

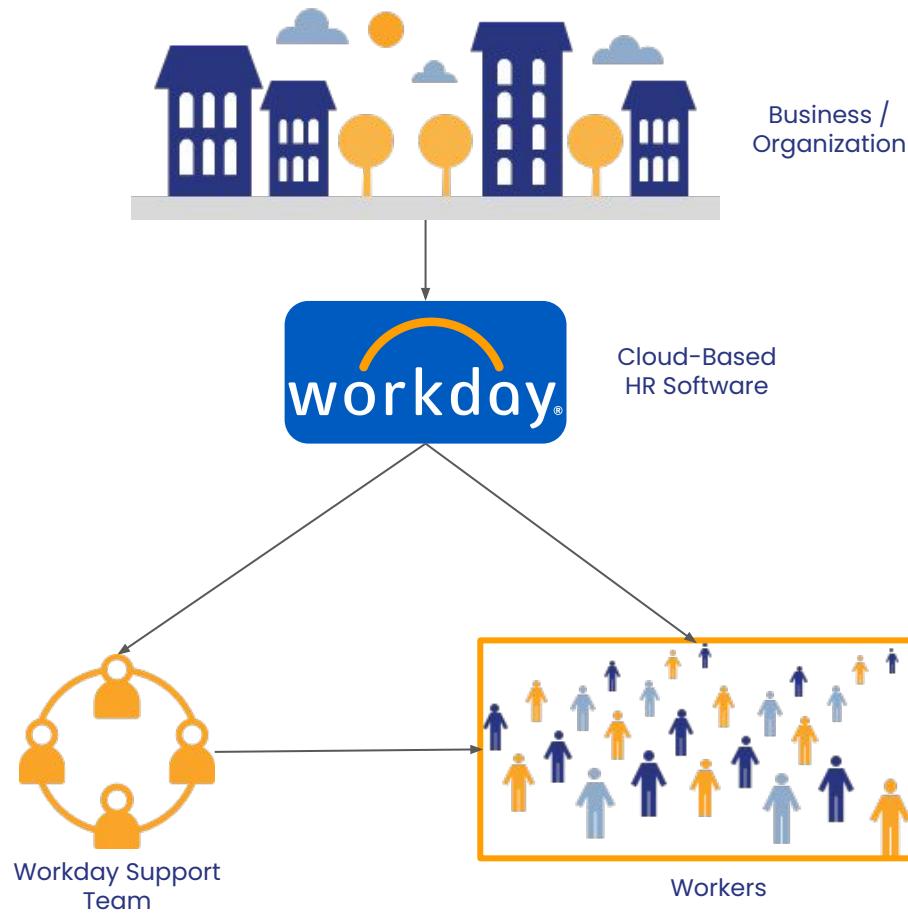
Altura Academy

The Better Way to Learn Workday®

Business Overview



Business Model



Executive Summary

Altura, a B2B Workday® Consulting firm, is looking to enter the E-Learning sphere.

- Workday has experienced years of explosive growth
- Workday Certification Training has been impacted by COVID-19
- Shortage of qualified alternatives to Workday Certification
- Altura has the ability to fill the gap

Market & Competitive Analysis





Market Analysis

- Avg **30.16%** growth for past 5 years
- **23.61%** Market Share
- Used by **50%** of the Fortune 500
- **55+ Million** Employees use Workday

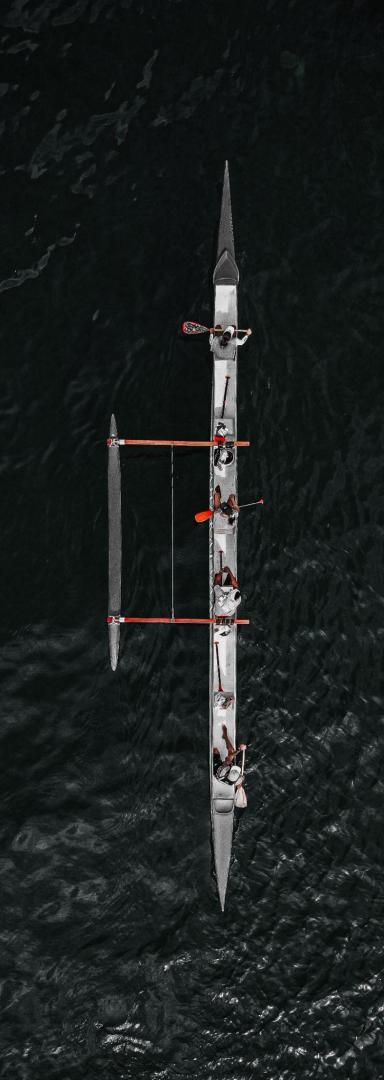


However,

Explosive growth = **shortage in talent**

...every partner I speak to says there aren't enough people in the ecosystem to do the projects Workday has sold.

