

1. Record Nr.	UNINA9910459487303321
Autore	Teixeira Joe
Titolo	Your Google game plan for success [[electronic resource]] : increasing your web presence with Google AdWords, Analytics, and Website Optimizer // Joe Teixeira
Pubbl/distr/stampa	Indianapolis, Ind., : Wiley, 2010
ISBN	1-118-08053-X 1-282-81748-5 9786612817489 0-470-94021-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (459 p.)
Disciplina	025.042/52 658.87202854678
Soggetti	Internet marketing Web usage mining - Computer programs Internet users - Statistics - Data processing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. 1. Getting started -- pt. 2. Google AdWords -- pt. 3. Google Analytics -- pt. 4. Google Website Optimizer -- pt. 5. Executing your game plan -- pt. 6. Wrapping it up.
Sommario/riassunto	Get the most out of Google's trifecta of tools and optimize your Web presence! Savvy marketers are always searching for new ways to attract and keep online customers. Google's array of online tools plus the techniques and tips in this expert guide help you unlock the mystery of doing business in the digital age. Learn the basics of Google AdWords, Analytics, and Website Optimizer-and then discover how to use this powerful trifecta together to help you track, extract, and analyze data and make necessary changes. Topics include cost-per-click advertising, conversion tracking, how to a

2. Record Nr.	UNISALENTO991002182499707536
Autore	Dalla, Danilo
Titolo	Praemium emancipationis / Danilo Dalla
Pubbl/distr/stampa	Milano : A. Giuffré, 1983
Descrizione fisica	104 p. ; 26 cm.
Classificazione	R-VI/A
Disciplina	340.54
Soggetti	Emancipazione - Diritto romano Usufrutto - Diritto romano
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia