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Google Analytics For Beginners



Synopsis

Take advantage of Google Analytics' powerful and free tools to understand exactly how users behave when they visit your website or use your web application. This hands-on guide shows you how to probe general traffic, marketing, and ecommerce information with these tools, and teaches you how to supplement them with add-ons and external tools when you want to dig even deeper. You'll also learn how to create goals to analyze specific website's progress. People who are involved in SEO at any level should consider this book invaluable. This includes web developers (Kids, Adults, and Professionals), developer managers, marketing people, and key business personnel. If SEO is not your profession, then this book may serve primarily as a reference. However, if you are or want to become an SEO practitioner, you will likely want to read it from cover to cover.

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Customer Reviews

Almost annoyingly too basic. I only know a little about Analytics and was hoping to get a more usable knowledge of the subject. This book did not do that. It's for people that have never heard of Analytics and want background on the tool and what it can do.

I hesitated buying this ebook because there were no reviews. But I wanted the most current information on Google Analytics and this book has it. Well edited with screen shots, this ebook is worth 5 times the price.

Great overview with lots of visual additions to make the subject matter easier to understand. I was brand new to google analytics 2 months ago. After some trial and error I have learned a good bit. I feel much more comfortable after reading this!

Not worth the 99 cents I paid. Very limited usefulness. Just packaged some blog posts into "chapters" without even editing.

Good information. The book was easy to read and pretty easy to understand considering the topic. The graphics on the screen shots could be a little cleaner.

Great little book for learning or brushing up on SEO strategies. It was definitely within reading and will stay with me as I fork on my project.

This ebook was the perfect start for me into the world of Google Analytics. Very concise, gives a great foundation

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