Chris Hurley
EVP, GQR Global Markets



Certified Training

workday®

Pain Points

- Closed System
- Job first, training second

Non-Certified Training

Mind Majix

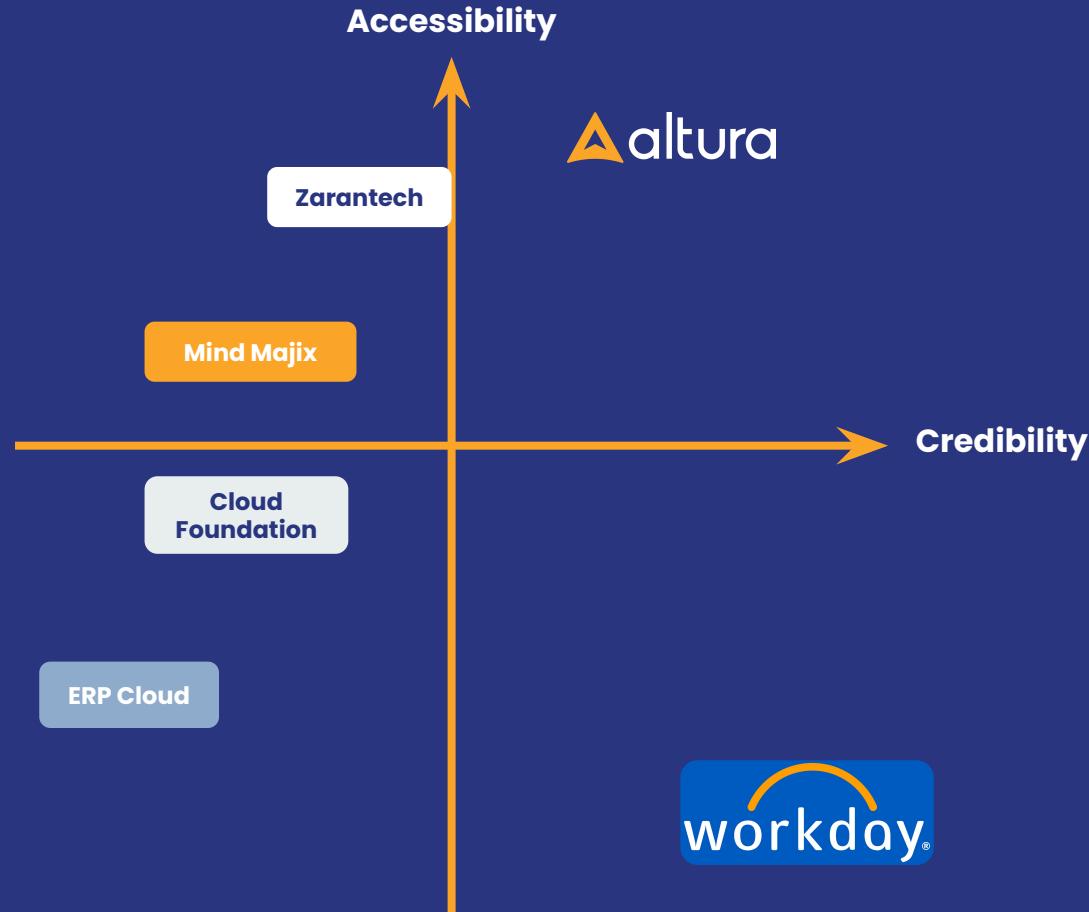
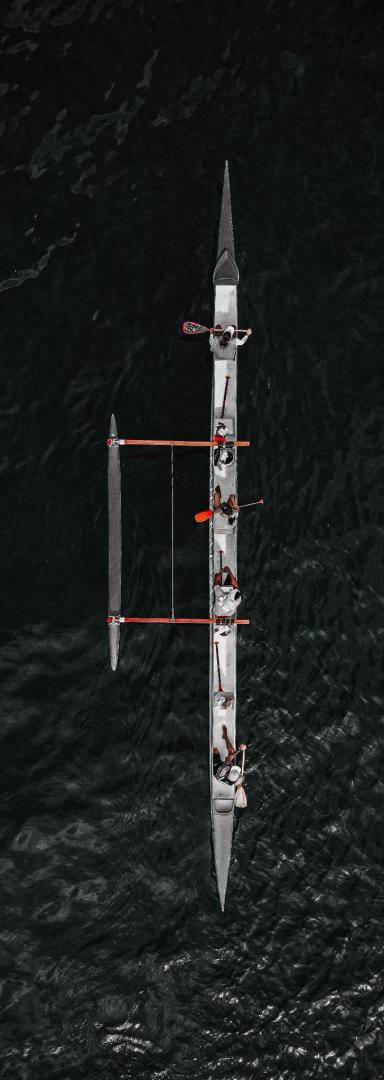
Cloud Foundation

ERP Cloud

Zarantech

Pain Points

- Unauthorized access
- Questionable legitimacy
- Based Offshore





- **Authorized Workday access**
- **Instructors are certified Workday architects**
- **Help students with job placement**
- **Virtual and In-Person courses available**

