

1. Record Nr.	UNINA9910157803603321
Autore	Croxen-John Dan
Titolo	E-commerce website optimization : why 95% of your website visitors don't buy, and what you can do about it // Dan Croxen-John and Johann van Tonder
Pubbl/distr/stampa	London : , : Kogan Page, , 2017 ©2017
ISBN	0-7494-7539-0
Descrizione fisica	1 online resource (238 pages) : illustrations
Disciplina	658.84
Soggetti	Electronic commerce Web sites - Design Web site development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction to e-commerce website optimization -- The kick-off -- How people buy -- Essential research -- Add depth with further research -- Merchandising analytics -- Creating the optimization plan -- Hypotheses and creative work -- Testing your hypotheses -- Personalization -- Optimizing the optimization -- People and culture -- Multilingual conversion optimization -- Launching a new website
Sommario/riassunto	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.
