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The Art And

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You Should Test

Science Of Optimized Marketing

While there is no secret to being an elite sales professional, there is a set of

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consistently
successful
selling
techniques
that most
companies
don't reach
their
salespeople,
and which most
entrepreneurs
think they

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don't have the
time to learn.
If there were
a single
"secret" to
finding untold
sales success,
everyone in
sales would be
enjoying
ridiculous
amounts of

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success.

However, some
things in life
are too
important to
not take the
time to learn,
and this is
certainly one
of them! In
Unlimited
Sales Success,

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you will
discover
practical,
time-tested
principles
that can be
learned and
utilized by
anyone,
including: The
psychology of
selling: your

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own mindset is
just as
important as
your
customer's
Personal sales
planning and
time
management
Prospecting
power: get
more and

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better
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appointments
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and
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relationship
Of Optimized
selling:
Marketing
position
yourself as a
partner with
the account
Identifying
needs

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accurately:
you'll know
how to arouse
their interest
and overcome
objections
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customer
behavior:
learn what
triggers quick
buying

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great selling
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techniques in
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action,
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Unlimited
Sales Success
will provide a
use-it-now
approach that
will set you

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up for
becoming a top
sales
professional
in your
industry
today.

Stop guessing,
start testing,
and enjoy
greater
success with

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your website,
then look no
further than
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author, Bryan
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his chief
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scientist,
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vonTivadar,
Marketing
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to test and
tune your site
to get more
visitors to
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subscribe to
your services,
or take
profitable
actions on
your site.

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and easy-to-
follow
reference will
help you:

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Develop a
testing
framework to
meet your
goals and
objectives
Improve your
website and
move more of
your customers
to action
Select and

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categorize
your products
and services
with a custome
r-centric view
Optimize your
landing pages
and create
copy that
sells Choose
the best test
for a given

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and what to
test on your
site, and
ultimately,
help you
discover what
is best for
your site and
your bottom
line.

How do you
turn website

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visitors into
customers?
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offers
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practical
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advice on how
to persuade
visitors to
make a buying
decision --
without

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driving them
away through
data overload
or tedious
navigation.
You'll learn
how to use
marketing
principles,
design,
usability, and
analytics on

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your site to
increase your
buyer-to-
visitor ratio,
whether you're
involved with
marketing or
designing a
large
ecommerce
site, or
managing a

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modest online
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authors' broad
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experience in
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businesses

attract online
customers,
this book
addresses
every aspect

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of the
process, from
landing
visitors to
finalizing the
sale. You'll
learn several
techniques for
blending
successful
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approaches

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with the
particular
needs of the
people you
want to
attract. Are
you ready to
do what it
takes to get a
double-digit
conversion
rate? Explore

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Walk through
different
stages of a
sale and
understand the
value of each

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your website
visitors
through
persona
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Connect with
potential
customers and
guide them
toward a
conversion

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-- customer
fears,
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any change you
make against
your original
design "The
Web is unique
in its ability
to deliver
this almost
improbable win-
win: You can
increase
revenue AND

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make your
customers
happy. Yet
most websites
stink. Worry
not, Khalid
and Ayat to
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advice on how
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websites that
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love." --Avinas

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**migration from an
existing SAP ERP**

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preparing your
system to adjusting**

**custom code and
executing the**

conversion, you'll

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coverage of the
functional
conversion will help
you ensure that all
your data makes it
where it needs to be.
The time to move to
SAP S/4HANA is**

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here! Highlights

include: 1)

Brownfield, Sales

implementation 2)

Readiness checks 3)

Simplification list 4)

Project planning 5)

Conversion

roadmap 6) **Software**

Update Manager

(SUM) 7)

Preprocessing,

execution, and

postprocessing 8)

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Modification
adjustment 9)
Custom code, Sales
migration 10)
Functional
conversion 11)
Troubleshooting
Get more out of your
marketing and make
more
money!Millions of
new advertisers are
coming online daily.
Competition is**

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fierce. Click costs are inching up every quarter. Customers' attention spans are getting shorter and shorter as they are inundated with more and more ads from more and more advertisers. As a result, digital ad costs are rising and their effectiveness is dropping.

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**Companies who fail
to adapt will face
eroding profit
margins, month
after month, year
after year. To
combat this and
stay ahead of your
competition it's
critically important
you apply
continuous
optimization
strategies. You need**

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to find and test
breakthrough
marketing ideas
faster and more
adeptly than your
competition can
keep up with, so you
convert more
website visitors into
paying customers
faster and at a lower
cost than they can.
Conversion Fanatic
is based on years of**

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are you losing
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landing page
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you'll learn all the
skills necessary to
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improve your
bottom line,
including identifying
mission critical
parts of your
website and their
true economic
value, defining
important visitor
classes and key

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gaining insight on
customer decision-
making, uncovering
problems with your
page and deciding
which elements to
test, developing an
action plan, and
avoiding common
pitfalls. Includes a
companion website
and a detailed
review of the Google**