Target Audience & Segmentation



Audience Personas



Mickey Vera
Computer Science

Age: 22
College graduate
Studied Information Systems

Goal: Start career in Workday

Learn Workday before applying
for jobs



Achel Smith
IT

Age: 44
Masters in IT
Works as a Workday Analyst

Goal: Become a Workday
Architect

Earn promotion at existing
company



Angel Bailey
Computer Science

Age: 34
Bachelors in Computer Science
Works as a Software Engineer

Goal: Career Change into
Workday ecosystem

Wants a fluid transition into
Workday

Objectives & KPIs





Objectives

**Increase Site Traffic by
10% over next 3 months**

KPI: Percent of New Users
Metric: Audience > Overview

**200 new course
registrations by EOY**

KPI: Completed Conversions
Metric: Conversions > Goals >
Overview of Goal

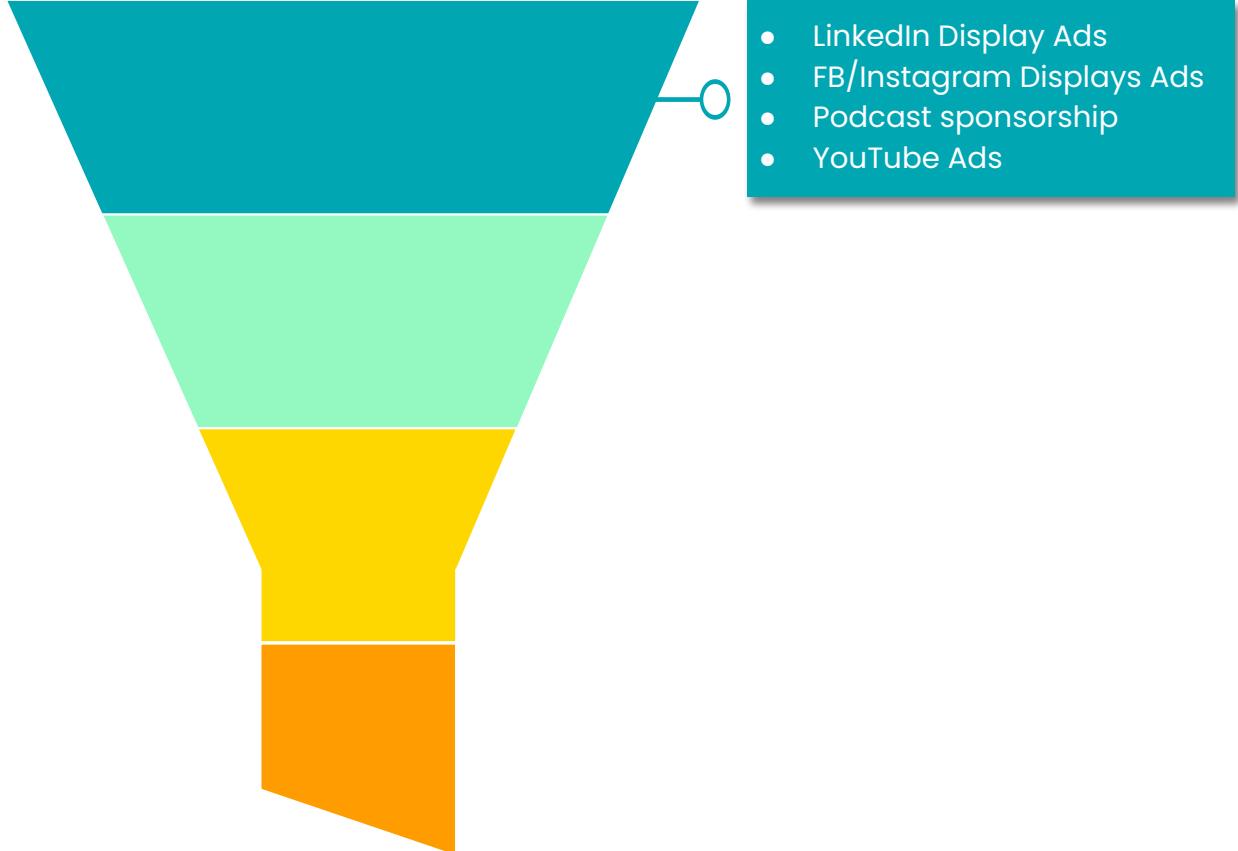
**1,000 Newsletter
Subscribers by EOY**

KPI: # of Subscribers
Metric: Mailchimp > All Contacts
or
Conversion > Goals >
Overview of Goal

