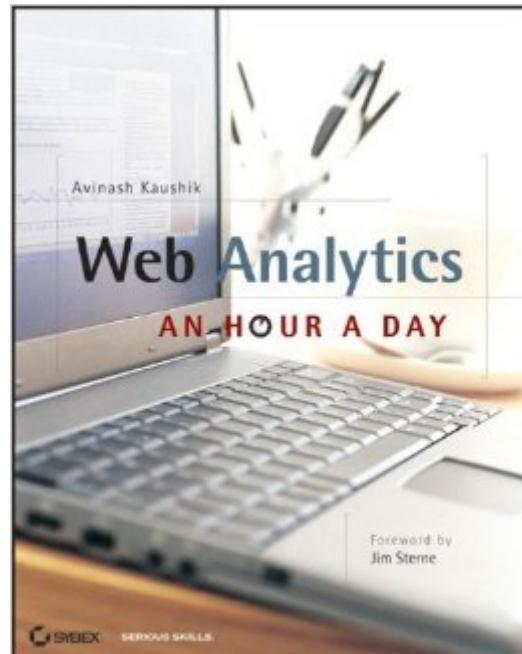# Web Analytics: An Hour A Day

Synopsis

Written by an in-the-trenches practitioner, this step-by-step guide shows you how to implement a successful Web analytics strategy. Web analytics expert Avinash Kaushik, in his thought-provoking style, debunks leading myths and leads you on a path to gaining actionable insights from your analytics efforts. Discover how to move beyond clickstream analysis, why qualitative data should be your focus, and more insights and techniques that will help you develop a customer-centric mindset without sacrificing your companyâ ™s bottom line. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Book Information

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Customer Reviews

We here at the ISG media & analytics team have been anxiously awaiting the publication of Avinash Kaushik's book, Web Analytics: An Hour A Day, since we first "met" Avinash at a webinar back in February. Avinash's passion for web analytics was evident throughout the webinar, and we've been subscribers to his blog, Occam's Razor, ever since.Web analytics is an important part of what we do at ISG. Years of experience in online marketing has reinforced the idea that there's no point in having a website, microsite, or campaign page if you have no idea how it's performing. That's why Avinash's book is a must read for anyone involved in Internet marketing. His book is a great read for anyone from the director of media & analytics to senior analyst to summer intern. Whether you are involved in complex decision-making and web strategies or are looking at conversion rates to provide actionable insights, this book is great for people of all levels of experience, while providing a

fresh look at web analytics.The book is "a step-by-step guide to implementing a successful web analytics strategy." It is meant to be enjoyed over a span of eight months, but you can read it as quickly or slowly as you like. We here at ISG are sharing a couple of copies between us and are relishing each page as we read, so what follows is a summary of the book based on what we've read and reviewed so far.The book is divided into four parts:Part I: FoundationPart II: Trinity ApproachPart III: Implementing Your Web Analytics PlanPart IV: Advanced Web Analytics "Data in your DNA"Part I gives a brief history of web analytics, which makes this book perfect for someone just starting out in the field.

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