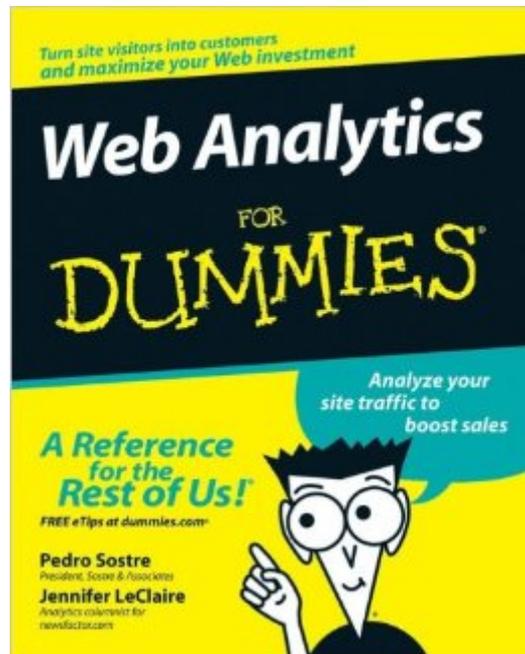The book was found

Web Analytics For Dummies

Synopsis

Performing your first Web site analysis just got a whole lot easier. Web Analytics For Dummies offers everything you need to know to nail down and pump up the ROI on your Web presence. It explains how to get the stats you need, then helps you analyze and apply that information to improve traffic and click-through rate on your Web site. Â Youâ ™ll discover: What to expect from Web analytics Definitions of key Web analytics terms Help in choosing the right analytics approach How to collect key data and apply it to site design or marketing Techniques for distinguishing human users from bots Tips on using Google and other free analytics tools Advice on choosing pay and subscription services A detailed and accurate analysis is crucial the success of your Web site. Web Analytics For Dummies helps you get it right the first timeâ ”and every time.

Book Information

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Customer Reviews

Excellent book for those who know little or nothing about web analytics.It explains the what and the why of web analytics. It then does a good job of discussing software. The pros and cons of each without any bias.I am already using Awstats, a server side analytics tool, and still learned a few things. It also covers Google analytics, which is free and a very valuable tool for any website.

If you had a time machine and could travel back to 2007, this book might be helpful. With the advancement of technology and SaaS services, this book is a bit archaiac. It would behoove you to buy the latest release of a Web analytics book, even if it costs a bit more, trust me.

The book is well organized but a little too basic when it comes to analytics. The authors write as if their readers are not analytical. For example, they write:"Unless you are highly analytical, though, you might not be able to make sense of its contents."This is a web analytics book. Why would I be reading it if I did not have the aptitude to analyze?The authors are not analysts. In fact, they mistakenly believe that analysts are like journalists. Analytics is not journalism. Journalists report. Analysts analyze.

The book covers basic concepts and light addresses how data and statistics can be collected, digested and then used to create strategic plans to increase sales, web page hits and keep visitors longer.I bought this book for an online course and covered a lot of ground, great for folks just needing to be familiar with web analytics or someone starting in the field.This book actually covers quite a bit with a specific web analytics tool but there are other free ones out there including Google Analytics and Stat Counter.

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