

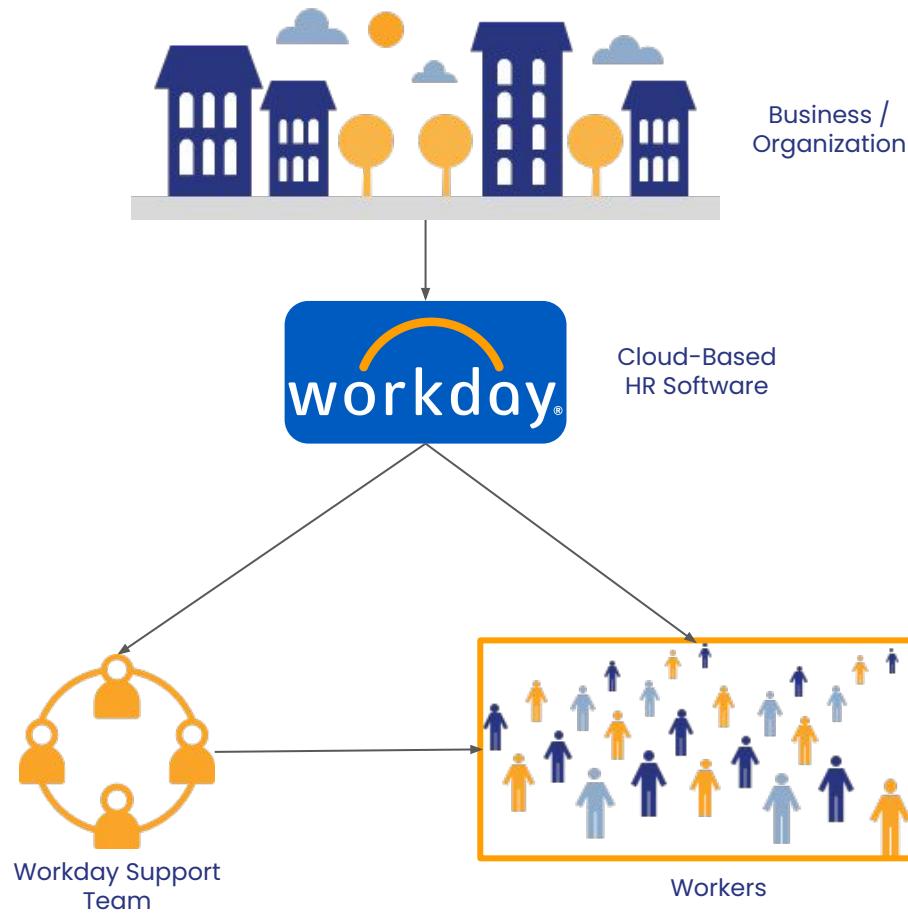
# Altura Academy

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

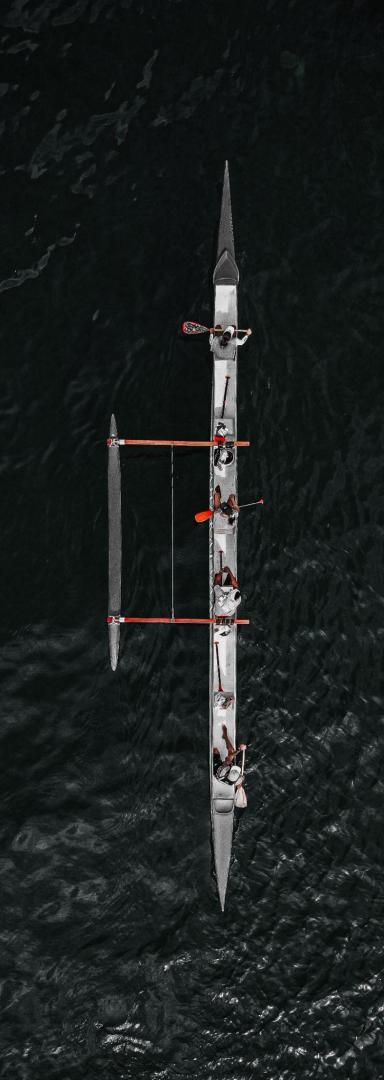


