

**Course Name :** Conversion rate optimization (CRO)

**Course Duration :** 30 hrs

**Course Fees :** Rs. 12,000/-

**Available Batches :** Weekend only



Conversion rate optimization (CRO) is the art and science of persuading your site visitors to take actions that benefit you, by making a purchase, offering a donation, or committing to some positive future action using a wide variety of techniques, including persuasive copywriting and credibility-based web design, to convert prospects into buyers.

By planning, designing, and optimizing your website to persuade, you can ensure that it will act as a more efficient sales tool.

### Outcomes:

- An increase in sales, revenues, and profits
- The generation of more leads for your sales team
- Boosting “opt-ins” to build your email list
- Reduction of customer acquisition costs
- More page views for advertising
- Engagement of more users
- A permanent improvement to conversion rates

### Contents:

- Design
- logo and USP/slogan
- Intuitive navigation
- Contact information form

### Institute of Digital Marketing

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- Chat
- The use of personas
- Persuasive, benefit-oriented copy and headlines (reflect keywords in PPC ads)
- response times for browsers and queries
- primary and secondary calls to action
- engagement devices
- product or service images—Videos
- Testimonials, credibility builders (e-seals), and risk reversers (100% guarantee)
- presentation
- Privacy policy

## FAQ's:

### EVALUATION & CERTIFICATION

#### Course Evaluation Plan for 100 Credits.

- Class Room Participation / Team Work / Presentation - 20 Credits.
- Tests & Assignments - 40 Credits.
- Online Project Execution - 40 Credits.

#### Criteria of performance for IDM Certification

- If >80% of Credits - Certification with Distinction Grades.
- If 60% - 80% of Credits - Certification with Passing Grades.
- If <60% of Credits - Participation Certification.

*\* The grading of the credits will be completely at the discretion of the faculty.*

## Pre requisites :

Only for professionals who have min 1 year of execution of projects in the area of Digital Marketing