



**SiteTuners.com**  
landing page optimization specialists

Management Bio

**Tim Ash**

*CEO*



## Summary

Tim Ash is the CEO of [SiteTuners.com](http://SiteTuners.com), a landing page optimization firm that offers conversion consulting, full-service guaranteed-improvement tests, and 2<sup>nd</sup>-generation software tools to improve conversion rates. SiteTuners' [AttentionWizard.com](http://AttentionWizard.com) visual attention prediction tool can be used on a landing page screenshot or mock-up to quickly identify major conversion issues.

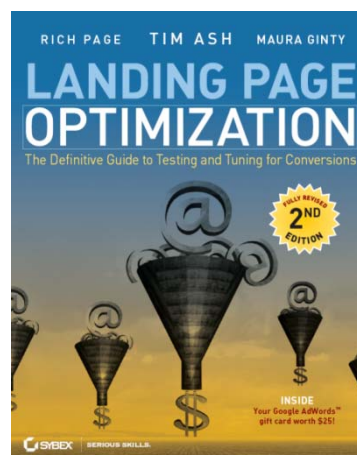
During his 15 year involvement with the Internet, Tim has worked with Google, Facebook, Verizon Wireless, American Express, Canon, Nestle, Sanyo, Rhapsody, Sony Music, American Honda, Real Networks, Norton, COMP USA, Symantec, Harcourt Brace, Universal Studios, HomeGain, Experian, Fair Isaac, TransUnion, Rand McNally, Red Envelope, Black & Decker, Ed Hardy, and Coach to develop successful Internet initiatives.

Prior to co-founding SiteTuners he worked in the high tech industry in a wide variety of roles including: CEO of Future Focus, Inc. (a dot-com business incubator), Computer Scientist at Science Applications International Corp. (SAIC), Staff Scientist at HNC Software, Inc. (later merged with Fair Isaac), President & Founder of Software Realities Co., Senior Systems Analyst at York Research Consultants, Inc., Programmer/Analyst at NCR.

Tim is a highly-regarded presenter and keynote speaker at Search Engine Strategies, eMetrics, PPC Summit, Affiliate Summit, PubCon, Affiliate Conference, LeadsCon, Online Marketing Summit and eComXpo. Tim is the founder and chairperson of [ConversionConference.com](http://ConversionConference.com) the first conference focused on improving online conversions.

Tim is a contributing columnist to several publications including ClickZ/SearchEngineWatch, Website Magazine, DM News, Visibility Magazine, Search Marketing Standard, and Electronic Retailer Online Strategies magazine. Tim is the host of the weekly Landing Page Optimization show and podcast on [WebmasterRadio.fm](http://WebmasterRadio.fm).

He received his B.S. from UC San Diego "with highest distinction". He also completed his M.S. during his PhD. studies in computer science at UCSD, specializing in Neural Networks and Artificial Intelligence. He is the author of the bestselling book *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions* (John Wiley & Sons Press, 2008) [LandingPageOptimizationBook.com](http://LandingPageOptimizationBook.com). The book has been translated into five languages and has had multiple reprinting. Tim is currently working on the 2<sup>nd</sup> edition of the book with co-authors Rich Page and Maura Ginty.



## Speaking Engagements & Appearances

A visionary and dynamic public speaker, Tim has spoken in many forums and authored numerous articles on the true impact of the Internet revolution.

- Invited workshop leader at the Savings.com Optimization Summit (London, November 3, 2010)
- Co-founder & keynote at Conversion Conference London 2010 (London, November 1, 2010)
- Co-founder & keynote at Conversion Conference Germany 2010 (Hamburg, October 27-28, 2010)
- Invited presenter at Search Engine Strategies (Chicago, October 19, 2010)
- Invited keynote at BOLO Annual Conference (Phoenix, October 19, 2010)
- Invited workshop leader at the Savings.com Optimization Summit (New York City, October 7, 2010)
- Chairperson, keynote, workshop leader, and presenter at Conversion Conference East 2010 (Washington DC, October 4-6, 2010)
- Invited keynote & workshop at Cleverbridge annual client conference (San Francisco, September, 28 2010)
- Invited presenter at SEOmoz Training Day (Seattle, August 30, 2010)
- Invited keynote at Search Engine Strategies (San Francisco, August 19, 2010)
- Chairperson and presenter at Conversion Conference Day (San Francisco, August 19, 2010)
- Invited presenter at AZIMA, Phoenix (August 10, 2010)
- Invited keynote panelist at the Online Marketing Summit (Denver, June 23, 2010)
- Invited presented at the Denver Conversion Meetup (Denver, June 22, 2010)
- Invited solo presenter at the AffCon 2010 conference (Denver, June 22, 2010)
- Invited solo presenter at the Online Marketing Summit (San Jose, June 18, 2010)
- Invited workshop presenter on "Ecommerce Catalog Best Practices" at the Internet Retailer Conference & Exhibition (Chicago, June 8, 2010)
- Interviewed by Anna Talerico from Ion Interactive on "Conversations on Conversion" (May 24<sup>th</sup>, 2010)
- Chairperson & keynote speaker at the Conversion Conference West 2010 in San Jose (May 4<sup>th</sup>-5<sup>th</sup>, 2010)
- Invited speaker on WebsiteMagazine.com (April 1, 2010)
- Invited workshop leader the Savings.com Optimization Summit (Los Angeles, March 11, 2010)
- Keynote speaker for Affiliate Convention 2009 Los Angeles on "How To Repel Super Affiliates With Crappy Landing Pages" (December 6, 2009)
- Interviewed by Mike McDonald, Reporter, WebProNews about the new AttentionWizard visual attention prediction tool (November 29, 2009)
- Invited speaker on "Landing Page Segmentation and Competing on Cycle Times" with Scott Brinker on WebmasterRadio.fm (November 23, 2009)
- Invited speaker on "Website Conversion Improvement" with BusinessNetMarketing.com (November 21, 2009)
- Show host on "Split Testing in Large Companies" with Brooks Bell on Landing Page Optimization WebmasterRadio.fm (October 26, 2009)
- Headlined the webinar "Landing Page Optimization Crash Course: Skyrocketing Your ROI" (October 7, 2009).
- Invited keynote on "Listening to the Voice of the Online Customer to Maximize ROI" at the University of Wisconsin-Madison (September 24, 2009).
- Invited workshop leader on "Extreme Makeover: Live Landing Page Clinic" at *Search Engine Strategies* (San Jose, CA, August 13, 2009).
- Invited speaker on "Landing Page Testing & Tuning" at *Search Engine Strategies* (San Jose, CA, August 12, 2009).
- Invited speaker on "Seven Deadly Sins of Landing Page Optimization" at *Affiliate Summit 2009 East* (New York, NY, August 10, 2009).

