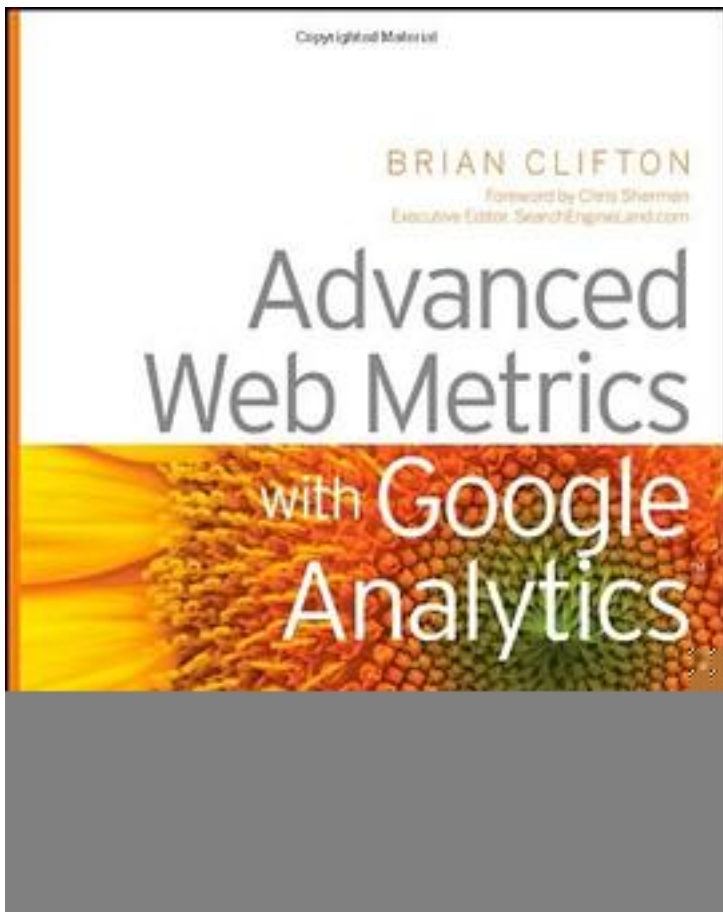


Advanced Web Metrics with Google Analytics



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Get the latest information about using the #1 web analytics tool from this fully updated guide Google Analytics is the free tool used by millions of web site owners to assess the effectiveness of their efforts. Its revised interface and new features will offer even more ways to increase the value of your web site, and this book will teach you how to use

each one to best advantage. Featuring new content based on reader and client requests, the book helps you implement new methods and concepts, track social and mobile visitors, use the new multichannel funnel reporting features, understand which filters to use, and much more. Gets you up and running with all the new tools in the revamped Google Analytics, and includes content requested by readers and users especially for new GA users Covers social media analytics features, advanced segmentation displays, multi-dashboard configurations, and using Top 20 reports Provides a detailed best-practices implementation guide covering advanced topics, such as how to set up GA to track dynamic web pages, banners, outgoing links, and contact forms Includes case studies and demonstrates how to optimize pay-per-click accounts, integrate AdSense, work with new reports and reporting tools, use ad version testing, and more Make your web site a more effective business tool with the detailed information and advice about Google Analytics in Advanced Web Metrics with Google Analytics, 3rd Edition .

作者介绍:

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标签

网站分析

流量分析

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评论

真心感叹GA的强大!

唯一的缺陷是GA更新的太快~

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书评

看了三遍，非常全面，然而对于电商来说，实际使用GA的并不是去看它的界面，而是通过API等方式提取信息导入CRM数据库，以及设置自定义标签和事件达到准确追踪营销的目的。希望未来版本能突出以下重点：过滤器，自定义报告，自定义标签，事件追踪，API调用。另外，平装的纸张很一...

原来读过第一版，学GA的必备工具书嘛。那时候GA还不是异步代码。毕google异步了，V5了。Brian Clifton出了第二版，对于学GA的新人可以看下，京东已经开始发售原版了，不过价格好贵：65折还186.6元。

Brian大叔的新作，关于GA的全方面指南~2012年3月才会面市。按照Brian大叔的介绍，这本书将全部采用GA的异步代码，是的，之前的第二版仍使用的是非异步代码，并且也将采用V5的新界面。会介绍GA的一些新功能，跨渠道漏斗、流可视化、社交监测等等。

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