Website Insight: A Guide To Understanding Google Analytics For Every Small Business

FOR BUSINESS OWNERS WHO WANT TO TAKE CONTROL OF THEIR
WEBSITE, MAKE INFORMED DECISIONS & ACHIEVE ONLINE SUCCESS

WEBSITE INSIGHT

A guide to understanding
Google Analytics for
EVERY Small Business

Google Partner

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Synopsis

Website Insight -Â A guide to understanding Google Analytics for every small business. For Business Owners who want to take control of their website, make informed decisionsÂ and achieve online success. Data is everywhere in todayâ ™s world & identifying what is important to your business can be overwhelming. Many people solely rely on their website builders to monitor website activity & report back suggestions & improvements. Unfortunately a lot of these agencies also do not properly understand the reports & your business objectives. Without a clear understanding of what you want to achieve from your website & digital marketing efforts, this data tends to go to waste. Have you ever had website reports emailed to your inbox only to be ignored and eventually deleted? Do you want to get a better understanding of how your customers use your website & increase conversion rates? Would you like to control your own data & make informed decisions to meet your business goals? This book is designed to allow everyday small business owners to better understand their own website data & drive improvements. I believe that you, as a business owner should be able to interpret your own Google Analytics reports, without having to rely on a web builder or digital marketer telling you that â œeverything is going wellâ •, once a month. Take control of your own data & see for yourself. I am not saying that you don't need web & marketing teams, you do, but by understanding these reports you create a much more powerful digital strategy to meet your goals and business objectives. Google Analytics is a very powerful web analytics software platform that can do much more than I am going to explain in this book. I am going to breakdown the different sections of Google Analytics for you & help you understand the basic Google Analytics reports, so you can start to identify what is important to your business & your objectives & start to create a data driven actionable plan. This is not a technical how-to manual but more of an overview to show you what is available in Google Analytics and to help you get started. It is my hope that you find the information in this book useful, start to review your website data on a regular basis and truly start to drive your online success.

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Customer Reviews

Written by a first grader for kindergarten kids. It contains a total of about 45 small, 'informational' pages giving the most basic introduction to a tiny portion of the vast quantity of information google analytics provides. Within the first 11 pages there were three sentences with missing words, such as: "You will also a set of icons on the right hand side." Left the word 'see' out - not terribly important but highly indicative of the lack of attention and intelligence and work that was brought to the book. Must have taken about a half day to write. I am an author and it is not easily that I will leave a bad review but this pathetic pretense deserves it. You will learn a GREAT DEAL more going online to goggle's analytics academy. It's free and provides lots of information.

I read it, so easy to read and follow (being a non technical person), I love that it makes sense to me and my business!

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