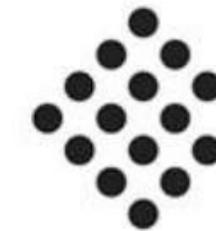
There are 7 website design theories (cont):

- **The law of continuity.** People are more likely to see things as continuous than as separate. You'll follow objects along paths or curves.
- **The law of perception.** People see figures — or focal points — and backgrounds. Things stand in relation to other things.
- **The law of closure.** People fill in missing information to make sense of things. A broken line is still a line.
- **The law of symmetry.** People see symmetrical things as being related.

Psychological models and website design

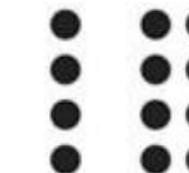
Gestalt Design

Gestalt Principles



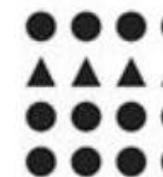
Good Figure

Objects grouped together tend to be perceived as a single figure. Tendency to simplify.



Proximity

Objects tend to be grouped together if they are close to each other.



Similarity

Objects tend to be grouped together if they are similar.



Continuation

When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object.



Closure

Visual connection or continuity between sets of elements which do not actually touch each other in a composition.



Symmetry

The object tend to be perceived as symmetrical shapes that form around their center.

Psychological models and website design

Gestalt Design

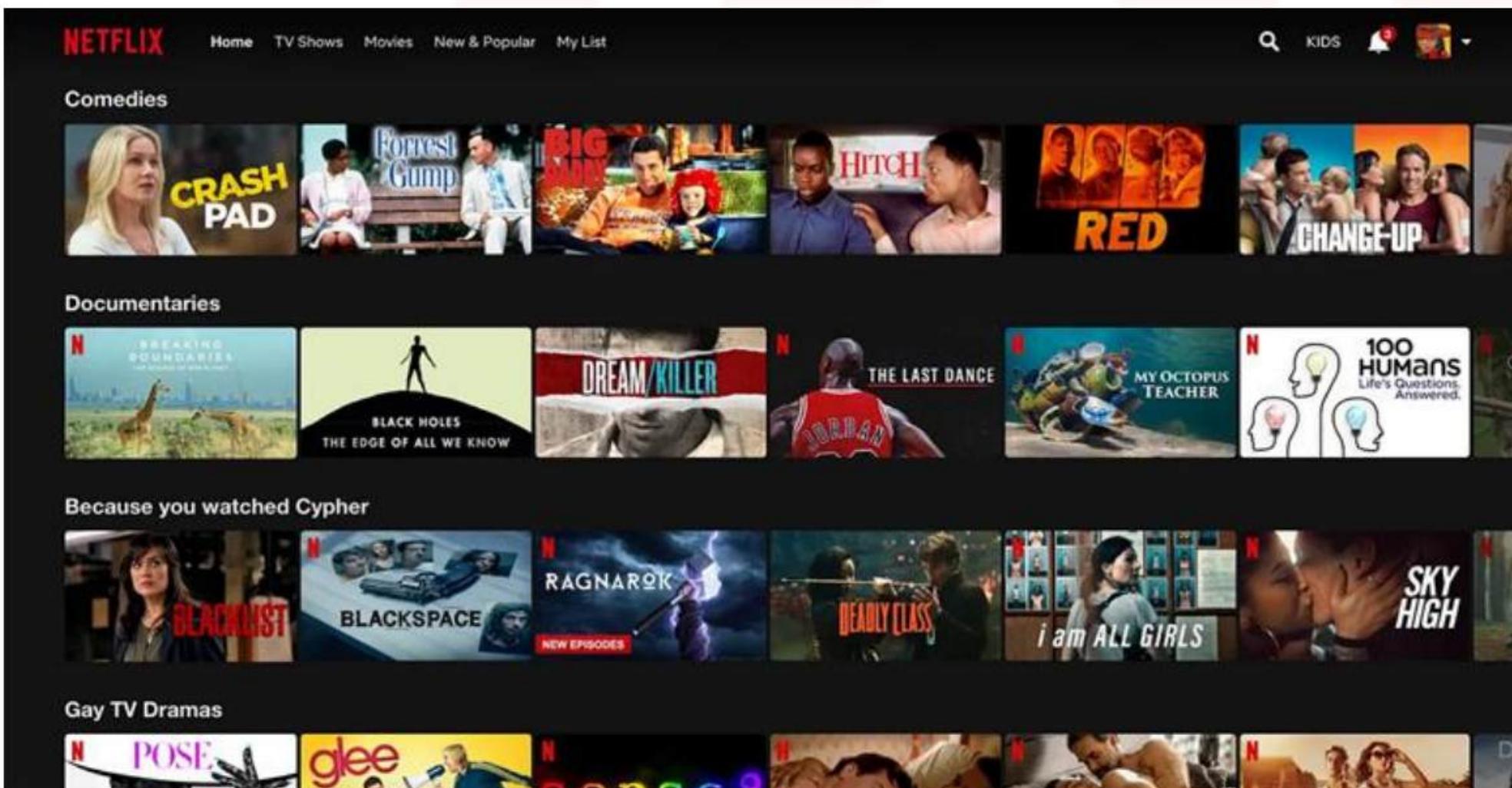
Can you see an arrow?



Psychological models and website design

Gestalt Design

Related content is placed next to each other:



Heuristic analysis



Heuristic analysis

Usability Heuristics



Visibility Of
System Status



Match Between
System & Real
World



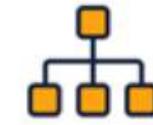
User Control And
Freedom



Consistency And
Standards



Error Prevention



Recognition
Rather Than
Recall



Flexibility And
Efficiency Of Use



Aesthetic And
Minimalist Design



Help Users With
Errors



Help And
Documentation

Heuristic analysis

Nielsen Norman Group

Heuristic Evaluation Workbook

8

Aesthetic and minimalist design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

- Is the visual design and content focused on the essentials?
- Have all distracting, unnecessary elements been removed?

Issues	Recommendations
TEXT OVERLAPS WITH PRODUCT IMAGES ON LISTING PAGES	IMPROVE PRODUCT DETAIL VISIBILITY – MAYBE ADD A SOLID OR SEMI-OPAQUE BACKGROUND BEHIND TEXT

NN/g NN/g NN/g NN/g

NNGROUP.COM NN/g

UX Testing

UX Audit

=

Usability testing + Desk research + User Interviews + Heuristic Evaluation + ...

adamfard

Learning Activity



Refer to Learner Guide page 19

- Look at this website:
www.aromatruffle.com
- In your groups, carry out Heuristic analysis on this website
- Recommend how the site could be optimized
- Capture these ideas to share with the group

Learning Unit 3

Fundamentals of Design

LU3: Fundamentals of Design

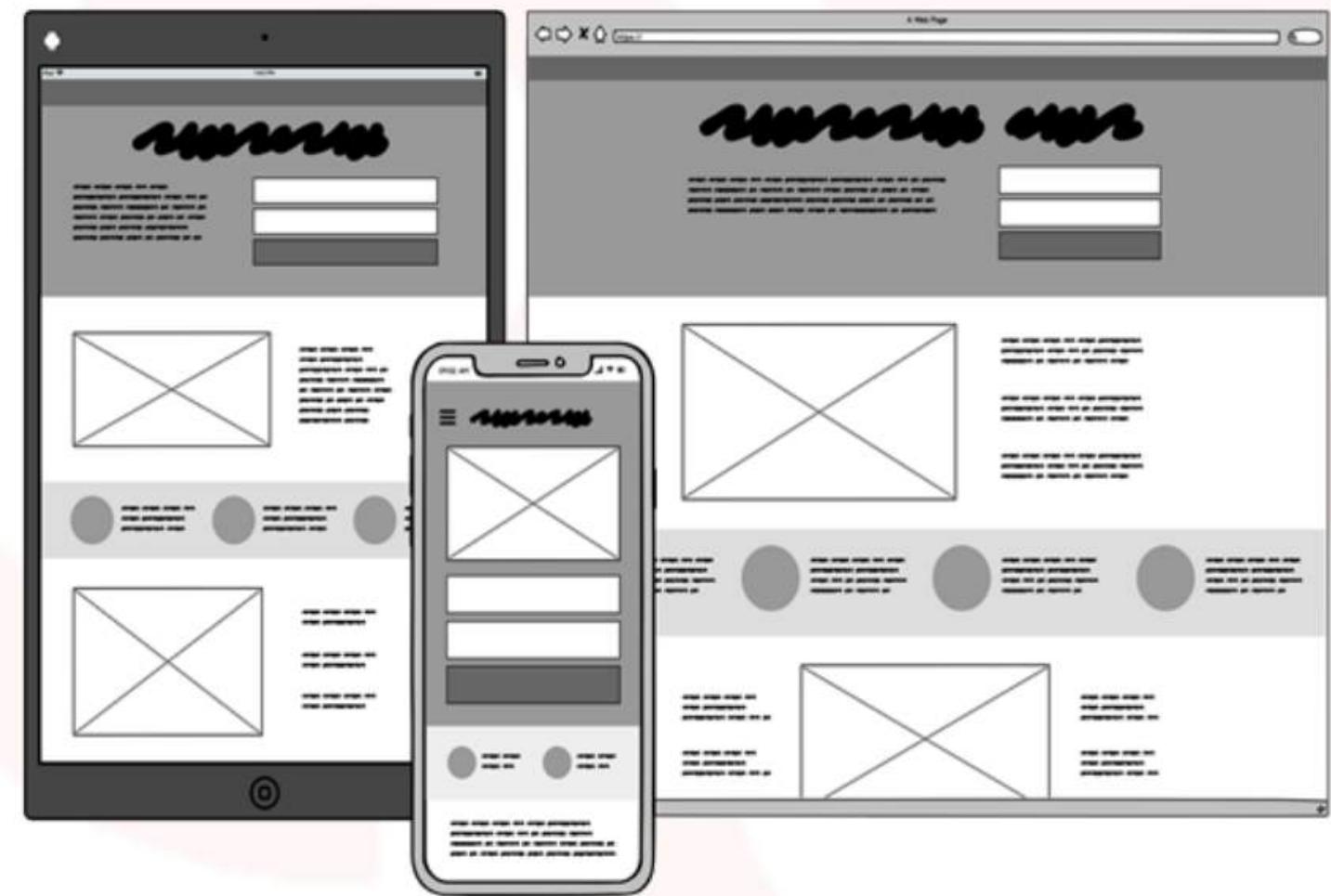
What will you be learning?

- Using wireframing tools**
- Understanding core website design principles
- Navigation design
- Importance of CTA signposting

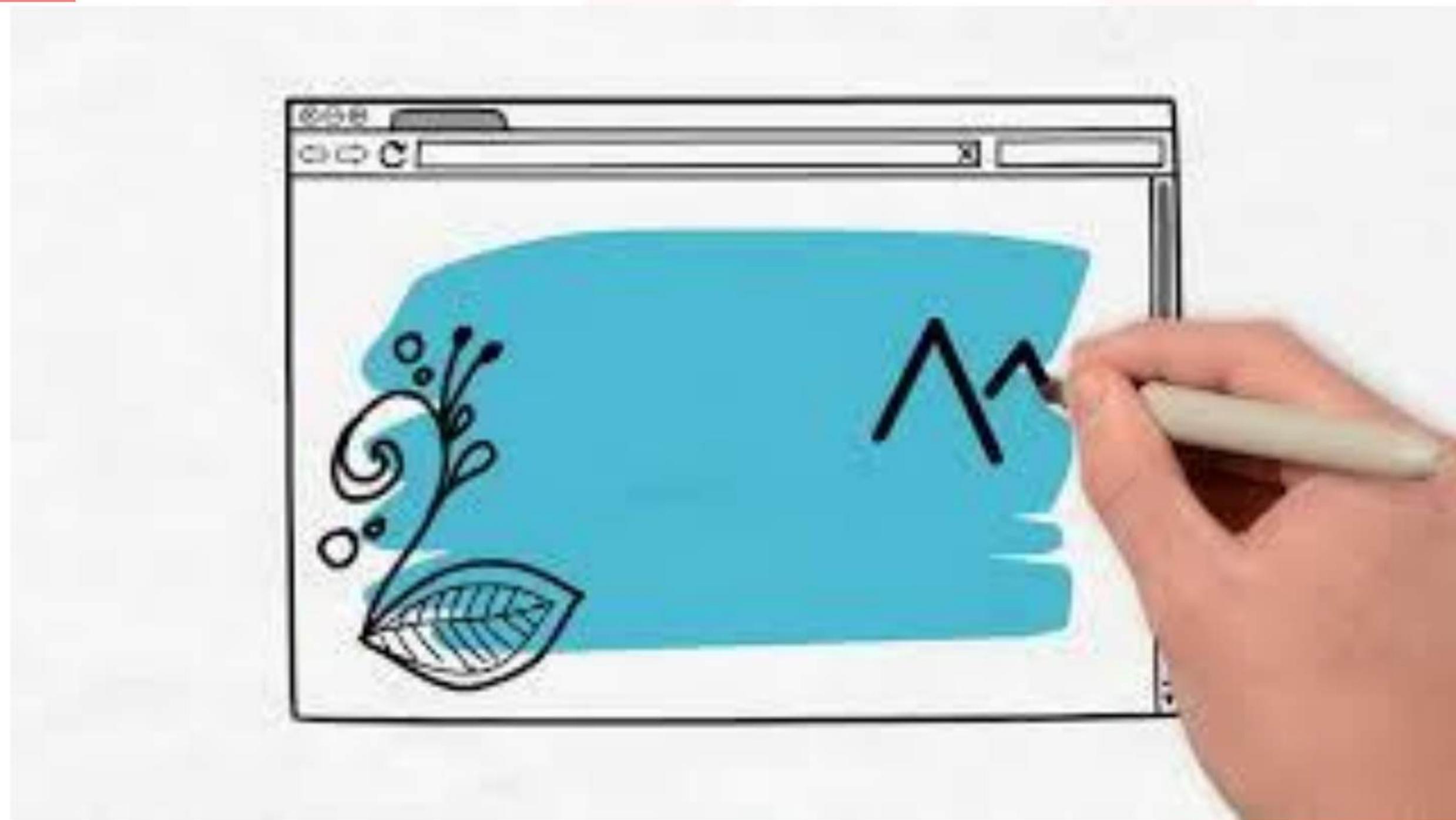


What is a wireframe?

- A map out the main features and navigation tools for a website
- Gives an overview of the layout prior to design
- Menus and buttons are mapped out
- Identify areas to improve functionality



What is a wireframe?



What is a wireframe?

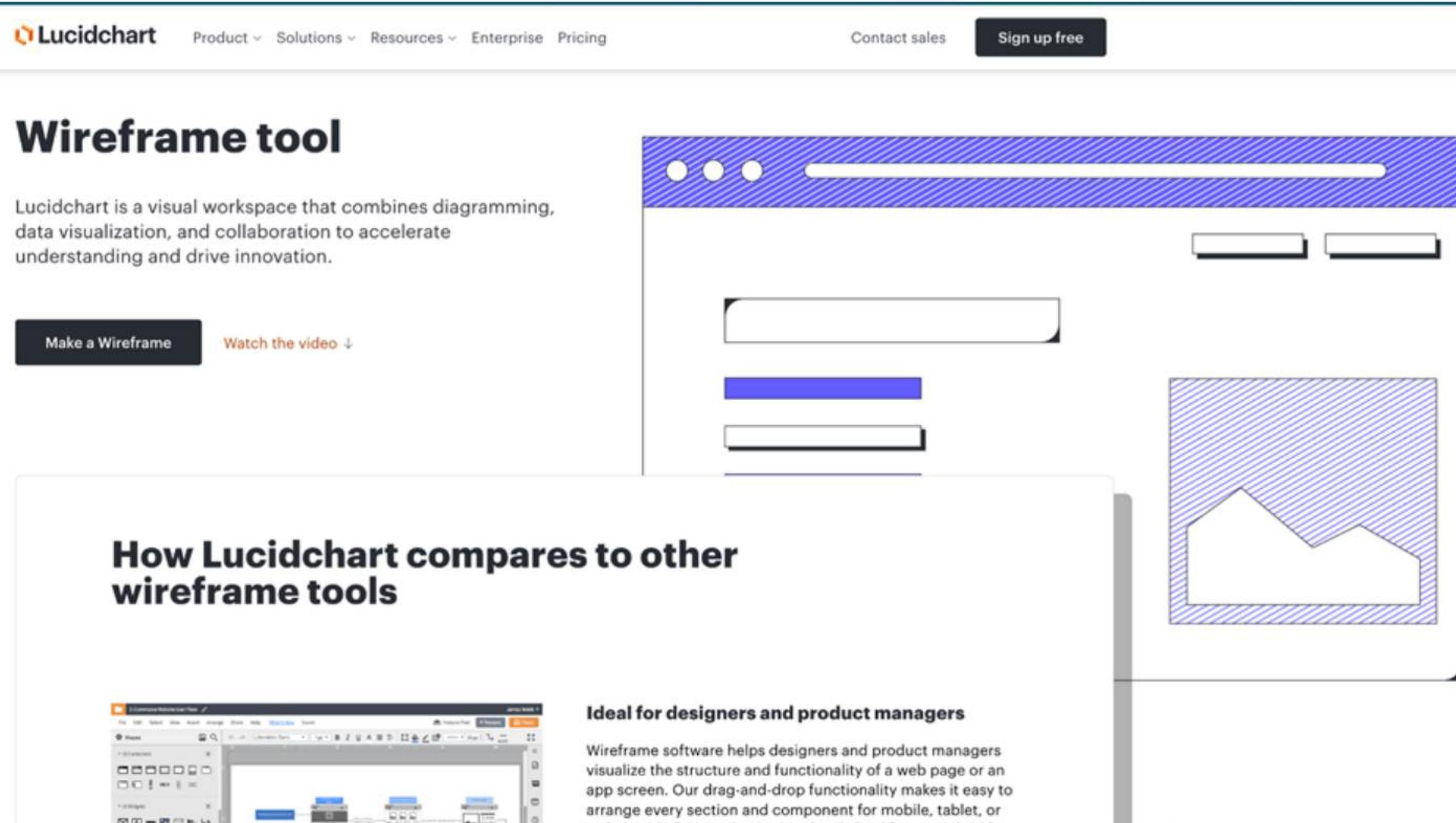


The process

- Identify the goal of the website
- Understand the user flow
- Determine your website wireframe size
- Begin your website wireframe design
- Determine conversion points
- Remove redundant steps
- Get feedback on the wireframe

Wireframing models

The tools: Lucidchart



The screenshot shows the Lucidchart website's wireframe tool section. At the top, there's a navigation bar with the Lucidchart logo, a search bar, and links for Product, Solutions, Resources, Enterprise, Pricing, Contact sales, and Sign up free. Below the navigation is a large heading "Wireframe tool". A sub-section titled "How Lucidchart compares to other wireframe tools" includes a comparison chart and a screenshot of the software's interface.

Wireframe tool

Lucidchart is a visual workspace that combines diagramming, data visualization, and collaboration to accelerate understanding and drive innovation.

[Make a Wireframe](#) [Watch the video ↓](#)

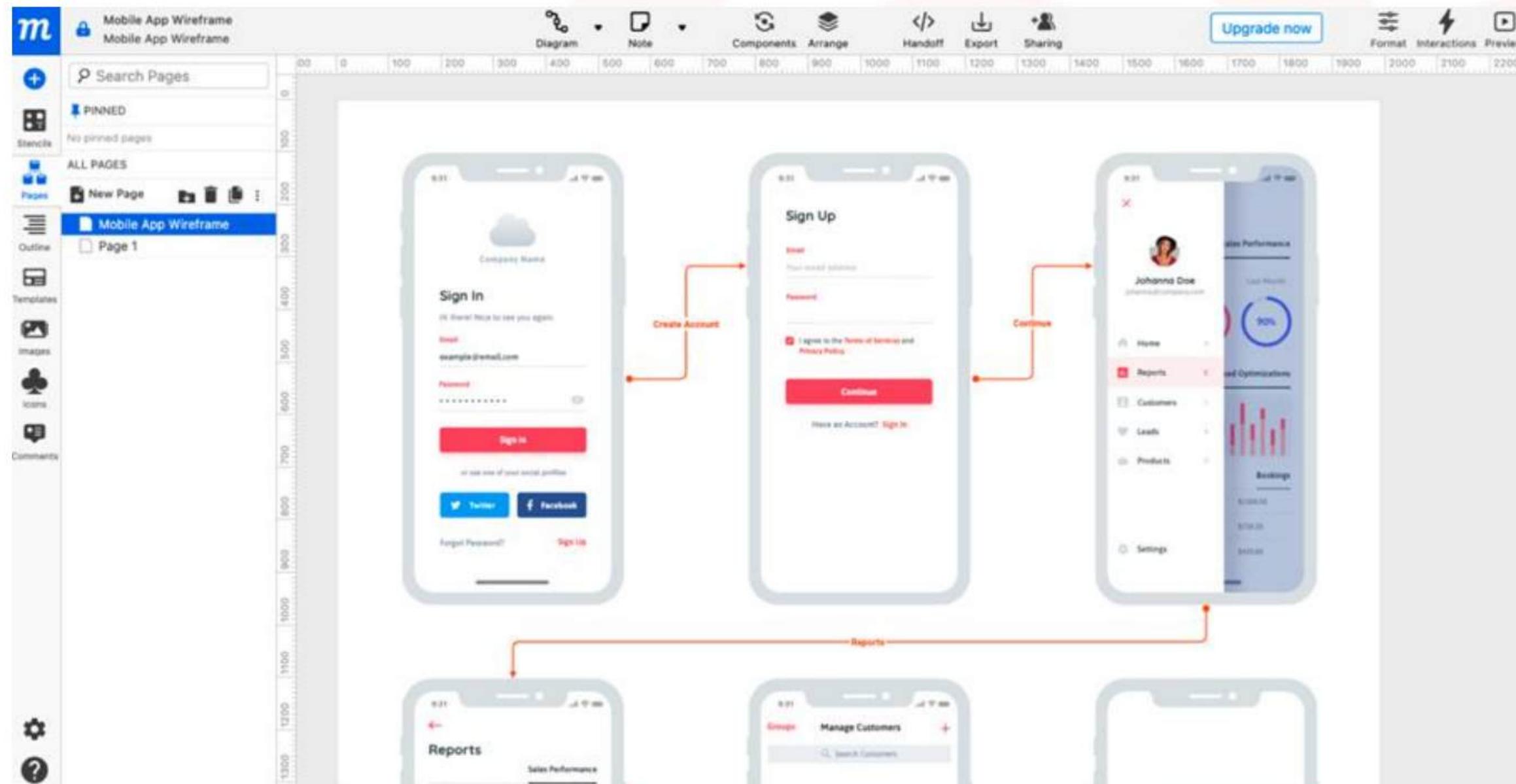
How Lucidchart compares to other wireframe tools

Ideal for designers and product managers

Wireframe software helps designers and product managers visualize the structure and functionality of a web page or an app screen. Our drag-and-drop functionality makes it easy to arrange every section and component for mobile, tablet, or

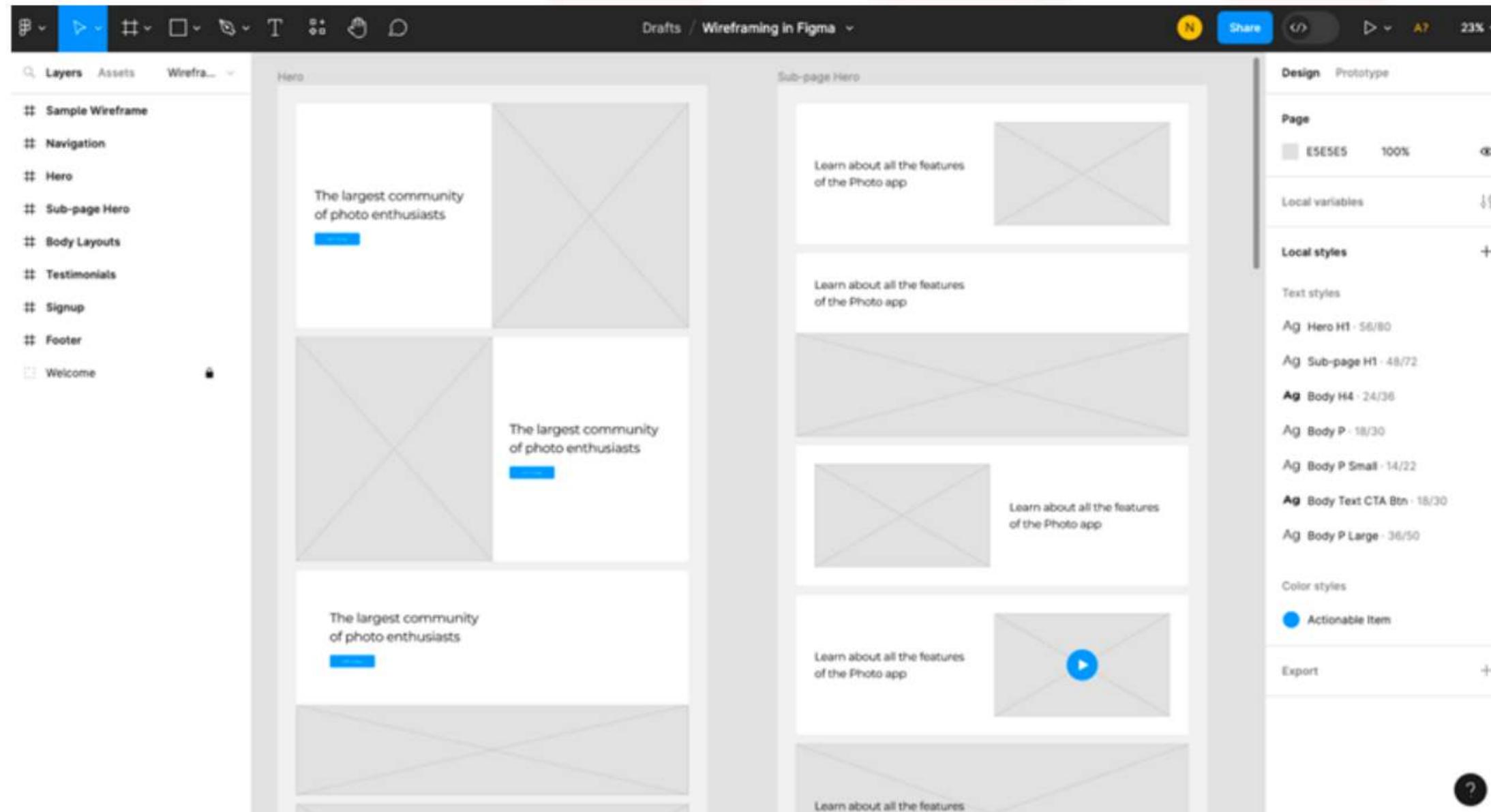
Wireframing models

The tools: Moqups



Wireframing models

The tools: Figma



Learning Activity



- Look at this website:
www.aromatruffle.com
- In your groups, sketch out a wireframe for a new e-commerce page
- Consider what you would need to include on the page
- Show where all the elements would be placed on the webpage

Coffee/Tea Break



LU3: Fundamentals of Design

What will you be learning?

- Using wireframing tools
- Understanding core website design principles**
- Navigation design
- Importance of CTA signposting



The 6 core principles are:

- Visual hierarchy
- Layouts (Gutenberg, Z and F)
- Golden ratio
- Rule of thirds
- Colour theory
- Negative space

Core website design principles

Visual Hierarchy

- Visual hierarchy is the relative importance that the viewer assigns to a visually differentiated set of objects
- You naturally assign importance to bigger pictures over smaller ones



Core website design principles

Visual Hierarchy

- **Size and scale.** Relative size matters, but so does scale. If something is clearly bigger or smaller than it “should” be, you’ll notice it.
- **Focus.** Out-of-focus pictures and fonts feel farther away than sharply focused ones.
- **Color.** Changes in color, shade, or intensity can all draw the eye.

Core website design principles

Visual Hierarchy

- **Typeface.** Size of text, font, and effects help you to rank information on a page.
- **Movement.** If one image bounces into an otherwise static page, you'll notice the one that moves — but be careful. Too much movement can be disorienting.
- **Negative space.** You can isolate key elements to make them stand out from more populated areas of the page.

Core website design principles

Visual Hierarchy

EXAMPLES of VISUAL HIERARCHY



SCALE

In hieratic scaling, the most important information is the largest element in the design. Lesser information is scaled down.



CONTRAST

The more difference there is between light and dark colors, the more something will advance visually and we'll see it first. Shape contrast is also used. For example, the HEADLINE stands out due to its complex shapes.



DIRECTION

Elements that are aligned differently from the majority of will stand out visually. If a design is mostly horizontal in stress, tall, vertical or diagonal shapes will be noticed first.



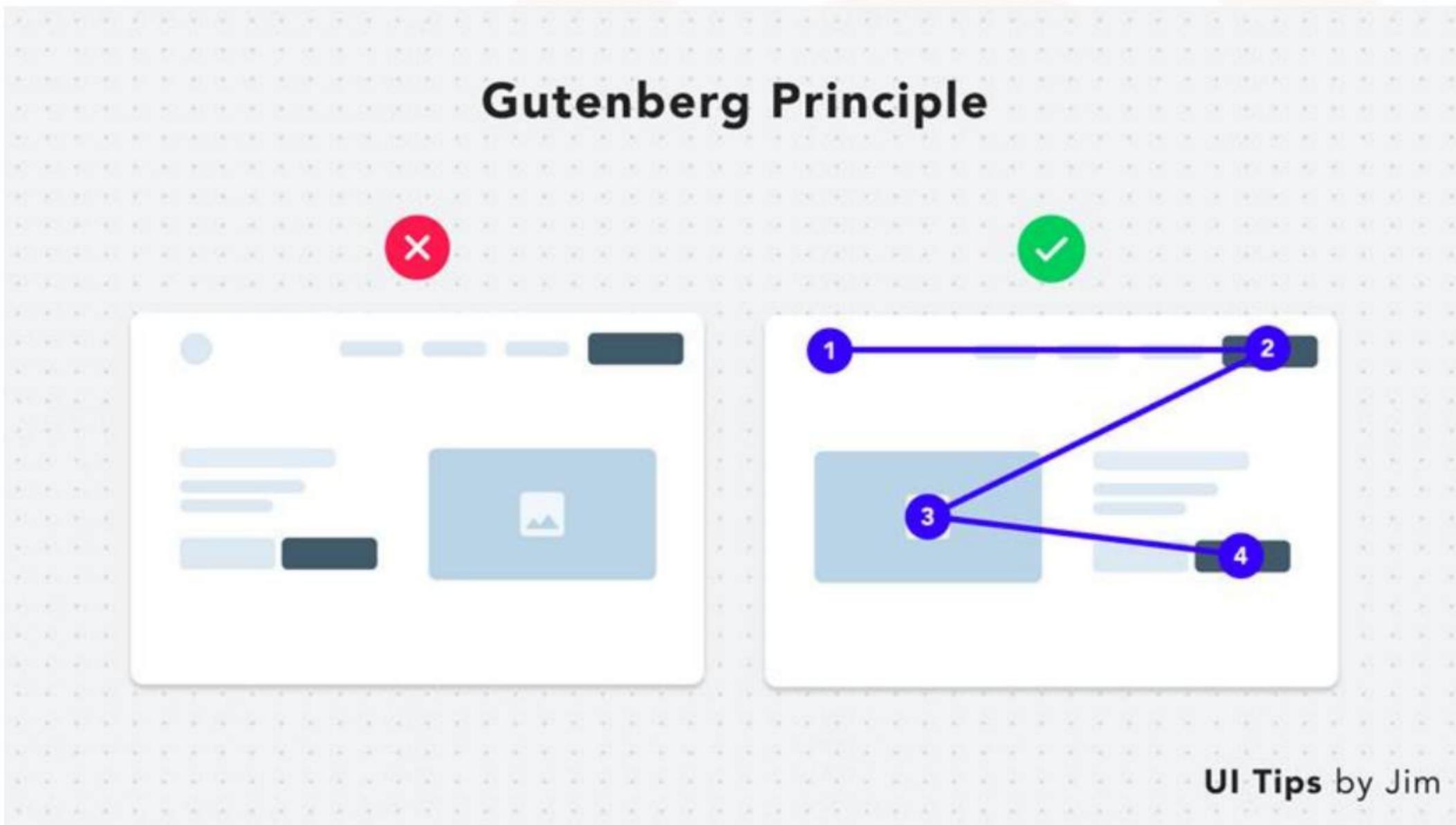
POSITION

Position on the page creates an automatic hierarchy. The most important position when reading left to right is the upper left quadrant. The next most important is the lower right quadrant. Then upper right, and least is lower left.