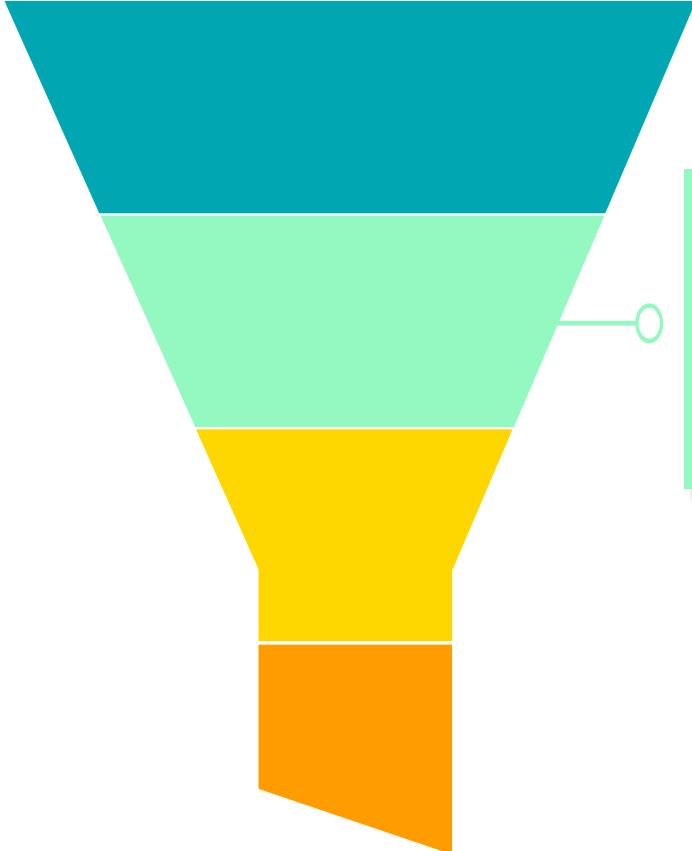
Marketing Strategy



Awareness

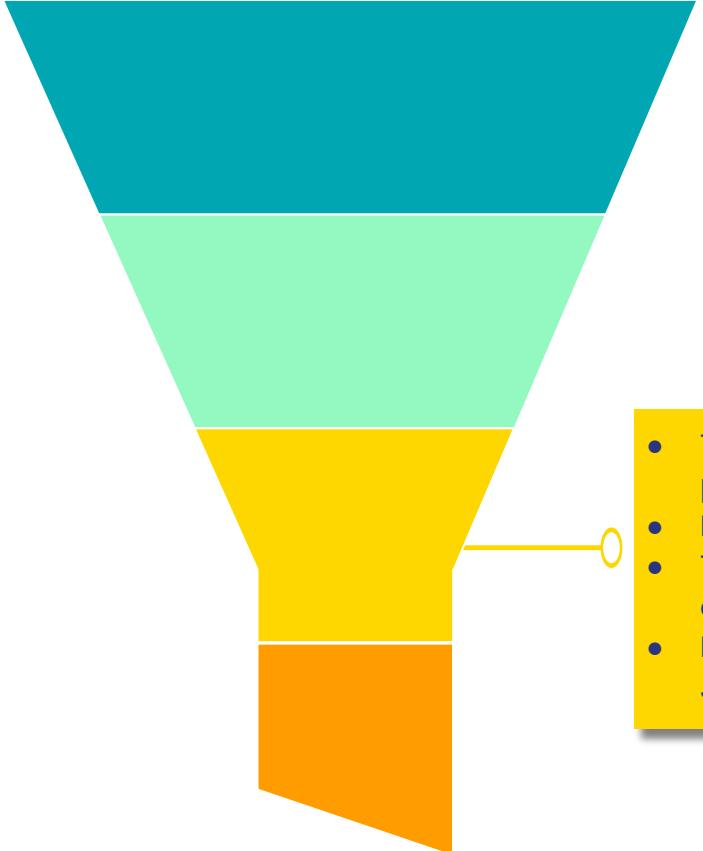


Interest



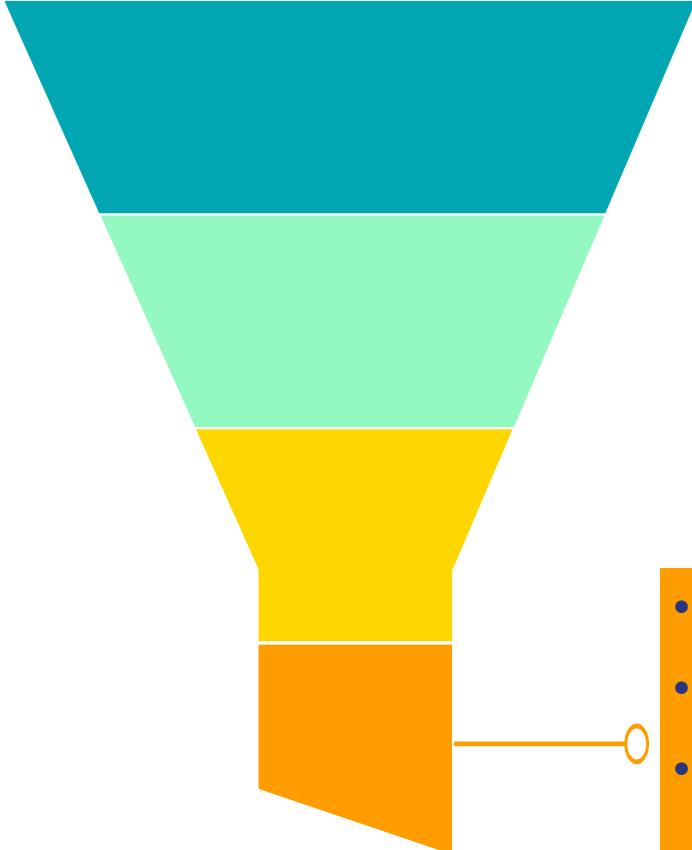
- SEO focused on Workday pain points
- training-related keywords for Google ads
- "How To" YouTube videos to address pain points
- Newsletter sign-ups on blog posts

