



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 16 August 2026 To 20 August 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

This professional course on Conversion Rate Optimization (CRO) is designed to equip participants with the essential skills and insights needed to enhance website performance and increase conversion rates. Over the span of five days, participants will learn effective strategies to analyze, measure, and optimize their online presence, ultimately driving greater customer conversions and business success.

## Objectives

- Understand the fundamentals and importance of Conversion Rate Optimization.
- Learn to effectively use tools and techniques for analyzing and improving website performance.
- Gain insights into customer behavior and how it affects conversion rates.
- Develop skills to implement successful A/B testing and experiments.
- Master strategies to enhance user experience and increase engagement.

## Course Outlines

### Day 1: Introduction to CRO

- Definition and importance of CRO
- Key concepts and terminology in CRO
- Understanding user journeys and conversion funnels
- CRO metrics: Identifying and setting goals
- Case studies of successful CRO strategies

### Day 2: Analyzing User Behavior

- Techniques for data collection and analysis
- Using heatmaps and clickmaps for insights
- Interpreting user feedback and behavior analytics
- Identifying barriers to conversion
- Segmenting audiences for targeted optimization

### Day 3: A/B Testing and Experimentation

- Principles of effective A/B testing
- Designing and implementing experiments
- Analyzing test results and drawing conclusions
- Tools and software for A/B testing
- Case studies of successful A/B tests

### Day 4: Enhancing User Experience

- Importance of user experience in CRO
- Design principles for optimized user interfaces
- Improving website speed and responsiveness
- Leveraging personalization to increase conversions
- SEO implications for CRO

## **Day 5: Implementing and Sustaining CRO Strategies**

- Developing a CRO strategy and action plan
- Integrating CRO into overall business strategy
- Monitoring, measuring, and reporting success
- Adapting to market trends and technology changes
- Long-term challenges and opportunities in CRO