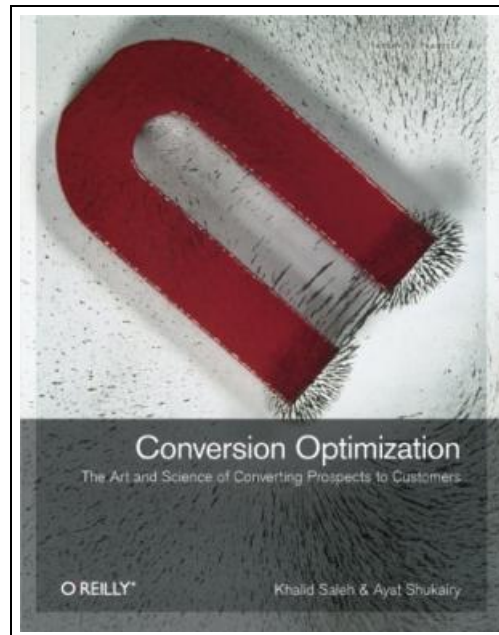


Conversion Optimization: The Art and Science of Converting Prospects to Customers



Filesize: 4.47 MB

Reviews

A must buy book if you need to adding benefit. It can be rally interesting throgh looking at period of time. Its been designed in an remarkably simple way and it is only after i finished reading this publication by which in fact altered me, modify the way i believe.
(Ms. Julie Huels)

CONVERSION OPTIMIZATION: THE ART AND SCIENCE OF CONVERTING PROSPECTS TO CUSTOMERS

[DOWNLOAD PDF](#)

O'Reilly Media. Paperback. Condition: New. 272 pages. Dimensions: 9.1in. x 7.0in. x 0.7in. How do you turn website visitors into customers? Conversion Optimization offers practical advice on how to persuade visitors to make a buying decision -- without driving them away through data overload or tedious navigation. You'll learn how to use marketing principles, design, usability, and analytics on your site to increase your buyer-to-visitor ratio, whether you're involved with marketing or designing a large e-commerce site, or managing a modest online operation. Based on the authors' broad experience in helping businesses attract online customers, this book addresses every aspect of the process, from landing visitors to finalizing the sale. You'll learn several techniques for blending successful sales approaches with the particular needs of the people you want to attract. Are you ready to do what it takes to get a double-digit conversion rate? Explore case studies involving significant conversion rate improvements. Walk through different stages of a sale and understand the value of each. Understand your website visitors through persona creation. Connect with potential customers and guide them toward a conversion. Learn how to deal with FUDs -- customer fears, uncertainties, and doubts. Examine the path that visitors take from landing page to checkout. Test any change you make against your original design. The Web is unique in its ability to deliver this almost improbable win-win: You can increase revenue AND make your customers happy. Yet most websites stink. Worry not, Khalid and Ayat to the rescue! Buy this book to follow their practical advice on how to create high-converting websites that your visitors love. --Avinash Kaushik, author of Web Analytics 2.0 and Web Analytics: An Hour A Day (both Sybex) This book goes far beyond optimizing conversion. It is a digital marketing primer that explains both the geeky...

[Read Conversion Optimization: The Art and Science of Converting Prospects to Customers Online](#)[Download PDF Conversion Optimization: The Art and Science of Converting Prospects to Customers](#)

You May Also Like



Valley Forge: The History and Legacy of the Most Famous Military Camp of the Revolutionary War

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.*Includes pictures *Includes accounts of Valley Forge written by Washington and other generals...

[Download Document »](#)



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually...

[Download Document »](#)



Growing Up: From Baby to Adult High Beginning Book with Online Access

Cambridge University Press, 2014. UNK. Book Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.

[Download Document »](#)



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Download Document »](#)



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Download Document »](#)

**From Kristallnacht to Israel: A Holocaust Survivor s Journey**

Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In the 1930s, as evil begins to envelope Europe, Karl Rothstein

[Save ePub »](#)

**Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America**

New Press. Hardcover. Book Condition: New. 1565843940 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-

[Save ePub »](#)

**Read Write Inc. Phonics: Set 7 Non-Fiction 3 the Ice and Snow Book**

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 207 x 86 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books

[Save ePub »](#)

**DK Readers Animal Hospital Level 2 Beginning to Read Alone**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in.This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured

[Save ePub »](#)

**Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School**

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)