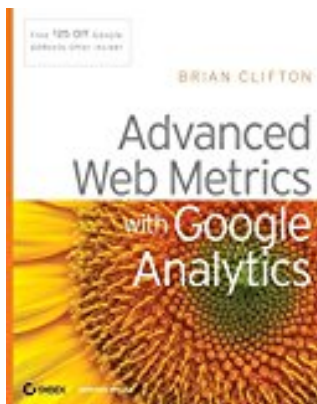


[PDF] Advanced Web Metrics With Google Analytics

Brian Clifton - pdf download free book



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Description:

From the Back Cover How Does Your Website Measure Up?

Are you getting the most out of your website? Google insider and web metrics expert Brian Clifton reveals the information you need to get a true picture of your site's impact and stay competitive using Google Analytics (GA) and the latest web metrics methodologies.

Which marketing campaigns work best? How do you quantify their success? What indicators should you track? Packed with techniques and insider secrets not documented elsewhere, *Advanced Web Metrics with Google Analytics* has the expert guidance you need to enhance your brand and increase your site's ROI. Learn how to:

- Measure your web traffic and understand its impact on ROI
- 2. Configure your data collection parameters, then extract and analyze the collected data
- 3. Drill down to the precise visitor segments or time periods you choose
- 4. Discover how long it takes for your visitors to convert to customers
- 5. Follow best practices for page tagging and tracking dynamic web pages, Flash events, banners, and more
- 6. Optimize checkout systems, pay-per-click campaigns (including AdWords), SEO, and e-mail marketing, and use ad version testing in conjunction with multivariate testing
- 7. Centralize your data collection and track offline campaigns

This book is a recipe for measuring your success and optimizing your online marketing."
—Jim Sterne, Founding Director and Chairman of the Web Analytics Association

I can confidently recommend this book to anybody serious about turning web analytics into a competitive business advantage."
—Dennis R. Mortensen, COO, IndexTools, Inc.

Brian Clifton does a fantastic job of explaining how to effectively power a web analytics strategy using Google Analytics. Both new and seasoned GA users will benefit from Brian's book and his expertise."
—Justin Cutroni, Director of Analytics and Testing, EpikOne

What Brian Clifton doesn't know about Google Analytics probably hasn't been invented yet. In this book he shares his extensive knowledge in a concise and coherent fashion."
—Neil Mason, Managing Director, Applied Insights

What's fantastic about this book is the practical, detailed help it gives you to get real value out of your web analytics tool."
—Ashley Friedlein, CEO, E-consultancy.com

About the Author Brian Clifton, Ph.D., leads the Google Web Analytics team for Europe, the Middle East, and Africa. He is a noted web analytics and search engine marketing expert who speaks at industry trade shows (including Search Engine Strategies, Emetrics Summit, and Search Marketing World), maintains a blog on web metrics and Google Analytics (www.advanced-web-metrics.com), and has written numerous white papers.

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