- Headlined the webinar "The 7 Deadly Sins of Landing Page Design" hosted by Google (July 1, 2009).
- Invited speaker on "Avoiding the 7 Deadly Sins of Landing Page Design" at *Online Marketing Summit* (San Francisco, CA, June 25, 2009).
- Invited session leader on "Landing Page Optimization, Creating Higher Conversion Rates" at *Affiliate Convention* (Denver, CO, June 18, 2009).
- Invited speaker on "Avoiding the 7 Deadly Sins of Landing Page Design" at *Online Marketing Summit* (Long Beach, CA, June 16, 2009).
- Invited workshop leader on "7 Deadly Sins of Landing Page Design" at *San Diego Software Industry Council (SDSIC)* (San Diego, CA, June 5, 2009).
- Headlined the webinar "Why Conversion Optimization is Now a Must-Have!" hosted by OnDialog (May 19, 2009).
- Invited workshop leader and solo session speaker on "Landing Page Optimization" at *eMetrics Marketing Optimization Summit* (San Jose, CA, May 5-8, 2009).
- Invited workshop leader and solo session speaker on "Landing Page Optimization" at *Search Engine Strategies* (New York, NY, March 23-25, 2009).
- Invited speaker on "Landing Page Optimization" at *LeadsCon* (Las Vegas, NV, March 5, 2009).
- Invited speaker on "Avoiding the 7 Deadly Sins of Landing Page Design" at *eCommerce Leadership Summit* (Salt Lake City, UT, March 4, 2009).
- Invited leader of live session on "Extreme Makeover: Watch E-Commerce Sites Optimized For Increased Revenue" at *eRetailer Summit* (Miami, FL, March 2, 2009).
- Invited speaker on "Landing Page Optimization" at *Miva Merchant Conference* (San Diego, CA, February 27, 2009).
- Invited speaker on "Avoiding the 7 Deadly Sins of Landing Page Design" at *Online Marketing Summit* (San Diego, CA, February 6, 2009).
- Invited speaker on "Avoiding the 7 Deadly Sins of Landing Page Design" at *Casino Affiliates Program* (London, UK, January 31, 2009).
- Invited training workshop leader on "Landing Page Optimization" at Google UK (London, UK, January 28, 2009).
- Invited speaker on "Landing Page Testing To Increase Conversions" at *Affiliate Summit West* (Las Vegas, NV, January 12, 2009).
- Invited presenter on "Your Baby Is Ugly – Landing Page Mini-Critiques" at *Search Engine Strategies* (Chicago, IL, December 9-10, 2008).
- Book signing for *Landing Page Optimization* book at *Search Engine Strategies* (Chicago, IL, December 9-10, 2008).
- Invited speaker on "Landing Page Testing & Tuning" and "Ad Copy Continuity Clinic" at *Search Engine Strategies* (Chicago, IL, December 8, 2008).
- Invited speaker on "Landing Page Testing Hands On: Developing Your Action Plan" at *Search Engine Strategies* (Boston, MA, November 6, 2008).
- Invited online workshop leader on "Landing Page Testing for Higher Profits" for *Market Motive* (October 28, 2008).
- Invited training workshop leader on "Landing Page Testing Hands On: Developing Your Action Plan" at *eMetrics* (Washington D.C., October 24, 2008).
- Invited training workshop leader on "Landing Page Testing Hands On: Developing Your Action Plan" at *Search Engine Strategies* (Dallas, TX, September 26, 2008).
- Invited presenter on "Landing Page Optimization & Testing" at *PPC Summit* (Los Angeles, CA, September 25, 2008).
- Invited solo session presenter on "Landing Page Testing & Tuning" at *Search Engine Strategies* (San Jose, CA, August 19, 2008).
- Invited solo presenter on "Landing Page Testing to Attract Super Affiliates" at *Affiliate Summit East* (Boston, MA, August 11, 2008).
- Invited panelist at *eMetrics Online Marketing Summit* on the *Multivariate Testing* panel (San Francisco, CA, May 4, 2008).

- Invited solo session presenter on "Landing Page Testing & Tuning" at *Search Engine Strategies* (New York City, NY, March 18, 2008).
- Invited presenter on "Landing Page Testing" at the *Miva Merchant User Conference* (San Diego, CA, February 29, 2008).
- Invited workshop leader for *Landing Page Optimization Training* at Google headquarters (Mountain View, CA, February 25, 2008).
- Invited presenter on "Improving Internet Dating Conversions with Landing Page Testing" at the *Internet Dating Conference* (Miami, FL, January 31, 2008).
- Invited training workshop leader on "*Landing Page Testing Hands On: Developing Your Action Plan*" at *Search Engine Strategies* (Chicago, IL, December 7, 2007).
- Invited solo session presenter on "Landing Page Testing Overview" at *Search Engine Strategies* (Chicago, IL, December 4, 2007).
- Invited presenter on "*Landing Page Testing and Tuning for Maximum Profits*" at *Casino Affiliate Conference* (Montreal, Quebec, Canada, August 27, 2007).
- Invited presenter at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (San Jose, CA, August 21, 2007).
- Invited speaker at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (New York, NY, April 11, 2007).
- Invited speaker at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (San Jose, CA, August 8, 2006).
- Invited speaker on "Improving Web Conversion for Bigger Online Profits" at the *Direct Marketing Association* (San Diego, CA November 14, 2006)
- Invited speaker on "Optimizing your Conversion Rate" at the *San Diego Ad Club* (San Diego, CA, September 29, 2006)
- Invited speaker at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (San Jose, CA, August 8, 2006).
- Invited speaker on "Conversion Tuning Crash Course" at the *San Diego Software Industry Council* (San Diego, CA, July 14, 2006)
- Invited panelist at *The Affiliate Summit* on the *The Value of PPC Arbitrage Affiliates* panel (Orlando, FL, July 10, 2006).
- Invited speaker at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (London, UK, June 1, 2006).
- Invited presenter on "Conversion Rate Improvement" at the *California Tourism Industry Association (CALTIA) Annual Conference* (Anaheim, CA March 1, 2006)
- Invited speaker at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (New York, NY, February 28, 2006).
- Invited speaker on "Conversion Tuning For Fun & Profit" at the *San Diego iMarketers* (San Diego, CA, February 6, 2006)
- Invited panelist at *The Affiliate Summit* on the *PPC Search Engines* panel (Las Vegas, NV, January 9, 2006).
- Invited speaker at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (Chicago, IL, December 6, 2005).
- Invited speaker on "Website Conversion Rate Tuning & Improvement" at the *eComXpo* virtual online tradeshow (Oct 6-8, 2005)
- Invited speaker at *Search Engine Strategies* on the *Landing Page Testing and Tuning* panel (San Jose, CA, August 9, 2005).
- Invited roundtable workshop speaker on "Conversion Rate Improvement" at *The Affiliate Summit* (Las Vegas, NV, June 14, 2005).
- Invited speaker on "Conversion Rate Improvement Through Testing" at *Search Engine Strategies* (New York, NY, March 1, 2005).
- Invited speaker on "Extracting Profits from Keywords: Pay Per Click Campaign Tuning" at *Search Engine Strategies* (New York, NY, March 1, 2005).
- Invited presenter on "Essential Search Engine Marketing" at the *American Electronics Association (AeA)* (San Diego, CA, September 23, 2004)

