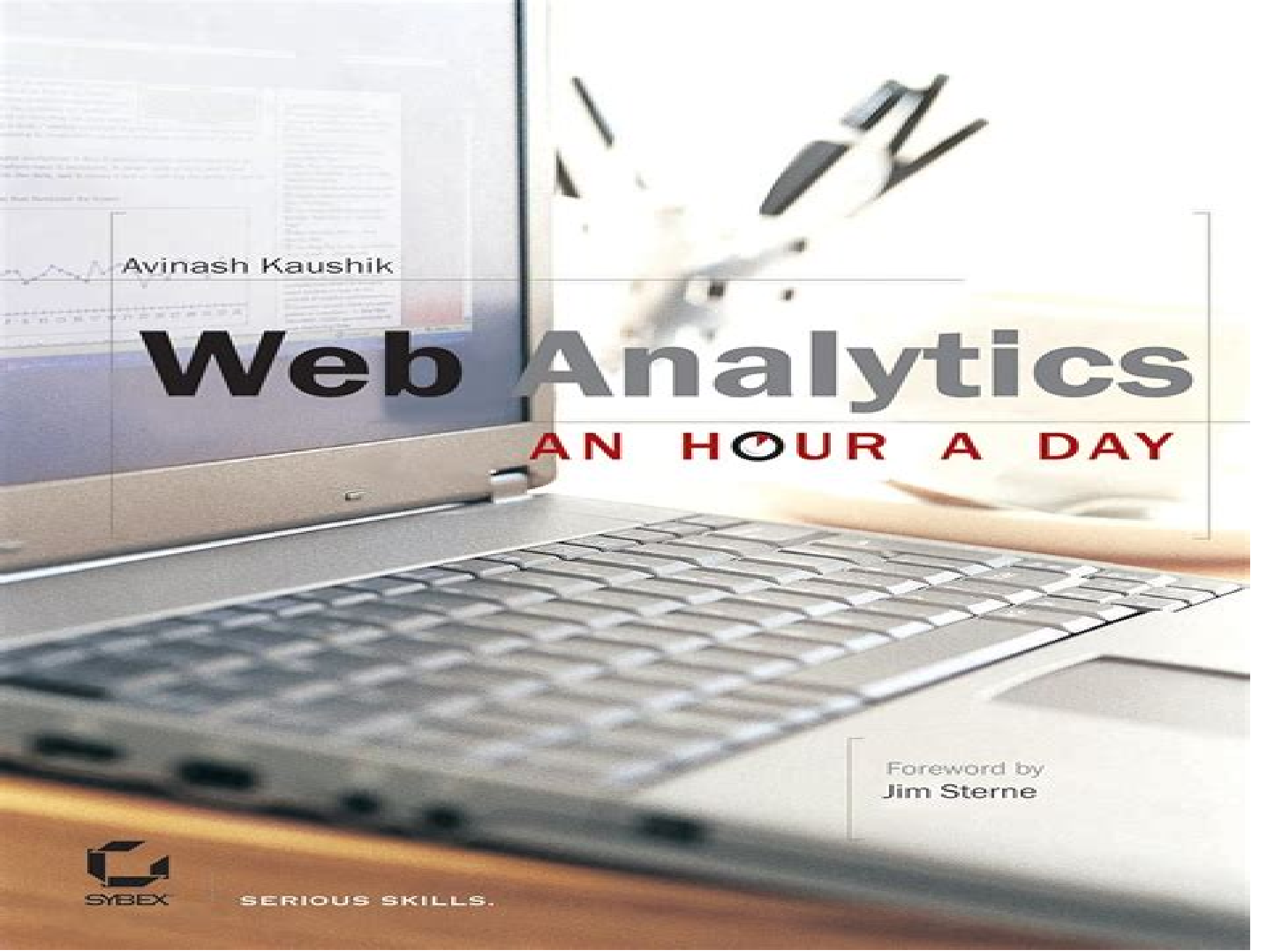




Avinash Kaushik

Web Analytics

AN HOUR A DAY

Foreword by
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Web Analytics An Hour A Day

