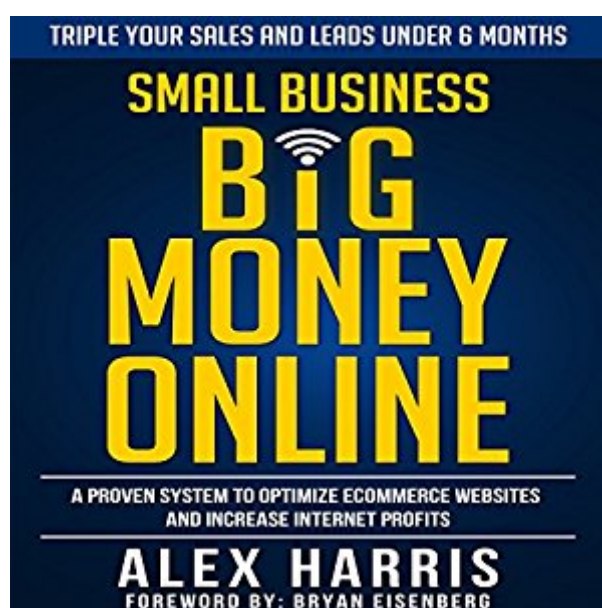


The book was found

Small Business Big Money Online: A Proven System To Optimize ECommerce Websites And Increase Internet Profits



Synopsis

Is your eCommerce business stagnant? Do you want to get to the next level and get there quickly? Would you like to be able to triple your leads in under six months? Are you unsure of what your next steps to boost sales should be? The truth of the matter is that it doesn't matter how much traffic you drive to your site if you can't convert it to sales. In this book you will learn the five-step marketing optimization system to scale and grow your bottom line. This proven method is used to increase the percentage of visitors to your site that convert into customers. You will learn to gather intelligence through qualitative insight and quantitative data, and then execute successful split testing to increase sales and leads. Small Business Big Money Online will give you direct, actionable advice and techniques that you can simply apply to your own process, developing your own system along the way.

Book Information

Audible Audio Edition

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Customer Reviews

I have read Harris's other book on landing page optimization and this popped up I knew it was a must have. I have been in the eCommerce field now for about 10 years. This is not one of those books filled with filler text and upsells left and right. It is clear and right to the point which I'm sure anyone running eCommerce knows we don't have tons of time to spare. This is not a "what's hot right now" book, rather a long term success strategy that has been tested for ecommerce websites. This book is what I would say is the Tony Robbins approach to eCommerce page/business optimization really breaking down the process not just for your individual pages but for your business and understanding the why.- I have taken pages of notes from this book that will

help change our goals and outlook for the year.- The book has actionable steps that let you tackle this method in achievable sections so that it is not overwhelming.- Provides great real world case studies using this 5 step process and how conversions have changed on real sitesMy results so far with the testing and methods gone over:- Sales are up 2.3x in a 2 month period- Conversion rates up 42%- We feel more confident with higher ad budgets now on certain pages/categories- Bounce rates have significantly decreased- Feedback from clients on our improvements has been excellent- Now we have actionable insights that actually came from the customer not our opinions

It's time for small businesses to stop guessing with their website. We're living in a golden age in which small businesses can run rings around the big guys, and "Small Business, Big Money Online" tells you how. I've been a champion of small business for decades -- especially since I've run them. This book can make the difference between having an online business and ruling your niche online. Thanks, Alex for making this resource available to our country's real employers.

Well, firstly I've found weird a 5 star from 50 persons. Then I download the sample, at the final of the introduction there's a message entitle "Action step 1:" to download a free copy of "marketing optimization workbook". I've tried to download, you are directed to a non working site. Then I tried to find it on the net, and I found some material from Alex Harris to download, but no "marketing optimization workbook". Then I treid to download the material that was available to download, another book, to download I needed to give my email. I received an email with some links, I've follow the links and need to give my email again and receive another email with the same links. One of the links leads to a site classified as a malware site, another to a page where you need to \$8.00 a minute from Alex' assistance. The book seems to be just a bait to more expenses

Perhaps you are looking for analysis? Then this book may inspire you. I though the title and the contents did not align. The contents did not give me the practical strategy and tactics one would expect from a title that would attract action minded entrepreneurs.

I have listened to Alex's podcast and took away great information that not only could I use, but things I could share with my clients as well. When I saw this book hit the market, I immediately bought it and read it the same night. There are great insights and strategies that I have learned about and will put to use. I kept saying to myself, "wow, I never thought about that," or "I need to start doing this." You can't beat the price and if you go into this expecting to get your money's worth,

you are going to get blown away because this book delivers 100x your money's worth.

If you are trying to make money online you need to read this book. Alex Harris knows conversion and the online marketing world better than anyone, and investing in this book is guaranteed to be one of the best decisions you make. I've applied his strategies to increase conversions on one of my ecommerce sites by over 8%!

Alex Harris has clearly spent years of his life optimising sales for all kinds of web sites. The examples that he provides in this book show the results that are possible, and he shares a roadmap for doing it yourself. Web site optimisation can be expensive, so having an understanding of how it works could save you a bundle on having someone consult to do this, and you don't know enough to know if it's being done right. I got a lot from this book, and recommend that anyone trying to achieve better sales conversions from their site start here, and then get hold of anything else by Alex Harris. It all contains nuggets of gold for the e-commerce entrepreneur.

Excellent read for anyone who wants to do business online. Lots of real-world, tested strategies that work. Bottom line: if you want to have a successful online business, this should be in your library.

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