



Convert!: Designing Web Sites to Increase Traffic and Conversion

Benjamin Hunt

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Solve your traffic troubles and turn browsers into buyers When web design expert Ben Hunt set out to quantify the difference between an ordinary web site and a great one, he expected to find the key in design simplicity. But when his team more than doubled the conversion rates for a wide range of sites, they identified simple yet powerful solutions involving design, copy, appropriate analysis, classic optimization techniques, and targeted testing. You'll find the fixes easy to implement, and they're all right here.

Understand the essentials - your market, your proposition, and your delivery.

Create a site that is seen by the right people, provides a compelling experience, and generates the desired action.

Learn how to use testing to improve your site's conversion rate.

Discover the holistic nature of web site optimization and why multiplicity matters.

Examine dozens of simple techniques for building traffic, engaging your audience, and crafting effective calls to action. Combine **creativity** with **analysis** for the best possible results. **Ben Hunt** is Principal Consultant for Scratchmedia Ltd. He operates webdesignfromscratch.com, which provides tutorials and advice to over 120,000 web developers each month. Ben has been designing, coding, and producing web sites for clients worldwide for more than 15 years, and is considered a leader in the web usability industry.

Forewords by **Ken McCarthy**, founder of the System Seminar, and **Drayton Bird**, Drayton Bird Associates.

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Date : Published February 1st 2011 by Wiley (first published January 13th 2011)

ISBN : 9780470616338

Author : Benjamin Hunt

Format : Paperback 288 pages

Genre : Business, Design, Nonfiction, Usability

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From Reader Review Convert!: Designing Web Sites to Increase Traffic and Conversion for online ebook

Richard Stephenson says

Highly actionable, great examples, and definitely worth applying to your online adventures.

Tiffany daSilva says

This is by far the best book I've read on conversion rate optimization. I wish I had read this one first because it would have given me a solid foundation that the other books could have built on (A/B Testing, Call to Action, Waiting for your Cat to Bark) now I want to reread them all. Hunt goes through the steps on how to look at your website (using the awareness ladder), a little about marketing personas, and then ends with what technology you should use to test you theory. (Unfortunately they use Website Optimizer, can't wait for all these books to be redone with Google's new tool). There were TONS of examples that he explains with words and images. Excellent Excellent read!

Rowan says

Fantastic web marketing and SEO book for small businesses.

Kunaal says

A very detailed view of how each component is designed on a page to avoid any leakage. Must read for anyone who wants to start a blog.

Ryan Price says

Everyone should know how to create a website that drives traffic. This is also a great intro to online marketing book.
