# Web Analytics: An Hour a Day

*By Avinash Kaushik*



**Web Analytics: An Hour a Day** By Avinash Kaushik

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.

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**Web Analytics: An Hour a Day By Avinash Kaushik Bibliography**

- Sales Rank: #155159 in Books
- Published on: 2007-06-05
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .90" w x 7.30" l, 1.53 pounds
- Binding: Paperback
- 480 pages

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## Editorial Review

From the Back Cover

**Develop a Successful Web Analytics Strategy**

**A Step-by-Step Guide**

Learn web analytics the right way with this unique, thoroughly modern guide to today's web analytics challenges and opportunities. Written by an in-the-trenches practitioner, this book goes beyond concepts and definitions to challenge prevalent thinking about the field and provide a step-by-step guide to implementing 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.

- Learn the pros and cons of data collection methodologies
- Find out how you can stop counting page views and still get a rich understanding of your customers
- Discover how to identify valuable metrics with the "three layers of so what" test
- Optimize your organizational structure and choose the right analytics tool
- Understand and apply advanced analytics concepts, including SEM/PPC analysis, the power of segmentation, conversion-rate best practices, and others
- Leverage quick-start solutions for blogs and e-commerce, support, and small business websites
- Learn the key ingredients of a great experimentation and testing platform
- Use competitive-intelligence analysis to glean insights and drive actions

**You'll also find:**

- Ten steps to turbocharge your web analytics
- Seven steps for creating a data-driven culture in your organization
- Six ways to measure the success of a blog
- Three secrets behind making web analytics actionable
- Ten signs of a great web analyst

**Valuable CD Included**

The innovative CD includes more than three hours of insightful audio podcasts, a 45-minute video, PowerPoint presentations that mirror key topics in the book, and other useful analytics resources.

About the Author
**Avinash Kaushik** is the author of the highly rated web analytics blog Occam's Razor (www.kaushik.net/avinash). He is an independent consultant and currently the Analytics Evangelist for Google. Prior to that he was the Director of Web Research & Analytics for Intuit, where he was responsible for the business, technical, and strategic elements of the analytics platform that supported more than 70 Intuit websites. Avinash is a frequent speaker at such conferences as Emetrics Summits and Ad-Tech, and he is

often quoted in the media as a web metrics expert.

Avinash is donating all proceeds from this book to two charities, The Smile Train and Doctors Without Borders.

## Users Review

**From reader reviews:**

**Laura Enriquez:**

This Web Analytics: An Hour a Day book is not ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is information inside this book incredible fresh, you will get information which is getting deeper anyone read a lot of information you will get. This particular Web Analytics: An Hour a Day without we understand teach the one who reading it become critical in pondering and analyzing. Don't become worry Web Analytics: An Hour a Day can bring when you are and not make your handbag space or bookshelves' become full because you can have it with your lovely laptop even mobile phone. This Web Analytics: An Hour a Day having very good arrangement in word and layout, so you will not sense uninterested in reading.

**Martin Hobson:**

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**Ira Atwood:**

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**Danica Johnson:**

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