Consideration



- Testimonial display ads targeted previous website visitors
- Promoted Instagram stories
- Target site visitors with emails offering discounts
- Email personas with Workday Jobs listing in their area

Conversion



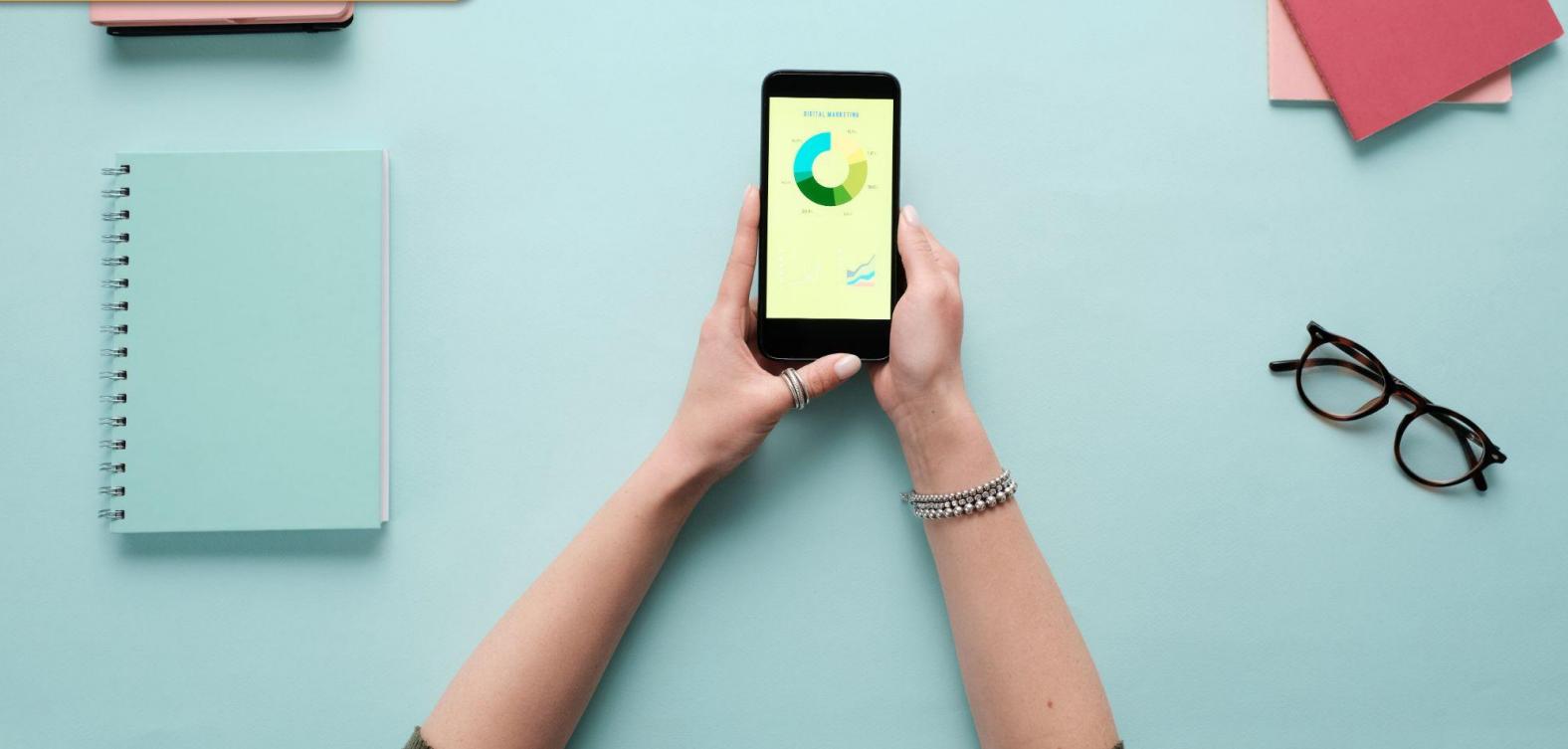
- Email & Display Ads with course registration deadlines
- Coupons for users with multiple sessions/engagements
- Targeted ads and email campaign highlighting students that were hired after certification



