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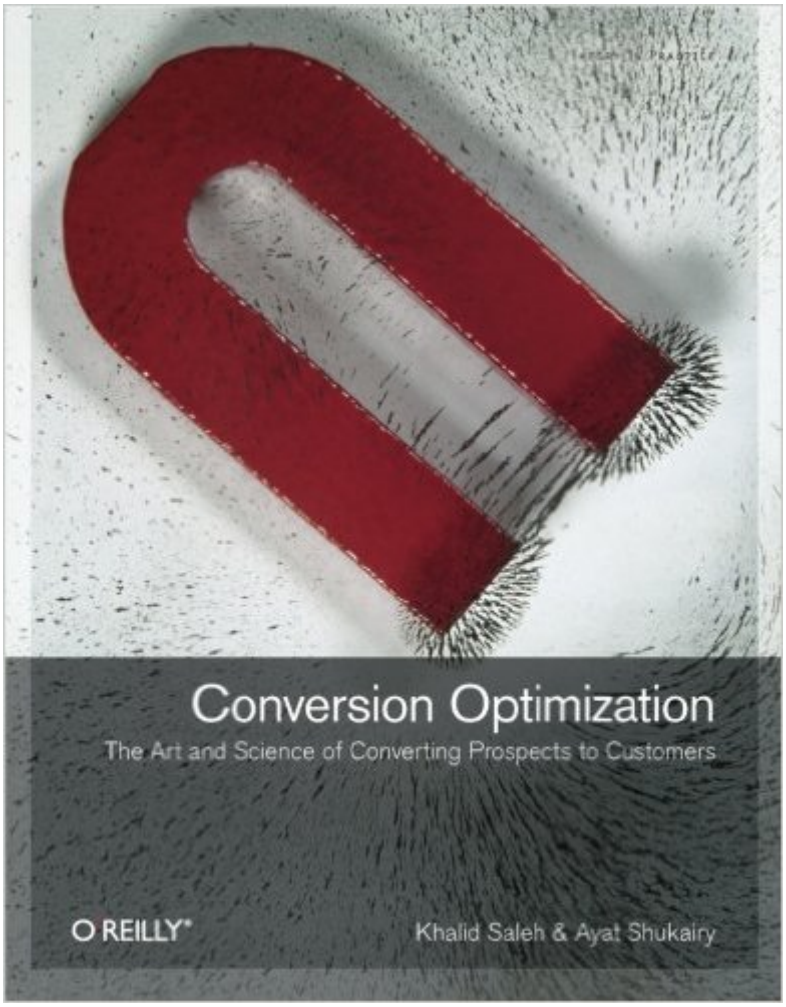
Conversion Optimization: The Art And Science Of Converting Prospects To Customers



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Synopsis

How do you turn website visitors into customers? Conversion Optimization offers practical advice on how to persuade visitors to make a buying decision -- without driving them away through data overload or tedious navigation. You'll learn how to use marketing principles, design, usability, and analytics on your site to increase your buyer-to-visitor ratio, whether you're involved with marketing or designing a large ecommerce site, or managing a modest online operation. Based on the authors' broad experience in helping businesses attract online customers, this book addresses every aspect of the process, from landing visitors to finalizing the sale. You'll learn several techniques for blending successful sales approaches with the particular needs of the people you want to attract. Are you ready to do what it takes to get a double-digit conversion rate? Explore case studies involving significant conversion rate improvements Walk through different stages of a sale and understand the value of each Understand your website visitors through persona creation Connect with potential customers and guide them toward a conversion Learn how to deal with FUDs -- customer fears, uncertainties, and doubts Examine the path that visitors take from landing page to checkout Test any change you make against your original design "The Web is unique in its ability to deliver this almost improbable win-win: You can increase revenue AND make your customers happy. Yet most websites stink. Worry not, Khalid and Ayat to the rescue! Buy this book to follow their practical advice on how to create high converting websites that your visitors love." --Avinash Kaushik, author of Web Analytics 2.0 and Web Analytics: An Hour A Day (both Sybex)"This book goes far beyond optimizing conversion. It is a digital marketing primer that explains both the geeky stuff ("bounce rates") and the soft stuff ("social proof"). Anyone who wants to increase online sales or website traffic should read it--by my calculation, that's just about every marketer in the world." -Â Guy Kawasaki,Â Co-founder ofÂ Alltop.comÂ and author of Enchantment: The Art of Changing Hearts, Minds, and Actions

Book Information

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Customer Reviews

Far too many businesses focus on getting visitors to their websites. They seem to believe that once they have gotten the visitor to the website, their job is done. The conversion rate of visitors to most websites is dismal. Conversion is defined as getting a visitor to take some specific action such as buy, download a white paper, sign up for future messages. Unless the visitor converts, all the money you spent on the website and generating the traffic is wasted. More and more businesses are starting to recognize the need to apply the principles of conversion optimization to their websites.While conversion rates vary by industry, product and specific business, most are in the single digit, some even lower than 1%. This means that well over 95% visitors that find their way to your website do not take the action you want them to take. This is a huge area for improving the ROI on your website.According to the authors, "The purpose of this book is to help you create a strategy and provide you with tactics to sell more efficiently and effectively online." To accomplish their purpose the authors provide a logical framework for optimizing the conversion of a website.The first three steps in conversion optimization are to understand your site visitors through personas. While most marketing professionals are familiar with developing customer profiles, the authors go into great detail describing how to develop your customer personas and how the different personas will react differently on your website. One size will not fit all. You must understand your customer personas and optimize your website to suit them.The second step is to gain trust and confidence. The third step is to design your website for the different buying stages.

If you are looking for a ways to improve the performance of your e-commerce website, there is no way you can read Conversion Optimization and not come up with some great ideas that will directly improve your e-commerce business.I was contacted by one of the authors asking me if I would read the book and give my opinion on it. I believe he asked me because I am a frequent reviewer on .com. What he did not know is I am also the owner of a small e-commerce website and I am fighting a down economy and the whims of Google changing their search algorithms. My website traffic has been steadily dropping, along with my sales due to the Google Panda update. I needed this book,

NOW. Maybe you do, too.Conversion Optimization offers a comprehensive plan to increase your conversion rates with a methodology that addresses all facets of getting customers who have found your site to "convert". For sites selling products, like mine, that means to buy something. For informational sites or lead generation sites those goals will be different. What I really like about the book is everyone from the large corporation who has their own staff of developers and a totally customized site, down to a mom and pop operation like mine that is running on a Yahoo! store, can find something in the book to help them out. Of course, there are some things I cannot do like the A/B testing, multivariate testing, extensive surveying, etc. But, I highlighted dozens of passages of things I can do and plan to do over the course of the next several weeks.When it comes to increasing sales, you can bring more customers to your site or your can try to get the ones who are coming to your site to make a purchase.

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