# Boost E-Commerce Sales and Make More Money: Three Hundred Tips to Increase Conversion Rates and Generate Leads (Paperback)

By Alex Harris

Createspace, United States, 2014. Paperback. Book Condition: New. Large Print. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Anyone selling products or services online can benefit from this book. You will learn exactly how to make your website more successful and increase the amount of money you make from your website or e-commerce store. This also includes clear, actionable steps for you to increase retention and create loyal customers that will come back to spend more money. Plus, you can get examples of each case study listed in the book. In this book, there are three hundred different tactics to increase conversions, generate more leads, and maximize ROI. The key is to find the most profitable tasks and start with those. The advice outlined should be organized into an annual marketing calendar. A marketing calendar is an organized schedule of when you need to create and promote the marketing throughout the year. This way, you can proactively set up the success of your e-commerce website. The book starts off with general advice about driving traffic to your website. Then, it details how to better understand your target customer. This is where we start to...

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