Re-Engagement

- Gift card drawing for customer reviews
- Keep emailing about job listings in their area
- Advertise advanced courses for return customers
- Discounts for additional courses
- Cash referral offer for co-workers

Content & SEO





Focus Keywords

Short-Tail Keywords

- Learn workday
- Workday HR Training
- Workday certification
- Workday training
- Workday reporting

Long-Tail Keywords

- Workday payroll training
- Workday HCM certification
- Workday training online
- Workday hcm tutorial
- How to learn workday
- Workday training and placement
- Workday reporting training
- Workday techno functional training



SEO for YouTube

Awareness

Title: How to Learn Workday - Online Training

Keyword: learn workday

Global Search Volume: 1,300

Difficulty: 51



A screenshot of a blog post from the website 'altura'. The title of the post is 'How To Get A Workday HCM Certification – 2022'. Below the title, it says 'March 18, 2021 by Chase McQuown'. The main image for the post shows a hand holding a rolled-up diploma tied with a red ribbon against a green patterned background. The sidebar on the right contains a 'Recent Posts' section with three items: 'How to get a workday HCM certification – 2022', 'Neque porro quisquam est', and 'Dictumst porta.'

SEO for Blog

Awareness, Interest, Consideration

Title: How to Get a Workday HCM Certification – 2022

Keyword: workday hcm certification

Global Search Volume: 790

Difficulty: 50



Off-Page SEO

Organization	Website	Relationship / Opportunity
Customer Sharing Movement	customersharingmovement.com/	Build relationships with the DIY sector of the ecosystem.
Partnerships with other consulting firms	<ul style="list-style-type: none">• Percy Consulting• Cognitive Inc• ChopBlock• Beloit	Additional source of Workday Architects to teach courses

Website Planning

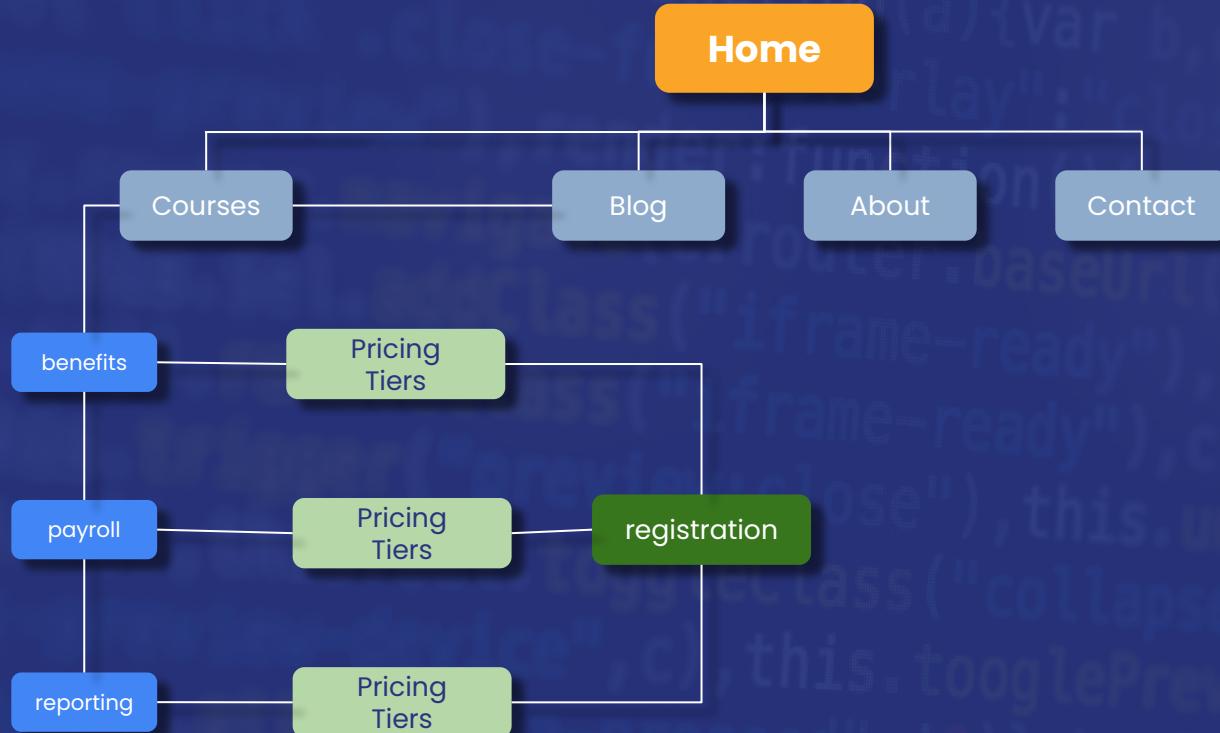


Wireframe - Desktop

The wireframe illustrates a desktop website layout with the following components:

- Header:** Contains the **Site logo (site identity)** (light blue) and **Nav elements (header → navigation)** (pink).
- Main Content Area:** Contains the **We offer... (heading h1)** (grey), **Elevator pitch** (red), **3 key service offerings (<p> tags)** (red), **Offered courses (a grid containing containers)** (blue), **Recent blogs with headlines containing keywords (dynamic carousel)** (green), and **Testimonials (dynamic carousel)** (cyan).
- Footer:** Contains **Footer w/ links** (blue).

