

WSQ Website & Landing Page Conversion Optimisation Summative Assessment

Individual Project

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Date	

Instruction:

The Individual Project consists of SIX Parts. You must complete all tasks indicated in each part.

Enterprise Profile			
Name of Enterprise		Type of Entity:	SME/ Non-SME (*Delete where applicable)
Vision			
Mission			
Type of Business	☐ Private Company ☐ Public Company	Type of Industry	
Customer Segment			
Products/Services			

Part 1: Planning and Goal Setting

• Identify one specific scenario where a landing page is required (e.g., workshop sign-up, product promotion, lead generation, gated content). • Identify one primary conversion action for this landing page. • Develop one SMART goal aligned to this conversion action.	Suggested Prompt: Analyse the following website: https://habitatlearningcentre.com/ Analyse the website's conversion funnel and: - Identify one specific scenario where this website can use a landing page. - Identify one primary conversion action for this landing page. - Develop one SMART goal aligned to this conversion action. My business is [description of your business]. I want to design a landing page to [objective of your landing page]. Help me: - Identify one specific scenario where this website can use a landing page. - Identify one primary conversion action for this landing page. - Develop one SMART goal aligned to this conversion action. Scenario: “Free Habitat Aptitude Test (THAT) Challenge” Landing Page The website already mentions <i>The Habitat Aptitude Test (THAT)</i> — a free online assessment for students’ strengths in key subjects like Chemistry and Physics. Conversion Action:  Visitor submits their email to take the free Habitat Aptitude Test and receive a personalised performance report.
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SMART Goal:

Within 60 days of launching the Free Habitat Aptitude Test landing page, achieve at least 120 email sign-ups from prospective students/parents, with a conversion rate of at least 8% from page visitors.

Part 2: Landing Page Flow Analysis

- **Describe the ideal user flow that visitors should follow on the landing page**

Suggested Prompt:

Based on the proposed landing page:

- Describe the ideal user flow that visitors should follow on the landing page.
- Identify potential friction points, confusion points, or drop-offs that may occur within this flow.

Keep your response concise, short, and brief.

Ideal User Flow (Landing Page)

1. Arrival

- **Visitor lands from Google / ad / WhatsApp link**
- **Clear headline: “Free Aptitude Test to Identify Your Child’s Strengths & Gaps”**

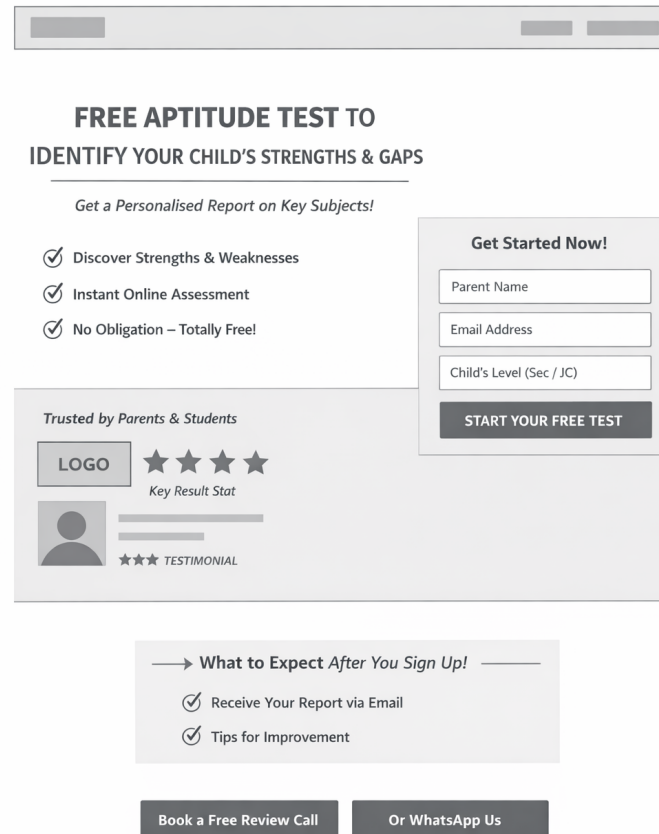
● Identify potential friction points, confusion points, or drop-offs that may occur within this flow.	2. Immediate Value ○ 3–4 bullet benefits (diagnosis, personalised report, no obligation) 3. Credibility ○ Short proof: centre results, years of experience, small class promise 4. Low-Friction Form ○ Simple form (Name + Email + Child's Level) 5. Confirmation ○ Thank-you page explaining: ■ What happens next ■ When they'll receive results 6. Next Micro-Commitment ○ Optional CTA: <i>"Book a Free Review Call"</i> or <i>"WhatsApp Us"</i> Potential Friction / Drop-Off Points ● Unclear outcome
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	○ “What exactly do I get after the test?” → causes hesitation ● Form too long ○ Too many fields = higher abandonment ● Audience confusion ○ Not clearly stating: <i>Parents vs students</i> → mismatch ● Trust gap ○ No proof near the form (testimonials / results) → lower conversion ● Hidden time commitment ○ If test duration isn’t stated, users may leave ● Weak post-submit clarity ○ No clear “what’s next” → perceived low value
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Part 3: Wireframing

