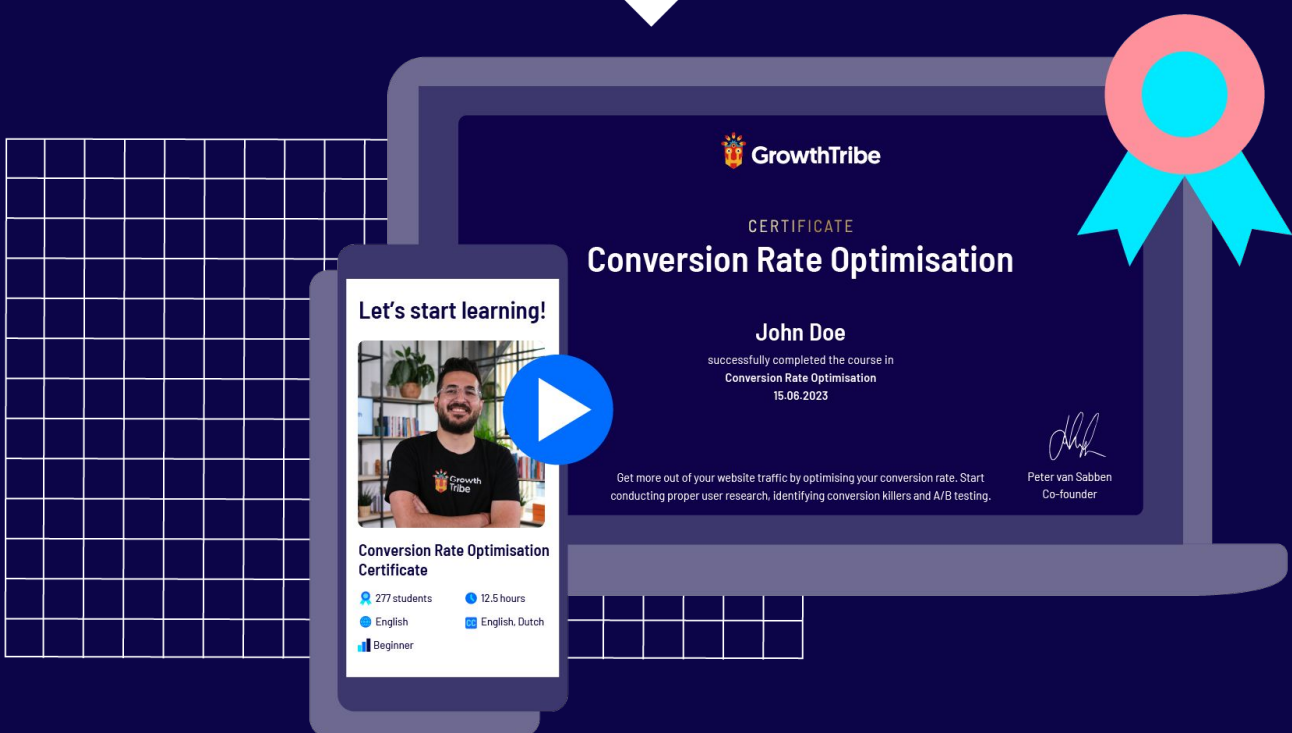




Conversion Rate Optimisation Certificate

Get certified in CRO and learn how to conduct proper research to identify conversion killers.

Master CRO with confidence



Conversion Rate Optimisation Certificate

Get certified in CRO and learn how to conduct proper research to identify conversion killers and opportunities, analyse websites, create testable hypotheses and set up A/B tests.

Course format



18 - 20 h



No prerequisites



Self-paced



Join as a team



€ 995



5 Modules



Certificate of Completion



Blended

Why Conversion Rate Optimisation?



Timeless skills

Master CRO skills that will remain relevant to the rest of your career.



Drive Performance

Make significant impact by optimising websites and digital products and services.

Who is this course for?

- E-commerce professionals aiming to boost online sales and revenue
- Digital marketers seeking strategies for maximising website performance.
- Web designers eager to enhance user experience and engagement.
- Business owners committed to optimising their online conversion rates.

What can you expect to learn?

- Learn the most important CRO tactics and run A/B tests.
- Setup tracking and identify most important metrics to measure when optimising landing pages.
- Setup tracking and identify most important metrics to measure when optimising.
- Identify conversion goals and learn the CRO audit process.

