

MODULE 1 (WEEK 1)

LESSON 1 - Introduction

- ❖ Understanding CRO
- ❖ Analysis of CRO Landscape
- ❖ Typical Customer's Buying Process
- ❖ How CRO fits into your Customer Journey
- ❖ B2B CRO vs B2C CRO
- ❖ Consumer Preferences
- ❖ Industry Benchmarks

LESSON 2 - CRO Best Practices - Part I

- ❖ Key Performance Indicators (KPI's)
- ❖ Website Optimization
- ❖ Blog Optimization
- ❖ UX For Conversion
- ❖ Key PDPs (Product Detail Pages)
- ❖ Key PLPs (Product Listing Pages)
- ❖ Key Exit Pages
- ❖ Key Landing Pages
- ❖ Conversion Pages

LESSON 3 - CRO Best Practices - Part II

- ❖ How to Use Snapshots For Heuristic Analysis
- ❖ How Analyze Heatmaps
- ❖ Scrollmap, Confetti, Overlay
- ❖ How To Use The List Report On Crazy Egg
- ❖ How Often To Run Tests
- ❖ How To Optimize Your Site Overtime

MODULE 2 (WEEK 2)

LESSON 1 - CRO Best Practices - Part III

- ❖ How to Use Recordings
- ❖ Quantitative Research
- ❖ Testing & Iterating
- ❖ Converting Traffic to Leads
- ❖ Copy Teardowns
- ❖ Conversion Hacks
- ❖ Landing Pages
- ❖ A/B Testing
- ❖ How to get to a 200% conversion rate lift

LESSON 2 - CRO Best Practices - Part IV

- ❖ Lessons From Top 25 Retailers
- ❖ Leveraging Trends
- ❖ Retargeting
- ❖ Messenger AI & Conversion
- ❖ Analysis Framework
- ❖ CRO Tests You Need To Be Running
- ❖ How Companies Like Amazon, NewEgg, Shopify & BigCommerce are using CRO to maximize revenue

LESSON 3 - Summary

- ❖ Course Summary
- ❖ Page Experience Update
- ❖ Multi-Channel Marketing (SEO, Social, Paid, Email, Influencer)
- ❖ Assets, Workflows & Templates
- ❖ CRO Taskmaster sheet
- ❖ How to Use This Course
- ❖ What to do next