



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

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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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