**However,**

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

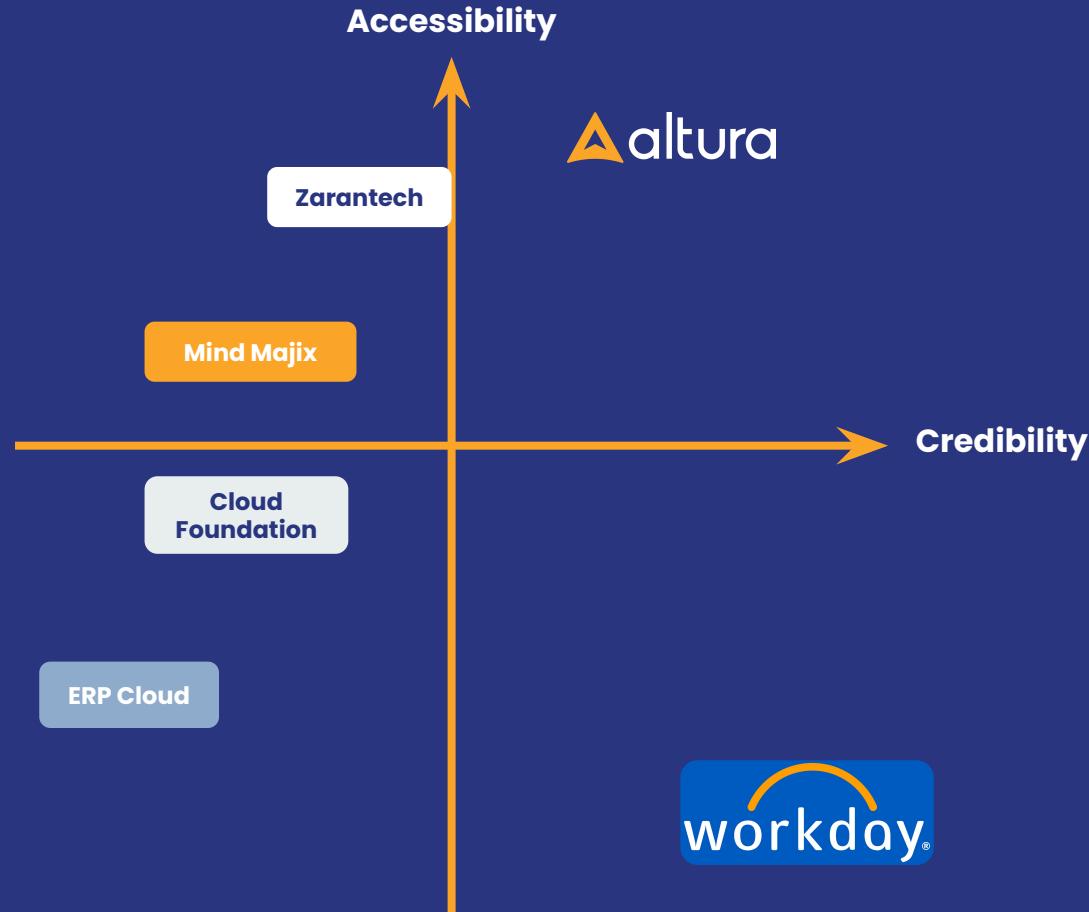
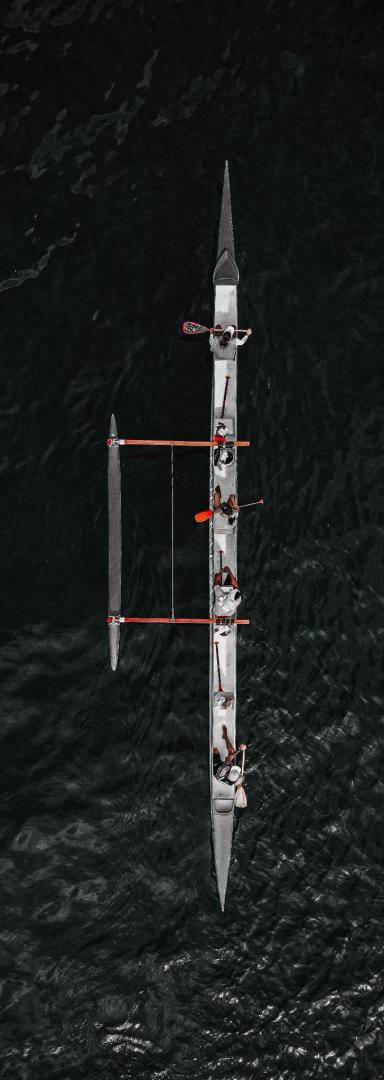
Cloud Foundation

