

[Mobile ebook] Convert Every Click: Make More Money Online with Holistic Conversion Rate Optimization

Convert Every Click: Make More Money Online with Holistic Conversion Rate Optimization

Benji Rabhan

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Benji Rabhan : Convert Every Click: Make More Money Online with Holistic Conversion Rate Optimization before purchasing it in order to gauge whether or not it would be worth my time, and all praised Convert Every Click: Make More Money Online with Holistic Conversion Rate Optimization:

0 of 0 people found the following review helpful. A good overview on conversion optimisation By Ondrej Hincev This is a good book. It guides you through the basics of CRO and gives you some advanced tips once you hit the plateau in

testing, such as loading sequence, intentional complication and flexible forms. 0 of 1 people found the following review helpful. Not entirely useless, but you can get more value from a decent blog. By WT: If you run a small internet business, have never read any books or blogs on Conversion Rate Optimization (CRO) and have very little knowledge about online marketing, you'll probably get value from this book. I can only assume the 5* reviews are from readers in this category. Furthermore, the book contains some interesting actionable marketing tips that inexperienced website owners could benefit from. Hence the 2 stars instead of one star that I think it deserves. If you do fall in the above category of readers, however, you would do much better by reading a decent book like Goward's. You'll get more value from Pepe Laja's blog. For anyone who knows a bit about CRO, I'm sorry to say this is a waste of time. Almost no practical examples, and no proof of the many lofty claims - despite the author's assertion that proof is important. From a statistical validity standpoint, there is reason to question some of his reported results. Unfortunately, he never shares test results so one has to read between the lines. Split testing without observing proper scientific protocol is worse than not split testing at all, because of the risk of harming the business by declaring false positives. Based on the author's dubious advice in this area, and his lack of proof, it's hard not to conclude that some of those lofty claims of triple digit improvements may not have stood up to more rigorous validity checks. 8 of 11 people found the following review helpful. A *Must Read* for Any Web Designer Biz Owner. By Susan Kruger, M.Ed. -SOAR Study Skills. I bought this book because I spend a lot of money on my website, but I don't know the first thing about how to optimize the site once visitors arrive. I need to allocate my web-development budget carefully to cover my costs. Unfortunately, it is almost impossible to find a web designer who understands conversion. Most designers are focused on making a site pretty. But, "pretty" doesn't pay the bills. I found this book to be invaluable as a "how-to manual" for all elements of web sales. It explains how to: design your sales funnel, hone in on what your customers *really* want, identify key data points to watch, utilize graphic design on websites and landing pages to promote conversion, optimize shopping carts and mobile sites. The book even covers conversion tips for copywriting, videos, follow-up marketing, and much more. Ultimately, the goal of the book is to promote a better experience for your customer so they may identify solutions as quickly and easily as possible. There is no "trickery" involved, only maximized clarity. That clarity works both ways since I can now make much clearer, educated decisions about my website. This book covers a lot of technical information, but is surprisingly easy to read. With case studies, stories, visuals, and lots of examples, it is enjoyable to read cover-to-cover. However, it should also sit on your desk as a frequently referenced handbook. If you own a website, you must read this! Make sure your web designer reads it, too...it will transform their results for *all* of their clients and boost them into a whole new sphere of service. (Just be sure you negotiate "grand-fathered pricing" before they double their prices to keep up with demand of their new-found super power!)

A holistic approach to conversion rate optimization that encompasses an entire business—online 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 money you make. The science of tweaking and testing webpages to convert the maximum number of people is known as conversion rate optimization (CRO). *Convert Every Click* introduces an expanded vision of CRO that the author, Benji Rabhan, calls "holistic conversion rate optimization." Internet technology and innovation have changed the way you should be optimizing your business, your marketing, and your websites. The book looks at the psychology behind this new way of optimizing an entire business for more profits. It examines how your website plays a role in your overall business strategy, and details how to use CRO psychology and strategies to increase profits. Teaches proven strategies for increasing conversions across your entire business. Details various split testing and data gathering methods and when to use each one. Unveils a holistic approach to conversion rate optimization, using technology to create a more customer-centric experience that not only increases conversions, but also improves customer engagement and satisfaction. With guidance from *Convert Every Click*, you'll learn how to boost conversions and consumption across your entire business by maximizing every bit of your hard-earned traffic before, during, and after a sale.

From the Back Cover: Can You Really Convert Every Visitor to Your Website? Your company website exists to increase sales and capture leads, right? Online gimmicks and flashy designs rarely sway modern consumers anymore, and many companies find they have to work harder than ever to attract customers or clientele through their websites. *Convert Every Click* presents a comprehensive, accessible approach to increasing profits through Holistic Conversion Rate Optimization. Marketing expert Benji Rabhan details the psychology behind why website visitors respond to different elements on your website and other marketing such as e-mail and online advertising. Once you understand the psychology, you can consistently improve the number of people converted into customers or leads. A uniquely holistic view of conversion rate optimization and a twist on usability for maximizing profits and encouraging brand loyalty, *Convert Every Click* is your guide to creating the right visitor experience for all the different people who engage with your company's marketing. "Benji Rabhan is one of the smartest conversion guys I know. He's really two to three years ahead of the other companies out there. He consistently generates astonishing results for his clients, and

the people I work with rave about him. . . . Sometimes a decision to buy is made even before you consciously process what you see. It's like Benji has his finger on the pulse of the inner 'lizard brain' 'of your prospects.'" mdash;PERRY MARSHALL, coauthor of Ultimate Guide to Google AdWordsAbout the AuthorBENJI RABHAN is the founder and CEO of ConversionCore, a consulting firm that works with companies to scientifically optimize their entire business, from traffic generation through website conversion and follow-up marketing. An expert in peak performance for medium- to large-sized companies, Rabhan credits his Holistic Conversion Rate Optimization process for his over 90 percent success rate with increasing conversions for clients.