



crews

Where you belong

TRAINING

CRO - Conversion Rate Optimization

LEARNING OBJECTIVES

- Master CRO strategies to optimise digital platform performance
- Identify and remove obstacles in the customer journey to maximise conversions
- Apply data-driven methodologies for informed decision-making
- Use A/B testing and UX optimisation tools and techniques

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Open to all education levels, this training is for professionals or job seekers wishing to learn about conversion rate optimisation

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,690 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Introduction to CRO and performance analysis
 - Fundamentals of CRO
 - The importance of CRO in a business context
 - Key conversion-related KPIs
 - User behaviour analysis: entry points, journeys and conversions
- Diagnosing and identifying friction points
 - Exploring data analysis tools (Google Analytics, Heatmaps)
 - Optimisations
 - Conducting a site audit
- UX optimisation and A/B testing implementation
 - UX strategies
 - Introduction to Design Thinking
 - Understanding user psychology
- Implementation and monitoring of optimisations
 - Planning and executing improvements
 - Tracking results
 - Advanced strategies: personalisation and audience segmentation

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to implement conversion optimisation strategies. They may also pursue further training to expand their skill set.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: 100%
- Individual progress rate: 100%

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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