- Workshop leader for the "Overture Bootcamp - Maximize your Search Engine Marketing ROI" at *San Diego Direct Marketing Association* (La Jolla, CA, March 16, 2004)
- Invited guest lecturer on "Search Engine Marketing" at the *University of California, San Diego Extension "Web Marketing Strategies"* classes (San Diego, CA, April 2002-2004)
- Invited "meet the experts" panelist on "Search Engine Marketing" at the *Digital Marketing Seminar* event hosted by the High Tech Marketing Alliance (San Diego, CA, April 2003)
- Invited speaker on "Search Engine Marketing: To Pay Or Not To Pay?" at the *E-Marketing with the Pros* event hosted by the Direct Marketing Association (San Diego, CA, April 2003)
- Workshop leader at the "Pay Per Click Search Engine Bootcamp" event hosted by *San Diego iMarketers* (San Diego, CA, November 2002)
- Workshop leader at *PC EXPO* (New York, NY, June 1999)
- Invited presenter at the *Prism International Annual Conference* (San Diego, CA, April 1998)
- Workshop leader at the "Performance Measurements for Web Sites" conference (New York, NY, November 1997)
- Chairperson and keynote speaker at the "Strategic Uses of Third Generation Web Sites" conference (San Francisco, CA, August 11-13, 1997)
- Workshop leader at the "Best Practices in Public Relations on the Internet" conference (Chicago, IL, July 28-30, 1997)
- Invited speaker on "The Future of the Web" at the *Summer Internet World* conference (Mexico City, Mexico, June 3-6, 1997)
- Chairperson and invited presenter at the "Third Generation Web Sites" conference (San Francisco, CA January 28-30, 1997)
- Speaker and workshop leader at the "Interactive Marketing and Public Relations Strategies" conference (San Francisco, CA October 28-30, 1996)
- Invited speaker on "Innovative Uses of the Internet" at the *L.A. ONLINE EXPO* (Los Angeles, CA, October 25-27, 1996)
- Invited plenary speaker on the "Future of the Internet" at the *1996 Multimedia Conference* (San Diego, Oct 17, 1996)
- Invited co-presenter (with Informix Software President Phil White) at the "The future of the database industry and the Internet" event (Del Mar, CA May 1996).
- Presenter on the "Impact of the Internet on Retailing" at the Hahn Company annual conference (San Diego CA, 1996).
- Creator and presenter of the acclaimed Internet Business Strategy Seminar series for executives.
- Invited guest panelist for the "Future of the Web" session at the *1995 Digital Multimedia Association Conference* (San Diego CA, 1995).

## Publications

- "How Your Graphic Designer is Killing Your Conversion Rate", by Tim Ash on ClickZ.com, March 15, 2010.
- "Focus on conversions, not traffic boosts SEM", by Tim Ash was featured in B2B Magazine, February 8, 2010.
- "Google Considering China Pullout in the Wake of Suspected Government Hacking", by Tim Ash on SearchEngineWatch.com, January 12, 2010.
- "Atlas Shrugged, and So Did Your Home Page", by Tim Ash on ClickZ.com, January 12, 2010.
- "Web Design: Smooth Landings - Double your sign-up conversion rates with better page layout", by Tim Ash on TargetMarketingMag.com, January 1, 2010.
- "Keep Your Graphic Designer on a Short Leash", by Tim Ash on WebsiteMagazine.com, December 29, 2009.
- "Landing Page Optimization – Are Your Test Results Meaningless?", by Tim Ash is entered into an article tournament by Visibility Magazine, December 6, 2009.

