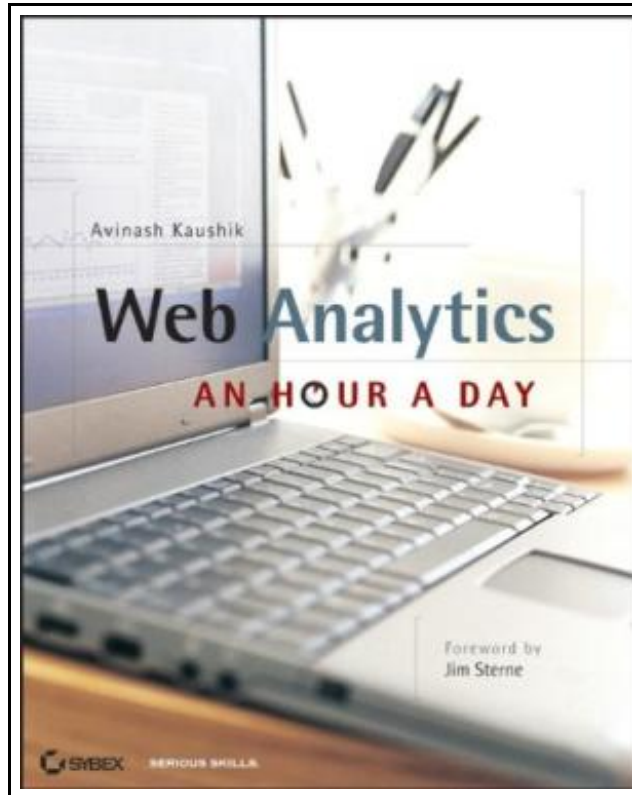


Web Analytics: An Hour a Day



Filesize: 4.47 MB

Reviews

Great e book and beneficial one. It is amongst the most awesome pdf i actually have read through. You wont feel monotony at at any time of your own time (that's what catalogs are for relating to if you request me).

(Dorothy Daugherty)

WEB ANALYTICS: AN HOUR A DAY

[DOWNLOAD](#)

To save **Web Analytics: An Hour a Day** eBook, please click the button beneath and save the file or gain access to other information that are related to WEB ANALYTICS: AN HOUR A DAY book.

Sybex, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword. Introduction. Chapter 1 Web Analytics-Present and Future. A Brief History of Web Analytics. Current Landscape and Challenges. Traditional Web Analytics Is Dead. What Web Analytics Should Be. Chapter 2 Data Collection-Importance and Options. Understanding the Data Landscape. Clickstream Data. Outcomes Data. Research Data. Competitive Data. Chapter 3 Overview of Qualitative Analysis. The Essence of Customer Centricity. Lab Usability Testing. Heuristic Evaluations. Site Visits (Follow-Me-Home Studies). Surveys (Questionnaires). Summary. Chapter 4 Critical Components of a Successful Web Analytics Strategy? Focus on Customer Centricity. Solve for Business Questions. Follow the 10/90 Rule. Hire Great Web Analysts. Identify Optimal Organizational Structure and Responsibilities. Chapter 5 Web Analytics Fundamentals. Capturing Data: Web Logs or JavaScript tags? Selecting Your Optimal Web Analytics Tool. Understanding Clickstream Data Quality. Implementing Best Practices. Apply the "Three Layers of So What" Test. Chapter 6 Month 1: Diving Deep into Core Web Analytics Concepts. Week 1: Preparing to Understand the Basics. Week 2: Revisiting Foundational Metrics. Week 3: Understanding Standard Reports. Week 4: Using Website Content Quality and Navigation Reports. Chapter 7 Month 2: Jump-Start Your Web Data Analysis. Prerequisites and Framing. Week 1: Creating Foundational Reports. E-commerce Website Jump-Start Guide. Support Website Jump-Start Guide. Blog Measurement Jump-Start Guide. Week 4: Reflections and Wrap-Up. Chapter 8 Month 3: Search Analytics-Internal Search, SEO, and PPC. Week 1: Performing Internal Site Search Analytics. Week 2: Beginning Search Engine Optimization. Week 3: Measuring SEO Efforts. Week 4: Analyzing Pay per Click Effectiveness. Chapter 9 Month 4: Measuring Email and Multichannel Marketing. Week 1: Email Marketing Fundamentals and a Bit More. Week 2: Email Marketing-Advanced Tracking. Weeks 3 and 4: Multichannel Marketing, Tracking, and Analysis. Chapter 10 Month 5: Website Experimentation and Testing-Shifting the Power to Customers and...

[Read Web Analytics: An Hour a Day Online](#)[Download PDF Web Analytics: An Hour a Day](#)

Other eBooks



[PDF] TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

Access the link beneath to get "TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)" PDF document.

[Read eBook »](#)



[PDF] TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

Access the link beneath to get "TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)" PDF document.

[Read eBook »](#)



[PDF] World of Reading: Minnie A Walk in the Park: Level Pre-1

Access the link beneath to get "World of Reading: Minnie A Walk in the Park: Level Pre-1" PDF document.

[Read eBook »](#)



[PDF] Read Write Inc. Phonics: Green Set 1 Storybook 8 the Web

Access the link beneath to get "Read Write Inc. Phonics: Green Set 1 Storybook 8 the Web" PDF document.

[Read eBook »](#)



[PDF] Eat Your Green Beans, Now! Second Edition: Full-Color Illustrations. Adorable Rhyming Book for Ages 5-8. Bedtime Story for Boys and Girls.

Access the link beneath to get "Eat Your Green Beans, Now! Second Edition: Full-Color Illustrations. Adorable Rhyming Book for Ages 5-8. Bedtime Story for Boys and Girls." PDF document.

[Read eBook »](#)



[PDF] Ninja Adventure Book: Ninja Book for Kids with Comic Illustration: Fart Book: Ninja Skateboard Farts (Perfect Ninja Books for Boys - Chapter Books for Kids Age 8 - 10 with Comic Pictures Audiobook with Book)

Access the link beneath to get "Ninja Adventure Book: Ninja Book for Kids with Comic Illustration: Fart Book: Ninja Skateboard Farts (Perfect Ninja Books for Boys - Chapter Books for Kids Age 8 - 10 with Comic Pictures Audiobook with Book)" PDF document.

[Read eBook »](#)