©2019 Alvalyn Lundgren.

Core website design principles

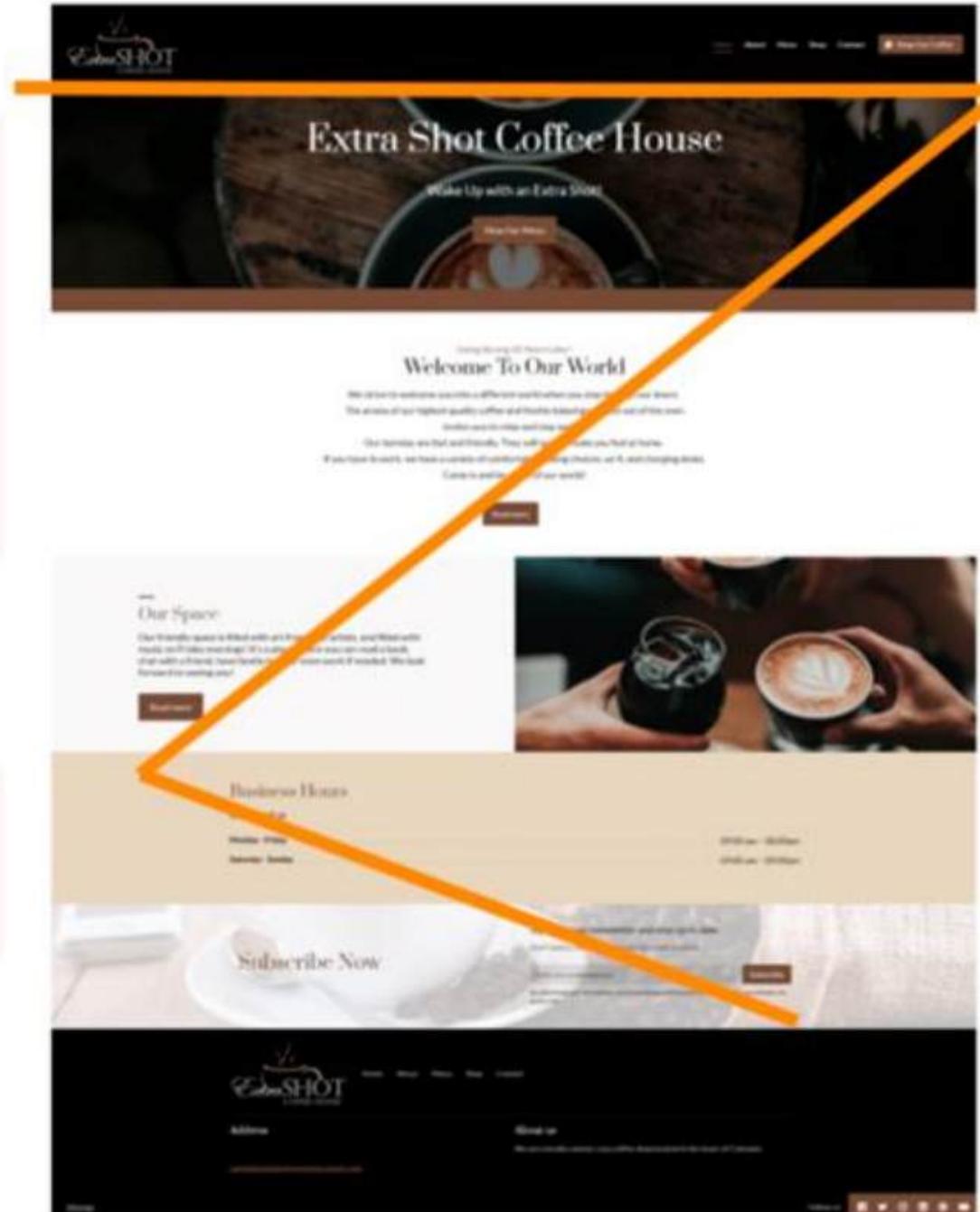
Layouts: Gutenberg/Z



Core website design principles

Layouts: Gutenberg/z

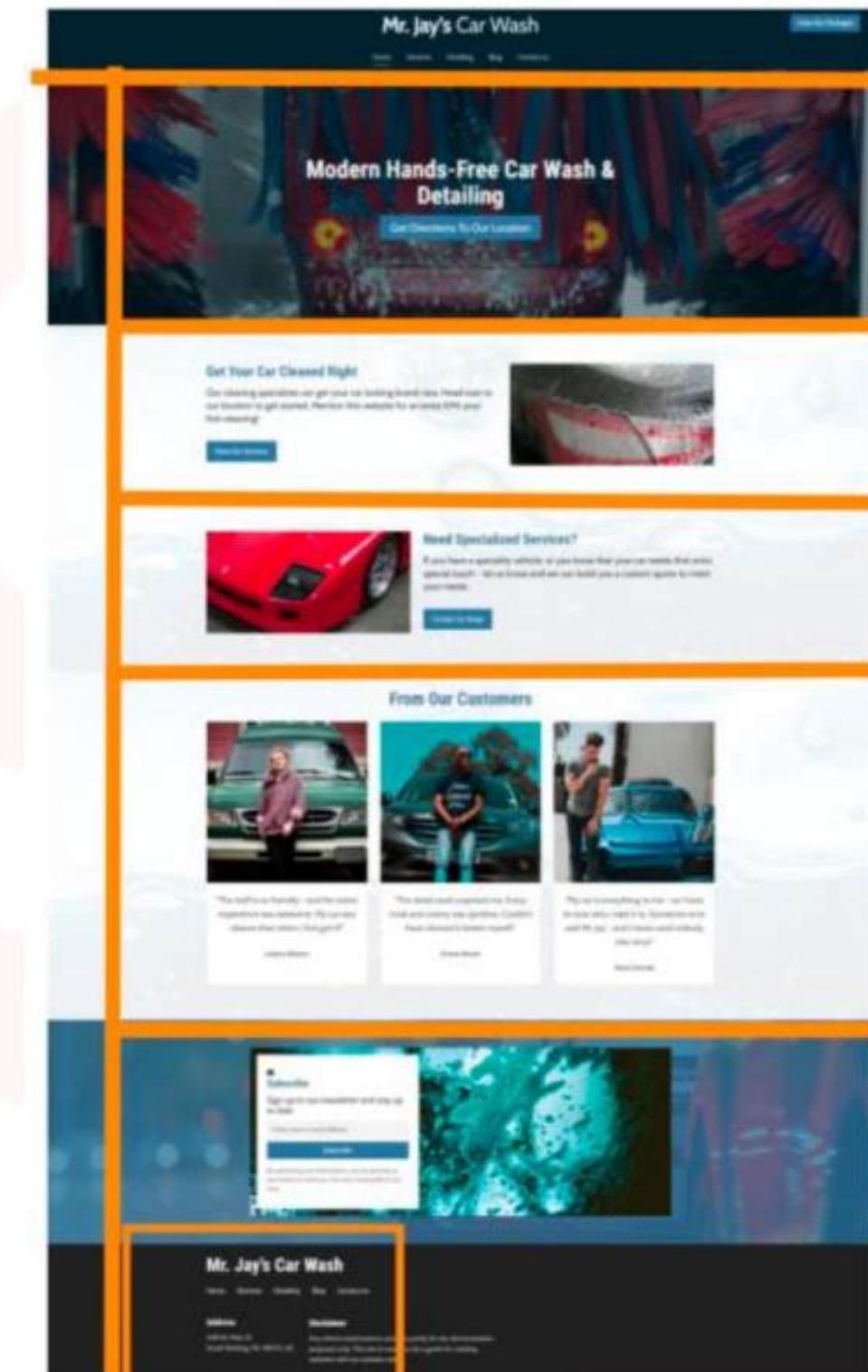
- The viewer scans horizontally (left to right) along the top of the page, cuts diagonally from the top right to the bottom left, and then moves horizontally to the bottom right
- In the Z layout, you place material at each of the four corners and in the center of the diagonal



Core website design principles

Layouts: F

- The F layout works better when you want to include more text
- If you scan a more populated page, you will read left to right and top to bottom



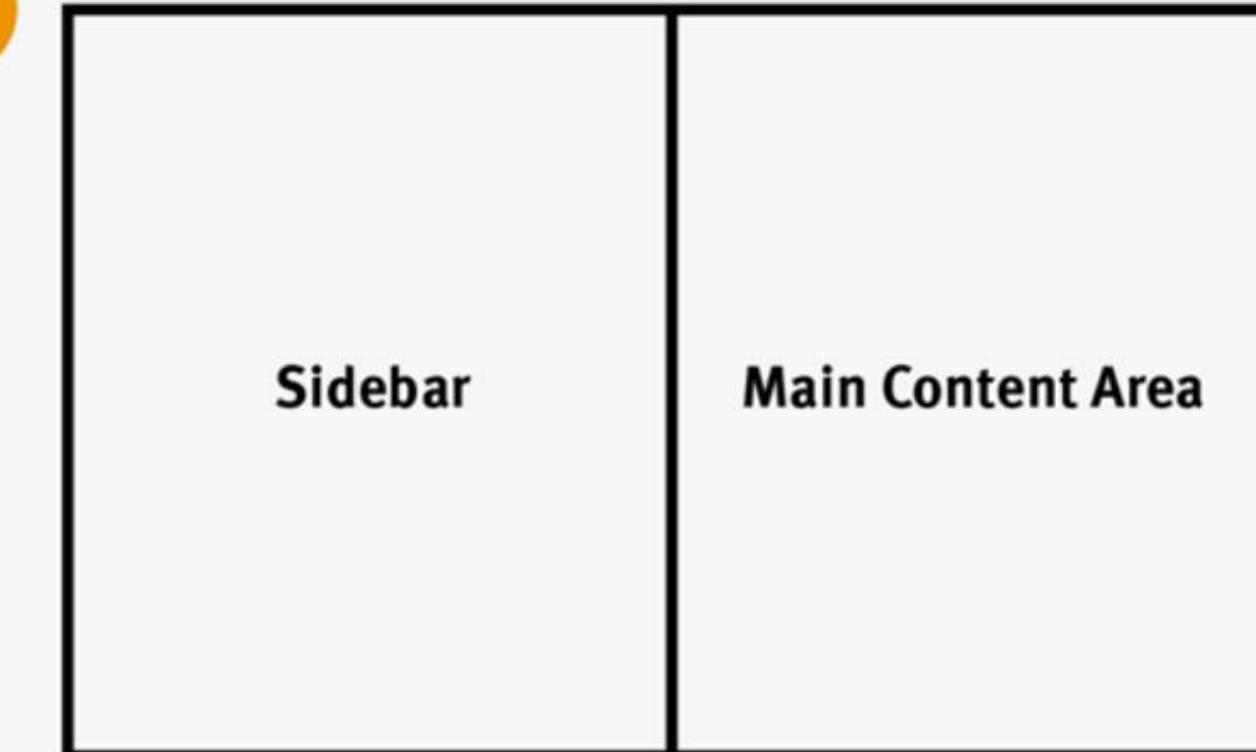
Core website design principles

Golden Ratio

With the Golden Ratio



Without the Golden Ratio



NN/g

Core website design principles

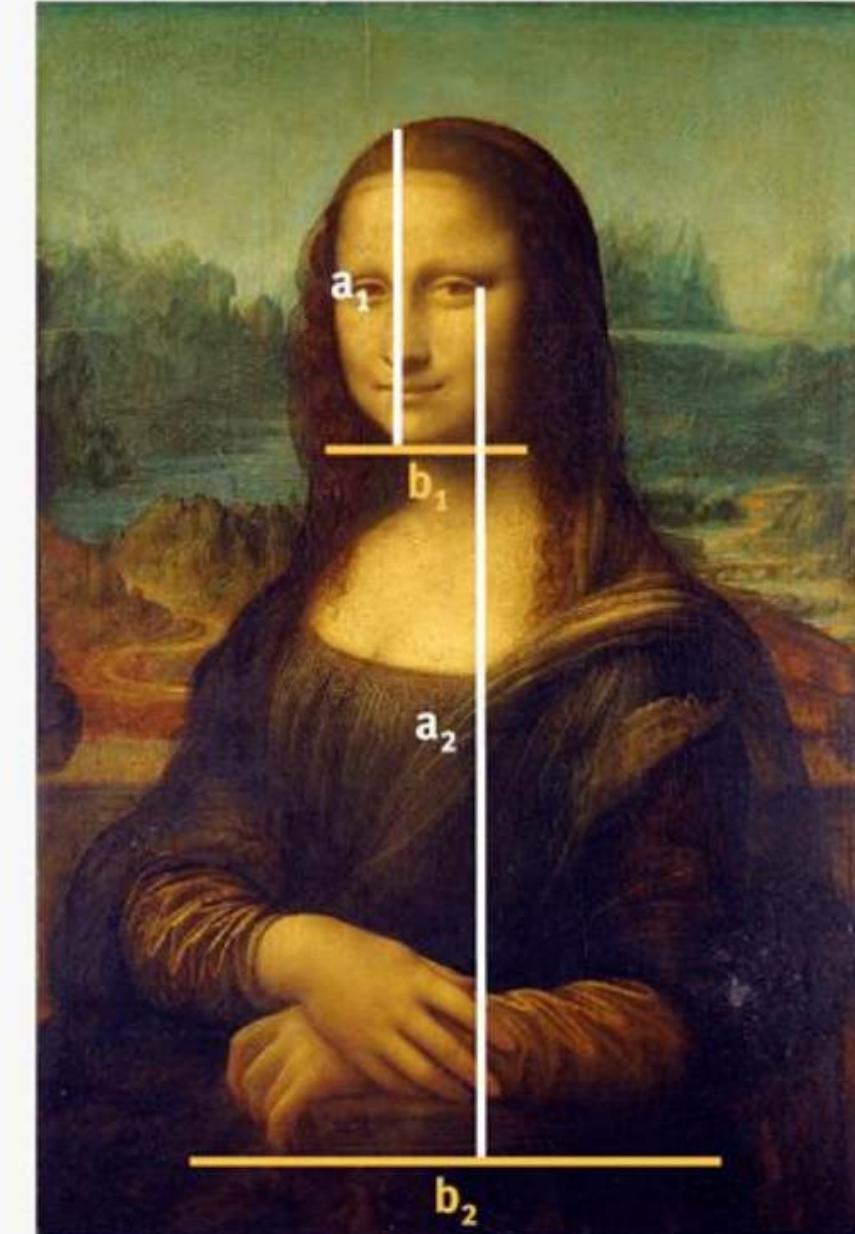
Golden Ratio



Core website design principles

Golden Ratio

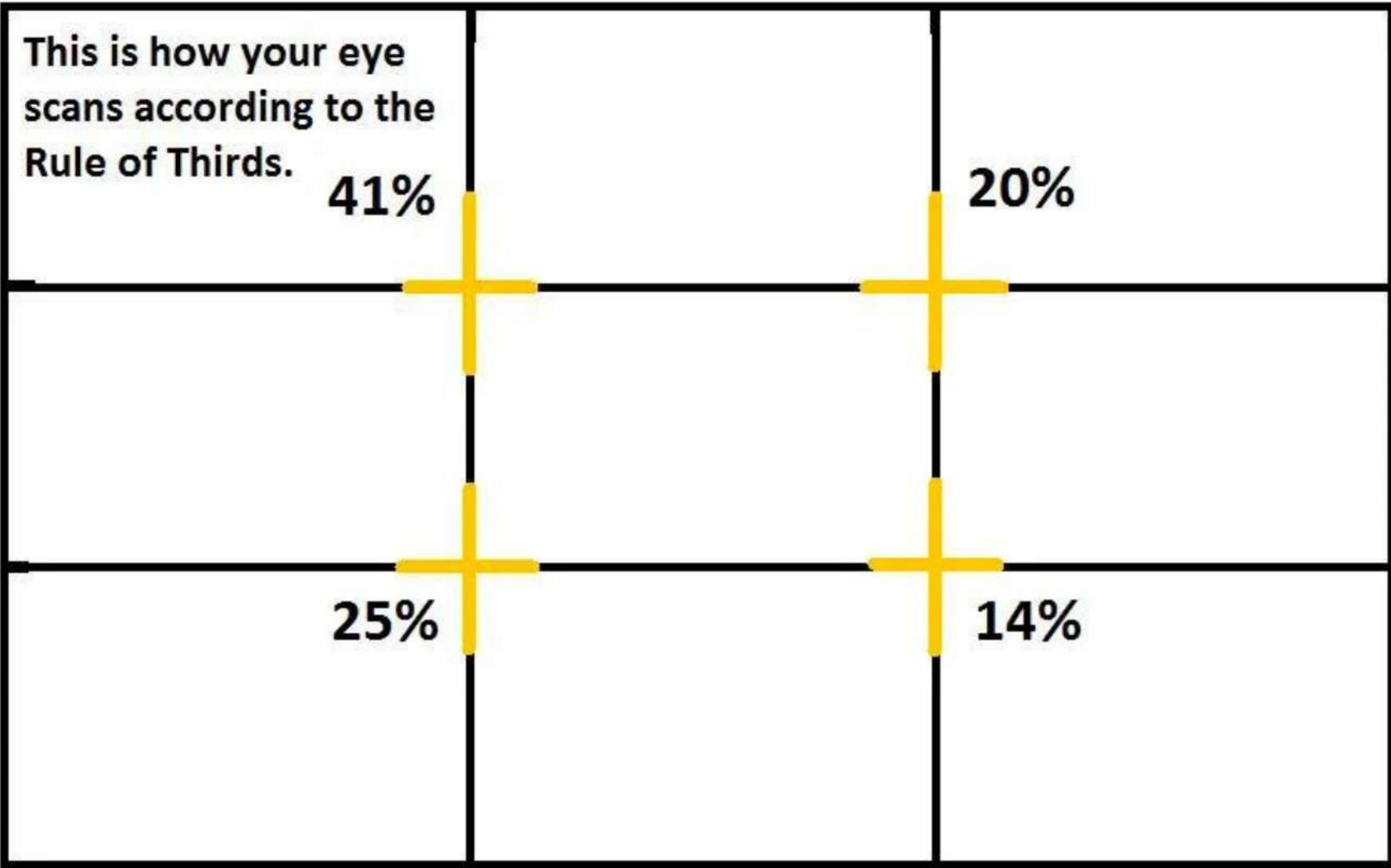
- Examples of buildings and works of art that have proportions in the golden ratio range from the pyramids in Giza, the Parthenon in Athens, and Da Vinci's Mona Lisa



NN/g

Core website design principles

Rule of Thirds



Core website design principles

Rule of Thirds



Core website design principles

Colour Theory

- Need to understand:
 - How colours interact with each other
 - How colours influence user perception



Core website design principles

Colour Theory

- **Monochromatic.** Use a variety of shades and tints to create contrast
- **Complementary.** Match your primary color with an accent drawn from its polar opposite on the color wheel — purple and yellow, for example
- **Analogous.** Pick three colors that lie next to one another on the color wheel
- **Triadic.** Draw an equilateral triangle — one with three equal sides — in your color wheel, and use the colors you find at the three points

Core website design principles

Colour Theory

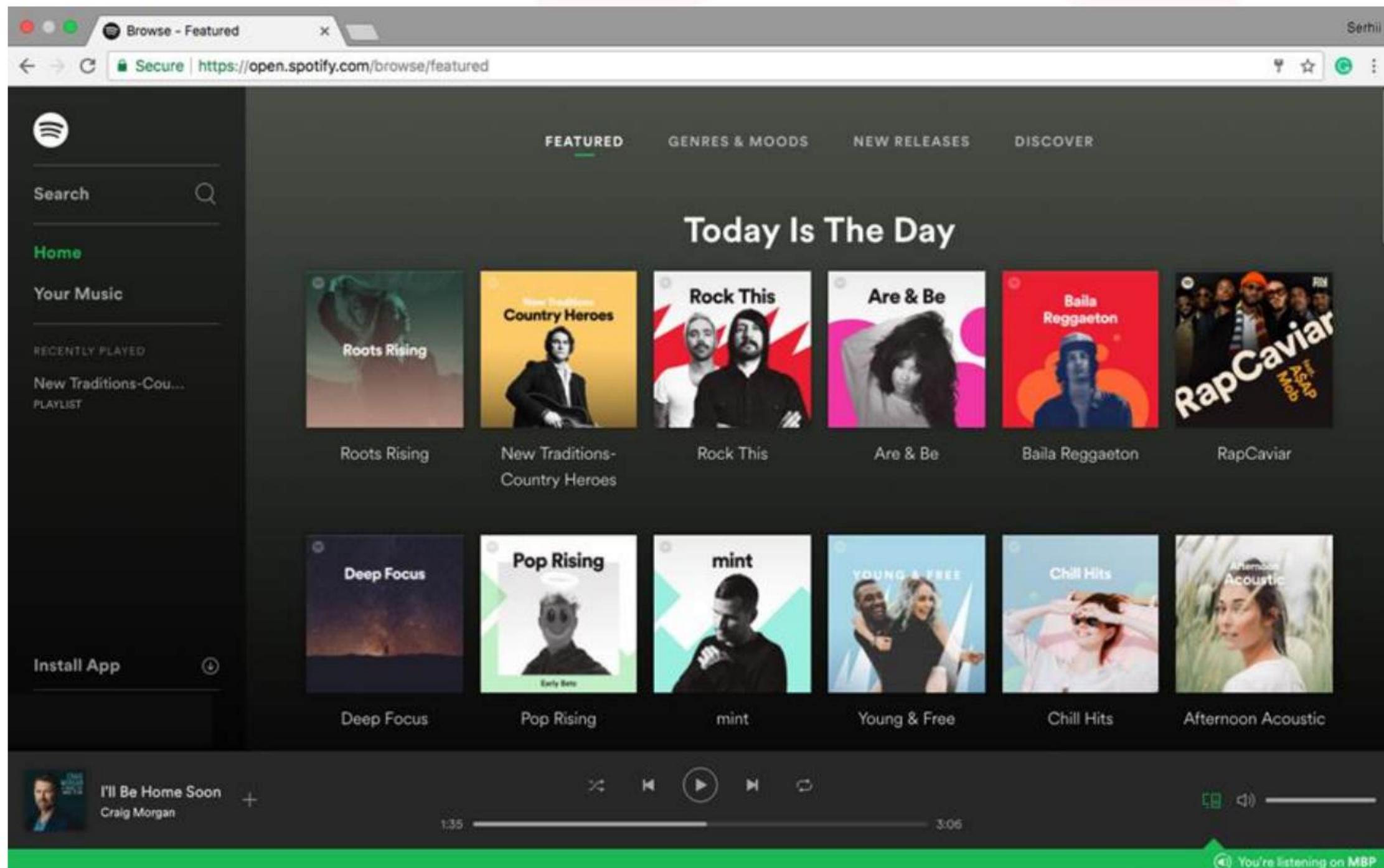


What do these colours convey?

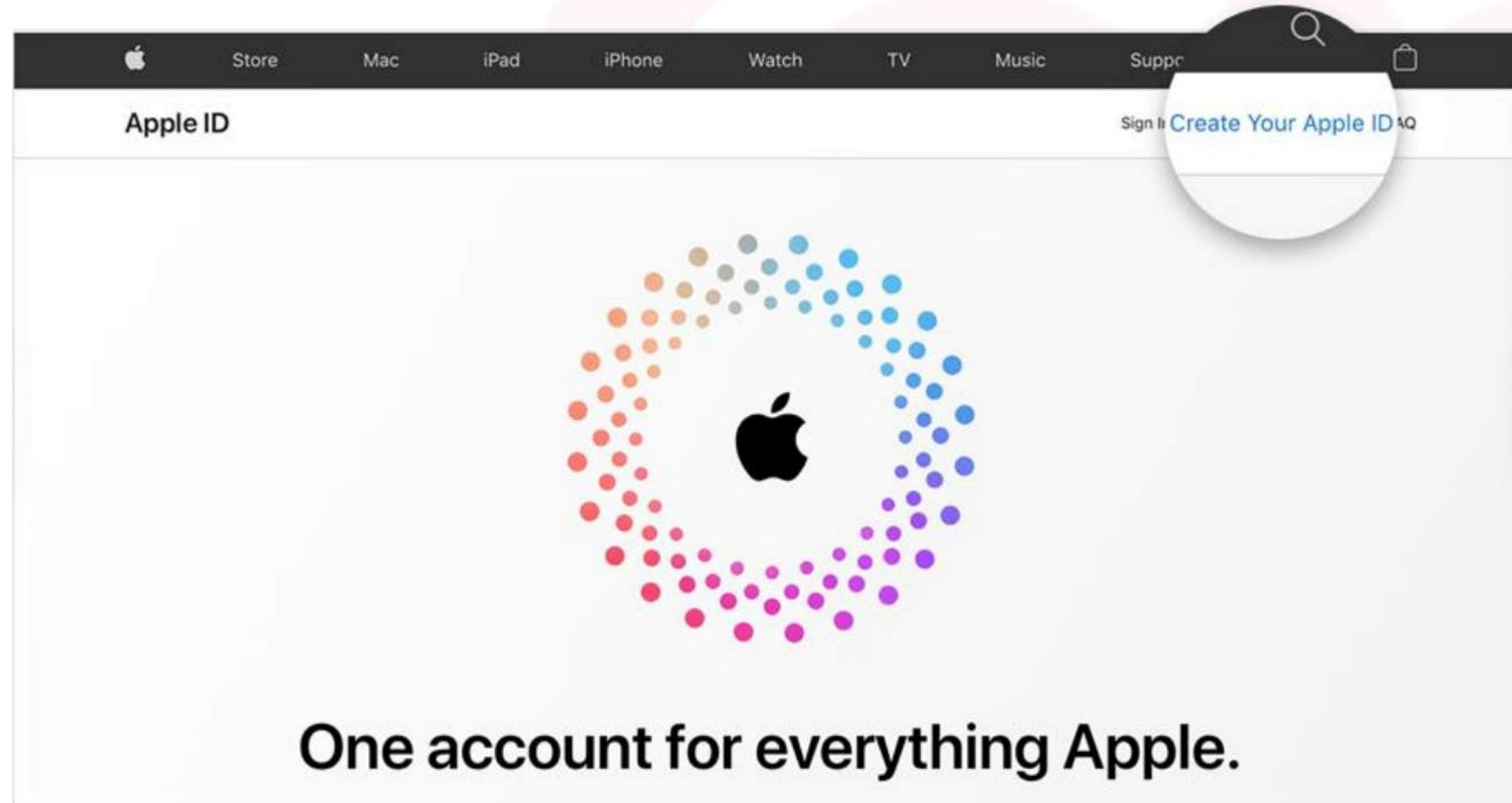


The screenshot shows the Mailchimp homepage with a yellow background. At the top, there's a navigation bar with links for Products, Resources, Inspiration, and Pricing. The Mailchimp logo is in the center, followed by a phone number (Sales: (800) 315-5939), a search icon, a Log In button, and a Sign Up Free button. Below the navigation, the main headline reads "Turn emails into revenue". A subtext paragraph explains that over 13 million businesses rely on Mailchimp for email marketing. To the right, there's a circular graphic featuring a man with a beard and sunglasses, surrounded by icons related to email marketing and shopping, such as "Send emails to shoppers" and "Creative Assistant". At the bottom, there are "Sign Up" and "Compare Plans" buttons.

What do these colours convey?



What do these colours convey?



Core website design principles

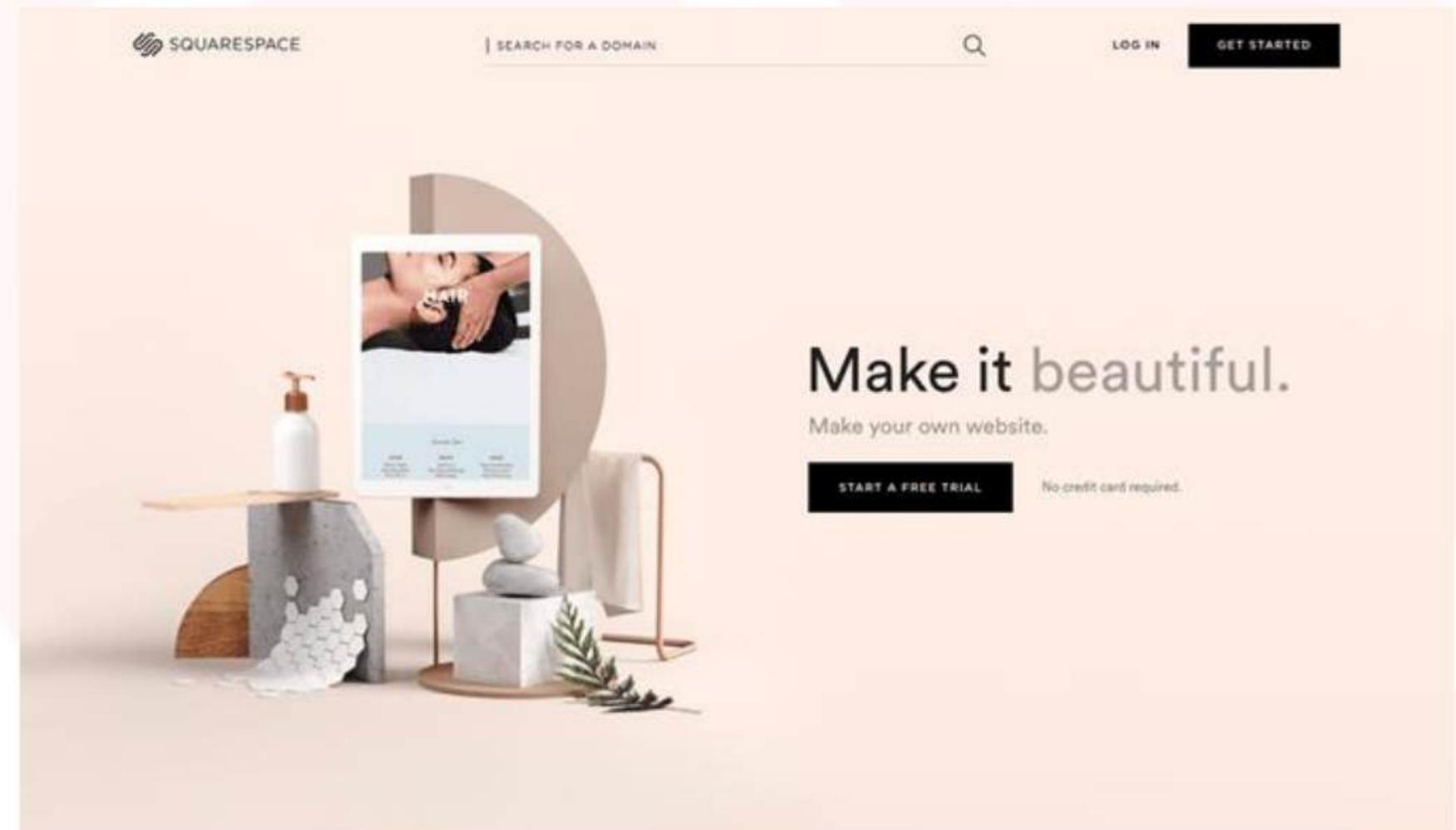
Colour Theory



Core website design principles

Negative Space

- Improves readability
- Maintains a balance between elements on a page
- Clearly differentiate between elements
- Looks more visually appealing



Learning Activity



39 of the Best Website Designs to Inspire You in 2024

Written by: Austin Knight

FREE WEBSITE DESIGN INSPIRATION
77 Brilliant Examples of Homepages, Blogs & Landing Pages to Inspire You

Download for Free

Updated: 04/03/24 Published: 04/03/24

- Look at this website:
<https://blog.hubspot.com/marketing/best-website-designs-list>
- In your groups, select one of the examples of best practice
- Review which core design principles have been used
- Prepare 5 points to share with the class

LU3: Fundamentals of Design

What will you be learning?