Curriculum overview

Module 1 – The CRO process

Start by identifying conversion goals, then learn to understand the difference between websites and landing pages. Evaluate site visitors' intent levels using the GROWS process.

Module 2 – Conducting research (qualitative and quantitative)

Understand the importance of answering the WHAT and WHY. Practise setting up tracking for GA4, using Google Tag Manager and Hotjar, and setting up your dashboard.

Module 3 – CRO best practices

Optimise website functionality, experiment with conversion copywriting tactics, and improve design for better conversions.

Module 4 – Website analytics

Recognise the most important metrics to measure, prioritise ideas using CRO ranking methods, and design effective experiments.

Module 5 – Validating your hypothesis

Understand the different types of tests that you can run to validate your hypothesis. Set up A/B tests using VWO and practise creating landing pages.

Industry experts



Tarek Reslan
Digital Marketing Expert



Alain About Atmeh
Growth Marketing Expert

Core skills

A/B testing

Conversion rate optimisation

Qualitative research

Quantitative research

Usability

Website analytics

Testimonials



Augustin Martinez
CRM Manager



Highly recommend this extensive course with lots of examples and resources. On top of that, the team members are very skilled and super funny which makes the learning part even more enjoyable



Mark de Munck
Sr. Digital Trade Manager



Growth Tribe offers well structured, hands on e-learning. It helped me grow in my understanding of eCommerce

Your Investment

Choose what's right for you

Key Features

Professional Certificate

Premium Membership

€995

One-time purchase.

€1495

Paid yearly.

Certificates (18-24 hours)

1

15+

Bonus Modules (2 hours)

✗

75+

Bi-weekly Microlearning

✗

✓

Downloadable Resources

✗

100+

35.000+ Community Access

✓

✓

'Ask An Expert'

✓

Priority

Personal Career Coaching

✗

3

Job Board

✓

✓

6x/Month Community Events

✓

✓

Masterclasses

✗

4

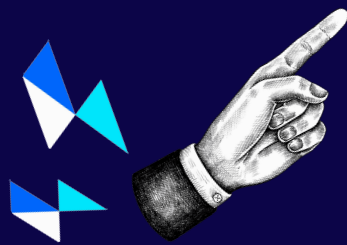
Exclusive Senior Leaders Community

✗

✓

Looking for more than just a Certificate?

