



HK WORDPRESS MEETUP #83

FEATURING

DXO

(Digital Experience Optimization)

BY LIROU C

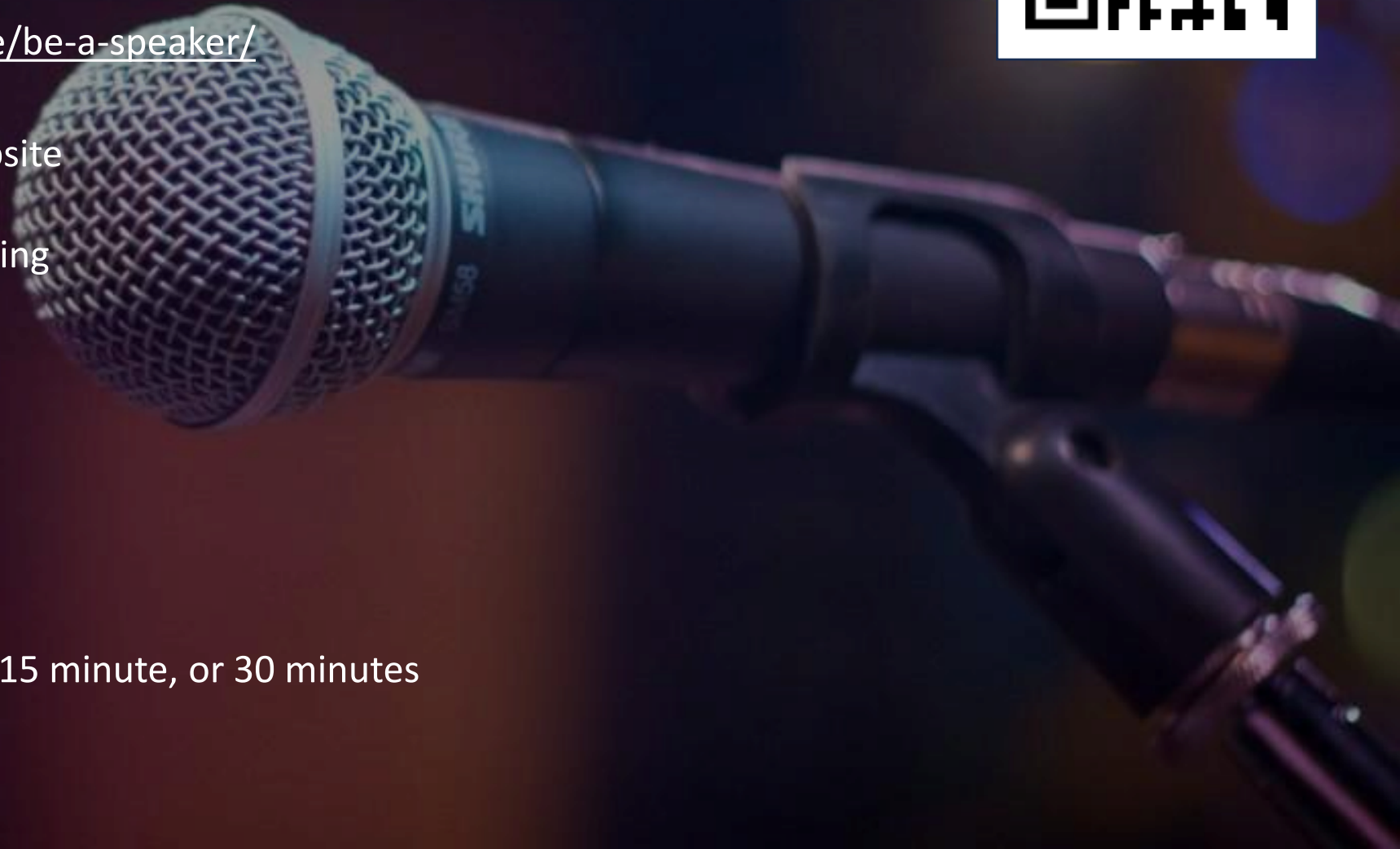
Agenda



Call for Speakers



- Apply at <https://hkwp.me/be-a-speaker/>
- Topics:
 - Your WordPress Website
 - Development
 - SEO/Content Marketing
 - Business Strategies
 - UI/UX
 - Security
 - Design
 - Career
 - Personal Experience
 - Other related topics
- Talk duration: 5 minutes, 15 minute, or 30 minutes



