



Advanced Web Metrics with Google Analytics, 2nd Edition

Brian Clifton

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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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