



1-ON-1 PERSONAL TRAINING PROGRAM

LANDING PAGE MASTERY

Two Structured Tracks: Beginner → Advanced | Conversion-Focused Design, Copy & AI Page Building

TRAINING NAME

Landing Page Development Mastery Program — by Global Web Digital & Learn AI Digital



HEMANT KALWANI

AI & Digital Marketing Expert | Ex-Google & Ex-Accenture Leader | Founder & Director, Global Web Digital and Learn AI Digital

Training delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital / Learn AI Digital

15+ Yrs

Industry Experience

8,500+

Projects Delivered

₹300+ Cr

Client Revenue Tracked

35+

Countries Served

TRUSTED PARTNER. PROVEN RESULTS.

Certified by Google • WordPress Plus Partner • HubSpot

PROGRAM OVERVIEW

Two Personalized Tracks, One Trainer

This is a fully personalized, one-on-one coaching program for founders, marketers, freelancers and agency professionals who want to build genuinely high-converting landing pages — not just learn the theory. Every session is live, one-on-one, and shaped around your offer, your audience and your goals.

Choose the Beginner track to build a complete foundation in conversion-focused design, copywriting and page building, or go straight into the Advanced track if you already build landing pages and want to master today's AI-assisted stack — AI page builders, A/B testing, personalization and conversion diagnostics. Both tracks are delivered by Hemant Kalwani or a senior trainer from Team Global Web Digital and Learn AI Digital — our expert professional trainers — personally shaped around your business, your product and your goals.

WHO DELIVERS THE TRAINING

Sessions are delivered by Hemant Kalwani himself, or by a senior, expert professional trainer from Team Global Web Digital and Learn AI Digital — vetted and mentored directly by Hemant to the same standard. Either way, you get personalized, 1-on-1 live coaching from a practitioner who builds real, revenue-driving landing pages, not a generic instructor.

<https://learnaidigital.com/>

	BEGINNER TRACK	ADVANCED TRACK
Duration	15 hours	20 hours
Level	Beginner — no prior experience needed	Intermediate/Advanced — for those who already build landing pages
Focus	Foundations: copywriting, layout, page builders, forms, mobile & speed	Latest AI stack: AI page builders, A/B testing, personalization, conversion diagnostics
Outcome	Design, build and publish your first high-converting landing page independently	Design, test and scale advanced, AI-assisted landing pages like a specialist

COMMON TO BOTH TRACKS

- 1-on-1 live online sessions (video call), fully personalized to your business.
- Flexible weekly scheduling, 5–7 hour sessions, adjusted to your availability.
- Hands-on work on your own product/business or a live practice account.
- Templates, worksheets and WhatsApp support between sessions.
- Guidance on choosing the right page builder or AI landing page tool for your budget and technical comfort.

Landing Page Development — Foundation Program

(Beginner Curriculum: Zero to Your First High-Converting Page)

Seven modules covering everything needed to go from no experience to confidently designing, building and publishing a landing page that converts.

MODULE 1 Landing Page Fundamentals

2 hrs

- What makes a landing page different from a regular website page.
- The single-goal principle: one page, one offer, one action.
- Anatomy of a high-converting page, section by section.

MODULE 2 Copywriting for Conversion

2.5 hrs

- Writing headlines that instantly communicate value.
- Benefit-led copy: focusing on outcomes, not just features.
- Writing calls to action that remove hesitation.

MODULE 3 Layout, Design & Trust Signals

2 hrs

- Visual hierarchy: guiding the eye toward the action you want.
- Trust signals: testimonials, client logos and guarantees that build credibility.
- Above-the-fold design that hooks visitors immediately.

MODULE 4 Building Your First Landing Page with a Page Builder

2.5 hrs

- Hands-on with a page builder: working with templates and sections.
- Customizing layout, colors and fonts to match your brand.
- Assembling a complete page from a proven template.

MODULE 5 Forms & Lead Capture Basics

2 hrs

- Designing simple forms that reduce abandonment.
- Data security & trust statements that reassure visitors.
- Setting up a clear thank-you page/next step.

