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		Online Marketing/Social Media
		Big Data
	Lingua di pubblicazione	Inglese
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	Nota di contenuto	Chapter 1: Overview -- Chapter 2: Blogalytics -- Chapter 3: Getting Traffic for Analytics -- Chapter 4: Reviewing Performance of Campaigns -- Chapter 5: Fun with eCommerce Analytics Part I: Shopify -- Chapter 6: Fun with eCommerce Analytics Part II: AdWords -- Chapter 7: Fun with eCommerce Analytics Part III: Gumroad -- Chapter 8: Exploring Google Analytics Certification.
	Sommario/riassunto	Develop your digital/online marketing skills. Learn web analytics to understand the performance of websites and ad campaigns. Approaches covered will be immediately useful for business or nonprofit organizations. If you are completely new to Google Analytics and you want to learn the basics, this guide will introduce you to the content quickly. Web analytics is critical to online marketers as they seek to track return on investment and optimize their websites. Introduction to Google Analytics covers the basics of Google Analytics, starting with creating a blog, and monitoring the number of people who see the blog posts and where they come from. What You'll Learn: Understand basic techniques to generate traffic for a blog or website Review the performance of a website or campaign Set up a Shopify account to track ROI Create and maximize AdWords to track conversion