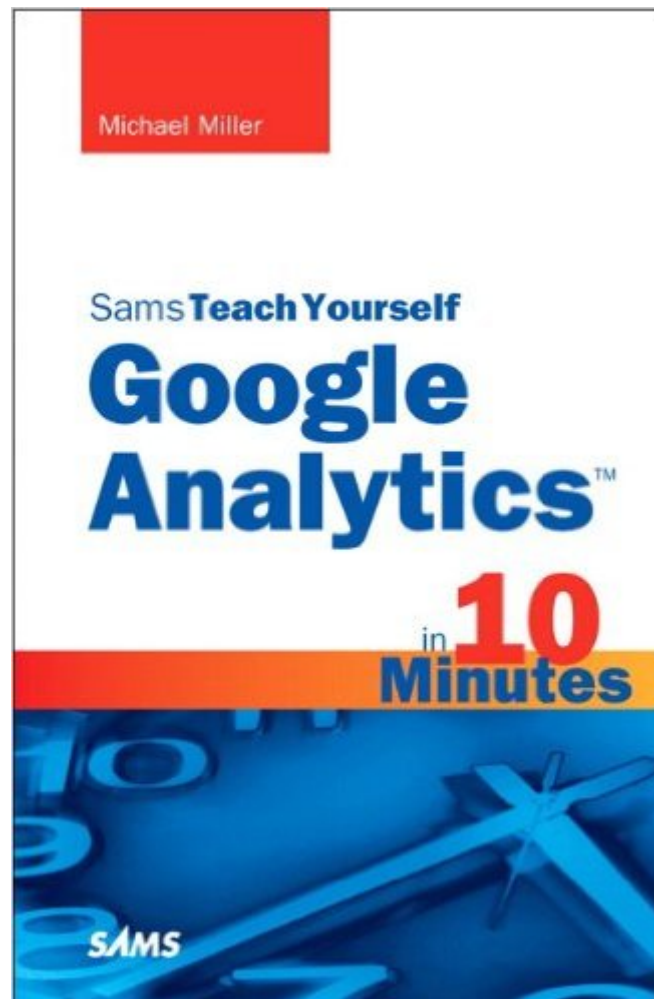


The book was found

Sams Teach Yourself Google Analytics In 10 Minutes (Sams Teach Yourself -- Minutes)



Synopsis

Sams Teach Yourself Google Analytics[®] in 10 Minutes gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you[™]ll learn everything you need to use Google Analytics to accurately measure your website[™]s performance[™] and improve it! [™] 10 minutes is all you need to learn how to[™] | Quickly create a Google Analytics account and add Google Analytics to your site Define goals and measure how well your site is achieving them Track visitors from search engines, pay-per-click advertising, email, and other sources Discover the pages your visitors view, how long they stay, and where they exit Monitor specific user actions, such as playing embedded video, selecting Flash menu items, or downloading files Identify your best and worst content, and fix poorly performing pages Improve your site by tracking error pages and broken links Measure AdWords traffic, position, and e-commerce performance Manage Google Analytics through the Dashboard Customize Google Analytics to work more effectively with your site Capture more accurate information by filtering out internal traffic Choose the right reports and data, understand them, and act on what you learn

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Google Analytics! An amazing, free powerful metrics platform for search engine optimization (SEO) and AdWords (pay-per-click advertising). But can mere mortals effectively use Google Analytics? Can mere mortals even find effective online or offline assistance to help them learn to decipher its riddles, to ponder its mysteries? Michael Miller has taken on the daunting task of explaining Google Analytics to mere mortals, and - in general - he succeeds. I highly recommend his new book, for both mere mortals and more experienced Google Analytics users as well. As an instructor in SEO and Adwords both online and in San Francisco (just Google Jason McDonald plus SEO and you'll find me), I am always looking for new insights and new books to recommend to the businesspeople and marketers who take my courses, including my free top ten seo tools webinar. Mr. Miller has made my list, even though his approach is very word heavy and could have benefited from some pictures or diagrams. Analytics, after all, can make Microsoft Vista seem well designed! Mr. Miller takes the traditional book-as-manual approach to Analytics, and he largely succeeds. The book is part of the in 10 Minutes series, but by 10 minutes he means 10 minutes per day. The book begins with how to set up an Analytics account on Google, and proceeds chapter by chapter with some of the most important concepts in Analytics: using the dashboard, tracking visitors, analyzing top content, and even tracking AdWords and ecommerce. Pretty much every important topic in Analytics is covered. It's a very useful book for someone who already has an Analytics account and is seeking a good lunchtime read to get tips and techniques to then go online and try out on the Google Analytics platform.

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