

# WAYRANKPRO CASE STUDY

## Heard Learning: Online Education and Skills Training

Website Redesign and Development

|              |                                                                 |
|--------------|-----------------------------------------------------------------|
| Client       | Heard Learning: heardlearning.co.uk                             |
| Industry     | Online education, professional skills training, course delivery |
| Market       | United Kingdom, individuals seeking professional development    |
| Engagement   | Website redesign and development                                |
| Delivered by | WayRankPro                                                      |

### Overview

Heard Learning is a leading online education provider offering professional skills training and personal development courses to individuals across the United Kingdom. They deliver comprehensive, practical training in areas including business, technology, creative skills, and professional development. Heard Learning serves career-focused professionals, students, and individuals seeking to upskill or change career direction through accessible, high-quality online courses.

Heard Learning needed a modern, engaging website that showcased their course offerings, communicated the value of their training, and streamlined the course discovery and enrolment process. The website needed to build credibility with prospective learners, highlight course outcomes and instructor expertise, and drive course registrations. WayRankPro was engaged to redesign and rebuild the website to improve user experience, course discovery, and enrolment conversion.

### The Challenge

The online education market is highly competitive with numerous providers offering similar training. Prospective learners need to understand course content, delivery methods, instructor credentials, cost, and career outcomes before committing to enrolment. Heard Learning faced several critical obstacles to growth:

- The existing website had an outdated design and poor user interface, making it difficult for prospective learners to navigate course offerings or understand the value proposition.
- Course information was poorly organised and difficult to search, with unclear descriptions of content, learning outcomes, time commitments, and pricing.
- Limited instructor profiles, student testimonials, and course reviews failed to build trust or demonstrate the quality of training.
- No clear enrolment pathway or streamlined course registration process, creating friction between course discovery and enrolment.
- Poor mobile experience and slow page load times negatively impacting user experience and search engine visibility.

# Our Solution

## 1. Website Redesign and Development

WayRankPro designed and developed a modern, learner-focused website that positioned Heard Learning as a trusted education provider and simplified the course discovery and enrolment journey.

### Design and UX Highlights

- A modern, clean aesthetic with vibrant accent colours, welcoming imagery, and an intuitive layout that engages prospective learners.
- Prominent course search and filtering functionality allowing learners to find courses by subject, skill level, duration, format, and instructor.
- Comprehensive course landing pages with clear descriptions, learning outcomes, curriculum details, time commitment, pricing, and enrolment buttons.
- Instructor profile pages showcasing expertise, credentials, qualifications, teaching philosophy, and student reviews to build credibility and trust.
- Student testimonial and success story sections demonstrating course value, career outcomes, and learner satisfaction.
- Streamlined course enrolment process with a simplified registration form, secure payment integration, and immediate course access upon enrolment.
- Category and pathway pages for major subject areas, allowing learners to explore related courses and build learning journeys.
- Educational content including course previews, learning guides, industry insights, and career development resources establishing Heard Learning as an authority.
- Mobile-first responsive design optimised for learners researching and enrolling on smartphones and tablets.
- Fast page load times and performance optimisation ensuring excellent user experience across all devices and connection types.

## 2. Technical Foundation and Conversion Optimisation

WayRankPro built a technically sound, fast, and conversion-optimised website designed to maximise course discovery and enrolment.

- Performance optimisation including image compression, caching layers, lazy loading, and script optimisation to achieve fast Core Web Vitals scores.
- Mobile-first responsive design ensuring seamless experience across smartphones, tablets, and desktops.
- Clear, strategically placed calls to action throughout the site directing users to course pages, instructor profiles, and enrolment buttons.
- Schema markup implementation including EducationalOrganisation, Course, and Person schema to enhance search visibility and rich results.
- Course data structure with detailed metadata enabling comprehensive course pages with structured, searchable information.
- Payment gateway integration for secure, seamless course purchasing and enrolment.
- Advanced search functionality with faceted filtering by subject, level, duration, format, instructor, and price.
- Analytics and conversion tracking to monitor course page visits, enrolments, revenue, and user behaviour patterns.

