1. Record Nr. UNINA9910461182503321 Autore Marek Kate Titolo Using web analytics in the library [[electronic resource] /] / Kate Marek Pubbl/distr/stampa Chicago, Ill., : ALA TechSource, 2011 **ISBN** 1-283-37027-1 9786613370273 0-8389-9236-6 Descrizione fisica 1 online resource (58 p.) Collana Library technology reports, . 0024-2586 ; ; v. 47, no. 5 Disciplina 025.0425 20 Soggetti Web usage mining Internet users - Statistics - Data processing Library administration 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. Cover; Using Web Analytics in the Library; Table of Contents; Web Nota di contenuto Analytics Overview: What Is Web Analytics?: Combining Quantitative with Qualitative Data; Website Goals and Implementing Web Analytics; Analytics Data and Insights; Web Analytics Tools; A Note About User Privacy: Google's Approach to Privacy with Google Analytics; Privacy and Service; Resources; Notes; Getting to Know Web Analytics; Web Tracking Basics: Data Collection Mechanisms; GA Basics; Possible Actions: Resources: Notes: Installing and Configuring Google Analytics: Getting Started: Configuration Best Practices Setting Up Goals and Funnels in Google AnalyticsResources; Notes; Reporting and Analysis: General Overview of Metrics and Reporting Options; First-Level Metrics; Viewing Reports; Your Dashboard; Google Analytics Reports; Backing Up and Exporting Data; Access to Reports; Benchmarking: Data Visualization: Conclusion: Resources: Notes: Case Studies; Additional Case Studies; Social Media Metrics; Summary; Notes Sommario/riassunto In this issue of Library Technology Reports, Kate Marek offers a practical guide to web analytics tools, explaining what librarians need

to know to implement them effectively.