- "Roles vs. Personas vs. Cognitive Styles" by Tim Ash on SearchEngineWatch.com, November 25, 2009.
- "How to Get Started on Landing Page Optimization", by Tim Ash on SearchEngineWatch.com, November 11, 2009.
- "The Cost of Landing Page Optimization", by Tim Ash on SearchEngineWatch.com, October 28, 2009.
- "Tips for Organizing Your Landing Page", by Tim Ash on SearchEngineWatch.com, October 14, 2009.
- "Landing Page Optimization: The Definitive Guide to Testing & Tuning for Conversions", by Tim Ash, book published by *John Wiley Press* 2008 (ISBN 978-0-470-17462-3)
- "The Myth of Perfect Conversion", by Tim Ash. *SearchEngineWatch.com*, September 30, 2009.
- "6 Usability Basics for Landing Page Optimization", by Tim Ash. *eMarketingandCommerce.com*, September 24, 2009.
- "Emotional Motivators in Landing Page Optimization", by Tim Ash. *Web Marketing Today blog*, September 22, 2009.
- "Granularity in Landing Page Optimization", by Tim Ash. *SearchEngineWatch.com*, September 16, 2009.
- "Landing Page Optimization Pitfall -- Not Collecting Enough Data", by Tim Ash. *SearchEngineWatch.com*, September 2, 2009.
- "The Myth of Perfect Conversion", by Tim Ash. *Website Magazine*, September 1, 2009.
- "The Art of the Landing Page: 7 Tips For Increasing Conversions", by Tim Ash. *SearchEngineWatch.com*, August 19, 2009.
- "Lies, Damned Lies, and Statistics in Landing Page Optimization", by Tim Ash. *SearchEngineWatch.com*, August 5, 2009.
- "Writing For Higher Conversions (Part 2)", by Tim Ash. *Web Marketing Today*, August 4, 2009.
- "Your Baby Is Ugly", by Tim Ash. *SearchEngineWatch.com*, July 22, 2009.
- "Meaning-Making in Landing Page Optimization", by Tim Ash. *SearchEngineWatch.com*, July 8, 2009.
- "Applying Probability to Landing Page Optimization", by Tim Ash. *SearchEngineWatch.com*, June 24, 2009.
- "Writing For Higher Conversions (Part 1)", by Tim Ash. *Web Marketing Today*, June 23, 2009.
- "What Is the Desired Conversion Action?", by Tim Ash. *SearchEngineWatch.com*, June 10, 2009.
- "Tim Ash from Site Tuners", Podcast. *eCommercePodcast.com*, June 2, 2009.
- "Emotional Motivators in Landing Page Optimization", by Tim Ash. *Visibility Magazine*, June 1, 2009.
- "Brain Types & Personas with Bryan Eisenberg", Podcast. *WebmasterRadio.fm*, June 1, 2009.
- "Proud of His Ignorance", Cover Story. *Online Strategies Magazine*, June 1, 2009.
- "The Decision-Making Funnel, Stage 4: Action, Part 2", by Tim Ash. *SearchEngineWatch.com*, May 27, 2009.
- "The Decision-Making Funnel, Stage 4: Action, Part 1", by Tim Ash. *SearchEngineWatch.com*, May 13, 2009.
- "Conversion Cache: Uncovering Site Problems for Landing Page Optimization (Part 1)", by Tim Ash. *Website Magazine*, May, 2009.
- "Landing Pages and the Decision-Making Process", by Tim Ash. *Search Engine Strategies Magazine*, May, 2009.
- "The Decision-Making Funnel, Stage 3: Desire, Part 2", by Tim Ash. *SearchEngineWatch.com*, April 29, 2009.
- "A/B Split Testing and Website Optimizer", by Tim Ash. *WebmasterRadio.fm*, April 27, 2009.
- "Importance of Web Analytics", by Tim Ash. *WebmasterRadio.fm*, April 20, 2009.
- "The Decision-Making Funnel, Stage 3: Desire, Part 1", by Tim Ash. *SearchEngineWatch.com*, April 15, 2009.
- "Driving Performance and Traffic", by Tim Ash. *WebmasterRadio.fm*, April 13, 2009.

