

|                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNINA9910462099203321  |
| Autore                  | Ash Tim <1965->  |
| Titolo                  | Landing page optimization [[electronic resource] ] : the definitive guide to testing and tuning for conversions // Tim Ash, Rich Page, Maura Ginty   |
| Pubbl/distr/stampa      | Indianapolis, Ind., : John Wiley & Sons, c2012   |
| ISBN                    | 1-118-23453-7<br>1-299-18934-2<br>1-118-22072-2  |
| Edizione                | [2nd ed.]  |
| Descrizione fisica      | 1 online resource (483 p.)   |
| Collana                 | Serious skills   |
| Altri autori (Persone)  | PageRich<br>GintyMaura   |
| Disciplina              | 006.7  |
| Soggetti                | Web sites - Evaluation<br>Web sites - Testing<br>Web sites - Design<br>Internet marketing<br>Electronic books.   |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Includes index.  |
| Nota di contenuto       | pt. 1. Understanding landing page optimization -- pt. 2. Finding opportunities for site improvement -- pt. 3. Fixing your site problems -- pt. 4. The mechanics of testing -- pt. 5. Organization and planning.  |
| Sommario/riassunto      | A fully updated guide to making your landing pages profitable Effective Internet marketing requires that you test and optimize your landing pages to maximize exposure and conversion rate. This second edition of a bestselling guide to landing page optimization includes case studies with before-and-after results as well as new information on web site usability. It covers how to prepare all types of content for testing, how to interpret results, recognize the seven common design mistakes, and much more. Included is a gift card for Google AdWords. Features fully updated information |

|                         |  |
|-------------------------|--|
| 2. Record Nr.           | UNINA9910304557603321  |
| Titolo                  | Annals of cancer research and therapy  |
| Pubbl/distr/stampa      | Westbury, NY, : PJD Publications   |
| ISSN                    | 1880-5469  |
| Descrizione fisica      | 1 online resource  |
| Soggetti                | Cancer<br>Neoplasms<br>Neoplasms - therapy<br>Medical Oncology<br>Periodical<br>Periodicals. |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Periodico  |