ERP Cloud

Zarantech

### Pain Points

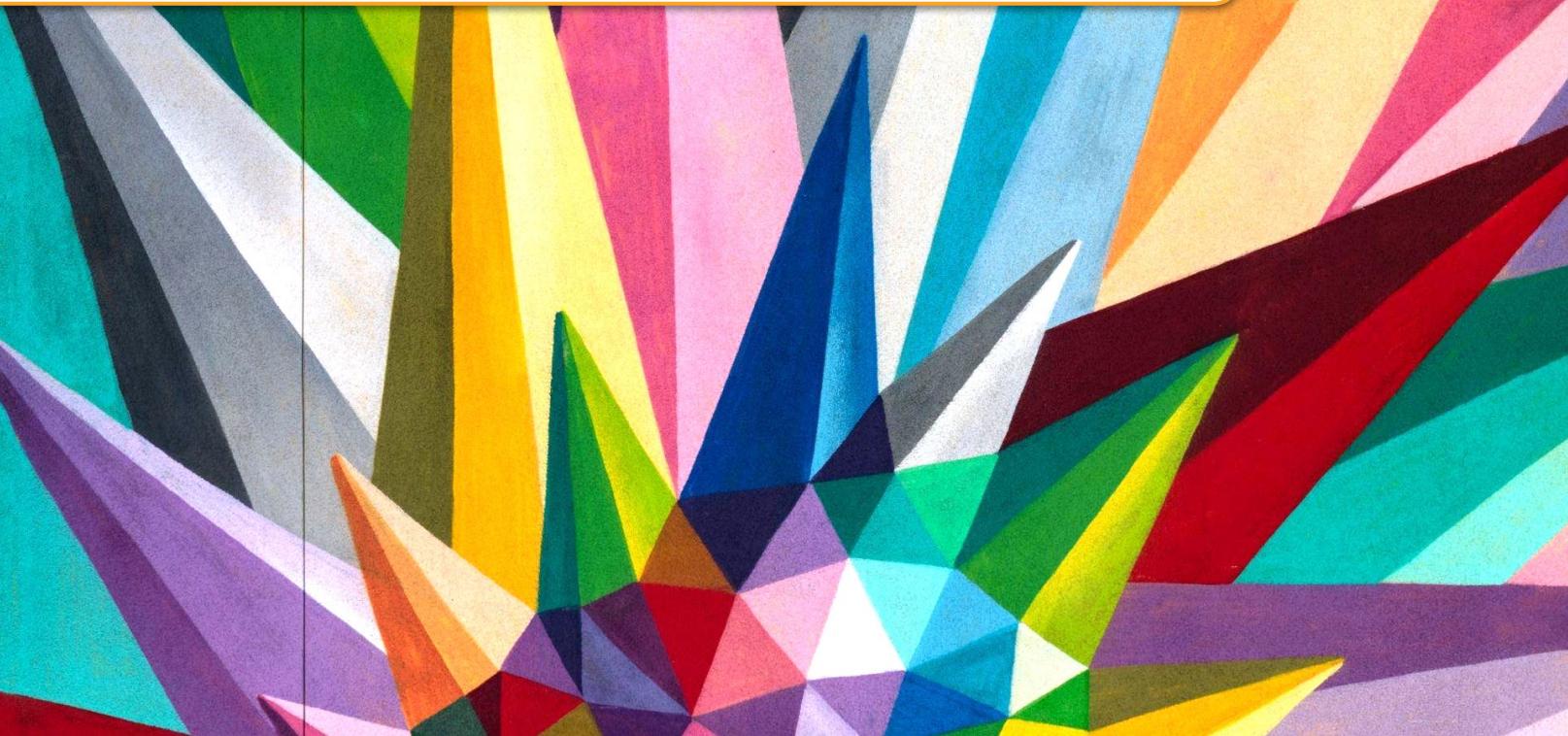
- Unauthorized access
- Questionable legitimacy
- Based Offshore





