

In-House Conversion Rate Optimisation

KNOWN DIGITAL

Training



Book today by calling (778) 228 3431
or email training@known-digital.com

PPC - DISPLAY - SOCIAL - CRO - TRAINING

Introduction to our training

Our training courses are designed for the people doing the job. They are fun, hands on and engaging. We will teach you the essential skills you need to get the job done.

On this course you will:

- › Learn how to convert more of visitors in to customers
- › How to plan and implement an effective CRO strategy
- › What tools we use to measure the performance of your test
- › What to do after you have ran a test

Professional, knowledgeable and shows great initiative. I would work again with Michael at the drop of a hat.

Sarah Bennet
Head of Advertising Operations Ad Pepper Media

His enquiring mind means his thinking goes beyond the core scope of what is asked or expected of him (in a valuable way). A very good person to have around if you care about knowing whether your digital marketing works or not.

Nick Baille
Senior Digital Strategist EMO Limited

Highly personable, great listening skills and with an eye for delivering quality Mike truly understands the client and how to make them devoted to his cause.

Simon Hares
Managing Director at SerialTrainer7 Ltd

In-House Conversion Rate Optimisation

If you're responsible for improving the number of visitors turning into customers. Or increasing the number of engaged users, this workshop is for you.

1 Day Course	⋮	Vancouver, Toronto & Seattle	⋮	\$695 + Tax
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This hands-on workshop is designed by our experts to help you gather, plan, test and measure your CRO strategy. We focus on four key areas. How to gather information, identify what's not working, creating a test and what to do after your tests.

The aim of this workshop is to give you the skills to increase the number of visitors to your website or app that convert into customers. We will cover the best tools to use, the best practice, how to strategise and how to execute that plan.

You will leave with set of clear procedures to work through, score cards to identify whats failing and a bullet proof workflow. You'll feel self-sufficient, confident and proficient in planning and implementing a CRO strategy.

What we will cover

- › Fundamentals of CRO & best practice
- › Recommended testing approaches & methodologies
- › Identifying goals & KPIs and what to measure
- › Usability & UX testing tools and optimisation
- › Live user testing & tools
- › Customer experience analytics tools
- › How & why we build user personas
- › How to planning, build and execute a test
- › Wire-framing
- › Landing page & e-commerce testing
- › How to run cross-channel testing and optimisation
- › How to use web analytics to track performance
- › How to measure and report on a test
- › Turning data into actionable recommendations
- › What to do after your test

Bespoke Workshop

Need something a little more bespoke? No problem:

- › You let us know what type of workshop you need
- › We design the content for you & your business
- › Let us know the dates that suit your team
- › We'll come to your location to deliver your tailored training course

If you need something a little more bespoke to fit in with your business needs we can definitely help. Our team have provided numerous tailored options all over the globe for our clients.

We will work with you to establish your business needs and the right course for you. Whatever your sector, a bespoke workshop is a cost-effective way of educating and coaching your team.



Your Day

We designed this workshop from years of experience doing the job. You will gain lots of practical experience during the day and will be able to put your skills straight to the job.

The Agenda

9:30 Session 1 | 11:00 Break | 11:30 Session 2 | 13:00 Lunch | 14:00 Session 3 | 14:30 Break | 15:00 Session 4 | 16:30 Wrap up

Our Facilities

Our facilities are modern and comfortable with the latest technology to ensure the best learning experience. We have huge presentation screens, comfy seating, air con and a relaxed atmosphere.

The lunch

Eating and drinking the right things can help you learn. So we offer complimentary food and drink all day. We pick great food from local people in our area. Also, if cake helps you learn, we have plenty of that too.

Your trainer

Michael King is an experienced trainer and practitioner. He has worked for agencies on real client accounts for many years. His hands-on, practical approach to training gives delegates the experience they need to learn fast.



Where to find us

There's always a ton of cool stuff happening at our Vancouver office. We have great training rooms and plenty of space available to help us set the tone for a perfect training event.

Vancouver Office

Known Digital
210 - 128 West Hastings Street
Vancouver BC, V6B 1G8
Call: (778) 228 3431

Getting Here

Vancouver train station is a 15 minute walk away. The down town car park is a 5 minute walk away and Vancouver airport is 40 minute drive away.



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