

# 12 Ways To Boost Your Scrum Training Website Conversion Rate

*Want to fill your classes like never before?* Try out these tried-and-true tips for increasing your conversion rate and drawing more aspiring agilists to your sessions.

## 01 Simplify The Registration Process

- Keep the form short
- Ask only for essential information

## 02 Build Trust With Social Proof

- Include up to 3 testimonials
- Display logos of companies that have attended your training

## 03 Look Your Best

- Ensure images on your page are crisp, clear, and quick to load
- Keep your color palette simple and include lots of white space
- Choose a friendly, engaging headshot

## 04 Leverage Your Scrum Alliance Connection

- Prominently feature the Scrum Alliance logo
- Succinctly list the key benefits of Scrum Alliance membership

## 05 Craft Compelling Value Propositions

- Focus on 4 key benefits
- Describe each benefit in one sentence

## 06 Give Them Something To Say "Yes!" To

- Offer an early-bird discount or limited-time special
- Give away free resources like a recorded webinar or blog post

## 07 Write Persuasive CTAs

- Highlight the value of signing up
- Place CTAs strategically throughout the page

## 08 Enhance User Experience

- Ensure easy navigation
- Use headings, bullet points, and media
- Optimize page loading speed

## 09 Implement Abandoned Cart Email Reminders

- Re-engage visitors who didn't complete registration
- Reiterate training benefits

## 10 Leverage Targeted Remarketing Campaigns

- Use remarketing pixels
- Share ads emphasizing the value of your training

## 11 Continuously Test And Optimize

- Conduct A/B tests on various page elements
- Refine your page based on data insights

## 12 Draw Inspiration From Others

- Gather ideas from other training providers
- Adapt and apply best practices to your course page

### Need More Details?

Check out our PDF for a walkthrough of each tip, complete with awesome examples to learn from!

[View PDF](#)

