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KEY=LANDING - MIDDLETON CARLIE

LANDING PAGE OPTIMIZATION

THE DEFINITIVE GUIDE TO TESTING AND TUNING FOR CONVERSIONS

John Wiley & Sons **A fully updated guide to making your landing pages profitable Effective Internet marketing requires that you test and optimize your landing pages to maximize exposure and conversion rate. This second edition of a bestselling guide to landing page optimization includes case studies with before-and-after results as well as new information on web site usability. It covers how to prepare all types of content for testing, how to interpret results, recognize the seven common design mistakes, and much more. Included is a gift card for Google AdWords. Features fully updated information and case studies on landing page optimization Shows how to use Google's Website Optimizer tool, what to test and how to prepare your site for testing, the pros and cons of different test strategies, how to interpret results, and common site design mistakes Provides a step-by-step implementation plan and advice on getting support and resources Landing Page Optimization, Second Edition is a comprehensive guide to increasing conversions and improving profits.**

LANDING PAGE OPTIMIZATION

THE DEFINITIVE GUIDE TO TESTING AND TUNING FOR CONVERSIONS

John Wiley & Sons **How much money are you losing because of poor landing page design? In this comprehensive, step-by-step guide, you'll learn all the skills necessary to dramatically improve your bottom line, including identifying mission critical parts of your website and their true economic value, defining important visitor classes and key conversion tasks, gaining insight on customer decision-making, uncovering problems with your page and deciding which elements to test, developing an action plan, and avoiding common pitfalls. Includes a companion website and a detailed review of the Google Website Optimizer tool.**

LANDING PAGE OPTIMIZATION

THE DEFINITIVE GUIDE TO TESTING AND TUNING FOR CONVERSIONS

A guide which teaches the skills necessary to make money from online marketing programs without spending a penny more on driving traffic to the landing page. It helps readers identify mission critical parts of their website and their true economic value and define important visitor classes and conversion tasks.

YOU SHOULD TEST THAT

CONVERSION OPTIMIZATION FOR MORE LEADS, SALES AND PROFIT OR THE ART AND SCIENCE OF OPTIMIZED MARKETING

John Wiley & Sons **Learn how to convert website visitors into customers Part science and part art, conversion optimization is designedto turn visitors into customers. Carefully developed testingprocedures are necessary to help you fine-tune images, headlines,navigation, colors, buttons, and every other element, creating awebsite that encourages visitors to take the action you seek. Thisbook guides you through creating an optimization strategy thatsupports your business goals, using appropriate analytics tools,generating quality testing ideas, running online experiments, andmaking the adjustments that work. Conversion optimization is part science and part art; thisguide provides step-by-step guidance to help you optimize yourwebsite for maximum conversion rates Explains how to analyze data, prioritize experimentopportunities, and choose the right testing methods Helps you learn what to adjust, how to do it, and how toanalyze the results Features hands-on exercises, case studies, and a full-colorinsert reinforcing key tactics Author has used these techniques to assist Fortune 500clients You Should Test That explains both the "why" and the"how" of conversion optimization, helping you maximize the value ofyour website.**