- **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

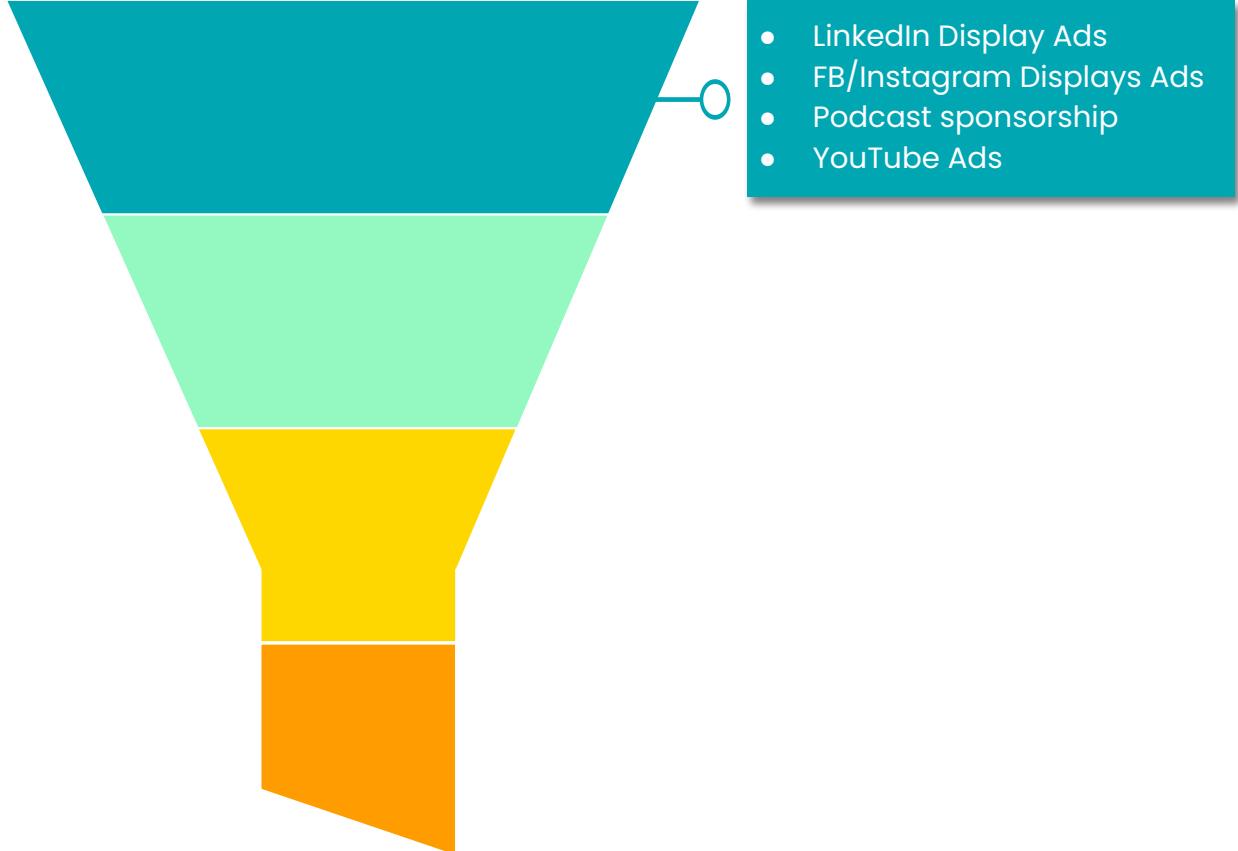
**1,000 Newsletter  
Subscribers by EOY**

