

1. Record Nr.	UNINA9910792450503321
Autore	Clifton Brian <1969->
Titolo	Advanced Web metrics with Google Analytics [[electronic resource] /] / Brian Clifton
Pubbl/distr/stampa	Indianapolis, IN, : Wiley, c2010
ISBN	0-470-63494-4 1-282-54762-3 9786612547621 0-470-63492-8
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (531 p.)
Collana	Serious skills.
Classificazione	ST 515
Disciplina	006.3
Soggetti	Web usage mining Internet users - Statistics - Data processing
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
