Submit Now: Designing Persuasive Web Sites

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Usability is not enough. This book shows what it takes to design a site so browsers become buyers: the ultimate measurement of success for an e-commerce site. *Designing Persuasive Web Sites: Submit Now* examines how customers search, evaluate, and make decisions realistically-not using marketing guesstimates. This book focuses on changing the mindset from selling to customers to helping them buy. It begins by exploring how customers make decisions and how that integrates with the online experience. It presents tangible design ideas that can be instantly applied to sites to make them more effective. Real examples are used to provide insight and inspiration that can be directly applied to a multitude of sites. The book provides a simplified description of the essential process necessary for designing a site that gets visitors to click. It concludes with guidelines to for designing any transaction-oriented site.

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