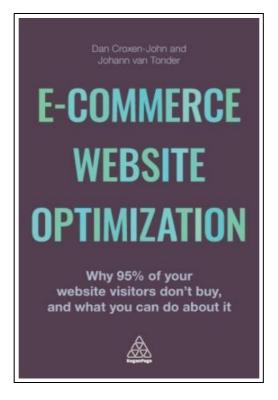
E-Commerce Website Optimization : Why 95% of Your Website Visitors Don't Buy, and What You Can Do About it



Filesize: 6.46 MB

Reviews

This kind of publication is every thing and taught me to seeking ahead and a lot more. It really is rally interesting through reading through time. I realized this ebook from my i and dad recommended this publication to understand.

(Dax Herzog)

E-COMMERCE WEBSITE OPTIMIZATION: WHY 95% OF YOUR WEBSITE VISITORS DON'T BUY, AND WHAT YOU CAN DO ABOUT IT



Kogan Page Jan 2017, 2017. Taschenbuch. Condition: Neu. Neuware - For those running e-commerce websites there are three ways to increase sales: increasing the quantity of visitors; increasing the percentage of visitors who buy from the site; and increasing the amount that visitors spend when they buy. E-commerce Website Optimization goes beyond simply increasing traffic, helping readers to improve conversion rates, increase ROI from online marketing campaigns, and generate higher levels of repeat business. It brings together usability, analytics and persuasion to offer a straightforward and detailed 5-step methodology of how to use the tools and techniques of Conversion Rate Optimization (CRO) to increase the e-commerce value of websites. Grounded in the latest theory and research, this will help readers to be well-informed and confident to make the right choices. Backed up with a range of invaluable case studies, E-commerce Website Optimization is perfect for those seeking to implement a data-driven ethos to their organization's e-commerce programme, based on market-tested and robust split-test methodology used across a range of commercial businesses. It supports all those responsible for online sales within an organization, be they the Chief Digital Officer, Head of Online Sales or E-commerce; or entrepreneurs and owners of small businesses deriving a substantial proportion of revenue from e-commerce. 233 pp. Englisch.

Read E-Commerce Website Optimization : Why 95% of Your Website Visitors Don't Buy, and What You Can Do About it Online

Download PDF E-Commerce Website Optimization : Why 95% of Your Website Visitors Don't Buy, and What You Can Do About it

Related Books



It's a Little Baby (Main Market Ed.)

Pan Macmillan. Board book. Book Condition: new. BRAND NEW, It's a Little Baby (Main Market Ed.), Julia Donaldson, Rebecca Cobb, It's a Little Baby is a beautiful and engaging book for little ones from Julia...

Download eBook »



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

Download eBook »



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video...

Download eBook »



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic....

Download eBook »



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

Download eBook »



Cat's Claw ("24" Declassified)

Pocket Books, 2007. Paperback. Book Condition: New. A new, unread, unused book in perfect condition with no missing or damaged pages. Shipped from UK. Orders will be dispatched within 48 hours of receiving your order.





Passive Income: Ultimate 8 Ways to Make 0-k a Month in 60 Days

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. PASSIVE INCOME ULTIMATE 8 WAYS to MAKE 0-K a MONTH in 60 DAYS

Read ePub »



Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2005 Pages: 815 Publisher: the Chinese teenager Shop Books all book.

Read ePub »



The Victim's Fortune: Inside the Epic Battle Over the Debts of the Holocaust

 $Harper Collins.\ Hard cover.\ Book\ Condition:\ New.\ 0066212642\ Never\ Read-12+\ year\ old\ Hard cover\ book\ with\ dust\ jacket-may\ have\ light\ shelf\ or\ handling\ wear-has\ a\ price\ sticker\ or\ price\ written\ inside\ front\ or\ back\ cover-publishers\ mark-Good\ Copy-I$

Read ePub »



Help! I'm a Baby Boomer (Battling for Christian Values Inside America's Largest Generation

Victor Books, 1989. Trade Paperback. Book Condition: New. Second Printing. 8vo - over 7¾" - 9¾" Tall. Buy with confidence from "Your neighborhood book store, online (tm) - Since 1997 delivering quality books to our

Read ePub »