### 3. Content Architecture and Learning Pathways

WayRankPro developed a comprehensive content architecture and learning pathway system to guide learners through course discovery and enrolment.

- Subject category pages organising courses by discipline, industry, and skill type for logical browsing and discovery.
- Skill level categorisation from beginner through advanced, helping learners find appropriate courses matching their current expertise.
- Learning pathway pages presenting structured course sequences for career progression, skill development, and specialisation.
- Course prerequisite and progression information helping learners understand course relationships and recommended learning sequences.
- Detailed course page copywriting covering learning outcomes, curriculum breakdown, time commitment, teaching methods, and assessment approaches.
- Instructor biography and profile pages showcasing teaching experience, industry credentials, qualifications, and student reviews.
- Student success stories and testimonials demonstrating course impact, career outcomes, and learner satisfaction.
- Educational blog and resources section providing industry insights, learning tips, career advice, and course preview content.

### Results

The redesigned website transformed Heard Learning's digital presence into a powerful course discovery and enrolment platform. The new site improved user experience, simplified course navigation, and removed barriers to enrolment, resulting in increased learner acquisition and course registrations.

| 75+                  | 25+                 | 8                  | 120+                 |
|----------------------|---------------------|--------------------|----------------------|
| Course landing pages | Instructor profiles | Subject categories | Student testimonials |

### Outcomes Delivered

- A modern, engaging website that reflects the quality and professionalism of Heard Learning's educational programmes.
- Intuitive course search and discovery experience allowing learners to find relevant courses quickly and easily.
- Comprehensive course landing pages with clear descriptions, outcomes, instructor details, and enrolment information.
- Instructor profile pages building credibility through credentials, qualifications, teaching philosophy, and student reviews.
- Student testimonial and success story sections demonstrating course value and career outcomes.
- Streamlined enrolment process reducing friction between course discovery and registration.
- Fast, mobile-optimised website providing excellent user experience across all devices.
- Increased course enrolments and learner acquisition driven by improved user experience and conversion optimisation.

*Note: Specific enrolment volume, revenue, and conversion metrics can be populated from live analytics and enrolment data for the relevant reporting period.*

## Scope at a Glance

| Workstream           | What WayRankPro Delivered                                                                            |
|----------------------|------------------------------------------------------------------------------------------------------|
| Website Design       | Modern learner-focused aesthetic, welcoming imagery, intuitive navigation, brand positioning         |
| Website Build        | WordPress development, mobile responsive, fast loading, conversion optimisation, payment integration |
| Course Pages         | 75 plus course landing pages with descriptions, outcomes, curriculum, pricing, enrolment buttons     |
| Instructor Profiles  | 25 instructor profiles with credentials, qualifications, teaching philosophy, student reviews        |
| Category System      | Subject categories, skill levels, learning pathways, course prerequisites, filtering system          |
| Social Proof         | Student testimonials, success stories, course reviews, rating systems                                |
| Course Discovery     | Advanced search functionality, faceted filtering, course recommendations, related courses            |
| Enrolment Flow       | Streamlined registration, secure payment integration, immediate course access                        |
| Educational Content  | Blog and resources, course previews, learning guides, career development advice                      |
| Technical Foundation | Performance optimisation, schema markup, analytics tracking, fast load times, mobile first           |

## Why It Worked

By designing the website with a focus on learner experience, clear course discovery, and frictionless enrolment, WayRankPro transformed Heard Learning's digital platform into a powerful acquisition engine. The new site removes barriers to course discovery through intuitive search, comprehensive course information, and trust-building instructor profiles and student testimonials. A streamlined enrolment process combined with fast mobile performance maximises conversion from interested prospect to enrolled learner. The result is a modern, professional online education platform that positions Heard Learning for sustained growth in the competitive online learning market.

### Want results like these for your business?

WayRankPro designs high-performing websites that convert. Let's talk about your project.

