

Time-Dimensional View Models of Conversion-oriented Web Design

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Abstract—Conversion is one of the key factors of e-commerce, that facilitates visiting users into designated actions. In Web design, there are many aspects to consider in order to leverage conversion possibilities. Analyzing the best practices of conversion-oriented Web design, the author proposes a three-stage view of convertibility. The author examines the best practices of Web design from the viewpoint of conversion.

Keyword—Conversion, web design, e-commerce, psychology



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