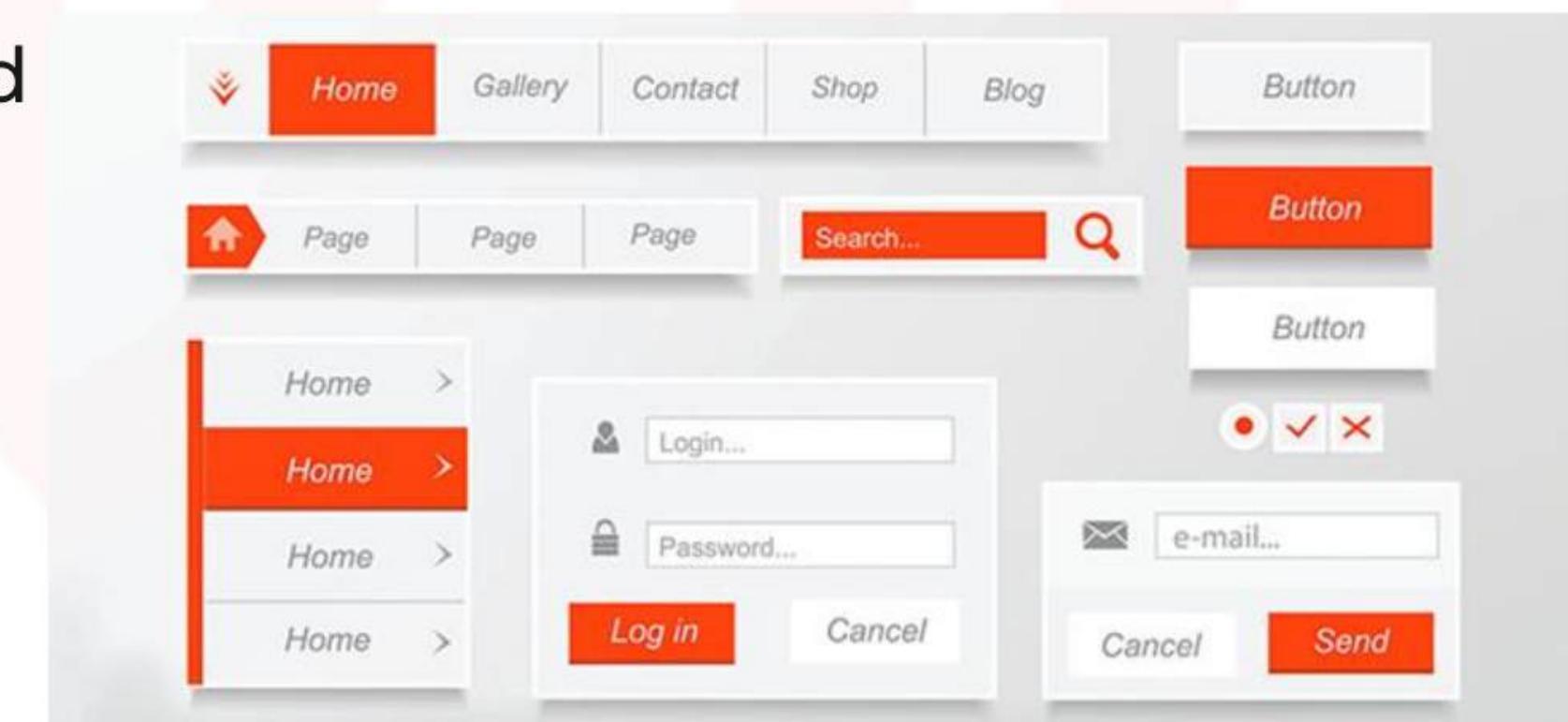
- Using wireframing tools
- Understanding core website design principles
- Navigation design**
- Importance of CTA signposting



Core website design principles

Navigation design

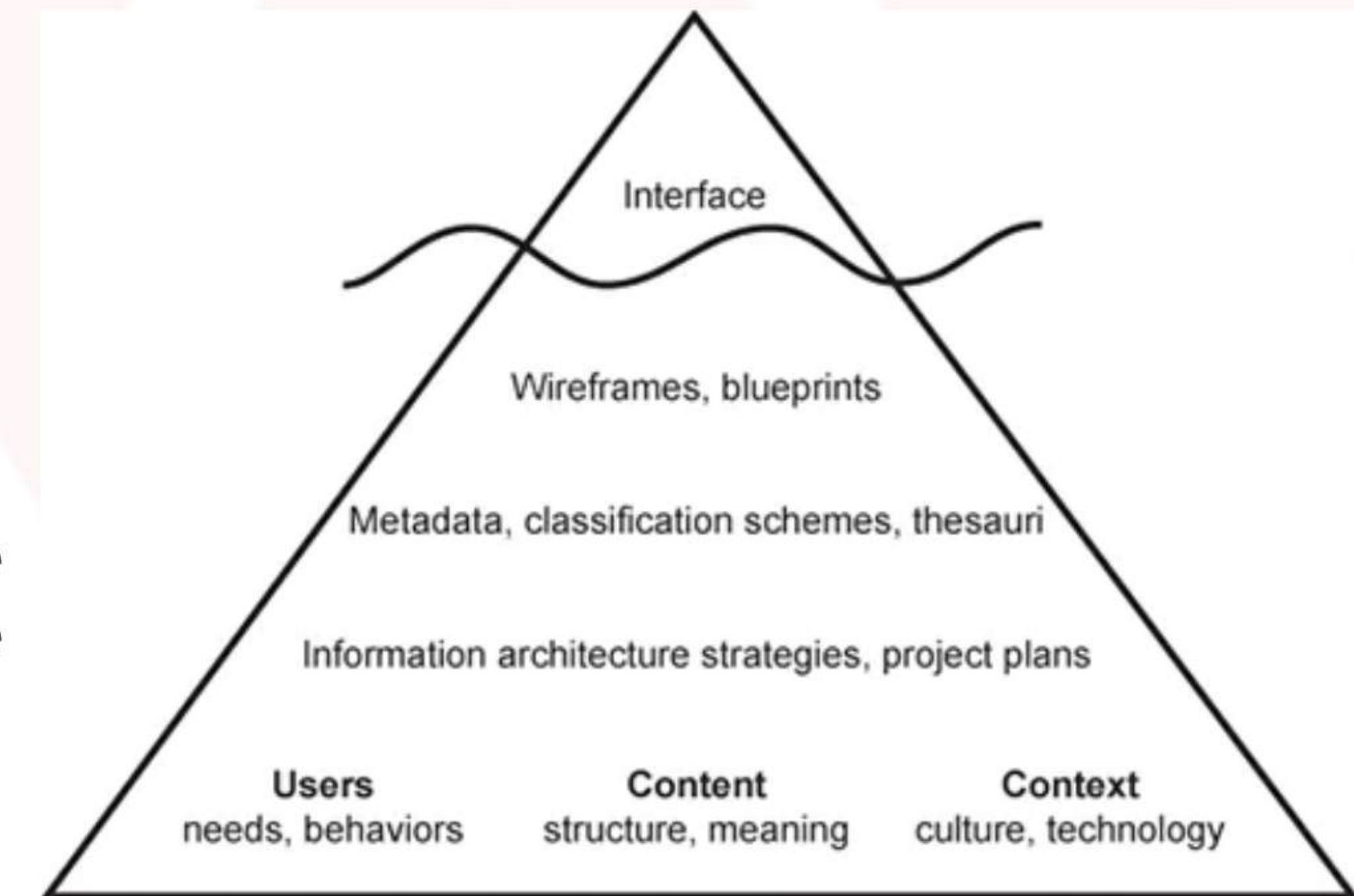
- Collection of user interface components that allows visitors to find content on a site
- Can be:
 - Copy
 - Links
 - Text
 - Buttons
 - Menus



Core website design principles

Navigation design

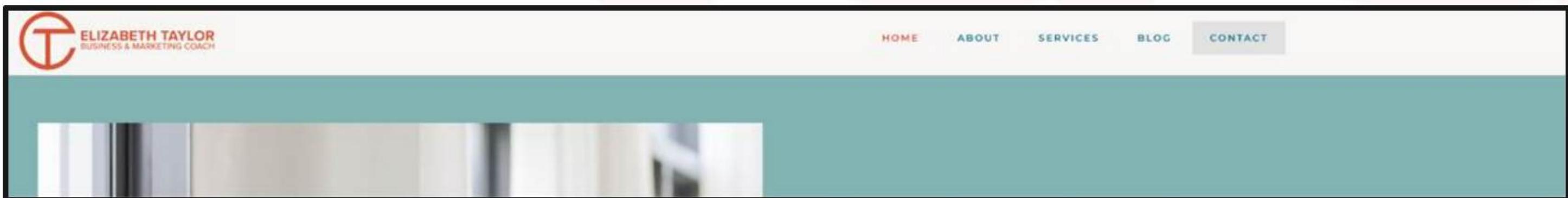
- Information architect Nathaniel Davis proposed this model
- Navigation sits right at the top
- Below the waterline are the parts of the website that the end user can not see



Core website design principles

Navigation design

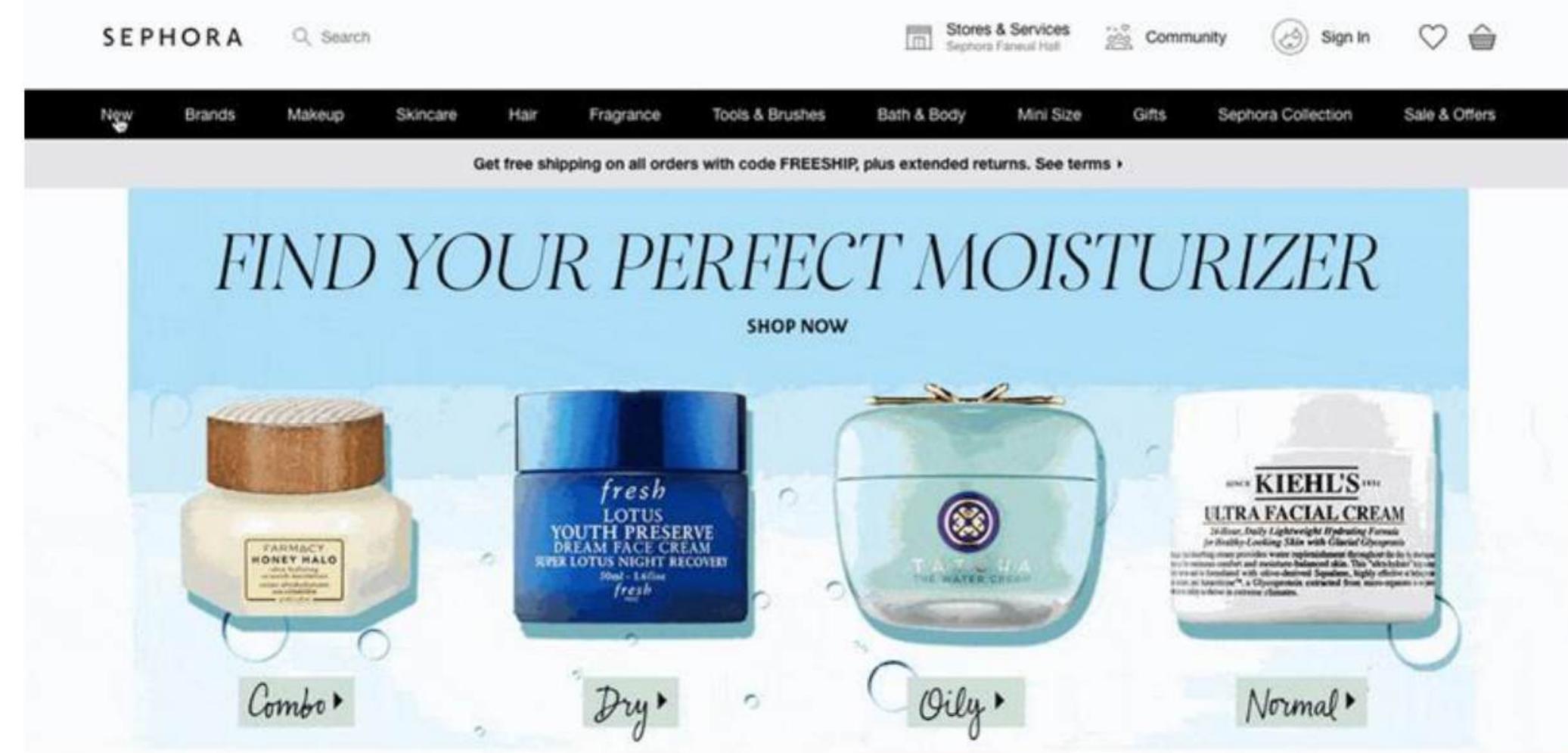
- Horizontal menu bar
- Most common type
- Human nature to look in the upper section of a website for navigation



Core website design principles

Navigation design

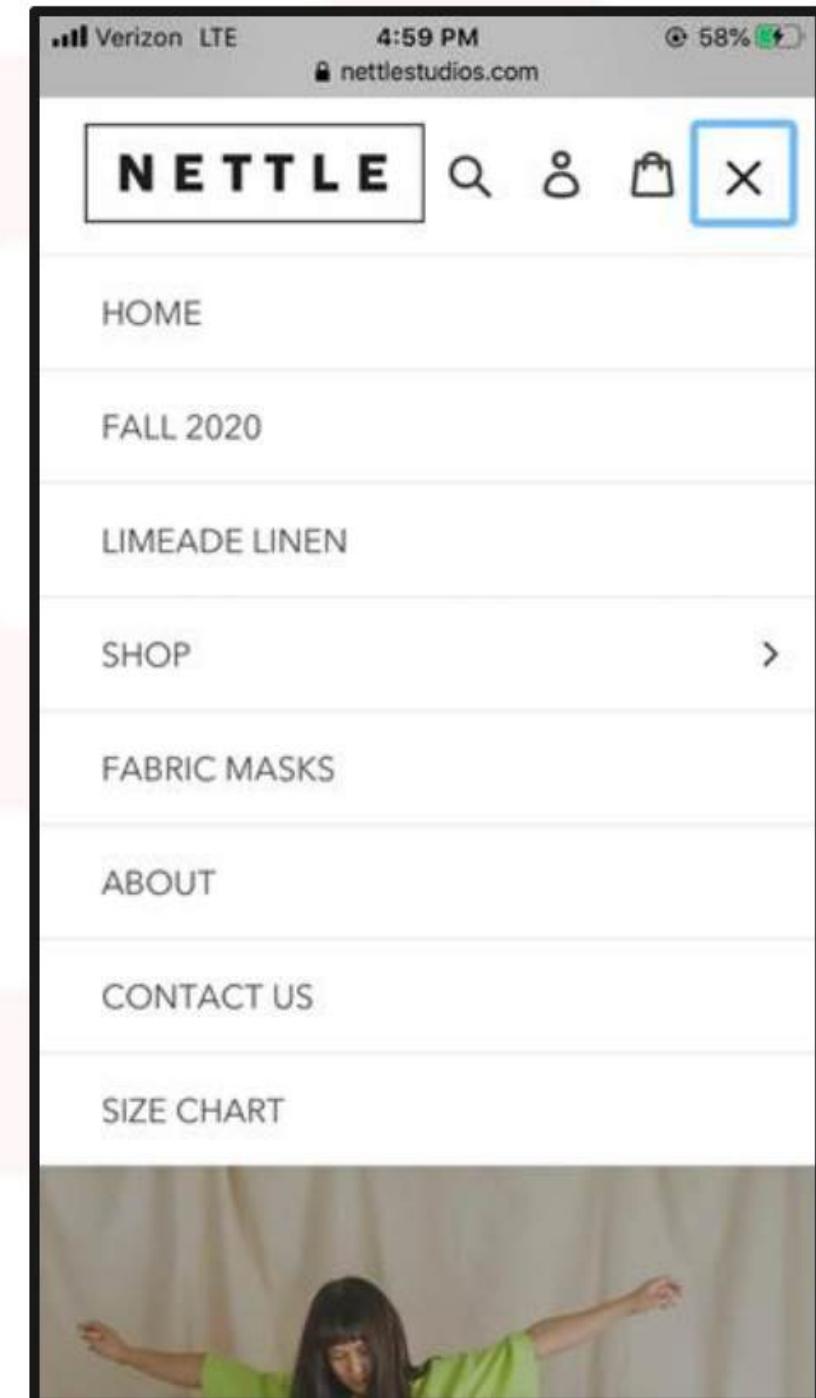
- Dropdown menu bar
- Ideal for content rich sites
- Good if you need lots of links to other pages



Core website design principles

Navigation design

- Hamburger menu
- Often used on mobile sites
- Good if you have limited space



Core website design principles

Navigation design

- Vertical sidebar menu
- Gives a seamless experience
- Less popular



Core website design principles

Navigation design

- Footer menu
- Usually paired with a horizontal menu bar
- Provides additional options

The screenshot shows the footer section of the The Straits Times website. It includes a logo for 'THE STRAITSTIMES' with an illustration of a laptop and a smartphone displaying the newspaper's interface. Below the logo is a 'Subscribe today' button with the text: 'Get unlimited access to exclusive stories and analyses by the ST newsroom'. A 'Choose your plan' button is located at the bottom of this section. To the right of the subscribe area is a footer menu with two columns of links:

• SINGAPORE	• TECH
• ASIA	• SPORT
• WORLD	• VIDEOS
• OPINION	• PODCASTS
• LIFE	• MULTIMEDIA
• BUSINESS	

On the right side of the footer, there are links to 'About Us', 'Terms & Conditions', 'Privacy Policy', 'Need help? Reach us here.', 'Advertise with us', and a 'Sign up for our daily newsletter' form. There are also download links for the App Store and Google Play, and icons for social media platforms like E-paper, Podcasts, Facebook, RSS Feed, Instagram, Telegram, Twitter, YouTube, LinkedIn, and TikTok. At the very bottom, there is a copyright notice: 'MCI (P) 066/10/2023. Published by SPH Media Limited, Co. Regn. No. 202120748H. Copyright © 2023 SPH Media Limited. All rights reserved.'

Core website design principles

Navigation design

- Have a look at the options on this Briogeo site:

The screenshot shows the Briogeo website homepage. At the top, there's a navigation bar with links for "hair quiz", "shop all", "our difference", "consultations", "blog", "earn rewards", a search bar, and user account icons. Below this, there are sections for "SHOP ALL" (with links for "VALUE SETS SAVE 15%", "JUMBOS SAVE 40%", and "BEST SELLERS"), "product type" (shampoos, conditioners, hair masks + oils, styling + finishing, supplements, travel kits, brushes + tools, new arrivals, gift cards), "hair concern" (split ends, dry, damaged, scalp conditions, frizzy curls/coils, frizz, dull, thin, sensitive skin, tangles, oily, greasy, sparse brows), and "collections" (don't despair, repair!, scalp revival, curl charisma, farewell frizz, superfoods, blossom & bloom, be gentle, be kind, b.well). At the bottom, there's a footer with a "6-free™" claim and a page number "131".

SHOP ALL

VALUE SETS **SAVE 15%**

JUMBOS **SAVE 40%**

BEST SELLERS

product type

shampoos

conditioners

hair masks + oils

styling + finishing

supplements

travel kits

brushes + tools

new arrivals

gift cards

hair concern

split ends

dry, damaged

scalp conditions

frizzy curls/coils

frizz

dull

thin

sensitive skin

tangles

oily, greasy

sparse brows

collections

don't despair, repair!

scalp revival

curl charisma

farewell frizz

superfoods

blossom & bloom

be gentle, be kind

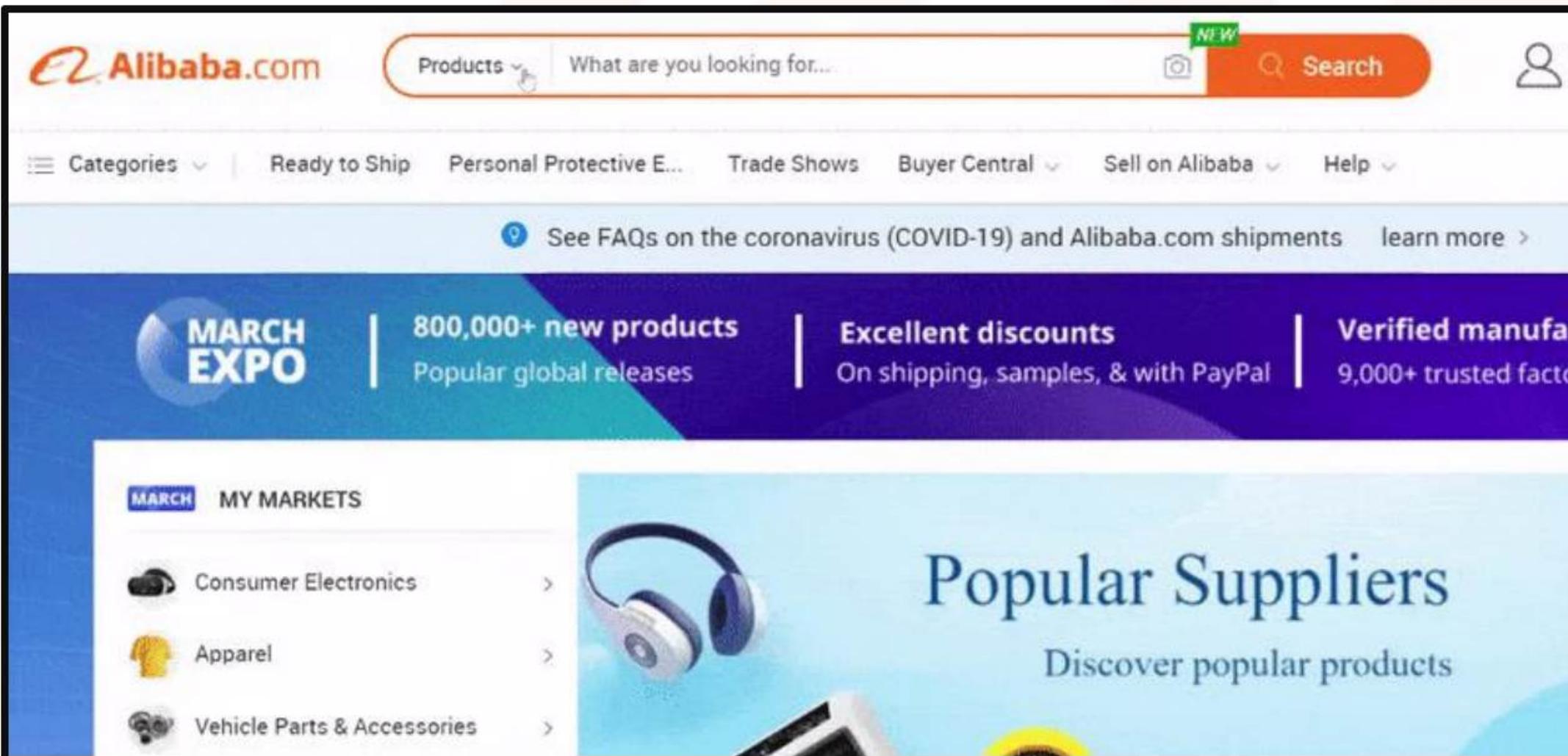
b.well

ficial Dyes **NO** DEA **6-free™** hair care **NO** Harsh Sulfates **NO** Silicones **NO** Parabens **NO** Phthalates **NO** Artificial Dyes **NO**

Core website design principles

Navigation design

- Include a search bar:



LU3: Fundamentals of Design

What will you be learning?

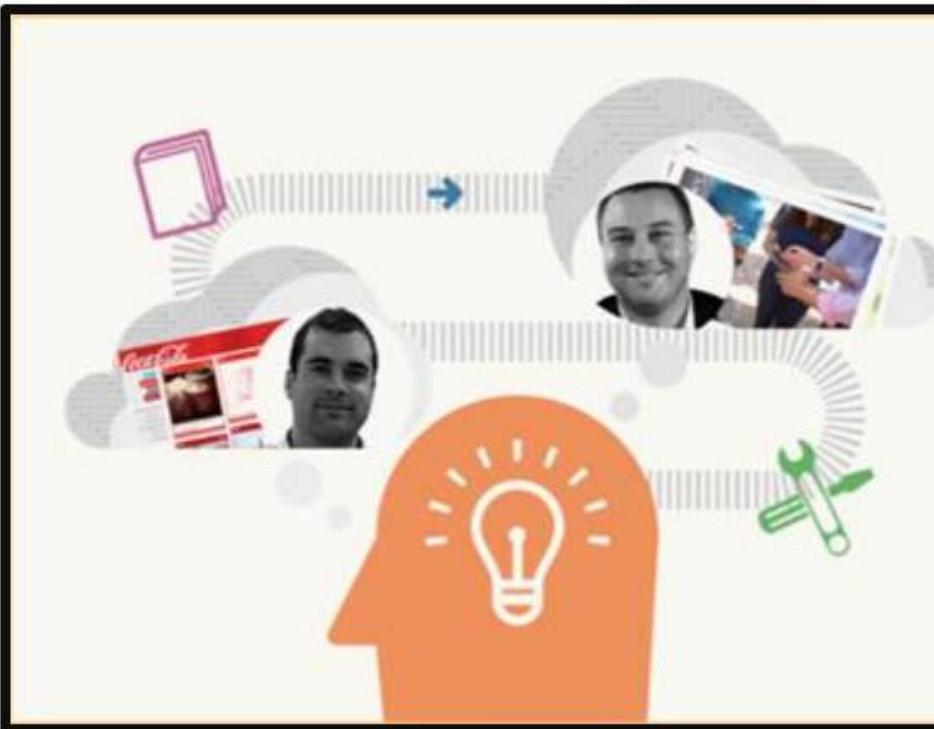
- Using wireframing tools
- Understanding core website design principles
- Navigation design
- Importance of CTA signposting**



Core website design principles

Different CTAs

Lead generation



Get inspired by these quotes from 100 different inbound marketing experts.

[DOWNLOAD QUOTES](#)

Core website design principles

Different CTAs

Form submission

The image shows a web form with a black border. Inside, there are three input fields: 'First Name', 'Last Name', and 'Email *'. Below these fields is a large, teal-colored call-to-action button with white text and a white downward-pointing arrow icon. The text on the button reads 'DOWNLOAD YOUR GUIDE'.

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email *	<input type="text"/>
DOWNLOAD YOUR GUIDE 	

Core website design principles

Different CTAs

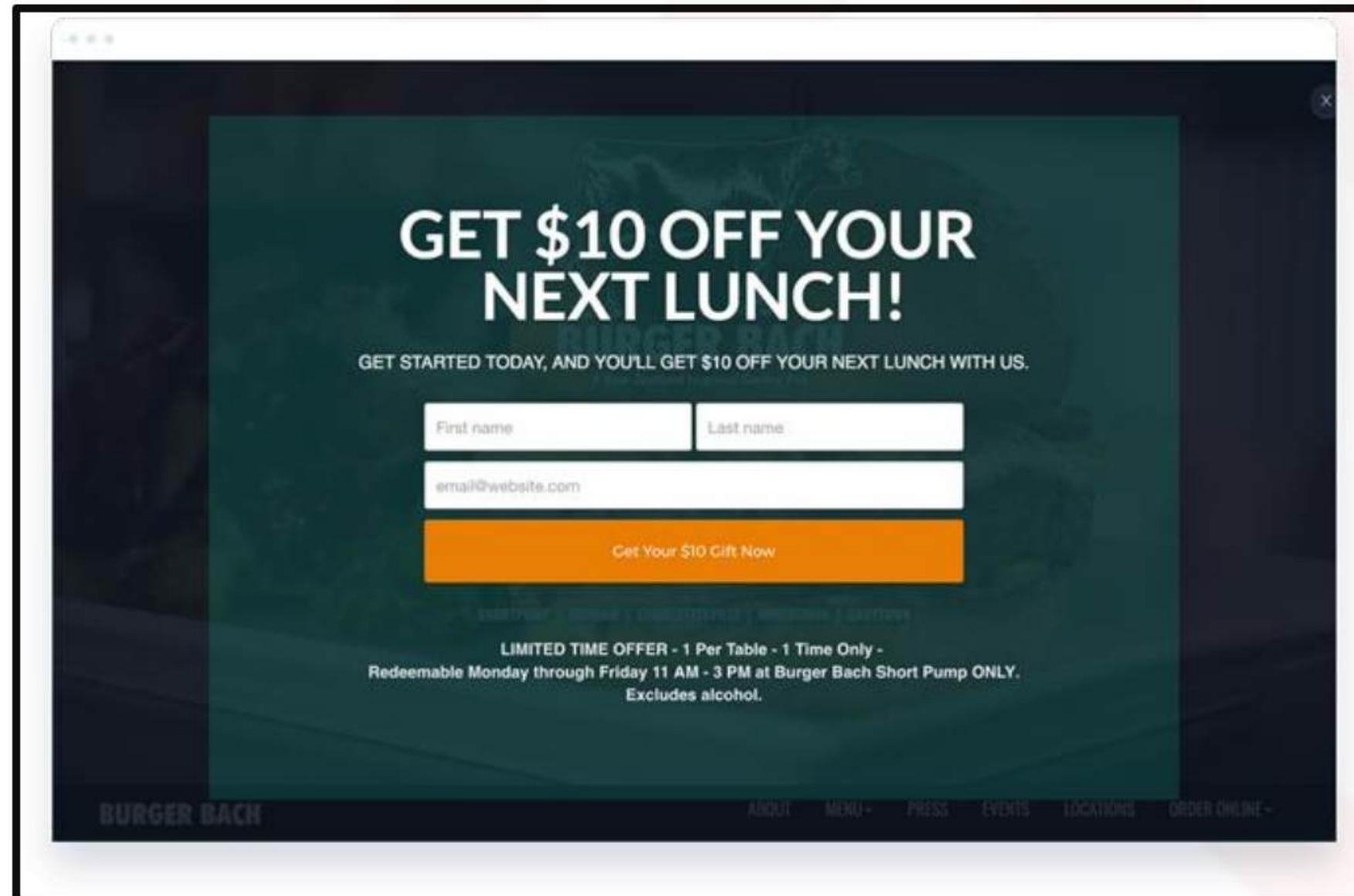
Learn More

The screenshot shows the Harvest website homepage. At the top, there's a navigation bar with links for Features, Apps & Integrations, Pricing, Sign In, and a prominent green button labeled "Try Harvest Free". The main content area has a large orange section on the left with a circular arrow icon at the top and bottom. Inside this section, there are four statements in white text: "I could track time in my favorite tools.", "I had a better way to schedule projects.", "I wish I could monitor my team's workload.", and "I could keep my projects on track.". To the right of this orange section is a white panel containing three cartoon illustrations of people standing next to progress bars. The first person has a progress bar at 18% labeled "35H". The second person has a progress bar at 32% labeled "35H". The third person has a progress bar at 42% labeled "35H", with red X marks above their head indicating they are over capacity. Below these illustrations, text reads: "Burnout isn't good for anyone. See which team members are over capacity so you can help lighten their load." A blue button at the bottom right of the white panel says "Learn more about Team →".

