

[PDF] Landing Page Optimization: The Definitive Guide To Testing And Tuning For Conversions

Rich Page, Maura Ginty, Tim Ash - pdf download free book

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Description:

From the Back Cover

Optimize Your Landing Pages and Send Profits Soaring

How much more money could you be making with better website and landing page design? The latest edition of this bestselling guide shows you step by step how to test and tune landing pages and dramatically improve your bottom line.

With more than 150 pages of new material, this ultimate marketer's resource is packed with practical strategies and tips, as well as eye-opening case studies. Transform your site as you learn how to:

- Identify mission-critical parts of your website and their true economic value
- Define important visitor classes and key conversion tasks
- Avoid the seven deadly sins of landing page design
- Deploy powerful neuromarketing techniques to persuade people and move them to act
- Make use of best practices for e-commerce and lead generation
- Uncover problems with your page and decide which elements to test
- Understand the power and limitations of common optimization testing approaches
- Develop an optimization action plan and get buy-in from all key players

"I love it when someone who's obviously a true expert shares almost everything he knows. I can't believe the amount of useful information and actionable insights Tim has crammed in here."

—**Steve Krug**, Author of *Don't Make Me Think*

"Tim has figured out what so many people don't understand: your website can (and should) get better. Every single day."

—**Seth Godin**, Author of *Meatball Sundae*

"Tim's *Landing Page Optimization* is a must-have for your bookshelf."

—**Bryan Eisenberg**, *New York Times* and *Wall Street Journal* bestselling author

"Buy this book. Go rock it!"

—**Avinash Kaushik**, Digital Marketing Evangelist at Google and author of *Web Analytics 2.0*

"This is the best business-focused, measurement-based guide to website design I have seen."

—**Don Norman**, Cofounder of Nielsen Norman Group and author of *Living with Complexity*

About the Author Tim Ash is the CEO of SiteTuners, a firm that improves website conversion rates through landing page diagnosis and redesign, conversion consulting, A/B split and multivariate test plan creation, and client training/mentoring. Tim has worked with hundreds of clients including Canon, Google, Expedia, CBS, Sony Music, Facebook, Cisco, and Coach. He is a highly regarded keynote and conference presenter, and the chairperson of Conversion Conference.

Rich Page is an Optimization Consultant for Adobe, working with Fortune 500 companies to improve their website optimization strategies and results. He is also the author of 'Website Optimization: An Hour a Day', due out in May 2012, and also runs a popular website optimization blog at rich-page.com.

Maura Ginty is a digital-era word geek with deep expertise in search, content strategy, and social media programs at Fortune 500 companies as well as small businesses. All three authors are frequent speakers at online marketing conferences.

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