



Convert Every Click: Make More Money Online with Holistic Conversion Rate Optimization

Benji Rabhan

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A holistic approach to conversion rate optimization that encompasses an entire business—online and offline—to drive more sales and referrals, and increase bottom-line profits

In order for your business to survive, you must convert anonymous traffic into sales. The better you do that, the more money you make. The science of tweaking and testing webpages to convert the maximum number of people is known as conversion rate optimization (CRO). *Convert Every Click* introduces an expanded vision of CRO that the author, Benji Rabhan, calls "holistic conversion rate optimization." Internet technology and innovation have changed the way you should be optimizing your business, your marketing, and your websites. The book looks at the psychology behind this new way of optimizing an entire business for more profits. It examines how your website plays a role in your overall business strategy, and details how to use CRO psychology and strategies to increase profits.

- Teaches proven strategies for increasing conversions across your entire business
- Details various split testing and data gathering methods and when to use each one
- Unveils a holistic approach to conversion rate optimization, using technology to create a more customer-centric experience that not only increases conversions, but also improves customer engagement and satisfaction

With guidance from *Convert Every Click*, you'll learn how to boost conversions and consumption across your entire business by maximizing every bit of your hard-earned traffic before, during, and after a sale.

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