Core website design principles

Different CTAs

Lead Nurturing



Core website design principles

Different CTAs

Sales

Ready to get your all-in-one marketing platform?

Click on the button below to speak to a sales rep.

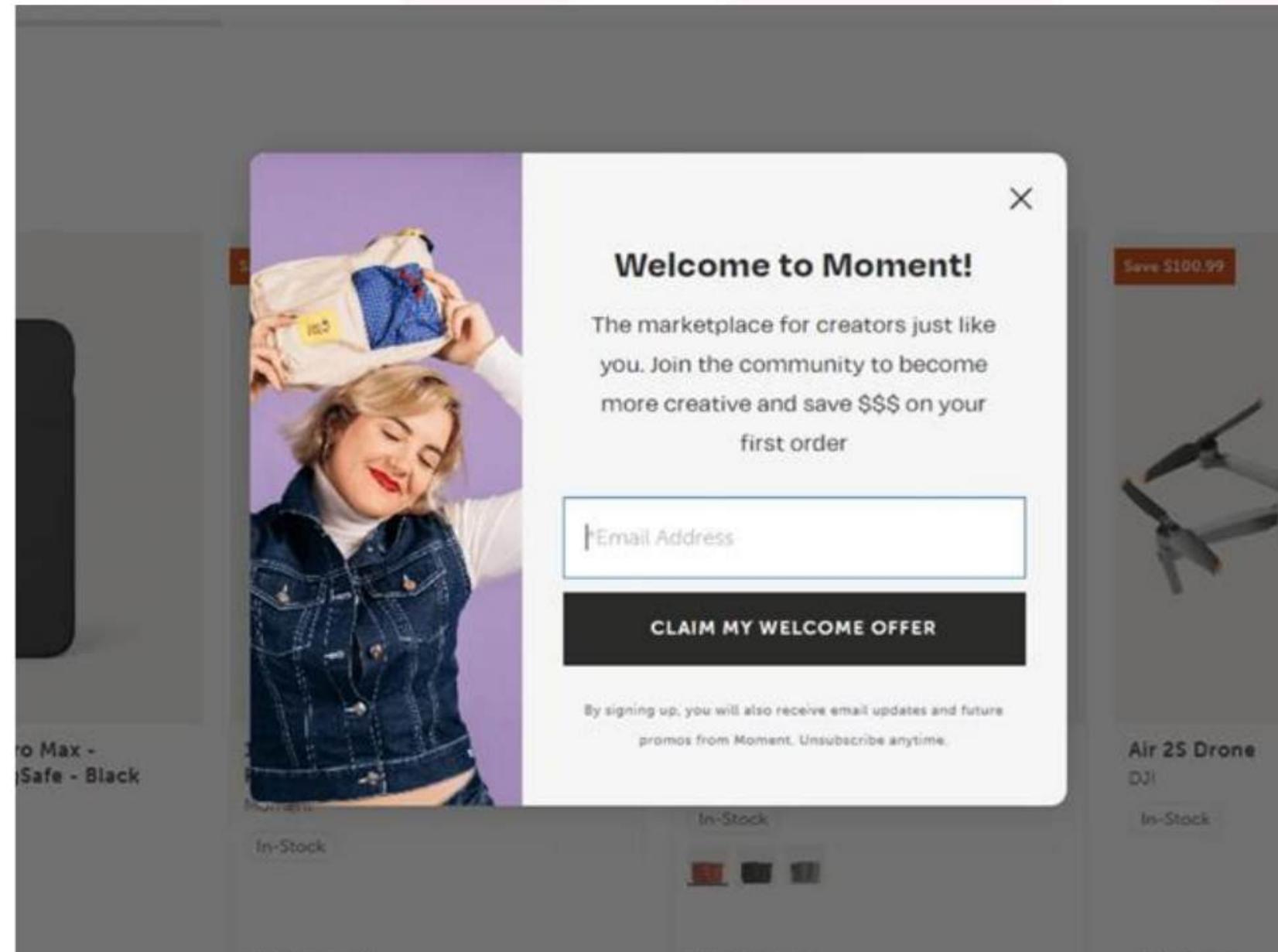
CONTACT SALES



Core website design principles

Different CTAs

Retention



Core website design principles

Popular CTAs & copy

Popular CTAs	Catchy alternatives
Sign up	<ul style="list-style-type: none">Get started todayJoin the funDive in
Learn more	<ul style="list-style-type: none">Discover the secretsDive deeperExplore further
Buy now	<ul style="list-style-type: none">Grab yours todaySecure your dealGet it first
Subscribe	<ul style="list-style-type: none">Stay in the loopJoin the clubBe the first to know
Download	<ul style="list-style-type: none">Get instant accessSnag your copyUnlock now

Core website design principles

Popular CTAs & copy

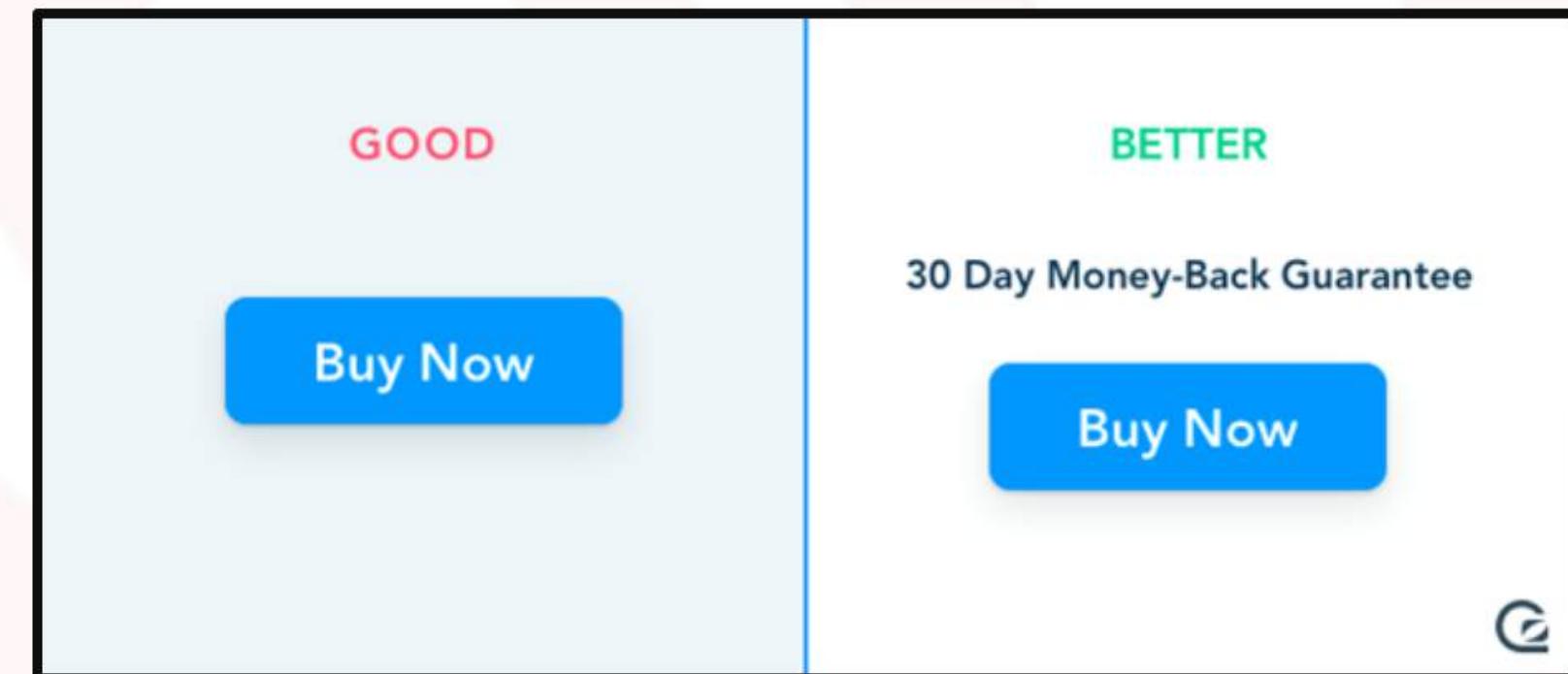
Popular CTAs	Catchy alternatives
Contact us	<ul style="list-style-type: none">Let's chatDrop us a lineWe're here to help
Get a quote	<ul style="list-style-type: none">See what you could saveGet your personalized offerUnlock your quote
Shop now	<ul style="list-style-type: none">Explore the collectionTreat yourselfDiscover deals
Read more	<ul style="list-style-type: none">Uncover the full storySee what happens nextContinue reading
Join now	<ul style="list-style-type: none">Become a memberHop on boardStart your journey

Core website design principles

Importance of CTA positioning

Key Considerations:

- Visibility and Attention
- User Flow and Readability
- Relevance to Content
- Consistency Across Devices
- Reducing Friction
- Hierarchy and Emphasis
- Testing and Optimization
- Mobile Considerations



Core website design principles

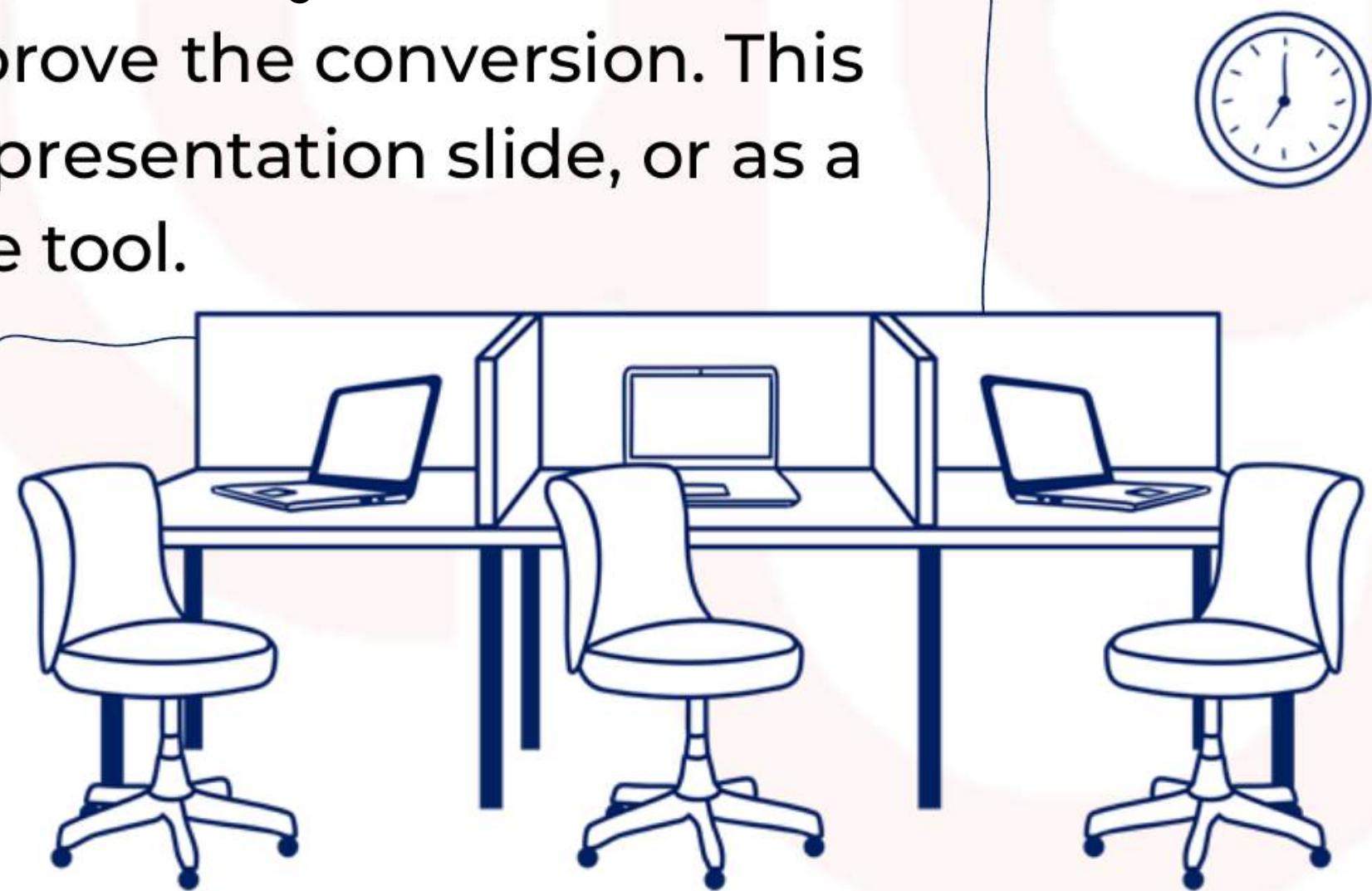
Importance of CTA positioning



Draft Your Individual Project

Part 2:

- o Create a wireframe that restructures your website/landing page to improve the conversion. This can be shown as a sketch, a presentation slide, or as a screengrab from a wireframe tool.



Draft Your Individual Project

Part 2:

- o Describe how you could improve the call to action buttons on your website. Consider the goal, the copy, the positioning and the design.



Learning Unit 1: Introduction to Conversion Optimisation

Learning Unit 2: Consumer Psychology and the User Experience

Learning Unit 3: Fundamentals of Design (UX/UI)

Learning Unit 4: Effective Content & Messaging

Learning Unit 5: Measurement & Optimisation



Day 2

Key takeouts from yesterday

- On the whiteboard, give feedback on:
 - One thing you found interesting
 - One thing that was unclear
 - One thing you want to learn more about

Learning Unit 1: Introduction to Conversion Optimisation

Learning Unit 2: Consumer Psychology and the User Experience

Learning Unit 3: Fundamentals of Design (UX/UI)

Learning Unit 4: Effective Content & Messaging

Learning Unit 5: Measurement & Optimisation

Learning Unit 4

Effective Content & Messaging

LU4: Effective Content & Messaging

What will you be learning?

- Website content planning**
- Developing persuasive & effective copywriting skills
- The importance of trust signals
- Creating sticky content
- SEO optimisation techniques
- Compliance requirements (GDPR/CCPA/Cookies)



Content Planning for a website

- **Know Your Audience:** Define your ideal website visitor. What are their needs and interests? Tailor content to resonate with them.
- **Set Content Goals:** What do you want visitors to achieve? Drive sales, educate, build brand awareness? Content should support these goals.
- **Content Mix Matters:** Balance informative blog posts, engaging visuals, and calls to action to keep visitors interested.
- **Plan & Schedule:** Create a content calendar to ensure consistent publishing and maintain website momentum.

Content Planning for a website

Know your audience

- **Their Needs & Pain Points:**

- What challenges do they face?
- What questions do they have?

- **Their Preferred Content Format:**

- Do your audience prefer videos, articles, infographics, etc.

CUSTOMER AVATAR

CUSTOMER NAME:

E-MAIL:



DEMOGRAPHICS:

Age
Gender
Location
Education level
Income level
Marital status

GOALS:

BACKGROUND:

SOURCES OF INFORMATION:

Books/Magazines
Blogs/Websites
Experts
Other

PROBLEMS AND PAIN POINTS:

Content Planning for a website

Set Goals

- Align content goals with conversion goals
- What do you need to create for:
 - Awareness
 - Consideration
 - Conversion
 - Retention



Content Planning for a website

Content Mix



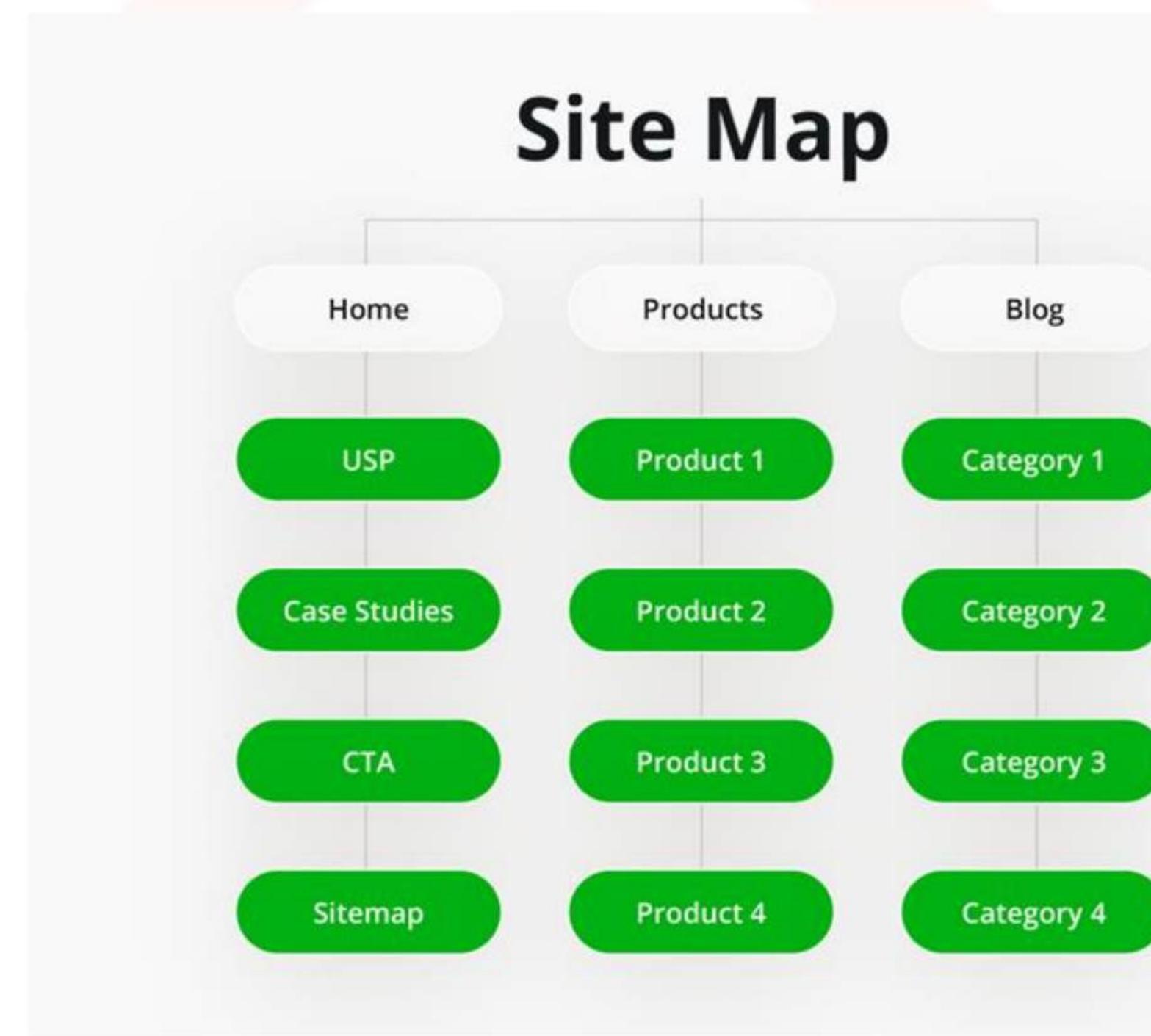
Content Planning for a website

Schedule

- Need to create the following content:
 - Homepage
 - About
 - Product(s)/service(s)
 - Frequently asked questions (FAQ)
 - Contact
 - Hidden pages like a thank you page, 404 page, and landing pages for special offers/lead magnets.
 - Blog

Content Planning for a website Plan

- **Develop a site map:**
Decide where each piece of content is going on each page.



Content Planning for a website

Planning using AI

- **Give me 5 topics for website content for a X company with a target audience of Y**



- **The Art of Gelato:** Explore gelato's history, production process, and unique qualities.
- **Flavor Spotlight:** Feature a different gelato flavor each week, highlighting its taste and inspiration.
- **Gelato Pairings:** Offer recipes for desserts and drinks that complement your gelato flavors.
- **DIY Gelato at Home:** Provide a recipe and guide for making gelato at home.
- **Behind the Scenes:** Showcase your gelato production process and introduce your team.

Content Planning for a website Schedule

- **Develop a schedule:**
- **Include:**
 - Where the content is ongoing
 - The content format
 - The topic
 - Publish date

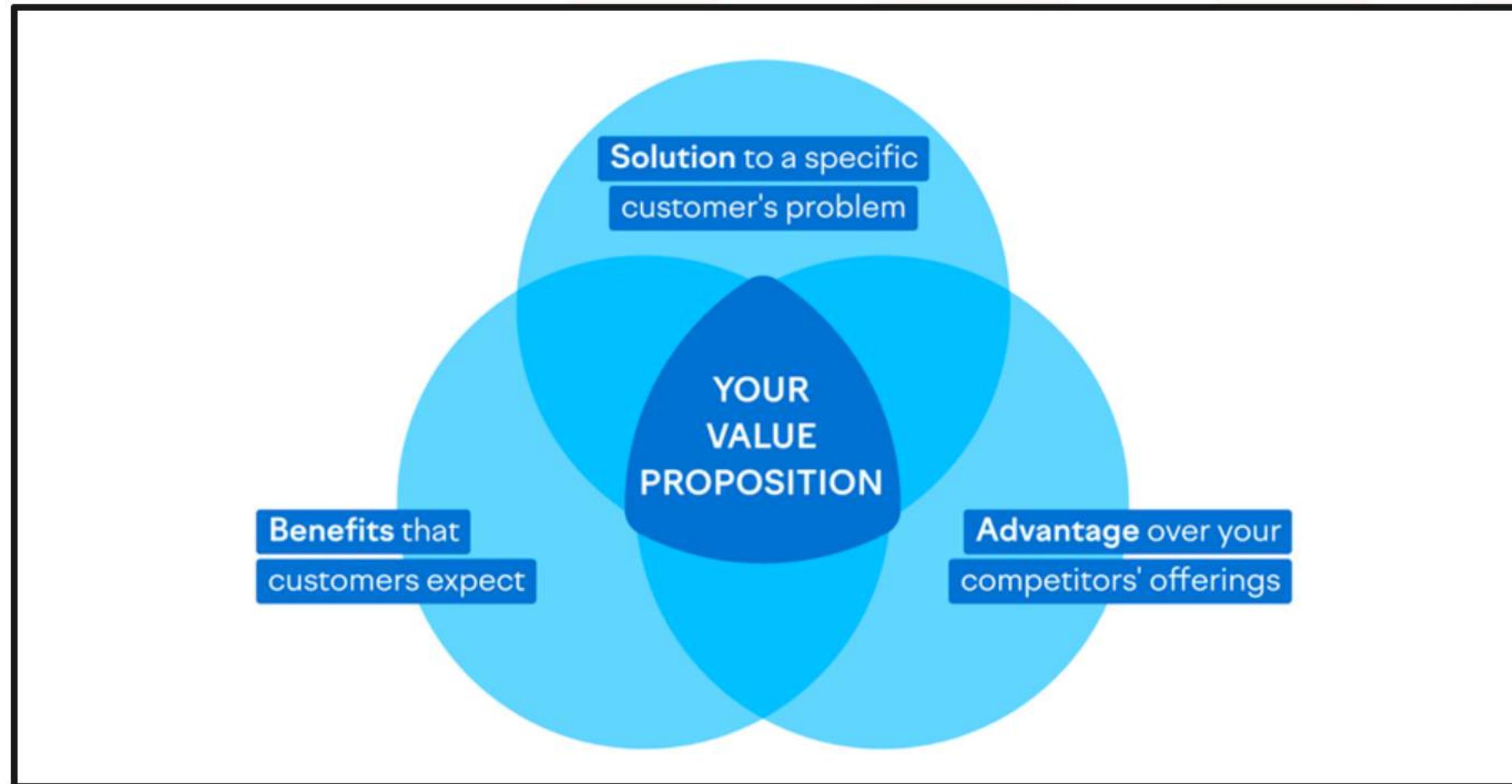
Page	Goal	Content Format	Content Topic	Publish Date
Homepage	Awareness, Engagement	Hero Image, Video, Call to Action	Welcome visitors, introduce brand, highlight key offerings	May 20, 2024
About Us	Awareness	Text, Images, Team Bios	Share company story, mission, and team expertise	May 23, 2024
Services	Awareness, Engagement	Blog Post, Infographic	Explain services offered, benefits, and value proposition	May 27, 2024
Case Studies	Engagement	Text, Images, Client Testimonials	Showcase successful client projects and results	May 30, 2024
Blog	Engagement	Articles, Listicles, Videos	Provide valuable industry insights, address pain points, establish thought leadership	Publish weekly starting June 3, 2024
Contact Us	Engagement	Form, Map, Contact Information	Offer easy ways for visitors to connect and inquire	Live on Launch

Homepage Start with a value proposition



The screenshot shows the FreshBooks homepage. At the top, there's a navigation bar with links for "How it Works", "Who it's For", "More", "Blog", "Try It Free", and "Login". The main headline reads "Small Business Accounting Software That Makes Billing Painless". Below the headline, a sub-copy states: "The all-new FreshBooks is accounting software that makes running your small business easy, fast and secure. Spend less time on accounting and more time doing the work you love." To the right, there's a visual of a person's hands typing on a keyboard next to a tablet displaying a dashboard with graphs and charts. A call-to-action box contains a "Get Started" button and a "Security Safeguards" link. A testimonial graphic on the left claims "97% of small business owners recommend FreshBooks".

