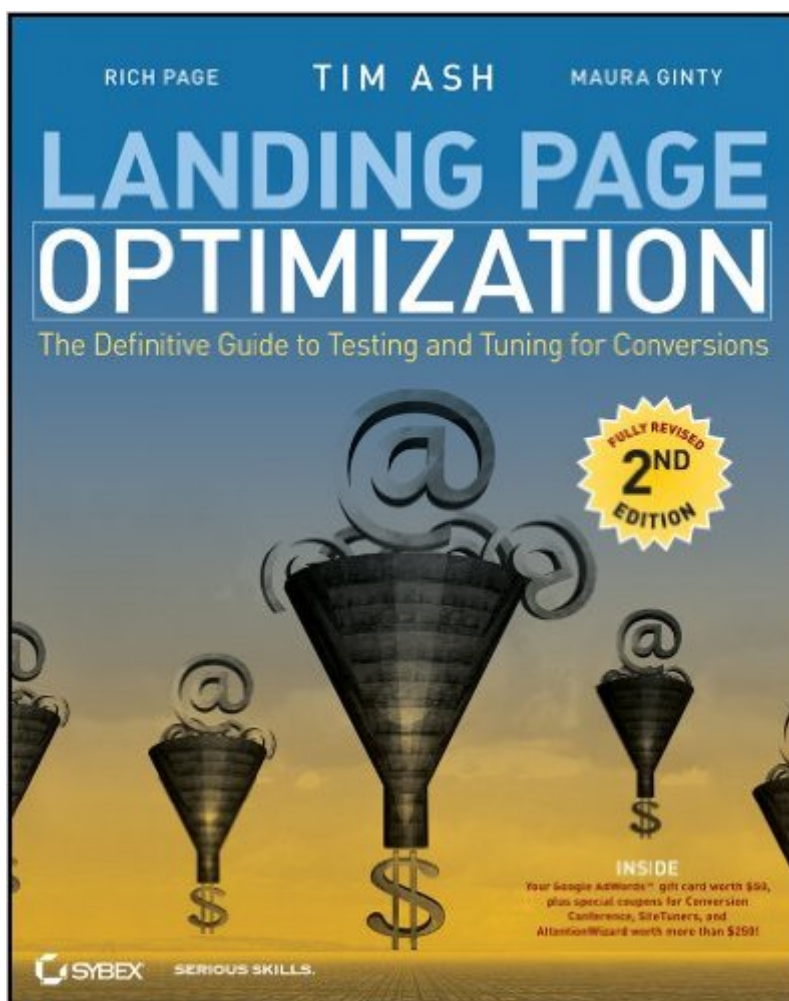


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Landing Page Optimization: The Definitive Guide To Testing And Tuning For Conversions



Synopsis

A fully updated guide to making your landing pages profitable Effective Internet marketing requires that you test and optimize your landing pages to maximize exposure and conversion rate. This second edition of a bestselling guide to landing page optimization includes case studies with before-and-after results as well as new information on web site usability. It covers how to prepare all types of content for testing, how to interpret results, recognize the seven common design mistakes, and much more. Included is a gift card for Google AdWords. Features fully updated information and case studies on landing page optimization Shows how to use Google's Website Optimizer tool, what to test and how to prepare your site for testing, the pros and cons of different test strategies, how to interpret results, and common site design mistakes Provides a step-by-step implementation plan and advice on getting support and resources Landing Page Optimization, Second Edition is a comprehensive guide to increasing conversions and improving profits.

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Customer Reviews

If you know absolutely nothing about marketing or web commerce, this may be the book for you. It

touches on a great many important subjects, and provides a useful -- if brief -- introduction to each. If, on the other hand, you have ANY experience at all with basic marketing principles and the concepts and techniques behind optimizing your web site to maximize customer response, you will find this book quite tedious. Simply put, nothing in this book gets more than surface treatment. Hundreds of very valuable concepts are introduced but none is ever fleshed out in a useful fashion. Practical examples are almost non-existent. Case studies are not used. Techniques are described in the broadest terms so that they may apply to any of a million different contexts or scenarios. This approach renders the book nearly useless to anyone who has even a little bit of knowledge in this area. After reading a few chapters, I was simply bored out of my mind. I switched to scanning sections and dropping in periodically to see if the level of detail increased, but it did not. I do not consider myself an expert by any means, but there was nothing here that I found enlightening or even useful. It's all too bland and general. I started the web site for my small business about five years ago, and constantly seek out new sources of insight into how I can improve it. The information in this book was just too generalized to be of any use. If you are new to web marketing, use this as a primer, but you will soon be itching for a more practical resource.

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