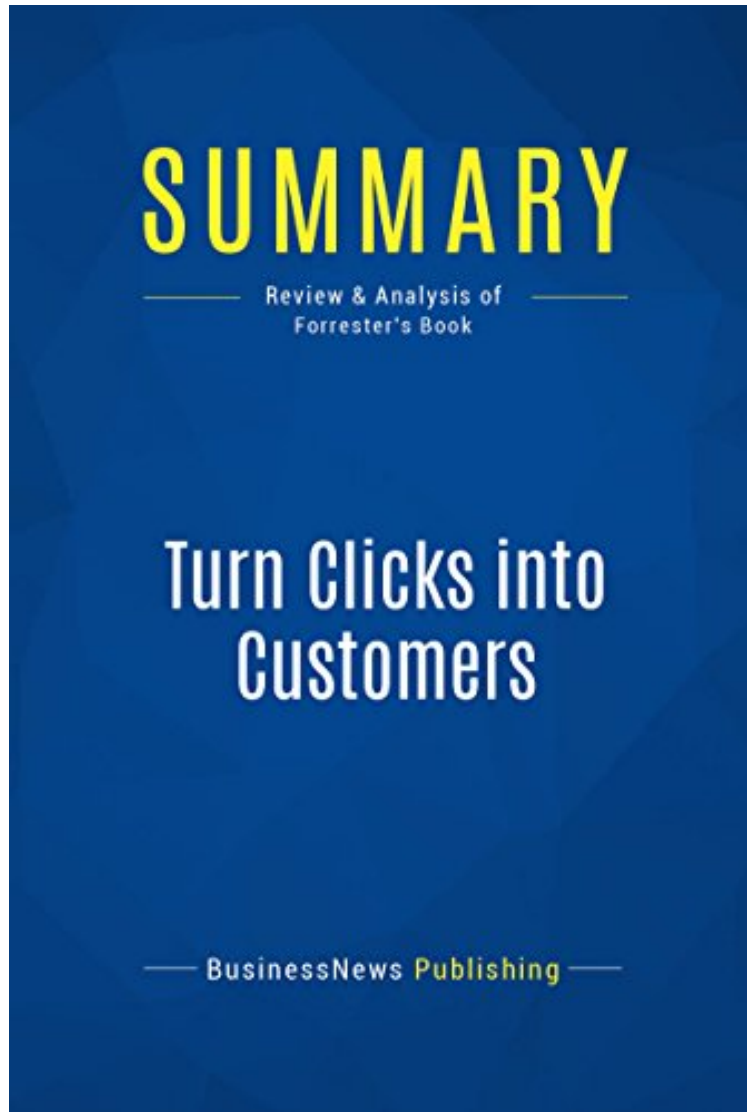


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Converting Online Traffic into Revenue". This complete summary of the ideas from Duane Forrester's book "Turn Clicks into Customers" shows how monetising a website takes planning and work. In his book, the author explains that you need to have two different activities happening at all times: clicks and customers. This summary explains these activities in detail and how you can set up your website to maximise your revenues and the amount of business you generate. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Turn Clicks into Customers" and discover the key to getting your customers to click that all-important "Purchase" button.