Value proposition



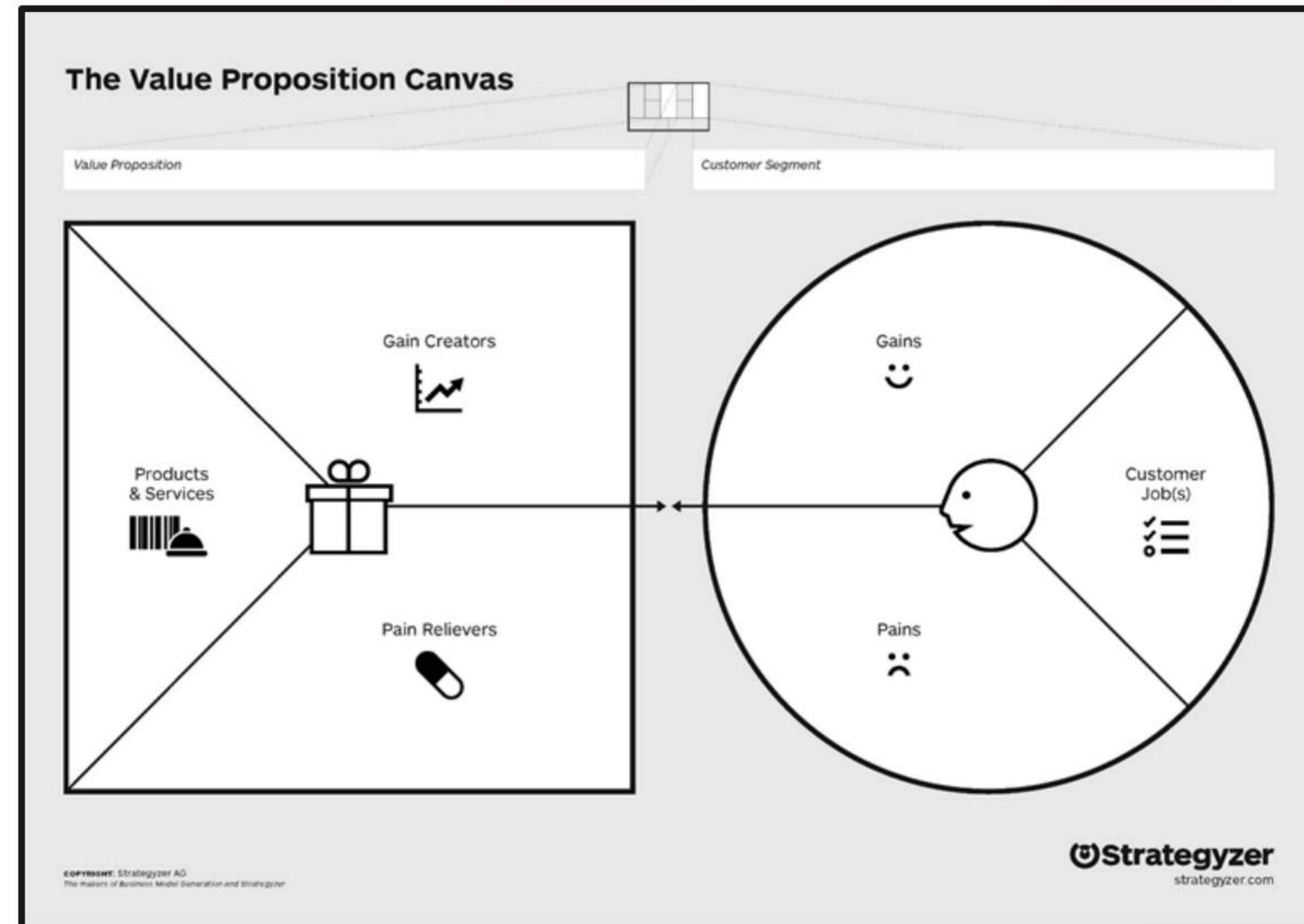
A value proposition on a website includes

- Clear and concise headline
- Sub-headline or supporting text
- Compelling imagery
- Key benefits
- Pain points
- Customer testimonials or case studies

Key elements of a good value proposition

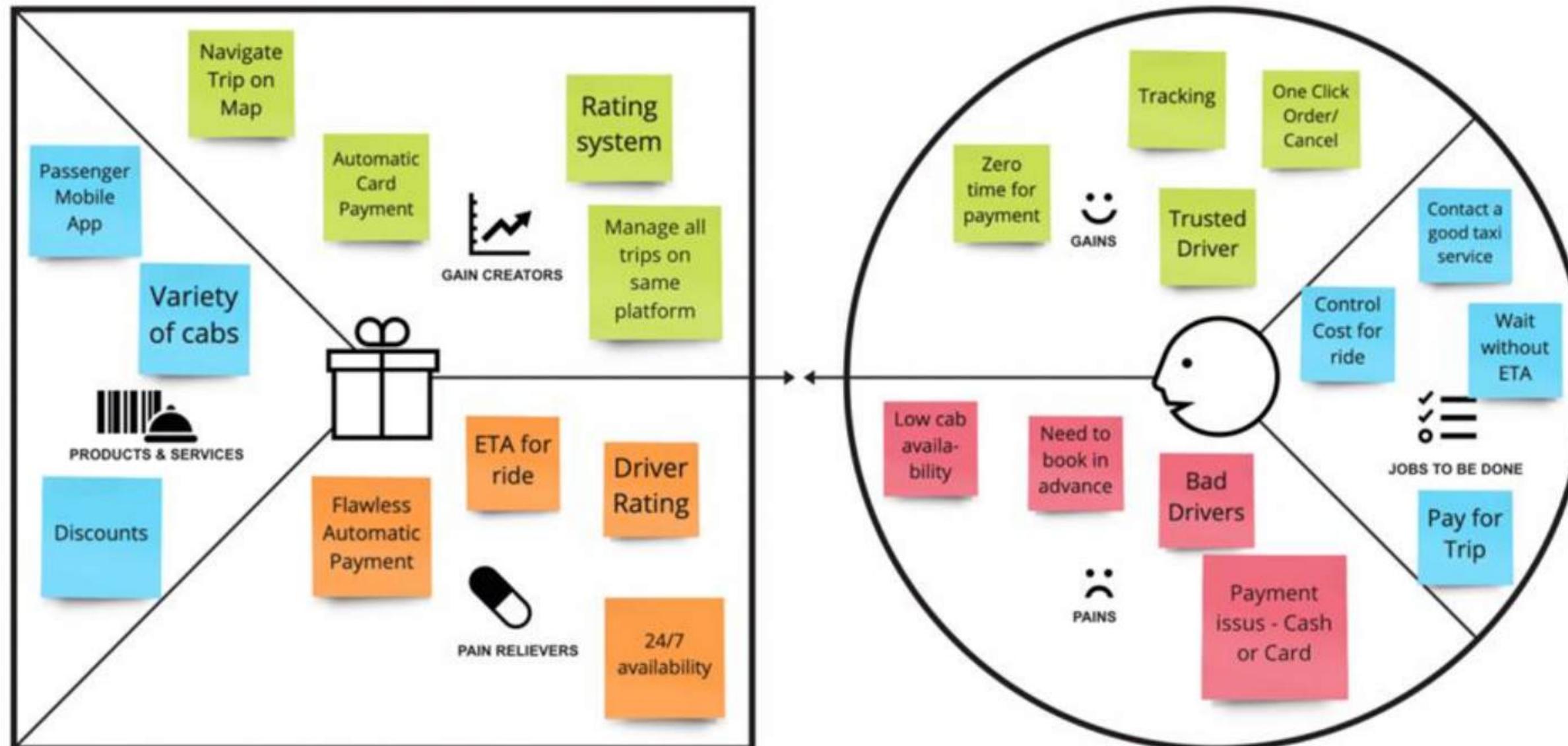
- **Clarity:** Ensure the value proposition is easy to understand.
- **Relevance:** Directly address the specific needs and desires of the target audience.
- **Differentiation:** Highlight what makes the product or service unique and superior to alternatives.
- **Conciseness:** Keep the value proposition brief and avoid unnecessary complexity.
- **Credibility:** Support the value proposition with evidence, such as testimonials or case studies.
- **Emphasis on Benefits:** Focus on the positive outcomes and improvements the product or service offers.

Value proposition

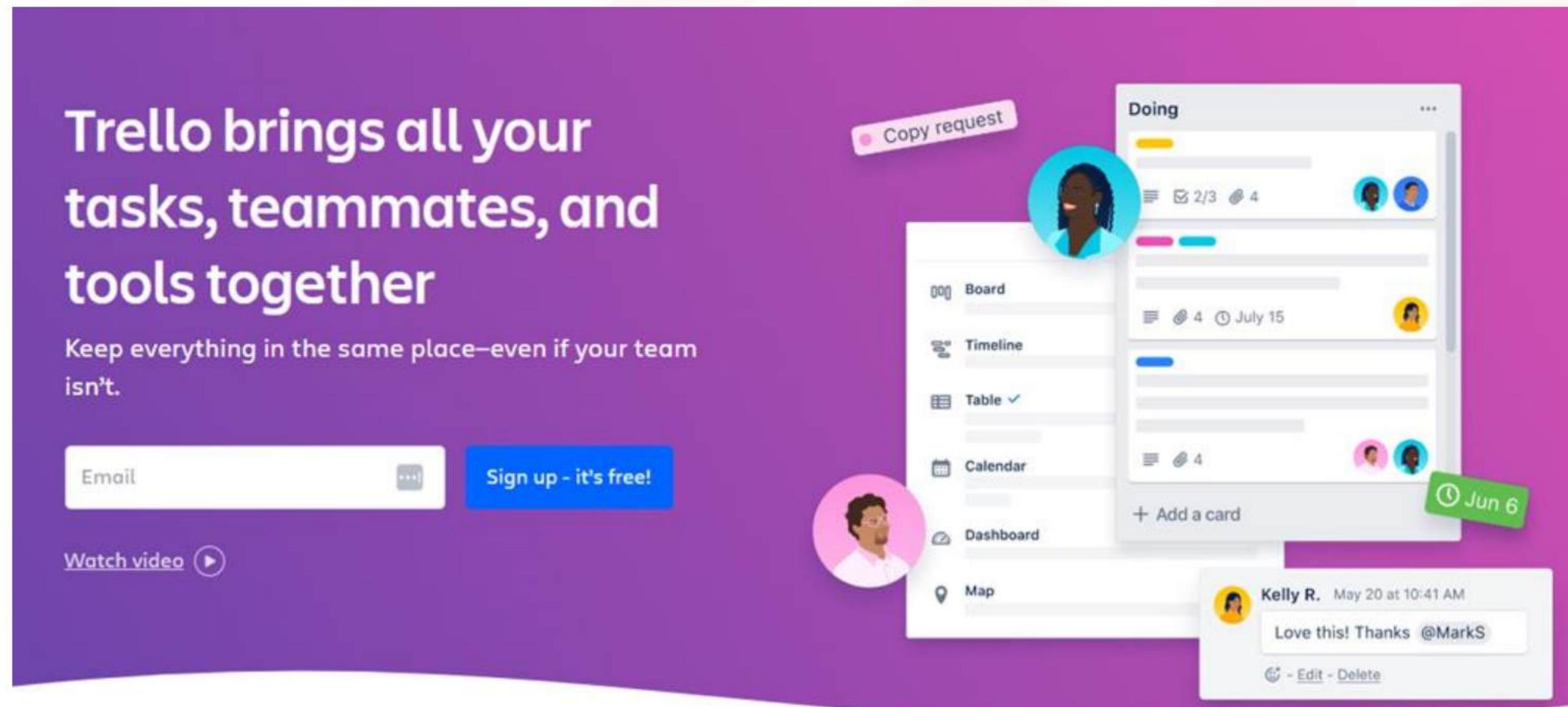


Value proposition

Value Proposition Canvas for Uber



Value proposition example



The screenshot shows the Trello homepage with a purple header and a white main content area. The header features the Trello logo and the tagline "Bringing all your tasks, teammates, and tools together". Below the header, there's a large call-to-action section with a white input field for "Email" and a blue button "Sign up - it's free!". To the right of this is a circular profile picture of a man with glasses. On the left side of the main content, there's a "Watch video" button with a play icon. The central part of the page displays a Trello board interface with several cards. One card is titled "Doing" and contains sub-sections for "Board", "Timeline", "Table", "Calendar", "Dashboard", and "Map". A comment from "Kelly R." is visible, saying "Love this! Thanks @MarkS". A "Copy request" button is located at the top left of the board area.

Trello brings all your tasks, teammates, and tools together

Keep everything in the same place—even if your team isn't.

Email

Sign up - it's free!

Watch video ▶

Doing

Board

Timeline

Table

Calendar

Dashboard

Map

Copy request

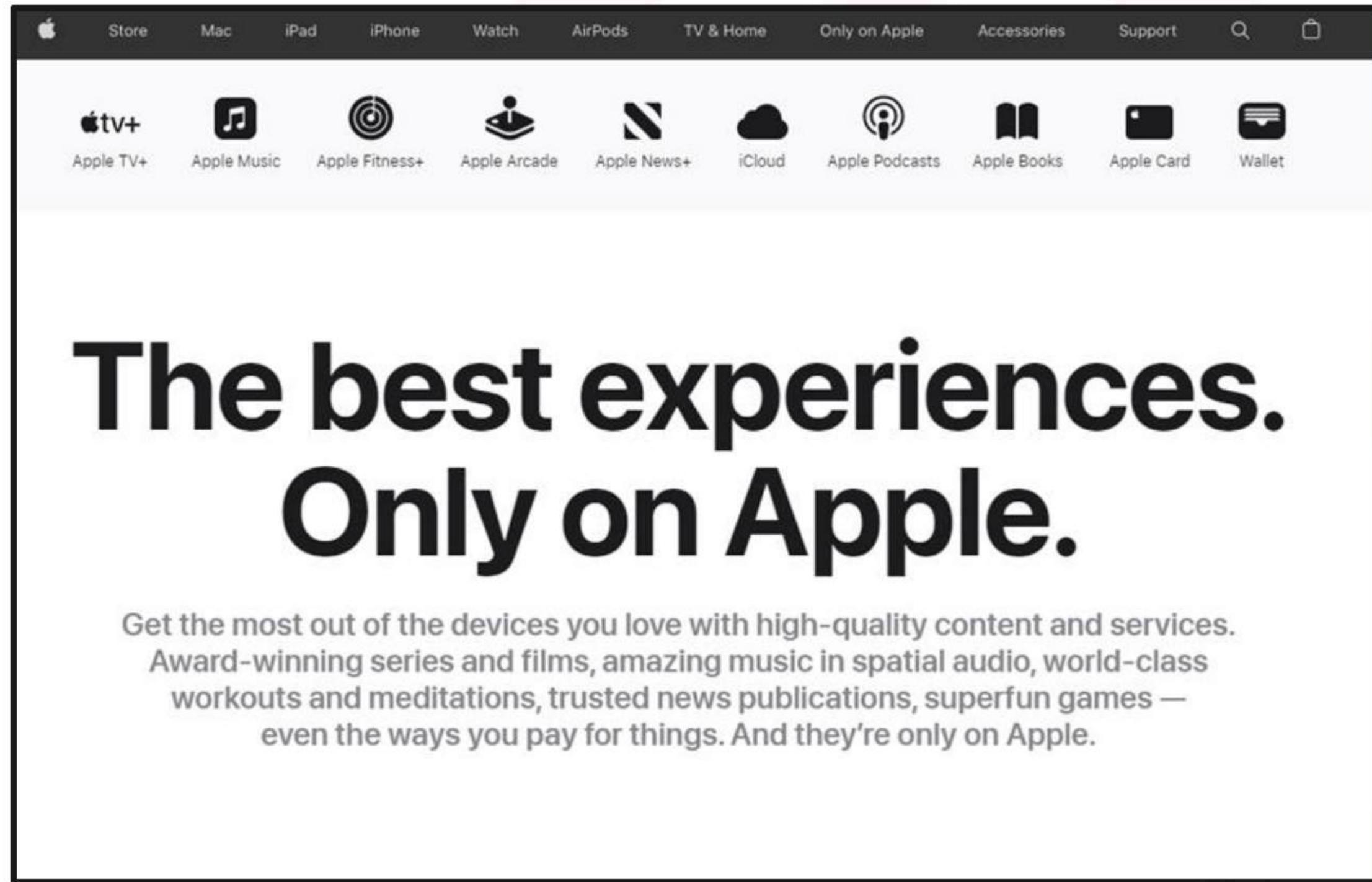
Kelly R. May 20 at 10:41 AM

Love this! Thanks @MarkS

+ Add a card

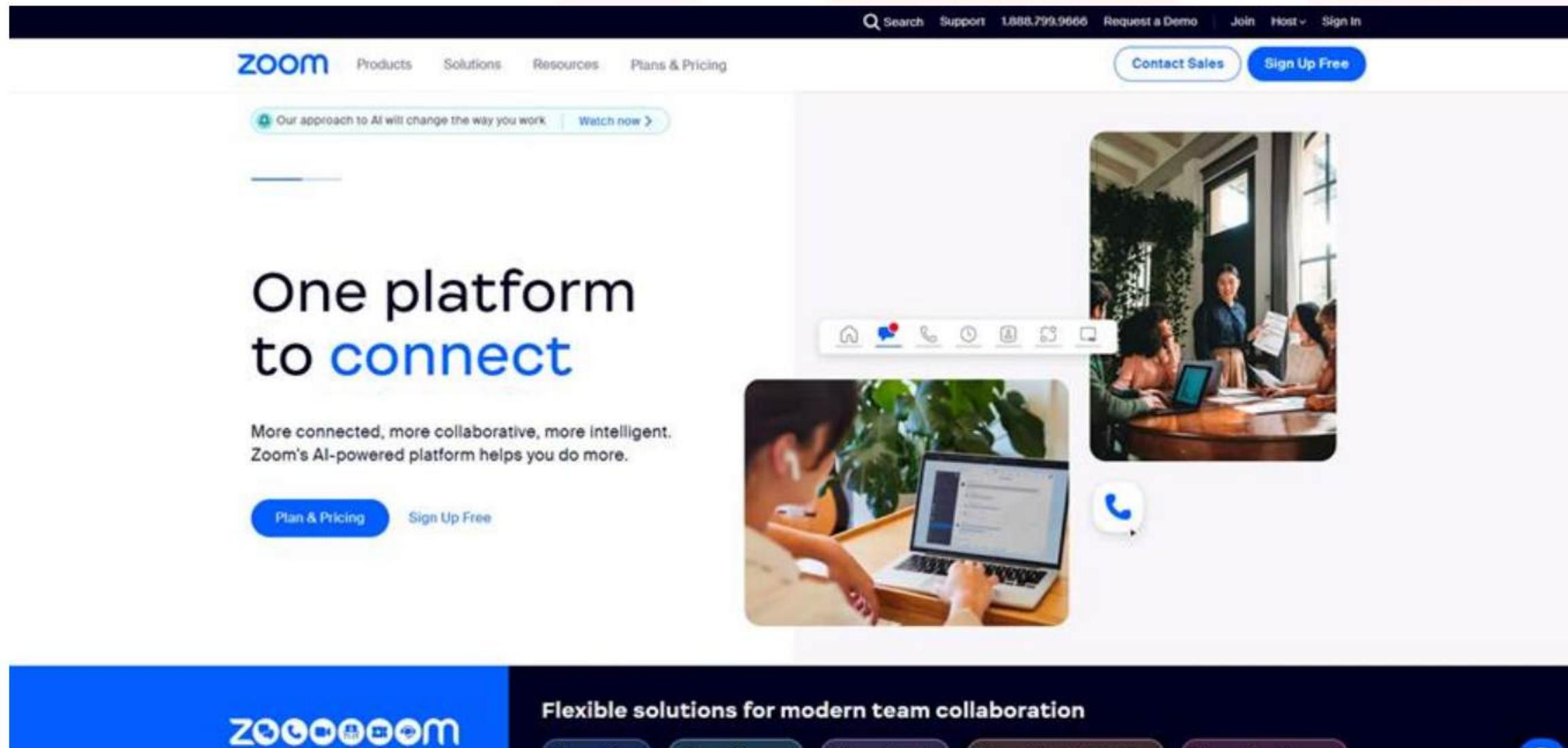
Jun 6

Value proposition example



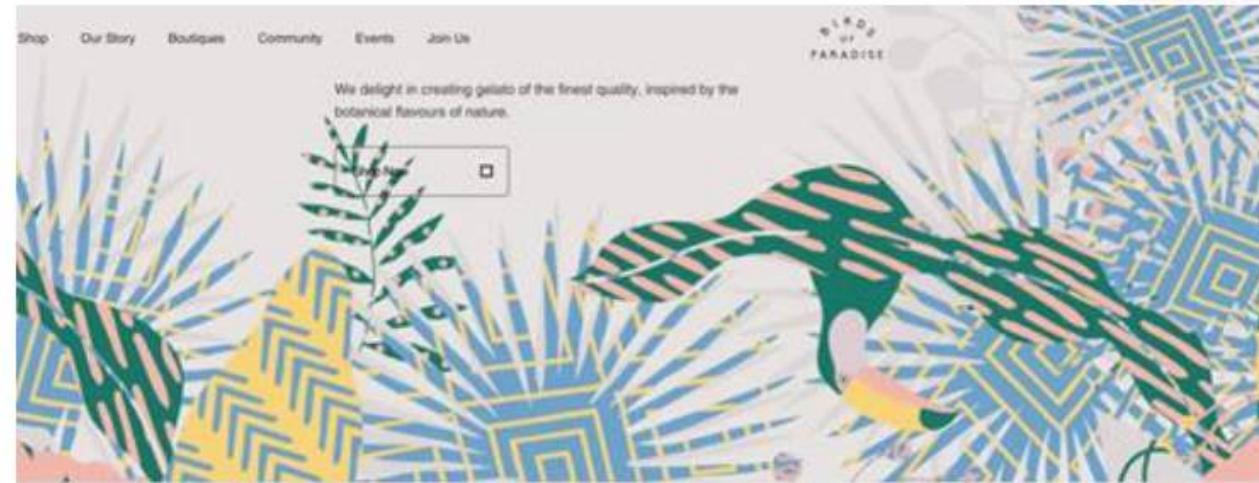
The screenshot shows the top navigation bar of the Apple website with links for Store, Mac, iPad, iPhone, Watch, AirPods, TV & Home, Only on Apple, Accessories, Support, Search, and Cart. Below the navigation is a row of service icons: Apple TV+, Apple Music, Apple Fitness+, Apple Arcade, Apple News+, iCloud, Apple Podcasts, Apple Books, Apple Card, and Wallet. The main content area features a large, bold headline: "The best experiences. Only on Apple." followed by a descriptive paragraph: "Get the most out of the devices you love with high-quality content and services. Award-winning series and films, amazing music in spatial audio, world-class workouts and meditations, trusted news publications, superfun games — even the ways you pay for things. And they're only on Apple."

Value proposition example



The screenshot shows the Zoom website homepage. At the top, there's a dark navigation bar with links for Search, Support, 1.888.799.9666, Request a Demo, Join, Host, and Sign In. Below the navigation is a header with the Zoom logo and links for Products, Solutions, Resources, and Plans & Pricing. A call-to-action button for Contact Sales and a blue Sign Up Free button are also present. A banner at the top features a video thumbnail with the text "Our approach to AI will change the way you work" and a "Watch now >" button. The main headline "One platform to connect" is displayed prominently in large, bold, black and blue text. Below it, a sub-headline reads "More connected, more collaborative, more intelligent. Zoom's AI-powered platform helps you do more." Two buttons, "Plan & Pricing" and "Sign Up Free", are located below this text. To the right of the headline, there's a collage of images showing people using Zoom for video calls and webinars. At the bottom, a blue footer bar contains the Zoom logo and the text "Flexible solutions for modern team collaboration".

Learning Activity



Refer to Learner Guide for details

- Look at this <https://birdsofparadise.sg/>
- Develop:
 - A revised value proposition for this brand
 - 4 ideas for content topics for the site
- Capture these ideas to share with the class

Coffee/Tea Break



LU4: Effective Content & Messaging

What will you be learning?

- Website content planning
- Developing persuasive & effective copywriting skills**
- The importance of trust signals
- Creating sticky content
- SEO optimisation techniques
- Compliance requirements (GDPR/CCPA/Cookies)



Persuasive copywriting skills

1. Tell Stories
2. Appeal to emotions
3. Speak your buyers language
4. Convey authority
5. Use triggers
6. Use humour
7. Use framing
8. Raise and Resolve objections

Persuasive copywriting skills

Tell Stories



Meet Jeff and Andy

Our founders, Jeff and Andy, created Harry's because they were tired of overpaying for overdesigned razors, and of standing around waiting for the person in the drugstore to unlock the cases so they could actually buy them. When they asked around, they learned lots of guys were upset about the situation too, so they decided to do something about it.

Persuasive copywriting skills

Appeal to emotions

The image is a composite of two screenshots. On the left, a red-themed snippet from the Airbnb NYC website features the Airbnb logo and the text: "Meet Carol – she loves opening up her home with Airbnb. If you agree that the thousands of Airbnb hosts like Carol should be able to rent out the home they live in, then please add your name and join us." Below this, a paragraph explains that hosts like Carol benefit from welcoming travelers, making new friends, and earning supplemental income. A white input field at the bottom contains the name "Ross". On the right, a video thumbnail titled "Meet Carol: AirbnbNYC TV Spot" shows a man and a woman sitting on a set of wooden steps outdoors. The video player interface includes a play button, volume control, and a timestamp of 0:00 / 0:31.

Persuasive copywriting skills

Speak your buyers language

THE GOOD - THE BAD
And The Pugly

Saddle up, pup! This month we rode into town with The Good, The Bad, and The Pugly. This Barkbox came loaded with toys and treats for the quickest paws in the Wild Wild Woof!

Persuasive copywriting skills

Convey Authority

Meet Our Scientists

We work with a lot of exceptional and thoughtful people—like the scientists, nutritionists, and medical doctors on our Scientific Advisory Board, who help guide our product innovation and clinical research.



Dr. Michelle Davenport, PhD, RD

Registered Dietitian & Nutritionist



Dr. Jordan Shlain, MD

Physician & Founder, Private Medical (Primary Care)



Dr. Blanche Ip, PhD

Assistant Professor, Brown University (Nutritional Biochemistry)

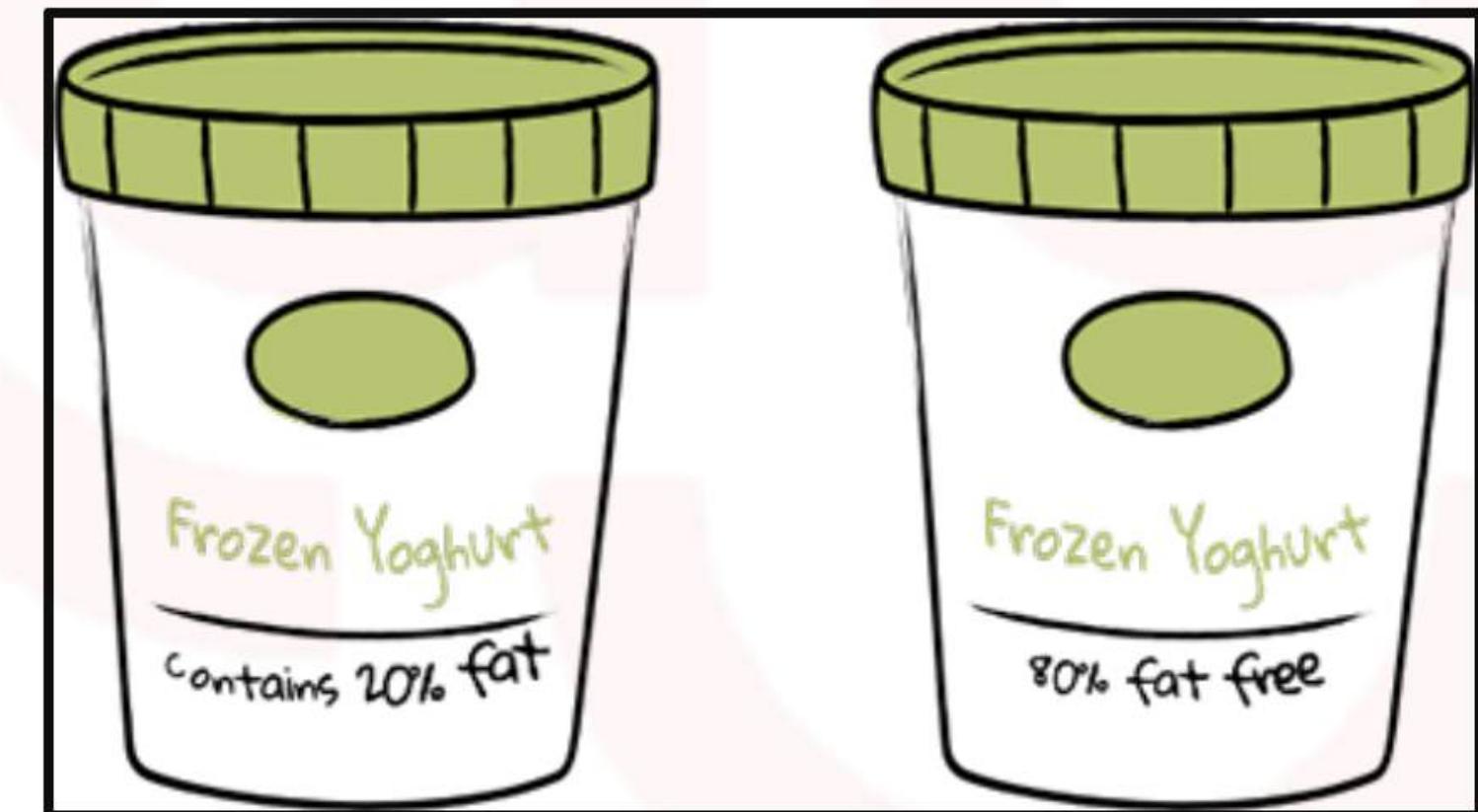
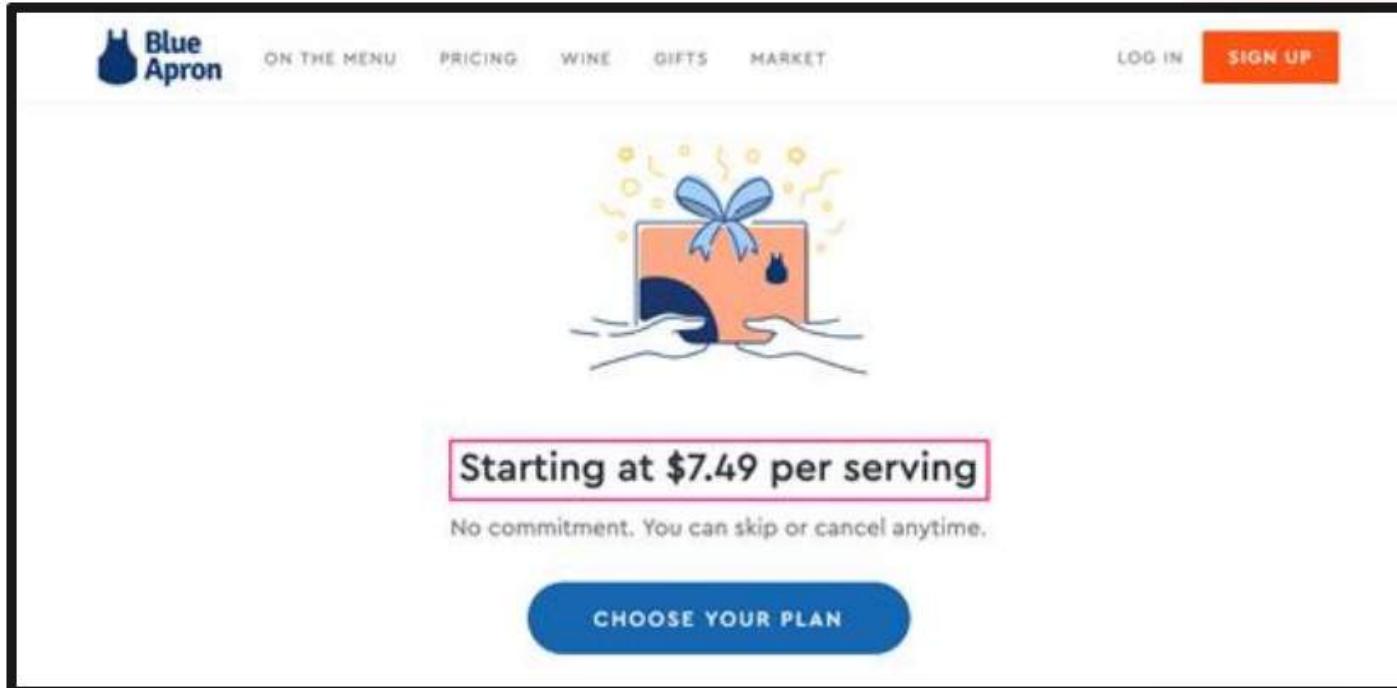
Persuasive copywriting skills

Use humour



Persuasive copywriting skills

Use framing



Persuasive copywriting skills

Resolve objections

+ How long will my Orabrush® last?

- Why not use my toothbrush to clean my tongue?

The tufted and flat bristles of a toothbrush are designed to remove plaque and bacteria on the smooth surfaces of the teeth. However, your tongue is not smooth, it is uneven, and has many grooves and crevices that bacteria can reside in. The ultra-soft, micro-pointed Orabrush® bristles are designed to reach deep into the individual crevices of your tongue and loosen the stinky bacteria. The built-in scraper then scrapes the bacteria residue away.

+ If I clean my tongue, do I need to brush my teeth?

+ How do I clean my Orabrush®?

+ Does the Orabrush® reduce the "GAG" reflex?

+ What happens if my tongue becomes irritated or sensitive?



Writing effective product copy

1. Prioritize the headline
2. Make it scannable
3. Include keywords
4. Use social proof

Writing effective product copy

Prioritize the headline



Writing effective product copy

Make it scannable



ARCIDO
AKRA - 35L
\$199.00 USD

★★★★★ 41 reviews

PRODUCT OVERVIEW

- Designed as a carry-on travel backpack
- Full clamshell opening
- Removable Laptop section up to 15.4"
- Backplate ventilation, sternum + hip strap
- Extra Features for Longer Term Travel
- 55cm X 35cm X 20cm / 22" X 14" X 8"
- 35L
- 1.3kg / 2.4lb
- Includes sternum & hip belt

ADD TO CART **BUNDLES**

DESCRIPTION

Carry everything with you in a single backpack that fits in the overhead locker. With this bag we've really made streamlined, efficient travel easier than ever. Akra features a wide-opening main compartment, and easy access to your stuff including a harness that fits your laptop exactly.

Tough enough for a range of travels, yet still offering a sleek and refined look for urban settings, Akra is great for a range of environments. And because it's water resistant, it'll keep your gear dry in the rain.