ALWAYS BE TESTING

THE COMPLETE GUIDE TO GOOGLE WEBSITE OPTIMIZER

Sybex **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.**

KILLER FACEBOOK ADS

MASTER CUTTING-EDGE FACEBOOK ADVERTISING TECHNIQUES

John Wiley & Sons **Expert Facebook advertising techniques you won't find anywhereelse! Facebook has exploded to a community of more than half a billionpeople around the world, making it a deliciously fertile playgroundfor marketers on the cutting edge. Whether you want to leverageFacebook Ads to generate "Likes," promote events, sell products,market applications, deploy next-gen PR, ,this unique guide is theultimate resource on Facebook's wildly successful pay-per-clickadvertising platform. Featuring clever workarounds, unprecedentedtricks, and little-known tips for triumphant Facebook advertising,it's a must-have on the online marketer's bookshelf.Facebook advertising expert Marty Weintraub shares undocumentedhow-to advice on everything from targeting methods, advancedadvertising techniques, writing compelling ads, launching acampaign, monitoring and optimizing campaigns, and tons more. Killer Facebook Ads serves up immediately actionable tips &tactics that span the gambit. Learn what Facebook ads are good for, how to set goals,and communicate clear objectives to your boss and stakeholders. Master highly focused demographic targeting on Facebook'ssocial graph. Zero in on relevant customers now. Get extraordinary advice for using each available adelement—headline, body text, images, logos, etc.—formaximum effect How to launch a Facebook advertising campaign and crucialmonitoring and optimizing techniques Essential metrics and reporting considerations Captivating case studies drawn from the author's extensiveFacebook advertising experience, highlighting lessons fromchallenges and successes Tasty bonus: a robust targeting appendix jam-packed withamazing targeting combos Packed with hands-on tutorials and expert-level techniquesand tactics for executing an effective advertising campaign, thisone-of-a-kind book is sure to help you develop, implement, measure,and maintain successful Facebook ad campaigns.**

BUYER'S GUIDE ON CHOOSING THE RIGHT SEARCH ENGINE MARKETING AGENCIES & TOOLS

AuthorHouse **In today's business world, your success relies directly upon your ability to make your mark online. An effective website is one that can sell your products or services 24 hours a day, 7 days a week. Many businesses turn to online marketing experts to help them navigate the choppy waters of online marketing. Web service providers can help make your website the "go to" resource for your - but how do you know who to hire? Online marketing providers come in many different price categories and levels of competency. Without doing your due diligence, you'll end up placing the viability of your company's website in the wrong hands. In this book, SEO services expert Jeev Trika will walk you through multiple categories of of search engine marketing that your business will need in order to have an effective presence online. Each chapter looks at an industry in depth and shows you what to look for in an excellent service provider or software package. The categories covered include of: search engine optimization, pay per click management services, link building, content services, social media, landing page optimization, video SEO, affiliate marketing, local SEO, mobile optimization, virtual spokesperson, site audit services, hosting, training programs, PSD to HTML conversion services, press release distribution services, SEO shopping cart software, PPC bid management software, email marketing services, web analytics software, and marketing automation software. In each chapter, you'll learn the basics of each service or software and see real world examples of how actual customers have been helped by professionals in the field. Armed with this information, you'll be able to confidently hire and work with a web services professional or company to get your website where it needs to be.**

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.

PERFORMANCE MARKETING WITH GOOGLE ANALYTICS

STRATEGIES AND TECHNIQUES FOR MAXIMIZING ONLINE ROI

John Wiley and Sons **An unparalleled author trio shares valuable advice for using Google Analytics to achieve your business goals Google Analytics is a free tool used by millions of Web site owners across the globe to track how visitors interact with their Web sites, where they arrive from, and which visitors drive the most revenue and sales leads. This book offers clear explanations of practical applications drawn from the real world. The author trio of Google Analytics veterans starts with a broad explanation of performance marketing and gets progressively more specific, closing with step-by-step analysis and applications. Features in-depth examples and case studies on how to increase revenue from search advertising, optimize an existing website, prioritize channels and campaigns, access brand health and more Discusses how to communicate with a webmaster or developer to assist with installation Addresses Google's conversion-oriented tools, including AdWords and AdSense, Google trends, Webmaster tools, search-based keyword tools, and more Touches on brand tracking studies, usability research, competitive analysis, and statistical tools Throughout the book, the main emphasis is demonstrating how you can best use Google Analytics to achieve your business objectives. Foreword by Avinash Kaushik Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.**

WEBSITE OPTIMIZATION

AN HOUR A DAY

John Wiley & Sons **Step-by-step instructions for executing a website testing and optimization plan Website optimization is can be an overwhelming endeavor due to the fact that it encompasses so many strategic and technical issues. However, this hands-on, task-based book demystifies this potentially intimidating topic by offering smart, practical, and tested instructions for developing, implementing, managing, and tracking website optimization efforts. After you learn how to establish an optimization framework, you then dive into learning how to develop a plan, test appropriately and accurately, interpret the results, and optimize in order to maximize conversion rates and improve profits. Zeroes in on fundamentals such as understanding key metrics, choosing analytics tools, researching visitors and their onsite behavior, and crafting a plan for what to test and optimize Walks you through testing and optimizing specific web pages including the homepage, entry and exit pages, product and pricing pages, as well as the shopping cart and check-out process Guides you through important optimization areas such as optimizing text and images Addresses advanced topics including paid search optimization, Facebook fan page optimization, rich media, and more Includes a companion website that features expanded examples, additional resources, tool reviews, and other related information Full of interesting case studies and helpful examples drawn from the author's own experience, Website Optimization: An Hour a Day is the complete solution for anyone who wants to get the best possible results from their web page.**