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growth and unlock
the true potential of
a digital property.
Dr. Ali Nasser has**

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worked with leading brands such as GE Digital, NBA Store, Maui Jim, Workday and Netflix. He shows how anyone can craft a strategy to dominate their online market. Nasser will push you to rethink your approach to optimization of complex buyer

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journeys. Learn why
most tests have no
result or very, poor
lifts in conversion
rate. Conversion is
half the digital
equation: either an
ad or site drives
more traffic or
clicks, or it converts
more views or traffic
into revenue. To
date most marketers
have not focused on

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conversion
optimization, leaving
a massive
opportunity for
brands to leverage
the knowledge in
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outperform their
competition. The
book covers key
challenges to any
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Opportunities For
conversion growth.
More importantly,
Nasser gives
readers the tools
with which to think
about how to
develop a
systematic
approach to
conversion**

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**optimization. The
book highlights key
concepts that can
be effectively
parlayed into near
term revenue gains
for any business
relying on a digital
presence.**

**A Practical Guide to
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encompasses an
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business—online*

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*and offline—to
drive more sales
and referrals, and
increase bottom-
line profits In
order for your
business to
survive, you must
convert
anonymous
traffic into sales.
The better you do
that, the more*

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tweaking and
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testing webpages
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to convert the
Of Optimized
maximum
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number of people
is known as
conversion rate
optimization
(CRO). Convert
Every Click
introduces an

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*expanded vision
of CRO that the
author, Benji
Rabhan, calls
"holistic
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innovation have
changed the way
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the psychology
behind this new
way of optimizing
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examines how
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not only
increases
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customer
engagement and
satisfaction With
guidance from
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Click, you'll learn
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conversions and

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*consumption
across your
entire business
by maximizing
every bit of your
hard-earned
traffic before,
during, and after
a sale.*

*Remember when
an optimized
website was one
that merely didn't*

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appear? Times
have changed.
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optimization can
spell the
difference
between
enterprise
success and
failure, and it
takes a lot more
know-how to

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lead creation and
conversion to
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footprint,
improved
reliability, and
improved
navigability will
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*synergistically
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key specialties to
teach you: Search
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optimization --
addressing best
(and worst)
practices to
improve search
engine visibility,

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category and tag
cloud creation,
and guerilla PR
techniques to
boost inbound
links and improve
rankings Pay-per-
click optimization
-- including ad*

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management tips
Optimizing
conversion rates
-- increasing

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hierarchies, and
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performance*

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increase speed,
Of Designing
reduce your
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footprint, and
increase
reliability
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demand content,
progressive
enhancement,
and inline images
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requests. Plus
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parallelism, using
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browser sniffing,

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remap links and
preserve traffic
Web metrics --
illustrating the
best metrics and
tools to gather
details about
visitors and
measure web
conversion and*

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including*

*Pathloss and
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Website*

*Optimization not
only provides you
with a strategy*

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for success, it
also offers
specific
techniques for
you and your
staff to follow. A
profitable
website needs to
be well designed,
current, highly
responsive, and
optimally
persuasive if

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*you're to attract
prospects,
convert them to
buyers, and get
them to come
back for more.*

*This book
describes
precisely what
you need to
accomplish to
achieve all of
those goals.*

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*Every day,
thousands of
passionate
developers come
up with new
startup ideas but
lack the branding
know-how to
make them
thrive. If you
count yourself
among them,
Lean Branding is*

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ild-Measure-
Learn loop. Learn
exactly what a*

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brand is—and
what it isn't Build
a minimal set of
brand ingredients
that are viable in
the marketplace:
brand story,
brand symbols,
and brand
strategy Measure
your brand
ingredients by
using meaningful

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*metrics to see if
they meet your
conversion goals
Pivot your brand
ingredients in
new directions
based on what
you've
learned—by
optimizing rather
than trashing
Focus specifically
on brand story,*

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*symbols, or
strategy by
following the Build-Measure-Learn
chapters that
apply*

*Getting numbers
is easy; getting
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means it's likely that 98% of visitors to your website won't end up converting into customers. What's the solution? A/B testing. A/B testing is the simple idea of showing several different versions of a web page to live traffic, and then measuring the effect each version has on

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76% as a direct
result of
implementing The
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Dan Stewart CEO
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"The strategies in
The Conversion
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Code provides a

step-by-step

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attention and turning

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*and marketing
advice is becoming
less and less
relevant as today's
consumers are
spending much
more time online,
and salespeople are
calling, emailing,
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where to find them,
how to engage
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ideal solution to
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strengths of social
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*Companies are
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*The Conversion
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actionable blueprint
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*Hello, and welcome
to this course,
conversion
optimization. In this
course, we're going
to cover how to get*

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*the most out of your
lead pages. This
course is divided
into three modules.
Module One gives
you a brief intro to
conversion
concepts. Module
Two covers tools
and methods, and
module theory
covers tweaking and
testing. By the time*

