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WEBSITE ANALYTICS: Week #6 Of The 26-Week Digital Marketing Plan [Edition 3.0]

[3rd EDITION]



Week #6:
**WEBSITE
ANALYTICS**

TURN YOUR *STAGNANT BUSINESS* INTO A
HIGH GROWTH BUSINESS
FOLLOWING OUR COMPREHENSIVE,
STEP-BY-STEP DIGITAL MARKETING PLAN

DAVID BAIN



Synopsis

Week #6 Website Analytics is going to share something that has become an increasingly essential part of digital marketing. Compared to just a few years ago there are now millions of websites on the internet today and this figure continues to grow daily exponentially. The essential thing you must do is be better than your competitors. One big way that you can set yourself apart from them is by knowing what your visitors are doing. Many of your competitors will look at their rough visitor numbers in a day, but very few of them will track where they are going the most and how they get there. So in this book I am going to be talking about what data you need to be looking at, Google Analytics stats and tips that will keep you from getting it wrong. Also I will show you how to use these tools to improve your website, because all the info in the world won't help you unless you act on it and continue to learn from it. I will be going through attribution modelling, a very important analytics tool that is going to become much more useful. Up until now analytics has all been about last click tracking. What this gives you is an unrealistic perspective of where your visitors are coming from.

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Customer Reviews

One of a series of chapters in a very extensive multi-week marketing plan. This chapter focuses on website analytics (eg. like Google Analytics) and how to interpret the data that these services can collect for website owners. Not overly deep but reasonably insightful.

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