Discover our **Membership**

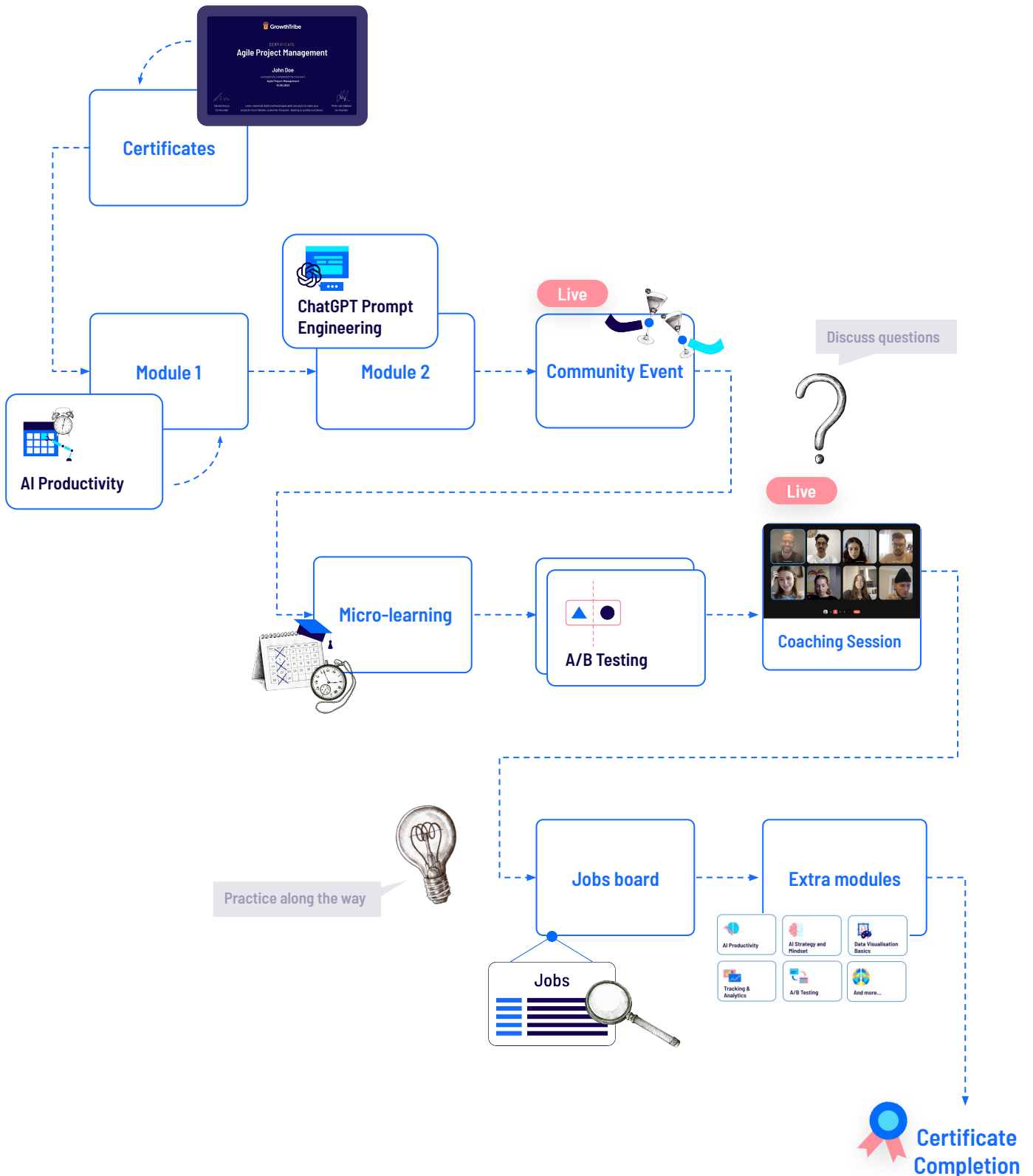


Keep reading to learn how it works and
the features you'll enjoy.

Access a world of opportunities!

Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy**. Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.



Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills**. Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

Data & A.I.



A.I. for Business



Business Analytics

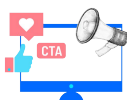


**Data Visualisation
& Storytelling**

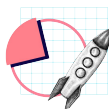


Data Fundamentals

Growth & Marketing



Digital Marketing



Growth Marketing



**Conversion Rate
Optimisation**



**Digital
Communication**



**Sales & Business
Development**

Business & Innovation



Digital Leadership



Project Management



**Agile Project
Management**



Design Thinking



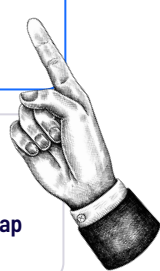
**Product
Management**
































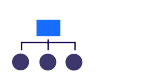
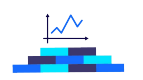





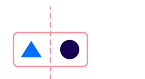
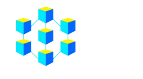


Web3 Foundations

Boost your skills with speed and depth.

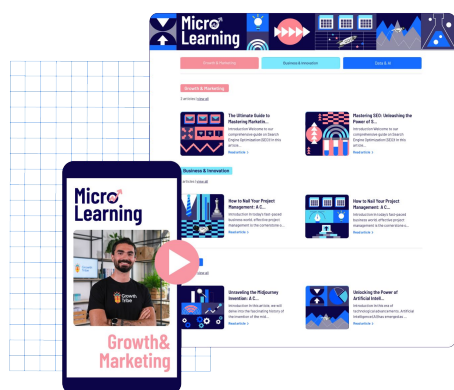
Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules**. Dive into your areas of interest at your own pace with our modular library.