Check out Akra's baby brother Voga which is designed to fit inside and is great as day-carry.

Further savings are available if you purchase one of our 'bundle deals'.

Writing effective product copy

Include keywords

- This high-tech travel mug takes
 - a 500ml ability of fluids,
 - cylindrical in shape,
 - made of stainless and unbreakable steel
 - comes in two colors— red and black.
 - rubberized material that takes for very easy grip, non-slip
 - and a base which is scrape resistant, damage-proof.

Using social proof

- Customer Testimonials
- User Reviews and Ratings
- Case Studies
- Influencer Endorsements
- Social Media Mentions
- Customer Photos and User-Generated Content
- Statistics and Popularity Indicators
- Industry Awards and Recognitions
- Live Chat and Customer Interactions
- Before-and-After Visuals

Using social proof

REVIEWS
"It Worked."



11 basic chords, 38 skills, 27 songs and riffs, and 67 courses later, I'm dramatically more comfortable.

- Emerson R., VICE

Reproduced by their kind permission.

VICE NYLON marieclaire TODAY Forbes PENTMAGAZINE GUITAR MONEY

Fender PLAY

SIGN IN

START YOUR FREE TRIAL

Learn to play guitar online.

Special Offer: Get 10% off guitars, amps & gear.

START YOUR FREE TRIAL

Cancel anytime.

The London Tech Awards CES 2016

Fender PLAY

UNLOCK THIS OFFER

44m+

Lessons taken

★★★★★

75k+

5 star reviews

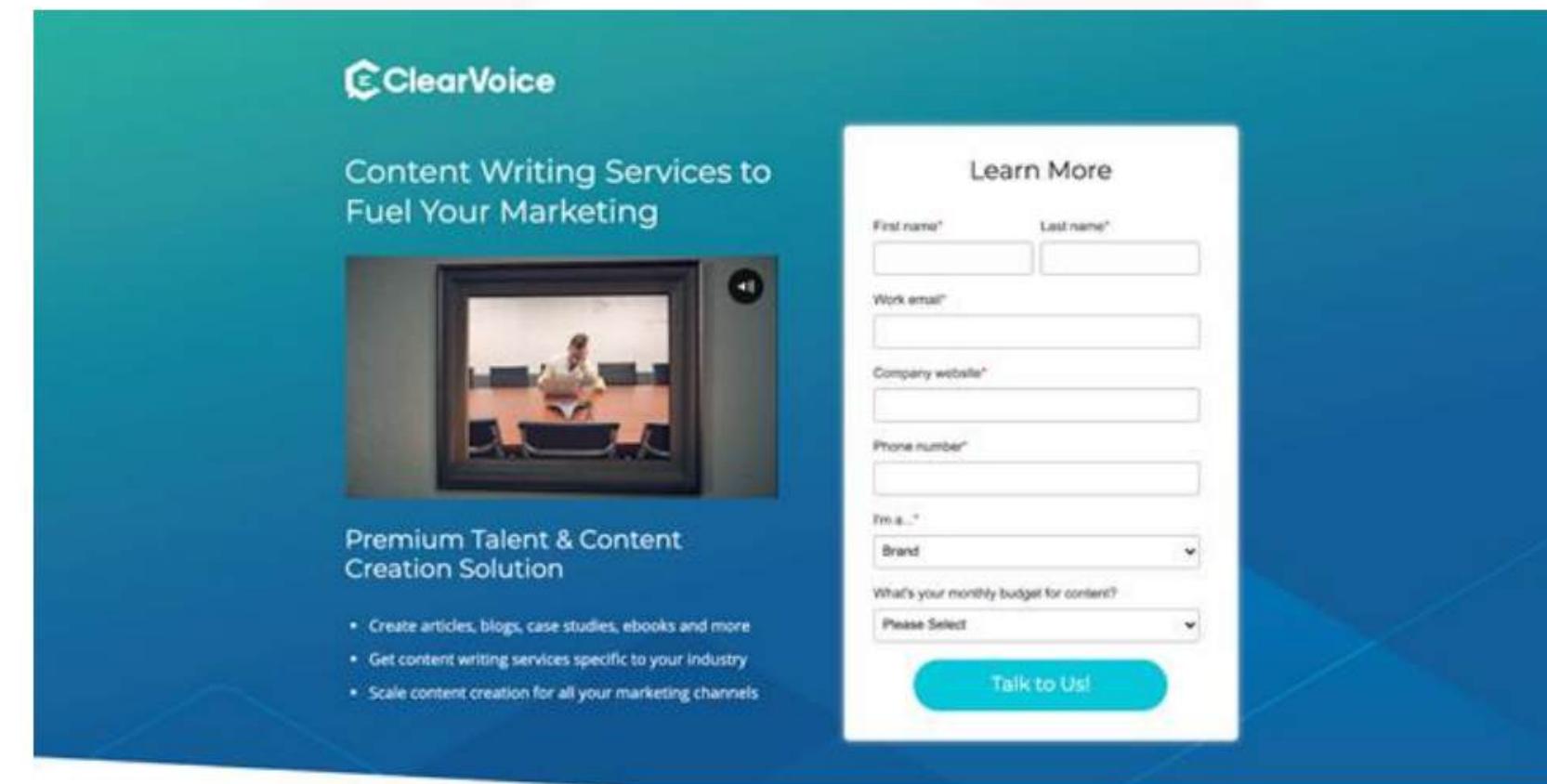
17k+

Hours spent on curriculum

3k

Lessons and counting

Using social proof



CONVINCE&CONVERT
Jay Baer
Founder

"ClearVoice is designed for scaling content production and they make it easy. Simple workflow. Great talent network. Team-friendly platform."

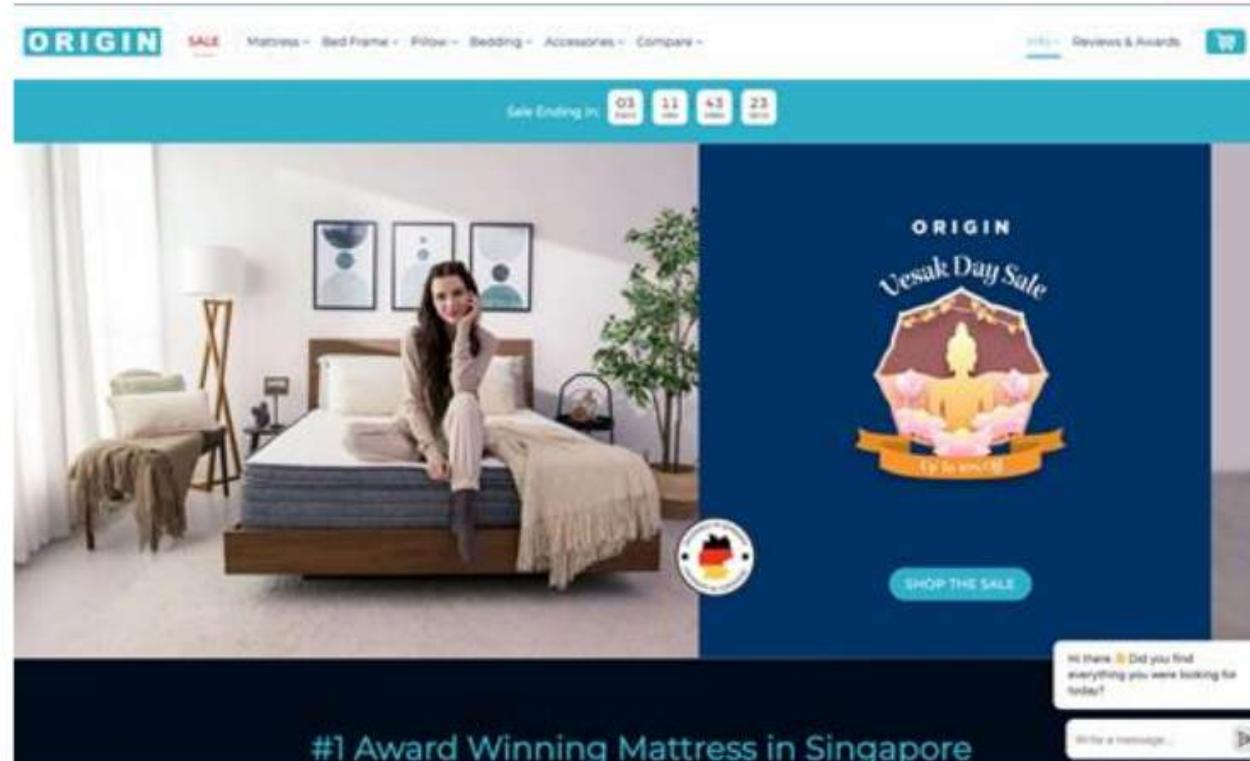
Cabela's
Chris Rocha
Sr. Manager, Digital Marketing

"We work with the ClearVoice platform and their content strategists to plan and create editorial content. They also have an impressive roster of influencers and relevant content creators who help us get the right voices and amplification behind our content."

intuit
John Schulenburg
Group Leader, Content Marketing & SEO

"ClearVoice is ultimately a platform that can be leveraged in different ways depending on your needs, which makes it incredibly valuable to any team focused on content marketing."

Learning Activity



Look at this website:
<https://originmattress.com.sg>

Find examples of:

- Persuasive copywriting
- Effective product copy
- Social proof

Capture these ideas to share with the class

LU4: Effective Content & Messaging

What will you be learning?

- Website content planning
- Developing persuasive & effective copywriting skills
- The importance of trust signals**
- Creating sticky content
- SEO optimisation techniques
- Compliance requirements (GDPR/CCPA/Cookies)



Trust Signals

- **Indicators of Credibility:** visible indicators that the business is credible, reliable, and trustworthy.
- **Reassurance for Users:** reassure visitors and potential customers that their interactions, transactions, and data are secure and protected.
- **Elements of Transparency:** contribute to a transparent online presence by showcasing essential information, certifications, and positive customer experiences.



Trust Signals

- SSL Certificates
- Trust Badges and Seals
- Customer Reviews and Testimonials
- Trustworthy Design and User Experience
- Privacy Policy and Terms of Service
- Secure Payment Options
- Contact Information
- About Us Page
- Professional Certifications
- Clear Return and Refund Policies
- Live Chat Support
- Visible Social Media Presence

Learning Activity

Can you find trust signs on any of these websites?

DECATHLON



LU4: Effective Content & Messaging

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What is sticky content?

- Sticky content is a way to ensure your **key messages get the attention you want.**
- Making content sticky means you fix certain sections and elements on your page so that they follow as the user scrolls.
- These elements can include headers, offers, navigation bars, and more.

Sticky content - Images



Life Style
Long Weekend in Town

[Read More](#)



Sticky content - lists

2. Pricing Plans

BASIC

\$49

5 Pages

500MB Storage

5 Photo Gallery

10MB Max file size

2 Custom domain

Automatic sitemap

ADVANCE

\$99

5 Pages

500MB Storage

5 Photo Gallery

10MB Max file size

2 Custom domain

Automatic sitemap

PROFESSIONAL

\$199

5 Pages

500MB Storage

5 Photo Gallery

10MB Max file size

2 Custom domain

Automatic sitemap

Sticky content - menu

[Beginners Guide](#)

[Elements & Sections](#)

[Forms](#)

[Apps](#)

[Pages](#)

[Member Portal](#)

[Comment Box](#)

[Blogs](#)

[Access Restriction](#)

Beginners Guide

Hello, and Welcome to Zoho Sites!

This beginner's guide will cover all of the necessary steps to create your first website. With our easy-to-use interface, creating a website has never been so simple.

By the time you reach the end of this guide, your site will be online and ready to go. Let's begin!

Getting started

First, log in to Zoho Sites using your Zoho Account credentials. If you don't have an account with us, you'll need to create one.

To create an account:

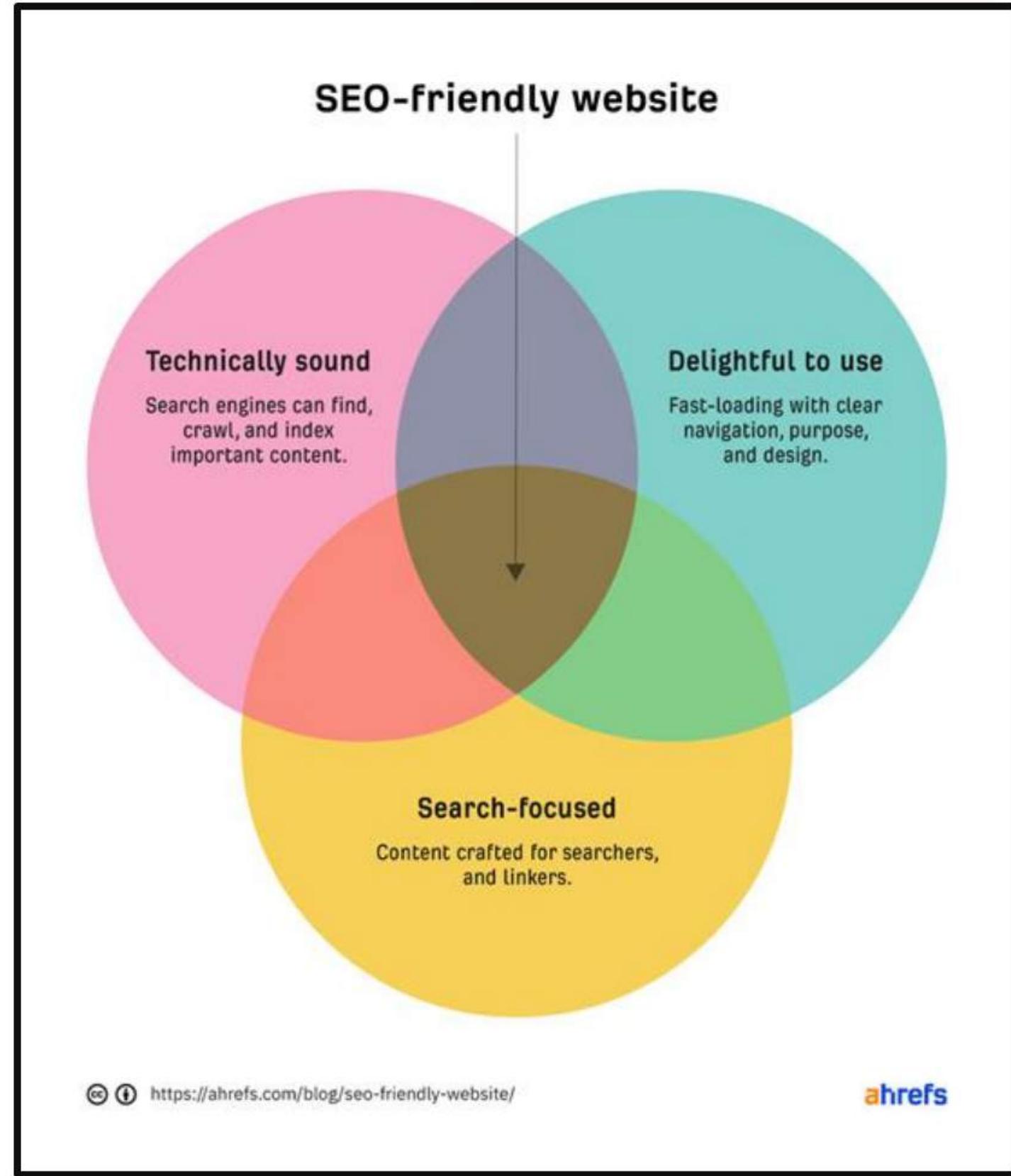
LU4: Effective Content & Messaging

What will you be learning?

- Website content planning
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- Compliance requirements (GDPR/CCPA/Cookies)

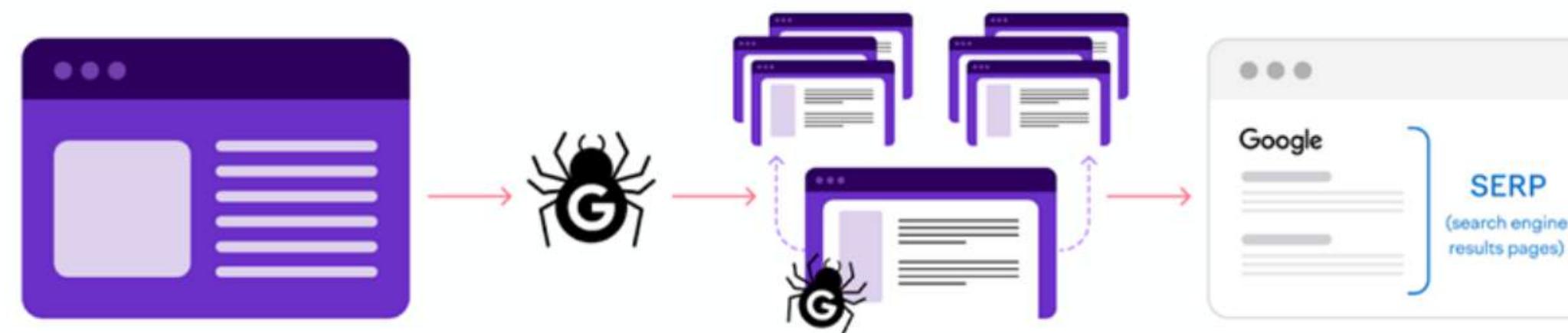


SEO



SEO - Technically sound

How Search Engines Work



You publish content
on your site

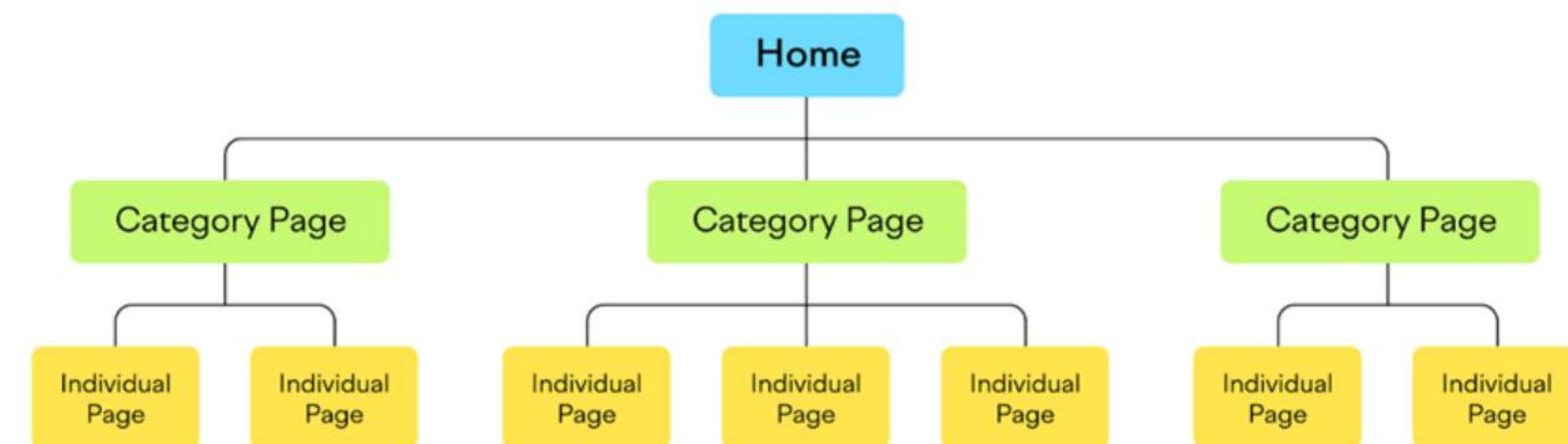
Google bots
or "spiders"
crawl your site
and review pages

Google indexes
your page

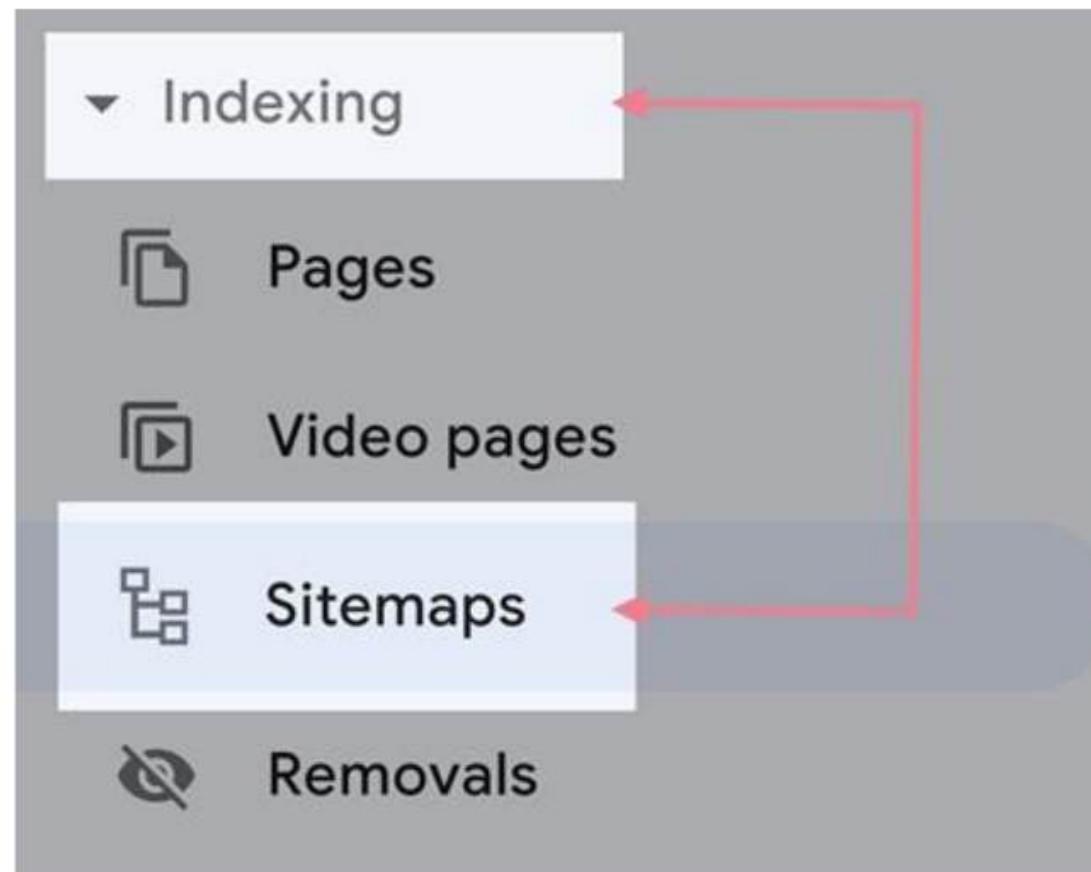
If your page meets the
ranking criteria, Google
will show it in its search
results

SEO - Technically sound

SEO-Friendly Site Architecture



SEO - Technically sound



```
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <sitemap>
    <loc>https://www.semrush.com/sitemap_static.xml</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.semrush.com/features/sitemap/</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.semrush.com/solutions/sitemap/</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.semrush.com/news/sitemap/</loc>
  </sitemap>
  <sitemap>
    <loc>https://www.semrush.com/webinars/sitemap/</loc>
  </sitemap>
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  </sitemap>
  <sitemap>
    <loc>https://www.semrush.com/company/sitemap/</loc>
  </sitemap>
```

SEO - Delightful to use

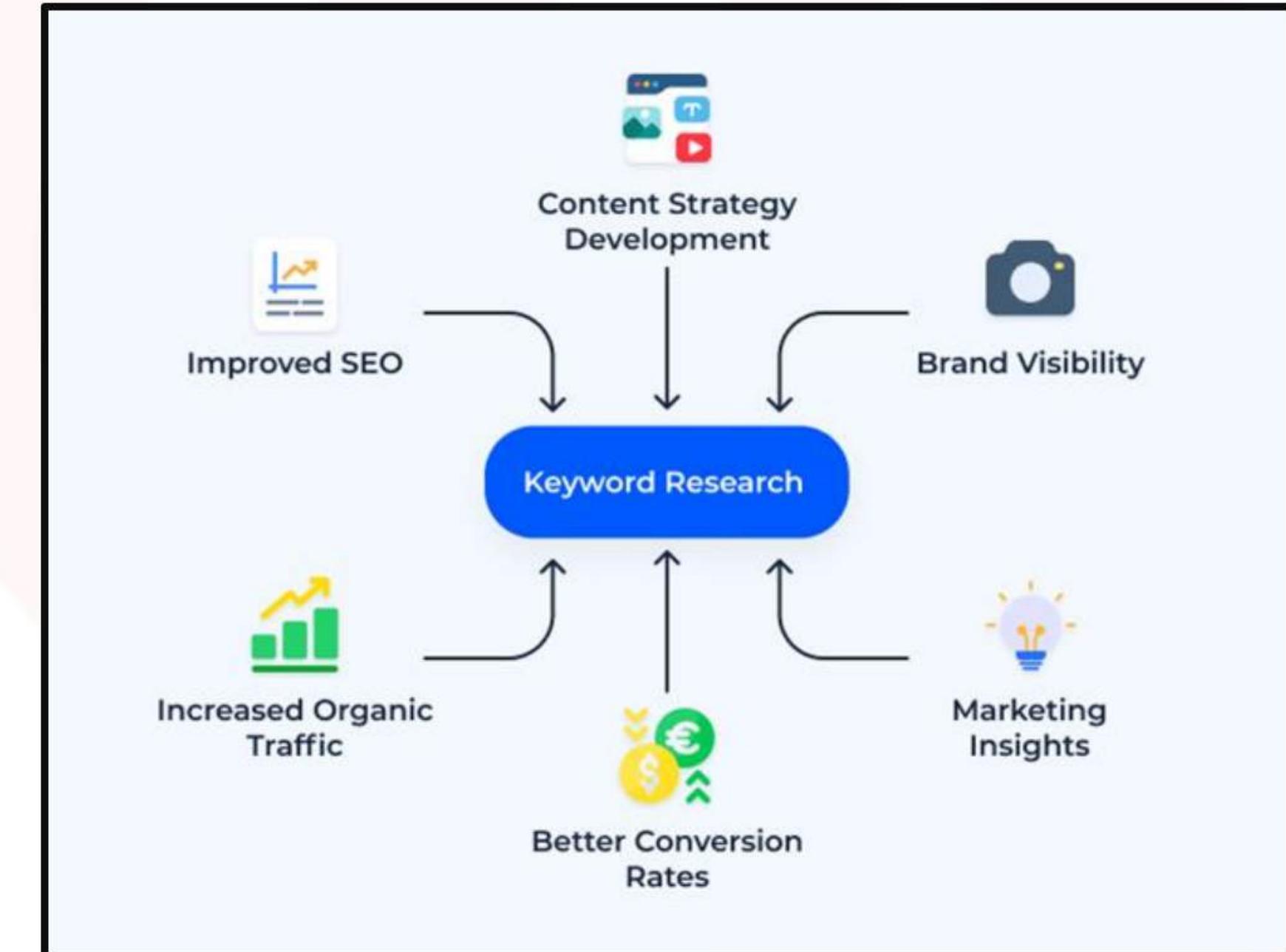
- **Fast loading times:** Get users to your content quickly and keep them engaged.
- **Clear navigation:** Make it easy for users to find what they're looking for with intuitive menus and layouts.
- **Optimised design:** Create a visually appealing and uncluttered website that is a pleasure to use on any device.

SEO - Content for searchers

- **Target Relevant Keywords:** Identify keywords your target audience searches for and integrate them naturally throughout your content.
- **Craft Compelling Titles & Descriptions:** Write clear, concise titles and meta descriptions that include your target keywords.
- **Structure for Readability & Search Engines:** Use clear headings, subheadings, and bullet points to improve readability for users and search engine crawlers.
- **Fresh, High-Quality Content is King:** Consistently publish informative, engaging content that establishes your expertise and provides value to your audience.

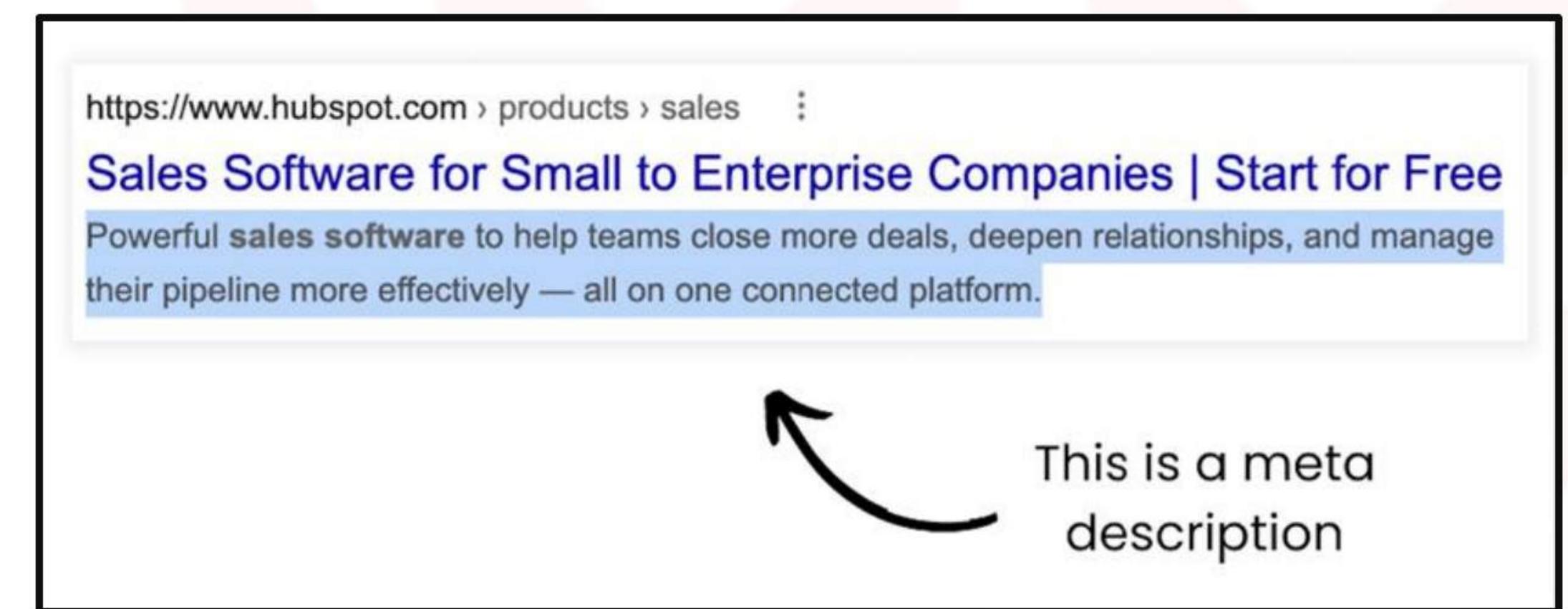
SEO - Content for searchers

- **Target Relevant Keywords:** Identify keywords your target audience searches for and naturally integrate them throughout your content (but avoid keyword stuffing!).



SEO - Content for searchers

- **Optimize Titles & Meta Descriptions:** Craft clear, compelling titles and meta descriptions that include your target keywords. These are what users see in search results.



SEO - Content for searchers

- **Structure for Readability & Crawability:** Use clear headings, subheadings, and bullet points to improve readability for users and search engine crawlers.



