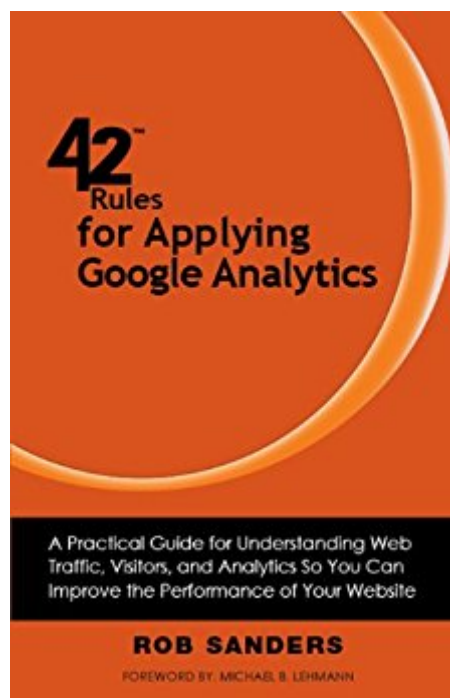




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# 42 Rules For Applying Google Analytics: A Practical Guide For Understanding Web Traffic, Visitors And Analytics So You Can Improve The Performance Of Your Website



## Synopsis

42 Rules for Applying Google Analytics is understanding a visitor's journey through your website then applying that measurement, collection and analysis of data for the main purpose of adequately optimizing and improving website performance. This includes learning where your visitors come from and how they interact with your site or measuring key drivers and conversions such as which web pages encourage people to react by calling, emailing or purchasing a product. The benefit of applying this free knowledge, whether you are an advertiser, publisher, or site owner, will help you write better ads, strengthen your marketing initiatives, and create higher-converting web pages. It is even more imperative to apply analytics now that online advertising channels have evolved from traditional display and text to mobile, video and social networking. If you are to succeed, it is a must and not an option to align metrics with business goals, draw actionable conclusions and articulate metrics and goals to stakeholders.

## Book Information

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## Customer Reviews

42 Rules for Applying Google Analytics by author Rob Sanders is the perfect book for new

webmasters or those with experience like me that find Google Analytics confusing. This book is an easy-to-read guide that is the opposite of other bulky, complicated books by other authors. The 42 rules in the book are separated into the following sections and include thirteen figures: Part I Preparation: What You Need to Know before You Begin Part II Monitoring: What You Need to Focus on to Make Decisions Part III Reporting: How to Get the Information You Need Part IV Reading: Specific Action Steps to Help You Optimize the Data Part V What Now? What to Do with the Data Now That You Have It

The author teaches readers how to discover who is visiting your site, where they come from, how long they stay and what they do during their visit. I found the explanation of Google Analytics jargon particularly helpful because you can't understand the data if the language is foreign to you. Also included is information on preparing your website for traffic with the best content and well researched keywords. I have used Google Analytics for years to measure website traffic but I found much information in this book that I was not aware of or did not understand. If you need help with Google Analytics I highly recommend this book over using the member run forums offered by Google where much misinformation and daily flame wars are waged. For a reasonable price you can purchase 42 Rules for Applying Google Analytics and keep it on your desk to refer to over and over again.

This book is okay, but it's for beginners. And it's written without any twist, kind of dull. The best thing about it is that it is short, compared to other books about Analytics

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