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Titolo	Landing page optimization [[electronic resource]] : the definitive guide to testing and tuning for conversions // Tim Ash, Rich Page, Maura Ginty
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ISBN	1-118-23453-7 1-299-18934-2 1-118-22072-2
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (483 p.)
Collana	Serious skills
Altri autori (Persone)	PageRich GintyMaura
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	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