

(Download) Turn Clicks Into Customers: Proven Marketing Techniques for Converting Online Traffic into Revenue

## Turn Clicks Into Customers: Proven Marketing Techniques for Converting Online Traffic into Revenue

*Duane Forrester*

*\*Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#1830955 in eBooks 2010-04-01 2010-01-08File Name: B003EY7I68 | File size: 31.Mb

**Duane Forrester : Turn Clicks Into Customers: Proven Marketing Techniques for Converting Online Traffic into Revenue** before purchasing it in order to gage whether or not it would be worth my time, and all praised Turn Clicks Into Customers: Proven Marketing Techniques for Converting Online Traffic into Revenue:

3 of 3 people found the following review helpful. A great book on On-Line Marketing!By CustomerHaving worked in the online industry for more than ten years, most marketing people have always been concerned with traffic, and the need to get more traffic. They don't care where it comes from or how you get it, they just keep on wanting more and more traffic. Turn Clicks Into Customers is a great book for online marketers to understand the types of traffic, where

that traffic comes from and what the value of it is. It's not just about volumes it's about converting that traffic into a customer, ensuring they get to the right page on your site for the piece of information they are looking for. While the book doesn't go deeply down any one rabbit hole around the technical aspects of it be it Search, E-mail, etc. it does a great job of explaining pretty much any means a customer can come to your site, and the thought that needs to go into that customer source. This book is focused on the the strategy and thought of where you're customers are coming from, and how to diversify and use your online portfolio marketing and spend.0 of 0 people found the following review helpful. Five StarsBy Leonard Naturalgreat0 of 0 people found the following review helpful. A solid book on how to convert prospects with solid internet marketing techniques.By Mark SzotAs an active internet marketing professional for over six years, I find it critical to read books on an going basis as trends and strategies change. Duane Forrester with Bing's Webmaster Program has written this gem which has solid and timeless online marketing techniques. In particular Chapter 6 - learn how Webinars are a great way to build a list from prequalified prospects. Chapter 7 - explains how it's important to pair Calls to Action with visual banners and what sizes are optimal. Chapter 13 - covers Industry Expert Interviews and my favorite was with Rae Hoffman who drives home the importance of optimizing a site for conversions. It's all about providing value to customers and monetizing the right opportunities. There are well thought out techniques in this book to help covert prospects and increase revenue.

Turn online visitors into PAYING CUSTOMERS! Yours' gone through all steps of developing a powerful business presence on the Web--but it's only the first step. Now, you have to make sure your visitors hit the "Purchase" button . . . before they start clicking through to your competitor's site. From Duane Forrester, a leading expert in Search Engine Optimization and the author of the popular How to Make Money With Your Blog, comes a highly practical guide for using all the online tools available for turning curious visitors into paying customers. Turn Clicks into Customers reveals proven techniques for not only standing out in a crowded marketplace but for reaching customers who are most eager to buy your products or services. Forrester explains what works and what doesn't for multiple online marketing strategies, including: E-mail Online searches Internet advertising Webinars Videos Social networking Yours'll learn best practices for each strategy at both a local and global level to reach more paying customers than ever before. Plus, yours'll get interviews with global experts who reveal proven tactics they've used to successfully turn Clicks into Customers.

About the AuthorDuane Forrester is a senior program manager with Microsoft, where he runs the internal SEO program for MSN. He is a founding co-chair of SEM's in-house SEM committee and author of How to Make Money With Your Blog. Forrester also writes for SearchEngineLand.com.