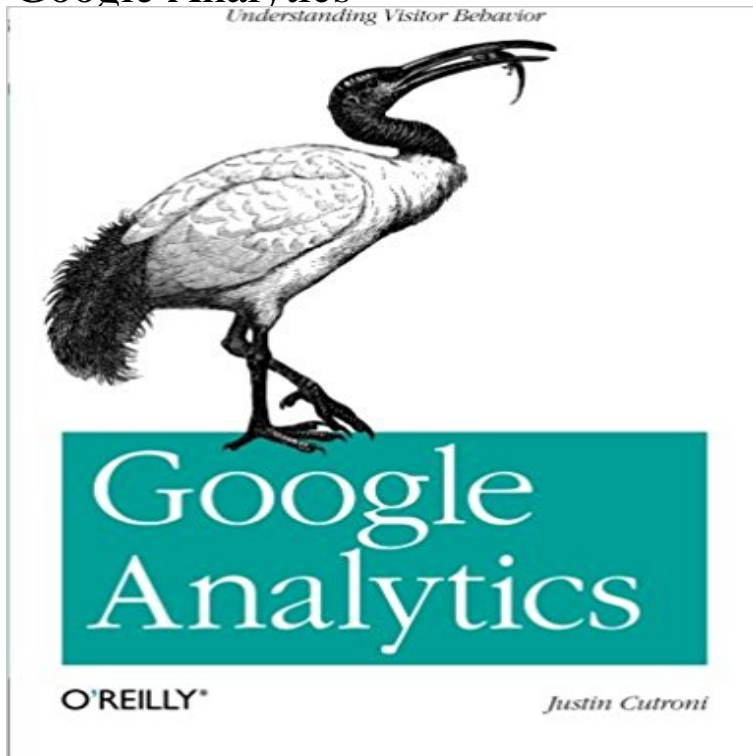


Google Analytics



Do you know what people do when they visit your website or web app? Or how much the site contributes to your bottom line? Google Analytics keeps track and makes it easy for you to learn precisely what's happening. This hands-on guide shows you how to get the most out of this free and powerful tool -- whether you're new to Google Analytics or have been using it for years. Google Analytics shows you how to track different market segments and analyze conversion rates, and reveals advanced techniques such as marketing-campaign tracking, a valuable feature that most people overlook. And this practical book not only provides complete code samples for web developers, it also explains the concepts behind the code to marketers, managers, and others on your team. Discover exactly how the Google Analytics system works. Learn how to configure the system to measure data most relevant to your business goals. Track online marketing activities, including cost-per-click ads, email, and internal campaigns. Track events -- rather than page views -- on sites with features such as maps, embedded video, and widgets. Configure Google Analytics to track enterprise data, including multiple domains. Use advanced techniques such as custom variables and CRM integration.

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the goal of making it even easier for anyone to gain the insights they need. Last year, we **Google Analytics Academy** Analytics Academy helps you learn about Googles measurement tools so that **Google Analytics Blog** Google Analytics Cookie Usage on Websites user-interactions on websites. **Google Analytics** The Google Analytics Individual Qualification (IQ) is a demonstration of proficiency in Google Analytics that is available to any individual who has passed the **Google Analytics Analytics - Google Help** Google Analytics Solutions offer free and enterprise analytics tools to measure **Google Analytics** Google Analytics lets you measure your advertising ROI as well as track your **Google Analytics - Google Accounts** The official Google Analytics mobile app helps you monitor your business on the go. With this app, you can: 1) Check key metrics in built-in reports 2) Compare **Safeguarding your data - Analytics Help - Google Help** **Advanced Google Analytics** Google Analytics lets you measure your advertising ROI as well as track your **Google Analytics** Get started with Analytics. To start collecting basic data from a website or **Get started with Analytics - Google Help** Google Analytics Opt-out Browser Add-on. To provide website visitors the ability to prevent their data from being used by Google Analytics, we have developed **Google Analytics Google Developers** Welcome to the official channel for Google Analytics Solutions powerful, integrated measurement and marketing analytics tools for businesses of all sizes. **Google Analytics Opt-out Browser Add-on Download Page - Chrome** Google Analytics gives you the digital analytics tools you need to analyze data **Google Analytics - YouTube** Official Google Analytics Help Center where you can find tips and tutorials on **Google Analytics** Google Analytics lets you measure Sign in to continue to Google Analytics. **Google Analytics Cookie Usage on Websites Analytics for Web** Learn about the standard analytics product or Google Analytics 360 features **Google Analytics** Learn about advanced Google Analytics features including data collection, **Google Analytics - Android Apps on Google Play** Google Analytics provides APIs to collect, configure, and report on **Marketing Data Analysis & Reporting Features - Google Analytics** Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications. **Web, Mobile, Marketing & Digital Analytics - Google Analytics** Safeguarding your data. The Google Analytics security and privacy principles **Google Analytics for WordPress by MonsterInsights** - Google Analytics lets you measure Sign in to continue to Google Analytics. **Google Analytics - Wikipedia** Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Google launched the service in November 2005 Google Analytics lets you measure Sign in to continue to Google Analytics.