The Online Business Academy

Learn how to Maximise Website Conversions

Study the **Certificate in Conversion Rate Optimisation** with The Online Business Academy

Optimize Analytics crazyegg

✓ Gain in-demand, future-proof skills that employers value

✓ Study at your own pace, on your own schedule

✓ Learn from industry experts and experienced educators

✓ Real-world outcomes that lead to career advancement
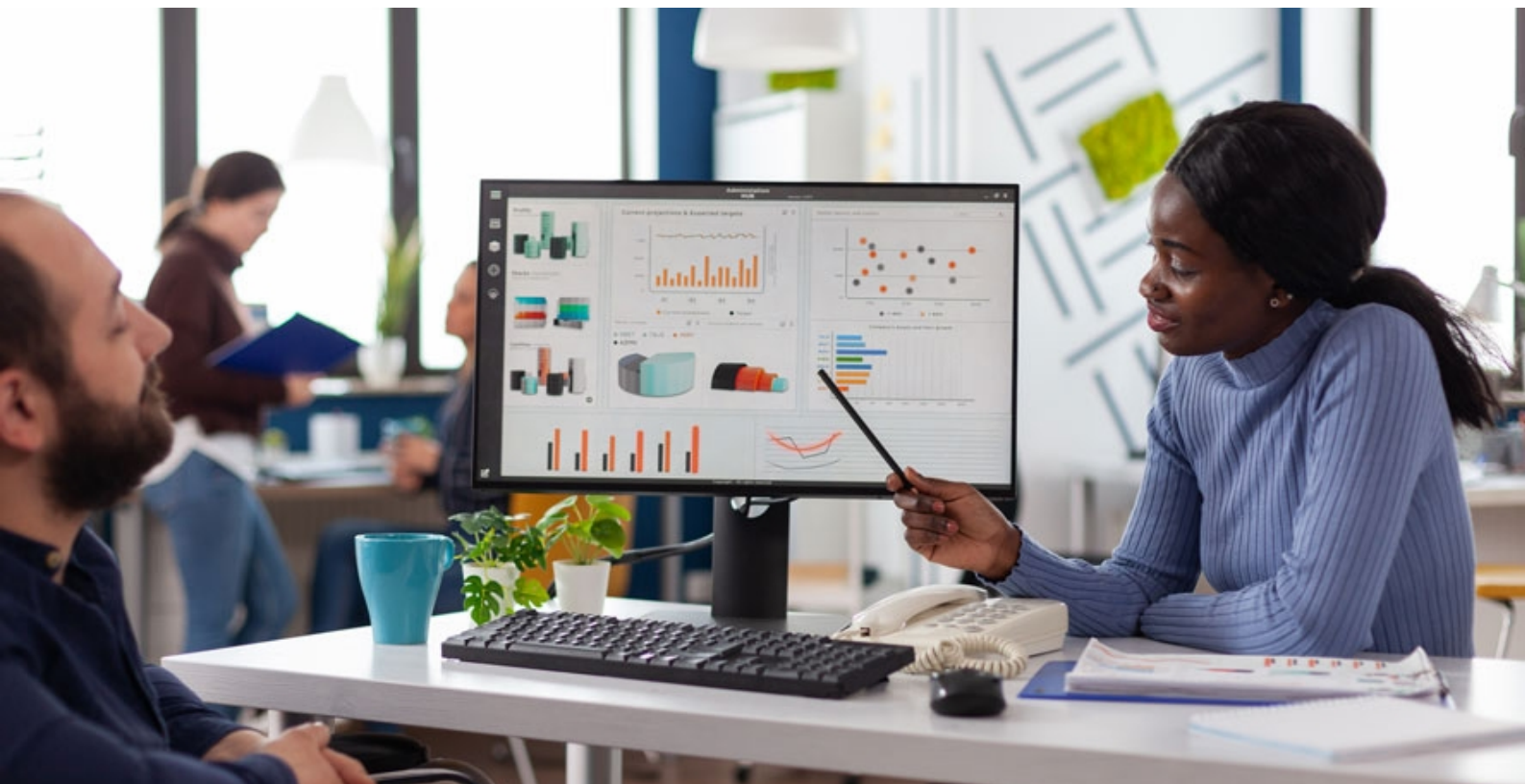
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Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.

A New Way To **Learn**

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.

#42

We provide 42 high-quality courses curated by leading industry professionals.

Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.
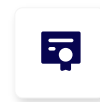
Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.

Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.

Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.

Certificate in Conversion Rate Optimization

Learn how to optimize your website's conversion rates and boost revenue with our comprehensive course on Conversion Rate Optimization (CRO). You'll gain expert insights into consumer behavior and UX design principles, enabling you to identify and fix areas of your website that are hindering conversions. From creating effective calls-to-action to improving page speed and mobile optimization, you'll learn proven tactics and strategies to maximize your website's potential and drive business growth.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the principles of conversion rate optimization and how to apply them to increase website conversions.

