**WSQ Website & Landing Page Conversion Optimisation Summative Assessment**

**Individual Project**

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| **Prepared By** | |
| **Name of Learner:** |  |
| **Signature** |  |
| **Date** |  |

**Instruction:**

**The Individual Project consists of FOUR Parts. You must complete all tasks indicated in each part.**

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| **Enterprise Profile** | | | | |
| **Name of Enterprise** |  | **Type of Entity:** | SME/ Non-SME  *(\*Delete where applicable)* | |
| **Vision** |  | | | |
| **Mission** |  | | | |
| **Type of Business** | * Private Company * Public Company | **Type of Industry** | |  |
| **Customer Segment** |  | | | |
| **Products/Services** |  | | | |

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| **Part 1: Assessment and Planning** | |
| **Conversion funnel analysis** |  |
| **Analyse User Journey and Target Audience** |  |

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| **Part 2: Design and User Experience** | |
| **Improve the user experience and conversion rate** |  |

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| **Part 3: Content and Messaging** | |
| **Improve the user experience and conversion rate using content** |  |

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| **Part 4: Technical CRO and Performance Monitoring** | |
| **Measurement** |  |
| **Optimisation** |  |