Linking Structure



Meta Data: Browser Appearance

The Better Way to Learn Workday – Altura Academy

Begin your Workday Training Online experience. Whether you're starting from the beginning or expanding your knowledge, our certified Workday experts will guide you to the top.

Benefits Training

Beginner friendly Workday Courses

Blog

Stay up to date on the latest Workday news

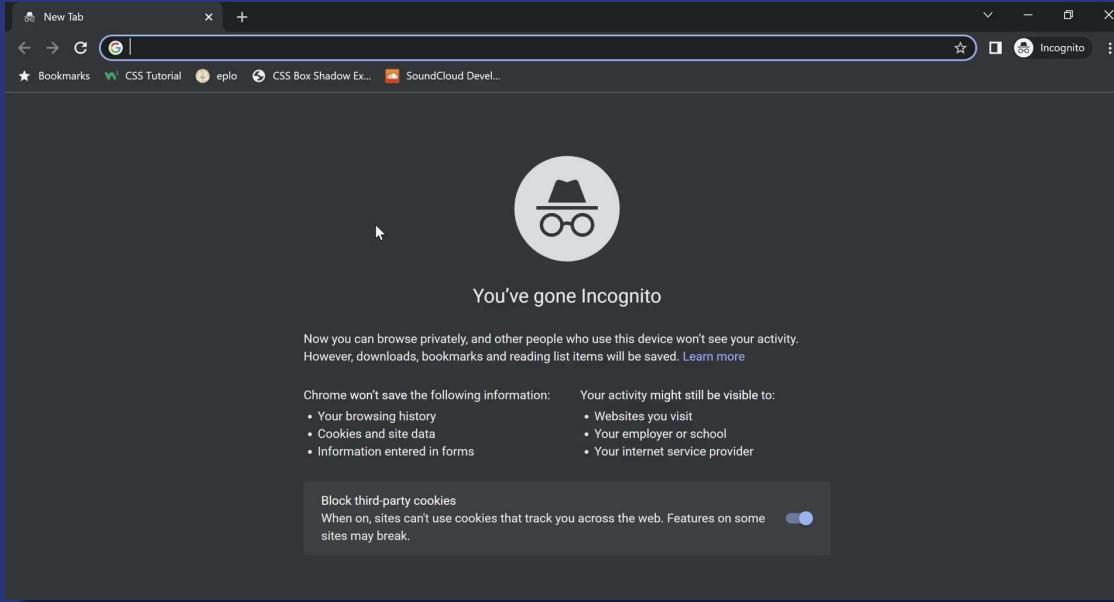
Payroll Training

Take a deep-dive into Workday programming

About Us

The better way to learn Workday

Site Demo



Altura Academy

The Better Way to Learn Workday®

Thank you,
from the
altura team



Appendix

[Click here to view project research/important documents](#)

- Audience Segmentation
- Canonical (incl Robots.txt metadata)
- Site Screenshots
- Mobile Wireframe
- Meta Data: RAW
- Branding

Target Audiences and Segments

Metric	Audience 1	Audience 2	Audience 3
Professional Background	Young Professional	Established Professional (career change)	Current Workday Professional
Goal	Launch first career	Career Change	Workday-based Professional Development
Age Range	22-26	26-55	26-65+
Psychographic	college-aged, browses Instagram, YouTube, sometimes LinkedIn	Buys software for leisure, YouTube to watch how-tos	Indeed, LinkedIn, working outside office
Behavioral	Budgets, money conscious, signed up for email list	Big and responsible spender, clicked on Altura display ads before	Willing to invest in professional development, big spender

Canonicals

Sitemap URL	Meta Data	Include in Sitemap?	Canonical
https://staging2.alturaacademy.com/	<meta name="robots" content="index"/>	YES	<link rel="canonical" href=" https://staging2.alturaacademy.com/ " />
https://staging2.alturaacademy.com/benefits/	<meta name="robots" content="index"/>	YES	<link rel="canonical" href=" https://staging2.alturaacademy.com/benefits/ " />
https://staging2.alturaacademy.com/payroll/	<meta name="robots" content="index"/>	YES	<link rel="canonical" href=" https://staging2.alturaacademy.com/payroll/ " />
https://staging2.alturaacademy.com/reporting/	<meta name="robots" content="index"/>	YES	<link rel="canonical" href=" https://staging2.alturaacademy.com/reporting/ " />
https://staging2.alturaacademy.com/blog/	<meta name="robots" content="index"/>	YES	<link rel="canonical" href=" https://staging2.alturaacademy.com/blog/ " />
https://staging2.alturaacademy.com/about-us/	<meta name="robots" content="index"/>	YES	<link rel="canonical" href=" https://staging2.alturaacademy.com/about-us/ " />
https://staging2.alturaacademy.com/contact/	<meta name="robots" content="noindex"/>	NO	<link rel="canonical" href=" https://staging2.alturaacademy.com/contact/ " />
https://staging2.alturaacademy.com/workday-course-registration/	<meta name="robots" content="index"/>	YES	<link rel="canonical" href=" https://staging2.alturaacademy.com/workday-advanced-courses-registration/ " />