SEO - Content for searchers

- **Build Backlinks:** Encourage other websites to link back to yours. This tells search engines your content is valuable and trustworthy, boosting your ranking.



britishhedgehogs.org.uk creates a backlink to bighedgehogmap.org

LU4: Effective Content & Messaging

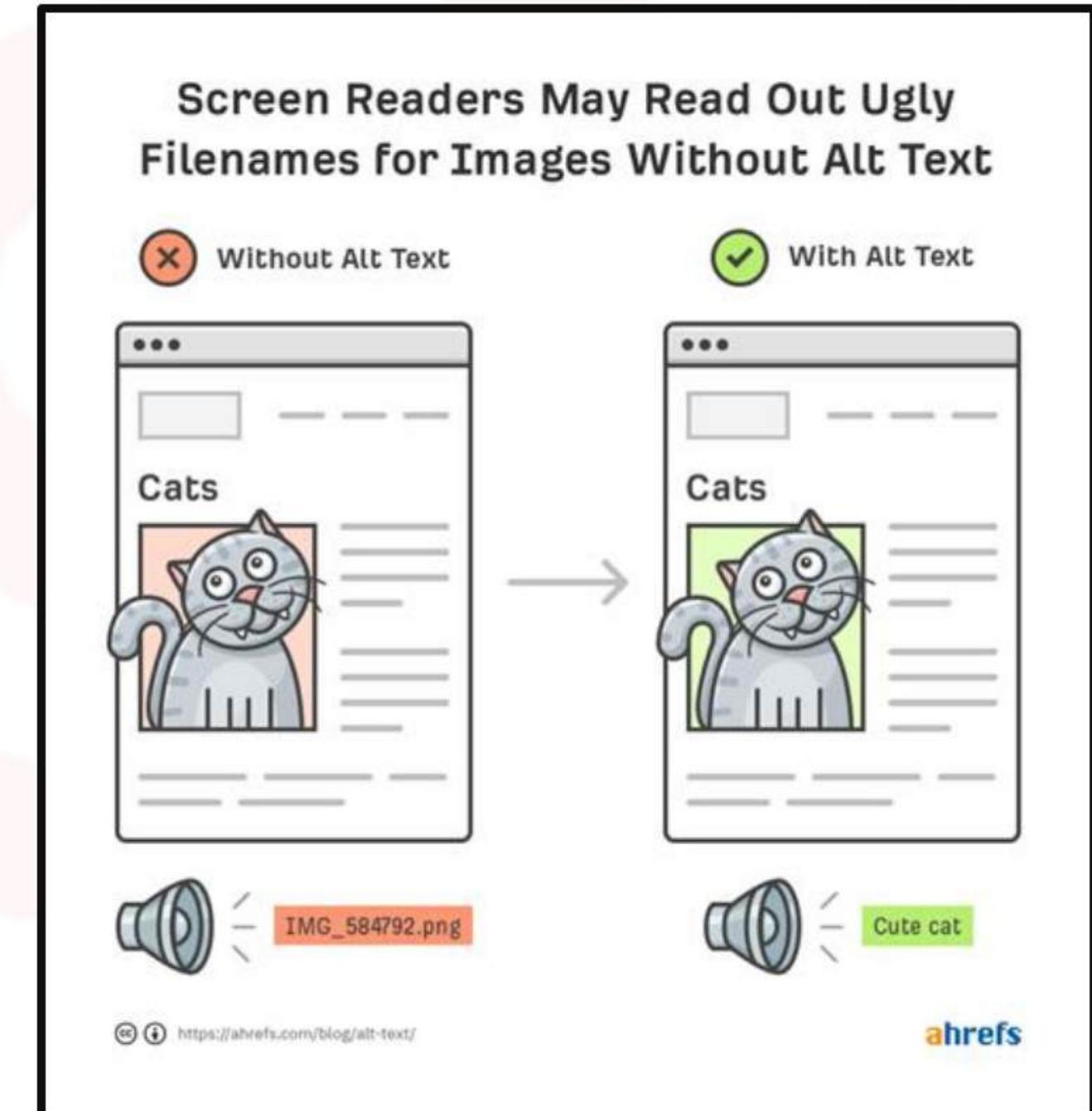
What will you be learning?

- Website content planning
- Developing persuasive & effective copywriting skills
- The importance of trust signals
- Creating sticky content
- SEO optimisation techniques
- Compliance requirements (GDPR/CCPA/Cookies)**



Compliance Requirements

- **Accessibility for All:**
 - Use clear and descriptive language for all content, including alt text for images and captions for videos.
 - Structure your website with clear headings and navigation to make it easy for users with screen readers or cognitive disabilities to understand the information.



Compliance Requirements

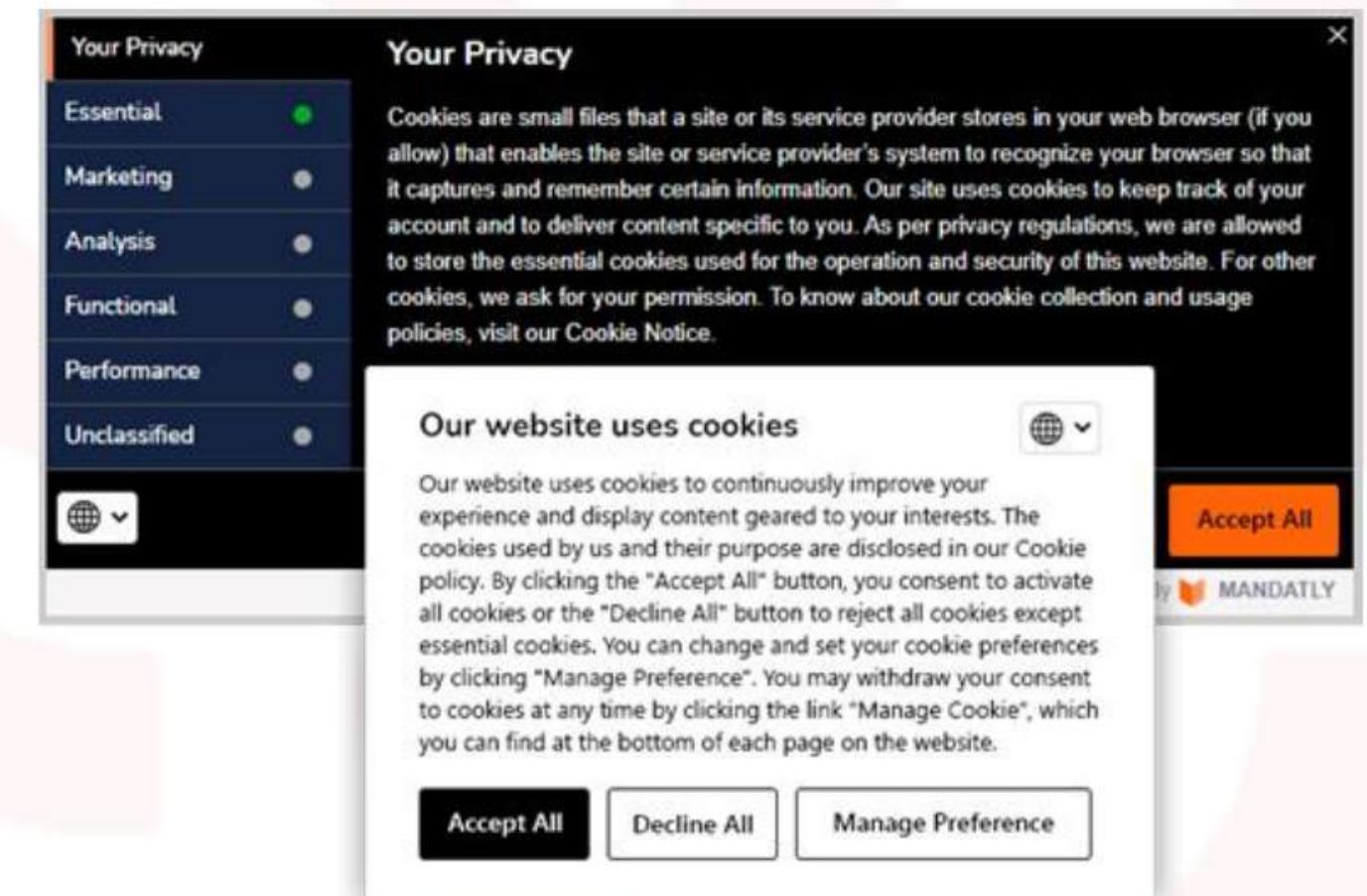
- **Copyright Considerations:**

- Only use images, videos, and other content that you have the legal right to use.
- This may involve obtaining permission from the copyright holder or using royalty-free resources.
- If you do use third-party content, always properly attribute the source.

Compliance Requirements

- **Data Privacy:**

- Be clear about how you collect and use user data on your website.
- If you use cookies or other tracking technologies, obtain user consent and provide an opt-out option.
- Comply with relevant data privacy regulations like GDPR or CCPA.



Compliance Requirements

- **Legal Disclaimer:**

- Consider including a disclaimer on your website that outlines your terms of service, limitations of liability, and any other relevant legal information.
- This helps protect yourself and your visitors from misunderstandings.



Lunch Break

Draft Your Individual Project

Part 3:

- o For your selected website review the content and make recommendations on how this could be improved to achieve your conversion goals. Consider:
 - o Content topics and formats
 - o Copywriting
 - o Compliance
- o How would you ensure your website is optimised for search? Consider the technical set up, usability and search focus.

Learning Unit 5

Measurement & Optimisation Tools

LU5: Measurement Optimisation Tools

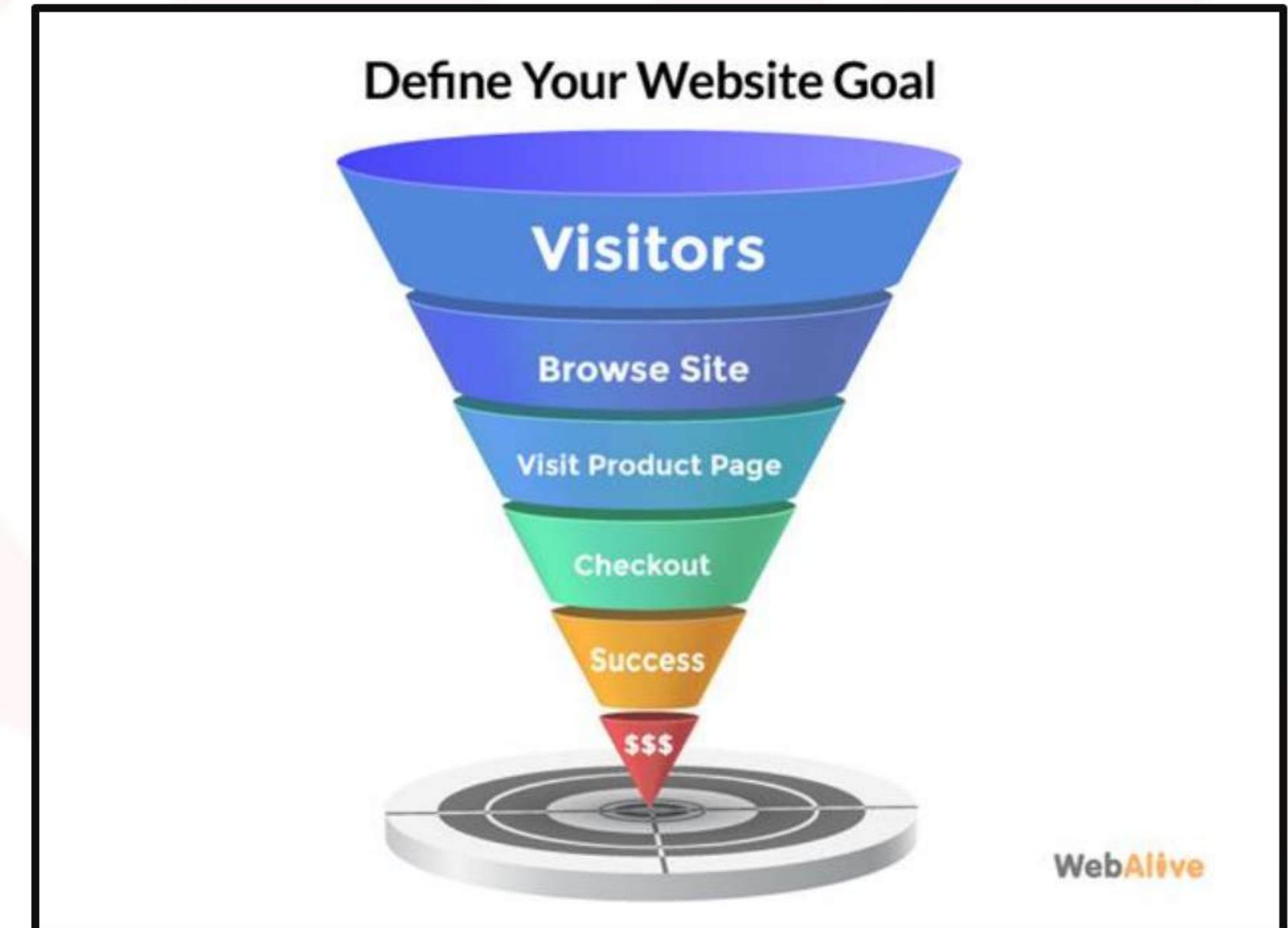
What will you be learning?

- Measuring performance using Google Analytics**
- Utilising heat maps and click maps
- Using site session recordings
- Role of A/B testing



Recap: What are we measuring?

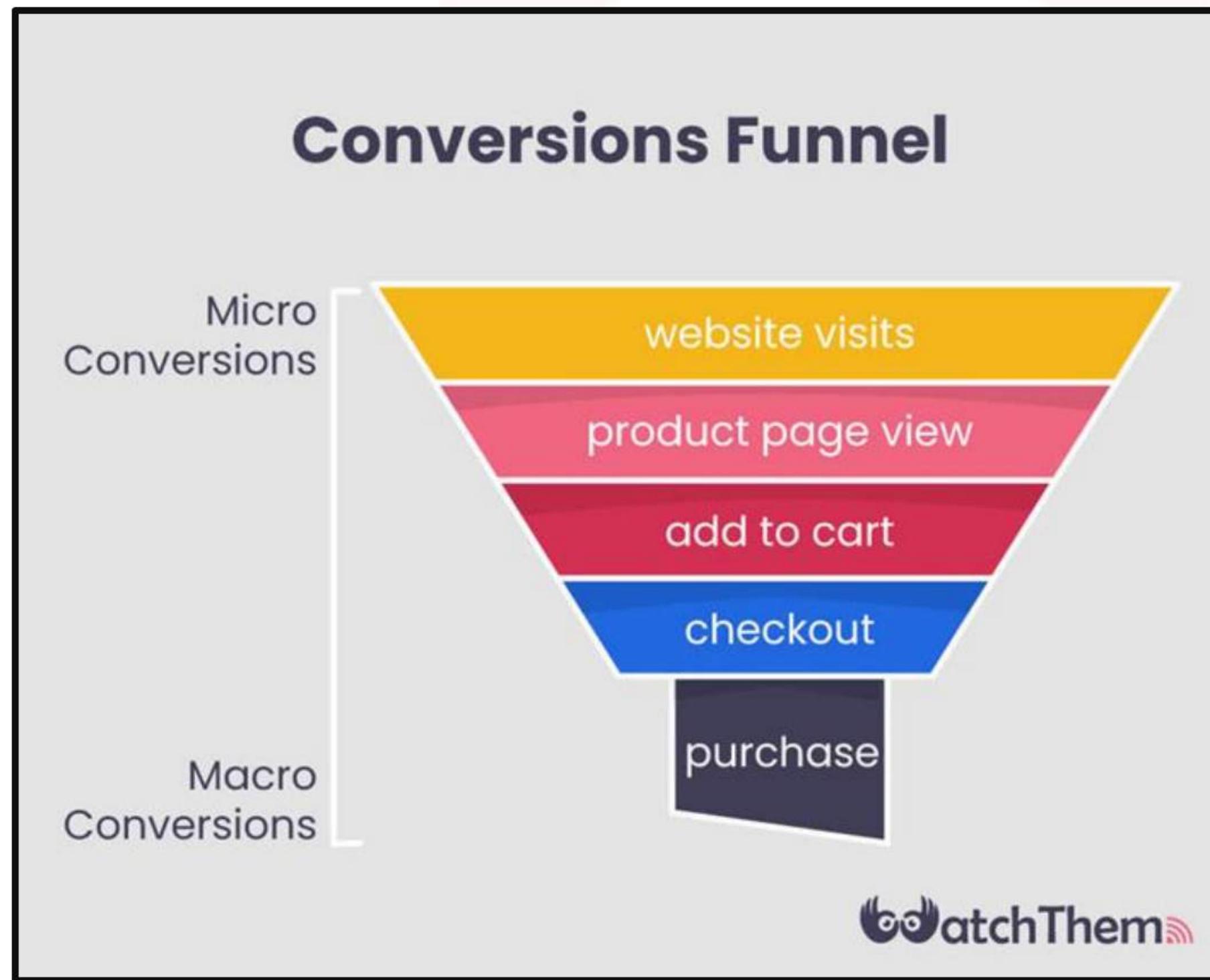
- Aligned to the conversion funnel or marketing funnel
- This shows the stages a customer goes through prior to taking action
- A conversion is when a visitor comes to your website and completes a desired goal



Recap: What are we measuring?

- **Awareness:** Customer visits your website for the first time. Businesses use PPC ads, content marketing, SEO, and social media marketing to get people to visit.
- **Interest:** Your goal should be to engage them with content, products, videos, etc.
- **Desire:** At this stage, you want your prospect to want your product or service. You can achieve that by highlighting the problem your product solves and the ways it differs from others.
- **Action.** This is when a conversion happens—for example, a customer makes a purchase or subscribes to receive your emails.

Recap: What are we measuring?



Recap: What are we measuring?

- Focus on the metrics that will tell you whether you are closer to achieving your conversion goals
- Select 2-4 metrics per goal
- Focus on tracking and measuring these to optimise your site



Google Analytics

- Google Analytics is a free and powerful tool for website traffic analysis and conversion tracking.
- It provides insights into:
 - Traffic sources (where visitors come from)
 - User behavior (how visitors navigate your website)
 - Conversion rates (percentage of visitors taking desired actions)
- Set up conversion goals within Google Analytics to track specific actions.

Google Analytics: What can we measure?

- **Acquisition**
 - Where have your customers come from?
- **Engagement**
 - What do they do on the site
- **Retention**
 - Do they come back?
- **Monetisation**
 - What do they buy?

What can we measure?

- **Audience**
 - Who are they?
 - Which devices do they use to access the site?
 - Where do they leave?
- **Site functionality**
 - Loading time
 - Mobile optimisation

What can we measure?

GA4 Metrics

GA4 metrics are quantifiable data sets that provide insights into website performance. For example, Conversions show how many times users triggered a conversion event.

Vs

GA4 Dimensions

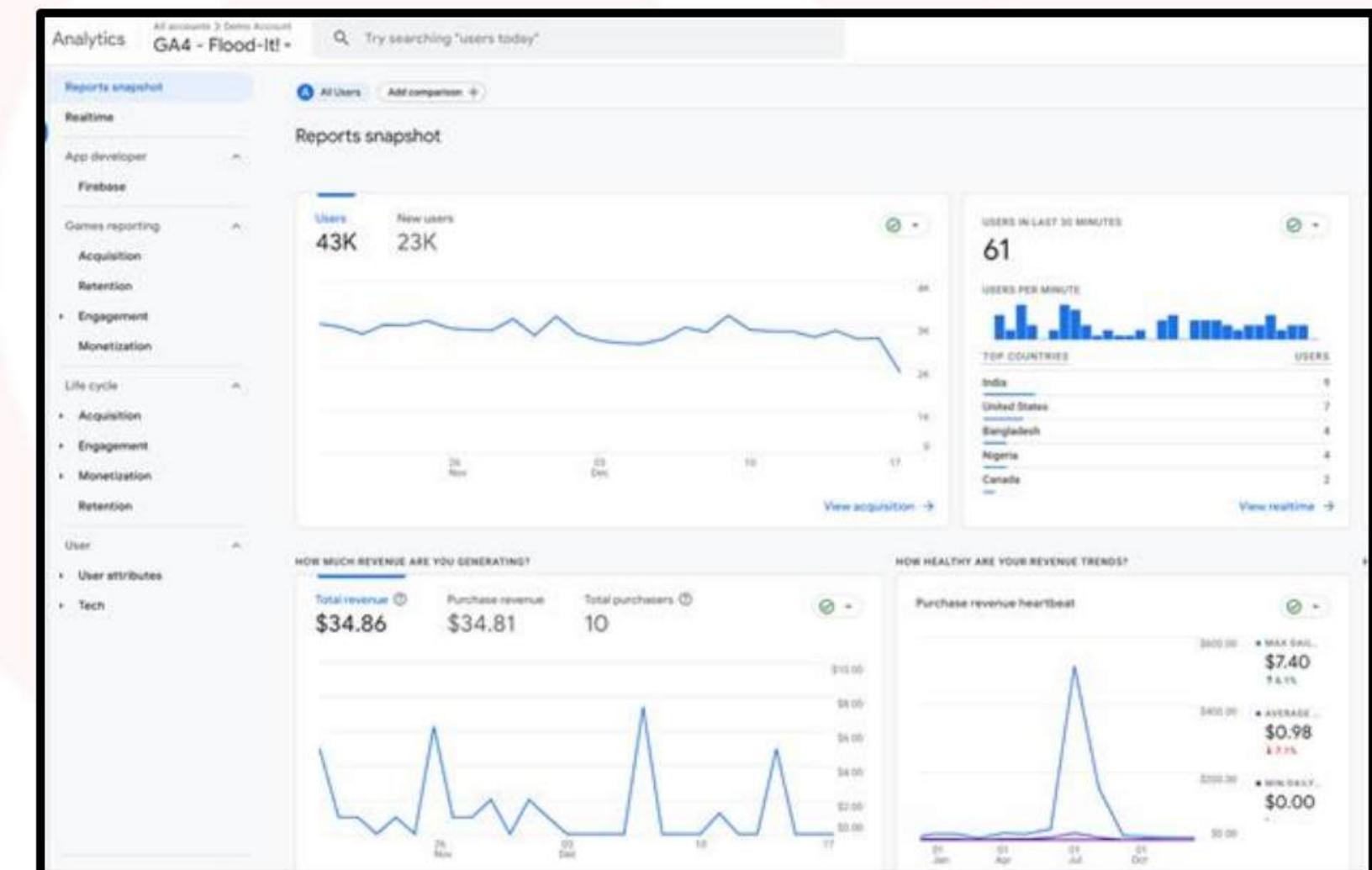
Dimensions describe website data, usually as text instead of numerals. For example, Audience Name identifies users belonging to an audience within a date range.

dataflo

Google Analytics

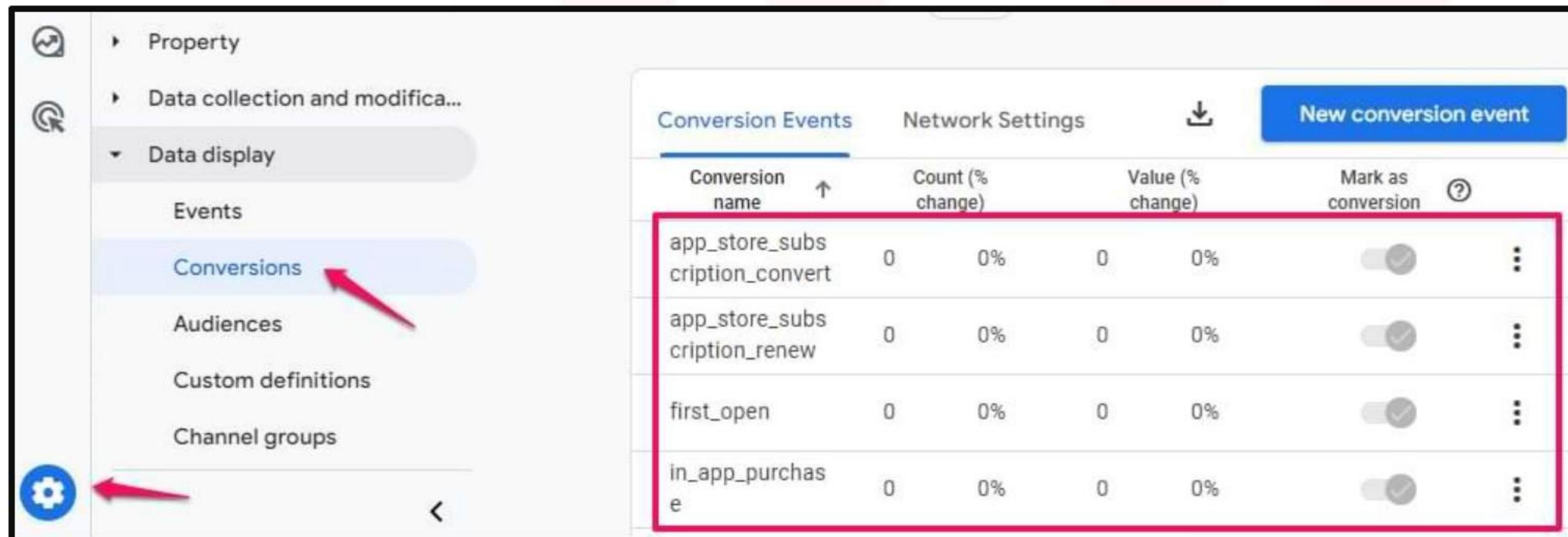
GA4

- Can review website performance within Google Analytics
- Navigate to the ‘Reports’ section to view:
 - Acquisition
 - Retention
 - Engagement
 - Monetisation



Google Analytics: Conversion Goals

- Set up conversion goals in your Google Analytics account:



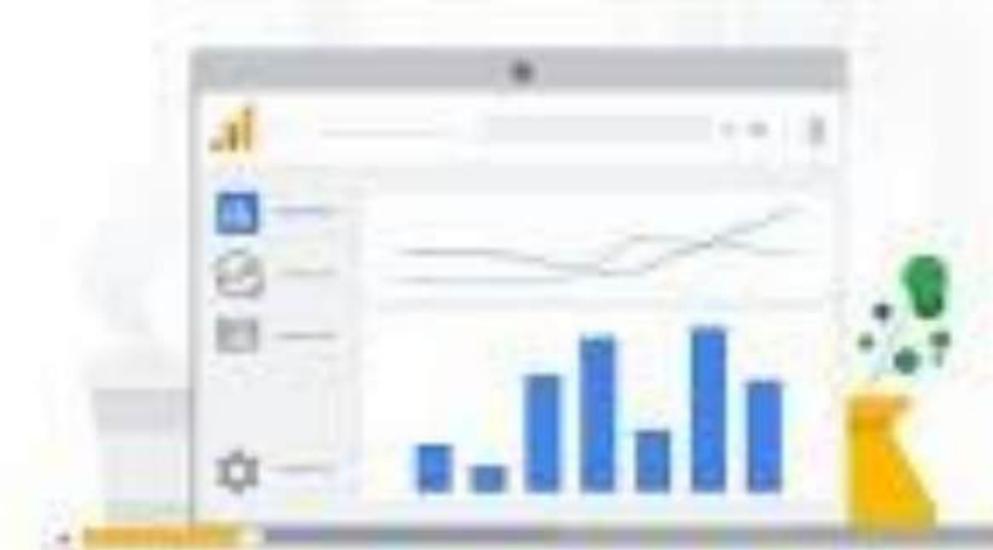
The screenshot shows the Google Analytics interface for managing conversion events. On the left, a sidebar lists navigation options: Property, Data collection and modification, Data display (Events, Conversions, Audiences, Custom definitions, Channel groups), and a gear icon for settings. The 'Conversions' option is highlighted with a red arrow. The main content area displays a table of conversion events. The table has columns for Conversion name, Count (% change), Value (% change), and a 'Mark as conversion' toggle switch. The first four rows are highlighted with a red border. The 'New conversion event' button is located at the top right of the table area.

Conversion name	Count (% change)	Value (% change)	Mark as conversion	More
app_store_subscription_convert	0	0%	<input checked="" type="checkbox"/>	⋮
app_store_subscription_renew	0	0%	<input checked="" type="checkbox"/>	⋮
first_open	0	0%	<input checked="" type="checkbox"/>	⋮
in_app_purchase	0	0%	<input checked="" type="checkbox"/>	⋮

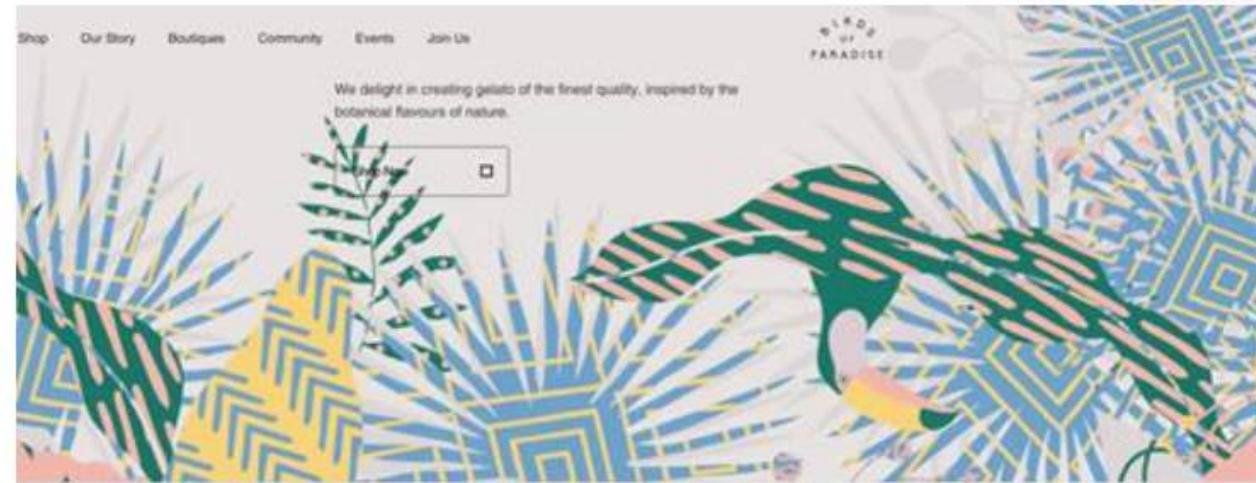
Understanding reports

Google Analytics Academy

Use and understand
Google Analytics reports



Learning Activity



Refer to Learner Guide for details

- Look at <https://birdsofparadise.sg/>
- Discuss:
 - How would you measure the effectiveness of the changes you proposed this morning?
 - Select at least 5 different metrics you could track in Google Analytics.
- Capture these ideas to share with the class

Coffee/Tea Break



LU5: Measurement Optimisation Tools

What will you be learning?