	Suggested Prompt: Create a wireframe that structures the landing page according to the ideal flow. Give me as an image format to present to the site owner.
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- **Create a wireframe that structures the landing page according to the ideal flow identified in Part 2.**



The wireframe shows a landing page for a 'FREE APTITUDE TEST TO IDENTIFY YOUR CHILD'S STRENGTHS & GAPS'. The page includes a header with a navigation bar, a main content area with a title, a sub-headline, and a list of benefits. A 'Get Started Now!' section contains a form with fields for 'Parent Name', 'Email Address', and 'Child's Level (Sec / JC)', followed by a 'START YOUR FREE TEST' button. Below this is a 'Trusted by Parents & Students' section with a 'LOGO', a star rating, and a 'Key Result Stat' bar. A 'TESTIMONIAL' section is also present. At the bottom, there is a 'What to Expect After You Sign Up!' section with a list of benefits and two buttons: 'Book a Free Review Call' and 'Or WhatsApp Us'.

**FREE APTITUDE TEST TO
IDENTIFY YOUR CHILD'S STRENGTHS & GAPS**

Get a Personalised Report on Key Subjects!

- ✓ Discover Strengths & Weaknesses
- ✓ Instant Online Assessment
- ✓ No Obligation – Totally Free!

Get Started Now!

Parent Name

Email Address

Child's Level (Sec / JC)

START YOUR FREE TEST

Trusted by Parents & Students

LOGO ★★★★★

Key Result Stat

★★★★★ TESTIMONIAL

→ What to Expect After You Sign Up! ←

- ✓ Receive Your Report via Email
- ✓ Tips for Improvement

Book a Free Review Call **Or WhatsApp Us**

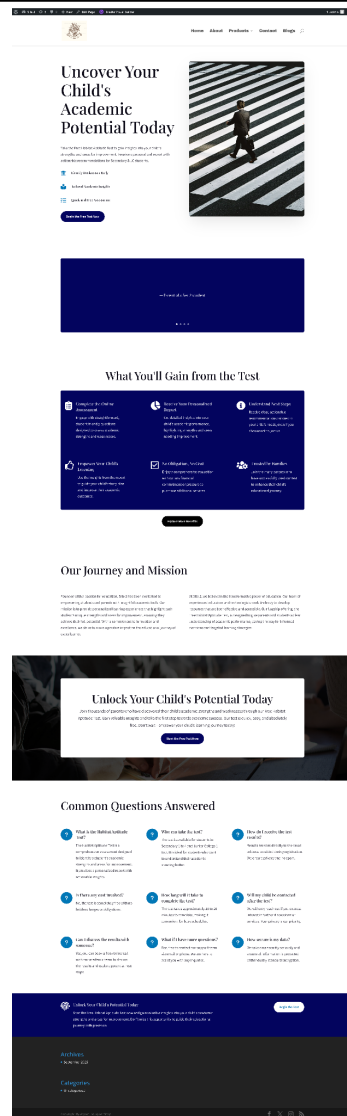
Part 4: Content and Messaging

• Write the landing page's main headline, sub-headline, and primary CTA.	Suggested Prompt: Write the landing page's main headline, sub-headline, and primary CTA. Focus on either a problem-solution, or clear benefits concept for the headlines. Main Headline Discover Your Child's True Academic Strengths — Before Exams Do Sub-Headline Take our Free Habitat Aptitude Test and receive a personalised diagnostic report showing strengths, gaps, and next-step recommendations for Secondary & JC students. Primary CTA Start the Free Aptitude Test Suggested Prompt: Explain how these elements follow CRO principles such as clarity, value, relevance, and reduced cognitive load. Keep it short. Clarity The headline states <i>exactly</i> what the page is about (understanding academic strengths) and <i>when</i> the benefit applies
• Explain how these elements follow CRO principles such as clarity, value, relevance, and reduced cognitive load.	

