

1. Record Nr.	UNINA9910784510903321
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Titolo	Landing page optimization [[electronic resource]] : the definitive guide to testing and tuning for conversions // Tim Ash
Pubbl/distr/stampa	Indianapolis, Ind., : Sybex/Wiley, c2008
ISBN	1-281-20433-1 9786611204334 0-470-28916-3
Descrizione fisica	1 online resource (386 p.)
Collana	Serious skills
Disciplina	006.7
Soggetti	Web sites - Evaluation Web sites - Testing Web sites - Design Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Landing Page Optimization; Acknowledgments; About the Author; Contents; Introduction; Who Can Benefit from This Book; What's Inside; This Book's Companion Website; Part I: Background; Chapter 1: Setting the Stage; A Few Precious Moments...; The Three Keys to Online Marketing; The Myth of Perfect Conversion; What's Wrong with This Picture?; Chapter 2: Understanding Your Landing Pages; Landing Page Types; What Parts of Your Site Are Mission Critical?; Who Is Your Landing Page Designed For?; What Is the Desired Conversion Action?; What Is the Lifetime Value of the Conversion Action? Chapter 3: Understanding Your Audience Empathy: The Key Ingredient; Covering the Complete Story; Demographics and Segmentation; Behavioral Styles; User-Centered Design; The Matrix; Chapter 4: Understanding The Decision Process; Overview of the Decision Process; Awareness (Attention); Interest; Desire; Action; Part II: What and How to Tune; Chapter 5: Why Your Site Is Not Perfect; Your Baby Is Ugly; Uncovering Problems; Welcome to Your Brain; Usability Basics; Chapter 6: Selecting Elements to Tune; How to Think About Test Elements; Selecting Elements to Tune; Tuning Multiple-Page Flows

Timeless Testing Themes
Price Testing; Chapter 7: The Math of Tuning; Just Grin and Bear It; Lies, Damn Lies, and Statistics; You Are Here; Have I Found Something Better?; How Sure Do I Need to Be?; How Much Better Is It?; How Long Should My Test Run?; Variable Interactions; Chapter 8 Tuning Methods; Introduction to Tuning; Common Tuning Issues; Overview of Tuning Methods; A-B Split Testing; Multivariate Testing; Part III: Getting It Done; Chapter 9: Assembling the Team and Getting Buy-in; The Usual Suspects; The Company Politics of Tuning; Strategies for Getting Started
Insource or Outsource? Chapter 10: Developing Your Action Plan; Before You Begin; Understand Your Business Objectives; Build Support and Assemble Your Team; Determine Your Landing Pages and Traffic Sources; Decide What Constitutes Success; Uncover Problems and Decide What to Test; Select an Appropriate Tuning Method; Implement and Conduct QA; Collect the Data; Analyze the Results and Verify Improvement; Chapter 11: Avoiding the Pitfalls; A Final Warning; Ignoring Your Baseline; Collecting Enough Data; Variable Interactions; Seasonality; Assuming That Testing Has No Costs; Delayed Conversions Search Engine Considerations
Inaction; Appendix A: A Closer Look at the Google Website Optimizer; Background; Requirements and Capabilities; Example Test Setup: SF Video; Advantages; Drawbacks; Glossary; Index

Sommario/riassunto

How much money are you losing because of poor landing page design? In this comprehensive, step-by-step guide, you'll learn all the skills necessary to dramatically improve your bottom line, including identifying mission critical parts of your website and their true economic value, defining important visitor classes and key conversion tasks, 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 Website Optimize
