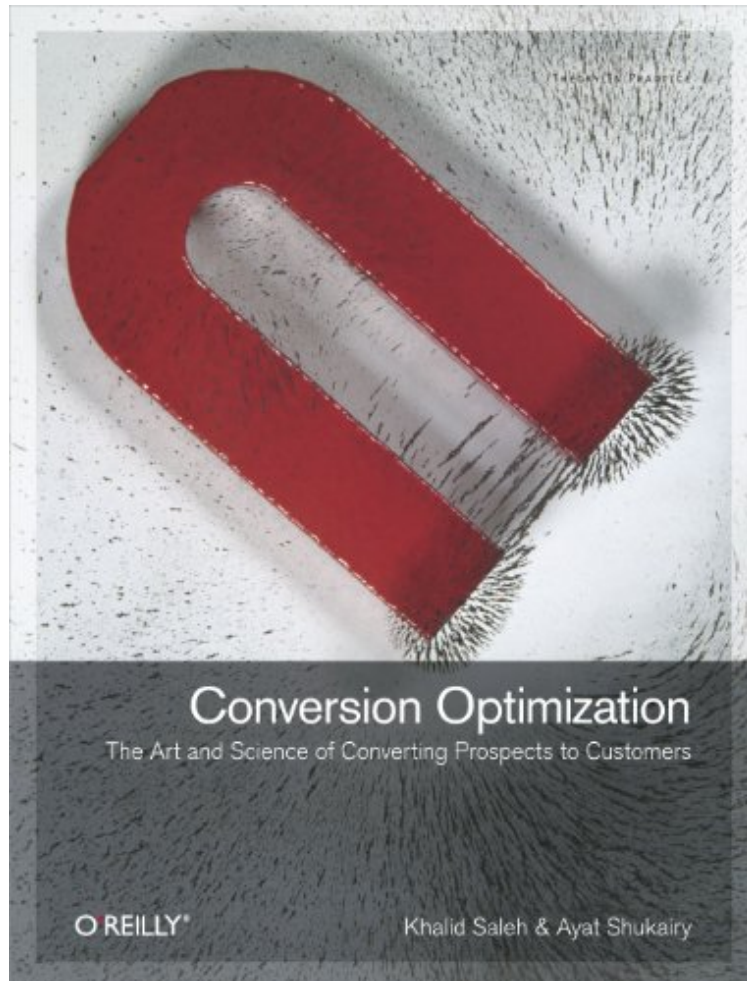


[Download] Conversion Optimization: The Art and Science of Converting Prospects to Customers

# Conversion Optimization: The Art and Science of Converting Prospects to Customers

*Khalid Saleh, Ayat Shukairy*

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**Khalid Saleh, Ayat Shukairy : Conversion Optimization: The Art and Science of Converting Prospects to Customers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Conversion Optimization: The Art and Science of Converting Prospects to Customers:

0 of 0 people found the following review helpful. One of the best books on conversion optimizationBy PalWhat many marketers and online business owners overlook is the fact that converting more customers out of the existing traffic is far more efficient than looking for more traffic. As much as online businesses should focus on getting more customers to their sites, it is important to convert them into paying customers in order to increase visitor-buyer ratio. After reading this book, I discovered that the precious gems I always seek in more traffic were lying right there in the traffic I already have. After reading the book, increasing conversion rate by 30% resulted in huge gains. This book is an eye-opener and a great resource for those seeking to boost their marketing ROI.1 of 1 people found the following review

helpful. A must-have reference for every online marketer!

By Ms. Bookaholic This is a well-written reference guide on how you can turn your website visitors into customers. From the first few pages, you'll really notice that the authors know first-hand what works and what doesn't. They were able to give expert advice through a step-by-step layout from understanding your visitors' personas up to testing. At first, I thought this would be too technical for me, but I was able to grasp this easily and I'm now implementing the strategies and techniques from this book. Highly recommended!

6 of 7 people found the following review helpful. Great primer on conversion rates and how to improve them

By Brian Smith If you are looking for a ways to improve the performance of your e-commerce website, there is no way you can read Conversion Optimization and not come up with some great ideas that will directly improve your e-commerce business. I was contacted by one of the authors asking me if I would read the book and give my opinion on it. I believe he asked me because I am a frequent reviewer on .com. What he did not know is I am also the owner of a small e-commerce website and I am fighting a down economy and the whims of Google changing their search algorithms. My website traffic has been steadily dropping, along with my sales due to the Google Panda update. I needed this book, NOW. Maybe you do, too.

