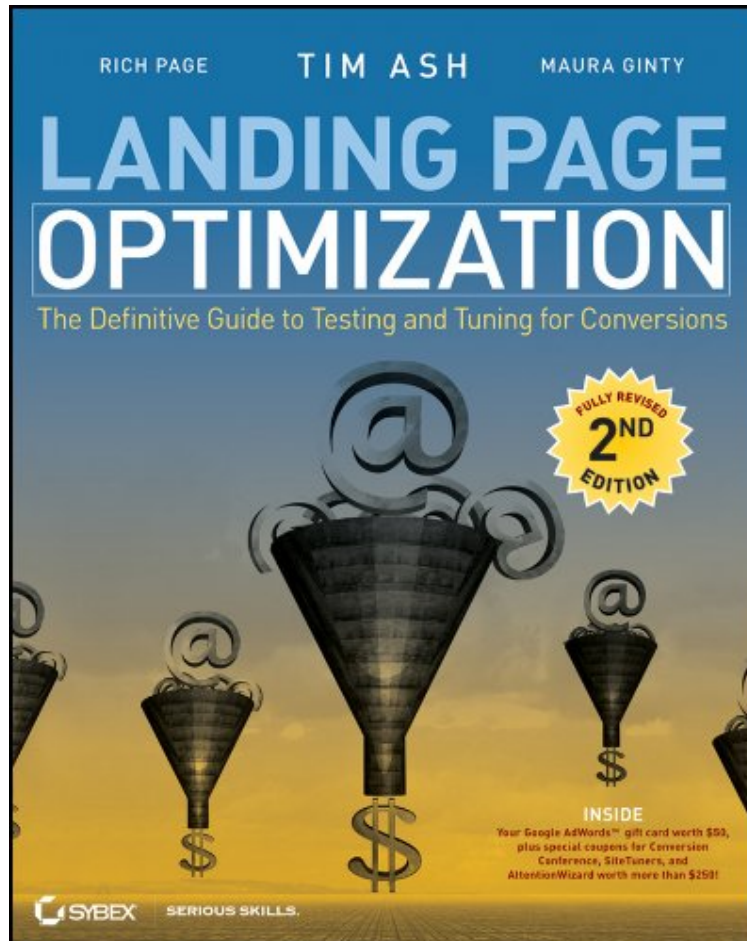


# Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions

Von Tim Ash, Maura Ginty, Rich Page  
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Von Tim Ash, Maura Ginty, Rich Page : Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions before purchasing it in order to gage whether or not it would be worth my time, and all praised Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. einfach fantastischVon Anna MDieses Buch ist absolut lesenswert. Egal ob Online Marketer, Webdesigner oder Management, alle werden hier wertvolle Erkenntnisse gewinnen.Der Schreibstil ist sehr einfach verstdlich und das Buch ist trotz des Informationsreichtums immer noch "leichte Kost".Ich habe selten Zeit besser investiert als beim Lesen dieses Buchs.0 von 0 Kunden fanden die folgende Rezension hilfreich. Grundlagenforschung..Von DANATOEin Buch fr alle, die nicht nur das wie, sondern das warum wissen wollen. Warum muss eine LP so aufgebaut werden. Psychologie, Stochastik und visuelle Stimulation - als auch die Lebensumstnde der Zielgruppe werden gut dargestellt,

die es gilt beim Aufbau einer guten LP zu berücksichtigen. Ein Grundlagenwerk für jeden, der mehr Konversion aus seiner Seite rausholen möchte. Ich habe dadurch einige neue Splittests gefunden, die uns 30% mehr Umsatz gebracht haben.

**Kurzbeschreibung** 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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**Buchrückseite** Inside: Your Google AdWords gift card worth \$50, plus \$100 off of Conversion Conference, \$100 off of a SiteTuners Express , and over \$50 in AttentionWizard visual attention heatmaps. 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

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