MASTERING THE WORLD OF MARKETING

THE ULTIMATE TRAINING RESOURCE FROM THE BIGGEST NAMES IN MARKETING

John Wiley & Sons **The best of the best strategies from leading marketers There are millions of ways to speak to your market today; this makes choosing the best approach all the more important. With methods, tricks, techniques, strategies, and platforms suited for companies and budgets of all sizes, Mastering the World of Marketing reveals how 50 of the top marketers working today generate leads, create brand recognition, and capture new customers. Covering both offline and online channels, this comprehensive guide examines traditional, alternative, and hybrid approaches, giving you the full range of what works today so you can choose what suits your business needs best. Includes networking, word of mouth marketing, customer referrals, yellow page directories, radio, print, email marketing, direct mail, internet marketing, social media marketing, public relations, and advertising Includes chapters from contributors such as Chris Brogan, Tony Hsieh, Jack Trout, David Meerman Scott, Guy Kawasaki, Peter Shankman, Scott Stratten, Mari Smith, Gary Vaynerchuck, and more! A value-packed resource that offers unparalleled access to today's brightest marketing stars, Mastering the World of Marketing gives you all the marketing tools you need to reach your audience with compelling, winning messages**

BIG CONTACTS

HOW SMALL BUSINESSES CAN HARNESS THE POWER OF TECHNOLOGY TO ATTRACT AND RETAIN MORE CUSTOMERS

Advantage Media Group **WITHOUT CUSTOMERS, YOUR BUSINESS HAS NOTHING – regardless of how good your product or**

service may be. For your small business to thrive over the long-term, you need to pay close attention to your biggest asset – your customers. The sobering reality is that the typical business will lose half of its customer base every five years. Bob Walton, founder of BigContacts [a web based CRM (Customer Relationship Management) software company], gives you the tools and techniques that will help you easily identify and evaluate how you manage each phase of the customer lifecycle. He then shares how to maximize your results in each phase; finding the right prospects, converting more of them to customers, and keeping them for life. CRM software is the single best tool for strengthening your customer relationships and can transform your business. Inside, you will find all you need to know to confidently research, review, and choose the CRM software that is right for your business. You'll learn to identify the features you need, the questions to ask, and the steps to take for success. Harness the power of technology and get on the right track for consistent and meaningful growth. The future of your business depends on it.

READY, AIM, CAPTURE!

THE SECRET TO SUCCESSFUL INTERNET MARKETING

Antonio L Crawford **Acclaimed Internet marketing strategist and design consultant Kiler presents a plan for using the Internet effectively to get more business.**

AUSTRALIAN POLITICS IN A DIGITAL AGE

ANU E Press **The first comprehensive volume on the impact of digital media on Australian politics, this book examines the way these technologies shape political communication, alter key public and private institutions, and serve as the new arena in which discursive and expressive political life is performed. -- Publisher's description.**