- "The Decision-Making Funnel, Stage 2: Interest", by Tim Ash. *SearchEngineWatch.com*, April 1, 2009.
- "Conversion Cache: Uncovering Site Problems (Part 1)", by Tim Ash. *Website Magazine*, March 31, 2009.
- "3 Key Traffic Sources for Landing Page Optimization", by Tim Ash. *eMarketingandCommerce.com*, March 26, 2009.
- "The Decision-Making Funnel, Stage 1: Awareness", by Tim Ash. *SearchEngineWatch.com*, March 18, 2009.
- "Advantages and Disadvantages of A/B Split Testing for Landing Pages", by Tim Ash. *eMarketingandCommerce.com*, February 5, 2009.
- "Writing Sales Copy for Conversions, Part 2", by Tim Ash. *SearchEngineWatch.com*, January 21, 2009.
- "Writing Sales Copy for Conversions", by Tim Ash. *SearchEngineWatch.com*, January 7, 2009.
- "Assembling Your Landing Page Optimization Dream Team, Part 4", by Tim Ash. *SearchEngineWatch.com*, December 24, 2008.
- "Assembling Your Landing Page Optimization Dream Team, Part 3", by Tim Ash. *SearchEngineWatch.com*, December 10, 2008.
- "Writing For Conversions: How to Turn Your Website into a Cash Register", by Tim Ash. *Visibility Magazine*, December, 2008.
- "Assembling Your Landing Page Optimization Dream Team, Part 2", by Tim Ash. *SearchEngineWatch.com*, November 26, 2008.
- "Assembling Your Landing Page Optimization Dream Team, Part 1", by Tim Ash. *SearchEngineWatch.com*, November 12, 2008.
- "Uncovering Site Problems for Landing Page Optimization, Part 2", by Tim Ash. *Web Marketing Today*, November 4, 2008.
- "Writing for Conversions - Part 3 of 3: Format", by Tim Ash. *Official Google Website Optimizer Blog*, October 29, 2008.
- "Landing Pages and the Decision-Making Process", by Tim Ash. *SearchEngineWatch.com*, October 29, 2008.
- "Writing for Conversions - Part 2 of 3: Tone", by Tim Ash. *Official Google Website Optimizer Blog*, October 16, 2008.
- "Landing Page Optimization: Guessing vs. Testing", by Tim Ash. *SearchEngineWatch.com*, October 15, 2008.
- "Writing for Conversions - Part 1 of 3: Structure", by Tim Ash. *Official Google Website Optimizer Blog*, October 7, 2008.
- "Landing Page Optimization - Insource or Outsource? Part 2", by Tim Ash. *SearchEngineWatch.com*, September 17, 2008.
- "Uncovering Site Problems for Landing Page Optimization Part 1", by Tim Ash. *Web Marketing Today*, September 9, 2008.
- "Landing Page Optimization - Insource or Outsource?", by Tim Ash. *SearchEngineWatch.com*, September 3, 2008.
- "The Usual Suspects - Assembling Your Landing Page Optimization Dream Team", by Tim Ash. *Visibility Magazine*, September 1, 2008.
- "What Are You Converting?", by Tim Ash. *SearchEngineWatch.com*, August 20, 2008.
- "How to Identify Landing Page Problems, Part 1", by Tim Ash. *eMarketingandCommerce.com*, August 14, 2008.
- "How Long Should My Landing Page Test Run?", by Tim Ash. *SearchEngineWatch.com*, August 6, 2008.
- "How Valid Are Your Landing Page Test Conclusions?", by Tim Ash. *SearchEngineWatch.com*, July 23, 2008.
- "Coherency in Landing Page Testing", by Tim Ash. *SearchEngineWatch.com*, July 9, 2008.
- "Uncovering Site Problems for Landing Page Optimization, Part 2", by Tim Ash. *SearchEngineWatch.com*, June 25, 2008.