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

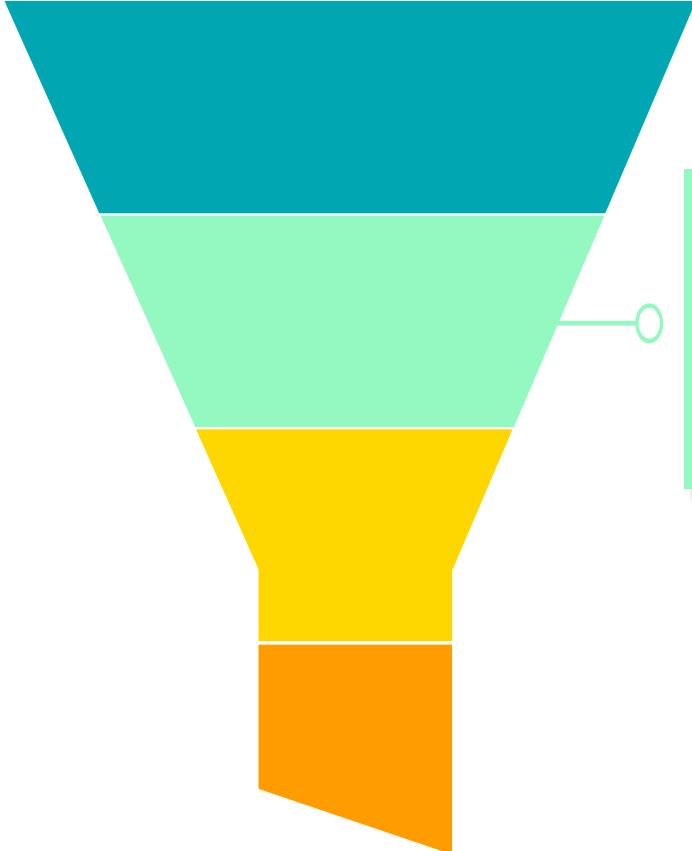
# Marketing Strategy



# Awareness

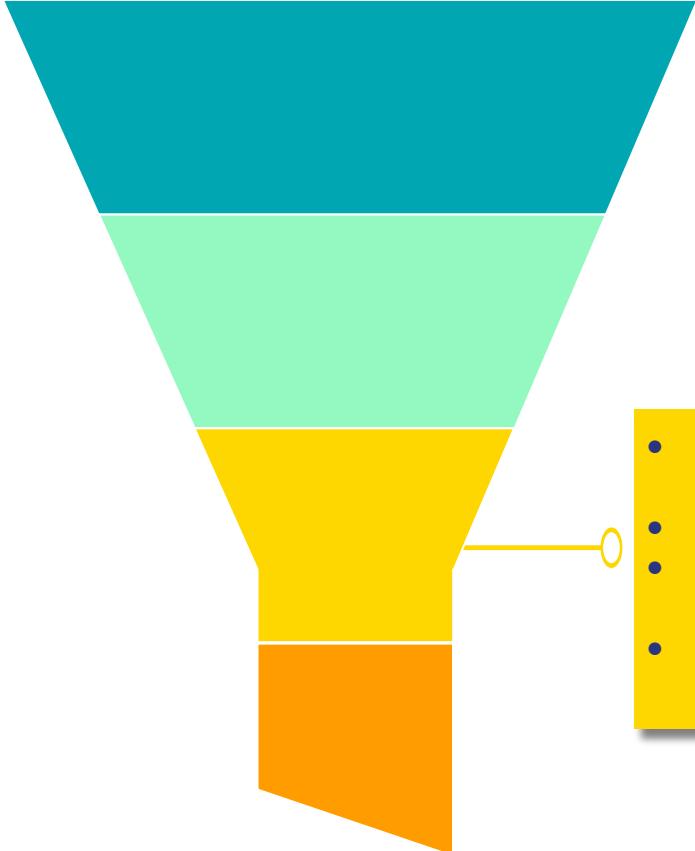


