




Landing Page Design Course

Design Aesthetically-Pleasing Landing Pages That Convince and Convert

 In-Person or Online-Based Classroom

 Duration: 8.5 Hours (1 day)

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Course Fees & Fundings

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

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Why This Course is Important

The Landing Page Design Course is a must-have for marketers, entrepreneurs, and business owners looking to create high-converting landing pages that drive results. This course provides step-by-step guidance on crafting compelling, user-focused landing pages tailored to meet specific campaign objectives, ensuring every visitor's interaction is purposeful and impactful.

In an age where first impressions matter, a well-designed landing page is critical for capturing leads, boosting conversions, and achieving business goals. This course teaches participants essential design principles, persuasive copywriting techniques, and strategies for optimizing page performance. By learning to integrate these elements seamlessly, participants can create landing pages that engage visitors and motivate them to take action.

Whether you're running digital ads, launching a new product, or growing your subscriber list, this course equips you with the tools to succeed. With practical insights into user behavior and proven design frameworks, participants can confidently build landing pages that stand out in the competitive digital landscape and deliver measurable results for their campaigns.



Course Overview

Embark on your journey into the world of landing page design. This course is tailored for those new to web design, providing a solid foundation in key principles and modern practices.

In this course, you'll learn how an experienced web designer approaches creating landing pages, starting from initial concepts to final execution. We'll cover essential design methodologies, including user-centric design to ensure your websites meet user needs, and mobile-first design to ensure your sites perform beautifully on all devices.

By the end of the course, you will learn about all the basics and best practices of landing page design and development. You will also be able to complete a landing page design mockup for a website.



Target Audience

- **Complete Beginners:** Individuals with little to no prior experience in landing page design who are eager to learn the basics and start creating their own websites.
- **Aspiring Web Designers:** Those interested in pursuing a career in web design and looking for a comprehensive introduction to essential concepts and skills.
- **Hobbyists and Enthusiasts:** People who want to learn landing page design as a hobby or personal interest, aiming to create and manage their own websites.
- **Students and Recent Graduates:** Students from various fields who want to add landing page design to their skill set and enhance their career prospects.
- **Career Changers:** Professionals from other industries who wish to transition into the field of landing page design and need a beginner-friendly starting point.
- **Small Business Owners and Entrepreneurs:** Individuals who want to create or improve their business websites, enhancing their online presence and user experience.
- **Freelancers and Independent Creators:** Those looking to offer web design services to clients, build their portfolio, and develop their skills for freelance opportunities.



Course Objectives

By the end of the course, participants will be able to:

- ✔ Apply fundamental landing page design principles, including layout, colour theory, typography, and visual hierarchy, to create visually appealing websites.
- ✔ Apply fundamental web content development principles, including what to write and guidelines for writing for websites.
- ✔ Plan and design landing pages with a focus on User Experience and User Interface (UX/UI) Design.



- ✔ Create mobile and desktop landing page wireframes and mockups that are intuitive, accessible, and user-friendly.
- ✔ Create a simple Cascading Style Sheet to be used during web development
- ✔ Enhance landing page designs through applying principles of user experience and marketing psychology.

Trainer Profile

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.





Certificate and Certification Track

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



Why Learn With Us

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- ✔ Industry-recognised WSQ Statement of Attainments
- ✔ 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

4.9/5

Google Reviews

98.82%

Are more confident in
applying the concepts learnt

4/5

Quality Rating on Qualtrics



Testimonials

”

“A highly beneficial supplementary course suitable for a diverse audience including digital transformation consultants, procurement managers, project/program managers, content managers, and more, offering valuable new insights. The training agency demonstrates exceptional thoughtfulness by even providing spare laptops.”

Pebble Teo

”

“Trainer is very knowledgeable and friendly. He will kindly answer to every question asked by the students. I have also gained a lot of valuable information from him through this class. It has been very beneficial for me and I believe for everyone who has attended.”

Fadhil

”

“Teck Seng was very helpful and interactive during the session. Content is also practical and we can apply immediately.”

Chan Kok Li



Frequently Asked Questions

Do I need any prior experience in web design to take this course?

No prior experience is needed. This course is designed for complete beginners and will cover all the foundational concepts and skills you need to get started in web design.

What tools and software will I need for this course?

You will need a computer with internet access. We will introduce you to essential design tools such as Adobe XD, Figma, but we will also provide guidance on free alternatives.

How is the course structured?

The course is divided into modules that cover different aspects of web design, including landing page design principles, user-centric design, mobile-first design, and best practices. Each module includes lectures, practical exercises, and real-world projects.

How long will it take to complete the course?

The course is a 1 day course.

Can I access the course materials after I finish the course?

Yes, you will have 3 years access to the course materials, including any future updates, so you can revisit the content anytime you need.

Is there any support available if I have questions or need help?

Absolutely! You will have access to a community of fellow learners, as well as support from the course instructors through discussion forums and email.

Still have unanswered questions? Check out the [FAQs page](#) or [submit an enquiry](#).



Related Courses



Certified Landing Page Design Specialist (CLPDS)



WordPress Website Creation Course



Website & Landing Page Conversion Optimisation

Design Aesthetically-Pleasing
Landing Pages That Convince
and Convert

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

www.equinetacademy.com

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