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Nota di contenuto	Advanced Web Metrics with Google Analytics, 2nd Edition; Acknowledgments; About the Author; Contents; Foreword; Introduction; Who Should Read This Book; What Is Covered in This Book; GA IQ Coupon; How to Contact the Author; Part I: Measuring Success; Chapter 1: Why Understanding Your Web Traffic Is Important to Your Business; Website Measurement-Why Do This?; Information Web Analytics Can Provide; Where to Start; Decisions Web Analytics Can Help You Make; The ROI of Web Analytics; How Web Analytics Helps You Understand Your Web Traffic; Where Web Analytics Fits In; Where to Get Help; Summary Chapter 2: Available Methodologies and Their Accuracy Page Tags and Logfiles; Cookies in Web Analytics; Understanding Web Analytics Data Accuracy; Improving the Accuracy of Web Analytics Data; Privacy Considerations for the Web Analytics Industry; Summary; Chapter 3: Google Analytics Features, Benefits, and Limitations; Key Features and Capabilities of Google Analytics; How Google Analytics Works; What Google Analytics Cannot Do; Google Analytics and Privacy; How Is Google Analytics Different?; What Is Urchin?; Summary; Part II: Using Google Analytics Reports

Chapter 4: Using the Google Analytics Interface Discoverability and Initial Report Access; Navigating Your Way Around: Report Layout; Summary; Chapter 5: Reports Explained; The Dashboard Overview; The Top Reports; Understanding Page Value; Understanding Data Sampling; Summary; Part III: Implementing Google Analytics; Chapter 6: Getting Up and Running with Google Analytics; Creating Your Google Analytics Account; Tagging Your Pages; Back Up: Keeping a Local Copy of Your Data; Using Accounts and Profiles; Agencies and Hosting Providers: Setting Up Client Accounts  
Getting Ad Words Data: Linking to Your Ad Words Account Getting Ad Sense Data: Linking to Your Ad Sense Account; Common Pre-implementation Questions; Summary; Chapter 7: Advanced Implementation; `_trackPageview()`: the Google Analytics Workhorse; Tracking E-commerce Transactions; Campaign Tracking; Event Tracking; Customizing the GATC; Summary; Chapter 8: Best-Practices Configuration Guide; Initial Configuration; Goal Conversions and Funnels; Why Segmentation Is Important; Choosing Advanced Segments versus Profile Filters; Profile Segments: Segmenting Visitors Using Filters  
Report Segments: Segmenting Visitors Using Advanced Segments Summary; Chapter 9: Google Analytics Hacks; Why Hack an Existing Product?; Customizing the List of Recognized Search Engines; Labeling Visitors, Sessions, and Pages; Tracking Error Pages and Broken Links; Tracking Referral URLs from Pay-Per-Click Networks; Site Overlay: Differentiating Links to the Same Page; Matching Specific Transactions to Specific Referral Data; Tracking Links to Direct Downloads; Changing the Referrer Credited for a Goal Conversion; Roll-up Reporting; Summary  
Part IV: Using Visitor Data to Drive Website Improvement

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Sommario/riassunto

Packed with insider tips and tricks, this how-to guide is fully revised to cover the latest version of Google Analytics and shows you how to implement proven Web analytics methods and concepts. This second edition of the bestselling *Advanced Web Metrics with Google Analytics* is the perfect book for marketers, vendors, consultants, and Webmasters who want to learn the installation, configuration, tracking techniques, and best practices of Google Analytics. Google Analytics is a free tool that measures Web site effectiveness and helps users better understand how web site performa

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