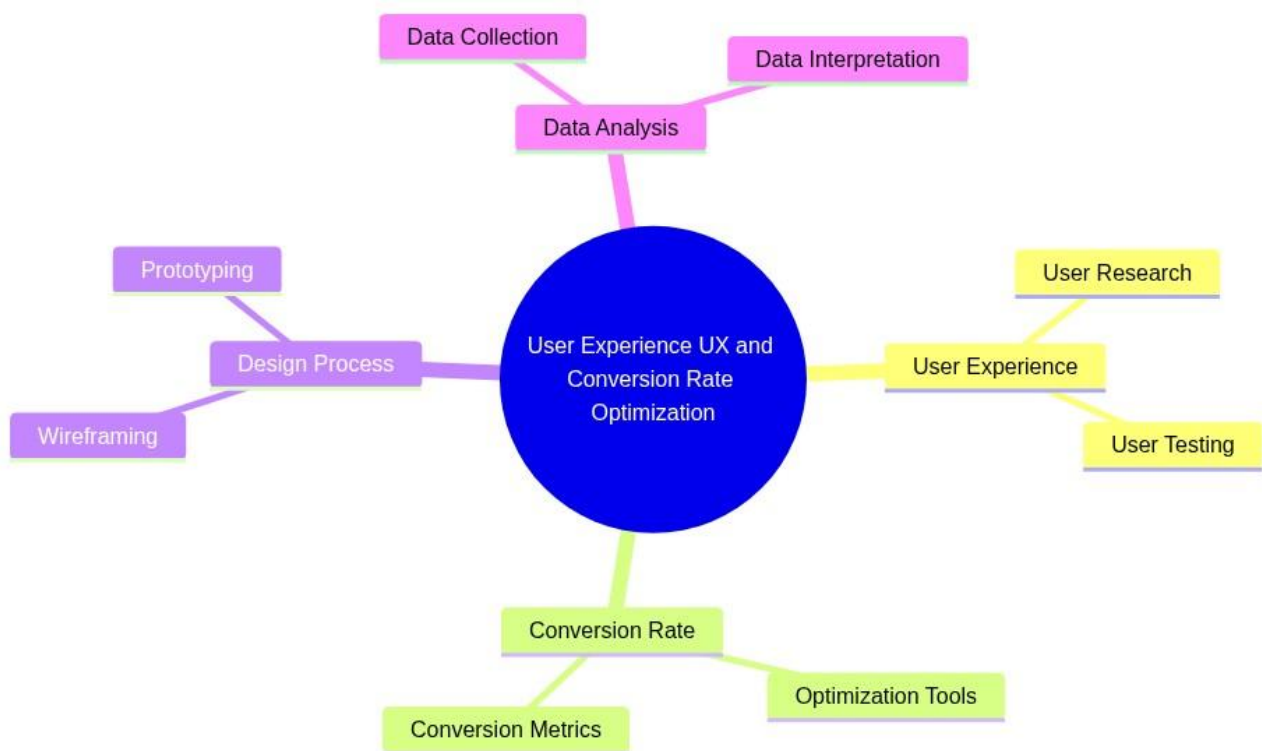


Digital Marketing Certificate

User Experience (UX) and Conversion Rate Optimization



mindmap

```
root((User Experience UX and Conversion Rate Optimization))
  User Experience
    User Research
    User Testing
  Conversion Rate
    Optimization Tools
    Conversion Metrics
  Design Process
    Wireframing
    Prototyping
  Data Analysis
    Data Collection
    Data Interpretation
```