Marketing courses

WEBSITE & LANDING PAGE BUILDING

IMPROVE YOUR STRATEGY AND MARKET

W W . B I Z L E A D E R . E D U . V N



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!





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COURSE MODULE STRUCTURE



INTRODUCTION TO WORDPRESS

- · Overview of WordPress as a content management system
- · Benefits of using WordPress for website building

SETTING UP A WORDPRESS WEBSITE

- Choosing a domain name and web hosting
- Installing WordPress
- · Configuring basic settings

CREATING PAGES AND POSTS

- Understanding the difference between pages and
- · Adding and editing content

CUSTOMIZING THE WEBSITE

- · Installing and activating themes
- · Customizing the website's appearance

ADDING FUNCTIONALITY WITH PLUGINS

- · Installing and activating plugins
- · Examples of useful plugins for website building

OPTIMIZING FOR SEO

- · Understanding the basics of search engine optimization
- Using plugins to optimize the website for search engines

LAUNCHING AND MAINTAINING THE WEBSITE

- Finalizing the website and making it live
- · Tips for ongoing maintenance and updates

LANDING PAGE BUILDING

- Understanding Landing Pages
- · Definition and purpose of landing pages
- Importance of landing pages in marketing campaigns

DESIGNING AN EFFECTIVE LANDING PAGE

- · Elements of a successful landing page
- · Best practices for layout and design

CREATING A LANDING PAGE IN WORDPRESS

- Using plugins to create landing pages
- · Customizing the landing page for specific campaigns

A/B TESTING AND OPTIMIZATION

- Understanding the importance of A/B testing
- · Tools and techniques for optimizing landing pages

INTEGRATING LANDING PAGES WITH **MARKETING TOOLS**

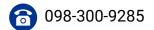
- · Connecting landing pages with email marketing services
- · Integrating landing pages with analytics and tracking tools

LAUNCHING AND ANALYZING LANDING **PAGES**

· Deploying landing pages for marketing

- campaigns
- · Analyzing performance and making improvements based on data

Contact now!







10

