

1. Record Nr.	UNINA9910458827603321
Autore	Clifton Brian <1969->
Titolo	Advanced Web metrics with Google Analytics [[electronic resource] /] / Brian Clifton
Pubbl/distr/stampa	Indianapolis, IN, : Wiley, c2010
ISBN	1-282-54762-3 9786612547621 0-470-63492-8
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (531 p.)
Collana	Serious skills.
Disciplina	006.3
Soggetti	Web usage mining Internet users - Statistics - Data processing 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	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

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

2. Record Nr.	UNINA9910780279603321
Autore	Levinton Jeffrey S.
Titolo	Genetics, paleontology, and macroevolution // Jeffrey S. Levinton [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2001
ISBN	1-107-12324-0 0-511-56133-4 0-511-15492-5 0-511-04793-2 0-511-61296-6 0-521-00550-7
Edizione	[Second edition.]
Descrizione fisica	1 online resource (xv, 617 pages) : digital, PDF file(s)
Disciplina	576.8
Soggetti	Macroevolution Genetics Paleontology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 519-586) and indexes.
Nota di contenuto	Cover; Half-title; Title; Copyright; Dedication; Contents; Preface to the First Edition; Preface to the Second Edition; CHAPTER 1 Macroevolution: The Problem and the Field; CHAPTER 2 Genealogy, Systematics, and Macroevolution; CHAPTER 3 Genetics, Speciation, and Transspecific Evolution; CHAPTER 4 Development and Evolution; CHAPTER 5 The Constructional and Functional Aspects of Form; CHAPTER 6 Patterns of Morphological Change in Fossil Lineages; CHAPTER 7 Patterns of Diversity, Origination, and Extinction; CHAPTER 8 A Cambrian Explosion?; CHAPTER 9 Coda: Ten Theses; Glossary of Macroevolution ReferencesAUTHOR INDEX; SUBJECT INDEX
Sommario/riassunto	An engaging area of biology for more than a century, the study of macroevolution continues to offer profound insight into our understanding of the tempo of evolution and of the evolution of biological diversity. What regulates biological diversity and its historical development? Can it be explained by natural selection alone? Has

geologic history regulated the tempo of diversification? This expanded and updated second edition offers a comprehensive look at macroevolution and its underpinnings, with a primary emphasis on animal evolution. From a Neodarwinian point of view, it integrates evolutionary processes at all levels to explain the diversity of animal life. It examines a wide range of topics including genetics and speciation, development and evolution, the constructional and functional aspects of form, fossil lineages, and systematics, and it takes a hard look at the Cambrian explosion. Researchers and graduate students will find this book a most comprehensive examination of macroevolution.

3. Record Nr.	UNISANNIOTO00183792
Titolo	Esso Rivista / edita a cura dell'Ufficio Stampa della Esso Standard Italiana
Pubbl/distr/stampa	Roma, : [s. n.], 1949-1983 ((Milano) : A. Pizzi
ISSN	0014-1038
Descrizione fisica	op. : ill. ; 31 cm
Classificazione	PER CHIUSI
Disciplina	338.7665505 338.766550945
Soggetti	PETROLIO - PERIODICI Esso italiana - Periodici
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Bimestrale, dal 1974 trimestrale, dal 1977 quadrimestrale, almeno dal 1980 semestrale Indici 1949-1958.
