



Master The Essentials of Conversion Optimization: Experts' Approach to Optimization

Peep Laja

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Conversion optimization is a process. Amateurs follow best practices and don't know where to begin. Experts follow frameworks and processes. This expert guide will teach you the process of optimization.

Topic covered in this book:

1. Mindset of an optimizer: the starting point
2. Conversion research: the foundation of it all
3. Google Analytics for CRO
4. Mouse tracking and heat maps
5. Learning from customers
6. Learning from website visitors
7. User testing
8. From data to test hypotheses
9. How to get testing right
10. Learning from test results

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