- Measuring performance using Google Analytics
- Utilising heat maps and click maps**
- Using site session recordings
- Role of A/B testing



Heatmaps

- A heatmap is a graphical representation of data where values are depicted by colour
- Can detect what does and doesn't work on a website



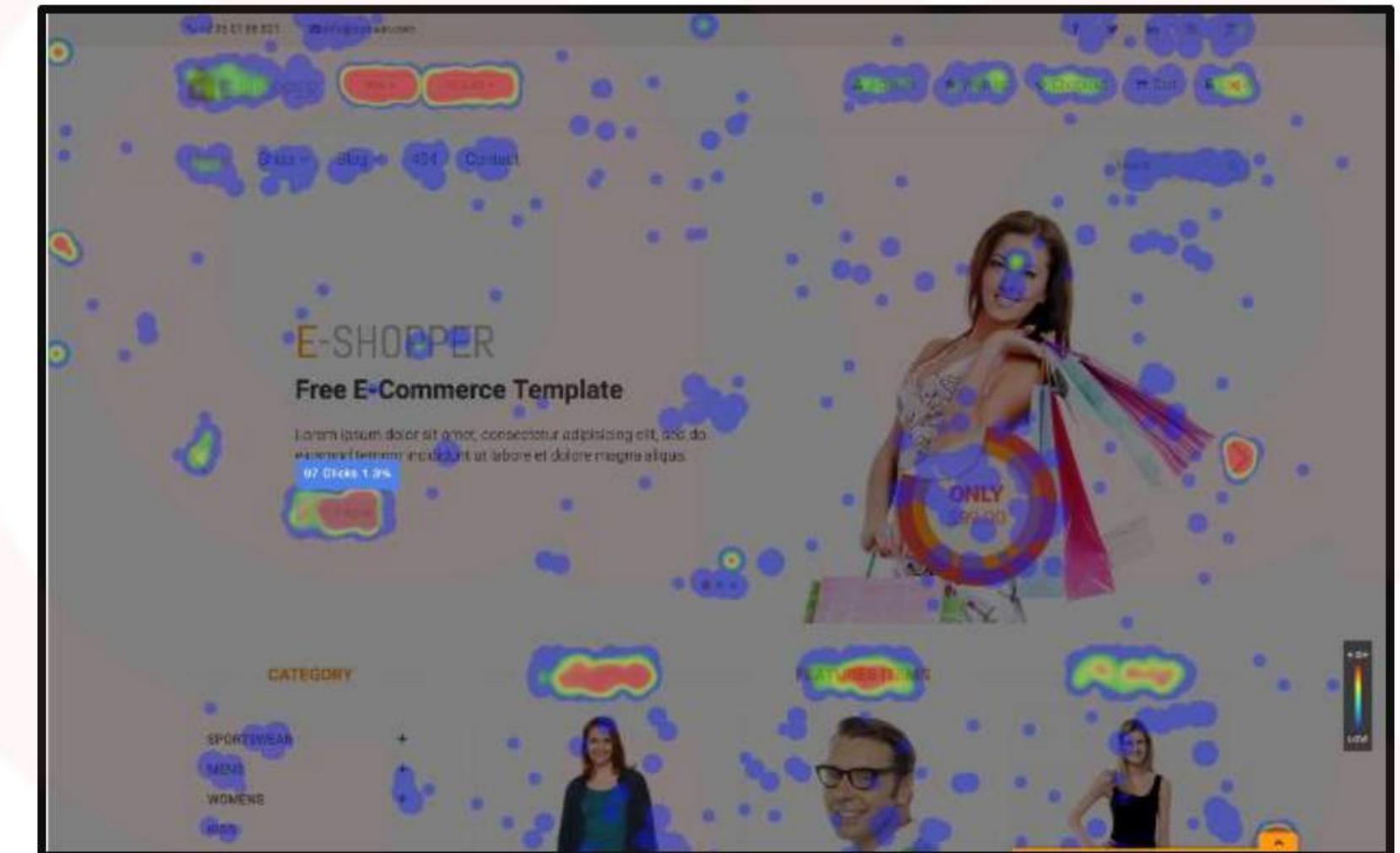
Heatmaps

You can judge how effective a web page is by analyzing a heat map on the following two things:

- 1. How much information visitors engage with:** Look at how much of the page visitors read. Based on this information, you can assess which page elements are working well and which are not.
- 2. What actions do users take:** What are visitors clicking? Do they click the CTA button, type in the form fields, etc.?

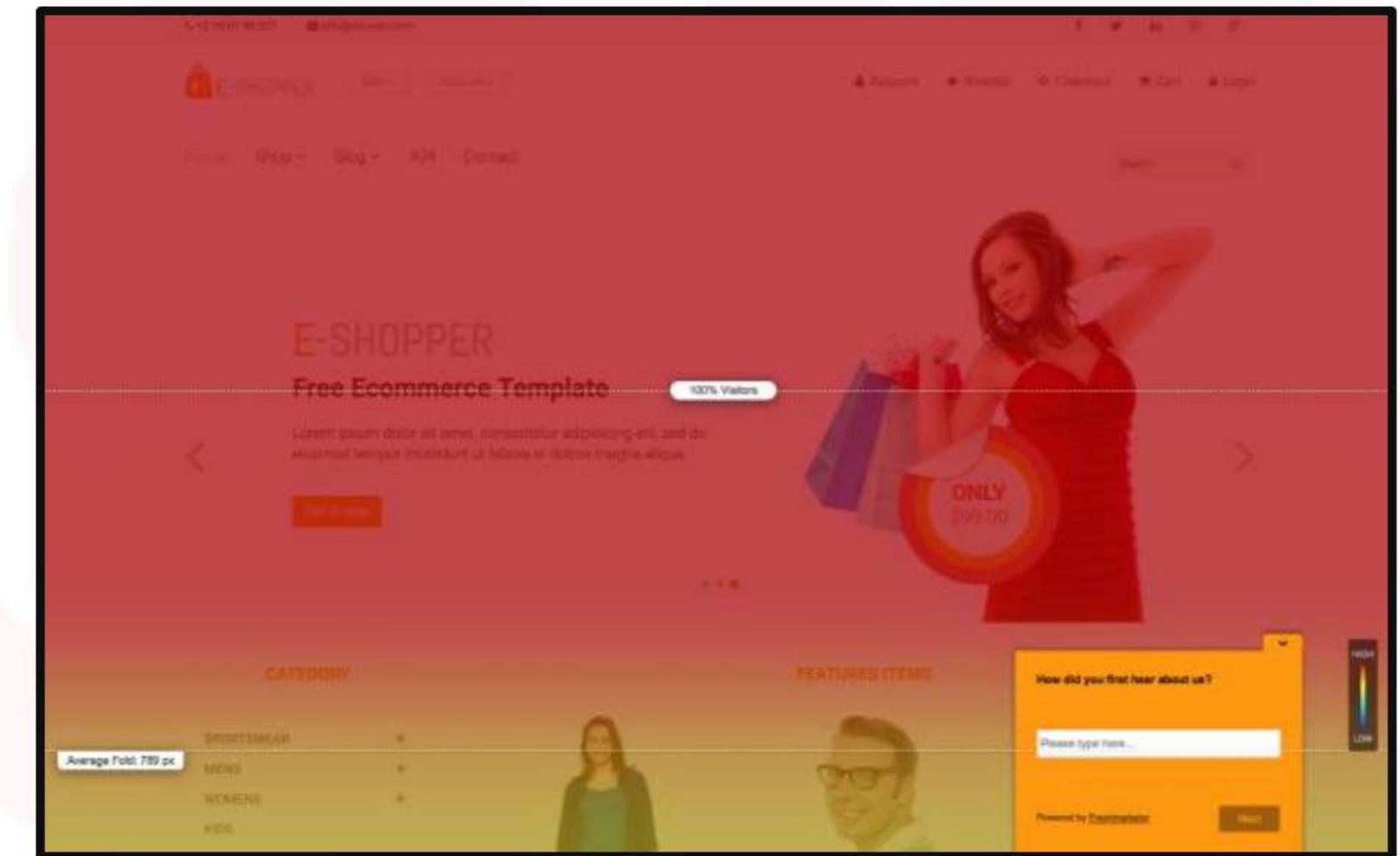
Click Heatmaps

- Most common type of click map
- Record data based on where visitors click on your site



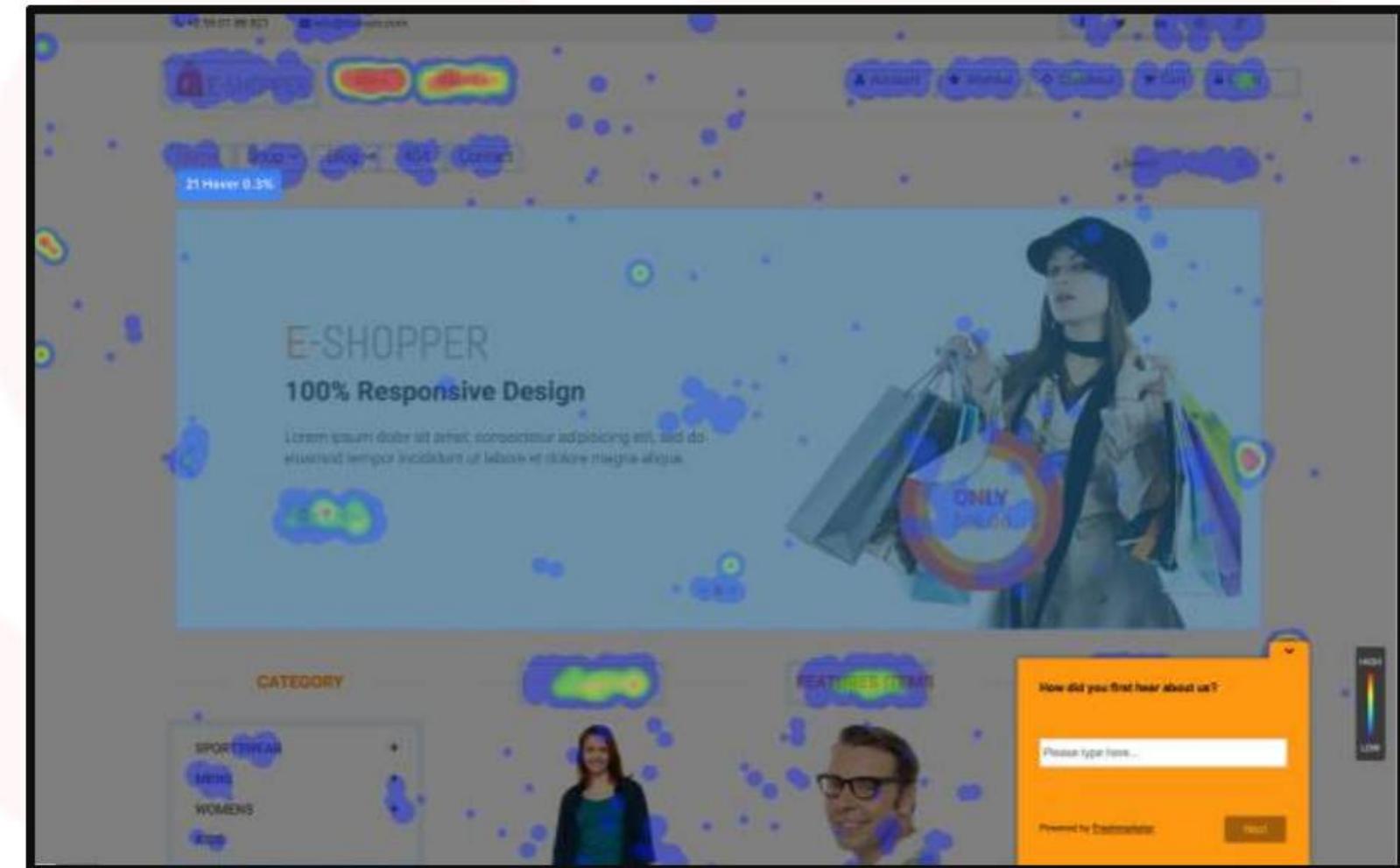
Scroll Heatmaps

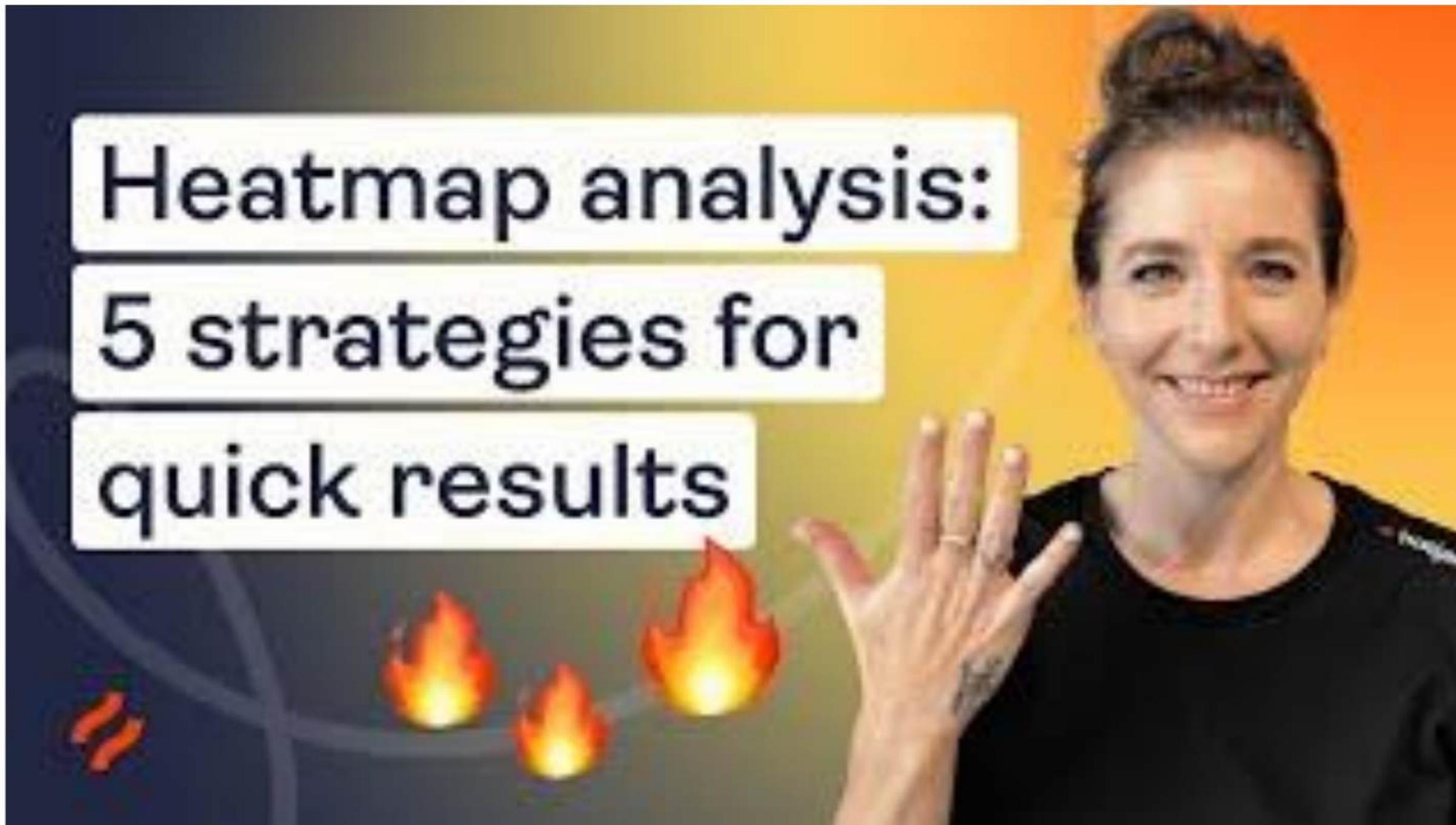
- Scroll maps record visitors' scrolling behavior, helping you see the exact point where visitors scrolled on the page.
- This type of heatmap indicates whether the length of your page is ideal for user experience. They are generally used for long-form sales pages.



Mouse Tracking Heatmaps

- Hover maps are heat maps that show the user's mouse movements on your landing page.
- The primary problem with hover maps is that you can't always directly correlate a visitor's mouse movements to what they're looking at.





LU5: Measurement Optimisation Tools

What will you be learning?

- Measuring performance using Google Analytics
- Utilising heat maps and click maps
- Using site session recordings**
- Role of A/B testing



Site Session Recordings

- These are useful for:
 - Recording User Interactions
 - Playback of Sessions
 - Identification of Pain Points
 - Understanding User Flow
 - User Experience Analysis
 - Optimizing Website Performance
 - Conversion Rate Optimization (CRO)
 - UX/UI Design Enhancements
 - Bug Identification and Troubleshooting
 - Feedback for A/B Testing

Site Session Recordings



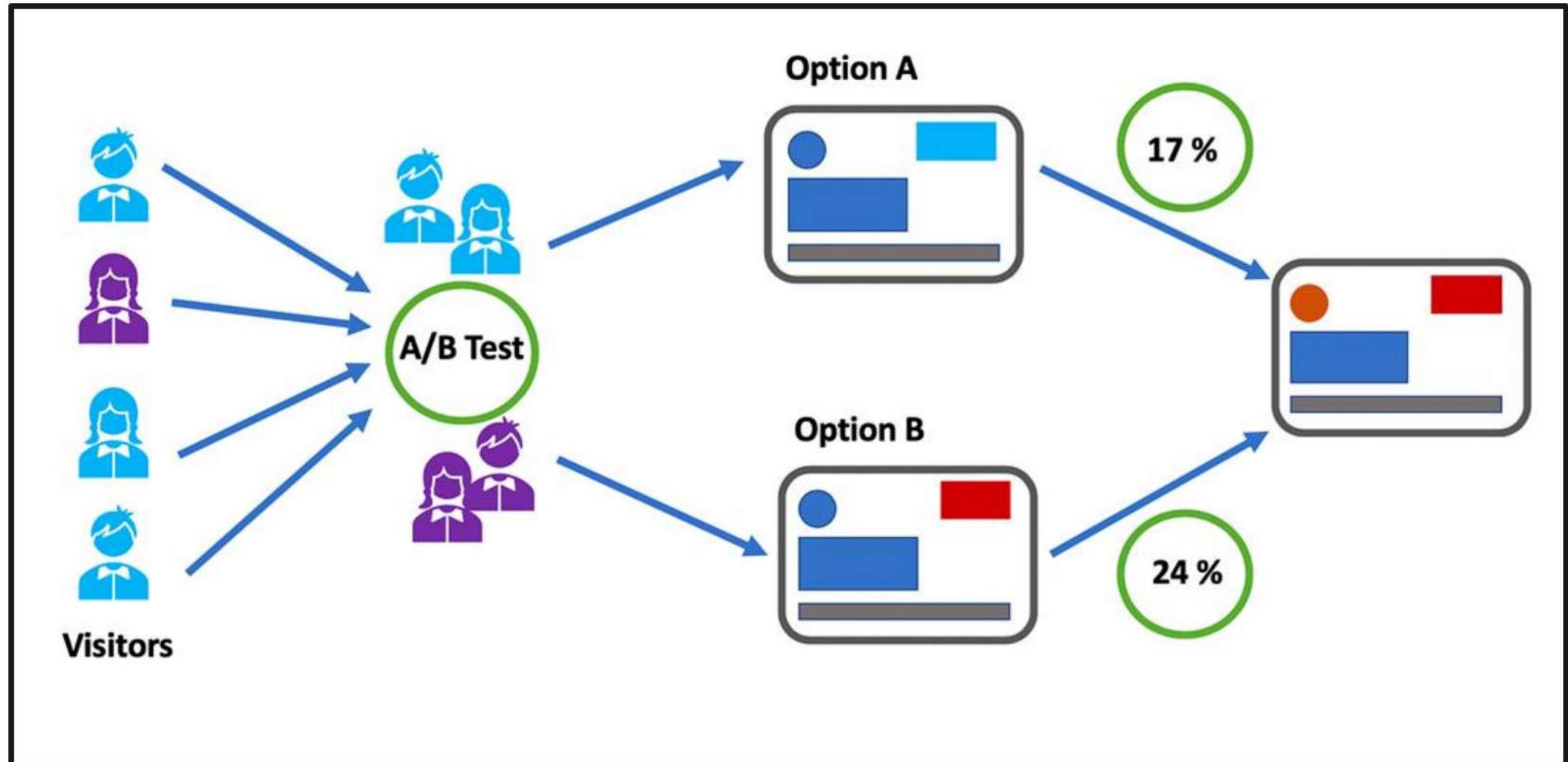
LU5: Measurement Optimisation Tools

What will you be learning?

- Measuring performance using Google Analytics
- Utilising heat maps and click maps
- Using site session recordings
- Role of A/B testing**



A/B Testing



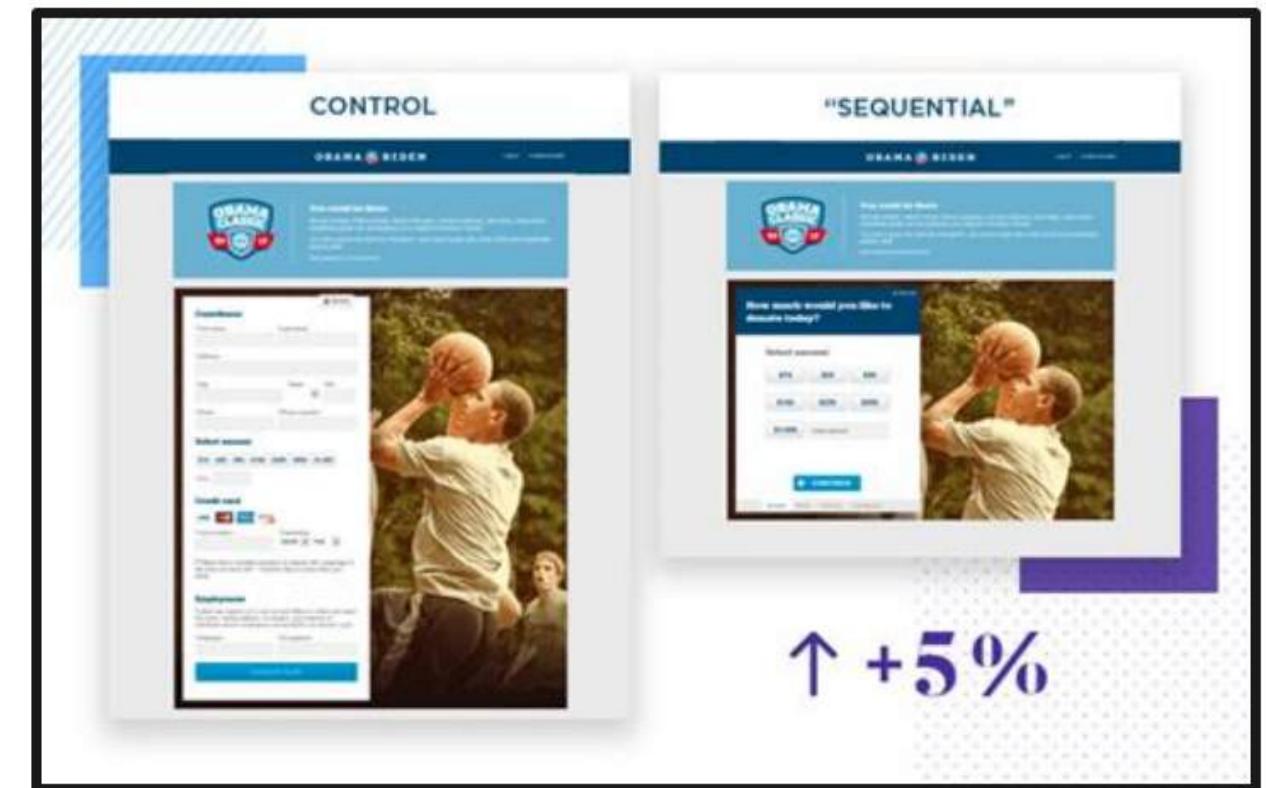
A/B Testing

- Variable Testing
- Randomized Comparison
- Data-Driven Decision-Making
- Continuous Optimization



A/B Testing

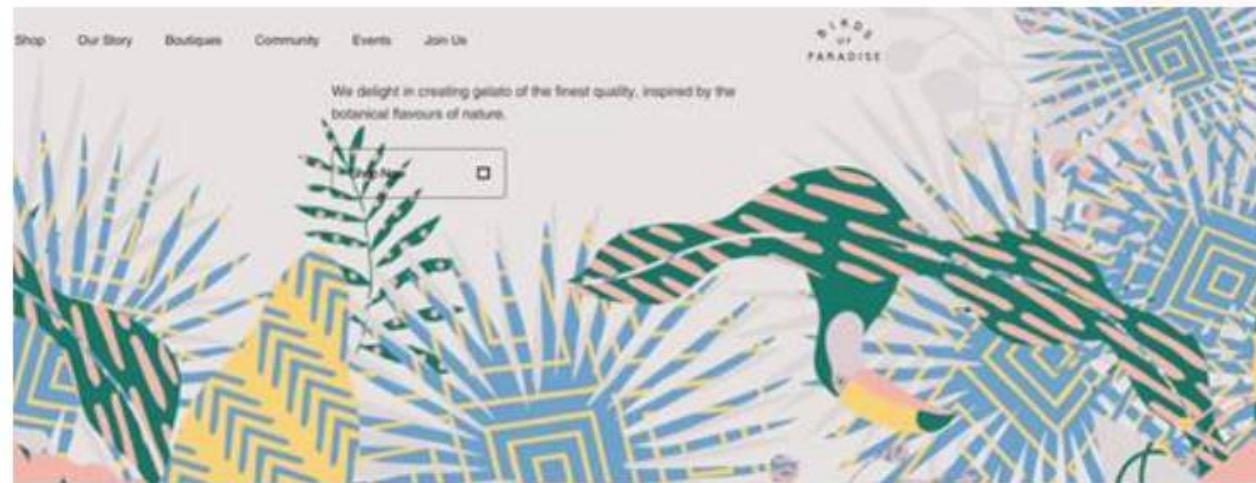
- You can test:
 - Headlines
 - CTAs
 - Page layout
 - Copy
 - Images
 - Forms
 - Navigational elements
 - Checkout process



A/B Testing



Learning Activity



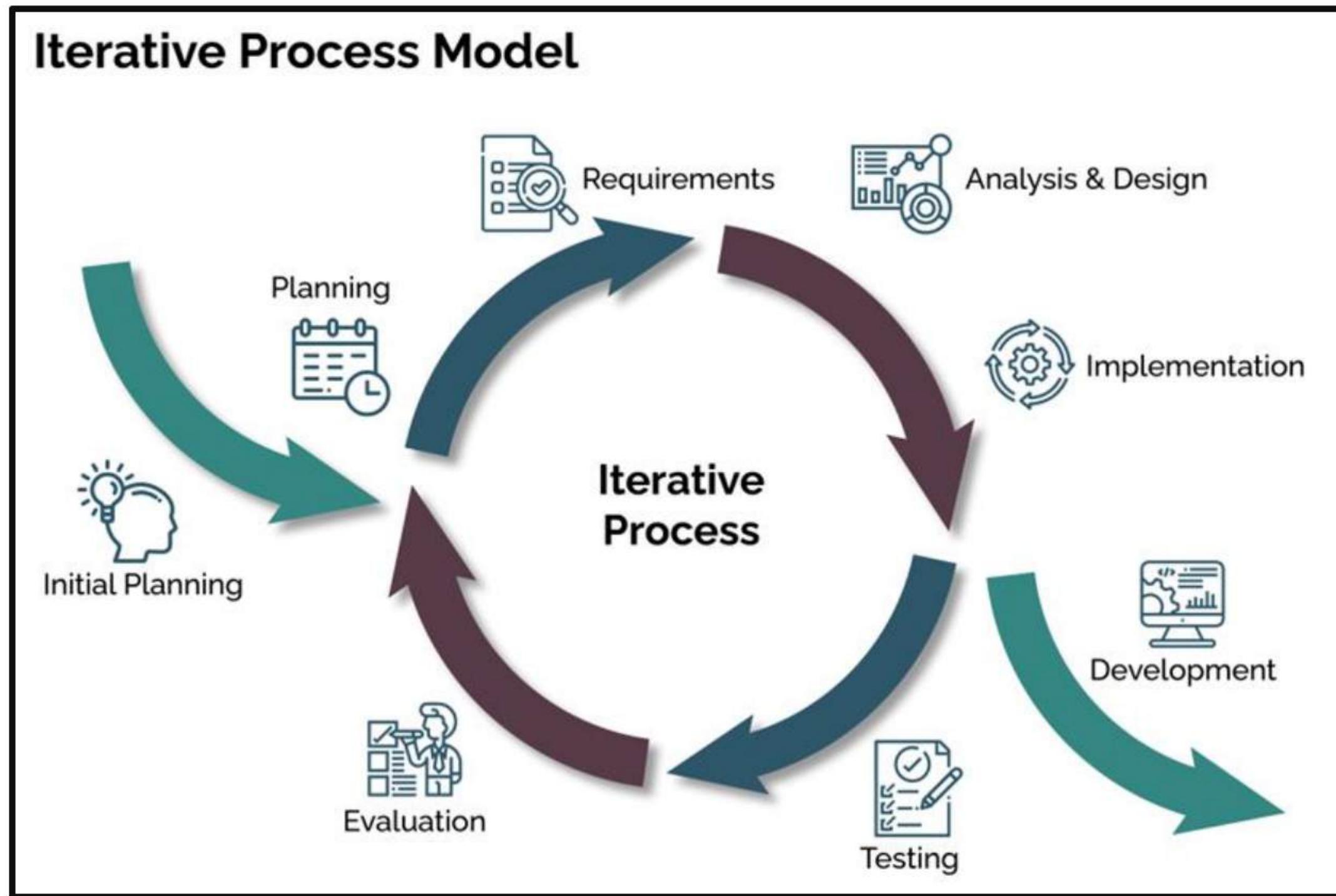
Refer to Learner Guide for details

- Look at <https://birdsofparadise.sg/>
- Discuss:
 - How would you use heat maps, site session recordings or A/B testing to analyse performance?
 - Consider your goal and which metrics you would need to track.
- Capture these ideas to share with the class

Tracking UX changes

- Define key metrics
- Set baseline metrics
- Use google analytics, heatmap and session recording tools
- Conduct A/B testing
- Analyse conversion funnels
- Conduct usability testing

Tracking UX changes



Draft Your Individual Project

Part 4:

- **Measurement:** Identify 5 key metrics you would recommend tracking to measure the website/landing page's performance against these pre-defined goals. Briefly explain how each metric contributes to your evaluation.
- **Optimisation:** Describe a data-driven approach using Google Analytics, heatmaps, session recordings, and A/B testing to identify areas for improvement and optimize your website/landing page for conversions.

Learning Unit 1: Introduction to Conversion Optimisation

Learning Unit 2: Consumer Psychology and the User Experience

Learning Unit 3: Fundamentals of Design (UX/UI)

Learning Unit 4: Effective Content & Messaging

Learning Unit 5: Measurement & Optimisation

Assessment Requirements

Assessment Method	Duration	Type of assessment
Individual Project	80 mins	Summative
Written Assessment (Case Study with Questions)	40 mins	Summative
Total	120 mins	-

Your Comment/Feedback/Review

Course Feedback



Traqom Course Survey



WSQ Course Feedback

Google
Review



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Thank you

