

Google Analytics, 3rd Edition

By *Jerri L. Ledford, Joe Teixeira, Mary E. Tyler*

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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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Editorial Review

From the Back Cover

With 2 billion sites on the Web, who's looking at yours?

Google Analytics can tell you. With great new features including advanced customization and segmentation capabilities, Analytics supplies information about your site visitors that helps you ramp up the value of your site. And like its two previous editions, this guide shows you what's new in Google Analytics, how to get the most from the program, and what to do with what you learn.

- **Understand the concepts, set up your Google Analytics program, use the right goals and filters, and read the reports**
- **Learn to interpret and apply Analytics results, even if you're not a Web pro**
- **See how other companies use Analytics data**
- **Explore new features such as AdSense™ integration, cost data settings, motion charts, custom reports, and event tracking**
- **Apply the information you'll get from reports on traffic, visitors, content, site searches, and more**
- **Drill down deeper with advanced techniques, tips, and hacks**

About the Author

Jerri Ledford has written more than 1,000 articles, news stories, and reports that have appeared in *Network World*, *Information Security Magazine*, *CRM Magazine*, *IT Manager's Journal*, and others.

Joe Teixeira is Manager of Web Intelligence for MoreVisibility, an online advertising agency, and a top contributor to the Google Analytics Help Forum.

Mary E. Tyler is a professional technology journalist and a former Web and software developer.

Users Review

From reader reviews:

Walter Chacon:

People live in this new day time of lifestyle always try to and must have the free time or they will get large amount of stress from both way of life and work. So , whenever we ask do people have time, we will say absolutely yes. People is human not just a robot. Then we request again, what kind of activity are there when the spare time coming to an individual of course your answer will probably unlimited right. Then do you ever try this one, reading publications. It can be your alternative inside spending your spare time, the particular book you have read is Google Analytics, 3rd Edition.

Brandi Huff:

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Ann Wheeler:

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