# Interest



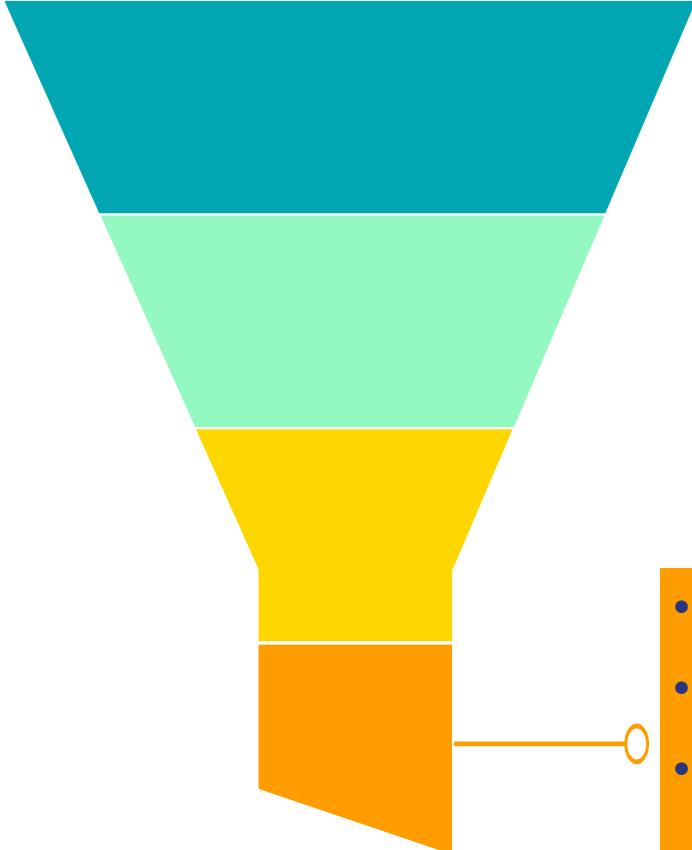
- SEO focused on Workday pain points
- training-related keywords for Google ads
- "How To" YouTube videos to address pain points
- Newsletter sign-ups on blog posts

