Google Analytics

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John Wiley and Sons Ltd, United Kingdom, 2009. Online resource. Book Condition: New. 3rd Revised edition. 230 x 186 mm. Language: English . Brand New Book. 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 indispensible 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...

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