THE FINDABILITY FORMULA

THE EASY, NON-TECHNICAL APPROACH TO SEARCH ENGINE MARKETING

John Wiley & Sons **To be successful in business you must be able to attract the right clients and persuade them to buy. However, on the internet, people only see what the search engines direct them to and the competition for those top spots is fierce. So how do you ensure that your business is front-and-center when prospects are searching for solutions? The answer is The Findability Formula. The Findability Formula is for anyone who wants to improve results from Internet marketing. The book is specifically written for business owners who are frustrated with a website that is not showing up in search results and not generating business. The Findability Formula will help readers understand how prospects and customers search for products and services on the Internet, and will show them, step-by-step, how to optimize their findability. The book will be a non-technical guide to effectively building and implementing, from the ground up, an Internet search marketing program that gets results. The reader will learn how paid search works, and how paid and organic search can work together to create optimum web visibility and reduce paid search costs over time. The basic message of the book is that there is a formula for findability and for converting prospects to purchasers. Readers' Benefits from The Findability Formula: * A complete step-by-step approach to search engine marketing applicable to any product or service, The Findability Formula will include easy-to-follow instruction from chapter to chapter as well as launch checklists in the appendix. * The most up-to-date search research and statistics available, including uncommon ways to connect with your online buyer. * Shows the reader how to avoid common search marketing mistakes that cost big money. How to not be bullied and take control of in-house e-commerce department strategies and SEM agencies. * A small company can compete successfully in search with larger, well-established competitors. How to work smarter to get even better search engine "findability". * Maximizes the reader's investment. The reader won't waste money by needlessly paying for "clicks" from customers who have no intention of buying. The investment in this book will be repaid thousands of times over. * Saves time, money and energy in creating in-house search marketing programs and properly tracking results by keyword. Negates the need to hire outside SEM agencies**

A PROJECT GUIDE TO UX DESIGN

FOR USER EXPERIENCE DESIGNERS IN THE FIELD OR IN THE MAKING

New Riders **User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance**

UNLEASH YOUR PRIMAL BRAIN: DEMYSTIFYING HOW WE THINK AND WHY WE ACT

Morgan James Publishing

CONVERT EVERY CLICK

MAKE MORE MONEY ONLINE WITH HOLISTIC CONVERSION RATE OPTIMIZATION

John Wiley & Sons **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.**

DISPLAY ADVERTISING

AN HOUR A DAY

John Wiley & Sons **A complete guide to developing, implementing, monitoring, andoptimizing an online display ad campaign The display business is online advertising's fastest growingfield. Google and others are starting to provide easy tools toenable small- and medium-sized businesses to take advantage of thisopportunity. This guide provides marketers, consultants, andsmall-business owners with the knowledge and skills to create andoptimize a display advertising campaign. It covers concepts,trends, and best practices, and presents a day-to-day plan fordeveloping, managing, and measuring a successful campaign. Online display advertising is a hot topic, and this hands-onguide helps marketing professionals and small-business owners gainthe skills to create and manage their own campaigns Provides an overview of display advertising concepts, includingtypes, formats, and how they're placed on websites Explains how to plan a campaign, including defining goals andplanning resources, contextual and placement targeting, and keyworduse Covers campaign launch and measurement, ad creation, socialmedia advertising, how to optimize a campaign, and much more Display Advertising: An Hour a Day helps anyone promote abusiness successfully with effective online display adcampaigns.**

MASTERING MARKETING

LEADING A JOURNEY OF BECOMING

Accrue Performance Marketing Inc. **Mastering Marketing is a step-by-step guide for startup entrepreneurs, small business owners and anyone looking for a "big picture" understanding of marketing. The goal is to empower you to understand marketing and business development as a system. The purpose being to help you wrap your head around marketing as a system. This roadmap to marketing will give you greater control over the marketing process by providing a logical sequence to follow. You will be more effective at marketing when you complete the right things in the right order. Mastering Marketing divides the marketing process into three developmental stages; Design, Build and Grow. Each stage contains a set of marketing objectives or Ways of Being to master. In all, there are 20 Ways of Being to develop your relationships and earnings growth program.**

