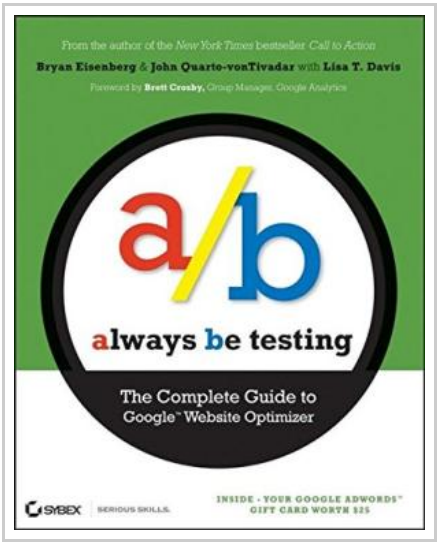


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Always Be Testing: The Complete Guide to Google Website Optimizer

By Eisenberg, Bryan; Quarto-vonTivadar, John

Sybex, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Part I.1. Always Be Testing?2. Playing with the Google Website Optimizer.3. Understanding the Google Website Optimizer Report.4. Optimization Works: Examples for Lead Generation and Retail.5. The Optimization Lifecycle.6. Always Be Testing in Action: Acceller Case Study.7. Simple Testing Concepts.8. Developing a Testing Framework.9. Establishing Testing Goals and Parameters.10. Jigsaw Case Study.Part II. What You Should Test.11. Understanding What to Test.Part II B. Planning.12. WIIFM: What's in it for me?13. Unique Value Proposition/Campaign Proposition.14. The Buying Decision.15. Categorization.Part II C. Structure.16. Usability.17. Look and Feel.18. Searchability.19. Layout, Visual Clarity, and Eye Tracking.20. Purchasing.21. Tools.22. Error Prevention.23. Browser Compatibility.Part II D. Momentum.24. Product Presentation.25. Load Time.26. AIDAS (Scent).26. Trust & Credibility.28. Navigation / User of Links.29. Product Selection / Categorization.30. Up-sell / Cross-sell.31. Calls to Action / forms.32. Point of Action (see buying process).33. Security & Privacy.Part II E. Communication.34. Persuasive Copywriting.35. Content (blogging, publishing).36. Headlines.37. Readability.38. Use of Color and Images.39. Terminology / Jargon.40. "We-We" Test (Customer-Focused Language).41. Features like reviews.Part II F Conclusion.Part III.42. Understanding Basic Math.43. Understanding How the GWO Scripts Work.44. Testing on Static versus Dynamic Sites.45.

Reviews

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-- ***Morris Cruickshank***

The book is simple in read through better to fully grasp. It is rally exciting throgh looking at period of time. I discovered this publication from my i and dad encouraged this book to find out.

-- ***Dr. Dillon Monahan***