1. Record Nr. UNINA9910813329303321 Autore Marek Kate Titolo Using web analytics in the library / / Kate Marek Pubbl/distr/stampa Chicago, Ill., : ALA TechSource, 2011 **ISBN** 1-283-37027-1 9786613370273 0-8389-9236-6 Edizione [1st ed.] Descrizione fisica 1 online resource (58 p.) Library technology reports, , 0024-2586; ; v. 47, no. 5 Collana Disciplina 025.0425 20 Soggetti Web usage mining Internet users - Statistics - Data processing Library administration Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references. Nota di bibliografia Nota di contenuto Cover; Using Web Analytics in the Library; Table of Contents; Web 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 In this issue of Library Technology Reports, Kate Marek offers a Sommario/riassunto practical guide to web analytics tools, explaining what librarians need

to know to implement them effectively.