 AI Productivity	 Product Management Concepts	 Data Visualisation Basics	 Growth Mindset and Experimentation	 AI Business Strategy
 Data Visualisation Methods	 Data-Informed Decision-Making	 Ideation Techniques	 Antifragile Leadership	 Product Roadmap Development
 Rapid Experimentation	 Creating a Sales Strategy	 Digital Marketing Fundamentals	 GenAI for Design	 Leading Project Execution
 Paid Media for Targeted Audience	 Blockchain Case Studies	 Data Presentation	 Building a Brand Identity	 Fundamentals of CRO
 Product Mission & Vision	 Building a Data Culture	 Agile Frameworks & Scrum Essentials	 Data-Driven Growth Marketing	 Landing Page Optimisation
 Content Marketing Strategy	 Product-Market Fit	 ChatGPT Prompt Engineering	 Project Planning and Documentation	 Lead Change Management
 Funnel Marketing	 Predictive Analytics for Business	 Descriptive Analytics	 Iterative Design	 Managing Data Projects
 Scaling Complex Projects	 Data-Informed Communications	 Design Thinking Fundamentals	 A/B Testing	 Web3, DeFi, The Metaverse, NFTs

Stay up-to-date with latest developments in your field and **apply learnings straight away.**

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.

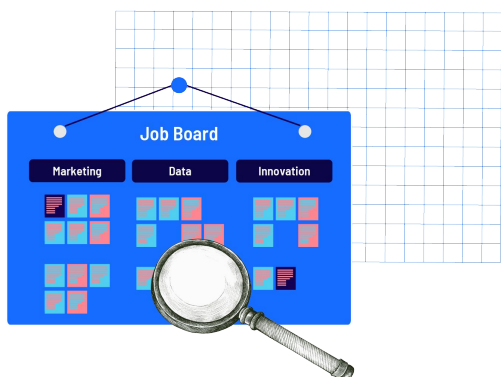
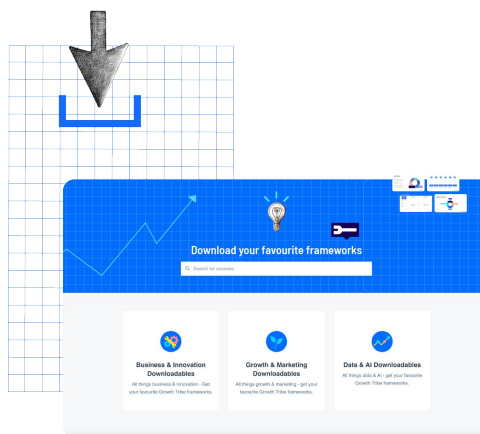


24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

100+ Downloadable resources for immediate impact.

Hands-on learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.



100+ job listings to take your career to new heights.

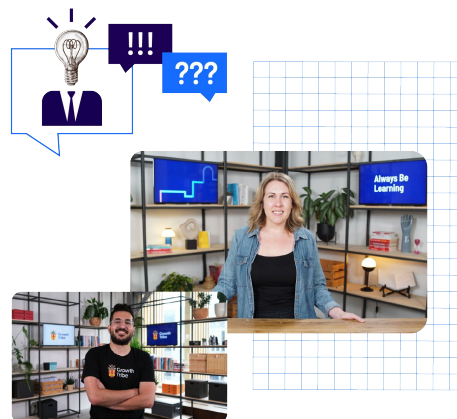
Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

Connect, collaborate, elevate.

Get support from peers and experts in a dynamic community of 35.000+.

Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.

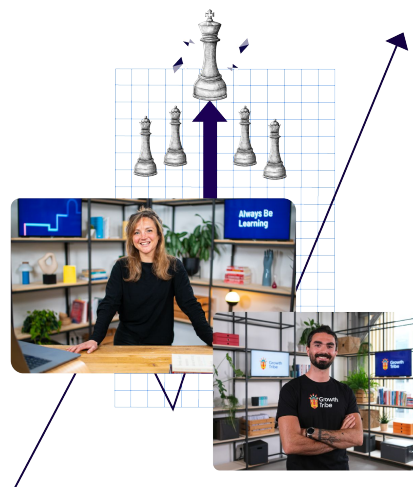


Attend community events and build your network.

Join vibrant events for networking, learning, and growth. Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.



