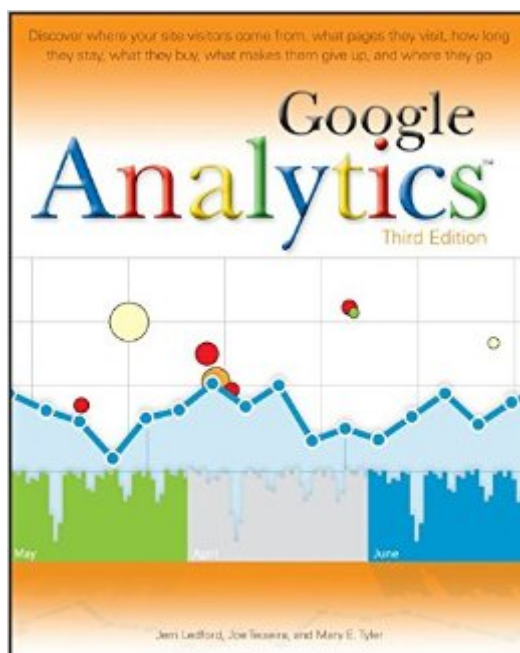


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Google Analytics, 3rd Edition



Synopsis

Get the most out of the free Google Analytics service and get more customers Google Analytics allows you to discover vital information about how end users interact with their Web sites by collecting vital data and providing tools to analyze it, with the intention of improving the end-user experience and, ultimately converting users into customers. This indispensable guide delves into the latest updates to the newest version of Google Analytics 3.0 and explains the concepts behind this amazing free tool. You'll discover what information to track, how to choose the right goals and filters, techniques for reading Google Analytics reports and graphs, and, most importantly, how to compile this data and use it to improve your Web site and attract more potential customers. Takes an in-depth look at Google Analytics 3.0 and walks you through the possibilities it offers Explains how to read Google Analytics reports and graphs so that you can compile this data and use it to improve your Web site and attract more users Shares techniques for converting end users into customers Features tips and suggestions for getting the information you need from Google Analytics reports and then converting that information into actionable tasks you can use With Google Analytics, Third Edition, you'll be well on your way to retrieving the information you need to convert visitors to your site into customers! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

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Customer Reviews

New technologies like Google Analytics change so fast. I purchased the third edition of this book

from among a group of three or four books on this subject because it was the newest release. A second consideration, for me, was that I wanted a book specific to Google Analytics rather than a book focused on the larger subject of Web analytics. I wanted a book that would point me at the important features of this tool without reading an extra 300 pages of analytics theory. This book delivers as a quick start guide and reference to Google Analytics, but it also has some minor flaws. The coverage of advanced applications of Google Analytics is good. It presents clear examples of how to use all the features of Analytics, and puts all those features in a larger context. The book is both a blueprint for setting up your site analytics, and a reference you can revisit later. That larger context of how to set up your first analytics program is what makes this book worth buying. There are plenty of topics on the Web about using Google Analytics, but you don't get a good guide to the big picture of how to set up your analytics program from a bunch of disparate topics scattered around the Internet. This new edition has some flaws. Especially in the first third of the book, some topics aren't very well written. For example, in the introductory section of the book, where they compare Google Analytics to log file analyzers, some of what is said seems to be wrong, and the information on setting up your tracking code is a bit outdated. Minor problems but worse than what I would expect in a published book. Bottom line, it serves the purpose of an introduction and guide to Google Analytics. I'm using it.

A good book that explains Google Analytics in a really good way. Two things I have against the book: 1- Doesn't really say much about web metrics. 2- Google Analytics is a product that moves very fast and I don't think there is a book that can handle that. My advice: read the book but keep yourself busy with the tool itself for better understanding.

I purchased this book because I manage the analytics account for my company and really wanted some helpful assistance for using the more complex functions of analytics - like event tracking and custom reports. Unfortunately, this book assumes a higher level of knowledge of javascript and web-lingo than I currently have, and just doesn't break things down as much as I was hoping.

This book was an easy read. I consider myself to know enough to be dangerous before I read this book. I knew how to go around in the analytics but nothing special. I found this book extremely helpful and the way it was written was easy to follow. The authors used words that anyone would be able to understand. I find that books that talk about anything internet usually use buzz words and verbiage that is sometimes hard to understand, this book was the exact opposite. It also had great

illustrations so you could follow along on your computer and see what you were doing was actually right. Definitely recommend to anyone at anybody at any level as I got a ton of knowledge from it.

It took me a long time to read the full book and apply it for my business. And I came to conclusion that its really great book but there are too much of graphs, comparisons and other stuff which makes it difficult to understand for beginners. Overall its a great book for SEO guys.

Was published in 2010 and is missing information on new features, but this book helped me pass the Google Analytics IQ test. I recommend buying if you're looking to implement GA on your site or if you're an internet marketer.

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