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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.

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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...

Landing Page Optimization Book | Definitive Guide to ...

That ' s because landing page optimization and the conversion optimization that comes with it are all about statistics and probability. Not having the sheer numbers needed to be able to make an informed decision will just cut all your efforts short. If your analytics graph looks like this, work on traffic first, optimization second.

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Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions [Tim Ash, Maura Ginty, Rich Page] on Amazon.com.

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Landing Page Optimization on Apple Books
Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions by Ash, Tim, Ginty, Maura, Page, Rich 2nd (second) (2012) Paperback on Amazon.com. *FREE* shipping on qualifying offers.

Landing Page Optimization: The Definitive Guide to Testing ...

This second edition (published 2012) version of Landing Page Optimization covers the full array of topics within the science and art of optimizing landing pages. The information presented is excellent for the middle level digital marketer looking to up their game or as the first step into becoming a landing page optimization subject matter expert.

Landing Page Optimization - Quick Sprout

Landing Page Optimization Book Welcome to the official website of "Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions" by SiteTuners.com President Tim Ash. This best-selling book covers the strategy and tactics of optimizing for conversions.

Amazon.com: Landing Page Optimization: The Definitive ...

2. Landing page optimization is about improving an already working page. As mentioned earlier in this article, you need to be sure that you ' re not conducting landing page optimization on a page that isn ' t working in the first place. Using landing page optimization a page that has serious flaws is a mistake.

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reviews from our users.

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Landing Page Optimization The Definitive

Tim Ash is a recognized expert in the field of landing page optimization. He is the president of SiteTuners.com, a company that improves the conversion rates of website landing pages through state-of-the-art scientific testing.