	(before exams). The CTA clearly tells users what will happen next. Value The sub-headline highlights a tangible reward: a free, personalised diagnostic report with actionable insights—not vague “improvement.” Relevance Language speaks directly to parents of Secondary & JC students, aligning with their core anxiety (uncertainty before exams). Reduced Cognitive Load One clear offer, one clear action. Simple wording, no jargon, and a single CTA minimizes decision fatigue and hesitation.
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Part 5: Building the Landing Page

● Build the first draft of your landing page using a chosen no-code tool (e.g., Unbounce, HubSpot, Leadpages, Wix, Squarespace).	○ Include key sections: headline, benefits, visuals, CTA, social proof, trust elements. ○ Focus on clarity, flow, and structure — not styling. ○ Provide a screenshot of the draft landing page. Suggested Prompt: Build the first draft of the landing page using Unbounce. * Copy and paste the response to Divi AI on a new page. Do relevant edits and generate the landing page using the AI function. * Use Chrome for the design. To take a full screenshot: - Right click on the page and select “Inspect” (MUST be on Chrome) - Click on the 3 dots on the top right hand corner of the inspect window and select “Run Command” - Enter Run > screenshot and select “Capture full size screenshot - The image will be downloaded in the download folder by default <u>OR</u> Using Claude: I am building a landing page for my [tuition business]. The conversion action is [getting visitor to submit their email to take the free Habitat Aptitude Test and receive a personalised performance report]. The landing page should follow the practice of a good landing page design such as using Cialdini’s Principles of Persuasion, Fogg Behavior Model, Eisenberg’s Buyer Modalities, taking care of frictions of the visitor (lift model), Gutenberg principles, trust signals, good use of negative spaces, 60-30-10 rule for colours (you can assume corporate colours) and also provide a strong CTA. Please use the following information: [Put your headlines & CTAs here] Please help me create this landing page.
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ICT-DES-4007-1.2 WSQ Website & Landing Page Conversion Optimisation V3.0 December 2025

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Part 6: Measurement & Optimisation

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| <ul style="list-style-type: none">• Identify THREE key CRO metrics that should be tracked to measure performance against the SMART goal.• Explain why each metric is important for evaluating landing page effectiveness. | <p>Suggested Prompt:</p> <p>Identify THREE key CRO metrics that should be tracked to measure performance against the SMART goal and explain why each metric is important for evaluating landing page effectiveness. Keep it short.</p> <p>1 Conversion Rate (Form Submissions / Page Visitors)</p> <ul style="list-style-type: none">• Why: Directly measures how many visitors complete the primary action — the core of your SMART goal (120 sign-ups / 60 days).• Insight: Indicates if the headline, copy, and CTA are persuasive enough. <hr/> <p>2 Bounce Rate (Visitors Who Leave Without Action)</p> <ul style="list-style-type: none">• Why: Shows whether the page engages users immediately.• Insight: High bounce → unclear value, weak headline, or slow load time. |
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Describe how you would use heatmaps, session recordings, usability testing, and A/B testing to identify areas for improvement and optimise conversions.	3 Click-Through Rate on Secondary CTA (Book Review / WhatsApp) Why: Measures engagement with next-step actions after form submission. Insight: Helps evaluate if your post-conversion experience drives deeper interaction and potential enrolments. Suggested Prompt: Describe how you would use heatmaps, session recordings, usability testing, and A/B testing to identify areas for improvement and optimise conversions. 1 Heatmaps Use: Track where visitors click, scroll, and hover on the landing page. Goal: Identify if key elements (headline, CTA, form) are noticed or ignored. Example: If visitors rarely scroll to benefits or testimonials, move them higher on the page. 2 Session Recordings Use: Watch individual user sessions to see real navigation behavior.
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- **Goal:** Spot confusion, hesitation, or form abandonment.
 - **Example:** Users repeatedly clicking the wrong area of the form → simplify layout or clarify fields.
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3 Usability Testing

- **Use:** Have parents/students attempt the landing page while thinking aloud.
 - **Goal:** Understand perception, clarity, and trust issues.
 - **Example:** If testers don't understand what the test report includes → rewrite sub-headline or add visual cues.
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4 A/B Testing

- **Use:** Compare variations of headlines, CTAs, form lengths, or imagery.
- **Goal:** Quantify which design or copy version drives higher conversion rates.
- **Example:** Test “Start the Free Aptitude Test” vs “Get My Free Academic Report” to see which boosts form submissions.