- Learn how to identify and analyze user behavior on a website to optimize conversion rates.

- Master the art of A/B testing and learn how to set up and run effective experiments to improve conversion rates.

- Develop skills in creating compelling landing pages and calls-to-action that lead to increased conversions.

- Learn how to conduct a comprehensive website audit to identify areas for improvement in terms of conversion optimization.

Module 01   Introduction to CRO

Conversion rate optimization (CRO) is the process of improving the performance of a website or digital marketing campaign by increasing the percentage of visitors who complete a desired action, such as making a purchase or filling out a form. This module provides a foundational understanding of CRO and A/B testing, which is a method for testing two versions of a webpage or marketing campaign to determine which one performs better. Students will learn about the hierarchy of evidence, which outlines the importance of using data and experimentation to support CRO decisions. They will also learn about building a business case for CRO, including identifying goals and KPIs, setting up tracking and measurement, and calculating the potential return on investment (ROI) of a CRO program. Overall, this module provides a solid introduction to the key concepts and principles of CRO, setting the stage for further learning and skill development in this important field.

Module 02   Google Analytics 4 (GA4) for Beginners

This module is intended for individuals who are new to Google Analytics 4 and want to learn how to use it to analyze their website's performance. The module covers the fundamentals of setting up a Google Analytics 4 property, upgrading from the previous version of Google Analytics, and an overview of the various reports available in Google Analytics 4, such as campaign tracking, engagement reports, retention reports, and analysis hub. By the end of the module, students should have a good understanding of the basics of Google Analytics 4 and be able to leverage its features to gain insights into their website's performance.

Module 03   CRO Data Research

The CRO Data Research module is an essential component of the Certificate in Conversion Rate Optimization course as it emphasizes the significance of research and data analysis in the CRO process. This module covers a range of topics, starting from understanding company goals and KPIs to tracking website analytics using Google Analytics 4 (GA4). The students will also learn how to analyze web interactions, conduct funnel and path exploration, and use segmentation to identify opportunities for CRO. By the end of this module, the students will be able to document their findings and present them in a clear and concise manner. The quiz at the end of the module will help test the student's knowledge and ensure they have understood the concepts covered in the module.
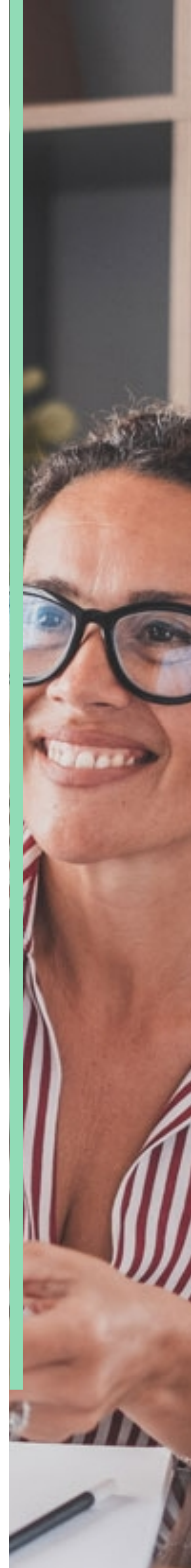
Module 04   CRO User Research & Science

The CRO User Research & Science module is focused on teaching students the importance of user research and scientific method in the process of Conversion Rate Optimization (CRO). This module covers various user research techniques like polls, surveys, feedback tools, recordings, and usability testing, which can be used to gather valuable insights about user behavior and preferences. The module also highlights the significance of web accessibility, customer service, and user feedback in the CRO process. Additionally, it introduces the scientific method and its key elements like hypothesis testing and A/B testing, which are crucial for creating a structured, data-driven approach to CRO. By the end of the module, students will have a clear understanding of the importance of user research and scientific method, and how they can be applied to improve website performance and conversion rates.

Module 05   Expert Review, Psychology Basics & Competitor Analysis

The Expert Review & Psychology module focuses on the skills necessary to conduct an expert review, understand the basics of psychology, and analyze competitor performance. The module begins by discussing the key elements of effective landing pages, including design, messaging, and call-to-action. The course also covers essential skills for analyzing product pages and checkout processes, including best practices for product descriptions, pricing, and trust signals. In addition, the module explores psychological principles that impact consumer behavior and decision-making, such as motivation, reciprocity, social proof, and scarcity.

