

## WebsiteOptimization.com Announces Free Sample Chapter from “Website Optimization: Speed, Search Engine and Conversion Rate Secrets”

**Website Optimization announced today that readers can download “Conversion Rate Optimization,” a free sample chapter from Andy King’s new book titled “Website Optimization: Speed, Search Engine and Conversion Rate Secrets”**

*Ann Arbor, MI – Aug. 6, 2008* - Website Optimization announced today that starting immediately readers can download “Conversion Rate Optimization,” a free sample chapter from Andy King’s new book titled *Website Optimization: Speed, Search Engine and Conversion Rate Secrets*  
<http://www.websiteoptimization.com/secrets/>

In this downloadable sample chapter Andy King and Matt Hockin discuss the best practices of “Conversion Rate Optimization,” the process of optimizing your web pages and landing pages to convert more of your website visitors into sales, leads and opt-ins.

<http://www.websiteoptimization.com/secrets/conversion/>

<http://www.websiteoptimization.com/secrets/conversion-rate-optimization.pdf>

Author Andy King says that, “*Website Optimization* is all about persuasion. Well-optimized sites persuade people to email, to call, and ultimately, to buy. Using proven methods of design, persuasive copywriting and layout, conversion rate optimization transforms visitors into customers.”

### **The Benefits of Conversion Rate Optimization**

With the average conversion rate hovering between 2.5 and 3.1% (Fireclick 2008, Shop.org 2007), the importance of a conversion optimized site becomes clear. Although "your mileage may vary," you can expect that high-quality optimization will increase conversions by 50% to 600% or even more.

Conversion Rate Optimization can help your organization meet the following business goals:

- An increase in sales, revenues, and profits
- The generation of more leads for your sales team
- Boosting "opt-ins" to build your e-mail list
- Reduction of customer acquisition costs
- More page views for advertising
- Engagement of more users
- A permanent improvement to conversion rates

Your guide to success on the Web today, *Website Optimization Secrets* gives you effective strategies and precise techniques to help your website attract more prospects and successfully convert them into buyers.

*Website Optimization: Speed, Search Engine and Conversion Rate Secrets* retails for \$39.99 and is available at major bookstores and at Amazon.com  
<http://www.amazon.com/dp/0596515081/?tag=websiteoptimi-20>

Paperback: 367 pages

Publisher: O'Reilly Media, Inc. (July 17, 2008)

Language: English

ISBN-10: 0596515081

ISBN-13: 978-0596515089

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