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## Google Analytics et Google Tag Manager - optimisez le tracking et l'analyse du trafic de votre site web

By Chardonneau, Ronan

ENI, 2015. Paperback. Condition: NEUF. Ce coffret contient deux livres : le premier vous apprendra à analyser le trafic de votre site pour améliorer ses performances grâce à Google Analytics et Universal Analytics ; le second vous permettra d'optimiser votre tracking grâce à Google Tag Manager. Google Analytics - Analysez le trafic de votre site pour améliorer ses performances - inclut Universal Analytics (2ième édition). Google Analytics est la solution de web analytique la plus utilisée au monde. Gratuite, elle permet d'installer facilement sur son site Internet un outil statistique performant et personnalisable. Les technologies Google avancent à pas de géants afin de rendre leur utilisation plus simple et surtout plus performante : Google propose aujourd'hui non pas une mais deux nouvelles manières d'expérimenter le web analytics : Universal Analytics et Google Tag Manager. Mais si la performance est au rendez-vous, il peut être difficile pour l'utilisateur de s'y retrouver parmi les nombreuses fonctionnalités proposées et les modifications radicales d'interface. Cet ouvrage est destiné à toute personne, webmaster, responsable web marketing, etc. désirant découvrir Google Analytics ainsi qu'à tous ceux connaissant déjà les versions précédentes et souhaitant s'y retrouver facilement dans la nouvelle version de cet outil. Il vous permettra de...



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