Module 06   Insights, Prioritisation & Hypothesis Testing

The module focuses on the process of creating an evidence-based framework for testing by combining insights, prioritization, and hypotheses. It emphasizes the importance of identifying and prioritizing testing ideas based on their potential impact and ease of implementation. Students will learn how to use various tools and techniques to generate testing ideas, including web analytics, user feedback, and heuristic evaluations. The course also covers how to create and test hypotheses based on user behavior insights, such as user personas and customer journeys. Additionally, students will learn how to develop a testing plan, including setting testing goals and success metrics, defining test variations, and determining the sample size and duration of the test. The course will also discuss how to analyze and interpret test results and iterate on the testing process to continuously improve website performance.
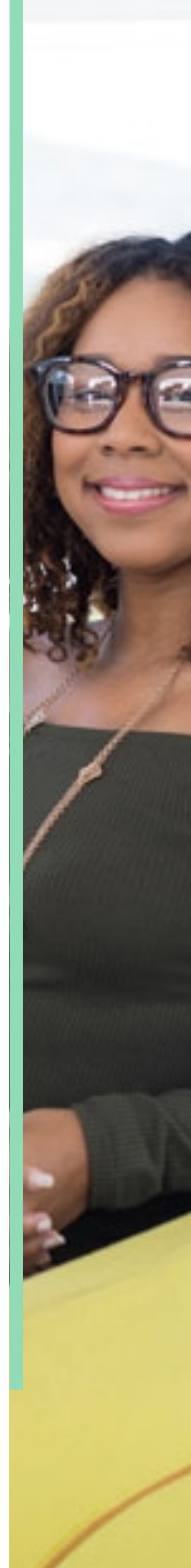
Module 07   Pre-Test Analysis

The Pre-Test Analysis module is a fundamental part of the Conversion Rate Optimization (CRO) course. In this module, you will learn about the importance of statistical analysis before conducting any testing. You will gain an understanding of statistical terms such as Type 1 and Type 2 error, statistical power, sample size, and minimal detectable effect, and how to calculate them. You will also learn about regular expressions and how they can be used to filter data in Google Analytics. For low traffic websites, KPIs are an essential aspect of measuring website performance, and you will learn how to identify and track the most relevant KPIs. By the end of this module, you will be able to use statistical analysis and KPIs to determine if your CRO tests are successful and make informed decisions to optimize website performance.

Module 08   Google Optimize for Beginners

The module on Google Optimize for Beginners is part of a course that aims to provide a comprehensive understanding of the Google Optimize platform. In this module, students will be introduced to the interface and the different types of experiments that can be conducted using Google Optimize, including A/B tests and multivariate tests. The course covers the process of creating experiments, including setting up the experiment details, selecting the experiment type, and defining the experiment variations. Students will also learn how to target specific audience segments and analyze the results of their experiments. By the end of the module, students should have a solid foundation in Google Optimize and be able to create and conduct their own experiments.

Module 09   Setting Up an A/B Test

In the Setting Up an A/B Test module, learners will gain a comprehensive understanding of the process involved in setting up and conducting A/B tests for Conversion Rate Optimization (CRO). The module covers the basics of A/B testing, including the different types of tests that can be conducted, the importance of hypothesis testing, and how to choose an appropriate sample size for testing. Learners will also be introduced to A/B testing tools and platforms, and they will learn how to set up and track experiments using Google Optimize. The module also covers quality assurance methods to ensure accurate and reliable test results. By the end of this module, learners will have a solid foundation for designing and executing successful A/B tests to improve website conversions.
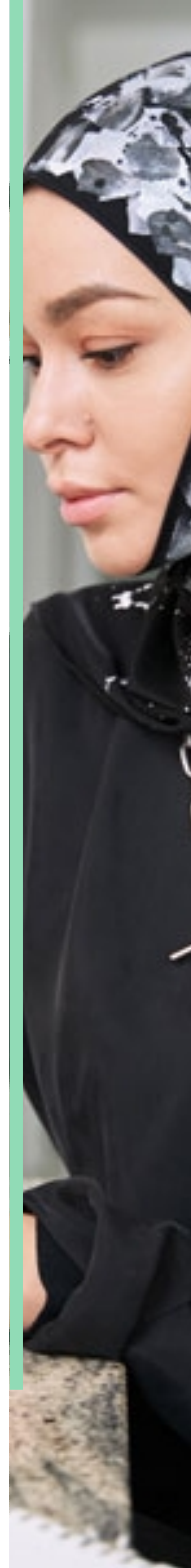
Module 10   A/B Test Live

The module on setting up an A/B test for Conversion Rate Optimization (CRO) aims to provide students with a comprehensive understanding of the A/B testing process. It covers various steps involved in setting up and conducting A/B tests, such as designing an effective A/B test, choosing the right testing tool, tracking data and events, and performing quality assurance. The module emphasizes the importance of documentation and provides guidance on how to document test results. Additionally, students will explore other forms of testing, such as client-side vs. server-side testing, and gain an understanding of when to use each type. By the end of the module, students should be able to design and set up an effective A/B test for CRO and have a good understanding of the different types of testing available to them.

