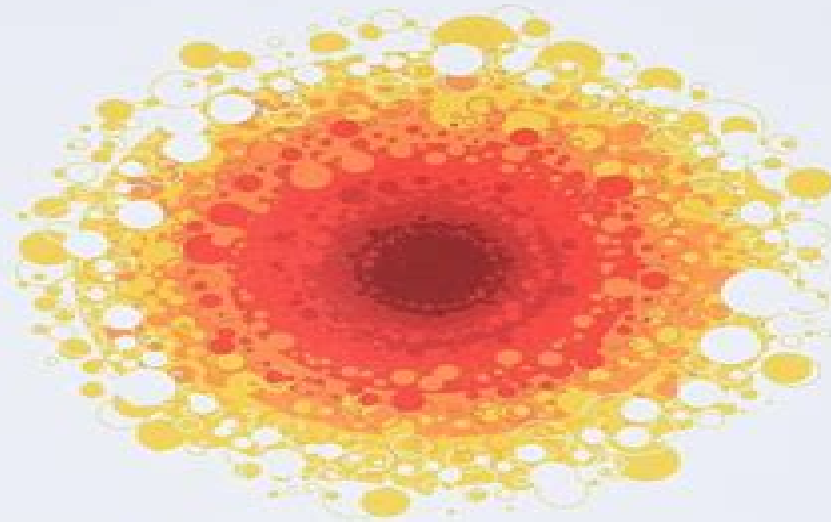


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Web Analytics 2.0

[THE ART OF ONLINE ACCOUNTABILITY
& SCIENCE OF CUSTOMER CENTRICITY]

Web Analytics 20 The Art Of Online Accountability And Science Of Customer Centricity

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Jansen,2022-06-01 This lecture presents an overview of the Web analytics process with a focus on providing insight and actionable outcomes from collecting and analyzing Internet data The lecture first provides an overview of Web analytics providing in essence a condensed version of the entire lecture The lecture then outlines the theoretical and methodological foundations of Web analytics in order to make obvious the strengths and shortcomings of Web analytics as an approach These foundational elements include the psychological basis in behaviorism and methodological underpinning of trace data as an empirical method These foundational elements are illuminated further through a brief history of Web analytics from the original transaction log studies in the 1960s through the information science investigations of library systems to the focus on Websites systems and applications Following a discussion of on going interaction data within the clickstream created using log files and page tagging for analytics of Website and search logs the lecture then presents a Web analytic process to convert these basic data to meaningful key performance indicators in order to measure likely converts that are tailored to the organizational goals or potential opportunities Supplementary data collection techniques are addressed including surveys and laboratory studies The overall goal of this lecture is to provide implementable information and a methodology for understanding Web analytics in order to improve Web systems increase customer satisfaction and target revenue through effective analysis of user Website interactions Table of Contents Understanding Web Analytics The Foundations of Web Analytics Theory and Methods The History of Web Analytics Data Collection for Web Analytics Web Analytics Fundamentals Web Analytics Strategy Web Analytics as Competitive Intelligence Supplementary Methods for Augmenting Web Analytics

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And he reinforces these topics with real world examples and practical tips from seasoned analysts at leading companies Defines the type of environment in which action heroes thrive not just survive as well as how to defeat the villains of web analytics that stand in the way Arms web professionals with a strategic framework for executing online analysis as well as an arsenal of analysis techniques Reveals how companies need to be both data driven and action agile to drive business value from web analytics For more action hero resources and information check out the book s companion site at www.Analyticshero.com The ideas in this book will take you days or even weeks to work your way through and they fly in the face of the emotional approach to marketing The question is would you rather have your competition lead the way with data and science when it comes to reaching your market or are you going to go first That s how it is with action heroes no guts no glory Seth Godin Author We Are All Weird Don t let the jaunty breezy style of this book throw you off Brent successfully and entertainingly packs years of experience into these pages along with case studies and insightful help on getting the most out of web analytics adding value to your company and boosting your career trajectory Jim Sterne Founder of eMetrics Marketing Optimization Summit author of Social Media Metrics and Chairman of the Digital Analytics Association [Web Analytics For Dummies](#) Pedro Sostre,Jennifer LeClaire,2007-04-10 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 [Advanced Web Metrics with Google Analytics](#) Brian Clifton,2012-03-30 This book is intended for use by customers using Google Classic Analytics and does not cover the newer Google Universal Analytics or related Google Tag Manager Google Analytics is the free tool used by millions of web site owners to assess the effectiveness of their efforts Its revised interface and new features will offer even more ways to increase the value of your web site and this book will teach you how to use each one to best advantage Featuring new content based on reader and client requests the book helps you implement new methods and concepts track social and mobile visitors use the new multichannel funnel reporting features understand which filters to use and much more Gets you up and running with all the new tools in the revamped Google Analytics and includes content requested by readers and users especially for new GA users Covers social media analytics features advanced segmentation displays multi dashboard configurations and using Top 20 reports Provides a detailed best practices implementation guide covering advanced topics such as how to set up GA to track dynamic web pages banners outgoing links and contact forms Includes case studies and demonstrates how to optimize pay

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