

## **Conversion Optimization Part 1**

- Overview of Conversion Optimization
- Understanding Conversion Planning
- Conversion Design Structure
- How to create a Conversion Structure

## **Conversion Optimization Part 2**

- Building Momentum
- Engaging with Your Users
- Importance of Analysis & Measurement
- Addressing issues with Conversion Strategies

## **Conversion Optimization Part 3**

- Relevance of Product Page Optimization
- Effective PPC Conversion Strategies
- Conversion Math Analytics