



How to Write Websites That Convert (Hardback)

By Tom Attea

Really Helpful Books, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Do you want to learn how to write websites that convert or select copy for your websites that will convert? Then Tom Attea s book How to Write Websites That Convert is must reading. You ll learn a unique approach that Tom has developed over many years. You ll also learn how to write great copy, regardless of the medium it s intended for. Tom Attea is the ideal person to learn from. He is The Website Copy Coach (He is also the author of the highly regarded book, The Secrets of Successful Creative Advertising. Tom has written websites for major companies, including Citibank and Diners Club, and for many smaller businesses and professionals. He also does creative problem-solving for large interactive advertising agencies, and he is one of the top-ranked website copywriters on Elance. Tom was the executive creative director of an interactive agency in Soho. During this time, he won the Gold Mobius Award for writing what was judged Best B2B Internet Services Advertisement of the year.He has also held executive creative positions at some of New York...



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