DIGITAL SKILLS AUTHORITY

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COB
CERTIFIED
WEB MERCHANDISER

E-LEARNING EDITION

OVERVIEW

Become a Leading E-Commerce Sales Professional

Get instant access to the industry leading online version of this global Web Merchandiser Qualification. Subscribe to this course to get expert insights and powerful hands-on workshops, including web merchandising, content strategy and SEO web writing. Maximize the value of your shopping basket, by effective cross-selling and up-selling. Plus, you will have access to the latest insights and tips on artificial intelligence and emerging technologies, as you study for a Certificate in Online Business™.

Attended by employees from leading retailers such as John Lewis, House of Fraser, Three, Schneider Electric, L'Oréal and more.

Price per subscriber $675.00 (incl. tax) includes: -

- 6-week access to around 15-hours of high-impacting interactive online lessons and workshops (compatible with Tablets, Windows and Mac PCs)
- Downloadable e-learning versions of the 5 official COB Certified Web Merchandiser course books
- Includes online exam and shareable Digital Credential (if exam passed)

AUDIENCE

Who should take the course

- Visual Merchandisers
- Web / Online Merchandisers
- Retail teams selling online
- Job Seekers and careers changers

> " I was able to implement quick wins, and prepare structural changes. "
>
> **MATHIAS DELEU,**
> **European CRM and e-Commerce Manager,**
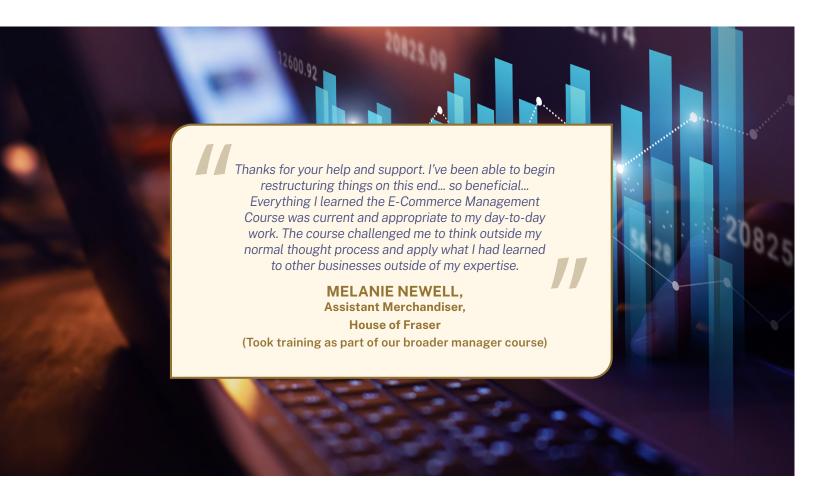> **Brady Corporation**

OUTCOMES

- Increase your sales*
- Understand and balance both the customer needs, and the sales objectives of the retailer
- Implement incentivization, cross-sell and upsell tactics to maximize order value
- Make recommendations on technology needs for merchandising to boost sales
- Gain greater ability to present products in an optimal way

*One retailer reported an increase in $79 million in online sales, further, to combining our training with their wider strategy and a new web merchandising technology

> "Thanks for your help and support. I've been able to begin restructuring things on this end... so beneficial... Everything I learned the E-Commerce Management Course was current and appropriate to my day-to-day work. The course challenged me to think outside my normal thought process and apply what I had learned to other businesses outside of my expertise."
>
> **MELANIE NEWELL,**
> **Assistant Merchandiser,**
> **House of Fraser**
> **(Took training as part of our broader manager course)**

BENEFITS

- Learn how to engage your customers to buy
- Get valuable tips to maximize sales
- Discover how to write or ensure search engine optimized product pages
- Gain sales impacting cross-sell and up-sell techniques
- Get exam practice exercises
- Complete fun high-impacting practical workshops
- Gain a globally recognized industry certification

COURSE CONTENT

The interactive online lessons, powerful guides and workbooks will give you the following learning: -

Understand your audience

- Gain a clear understanding of your target audiences
- Understand psychology and how to engage customers on product pages

