

1. Record Nr.	UNINA9910459528903321
Autore	Tonkin Sebastian
Titolo	Performance marketing with Google Analytics [[electronic resource]] : strategies and techniques for maximizing online ROI // Sebastian Tonkin, Caleb Whitmore, Justin Cutroni
Pubbl/distr/stampa	Hoboken, N.J., : Wiley Pub., Inc., 2010
ISBN	1-282-68876-6 9786612688768 0-470-76994-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (456 p.)
Altri autori (Persone)	WhitmoreCaleb CutroniJustin
Disciplina	006.7
Soggetti	Internet searching - Statistical services Web usage mining - Computer programs Internet users - Statistics - Data processing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. Competing for customers on the Web -- pt. 2. Google Analytics essentials -- pt. 3. Controlling costs and planning profits -- pt. 4. Growing organic search and conversions -- pt. 5. Extending Google Analytics -- pt. 6. Appendixes.
Sommario/riassunto	An unparalleled author trio shares valuable advice for using Google Analytics to achieve your business goals Google Analytics is a free tool used by millions of Web site owners across the globe to track how visitors interact with their Web sites, where they arrive from, and which visitors drive the most revenue and sales leads. This book offers clear explanations of practical applications drawn from the real world. The author trio of Google Analytics veterans starts with a broad explanation of performance marketing and gets progressively more specific, closing with step-by-step