Module 11   Analyse the A/B test

In this module, students will learn how to analyze the results of an A/B test in order to gain insights and draw meaningful conclusions. The module covers the difference between frequentist and Bayesian statistics, and how to apply them to analyze A/B test results. Students will learn how to segment data, perform funnel analysis, and create reports to communicate their findings. The module also covers automation techniques that can streamline the analysis and reporting process. Overall, this module will provide learners with the skills and knowledge they need to confidently interpret and report on the results of A/B tests.

Module 12   Personalisation

The Personalization Fundamentals module provides an overview of personalization and its benefits, as well as the personalization process. It discusses the two main types of personalization: rule-based and machine learning, and their respective applications and benefits. The module also covers best practices for personalization, examples of successful personalization, and ways to get started with personalization. Overall, the module is designed to give learners a solid foundation in personalization and how it can be applied to improve user experience and business outcomes.
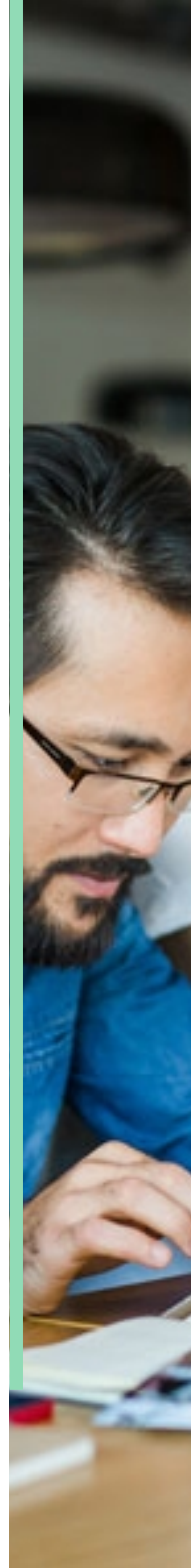
Module 13   How to be Successful at CRO

This module is designed to help learners understand the strategies and techniques for increasing the frequency and likelihood of successful CRO experiments. The module begins by discussing the importance of overcoming confirmation bias and involving stakeholders in the CRO process. It then covers various techniques for generating test ideas, building a CRO team, and taking CRO to the next level. Students will also be introduced to the concept of the CRO Success Formula, which involves identifying conversion blockers, developing a hypothesis, creating a test plan, and analyzing results. By the end of the module, students will have a comprehensive understanding of the key strategies and techniques for achieving success in CRO.

Module 14   Conclusion

The conclusion module for the Certificate in Conversion Rate Optimization is designed to provide a summary of the key concepts and skills covered in the course and reinforce the importance of CRO in digital marketing. Participants will review the CRO process, from identifying business goals and user behavior insights to testing and analyzing results. They will also learn about the different types of tests, tools, and strategies used in CRO, as well as best practices for personalization and overcoming confirmation bias. The module will conclude by highlighting the value of ongoing CRO and the role of a CRO team in driving continuous improvement.
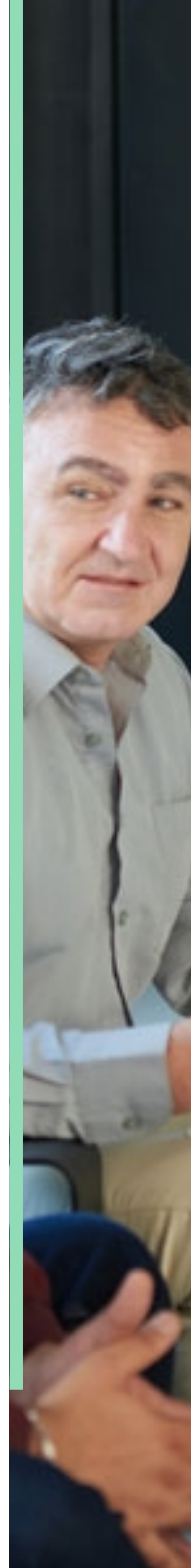
We'll Help You **Find a Job**

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get
With Our Career Centre

- Access to professional CV templates to update your current CV

- Complimentary personalized CV review with feedback to make your CV stand out

- Job tips and resources, including a clear five-step job success process

- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.

★★★★★

Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.
Certificate in Xero

What Our Students Say

Google

Reviews ★★★★★

We pride ourselves in delivering an excellent education experience. See what our students have to say:

★★★★★

Maria R.
Certificate in Adobe Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.

★★★★★

Sarah T.
Certificate in Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.

★★★★★

Mark J.
Digital Marketing Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.

Start Upskilling Today!

Follow our easy 4-step enrolment process - it only takes a few minutes to get started today!

1. Click on 'Get Started Now'

2. Proceed to payment

3. Receive login details

4. Start Learning!

Get Started Now, Click Here →