Web Content that Sells

- Learn how to avoid the *'7 Deadly Web Content Sins'*
- Get our *'12 Keys to Content Success'*
- Find out what media to use to present your products
- Discover cutting edge technologies for content
- Understand how to enable viral marketing and advocacy on your product pages

Writing for the Web

- Learn how to write and present text effectively on your product pages
- Get key selling phrases for your products
- Learn how to grab your readers attention in a few seconds
- Learn how to search engine optimize your online product information
- Understand how to balance the customer experience with search engine optimization
- Learn how to optimize your text so that its readable on the Internet

Web Merchandising for Maximum Sales

- Gain valuable insights into selling and psychology
- Learn to categorize your products for optimal impact
- Learn how to merchandise products effectively for optimum sales
- Understand how to cross-sell effectively
- Discover intelligent tools to enhance online merchandising
- Know what and how to implement social and search merchandising
- Packed with case studies and practical hands-on workshops

Share Your Achievement

Once you have passed your exams you will be awarded your own unique verifiable credential (Secured through Blockchain).
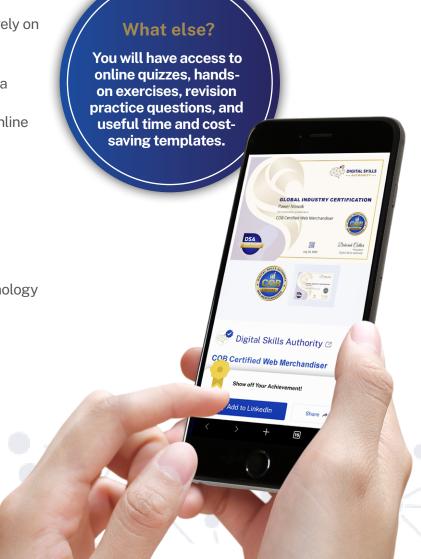
- Share on your LinkedIn profile
- Announce over social media, through email and WhatsApp
- Share with recruiters and employers
- Maintain an online career journey with helpful salary insights
- Receive a downloadable certificate and embed your certification badge on your résumé or website

What else?

You will have access to online quizzes, hands-on exercises, revision practice questions, and useful time and cost-saving templates.

GET COURSE

You are just 3 steps away! For any questions visit digitalskillsauthority.org/contact

STEP 01
SUBSCRIBE
to industry's
certification course.
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STEP 02
PAY OR ACCESS
- follow the payment
instructions or enter
'Subscriber Access Code'

STEP 03
IDENTIFY
Pass Secure ID
verification checks

DIGITAL SKILLS AUTHORITY
INTRODUCTION TO
DIGITAL MARKETING
AND ADVERTISING
SUPPORTING REFERENCE
AND WORKBOOK
DSA CERTIFICATE

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EMAIL MARKETING
BEST-PRACTICE GUIDE
DSA CERTIFICATE

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AND CUSTOMER
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CONTENT WRITERS,
PUBLISHERS AND WEB
MERCHANDISERS
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ARTIFICIAL
INTELLIGENCE GUIDE
PROFESSIONALS EDITION
DSA CERTIFICATE

SCAN TO SUBSCRIBE

How
☑ MULTIMEDIA - PREREQUISITE

Lesson 18 - Web Merchandising
Workshop 1
☑ MULTIMEDIA - PREREQUISITE

Lesson 19 - Web Merchandising
Workshop 2
☑ MULTIMEDIA - PREREQUISITE

Lesson 20 - Web Merchandising
Categories and Products
Implementation & Workshop 3
☑ MULTIMEDIA - PREREQUISITE

Lesson 21 - Merchandising with
Special Offers
☑ MULTIMEDIA - PREREQUISITE

Lesson 22 - Web Merchandising Quiz
☑ MULTIMEDIA - PREREQUISITE

Lesson 23 - Web Merchandising
Summary
☑ MULTIMEDIA - PREREQUISITE

Course Summary and   0/2

Lesson 21 - Merchandising with Special Offers

Maximizing Sales - Incentivization

< PREV   NEXT >

COMPLETE & CONTINUE →