MEDIA BRAND MARKETING: THE NEW BUSINESS MODELS

Lulu.com

ADVANCED WEB METRICS WITH GOOGLE ANALYTICS

John Wiley & Sons **This book is intended for use by customers using Google Classic Analytics and does not cover the newer Google Universal Analytics or related Google Tag Manager. Google Analytics is the free tool used by millions of web site owners to assess the effectiveness of their efforts. Its revised interface and new features will offer even more ways to increase the value of your web site, and this book will teach you how to use each one to best advantage. Featuring new content based on reader and client requests, the book helps you implement new methods and concepts, track social and mobile visitors, use the new multichannel funnel reporting features, understand which filters to use, and much more. Gets you up and running with all the new tools in the revamped Google Analytics, and includes content requested by readers and users especially for new GA users Covers social media analytics features, advanced segmentation displays, multi-dashboard configurations, and using Top 20 reports Provides a detailed best-practices implementation guide covering advanced topics, such as how to set up GA to track dynamic web pages, banners, outgoing links, and contact forms Includes case studies and demonstrates how to optimize pay-per-click accounts, integrate AdSense, work with new reports and reporting tools, use ad version testing, and more Make your web site a more effective business tool with the detailed information and advice about Google Analytics in Advanced Web Metrics with Google Analytics, 3nd Edition.**

CONVERT!

DESIGNING WEB SITES TO INCREASE TRAFFIC AND CONVERSION

John Wiley & Sons **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.**

EXPERIMENT!

WEBSITE CONVERSION RATE OPTIMIZATION WITH A/B AND MULTIVARIATE TESTING

New Riders **Testing is a surefire way to dramatically improve your website's conversion rate and increase revenue. When you run experiments with changes to design or content, you'll quickly discover which changes better motivate your users to take action. This book shows how to learn from your customers' behavior and decisions, and how their responses reveal the strengths and weaknesses of your site. It will show you how to make websites that work harder and convert better. Experiment! will inspire you to challenge assumptions and start experimenting right now. You will: Learn how to approach experiments to improve conversion Understand the various methods of testing including A/B and multivariate Discover experiment ideas, and go beyond optimization to innovation Recognize the UX and design implications of experimenting Learn to analyze data and deliver results Experimenting changes the way you think about design and the way you work. It helps prevent the loudest voice from deciding direction; instead, through an experiment, you'll ask the most important voices--your customers--"What do you think?"**

TRUE CONNECTIONS

RELATIONSHIP MARKETING IN THE DIGITAL WORLD

Lulu Press, Inc **If your website does not generate sales, leads, subscriptions or revenue at the rate you think it should, then this book is probably for you. This is a step by step guide that will outline all the conversion barriers on your site. If you follow the principles in the book, you will be able to diagnose the problems that are stopping your website visitors from engaging with you. Here's the key takeaway. It's not about you, it's about your visitors. Address their issues and you will solve your own problems.**

BUILDING THE DIGITAL BRANCH

GUIDELINES FOR TRANSFORMING YOUR LIBRARY WEBSITE

American Library Association **This issue of Library Technology Reports explores the idea of the digital branch—a library website that is a vital, functional resource for patrons and enhances the library's place within its community.**

ARTIFICIAL INTELLIGENCE FOR MARKETING

PRACTICAL APPLICATIONS

John Wiley & Sons **A straightforward, non-technical guide to the next major marketing tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written specifically for marketing professionals. This book will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and analytics have become table stakes in modern marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the "need-to-know" aspects of Artificial Intelligence, including natural language processing, speech recognition, and the power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book will help you: Speak intelligently about Artificial Intelligence and its advantages in marketing Understand how marketers without a Data Science degree can make use of machine learning technology Collaborate with data scientists as a subject matter expert to help develop focused-use applications Help your company gain a competitive advantage by leveraging leading-edge technology in marketing Marketing and data science are two fast-moving, turbulent spheres that often intersect; that intersection is where marketing professionals pick up the tools and**

methods to move their company forward. Artificial Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides a nontechnical crash course to help you stay ahead of the curve.

