

1. Record Nr.	UNINA9911106954703321
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.)
Collana	Library technology reports, , 0024-2586 ; ; v. 47, no. 5
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.
Nota di bibliografia	Includes bibliographical references.
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
Sommario/riassunto	In this issue of Library Technology Reports, Kate Marek offers a practical guide to web analytics tools, explaining what librarians need to know to implement them effectively.

