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Course Title: Landing Page Design using Page Builder
Course Duration: 20 hours | 10 sessions | 2 hours per session | Covered in 2 Weeks
Level: Beginner to Intermediate

Purpose of Course

This practical course on landing page design aims to equip participants with the necessary skills and knowledge to create effective landing pages that drive conversions and achieve specific marketing objectives. Throughout the course, participants will learn the fundamentals of domain name registration, shared hosting, WordPress, and the Elementor page builder, enabling them to design and optimize landing pages that captivate visitors, generate leads, and maximize conversions.

Who can join this course?

This course is beneficial for aspiring web designers, digital marketers, entrepreneurs, and anyone interested in creating impactful landing pages. Whether you're a beginner seeking to enhance your skills or a professional looking to improve conversion rates, this course provides valuable insights and practical techniques to create effective landing pages.

Anyone with an interest in landing page design and a desire to learn practical skills can join this course. Here are the specific individuals who can benefit from it:

Web Designers: Aspiring or experienced web designers who want to expand their skill set and specialize in creating effective landing pages.

- **Digital Marketers:** Professionals involved in digital marketing, including marketing managers, social media managers, or content marketers, who want to enhance their knowledge of landing page design for better conversion rates.
- **Entrepreneurs and Small Business Owners:** Individuals running their own businesses who want to create high-converting landing pages to promote their products or services effectively.
- **Marketing Students:** Students pursuing a degree or certification in marketing who wish to gain practical skills in landing page design and optimization.
- **Freelancers:** Freelancers working in web development, digital marketing, or related fields who want to offer landing page design services to their clients.
- **Marketing Consultants:** Consultants who provide marketing advice and services to businesses and want to enhance their expertise by incorporating landing page design into their offerings.
- **Bloggers and Content Creators:** Bloggers, influencers, and content creators who want to optimize their websites and promote their content effectively through landing pages.
- **Start-ups and E-commerce Owners:** Individuals launching startup or running e-commerce businesses that need to create persuasive landing pages to attract customers and drive conversions.

Pre-requisites for Participation

Participants should have a basic understanding of web technologies and familiarity with general computer usage. No prior experience with domain registration, hosting, WordPress, or Elementor is required, as the course covers these topics from an introductory level. A willingness to learn, experiment, and apply the knowledge gained throughout the course is essential.

The objectives of this course are as follows

- Understand the importance and purpose of landing pages in digital marketing.
- Acquire practical skills in domain name registration and shared hosting setup.
- Learn the basics of WordPress and how to customize it for landing page design.
- Master the features and functionalities of the Elementor page builder.
- Design and create visually appealing and conversion-focused landing pages.
- Implement effective forms, call-to-actions, and lead capture techniques.
- Optimize landing page performance for improved user experience.
- Conduct A/B testing and analyze landing page metrics for continuous improvement.
- Gain hands-on experience in launching and testing landing pages.
- Develop the ability to apply best practices in landing page design and optimization.

Course Curriculum

The course schedule and topics to be covered are as follow:

Session 1: Introduction to Landing Page Design (2 hours)

- Course overview and objectives
- Understanding the importance of landing pages
- Exploring successful landing page examples

Session 2: Domain Name Registration (1 hour)

- Choosing a suitable domain name
- Registering a domain name with a registrar
- Setting up domain name servers (DNS)

Session 3: Shared Hosting Basics (1 hour)

- Introduction to shared hosting
- Selecting a hosting provider
- Setting up hosting and managing files

Session 4: Introduction to WordPress (2 hours)

- Overview of WordPress as a content management system
- Installing WordPress on your hosting server
- Configuring basic settings and themes

Session 5: Customizing WordPress with Themes (2 hours)

- Understanding WordPress themes and their importance
- Exploring popular landing page themes
- Installing and customizing a theme for your landing page

Session 6: Introduction to Elementor Page Builder (2 hours)

- Overview of Elementor as a drag-and-drop page builder
- Installing and setting up Elementor on WordPress
- Understanding the Elementor user interface and features

Session 7: Designing a Landing Page with Elementor (2 hours)

- Planning and structuring your landing page
- Creating sections, columns, and elements using Elementor
- Styling and customizing your landing page design

Session 8: Adding Forms and Call-to-Actions (2 hours)

- Integrating contact forms on your landing page
- Creating compelling call-to-action buttons
- Implementing lead capture and conversion optimization techniques

Session 9: Optimizing Landing Page Performance (1 hour)

- Importance of page load speed and mobile optimization
- Using caching plugins and optimizing images
- Testing and analyzing landing page performance

Session 10: Launching and Testing Your Landing Page (1 hour)

- Preparing your landing page for launch
- Conducting A/B testing and analyzing results
- Implementing feedback and making iterative improvements

Admission Process

The participants are selected based on their aptitude and interest to undergo this training program. The candidates those who are interested in joining this training program attend 2-weeks induction course. After induction course, the participants face final interview for registration. There are very limited seats which are strictly provided to the candidates who have potential and commitment to fulfill the objectives of this program.

The interested candidates can contact to fix an appointment for career counselling and admission procedure.

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