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# Small Business Big Money Online: A Proven System to Optimize eCommerce Websites and Increase Internet Profits

*Alex Harris*

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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.

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