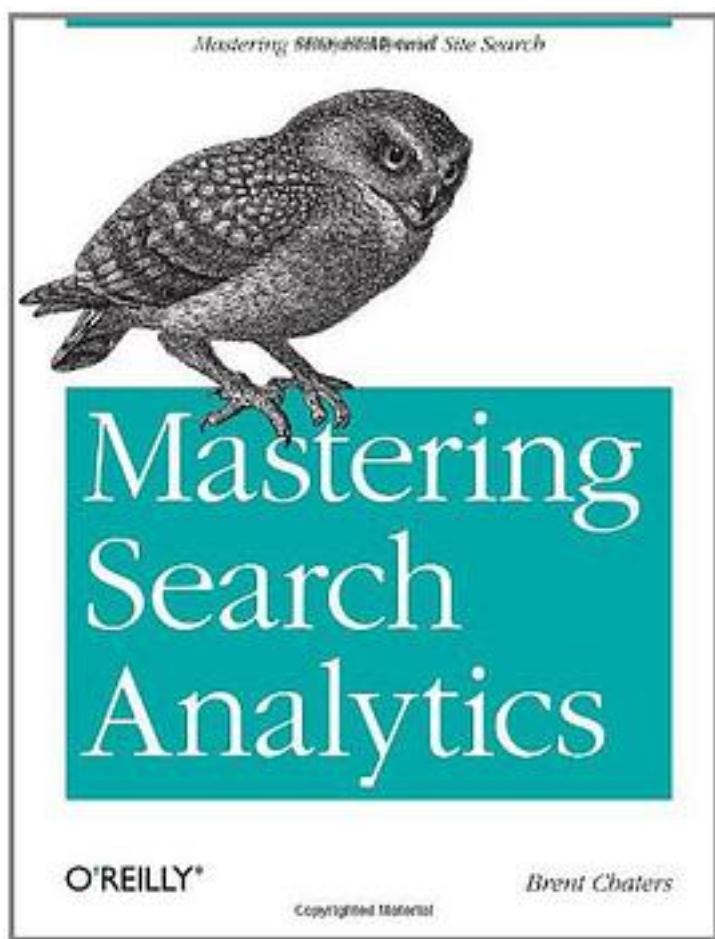# Mastering Search Analytics

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出版者:O'Reilly

出版时间:2011-10

装帧:

isbn:9781449302658

Improve your search strategy, whether it's through SEO, search engine marketing, or site search. With this comprehensive guide, you learn what data to collect, how to analyze it, and how to act upon it. Learn how to develop everything from an executive

level dashboard and ROI measurement to a deep analysis of a specific term or word to see how it can improve your overall ranking. The book includes an overview of analytic tools and how they work with either your SEO arsenal or your ability to unearth market opportunity and analyze competitors. Learn how and when you should use each metric presented, and discover how to improve the search experience for both customers and spiders. It's ideal for search specialists, webmasters, and search marketing managers. * Get in-depth coverage of a vital topic that isn't covered in detail elsewhere * Manipulate and correlate different data sets to provide accountable and actionable analytics * Learn the difference between macro, micro, value, and action metrics * Use site audit results to further optimize a page, site section, or the entire site * Provide metrics to help sell the value of search to executives in your company

作者介绍:

Brent Chaters，资深搜索分析技术专家，曾是惠普公司全球搜索团队的一员，基于坚实的数据基础编写搜索引擎优化程序，服务于不断提升效果的需求。他帮助编写和配置了惠普公司在加拿大第一批的部分搜索引擎广告和搜索引擎优化程序。现SapientNitro分析和搜索实践的高层领导者，为许多"财富500强"的企业优化他们的搜索和分析程序。

目录:

[Mastering Search Analytics_下载链接1_](#)

标签

SEM

互联网

Search

SEO

Analyze

评论

[Mastering Search Analytics_下载链接1_](#)

书评

如果你只是一个给低端客户做做SEO，是单纯看中网站排名的这些客户的话，那么我肯定的告诉你，没必要买，浪费了，看了你会说这本书不好。
如果你服务的是一个比较大的网站，你需要些一些材料给你的领导，你的客户看的话，这里面会给你一些很好的思路。本书介绍了很多SEO的工...

本书英文版12年出版，中文版今年1月出版。算比较新的网站分析的书。
书中比较全面介绍SEO、SEM相关的原理、工具、技术。整体读完后感觉条理性略差，比较琐碎。但是确实涉及到了网站分析的方方面面。
我感觉书中最有用的一部分是关于搜索引擎上的不同的排名对转化率、点击率的...

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