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 PDP's (Product Detail Pages)
- Key PLP's (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 Tear Downs
- 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