Wireframes – Mobile

Site logo (site identity)

Contact us

hamburger

Broad-high level overview of courses we offer (heading h1)

3 key service offerings (<p> tags)

Offered courses (a grid containing containers - mobile will appear as column)

Course 1
cta

Course 2
cta

Recent blogs with headlines containing keywords (dynamic carousel)

Testimonials (dynamic carousel)

Footer w/ links

Meta Data: Raw

```
<!-- Title and description -->

<title>
The Better Way to Learn Workday - Altura Academy
</title>

<meta
name="description" content="Begin your Workday Training Online
experience. Whether you're starting from the beginning or expanding
your knowledge, our certified Workday experts will guide you to the top."
/>
```

Branding

PRIMARY COLOR FAMILY

The Primary Color Family represents the core of all Altura's design elements. The consistent use of these colors among all web, digital, and print assets help reinforce the consistency of the Altura Brand.



BRIGHT GOLD
RGB: 251 165 40
CMYK: 0 34 64 2
HEX: FBA528



COBALT BLUE
RGB: 41 53 127
CMYK: 68 58 0 50
HEX: 29357F



LIGHT CYAN GRAY
RGB: 232 238 237
CMYK: 3 0 7
HEX: E8EED6



PURE WHITE
RGB: 255 255 255
CMYK: 0 0 0
HEX: FFFFFF



BLACK
RGB: 0 0 0
CMYK: 0 0 0
HEX: 000000

SECONDARY COLOR FAMILY

The Secondary Color Family aims to increase the range of design tools available. These colors are approved for use in cases where an accent or variation to the Primary Colors is helpful. Secondary Colors should be used in addition to existing Primary Colors, not in place of them.



MUTED GOLD
RGB: 250 181 73
CMYK: 0 28 71 2
HEX: FAB549



LIGHT BLUE
RGB: 143 171 204
CMYK: 30 16 0 60
HEX: 8FABCC



DARK BLUE
RGB: 24 35 102
CMYK: 76 66 0 60
HEX: 182366



BLUE BLACK
RGB: 10 17 64
CMYK: 84 73 0 75
HEX: 0A1140

RGB: Used for Digital assets

CMYK: Used for Print assets

HEX: Used for the web

logo usage

The following pages outline the proper forms and uses of the main corporate logotype created for the Altura brand.

The following rules apply to these marks:

- Use only approved assets
- Use only Primary Color Family for logo
- Do not change the location of the text as it relates to the logo
- Do not change the angle of the elements
- Never alter proportions of elements
- Never distort the aspect ratio for any reason

Logo:

Also called logotype, a graphic representation or symbol of a company name, uniquely designed for ready recognition.



Logos available here:
[Altura Brand Kit](#)

MAIN LOGO IN PRIMARY USE COLORS



*Use white text in cases where blue text clashes with the design

MAIN LOGO ALL WHITE



MAIN LOGO ALL BLACK - MUST BE APPROVED



SEO Keyword Research

	Keyword	Intent	Volume	Trend	KD %	CPC (USD)	Com.	SERP Features	Results
	Workday certification	I	1.6K		62 ●	2.82	0.34	+2	6.0M
	Learn workday	N T	1.3K		51 ●	8.13	0.36	+4	30.9M
	Workday training	T	1.3K		59 ●	10.39	0.57	+2	27.8M
	Workday reporting	I N	320		43 ●	25.01	0.17		8.9M
	Workday HCM certification	I	260		50 ●	1.94	0.42	+3	629.0K
	Workday training online	T	170		61 ●	2.75	0.59	+3	19.5M
	Workday training and placement	I	110		42 ●	3.01	0.76	+4	6.9M
	Workday payroll training	I T	90		45 ●	2.65	0.65	+2	4.0M
	Workday reporting training	I T	70		31 ●	2.95	0.51	+2	3.8M
	Workday techno functional training	I	70		12 ●	0.00	0.50	+3	97
	Workday hcm tutorial	I	20		45 ●	3.45	0.69	+4	353.0K
	How to learn workday	n/a	10		n/a ●	3.77	0.67	n/a	n/a
	Workday HR Training	n/a	10		n/a ●	6.19	0.54	n/a	n/a