Web Analytics For Dummies

Pedro Sostre, Jennifer LeClaire

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Performing your first Web site analysis just got a whole lot easier. *Web Analytics For Dummies* offers everything you need to know to nail down and pump up the ROI on your Web presence. It explains how to get the stats you need, then helps you analyze and apply that information to improve traffic and click-through rate on your Web site. You'll discover:

- What to expect from Web analytics
- Definitions of key Web analytics terms
- Help in choosing the right analytics approach
- How to collect key data and apply it to site design or marketing
- Techniques for distinguishing human users from bots
- Tips on using Google and other free analytics tools
- Advice on choosing pay and subscription services

A detailed and accurate analysis is crucial the success of your Web site. Web Analytics For Dummies helps you get it right the first time—and every time.

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