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Nota di contenuto	Google Analytics Breakthrough; Contents; Foreword; Acknowledgments; About the Author(s); About the Contributors; Chapter 1 Introduction; Why This Book?; Who Should Read This Book?; Chapter Summary; Get Started; Chapter 2 Google Analytics Reporting Overview: User Characteristics and Behavior; Google Analytics Reporting: User Characteristics and Behavior; Audience Reports; Acquisition Reports; Behavior Reports; Conversions Reports; Dimensions and Metrics; Primary Dimension; Metric Groups; Secondary Dimensions; Table Filters; Weighted Sort; Date Selection; Table and Chart Display Options Additional ReportsReal-Time Reports; Key Takeaways; Actions and Exercises; Chapter 3 Measurement Strategy; Objective: Business Impact; Optimization Framework; Assessing Your State of Analytics; Process and Communication Challenges; Business and Marketing Discovery; Measurement Plan; Six Steps for Analytics Effectiveness; Collect; Aggregate; Segment; Integrate; Visualize; Interpret; Key Takeaways; Actions and Exercises; Chapter 4 Account Creation and Tracking Code Installation; Creating a Google Analytics Account; Configuring Account and Property Settings; Account and Installation Terminology Google Analytics Account StructureNew Property for Each Additional Website or App in an Organization; Multiple Views per Property; Installing the Tracking Code; Placement of the Google Analytics

Tracking Code; Migrating from Classic to Universal; How Can I Tell If I'm Still Using Classic?; Key Takeaways; Actions and Exercises; Chapter 5 Google Tag Manager Concepts; Google Tag Manager Concepts; Account; Container; Tag; Trigger; Variable; Data Layer; Benefits of Google Tag Manager; Management; Flexible Triggering; Templates and Open-Format Tags; Customizations and Updates
Consistency with Structured VariabilityModularity and Reusability; Greater Involvement of Marketing/Analytics Department; Creating a Google Tag Manager Account and Container; Creating an Account; Adding the Container Code to Your Website; Installing the GTM Container in WordPress; Deploying Google Analytics through Google Tag Manager; Creating a Google Analytics Pageview Tracker; Previewing/Debugging; Publishing and Versioning; Access Rights; Account Access; Container Access; Two-Step Verification; Migrating to Google Tag Manager from Native Tracking
Google Tag Manager and Universal Upgrade in OneMaintaining Native GA Code While Building Out GTM; GTM Environments; Creating a Custom GTM Environment; Key Takeaways; Actions and Exercises; Chapter 6 Events, Virtual Pageviews, Social Actions, and Errors; The Need for Event Tracking; The Click Does Nothing; DOM Listeners; Populating the Events Reports; Don't Track Every User Interaction; Consistency Is Critical; Event Tracking in GTM; Understand Manual Event Tracking, but Avoid It When You Can; Tracking PDF Downloads through GTM; Tracking Other File Types and Offsite Links
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