Sign up for a lightning talk now to show people your WordPress website

- Maximum 5 minutes.
- What can the audience learn about building WordPress websites?
- Brief introduction of products/ services offered in your website is allowed.
- Apply now:
<https://hkwp.me/lt>





Call for Volunteers



- Apply at <https://hkwp.me/be-a-volunteer/>

Venue Sponsor: Coffice

Coffice 是以本地企業及傳統行業為主要服務對象的共享辦公室，自2014年起我們分別在觀塘、荔枝角及上水設立了分行。

Coffice 致力為每個創業家提供全面的創業支援及希望透過用戶交流平台，為初創公司及微企打做一個將工作，生活，社交合而為一的理想工作環境。

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DXO (Digital Experience Optimization) by LiRou C

The talk is about how **lead generation** and e-commerce sites **improve conversions** and **increase revenue** through digital experience optimization (DXO). We will see how real businesses increased their webpage conversions through DXO. The talk will discuss case studies and easy steps to get started with DXO. It is perfect for beginners who want better results from their websites.





LiRou C

- LiRou is the **co-founder of Mida**, a Digital Experience Optimization platform helping global brands improve their online conversions and revenues. With a background in e-commerce growth, she developed **expertise in digital transformation and optimization strategies for retail businesses**.
- She also founded **Athletic Introvert**, an e-commerce brand for **fitness-minded introverts**, and regularly conducts sessions sharing her knowledge in digital optimization and conversion rate improvement.





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A dramatic photograph of a stormy sky with dark, heavy clouds. Several bright, jagged lightning bolts are visible, striking downwards from the clouds. The central bolt is the most prominent, glowing with a bright white and yellow light. The overall color palette is dominated by dark blues, greys, and the stark white of the lightning.

Lightning Talks



General
Q&A/Discussion

Closing



<https://asia.wordcamp.org/2025/>

The Premier Open Source Web Summit of Asia

February 20-22, 2025

Manila, Philippines

[Get Tickets >](#)

[Exhibit >](#)

Before purchasing your tickets, please [log in with your WordPress.org account*](#).

If you don't have an account, [please create one](#).

** This is your account for [the official WordPress.org website](#), rather than your personal WordPress site.*

Description	Price	Remaining	Quantity
Regular ticket	₱ 1,800.00	225	<input type="text" value="0"/> ▾
Micro Sponsor	₱ 18,000.00	21	<input type="text" value="0"/> ▾

[Click here to enter a coupon code](#)

