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Nota di contenuto	pt. 1. Getting started with Google Analytics -- pt. 2. Analytics and site statistics : concepts and methods -- pt. 3. Advanced implementation -- pt. 4. The reports.
Sommario/riassunto	Get the most out of the free Google Analytics service-and get more customers Google Analytics allows you to discover vital information about how end users interact with their Web sites by collecting vital data and providing tools to analyze it, with the intention of improving the end-user experience and, ultimately converting users into customers. This indispensable guide delves into the latest updates to the newest version of Google Analytics-3.0-and explains the concepts behind this amazing free tool. You'll discover what information to track, how to choose the right goals