

Designing Persuasive Websites

Creating and Managing
Websites with Impact

One Day Training Course



Course Outline

Creating and developing a website is no longer a difficult or complex process, with most businesses having some sort of identity online. Additionally, driving traffic to your website is only half the battle with the other half being getting them to engage, buy or enquire.

All marketing efforts in bringing visitors to your website are pointless if these visitors exit your website without buying or getting in touch, or performing some sort of interaction. This unique website design and strategy training course will give you a thorough understanding of the principles of persuasive website design, resulting in helping you create web design briefs that will help develop online pages that truly add value to your business or brand. You will discover that making some simple changes to your web pages can make a huge difference to the number of people who read your content, browse your pages, complete your enquiry forms or make a purchase.

Through a mix of theory, practical exercises and examples, this training course will show you how to apply the essential principles of website persuasion, ensuring that you offer a great experience to your website visitors.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will be able to:

- Make your website more credible, trustworthy and persuasive
- Form deeper relationships with your online customers
- Understand the wide array of tools available to improve your website
- Use tools to build highly effective landing pages
- Identify problem areas of your online setup and find suitable solutions
- Create your own Website Testing Framework and Methodology
- Create realistic visitor personas and scenarios
- Explain your web optimisation work to Senior Managers and Executives

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients



Course Programme

- Introduction to Conversion Rate Optimisation (CRO)
- The key principles of CRO
- Determining your Conversion Rate
- The fundamental drivers of human behaviour
- Why it is important to grab attention and how to do it
- Prioritising changes to your website
- Identify problem areas on your website
- Securing buy-in from the wider team
- Using Web Analytics to identify problems
- How to model the behaviour of your online visitors
- Gathering 'Voice of the Customer' data
- Rapid feedback gathering tools
- Simple ways to develop Customer Journeys
- The basic optimisation tools
- Free and low-cost websites and online resources
- Develop a website testing programme
- How and when to run optimisation tests
- The key metrics you must pay attention to
- How to benchmark your website against others
- The most important thing you should do with the data you acquire
- Implementing website changes
- The importance of attention grabbing headlines
- Using the power of emotion to engage with your customer personas
- Inserting the right keywords at the right points
- Understanding and designing effective Landing Pages
- Which web optimisation practices must be followed and which can be safely ignored
- Easy ways to tell a persuasive story online
- Page elements that will keep visitors on your site for longer
- Tips and techniques for improving the visibility of your Calls to Action

Course Trainer

Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Advanced Social Media Techniques
- Mobile App Development for Business
- Essentials of Image Editing
- Advanced Facebook Techniques
- Running Google Adwords Campaigns

Registration Form



DESIGNING PERSUASIVE WEBSITES

Creating & Managing Websites with Impact

COURSE FEES: RM950 per delegate - Early Bird (RM1250 Standard Price)



Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

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FOR COURSE DATE: Please contact us for latest course dates and venue details:

Email: info@charlesmann.com.my

Or call: +60 10 425 0886

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If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: info@charlesmann.com.my or call us on **010 425 0886**

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