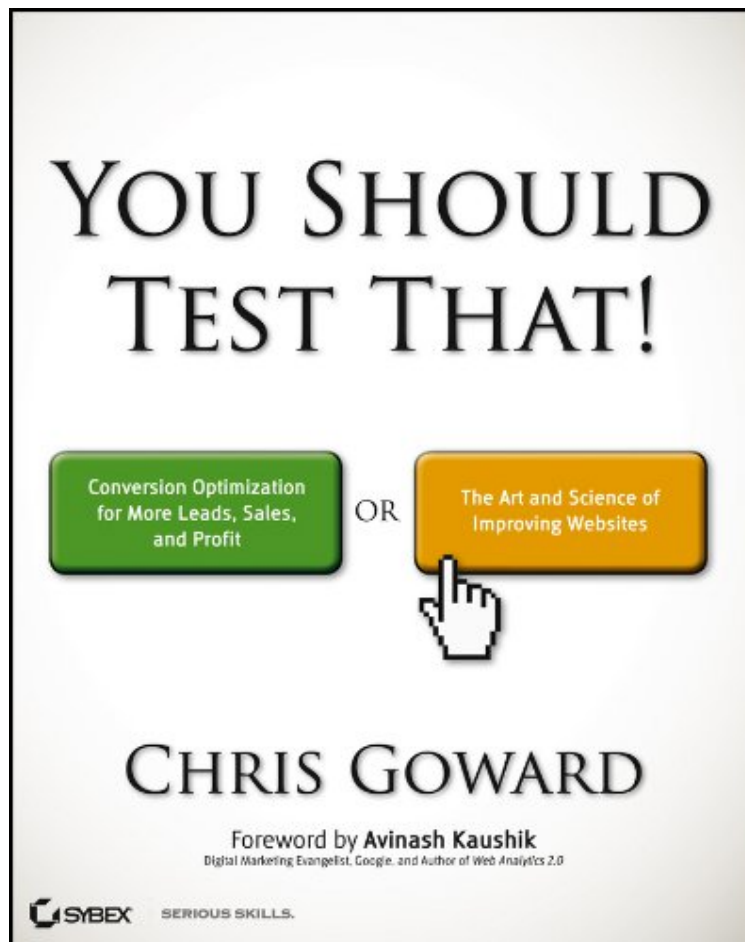


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# You Should Test That: Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing

Chris Goward

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material. The author refers to material you don't and cannot get access to. Every link so far that supposedly provides additional resources has led me to their sales page---without providing the additional resources. They have given little thought to the post purchase experience as it's been pretty miserable. Touting additional resources and not providing them is not acceptable. I've tried contacting through the methods detailed in the book (email twitter) to avoid a bad review, with no response (weeks+). I then contacted the author's company, which after much stalling, has said the referenced materials are not available and that they would address my issue when they could get around to it. It's been around two months of waiting for the material, and the company has essentially begun ignoring me. The author, Chris Goward, does not deliver on his commitments and marginalizes you during your "conversations". I would easily recommend another conversion rate book, as there are many great books on the market. So while the content in this book is decent, the experience has been extremely poor. 1 of 1 people found the following review helpful. Good book By Ilya B. Good book on conversion optimization though it does not cover statistics involved in A/B/n testing at all and sells WiderFunnel's services a little bit too much, hence 4 stars.

Learn how to convert website visitors into customers Part science and part art, conversion optimization is designed to turn visitors into customers. Carefully developed testing procedures are necessary to help you fine-tune images, headlines, navigation, colors, buttons, and every other element, creating a website that encourages visitors to take the action you seek. This book guides you through creating an optimization strategy that supports your business goals, using appropriate analytics tools, generating quality testing ideas, running online experiments, and making the adjustments that work. Conversion optimization is part science and part art; this guide provides step-by-step guidance to help you optimize your website for maximum conversion rates Explains how to analyze data, prioritize experiment opportunities, and choose the right testing methods Helps you learn what to adjust, how to do it, and how to analyze the results Features hands-on exercises, case studies, and a full-color insert reinforcing key tactics Author has used these techniques to assist Fortune 500 clients You Should Test That explains both the "why" and the "how" of conversion optimization, helping you maximize the value of your website.