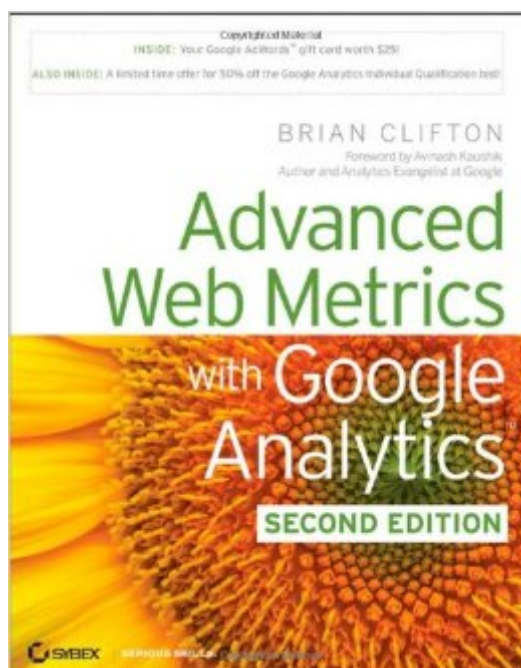# Advanced Web Metrics With Google Analytics, 2nd Edition

Synopsis

Packed with insider tips and tricks, this how-to guide is fully revised to cover the latest version of Google Analytics and shows you how to implement proven Web analytics methods and concepts. This second edition of the bestselling Advanced Web Metrics with Google Analytics is the perfect book for marketers, vendors, consultants, and Webmasters who want to learn the installation, configuration, tracking techniques, and best practices of Google Analytics. Google Analytics is a free tool that measures Web site effectiveness and helps users better understand how web site performance; this book is a detailed usage guide written by one of the software's original creators Explains what filters keep data accurate, how to measure Flash usage and tag for e-mail marketing, and what visitor segmentation provides the most useful feedback Examines principles and practices of Web analytics, then shows how to use GA's reports and how to track dynamic Web pages, banners, outgoing links, and contact forms Discusses advanced setups for configuring goals and filters, how to integrate GA with third-party systems, and how to leverage the new API Advanced Web Metrics with Google Analytics, Second Edition is valuable for both novice and experienced users of Google Analytics.

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Customer Reviews

Brian Clifton's Advanced Web Metrics with Google Analytics should, for all intents and purposes, have the term "Advanced" in bold, possibly in a gigantic type font with fun colours and exclamation

marks.The first 3-5 chapters start innocently enough, and if you have been involved in web analytics or read any other material on the topic you will find it largely rehashes what you already know with a few nuggets of gold throughout. For instance, Brian's discussion as it pertains to Google's tracking of data and its privacy implications offers a wonderful metaphor relating to personal identifiable information, though his emphasis curiously seems to be trying to convince the reader, rather than positioning it as a tool that one can use to assuage stakeholders or individuals who are not sold on analytics.Chapter 4, which aforementioned is innocent enough, gives one a glimpse of what is to come when Brian delves into a discussion on regular expressions (in order to filter data via GA's inline filter). If you are unfamiliar with a command line interface, advanced search expressions or anything of the sort, good luck. Even if you are, this section comes WAY out of left field and perhaps could have been saved for later, but the information itself is useful and I've been utilizing a number of the expressions ever since.Chapter 7 is where this book really begins, and Brian starts it off by giving an in depth explanation of how Google tracks pages and summarily applies that logic to show how one can track things like dynamic URL's (rewriting them along the way), tracking file downloads, partially completed forms (cool stuff), and E-Commerce settings (with some neat tricks and workarounds for frequent issues and problems), Flash, and a whole host of things.

I've been running Google Analytics on a number of web sites since it was first released in 2005. I've got a lot of good information out of it, but I've always suspected that I'm not using it to its full potential. Having read this book I now have a much better idea of what I'm missing and, more importantly, how I can put that right.Brian Clifton has written a really useful guide to getting the most benefit out of Google's free web analytics system. He is, of course, well-placed to do that as he leads the Google Analytics team for Europe, the Middle East and Africa.Part one is a good overview of web analytics is. Chapter one explains what web analytics is and what you can get out of it. Chapter two goes into more detail about the method that people use to analyse their web site traffic and chapter three introduces Google Analytics and explains where it fits into the web analytics landscape.Part two gives an introduction to using Google Analytics. Chapter four looks at the interface to Google Analytics. This chapter gives the reader a good free for the interactivity of the Google Analytics interface. It's this interactivity that makes Google Analytics far easier to use than many of its competitors. Chapter five looks in more depth at ten of the reports that the system generates. By the end of this chapter I was already learning new little tips about the system.Part three is about implementing Google Analytics on your web site. chapter six shows you how to tag your web pages so they are included in your reports. This is about as far as my Google Analytics

knowledge goes. So chapter seven introduces ways to customise the Google Javascript code in order to have more control over what data is recorded, it was all new (and very interesting).

Google Classroom: The 2016 Google Classroom Guide (Google Classroom, Google Guide, Google Classrooms, Google Drive) Advanced Web Metrics with Google Analytics, 2nd Edition 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 42 Rules for Applying Google Analytics: 42 Rules for Applying Google Analytics Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer 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 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) AnalÃtica web con Google Analytics 2.0 (Spanish Edition) Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics Library Analytics and Metrics: Using Data to Drive Decisions and Services Web and Network Data Science: Modeling Techniques in Predictive Analytics (FT Press Analytics) Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data & Analytics Series) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics) Capacity Planning for Web Performance: Metrics, Models, and Methods Programming Google App Engine with Python: Build and Run Scalable Python Apps on Google's Infrastructure