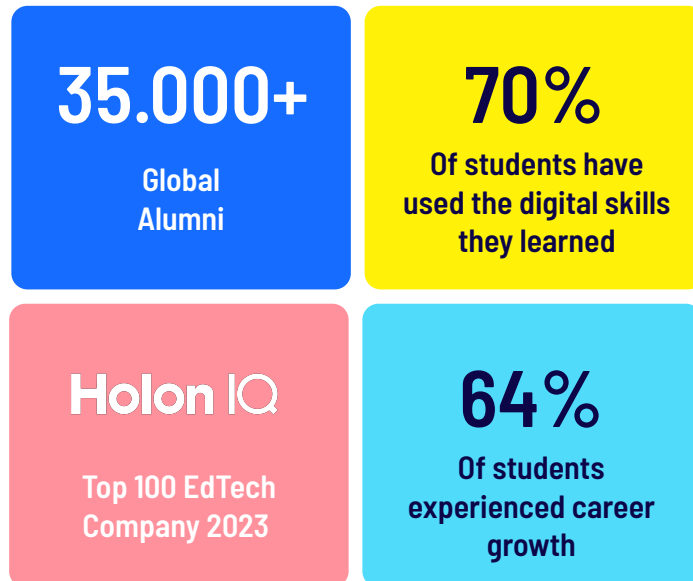


About us

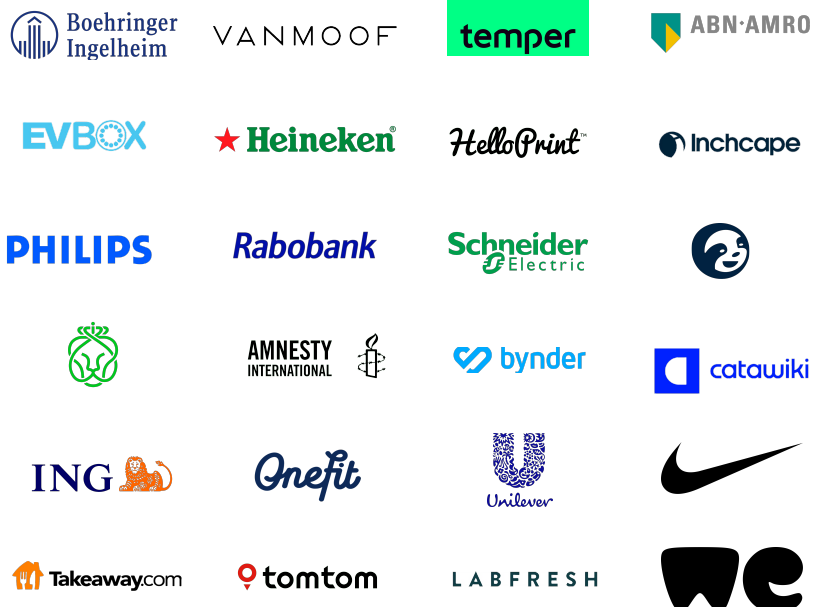
Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

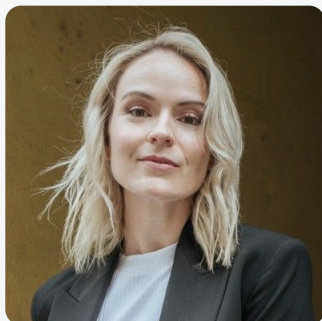
Growth Tribe in numbers



Companies that trust us



What do our customers say?



Katie Hudson

Senior Product Operations Manager



If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.

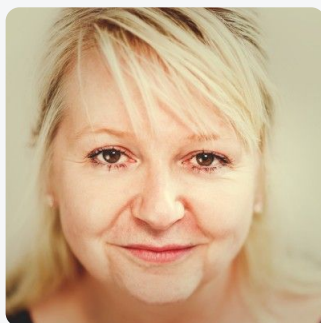


Ashley Mclean

Product Designer

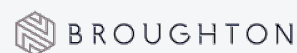


I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.

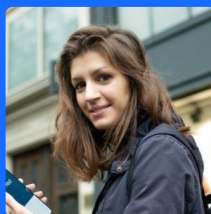


Merran Wrigley

Group Marketing Director

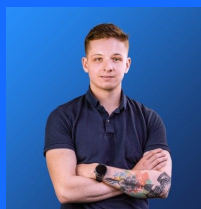


As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.



Zsafia Lele
Co-founder &
Growth Manager
Pippadu

"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."



Theodor Andrei
Growth Marketer
Marveltest

"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."

Want to train more than 5 people?

Wanna know more?

Click [here](#) to learn more.