Equinet Academy

CERTIFIED LANDING PAGE DESIGN SPECIALIST (CLPDS)

Learn how to create impressive websites and landing pages that deliver results, even with zero coding knowledge.

Companies who've sent their teams for upskilling

Microsoft   new balance   SONY   IKEA   DHL   FUJI xerox

Our Graduates Work For Companies Like

ByteDance   Canon   CISCO   citibank

Equinet Academy

Table Of Contents

PROGRAMME OVERVIEW

Creating websites has never been easier today. Our step-by-step, hands-on training modules will teach you how to create beautiful, functional websites from scratch, even if you have no prior experience in coding or design.

Learn to design stunning, high-performing websites and landing pages without writing a single line of code.

This comprehensive certification programme combines practical training, advanced web design principles, and conversion rate optimisation strategies to help you create websites that don't just look great but deliver measurable results.

Now anyone can create a website.

Equinet Academy

PROGRAMME HIGHLIGHTS

- **Taught by Web Design Experts:** Learn advanced web design concepts and real-world applications from award-winning industry practitioners.

- **Practical Hands-On Learning:** Apply what you learn through instructor-led training and actionable exercises.

- **Up-to-Date Web Design Modules:** Stay ahead with the latest design techniques, tools, and modern trends.

LEARNING OUTCOMES

By the end of the programme, you will be able to:

- Design visually stunning and high-converting websites and landing pages.
- Build functional WordPress websites customised to business goals.
- Apply CRO techniques to maximise performance and achieve measurable results.

WHO SHOULD ENROL IN THIS PROGRAMME?

This certification programme is perfect for:

- Digital marketers seeking to create impactful websites and landing pages.
- Entrepreneurs and small business owners aiming to optimise their online presence.
- Web designers and developers wanting to enhance their CRO and UX design skills.

PROGRAMME MODULES

Landing Page Design

Topics Covered

- Components of high-performing landing pages.
- Design principles for persuasive and visually appealing pages.
- Analytics for measuring and improving page performance.

Learning Outcome:

By the end of this programme, you will be able to design and optimise landing pages that align with business goals and convert visitors into leads or customers.

Explore Module Details

Equinet Academy

WordPress Website Creation

Topics Covered

- Setting up WordPress and selecting themes.
- Building responsive, mobile-friendly websites.
- Adding plugins for enhanced functionality (e.g., forms, SEO tools).

Learning Outcome:

By the end of this programme, you will be able to build and customise professional-grade websites using WordPress, tailored to your business or client needs.

Explore Module Details

Website & Landing Page Conversion Optimisation

Topics Covered

- Conducting user behaviour analysis.
- Designing A/B and multivariate tests.
- Developing data-driven hypotheses for website improvements.

Learning Outcome:

By the end of this programme, you will be able to identify optimisation opportunities and implement strategies that improve website conversion rates.

The Certified Landing Page and Web Design Specialist Programme is structured to ensure you build skills progressively, with each module laying the foundation for the next.

Explore Module Details

Certified Landing Page Design Specialist

The Landing Page Design Specialist Programme equips you with practical techniques to create user-friendly designs, develop fully functional websites, and implement conversion strategies that enhance user experience and drive measurable results across all devices.

Website and Landing Page Conversion Optimisation

Learn strategies and techniques to optimise websites and landing pages for higher conversion rates.

WordPress Website Creation

Learn to create a fully functional WordPress website without prior coding or design experience.

Landing Page Design

Learn to design user-centric, mobile-friendly landing pages with essential principles, modern practices, and hands-on mockup creation.

Equinet Academy

CERTIFIED
Landing Page Design Specialist

MODULE 3

MODULE 2

MODULE 1

CERTIFICATION TRACK

Candidates who have demonstrated competency in the programme will attain WSQ Statement of Attainments (SOAs) awarded by SkillsFuture Singapore and the Certified Landing Page Design Specialist (CLPWD) certificate issued by Equinet Academy.

WHY LEARN FROM US?