Conversion Optimization offers a comprehensive plan to increase your conversion rates with a methodology that addresses all facets of getting customers who have found your site to "convert". For sites selling products, like mine, that means to buy something. For informational sites or lead generation sites those goals will be different. What I really like about the book is everyone from the large corporation who has their own staff of developers and a totally customized site, down to a mom and pop operation like mine that is running on a Yahoo! store, can find something in the book to help them out. Of course, there are some things I cannot do like the A/B testing, multivariate testing, extensive surveying, etc. But, I highlighted dozens of passages of things I can do and plan to do over the course of the next several weeks.

When it comes to increasing sales, you can bring more customers to your site or you can try to get the ones who are coming to your site to make a purchase. With conversion rates on ecommerce sites running at 2% for a decent site, even getting one more customer out of a hundred amounts to a 50% increase in sales. I have been running my site for 9 years now and I have always thought it cheaper, easier and more productive to try to improve my conversion rate than to go after new traffic. I have had so many SEO firms have called me up offering me ways to get more traffic. I am much more interested in how I can get the traffic I have already got to buy. Until I saw this book, I had not heard of firms that specialize in optimizing conversion rates. I always wished they existed. But, all of the solicitations I have gotten are from people offering me to put more people into my sales funnel, not helping me to close up the holes. As a sales guy with 25 years experience, I can tell you I would much rather be able to be more efficient at closing the leads I have than in getting a bunch more leads that I have to chase down, qualify and then try to close.

The book is full of real life examples, including screen shots of websites who have done things right and not-so-right. It is technical enough for a developer. But, it is accessible enough for a business owner. Whether you are a small business owner, a contract website developer or a large company, I think you will find this book well worth the price. As a website developer, the knowledge in this book will make you more valuable to your clients. I got the Kindle edition which has a great digital index so that you can actually look up the topic you are interested in and it links back to the relevant passage in the book.

I have already recommended this book to the development company that helps me with my Yahoo! store and I'm going to strongly encourage them to read it. I am hoping to implement many of the ideas immediately. In fact, today, as I was finishing up the book, I took a few minutes to rewrite the introductory paragraph on my home page to address the various personas of prospects landing there. Unfortunately, it'll have to be a hit-or-miss kind of implementation since I do not have the resources to go about it in the scientific, iterative way outlined in the book. However, I certainly expect that my conversion rate will be going up as a result of having read this book.

How do you turn website visitors into customers? Conversion Optimization offers practical advice on how to persuade visitors to make a buying decision -- without driving them away through data overload or tedious navigation. You'll learn how to use marketing principles, design, usability, and analytics on your site to increase your buyer-to-visitor ratio, whether you're involved with marketing or designing a large ecommerce site, or managing a modest online operation.

Based on the authors' broad experience in helping businesses attract online customers, this book addresses every aspect of the process, from landing visitors to finalizing the sale. You'll learn several techniques for blending successful sales approaches 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 case studies involving significant conversion rate improvements

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

Understand your website visitors through persona creation

Connect with potential customers and guide them toward a conversion

Learn how to deal with FUDs -- customer fears, uncertainties, and doubts

Examine the path that visitors take from landing page to checkout

Test 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 make your customers happy. Yet most websites stink. Worry not, Khalid and Ayat to the rescue! Buy this book to follow their practical advice on how to create high converting websites that your visitors love."

--Avinash Kaushik, author of Web Analytics 2.0 and Web Analytics: An Hour A Day (both Sybex)

About the Author  
Khalid Saleh  
Khalid Saleh is the CEO and cofounder of Invesp, a leading provider of conversion optimization software and services. A recognized expert of marketing strategy, He has been a frequent guest in key media outlets, including CNN, BBC, SKY, France 24, MSNBC, New York Times, National Public Radio, and more. He is an in-demand speaker who has presented at marketing conferences across the globe. He has inspired audiences to rethink their approach to marketing, and his work has helped hundreds of businesses to increase sales and growth. His 18 years of professional and entrepreneurial experience includes growing companies from tiny start-ups to millions of dollars in revenue, helping clients increase their sales by 300%, and restructuring marketing campaigns for Fortune 500 companies. A respected thought leader, he is a trusted advisor to a growing number of global companies. His in-the-trenches experience working with hundreds of executives and entrepreneurs has allowed them refocus their marketing strategies to achieve higher profits while capturing the hearts of their customers. Through his firm, Invesp, he has helped leading companies including 3M, O'Reilly, the Special Olympics, DishNetwork, Discovery, and more increase their online revenue by creating successful marketing campaigns.

Ayat Shukairy  
Ayat Shukairy spent the last decade working with companies across the globe, explaining how they can create websites which users fall in love while generating great revenue. Ayat is the brains and driving force behind Invesp, a globally recognized conversion optimization consulting service. She is a frequent speaker at conferences, different business groups and academic forums throughout the world. She continues to generate one of the most positive word-of-mouth and referrals. Ayat speaks on digital marketing, marketing optimization, and how to build a world class website.