



E-Commerce Website Optimization is out in January 2017, published by **Kogan Page**, priced £19.99.

For more information see www.awa-digital.com

ABOUT THE AUTHOR

Dan Croxen-John is CEO of AWA digital, a global e-commerce conversion optimization agency. Dan is a certified Web Analyst, a Fellow of the Institute of Direct Marketing, and has served on advisory boards for a number of associations.

Johann van Tonder is COO at AWA digital. He has used the principles and techniques in this book to deliver massive sale improvements for big and small e-commerce businesses alike. Having trained and coached optimization teams around the world, he makes complex concepts easy to understand.

AWA digital: AWA digital is a Conversion Rate Optimization (CRO) agency with a proven track record of improving websites to produce more orders, sales and enquiries, for websites in a variety of languages. Today, they are one of the fastest growing multichannel Conversion Rate Optimization agencies with over 50 blue chip retail clients. They operate globally with offices in the US, UK and South Africa.

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NEW BOOK Why 95% of your website visitors don't buy, and what you can do about it
E-COMMERCE WEBSITE OPTIMIZATION REVEALS PRACTICAL STEPS MARKETERS AND BUSINESS LEADERS CAN TAKE TO MAKE THEIR WEBSITE WORK HARDER

E-commerce is more competitive than ever before, with online retailers spending billions of pounds each year on pay-per-click, online advertising, social media and SEO campaigns to tempt people to visit their websites. The average conversion rate for online retailers in the UK, however, stands at less than 5%, yet surprisingly for every £92 spent on attracting visitors, just £1 is spent on converting that initial interest into a sale.

So why is it that 95% of website visitors fail to buy? Is there a magic formula that will make them take that all-important final step and part with their cash? The truth is that 95% of human decision processes are sub-conscious, but by using data to understand customer behaviour, you can unravel the mystery of low conversion rates and improve your return on investment.

Conversion Rate Optimization (CRO) should now be an integral part of any digital marketing strategy, and an insightful new guide, *E-Commerce Website Optimization*, helps you to understand the art and science of finding the conversion killers on a website.

It includes everything you need to know, from the software tools to use, the best ways to do research, how to structure a team, how to create high-performing tests and more.

The authors, Dan Croxen-John and Johann van Tonder are CEO and COO of leading global e-commerce conversion specialists AWA digital. They have helped major retail brands like Canon, Interflora and Dunelm to use data to optimize their site performance and increase sales, and have now distilled the insights from their work in practical tips that other business leaders and marketers can apply to their own sites.

E-Commerce Website Optimization brings together usability, analytics and persuasion to offer a straightforward and detailed 5-step methodology of how to use the tools and techniques of CRO to increase the sales on ecommerce websites. It is grounded in the latest theory and research and backed by real-world case studies, outlining practical ways to create long-term increases in revenue, build competitive advantage and retain customer loyalty.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

Dan Croxen-John and Johann van Tonder are both highly experienced speakers. They are available to provide expert comment, interviews and by-lined articles on a number of e-commerce topics, including:



Why 95% of your website visitors don't buy, and what YOU can do about it

CRO for CEOs – the questions business leaders should be asking their marketing teams

What you can do today to improve sales for Christmas 2017

How to launch a new website without killing your conversion rate

Mobile first – why your mobile site is critical for e-commerce success

Understanding the real-world behaviour of online consumers

Web analytics getting you down? A scientific approach to stop you drowning in data

Many faces of CRO – why one person is not enough and how to build a team to get it right

Up Close and personal – how to tailor your website to give every customer a personalised experience

Speaking your Language – Make your websites Multi-lingual to maximise global sales

Merchandising Analytics – Hidden ways to get more sales that your competitors don't know