# 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



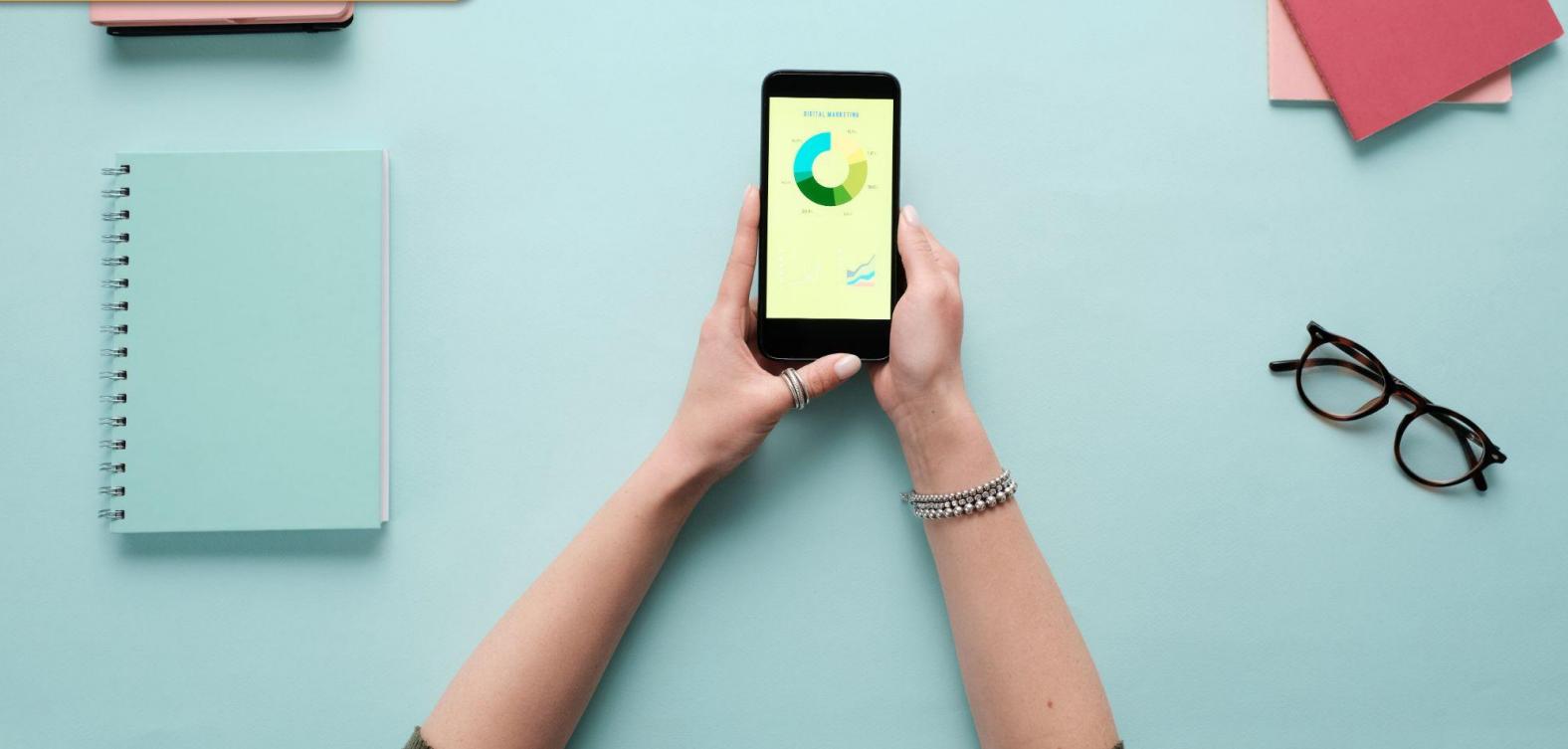
- Email & Display Ads with course registration deadlines
- Coupons for users with multiple sessions/engagements
- Targeted ads and email campaign highlighting students that were hired after certification



## 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 wall. On the right side of the page, there's a sidebar with a 'Recent Posts' section containing two links: 'How to get a workday HCM certification – 2022' and 'Neque porro quisquam est 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"><li>• Percy Consulting</li><li>• Cognitive Inc</li><li>• ChopBlock</li><li>• Beloit</li></ul>	Additional source of Workday Architects to teach courses

