Engineer BOFU Pages that Convert

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A guide to improving pages aimed at people who are close to making a purchase decision.

What this guide covers

- Review bottom-of-funnel page messaging and proof.
- Identify barriers in the final conversion steps.
- Measure changes to important page actions.

Who this is for

For marketers and business owners responsible for sales pages.

Putting the ideas to use

Audit a decision-stage page and prioritize changes to test.

Book details

Format: Guide. Pages: 23. Words: 2882.

Download availability: After payment, download the complete ZIP package or the included PDF separately.