- "Uncovering Site Problems for Landing Page Optimization, Part 1", by Tim Ash. *SearchEngineWatch.com*, June 11, 2008.
- "Your Baby Is Ugly - Uncovering Good Testing Ideas for Landing Page Optimization", by Tim Ash. *VisibilityMagazine.com*, June 1, 2008.
- "Testing Landing Pages with the Taguchi Method? Think Again!", by Tim Ash. *SearchEngineWatch.com*, May 28, 2008.
- "Taguchi Sucks for Landing Page Testing", by Tim Ash. *SearchEngineWatch.com*, May 15, 2008.
- "Emotional Motivators in Landing Page Optimization", by Tim Ash. *SearchEngineWatch.com*, May 14, 2008.
- "A Seat at the Table for Web Analytics", by Tim Ash. *SearchEngineWatch.com*, May 7, 2008.
- "Landing Page Optimization 101", by Tim Ash. *eMarketingandCommerce.com*, May 2, 2008.
- "Conversion Cache: Landing Pages and the Decision Making Process", by Tim Ash. *Website Magazine*, May 1, 2008.
- "What Are You Converting?", by Tim Ash. *SearchEngineWatch.com*, April 30, 2008.
- "Landing Page Neglect: Are You Losing Money?", by Tim Ash. *SearchEngineWatch.com*, April 16, 2008.
- "Copywriting for Conversions", by Tim Ash. *Electronic Retailer Online Strategies*, Spring 2008.
- "Start Thinking About Landing Page Optimization", by Tim Ash. *PromoMagazine.com*, April, 2008.
- "Conversion Rates & The Value of Outsourcing SEM/SEO", by Tim Ash. *SearchEngineWatch.com*, March 27, 2008.
- "Landing Page Optimization: Testing Your Way to Higher Profits", by Tim Ash. *DMNews.com*, March 24, 2008.
- "Landing Page Optimization - Guessing vs. Testing", by Tim Ash. *Website Magazine*, February 2008.
- "The Truth About Taguchi", by Tim Ash. SiteTuners whitepaper, 2008.
- "Conversion Tuning Overview", by Tim Ash. SiteTuners whitepaper, 2007.
- *Website Magazine* Ask the Experts column on "Conversion Tuning Crash Course", August 2006.
- "Price Tuning for Maximum Profits", by Tim Ash. SiteTuners whitepaper, 2006.
- "How To Attract Super Affiliates", by Tim Ash. SiteTuners whitepaper, 2005.
- "Pay per Click Search Engine Marketing Workbook", by Tim Ash. Epic Sky Special Report, September 2002.
- "Overture's Autobidding Feature", by Tim Ash. Epic Sky Special Report, March 2002.
- "Virtual Service", by Tim Ash. *Performance Computing*, December 1998.
- "Web Site Maturity", by Tim Ash. *Performance Computing*, November 1998 feature article.
- "Help Wanted", by Tim Ash. *Performance Computing*, November 1998.
- "Why Internet Projects Fail", by Tim Ash. *Performance Computing*, October 1998.
- "In Bad Company", by Tim Ash. *Performance Computing*, September 1998.
- "Mission-critical Web Databases", by Tim Ash. *Performance Computing* (formerly UNIX Review), April 1998 feature article.
- "Third Generation Web Sites: Building one-to-one relationships with your clients", by Tim Ash. *Internet Marketing & Technology Report*, June 1996 cover story.
- "Web Generations: How mature is your Web site?", by Tim Ash. *Internet Marketing & Technology Report*, May 1996 cover story.
- "Complete Internet Campaigns: The approach that works", by Tim Ash. *Internet Marketing & Technology Report*, March 1996 cover story.
- "Complete Internet Campaigns", by Tim Ash. *Newsletter of the Digital Multimedia Association*, February 6 1996.
- "Wired in San Diego: A hotbed of new and growing Internet companies", by Tim Ash. *Software Industry Council News*, November 1995.

## Education

- Attended the University of California, San Diego (UCSD) on a full academic *U.C. Regents Scholarship. Earl Warren College Scholar* honors program at UCSD
- **B.S.** in Computer Engineering and Cognitive Science awarded "With Highest Distinction".
- **M.S.** Computer Science from UCSD.
- **C. Phil.** degree awarded and **Ph.D study** in Computer Science at UCSD.

## Personal Background

- Born in Moscow, Russia - emigrated to the U.S. at age eight with his family.
- Married, 2 young children.
- Resides in San Diego, California.
- Artist, fine art photographer, certified Tai Chi Chuan instructor
- Collegiate All-Cal and Southern California Conference winning saber fencing champion, and UCSD Athlete of the Month

## Contact Information

Mailing address:

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[Blog.SiteTuners.com](#) Blog | [AttentionWizard.com](#) Visual Attention Tool | [LandingPageDirectory.com](#) Free Resources

[LandingPageOptimizationBook.com](#) Book | [ClickZ](#) Column | [WebmasterRadio.fm](#) Radio Show

 [SiteTuners.com](#)  [AttentionWizard.com](#)  [ConversionConference.com](#)