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 company’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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Average Customer Review: 4.4 out of 5 stars See all reviews (103 customer reviews)


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: Foundation
Part II: Trinity Approach
Part III: Implementing Your Web Analytics Plan
Part 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.

Web Analytics: An Hour a Day


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

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

Python: Learn Web Scraping with Python In A DAY! - The Ultimate Crash Course to Learning the Basics of Web Scraping with Python In No Time (Web Scraping ... Python Books, Python for Beginners)

A Courtesan's Day: Hour by Hour (Famous Japanese Print Series)

21 DAY FIX: 30 Top 21 DAY FIX RECIPES with complete container count PREP IN 15 MIN OR LESS (21 day fix recipes, 21 day fix cookbook, 21 day fix book)

HTML, CSS & JavaScript Web Publishing in One Hour a Day, Sams Teach Yourself: Covering HTML5, CSS3, and jQuery

R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data & Analytics Series)

Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics)

R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics)

Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations (FT Press Analytics)

Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals

Adobe Analytics Quick-Reference Guide: Market Reports and Analytics (formerly SiteCatalyst)

Getting Started with Google Analytics: How to Set Up Google