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Titolo	Web analytics strategies for information professionals : a LITA guide // Tabatha Farney and Nina McHale
Pubbl/distr/stampa	2013 Chicago : , : ALA TechSource, , 2013
ISBN	1-55570-954-0
Edizione	[4th ed.]
Descrizione fisica	1 online resource (236 p.)
Collana	LITA guide
Classificazione	LAN025000
Altri autori (Persone)	McHaleNina
Disciplina	025.17/4
Soggetti	Library statistics Library Web sites - Management Library Web sites - Statistical methods Web usage mining
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	Understanding Web analytics for libraries -- Talking the talk : Web analytics terms and definitions -- Selecting and evaluating a Web analytics tool -- Creating customized Web analytics reports for libraries -- Action-oriented analytics : turning data into decisions -- Communicating website usage within your library -- Mobile analytics in libraries -- The right tools for the job : using analytics to drive design / Joelle Pitts and Tara L. Coleman -- Using Web analytics tools to revise a humanities library website / Harriett E. Green, Jordan Ruud, and Andrew Walsh -- Web analytics applied to online catalog usage at the University of Denver / Christopher C. Brown -- Optimizing open-source Web analytics tools for increased security of Wordpress and Drupal / Junior Tidal -- Appendix A. Glossary of Web analytics terms -- Appendix B. Web analytics tool profiles -- Appendix C. Bibliography and suggested resources.
Sommario/riassunto	Farney and McHale address the distinctive needs of libraries' educational mission with specific advice on how to use web analytics in a library setting.