COURSE TABLE OF CONTENTS

Conversion Rate Optimization (CRO)

OEM: Koenig Original • Duration: 6 Days (42 hrs)

COURSE MODULES & TOPICS

Module 1: Introduction to Conversion Rate Optimization
- Overview of CRO
- Importance in digital marketing

Module 2: Digital Marketing Funnel and Customer Journey
- Understanding the marketing funnel
- Mapping customer journeys

Module 3: Key Metrics in CRO
- Conversion Rate (CVR)
- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- Return on Ad Spend (ROAS)

Module 4: The CRO Process
- Research methods
- Formulating hypotheses
- Testing and iteration

Module 5: Psychology of Persuasion Online
- Cialdini's principles in digital contexts

Module 6: Cognitive Biases in Online Buying
- Common biases affecting decisions
- Impact on conversion

Module 7: Trust Signals and Online Credibility
- Building trust online
- Effective trust signals

Module 8: Visual Design for Conversion
- Color psychology
- Visual hierarchy
- Attention design

Module 9: High Converting Landing Pages
- Landing page anatomy
- Key elements for conversion

Module 10: Value Proposition and Messaging
- Designing value propositions
- Messaging hierarchy

Module 11: Types of Landing Pages
- Lead generation pages
- Sales pages
- Click through pages
- Squeeze pages

Module 12: Mobile-First CRO
- Designing for mobile users
- India's mobile majority

Module 13: Technical CRO and Page Performance
- Page speed optimization
- Core Web Vitals
- Technical basics

Module 14: Conversion Copywriting Essentials
- Effective headlines
- Calls to action (CTAs)
- Microcopy techniques

Module 15: Storytelling and Emotional Selling
- Storytelling in landing pages
- Emotional triggers for conversion

Module 16: Objection Handling and FAQ Design
- Addressing objections
- Designing effective FAQs

Module 17: Google Analytics 4 for CRO
- Introduction to GA4
- Using analytics for CRO

Module 18: Qualitative Research Tools
- Heatmaps
- Session recordings
- Other qualitative tools

Module 19: AB Testing and Statistical Significance
- AB testing basics
- Understanding statistical significance

Module 20: Survey Design and Voice of Customer
- Creating effective surveys
- Conducting user interviews
- Voice of customer analysis

Module 21: Ecommerce Checkout Optimization
- Improving checkout processes
- Reducing cart abandonment

Module 22: D2C Funnel Building

- Building funnels from ad click to purchase

Module 23: WhatsApp Commerce and Conversational CRO

- Leveraging WhatsApp for commerce
- Conversational CRO strategies

Module 24: Personalization and AI in CRO

- Personalization techniques
- AI applications in CRO

Module 25: Lead Generation Funnels for B2B and Services

- Designing B2B funnels
- Service business lead generation

Module 26: CRO for Family Businesses and SMEs

- Bridging traditional and digital approaches
- SME-specific CRO strategies

Module 27: Final Assessment and Course Wrap Up

- Website audit presentation
- Closed notes viva
- Course summary