CONVERSION OPTIMIZATION

THE ART AND SCIENCE OF CONVERTING PROSPECTS TO CUSTOMERS

"O'Reilly Media, Inc." **How do you turn website visitors into customers? Conversion Optimization offers practical advice on how to persuade visitors to make a buying decision -- without driving them away through data overload or tedious navigation. You'll learn how to use marketing principles, design, usability, and analytics on your site to increase your buyer-to-visitor ratio, whether you're involved with marketing or designing a large ecommerce site, or managing a modest online operation. Based on the authors' broad experience in helping businesses attract online customers, this book addresses every aspect of the process, from landing visitors to finalizing the sale. You'll learn several techniques for blending successful sales approaches with the particular needs of the people you want to attract. Are you ready to do what it takes to get a double-digit conversion rate? Explore case studies involving significant conversion rate improvements Walk through different stages of a sale and understand the value of each Understand your website visitors through persona creation Connect with potential customers and guide them toward a conversion Learn how to deal with FUDs -- customer fears, uncertainties, and doubts Examine the path that visitors take from landing page to checkout Test any change you make against your original design "The Web is unique in its ability to deliver this almost improbable win-win: You can increase revenue AND make your customers happy. Yet most websites stink. Worry not, Khalid and Ayat to the rescue! Buy this book to follow their practical advice on how to create high converting websites that your visitors love."--Avinash Kaushik, author of Web Analytics 2.0 and Web Analytics: An Hour A Day (both Sybex)**

THE COMPLETE BOOK OF FORD MUSTANG

EVERY MODEL SINCE 1964-1/2

Complete Book **The Complete Book of Ford Mustang, 4th Edition details the development, technical specifications, and history of America's original pony car, now updated to cover cars through the 2021 model year.**

ORACLE RAC PERFORMANCE TUNING

Rampant Techpress **This book is the first of its kind, a book dedicated to tuning the Oracle high availability RAC architecture. Oracle RAC databases are flexible and robust, and along with this flexibility comes complexity, making RAC tuning one of the most challenging areas of Oracle tuning. Packed with incisive insights and examples from one of America's leading RAC experts, guru Brian Peasland delivers an indispensible book for all RAC administrators who need to guarantee that their RAC systems run at optimal performance. It's not enough for the DBA to maintain and control RAC database, the RAC DBA must also have an arsenal of tools and scripts that will help them ensure that their RAC database run at optimal levels. This book will be valuable to all Oracle professionals who must tune their Oracle RAC systems for peak performance. Similar to tuning Oracle database systems in general, Oracle RAC performance tuning covers a wide variety of focus areas. Topics will include Oracle wait events specific to RAC deployments, using Oracle Enterprise Manager Grid Control and AWR in diagnosing RAC problems, and RAC utilities such as OS Watcher and ORAchk (formerly RACcheck). This book will also discuss architecture issues related RAC performance, delving into the cluster interconnect, physical disk layout and Oracle 12c new Flex Clusters. Oracle RAC also allows the workload the spread among several low cost servers (scale-out) rather than a large single server (scale-up), and this book examines these approaches from a tuning perspective. Many companies are working towards private cloud implementations using RAC, and this book is perfect for the DBA's charged with . Oracle 12c RAC raises the bar with its new multi-tenant database implementation. Think of multi-tenant as virtualization at the database level. As more companies start leveraging Oracle 12c RAC for their enterprise database architecture, it is important that the system be designed and tuned properly to ensure the application has a well-performing user experience. This unique book provides a one-stop location for any RAC DBA who must become a RAC performance tuning specialist. Most Oracle RAC books on the market devote only one chapter to performance tuning. The information in this book provides a solid foundation for one's first RAC deployment, and provide you with the tools and methods needed to keep your complex RAC systems running optimally. While this book is not for beginners, the reader is given sufficient background throughout the chapters so that most Oracle DBAs, even those will little Oracle RAC experience, will be able to understand its contents. Oracle RAC is inherently complex. This explains the concepts before delving into highly technical areas. Many in-depth areas of RAC tuning are explored that help the DBA reveal hidden performance trends within even the most complex RAC database.**

MAKING WEBSITES WIN

APPLY THE CUSTOMER-CENTRIC METHODOLOGY THAT HAS DOUBLED THE SALES OF MANY LEADING WEBSITES

Conversion Rate Experts **Most websites lose. Almost all of them. Many never make a profit. Others are successful at first, and then get crushed by competitors. This book is about how to buck the trend--to make websites that customers love and that are outrageously profitable. The methodology is based on the authors' award-winning work growing many of the world's biggest web companies--plus hundreds of smaller, market-leading companies in over eighty different**

industries. In this book, you'll get What successful web businesses do differently (and others get wrong) How to easily identify your website's biggest opportunities A treasure trove of proven solutions for growing businesses Discover how to grow your profits--by making winning websites that people love.

