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| 1. Record Nr. | UNICAMPANIASUN0120210 |
| Autore | Seidl, Erwin |
| Titolo | Der Eid im romisch-agyptischen Provinzialrecht / von Erwin Seidl |
| Pubbl/distr/stampa | München : Beck |
| Descrizione fisica | volumi. ; 22 cm. |
| Lingua di pubblicazione | Tedesco |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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| 2. Record Nr. | UNINA9910792476003321 |
| Autore | Beasley Michael <1980-> |
| Titolo | Practical web analytics for user experience : how analytics can help you understand your users / / Michael Beasley |
| Pubbl/distr/stampa | Amsterdam, : Morgan Kaufmann, an imprint of Elsevier, 2013
Waltham, MA : , : Morgan Kaufmann, , 2013 |
| ISBN | 0-12-404694-0 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (xv, 234 pages) : illustrations (some color) |
| Collana | Gale eBooks |
| Disciplina | 006.3 |
| Soggetti | Web usage mining
Internet users - Attitudes
Web site development |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | pt. 1. Introduction to web analytics -- pt. 2. Learning about users through web analytics -- pt. 3. Advanced topics. |
| Sommario/riassunto | Practical Web Analytics for User Experience teaches you how to use web analytics to help answer the complicated questions facing UX professionals. Within this book, you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and |

answering specific questions about how users navigate a website. The book is organized according to the concerns UX practitioners face. Chapters are devoted to traffic, clickpath, and content use analysis, measuring the effectiveness of design changes, including A/B testing, building user profiles based on search hab