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*this course is over,
you'll know how to
optimize your pages
for maximum
conversions. So,
without further ado,
let's dive into the
first module. Okay,
guys, welcome to
Module One. In this
module, our expert
will give you a brief
intro to conversion*

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Conversions begin
in the brain. Every
purchase starts with
a decision, and
every decision is
shaped by

consumer

psychology. This
book explains how
mental shortcuts
(cognitive biases)
affect your
customers' decision

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you learn to rely
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less and less on
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increasingly on the
aspects of the
language you've
mastered. Whether
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own. It's not
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every subtle facet of
French in order to
speak it well,
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program in C,
describing all the
elements of the
language and
illustrating their use
with numerous
examples. The book
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distinct parts. The
first part is a fast-
paced description,
reminiscent of the
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book is a comprehensive reference to the C runtime library; it includes an overview of the contents of the standard headers and a description of each standard library function. Part III provides the necessary

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knowledge of the C
programmer's basic
tools: the compiler,
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tools described here
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fine-tune images,
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business goals, using
appropriate analytics
tools,generating
quality testing ideas,
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experiments,
andmaking the
adjustments that
work. Conversion
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science and part art;

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prioritize experimento
pportunities, and
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you learn what to
adjust, how to do it,
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code, unit testing and
refactoring, object-
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(inheritance,
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encapsulation and
polymorphism) and
their implementation
the C# language. It
also covers
fundamental topics
that each good
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involving design,
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techniques, and
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implement, and
they're all right here.
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essentials - your
market, your
proposition, and your

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comparing two
different versions of a
landing page to
determine which
version performs

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better. Split testing
should NEVER be a
one-time experiment.
It's important to keep
running new split
tests, so you can
continue to improve
your sales and profits.
Setting up a split test
is very easy to do.
You simply need to
determine what
element you wish to
test on your landing

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page first. Always be sure you only test one element at a time for your split test.

Otherwise, you won't be sure which changes you made resulted in a specific improvement. For example, start by testing the headline.

Using your current headline as the control, duplicate your

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landing page and
create a new headline
variation for the test.
The headline is the
single most important
element to test and
can result in HUGE
improvements in your
conversion rate. Other
important elements
you can test one by
one are your landing
page layout, website
colors, images, call to

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action, price,
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guarantee, etc. The
list goes on and on,
And Profit Or The
but those are some
important ones to
consider first. In order
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to gain statistical
Marketing
confidence in your
test, it's advised that
you send at least 300
unique visitors to
each landing page.
Some marketers even
prefer a higher

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baseline number,
such as 500 unique
visitors to each
landing page.

However, it should be
noted that some split
tests may produce an
extreme difference in
the results and if one
page is performing
very poorly, then you
may consider ending
the split test early.

Nobody likes to waste

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traffic. If you have a clear winner early, then you may choose to end the split test, so you can maximize your ROI. This is especially true if you're using paid advertising to generate traffic. Once your split test has achieved statistical confidence, it's time to analyze your results.

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The essential metrics
you'll be tracking and
analyzing are unique
visitors, conversions
and conversion rate.

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Money

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it like one.
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**dollars in
spending
decisions are
influenced by
web sites. So
why aren't
businesses laser-
focused on
designing their
sites to
maximize their
Return on**

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**Investment
(ROI)? Web
design can do
more than make
a site look
good—it can be
a powerful
strategic
weapon that
enhances
financial returns
and creates**

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**competitive
advantage. It's
time to make
web sites
accountable. It's
time to make
design decisions
based on
metrics and
business goals.
It's time for
Web Design for**

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**ROI. In this
book you'll
learn: Why so
many
organizations
think about web
design the
wrong way How
small design
changes can
have a big
impact on your**

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bottom line

**Simple tips to
increase web
sales/leads by
10% - 50% (or
more) Concrete
design**

guidelines for:

Landing pages

Home pages

Category pages

Detail pages

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**Forms Checkout
processes**

**Packed with
helpful**

**examples from a
wide variety of
sites!**

**Testing is a
surefire way to
dramatically
improve your
website's**

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**conversion rate
and increase
revenue. When
you run
experiments
with changes to
design or
content, you'll
quickly discover
which changes
better motivate
your users to**

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**take action. This
book shows how
to learn from
your customers'
behavior and
decisions, and
how their
responses reveal
the strengths
and weaknesses
of your site. It
will show you**

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of testing
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UX and design
implications of
experimenting
Learn to analyze
data and deliver
results
Experimenting
changes the way

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**you think about
design and the
way you work. It
helps prevent
the loudest
voice from
deciding
direction;
instead, through
an experiment,
you'll ask the
most important**

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**voices--your cus
tomers--“What
do you think?”**

**A / B Testing
Your Customer
Creation
Equation**

**The Art and
Science of
Converting
Prospects to
Customers**

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**How To Do A/B
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Conversions
Quickly: Learn
To Run A/B
Tests**