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Web Analytics Book: Web Analytics 2.0 by Avinash Kaushik

Web Analytics 2.0 is: (1) the analysis of qualitative and quantitative data from your website and the competition, (2) to drive a continual improvement of the online experience that your customers, and potential customers have, (3) which translates into your desired outcomes (online and offline).

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Web Analytics 2.0 is not simply about the clicks that you collect from your website using analytics tools like Google Analytics, Omniture, or XITI. However, Web Analytics 2.0 is about pouring your heart into understanding the impact and economic value of your website by doing rigorous outcomes analysis.

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Web analytics 2.0 framework not only just focus on determining what is happening on your website but also focus on: 1. Outcomes (sales, leads & other business goals)

How to use Web Analytics 2.0 to improve your conversions

Web Analytics 2.0 is not a sequel to Kaushik's first book Web Analytics: An Hour a Day. The latter was a hard core offering that covered all aspects of the subject. 2.0 is a more general book that covers a wide range of topics related to and around Web Analytics. The coverage of Social Media and Mobile analytics is sparse and that's my only gripe.

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"Web Analytics 2.0" presents a new framework that will permanently change how you think about analytics. It provides specific recommendations for creating an actionable strategy, applying analytical techniques correctly, solving challenges such as meas

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misurare il successo online nell'era del web 2.0 Web Analytics 2.0 è il secondo libro di Avinash Kaushik, autore del best-seller Web Analytics: An Hour A Day. In questo libro Avinash mostra come utilizzare la grande quantità di dati disponibili online per trasformare la vostra azienda: per prendere decisioni informate dai dati e non più ...

Web Analytics Book: Web Analytics 2.0 by Avinash Kaushik

Come misurare l'efficacia della propria attività web

Web Analytics

Web Analytics 2.0 is not a sequel to Kaushik's first book Web Analytics: An Hour a Day. The latter was a hard core offering that covered all aspects of the subject. 2.0 is a more general book that covers a wide range of topics related to and around Web Analytics. The coverage of Social Media and Mobile analytics is sparse and that's my only gripe.

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Web Analytics 2.0 is the assessment of visitor interactions in the online channel, informed by the integration of a variety of data including event-based interactions, Web server performance and qualitative feedback, collected from multiple user and client types and able to measure diverse activities and events.

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