# Website Planning

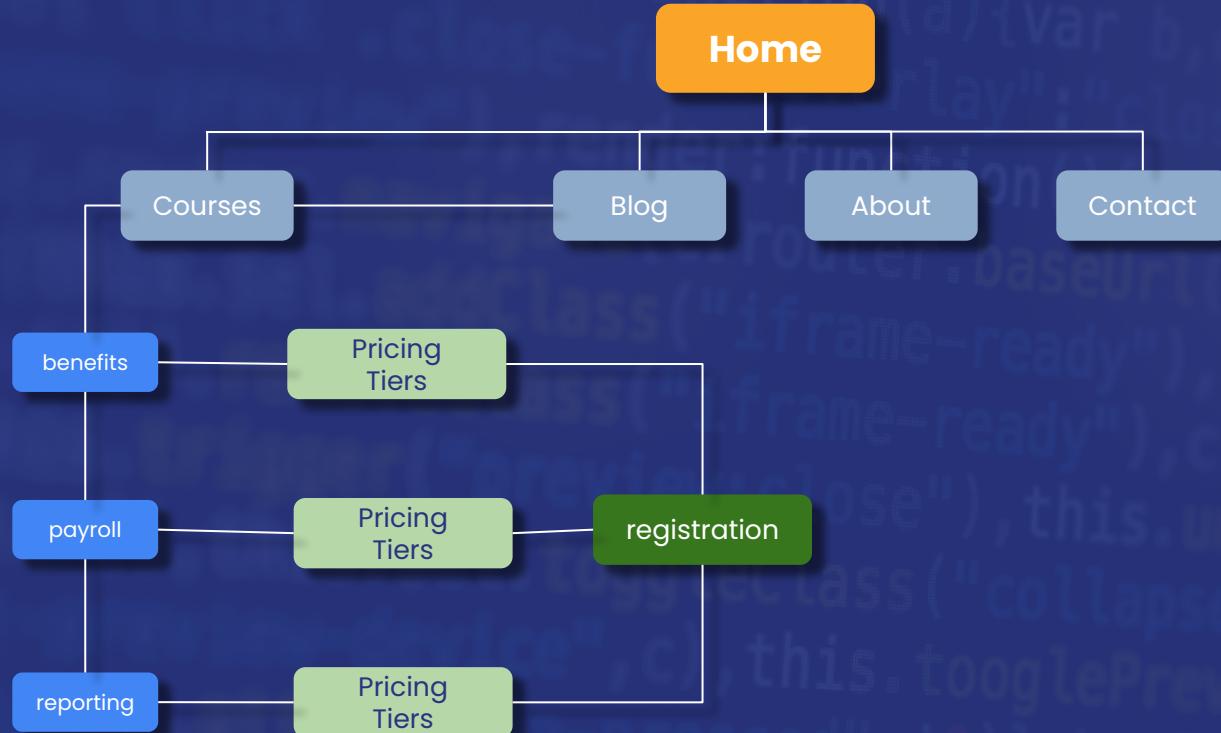


# Wireframe - Desktop

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

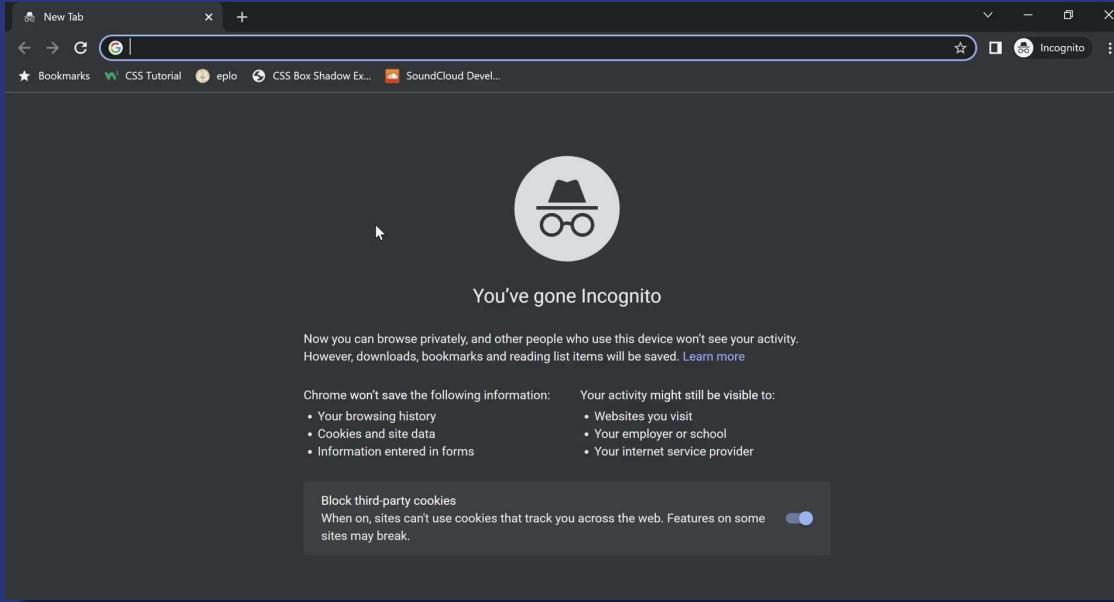
### Payroll Training

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

# 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