When you learn with us, you will acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies. What you can expect:

- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

POST-TRAINING MENTORING

Equinet Academy

Complete Course

Complimentary Resit of All Modules

Coaching & Mentoring

Job & Career Outcomes

Upon completing all 3 course modules, you will be entitled for a complimentary resit of all course modules for a period of 3 years.

You will also be entitled to coaching and mentoring via Ask Me Anything sessions and an insider community (over 1000+ members) where you may post questions and seek support from industry experts.

This will translate into better on-the-job performance and career opportunities.

WHY WE ARE DIFFERENT?

Equinet Academy	Other Institutes
• Instructors are subject matter experts	• Instructors may not have sufficient subject matter expertise
• Instructors are certified facilitators with the WSQ Advanced Certificate in Learning and Performance (ACLP)	• Instructors' teaching experience may be inadequate
• Courseware is up-to-date	• Courseware may be outdated
• Curriculum and lesson plan is designed with instructional design frameworks (Kolb's, Gagne, Addie Model)	• Curriculum and lesson plan may be unstructured and lack engagement
• Training is hands-on with real world project-based assignments	• Training may be loaded with lectures without opportunity to practice concepts taught
• WSQ Statement of Attainments are accredited by SkillsFuture Singapore	• Certificate may not be recognised
• Complimentary resit of all modules within 3 years	• Retaking of modules may be chargeable
• Post-training support	• Little to no support after the course
• Career support and job matching	• No career services offered

Equinet
Academy

MEET YOUR TRAINERS

Expert Guidance from Industry Practitioners

Our trainers bring years of hands-on experience and industry expertise to ensure you gain practical skills that can be applied immediately. They are passionate educators dedicated to helping you achieve success in web design, landing page optimisation, and conversion rate optimisation.

Chan Teck Seng

Teck Seng founded Lemonade, an Award Winning Digital Experience Agency. Lemonade has focused on building high conversion digital presence for their clients for the past 11 years. Some of his clients include local companies like NinjaVan Singapore, Lee Ah Mooi Old Age Home, Fei Yue Community Services, OKI Singapore and Gold Bell Financial Services. Teck Seng is an ACLP-qualified trainer with over 15 years of industry experience in web design and development. He is also a Registered Management Consultant accredited by Enterprise Singapore.

Jeremiah Maximus Lim

Jeremiah has a decade of experience in both B2B and Consumer Marketing and another six years of experience as a WordPress Developer / Graphic Designer. He worked in-house as Head of Marketing with several F&B groups before starting UNGRUMP, where he has worked with clients such as Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia.

Equinet Academy

PROGRAMME FEES

Module 1: Landing Page Design

Course Fee: S$388.00 (exclusive of 9% GST)

Module 2: WordPress Website Creation

Course Fee: S$990.00 (exclusive of 9% GST)
Course Fee After Eligible SSG Subsidies:
From S$386.10 (inclusive of 9% GST)

Module 3: Website & Landing Page Conversion Optimisation

Course Fee: S$990.00 (exclusive of 9% GST)
Course Fee After Eligible SSG Subsidies: From
S$386.10 (inclusive of 9% GST)

Certified Landing Page Design Specialist Programme

Programme Fee: S$2,368.00 (inclusive of 9% GST)

FREQUENTLY ASKED QUESTIONS (FAQ)

How long does the programme take?
This certification can be completed within 3 weeks, depending on your schedule.

Do I need prior experience to enrol?
No prior experience is required. This programme is designed to cater to beginners and professionals alike.

Can I take the modules individually?
Yes, you can enrol in individual modules if you want to upskill in a specific area without completing the certification.

What kind of support will I receive after completing the programme?
You'll gain access to lifetime course materials, complimentary refresher sessions, and a community of peers and trainers for ongoing support.

If I have any questions after the course, can I consult the trainer?
Yes, you may contact your trainer after the course. There are other post-training support channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

Equinet Academy

Transforming Marketers
For The **Digital Economy**

TRANSFORM YOUR WEB DESIGN SKILLS

Apply Now

Equinet Academy

📍 10 Anson Road, #25-08 International Plaza, Singapore 079903

📞 +65 68163016

✉️ enquiry@equinetacademy.com

🌐 www.equinetacademy.com