Marketing courses

WEBSITE & LANDING PAGE BUILDING

IMPROVE YOUR STRATEGY AND MARKET

WWW.BIZLEADER.EDU.VN

BizLeader Business School

The Art of Building Effective Websites and Landing Pages

Welcome to our course on "**Website & Landing Page Building**" where we bridge the gap between theory and practice in the digital space. In this hands-on program, we will immerse ourselves in the process of creating and refining high-performing websites and landing pages. From understanding the principles of compelling design to implementing user experience best practices, and from mastering the technical aspects of web development to optimizing for conversions—we will cover it all. Prepare to gain the skills necessary to not just build, but strategically design web presences that capture attention, engage visitors, and drive action. Whether you're a budding entrepreneur or a marketer aiming to expand your toolkit, this course is your step toward digital mastery.

Skills you'll gain

Web Design Principles   User Experience (UX) Fundamentals   Search Engine Optimization (SEO)

Conversion Rate Optimization (CRO)   Responsive Design

Training course materials package

High-Quality Videos   Trainer's Manual   Exercises and Activities   Certificate of Attendance   eBook

Build your subject-matter expertise

This course is part of the Business Foundations Specialization

- Learn new concepts from industry experts
- Gain a foundational understanding of a subject or tool
- Develop job-relevant skills with hands-on projects
- Earn a shareable career certificate

Assessments

- 13 quizzes
- 1 Final Project Essay

Details to know

- 26 hours (approximately)
- Flexible schedule
  Learn at your own pace

Contact now!

098-300-9285   admissions@bizleader.edu.vn   www.bizleader.edu.vn

COURSE MODULE STRUCTURE

1
INTRODUCTION TO WORDPRESS
- Overview of WordPress as a content management system
- Benefits of using WordPress for website building

2
SETTING UP A WORDPRESS WEBSITE
- Choosing a domain name and web hosting
- Installing WordPress
- Configuring basic settings

3
CREATING PAGES AND POSTS
- Understanding the difference between pages and posts
- Adding and editing content

4
CUSTOMIZING THE WEBSITE
- Installing and activating themes
- Customizing the website's appearance

5
ADDING FUNCTIONALITY WITH PLUGINS
- Installing and activating plugins
- Examples of useful plugins for website building

6
OPTIMIZING FOR SEO
- Understanding the basics of search engine optimization
- Using plugins to optimize the website for search engines

7
LAUNCHING AND MAINTAINING THE WEBSITE
- Finalizing the website and making it live
- Tips for ongoing maintenance and updates

8
LANDING PAGE BUILDING
- Understanding Landing Pages
- Definition and purpose of landing pages
- Importance of landing pages in marketing campaigns

9
DESIGNING AN EFFECTIVE LANDING PAGE
- Elements of a successful landing page
- Best practices for layout and design

10
CREATING A LANDING PAGE IN WORDPRESS
- Using plugins to create landing pages
- Customizing the landing page for specific campaigns

11
A/B TESTING AND OPTIMIZATION
- Understanding the importance of A/B testing
- Tools and techniques for optimizing landing pages

12
INTEGRATING LANDING PAGES WITH MARKETING TOOLS
- Connecting landing pages with email marketing services
- Integrating landing pages with analytics and tracking tools

13
LAUNCHING AND ANALYZING LANDING PAGES
- Deploying landing pages for marketing campaigns
- Analyzing performance and making improvements based on data

Contact now!