

**UX for Marketers**

**Course Number:** UX-102  
**Duration:** 1 day

**Overview**

User Experience (UX) is playing an increasingly important role in SEO (search engine optimization) and other marketing disciplines. This course demystifies UX for marketing professionals and teaches them how to improve the usability of their organization’s website.

**Prerequisites**

There are no specific prerequisites for this class, but it is aimed at those with some experience with digital marketing.

**Materials**

All attendees receive a copy of the training materials and access to UX resources/templates.

**Software Needed on Each Student PC**

Stable internet access and a modern web browser.

**Objectives**

* Understand the UX processes
* Understand how UX and marketing can work together
* Apply common UX methods
* Use UX tools and techniques to improve your marketing strategy

**Outline**

* Overview of UX
  + What is UX?
  + Why is UX important?
  + Working with UXers and how to get involved in the design process
* Common UX Methods
  + Analytics for UX
  + User testing
  + Stakeholder interviews
  + Design psychology
  + Personas (marketing Vs. design)
  + Empath and journey mapping
  + Measuring UX
* Testing with Users
  + The different types of usability testing
  + How to prepare for usability testing
  + How to run usability testing
  + How to analyze, and act on, the results of testing
* UX for SEO
  + Why UX matters
  + Dispelling myths
  + Quick wins
  + Where landing pages sit in the User
  + Consistency of messaging
* UX for Conversions
  + Differences between UX and CRO
  + Common CRO methods
  + Measuring results
* Conclusion