ANGELA'S ASHES

A MEMOIR OF A CHILDHOOD

HarperCollins UK **A heartfelt account of poverty in Ireland and emigration to America. -- back cover.**

MATHS AND STATS FOR WEB ANALYTICS AND CONVERSION OPTIMIZATION

Blurb **The role of maths and statistics in the world of web analytics is not clear to many marketers. Not many talk or write about the usage of statistics and data science in conversion optimization. This book has been written to fill this knowledge gap.This expert guide will teach you exactly what you need to know. It will teach you how to leverage the knowledge of maths and statistics in order to accurately interpret data and take actions which can quickly improve the bottom-line of your online business. Every topic covered in this book has something to do directly with your day to day job. This book covers vital topics on maths and statistics which every internet marketer/web analyst should get familiar with in order to achieve optimum results from their analysis, marketing campaigns and conversion optimization efforts. It explains some of the most useful statistics terms/concepts one by one and will also show you their practical use in web analytics and conversion optimization, so that you can take advantage of them straightaway. "**

ULYSSES

SQL TUNING

GENERATING OPTIMAL EXECUTION PLANS

"O'Reilly Media, Inc." **A poorly performing database application not only costs users time, but also has an impact on other applications running on the same computer or the same network. SQL Tuning provides an essential next step for SQL developers and database administrators who want to extend their SQL tuning expertise and get the most from their database applications.There are two basic issues to focus on when tuning SQL: how to find and interpret the execution plan of an SQL statement and how to change SQL to get a specific alternate execution plan. SQL Tuning provides answers to these questions and addresses a third issue that's even more important: how to find the optimal execution plan for the query to use.Author Dan Tow outlines a timesaving method he's developed for finding the optimum execution plan--rapidly and systematically--regardless of the complexity of the SQL or the database platform being used. You'll learn how to understand and control SQL execution plans and how to diagram SQL queries to deduce the best execution plan for a query. Key chapters in the book include exercises to reinforce the concepts you've learned. SQL Tuning concludes by addressing special concerns and unique solutions to "unsolvable problems."Whether you are a programmer who develops SQL-based applications or a database administrator or other who troubleshoots poorly tuned applications, SQL Tuning will arm you with a reliable and deterministic method for tuning your SQL queries to gain optimal performance.**

SECRET CONVERSATIONS WITH INTERNET MILLIONAIRES

HOW TO MAKE MONEY ONLINE WITH AN INTERNET MARKETING BUSINESS

Createspace Independent Publishing Platform **ATTENTION: You have just been granted special access to be a fly on the wall and spy in 10 private conversations with people who have the following in common: 1. Every single person in this book has generated over ONE MILLION DOLLARS in online sales 2. They didn't inherit the money. Instead, each person built an online business from scratch, from humble beginnings, stumbled at several obstacles, but thanks to an overwhelming desire to meet their goals, course-corrected their way to success 3. Whether it was through software, seminars, services, affiliate marketing, or information products -- each person found a way to channel their passion to a side business, remove the 80% that didn't work, and scale up the 20% that remained into a full time income 4. Each person you'll hear from found a way to move outside their comfort zone -- and use tools like paid advertising, public speaking, list building, social media, or joint venture to generate traffic and put that business on autopilot 5. All the interviewees listed here are so enthusiastic about their business that they freely share what's working for them -- there's nothing left out, there are no "half baked" action plans, and there are no "closed door" secrets. It's all laid out in the open for you in this guide and it's up to you to apply them Although you might not be a PHP programmer like Robert Plank, a list builder like Lance Tamashiro, a product creator like Kevin Riley, an internet marketer like Willie Crawford, an affiliate marketer like Jason Parker, a business builder like Stu McLaren, a copywriter like Ryan Healy, a strategist like Ray Edwards, a speaker like David Cavanagh, or a teacher like Armand Morin... you can definitely apply the techniques explained here in your own business and everyday life.**

