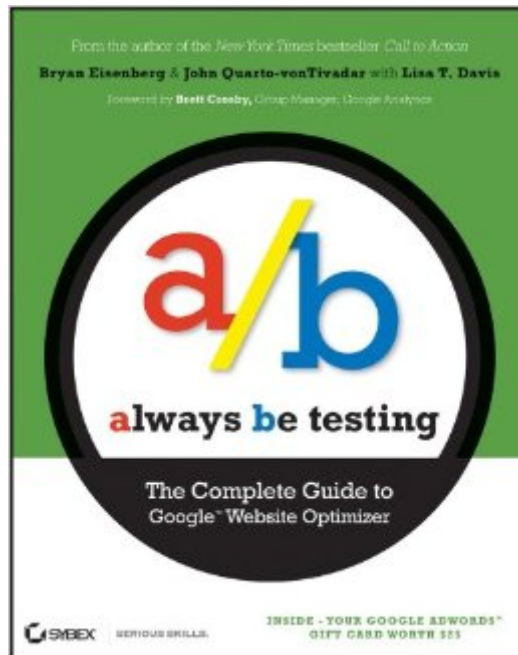


The book was found

Always Be Testing: The Complete Guide To Google Website Optimizer



Synopsis

Stop guessing, start testing, and enjoy greater success with your website. If you're looking for more leads, sales, and profit from your website, then look no further than this expert guide to Google's free A/B and multivariate website testing tool, Google Website Optimizer. Recognized online marketing guru and New York Times bestselling author, Bryan Eisenberg, and his chief scientist, John Quarto-vonTivadar, show you how to test and tune your site to get more visitors to contact you, buy from you, subscribe to your services, or take profitable actions on your site. This practical and easy-to-follow reference will help you:

- Develop a testing framework to meet your goals and objectives
- Improve your website and move more of your customers to action
- Select and categorize your products and services with a customer-centric view
- Optimize your landing pages and create copy that sells
- Choose the best test for a given application
- Reap the fullest benefits from your testing experience
- Increase conversions with over 250 testing ideas
- Take the guesswork out of your online marketing efforts.

Let *Always Be Testing: The Complete Guide to Google Website Optimizer* show you why you should test, how to test, and what to test on your site, and ultimately, help you discover what is best for your site and your bottom line.

Book Information

File Size: 7559 KB

Print Length: 336 pages

Publisher: Sybex; 1 edition (April 28, 2009)

Publication Date: April 28, 2009

Language: English

ASIN: B0032UPUTG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #753,552 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #358

in Books > Computers & Technology > Internet & Social Media > E-Commerce #528 in Books >

Computers & Technology > Networking & Cloud Computing > Network Administration > Storage &

Retrieval #552 in Kindle Store > Kindle eBooks > Computers & Technology > Web Site Design

Customer Reviews

When I first saw that this book was coming to light I had mixed feelings. On one hand, I was hungry for more testing knowledge, both theoretical and practical. On the other hand, I am always apprehensive when books talk about tools. However, the book impressed me as a comprehensive guide to Online Testing. And when I read the following (p.18), I was sure the book is what the market needs: "The important thing to keep in mind is that the Google Website Optimizer is a tool. (...)It cannot do your thinking for you. It cannot plan your tests. It cannot produce the creative. It cannot interpret your results beyond demonstrating numerical significance and confidence. These things are up to you. If you want the tests you run on the Google Website Optimizer to be meaningful and to provide the intelligence you need to make well informed marketing decisions, then this is the book you need." The authors cover very thoroughly the Why, the What, and the How of Online Testing. All you need to know from the value of testing to how should you get started. The examples are very enriching and illustrate the power of testing and the bottom line: Testing = \$\$\$.

Part I covers the Why; the authors delve on the power of testing and provide some amazing examples of it (including a masterpiece on 's testing efforts). In addition they walk us through the Google Website Optimizer and provide powerful tips on the tool. Part II covers the What and the How; the chapters are structured in a very actionable way: "Questions to ask", "Exercises", "What to test", and "Apply this to your site". As you read you can implement the tips instantly. A few examples of what to test are: usability, look & feel, searchability, product presentation, up-sell/cross-sell.....

If you are managing a lead generation or ecommerce website you must read this book. After reading "don't make me think" I honestly did not believe another book related to web design could have as much value or impact on someone 10+ years of web experience. I expected A/B Testing to be a basic instructional manual on how to use Google Website Optimizer so I didn't bother to buy it. Lucky for me I attended the SES conference where Bryan Eisenberg was giving away free copies. Our company, Blast Advanced Media, has since taken our testing and objectivity of our website optimization to a level where we are achieving much higher micro and macro conversion rates for our clients. Some of my favorite aspects which provided much more value than expected are: -Persuasive Copywriting - Understanding what to test - What's in it for me - Unique Value Proposition - The Buying Decision - Categorization - Purchasing - Customer Focused Language - Great examples such as Categorization, Trust, Reviews, Up-sell - Breakdown of questions to ask, what to test and how to apply the many testing examples to your site. In one recent test, we used the principles learned from the book such as persuasion architecture to setup a test in only an hour that increased lead generation on a high volume ecommerce site by 51% (greatly exceeding the test

hypothesis of a 15% increase). Other ecommerce optimization tests are on track to deliver six to seven figure annual revenue increases. So the return on investment from the ten copies we have purchased has been so high that we feel guilty. Thanks Bryan! Of course, this is why we wanted to show our thanks by writing this review.

[Download to continue reading...](#)

Always Be Testing: The Complete Guide to Google Website Optimizer Google Classroom: The 2016 Google Classroom Guide (Google Classroom, Google Guide, Google Classrooms, Google Drive) Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer SEO: How to Get On the First Page of Google (Google Analytics, Website Traffic, Adwords, Pay per Click, Website Promotion, Search Engine Optimization) (Seo Bible Book 1) SEO: SEO Marketing - Learn 14 Amazing Steps To Search Engine Optimization Success On Google! (Google analytics, Webmaster, Website traffic) WordPress: WordPress Guide to Create a Website or Blog From Scratch, Development, Design, and Step-by-Step (Wordpress, Wordpress Guide, Website, Steb-by-Steb, Web Design Book 1) How To Create A Website Using Wordpress: The Beginner's Blueprint for Building a Professional Website in Less Than 60 Minutes BAM! How To Create A Website In Under One Hour: How to build a wordpress website for a blog or a business on a budget, including advice on plugins, domain name and more 42 Rules for Applying Google Analytics: A practical guide for understanding web traffic, visitors and analytics so you can improve the performance of your website Website Insight: A guide to understanding Google Analytics for every small business Creating Fat Content: Boost Website Traffic with Visitor-Grabbing, Google-Loving Web Content Programming Google App Engine with Python: Build and Run Scalable Python Apps on Google's Infrastructure Learning Google AdWords and Google Analytics Practical Google Analytics and Google Tag Manager for Developers Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Getting Started with Google Analytics: How to Set Up Google Analytics Correctly from the Beginning 42 Rules for Applying Google Analytics: 42 Rules for Applying Google Analytics The Google Story: For Google's 10th Birthday Hacking: How to Computer Hack: An Ultimate Beginner's Guide to Hacking (Programming, Penetration Testing, Network Security) (Cyber Hacking with Virus, Malware and Trojan Testing) Hacking: Beginner's Guide to Computer Hacking, Basic Security, Penetration Testing (Hacking, How to Hack, Penetration Testing, Basic security, Computer Hacking)

[Dmca](#)