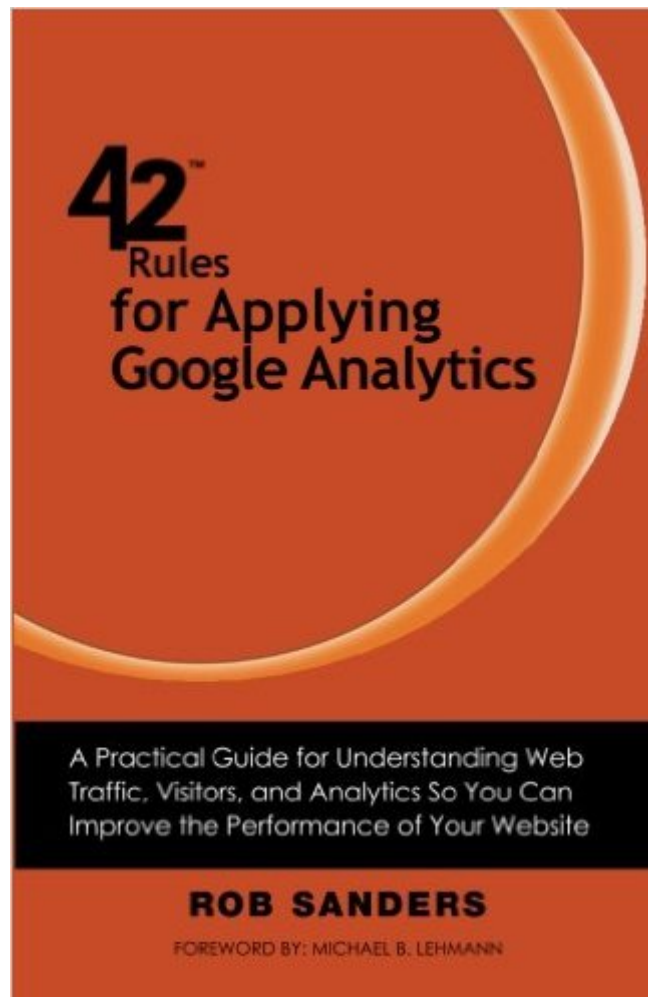


The book was found

42 Rules For Applying Google Analytics: 42 Rules For Applying Google Analytics



Synopsis

42 Rules for Applying Google Analytics is understanding a visitor's journey through your website then applying that measurement, collection and analysis of data for the main purpose of adequately optimizing and improving website performance. This includes learning where your visitors come from and how they interact with your site or measuring key drivers and conversions such as which web pages encourage people to react by calling, emailing or purchasing a product. The benefit of applying this free knowledge, whether you are an advertiser, publisher, or site owner, will help you write better ads, strengthen your marketing initiatives, and create higher-converting web pages. It is even more imperative to apply analytics now that online advertising channels have evolved from traditional display and text to mobile, video and social networking. If you are to succeed, it is a must and not an option to align metrics with business goals, draw actionable conclusions and articulate metrics and goals to stakeholders.

Book Information

Paperback: 120 pages

Publisher: Super Star Press (March 2, 2012)

Language: English

ISBN-10: 1607730405

ISBN-13: 978-1607730408

Product Dimensions: 5.5 x 0.3 x 8.5 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â Â See all reviews Â (2 customer reviews)

Best Sellers Rank: #4,574,032 in Books (See Top 100 in Books) #100 in Â Books > Computers & Technology > Web Development & Design > Website Analytics #944 in Â Books > Computers & Technology > Internet & Social Media > Online Searching #2442 in Â Books > Business & Money > Industries > Retailing

Customer Reviews

42 Rules for Applying Google Analytics by author Rob Sanders is the perfect book for new webmasters or those with experience like me that find Google Analytics confusing. This book is an easy-to-read guide that is the opposite of other bulky, complicated books by other authors. The 42 rules in the book are separated into the following sections and include thirteen figures: Part I Preparation: What You Need to Know before You Begin Part II Monitoring: What You Need to Focus on to Make Decisions Part III Reporting: How to Get the Information You Need Part IV Reading:

Specific Action Steps to Help You Optimize the DataPart V What Now? What to Do with the Data Now That You Have ItThe author teaches readers how to discover who is visiting your site, where they come from, how long they stay and what they do during their visit. I found the explanation of Google Analytics jargon particularly helpful because you can't understand the data if the language is foreign to you. Also included is information on preparing your website for traffic with the best content and well researched keywords.I have used Google Analytics for years to measure website traffic but I found much information in this book that I was not aware of or did not understand. If you need help with Google Analytics I highly recommend this book over using the member run forums offered by Google where much misinformation and daily flame wars are waged. For a reasonable price you can purchase 42 Rules for Applying Google Analytics and keep it on your desk to refer to over and over again.

This book is okay, but it's for beginners. And it's written without any twist, kind of dull. The best thing about it is that it is short, compared to other books about Analytics

[Download to continue reading...](#)

42 Rules for Applying Google Analytics: 42 Rules for Applying Google Analytics Google Classroom: The 2016 Google Classroom Guide (Google Classroom, Google Guide, Google Classrooms, Google Drive) 42 Rules for Applying Google Analytics: A practical guide for understanding web traffic, visitors and analytics so you can improve the performance of your website Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Getting Started with Google Analytics: How to Set Up Google Analytics Correctly from the Beginning SEO: How to Get On the First Page of Google (Google Analytics, Website Traffic, Adwords, Pay per Click, Website Promotion, Search Engine Optimization) (Seo Bible Book 1) Learning Google AdWords and Google Analytics Practical Google Analytics and Google Tag Manager for Developers SEO: SEO Marketing - Learn 14 Amazing Steps To Search Engine Optimization Success On Google! (Google analytics, Webmaster, Website traffic) Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain (FT Press Operations Management) Programming Google App Engine with Python: Build and Run Scalable Python Apps on Google's Infrastructure The Google Story: For Google's 10th Birthday Google Analytics for beginners Google Analytics Demystified (Third Edition) Pass the Google Analytics IQ Exam: Questions, Answers and Explanations Google Analytics Demystified: A Hands-On Approach (Second Edition) Google Analytics Google Analytics