THE UNDERCOVER ECONOMIST

Hachette UK **Who makes most money from the demand for cappuccinos early in the morning at Waterloo Station? Why is it impossible to get a foot on the property ladder? How does the Mafia make money from laundries when street gangs pushing drugs don't? Who really benefits from immigration? How can China, in just fifty years, go from the world's**

worst famine to one of the greatest economic revolutions of all time, lifting a million people out of poverty a month? Looking at familiar situations in unfamiliar ways, THE UNDERCOVER ECONOMIST is a fresh explanation of the fundamental principles of the modern economy, illuminated by examples from the streets of London to the booming skyscrapers of Shanghai to the sleepy canals of Bruges. Leaving behind textbook jargon and equations, Tim Harford will reveal the games of signals and negotiations, contests of strength and battles of wit that drive not only the economy at large but the everyday choices we make.

THE ART OF SEO

MASTERING SEARCH ENGINE OPTIMIZATION

"*O'Reilly Media, Inc.*" Annotation Three acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. Complete with an array of effective tactics from basic to advanced, this third edition prepares digital marketers for 2016 with updates on SEO tools and new search engine optimization methods that have reshaped the SEO landscapeNovices will receive a thorough SEO education, while experienced SEO practitioners get an extensive reference to support ongoing engagements.Comprehend SEO s many intricacies and complexitiesExplore the underlying theory and inner workings of search enginesUnderstand the role of social media, user data, and linksDiscover tools to track results and measure successExamine the effects of Google s Panda and Penguin algorithmsConsider opportunities in mobile, local, and vertical SEOBuild a competent SEO team with defined rolesGlimpse the future of search and the SEO industryVisit the book website (http: //www.artofseobook.com) for FAQs and to post your own burning questions. You ll have access to special offers and discounts on various SEO tools and services. You can also get exclusive access to instructional videos related to the concepts in the book by sending an email to bonuses@artofseobook.com."

THE OXFORD HANDBOOK OF SOUND STUDIES

OUP USA Written by the world's leading scholars and researchers in the emerging field of sound studies, The Oxford Handbook of Sound Studies offers new and fully engaging perspectives on the significance of sound in its material and cultural forms. The book considers sounds and music as experienced in such diverse settings as shop floors, laboratories, clinics, design studios, homes, and clubs, across an impressively broad range of historical periods and national and cultural contexts.Science has traditionally been understood as a visual matter, a study which has historically been undertaken with optical technologies such as slides, graphs, and telescopes. This book questions that notion powerfully by showing how listening has contributed to scientific practice. Sounds have always been a part of human experience, shaping and transforming the world in which we live in ways that often go unnoticed. Sounds and music, the authors argue, are embedded in the fabric of everyday life, art, commerce, and politics in ways which impact our perception of the world. Through an extraordinarily diverse set of case studies, authors illustrate how sounds -- from the sounds of industrialization, to the sounds of automobiles, to sounds in underwater music and hip-hop, to the sounds of nanotechnology -- give rise to new forms listening practices. In addition, the book discusses the rise of new public problems such as noise pollution, hearing loss, and the "end" of the amateur musician that stem from the spread and appropriation of new sound- and music-related technologies, analog and digital, in many domains of life.Rich in vivid and detailed examples and compelling case studies, and featuring a companion website of listening samples, this remarkable volume boldly challenges readers to rethink the way they hear and understand the world.

INNOVATION AND ENTREPRENEURSHIP

John Wiley & Sons Innovation and Entrepreneurship 3rd Edition is an accessible text on innovation and entrepreneurship aimed specifically at undergraduate students studying business and management studies, but also those on engineering and science degrees with management courses. The text applies key theories and research on innovation and entrepreneurship and then reviews and synthesises those theories and research to apply them in a much broader and contemporary context, including the corporate and public services, emerging technologies and economies, and sustainability and development and creating and capturing value from innovation and entrepreneurship. In this third edition the authors continue to adopt an explicit process model to help organise the material with clear links between innovation and entrepreneurship. This text has been designed to be fully integrated with the Innovation Portal at www.innovation-portal.info, which contains an extensive collection of additional resources for both lecturers and students, including teaching resources, case studies, media clips, innovation tools, seminar and assessment activities and test questions.