Register →

WordCamp Johor Bahru

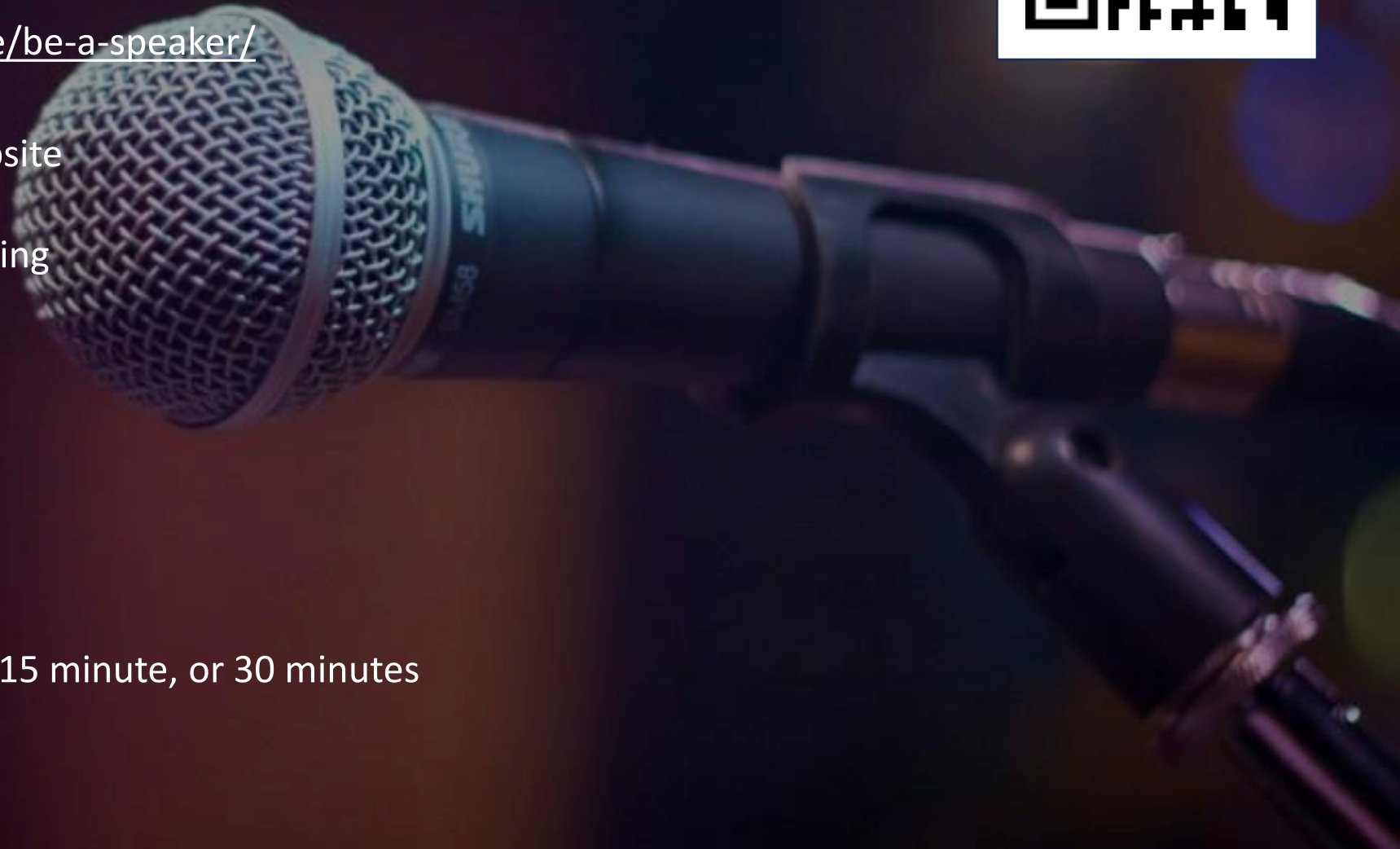
WordCamp Johor Bahru is in the early planning stages. In the meantime, you can subscribe to updates above, or contact the organizers below to get involved.

Contact the Organizers

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Picture Sharing

Share your event pictures

<https://hkwp.me/photo83>

or

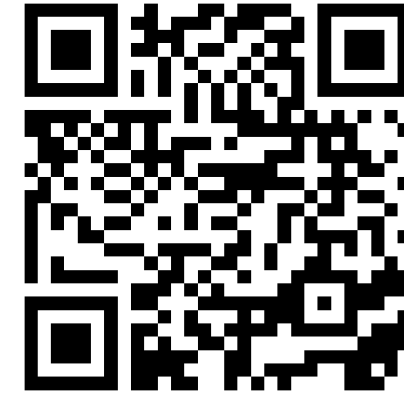
https://photos.app.goo.gl/P_R4ew9fRvizcBfC68

Google Photos



HKWP Meetup

Oct 22 - Nov 11



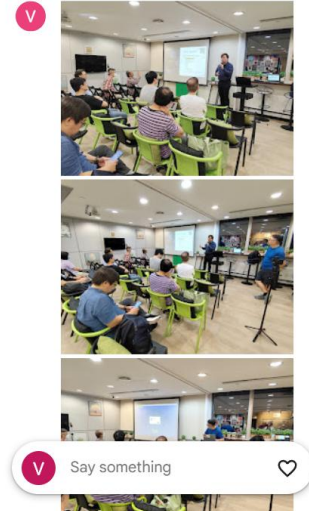
Activity

HKWP - Oct 22



Save

Victor "4" Nip - 3w





Dinner



小廚港作 Rocoma Kitchen

荔枝角長沙灣道833號長沙灣廣場地下G01B號舖



After reaching G/F, turn right, and
turn right again at the intersection



Cost: Buy your own coffee/dinner
(\$20 - \$70)

A close-up photograph of a black and white dog, possibly a Papillon, with its mouth open and tongue sticking out. The dog is wearing a pink collar with green floral patterns. The background shows a clear blue sky and a mountain range with green trees.

Thank you sponsor, again!

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Next HKWP Meetup Event

- February 17, 2025

