

1. Record Nr.	UNINA9910458885003321
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Titolo	Practical web analytics for user experience [[electronic resource]] : how analytics can help you understand your users / / Michael Beasley
Pubbl/distr/stampa	Amsterdam, : Morgan Kaufmann, an imprint of Elsevier, 2013
ISBN	0-12-404694-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (251 p.)
Disciplina	006.3
Soggetti	Web usage mining Internet users - Attitudes Web site development Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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