Convert!: Designing Web Sites to Increase Traffic and Conversion

By Ben 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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Editorial Review

From the Back Cover
This advice can transform your web site's success

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About the Author
Ben Hunt teaches web designers, developers and marketers how to make **websites that work**. Ben has been designing, coding, and producing web sites for clients worldwide for more than 17 years. He is considered a thought leader in web usability, web design and online marketing fields. His site webdesignfromscratch.com provides tutorials and advice to over 120,000 visitors each month.

Users Review

From reader reviews:

Dorothy Trimm:

The publication untitled Convert!: Designing Web Sites to Increase Traffic and Conversion is the guide that recommended to you you just read. You can see the quality of the e-book content that will be shown to an individual. The language that creator use to explained their ideas are easily to understand. The article writer was did a lot of research when write the book, therefore the information that they share for you is absolutely accurate. You also can get the e-book of Convert!: Designing Web Sites to Increase Traffic and Conversion from the publisher to make you a lot more enjoy free time.

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