MODULE 6 Mobile Optimization & Page Speed Basics

2 hrs

- One-column mobile layouts and why multi-column desktop sections often break.
- Keeping the main CTA reachable without pinch-zooming or hunting.
- Basic speed optimization to reduce bounce rate.

- **Domain & hosting basics** for publishing your page.
- **Basic conversion tracking:** knowing whether your page is actually working.
- **Live practice session:** building and publishing a real page together.

By the end of the Beginner Track, you will be able to independently design, build and publish a high-converting landing page for your own business.

Landing Page Development — Advanced Growth Program

(Advanced Curriculum: Master the Latest AI Page-Building & CRO Stack)

Recommended after the Beginner Track or for practitioners who already build landing pages. Eight modules covering AI page builders, advanced testing, personalization and agency-grade conversion diagnostics.

MODULE 1 The Latest AI Landing Page Stack

3 hrs

- **AI landing page builders:** generating production-ready pages from a prompt or brief.
- **Brand extraction tools:** capturing your design system automatically instead of rebuilding it manually.
- **When to use AI generation vs. a fully custom build.**

MODULE 2 Advanced Copywriting & Persuasion Frameworks

2.5 hrs

- **Psychological triggers** that genuinely influence action — without manipulative tactics.
- **Objection handling** built directly into page copy.
- **Advanced CTA strategy** for different funnel stages and traffic sources.

MODULE 3 A/B Testing & Multivariate Optimization

2.5 hrs

- **Structuring real A/B tests** with a clear hypothesis, not random tweaks.
- **Understanding statistical significance** so you trust your results.
- **Smart traffic routing:** letting tools automatically send visitors to the best-performing variant.

MODULE 4 Personalization & Dynamic Content

2 hrs

- **Dynamic Text Replacement (DTR):** matching page copy to ad/search terms automatically.
- **Audience-based personalization** for different traffic sources and segments.
- **Moving from final-click optimization to holistic experience design.**

MODULE 5 Advanced Technical Build: Custom Sections & Integrations

3 hrs

- **Advanced page builder techniques:** custom sections beyond standard templates.
- **Connecting forms to CRM, email and ad platforms.**
- **Troubleshooting common technical issues** that hurt conversion or tracking.

MODULE 6 Landing Pages for Paid Campaigns

2 hrs

- **Message match:** aligning page copy tightly with ad copy and search intent.
- **How landing page experience affects Quality Score & ad costs.**
- **Building campaign-specific pages** instead of sending all traffic to one generic page.

MODULE 7 Analytics, Heatmaps & Conversion Diagnostics

2.5 hrs

- **Heatmaps & session recordings:** seeing exactly where visitors hesitate or drop off.
- **Funnel analysis:** finding the biggest leak first.
- **Turning diagnostic data into a prioritized fix list.**

MODULE 8 Capstone: Full Landing Page Build, Test & Launch

2.5 hrs

- **Live build session:** combining AI tools, advanced copy and technical setup together.
- **Setting up your first real A/B test** before launch.
- **Guidance on an ongoing testing & optimization cadence.**

By the end of the Advanced Track, you will be able to design, test and scale high-converting, AI-assisted landing pages across multiple campaigns — at a specialist, agency-ready level.

INVESTMENT

Landing Page Development Mastery Program — by Global Web Digital & Learn AI Digital

Choose Your Track

BEGINNER TRACK

15 hours of 1-on-1 live training • Weekly flexible sessions • Foundations to first high-converting page

ADVANCED TRACK

20 hours of 1-on-1 live training • Weekly flexible sessions • Latest AI page builders, A/B testing & CRO stack

WHY TRAIN WITH HEMANT

- **15+ years** in digital marketing, including leadership experience at Google and Accenture.
- **Google, Meta Blueprint & HubSpot** certified.
- Personally delivered **1,850+ client projects** and **8,500+ projects** across team & agency work, spanning 35+ countries.
- Over **₹300+ crore** in tracked client revenue.
- **Founder & Director** of **Global Web Digital** (a Google, Meta Business & Shopify Plus Partner agency) and **Learn AI Digital**.

GET STARTED

Reserve your seat — limited to a small number of 1-on-1 clients per month.

Hemant Kalwani

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<https://hemantkalwani.com/> • <https://globalwebdigital.com/> • <https://learnaidigital.com/>

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