

E-Commerce Website Optimization

Why 95% of Your Website Visitors Don't Buy, and What You Can Do about It

Conversion rate optimization (CRO) is about understanding people and behaviour, not simply website visits. This book is an all-encompassing guide to the how, the why and the tools and techniques. Grounded in best-practice theory and research, *E-commerce Website Optimization* brings together usability, analytics and persuasion to offer a detailed, step-by-step guide to increasing the percentage of visitors who buy from your site and subsequently the amount that these visitors spend when they do. In a complex and evolving field, it will help you improve conversion rates, increase ROI from online marketing campaigns, generate higher levels of repeat business and increase the e-commerce value of websites. In the fast-moving world of e-commerce, this fully revised second edition includes updates on test metrics, prioritization and personalization, alongside updated case studies and newly recommended tools. *E-commerce Website Optimization* is an invaluable book for those seeking to implement a data-driven ethos for their organization's e-commerce programme, for everyone from chief digital officers and heads of online sales, to entrepreneurs and small business owners.

Conversion rate optimization (CRO) is a complex field and one that is rapidly evolving. It's about understanding people and their behaviour, not simply website visits. E-commerce Website Optimization provides an all-encompassing guide, explaining the how and why, before focusing on techniques and tools to increase the percentage of visitors who buy from the site, and subsequently the amount that these visitors spend when they buy. Grounded in best-practice theory and research, it brings together usability, analytics and persuasion to offer a detailed, step-by-step guide to improve conversion rates, increase ROI from online marketing campaigns, generate higher levels of repeat business and increase the e-commerce value of websites. In the fast-moving world of e-commerce, this fully revised second edition includes updates on test metrics, prioritization and personalization, alongside updated case studies and newly recommended tools. E-commerce Website Optimization is an invaluable book for those seeking to implement a data-driven ethos for their organization's e-commerce programme, for everyone from chief digital officers and heads of online sales, to entrepreneurs and small business owners.



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