What Is Web Analytics and How to Get Started: An Introduction to the Web Analytics Process

By MR John M Cassidy Jr

Createspace, United States, 2012. Paperback. Book Condition: New. 226 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.Not sure what is web analytics or where to begin? What Is Web Analytics and How to Get Started offers a simple, easy to follow process that will overcome common challenges and address the overwhelming feeling that soo many encounter when first entering the world of web analytics. The book explains, step by step how to get started, gather and organize needed data and effectively measure and analyze results. It will guide you through the entire process and explain how each individual action interconnects to form the basis of an ongoing site optimization strategy. What you will discover: A simple and easy to implement starting point Definitions of common web traffic and social media metrics Guidance in identifying data needs and sources How to organize data in a consistent fashion Techniques for data measurement and analysis Use of quantitative and qualitative data How to convert insight into action Help in understanding how each step interconnects Transforming actionable insight into the formation of a site optimization strategy Results analysis paves the way to better understanding of your online operations...

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