

Organic Course Conversion Strategy

Context

Site: designengineer.xyz

Goal: Increase organic conversion to the paid course without hard-selling or devaluing free tools

Constraint: No testimonials (course just launched)

1. Contextual CTAs on Tool Pages

Where: Each tool page (spring-physics, framework-converter, etc.)

What: Add a subtle, relevant prompt after the tool UI that connects the tool to course content.

Implementation:

- Add a component below each tool's main interface
- Style it as a soft callout (not a banner or modal)
- Copy pattern: *"Go deeper: The [Track Name] covers [specific related topic] in Module X."*

Example copy per tool:

Tool	CTA Copy
Spring Physics	"Want to master animation physics? The Engineering Track covers spring dynamics and platform-native implementations."
Framework Converter	"Learn the mental models behind each framework—not just the syntax. Explore the Engineering Track."
Token Naming	"Build complete design systems from scratch. The Design Track teaches semantic naming at scale."
Touch Targets	"Accessibility is just the start. The Engineering Track covers building production-ready mobile interfaces."

Styling guidance:

- Muted background (subtle contrast from page)
 - No button—use a text link
 - Icon optional (→ arrow or book icon)
 - Dismissible is fine but not required
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2. Elevate Free Intro Modules

Where: Homepage course section + /course page

What: Make the free modules the primary CTA, not "Unlock Full Course"

Implementation:

- Change primary button from "Unlock Full Course" to "Start Free Lessons"
- Add secondary link: "View pricing" (text link, not button)
- Add a line of supporting copy: "No sign-up required. Start learning immediately."

Rationale: Lower friction entry → higher trust → better conversion later

3. Add "What You'll Learn" Preview to Homepage

Where: Homepage, within or below the course section

What: Show 4-6 specific, tangible outcomes (not module titles)

Implementation: Add a grid or list of outcomes. Format as short statements:

After this course, you'll be able to:

- Ship production animation systems in React, SwiftUI, and CSS
- Translate design specs into code without losing visual fidelity
- Build and maintain cross-platform design tokens
- Debug layout issues in browser and device inspectors
- Speak fluently to both designers and engineers

Styling: Simple list or 2-column grid. No icons needed. Keep it scannable.

4. Article Footer Component

Where: Bottom of every blog post

What: A consistent module that bridges content to the course

Implementation: Create a reusable component with fully generic copy that works for any post:

Default copy (use for all posts):

Keep learning

Like this post? The course goes deeper—248+ lessons covering design fundamentals, engineering implementation, and everything in between.

[Explore the course →]

Optional: Auto-enhance using post metadata

If posts have a `category` or `tags` field, map to the relevant track automatically:

```
const trackMap = {  
  design: "The Design Track covers visual fundamentals, systems thinking, and creative engineering: "The Engineering Track covers implementation patterns, animation and simulation.",  
  default: "248+ lessons covering design fundamentals, engineering implementation and everything in between."  
}
```

Then the component pulls the appropriate line based on post metadata. No manual input needed per post.

Styling: Visually distinct from article content (card or bordered section). Appears after article content, before comments/related posts.

5. Homepage Hierarchy Adjustment

Current order: Discipline intro → Free tools → Latest insights → FAQ → Course section

Recommended order: Discipline intro → Course section → Free tools → Latest insights → FAQ

Rationale: Visitors who scroll past the hero should encounter the course while engaged, not after fatigue sets in. Tools still get prominent placement but serve as proof of expertise rather than the main event.

Implementation Checklist

- Add contextual CTA component to all 8 tool pages
 - Update homepage course section: swap primary CTA to "Start Free Lessons"
 - Add "What you'll learn" outcomes list to homepage course section
 - Create article footer component and add to all posts
 - Reorder homepage sections (course above tools)
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What NOT to Implement

- No popups or modals
- No countdown timers or fake urgency
- No email gates on tools
- No discount messaging