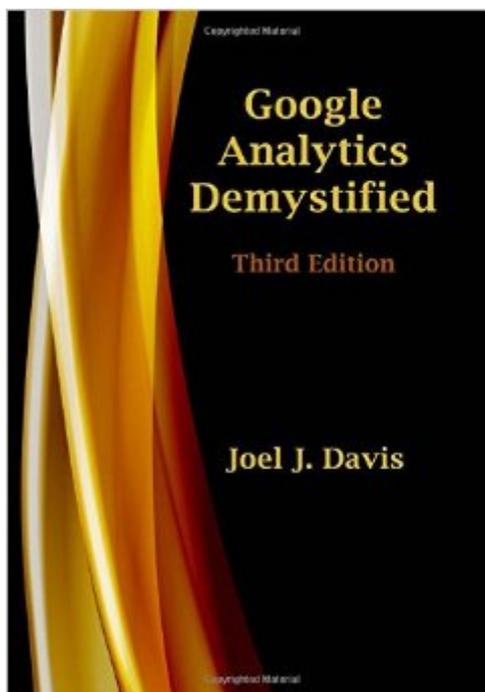


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# Google Analytics Demystified (Third Edition)



## Synopsis

A great deal has changed over the past year since the Second Edition was published. Google has added many new features to help you better understand the dynamics of your digital property. The Third Edition has been completely revised and updated to reflect today's Google Analytics features. Reflecting user comments to prior editions, discussions and examples have also been expanded and refocused to make content even more actionable. The Third Edition shows you how you can use Google Analytics to immediately make better informed and therefore more successful decisions. The book's sequential approach shows you how to use and apply Google Analytics to answer questions such as:

- \* How are visitors finding my site and what do they do when they arrive? What are the most common entrance pages? What are the most common exit pages?
- \* Which content do my visitors find most interesting and motivating? How much of my content is actually being consumed? What do visitors do after they read my content?
- \* How easily can site visitors find what they are looking for? Is my site content aligned with the search terms visitors use to find content?
- \* What can I do to improve visitors' experience and facilitate site interaction?
- \* How effective are my campaigns and how can I make them even more effective?
- \* How are my site transactions influenced by visitor characteristics, site usage, and other aspects of site engagement?
- \* How do I create and evaluate site goals?
- \* How can I conduct tests to optimize my site's layout, content, organization, and navigation?
- \* How can I identify and examine the characteristics and behaviors of key subgroups of site visitors?
- \* How can I monitor and evaluate important site interactions, such as downloads, video viewing, and page scrolling?
- \* How can I ensure the integrity of my data by eliminating referral and ghost spam?
- \* What can I learn from an examination of individual visitors and their behaviors?

There are also self-assessment questions, application exercises, and case studies (all with answers provided) to ensure your full understanding of Google Analytics. Finally, the book's content has been cross-referenced to the Google Analytics Individual Qualification exam, significantly improving your chances of passing the exam should you wish to take it.

## Book Information

Paperback: 772 pages

Publisher: CreateSpace Independent Publishing Platform; 3 edition (July 23, 2016)

Language: English

ISBN-10: 1532804318

ISBN-13: 978-1532804311

Product Dimensions: 7 x 1.7 x 10 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (3 customer reviews)

Best Sellers Rank: #351,544 in Books (See Top 100 in Books) #20 in Books > Computers & Technology > Web Development & Design > Website Analytics #1625 in Books > Computers & Technology > Internet & Social Media #4227 in Books > Business & Money > Management & Leadership > Management

## Customer Reviews

I highly recommend this book. The first day I received it I was able to apply a lesson from it to clean up my Google Analytic data from ghost referral spam that has been frustrating me beyond words for a while now. That alone has made this book well worth the price, which I might add is quite fair. This is a comprehensive resource of 740 plus pages with no wasted words or fluff. It has a very intuitive and easy to follow table of contents with enough details to find exactly what you are looking for, and the step-by-step process to to accomplish what you are trying to. Back to my referral spam victory- I not only was able to ensure future data was going to be reliable, but I was also able to create segments to eliminate referral spam from my existing data. Very useful and appreciated. That is just a small taste of what this book has to offer. I think the greatest value is being given the knowledge to take all of this data collected in your Google analytics, make sense of it, and most importantly, make informed decisions from it that will improve all of your digital marketing efforts and ultimately grow your business or blog.

This is one of the BEST books I've read on Google Analytics. It's coverage is comprehensive and the content is is extremely well sequenced and organized. Davis has a knack for taking complex information and explaining it in a way that is not only understandable but also in a way that helps you understand how to apply the information to your own situation. While I have more to learn from the book, I can already see how to better examine my own website trends and to modify the site to better respond to visitor's characteristics and behaviors. What more could I ask for?

WOW. An amazing tour of what Google Analytics can do. I'm making better data-driven decisions since applying what this book describes. Couldn't have asked for anything more.

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