



Website Optimization: An Hour a Day - A Conversion Rate Optimization and A/B Testing Guide

By Rich Page

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Website Optimization: An Hour a Day - A Conversion Rate Optimization and A/B Testing Guide By Rich Page

Captivate your website visitors, supercharge your conversion rates and beat your online competition!

This hands-on conversion rate optimization and a/b testing resource steps you through the tools, best practices, test ideas and strategies needed to effectively optimize and improve any kind of website and generate more revenue from it. From a/b testing and optimizing calls-to-action and text to using advanced personalization and targeting techniques, you'll dive into the crucial areas of this exciting new field. This book also takes a unique approach by using best practices from web analytics, web usability and online marketing to help you get the most out of your website and conversion rate optimization efforts.

- Zeroes in on fundamentals such as understanding key conversion rate metrics, choosing analytics tools, researching your visitors, and crafting a plan for what to a/b test and optimize
- Walks you through a/b testing ideas for many types of web pages including the homepage, product and lead generation pages, and checkout pages
- Guides you through important conversion rate optimization areas such as optimizing calls-to-action, navigation, headlines and images
- Addresses advanced topics including mobile website optimization, paid search optimization, email marketing optimization, rich media, and more
- Includes hundreds of a/b and MVT test ideas, 75 website optimization tools, and a website optimization checklist to help you with your efforts

Full of best practices and helpful examples drawn from the author's own experience, *Website Optimization: An Hour a Day* is the complete solution for anyone who wants to get the best possible a/b testing and conversion rate optimization results from their website.

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Editorial Review

From the Back Cover

Optimize Your Website, Conversion Rates, and Revenue

A Step-by-Step Guide

Captivate your website visitors, supercharge your conversion rates, and beat your online competition with this detailed guide to all aspects of website optimization. This hands-on resource steps you through the tools, best practices, test ideas, and strategies needed to improve and generate more revenue from any kind of website. From optimizing calls-to-action and text to using advanced personalization and targeting techniques, you'll dive into all the crucial areas of this exciting new field. This book's unique approach incorporates best practices from web analytics, web usability, and online marketing to help you get the most out of your optimization efforts.

- Optimize everything, from your homepage and checkout flows to navigation, forms, and other crucial functionality
- Analyze your visitors and their on-site behavior so you can better engage and convert them
- Create better test plans and optimization strategies to make sure your efforts succeed
- Take advantage of advanced optimization techniques for mobile pages, email marketing, and more
- Personalize and target your website to better fit your visitors' needs, lifting conversions even further
- Influence your visitors using powerful trust, social proof, scarcity, and reciprocity techniques
- Establish an optimization process and organization framework that drives better results quicker
- Combine best practices of web analytics, web usability, and online marketing to improve your results

You'll also find:

- Over 75 great tools to help you optimize your website
- Website optimization checklist to gauge your current efforts
- Success metrics and conversion goals for any kind of website
- Details of a testing team critical for your optimization efforts
- Example of a high-impact test strategy that any website can use

Advance Praise for *Website Optimization: An Hour a Day*

"If you want to learn how to supercharge your website business performance, this is the book you've been waiting for. It's practical, actionable advice delivered from a master practitioner."

—**Lance Loveday**, CEO, Closed Loop Marketing and author of *Web Design for ROI*

"In nine exciting chapters Rich shows you, soup to nuts, exactly how to leverage usability, testing, and web analytics to transform your organization and achieve magnificent success!"

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

"This book is a must-read for companies serious about site optimization whether you are new to the game or have tried it in the past. Follow Rich's steps to avoid the common mistakes that will derail your efforts!"

—**Jason Burby**, Chief Performance Marketing Officer, ZAAZ/Possible Worldwide

"Rich Page provides a detailed road map for creating a powerful conversion improvement practice at your company. Get this book before your competition does!"

—**Tim Ash**, Chair of Conversion Conference, CEO of SiteTuners, and author of *Landing Page Optimization*

About the Author

Rich Page is a Conversion Specialist at Adobe, working with Fortune 500 clients to help improve their website testing and optimization strategies. Rich has been analyzing, testing, and improving websites for over 10 years and has previously worked for Disney Online in their web analytics and optimization team. He has a unique background of online marketing, web usability, and analytics, and has a popular web analytics and optimization blog at rich-page.com. He is also a regular speaker at industry conferences and the coauthor of *Landing Page Optimization*, Second Edition.

Users Review

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James Shaw:

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Greg Little:

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Matthew Seifert:

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