Avinash Kaushik



Web Analytics An Hour A Day:

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Web Analytics Strategies for Information Professionals Tabatha Farney, Nina McHale, 2014-01-01 Investing time in customizing your settings in Google Analytics helps you get the most out of the detailed data it offers particularly if your library's web presence spans multiple platforms

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Launching a Business Bruce Barringer, 2013-02-15 This book focuses on the steps a new business owner must take in the first 100 days of starting a business to establish a lasting and successful enterprise If you re thinking of opening up your own business you ll need this book This is a hands on book that focuses on the tasks that you or any new business owner must complete in the first 100 days of launching a business Think of it this way Imagine you ve conceived a business idea written a business plan raised seed capital and are set to launch your business on October 1 Now what would you actually do on October 1 October 2 October 3 and so forth How would you set your priorities How would you know which tasks are the most urgent Although the answers to these questions vary depending on the business there are a set of key activities that all businesses must accomplish to get their businesses off to a good and legally proper start This book provides examples that include securing proper business licenses and permits setting up a bookkeeping system negotiating a lease buying insurance entering into contracts with vendors recruiting and hiring employees and making the first sale Broader issues such as developing a business model and building a brand will also be touched upon but the primary focus of this book is getting you focused on the practical issues that you ll need as a new business owner to accomplish and accomplish correctly and to get your business off to a good start To help you prioritize and track the activities that must be completed at the onset of a business this book will teach you how to set up a First 100 Days Plan with the template titled First 100 Days Plan included in this book

Website Optimization Rich Page, 2012-04-23 Step by step instructions for executing a website testing and optimization plan Website optimization is can be an overwhelming endeavor due to the fact that it encompasses so many strategic and technical issues However this hands on task based book demystifies this potentially intimidating topic by offering smart practical and tested instructions for developing implementing managing and tracking website optimization efforts After you learn how to establish an optimization framework you then dive into learning how to develop a plan test appropriately and accurately interpret the results and optimize in order to maximize conversion rates and improve profits Zeroes in on fundamentals such as understanding key metrics choosing analytics tools researching visitors and their onsite behavior and crafting a plan for what to test and optimize Walks you through testing and optimizing specific web pages including the homepage entry and exit pages product and pricing pages as well as the shopping cart and check out process Guides you through important optimization areas such as optimizing text and images Addresses advanced topics including paid search optimization Facebook fan page optimization rich media and more Includes a companion website that features expanded examples additional resources tool reviews and other related information Full of interesting case studies and helpful examples drawn from the author s own experience Website Optimization An Hour a Day is the complete solution for

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Website Optimization Andrew B. King, 2008 Computing and information technology

Practice-Oriented Online Marketing Ralf T. Kreutzer, Sonja Klose, 2025-11-29 People now spend a great deal of time online Companies are following them onto the internet both in B2B and B2C contexts This book answers the most important questions related to this development and presents concrete solution concepts success strategies and numerous checklists from designing a cross channel customer journey to controlling and considering legal frameworks It provides companies with the tools they need to manage their online marketing budgets effectively and efficiently In the 5th edition Ralf T Kreutzer together with new co author Sonja Klose has incorporated key innovations in the online world These include integration of current developments in the field of artificial intelligence across all relevant areas revision and expansion of strategic options in online marketing incorporation of current developments in online advertising inclusion of new search engine optimization SEO concepts and exploration of further aspects of email marketing The 5th edition by Ralf T Kreutzer and Sonja Klose impressively demonstrates how dynamically marketing is evolving In addition to the new legal frameworks the use of artificial intelligence in online marketing has also been comprehensively integrated This makes the book an essential and up to date resource for both marketing students and professionals in the industry A clear recommendation Martin Nitsche President of the DDV German Dialogue Marketing Association

The McGraw-Hill 36-Hour Course: Online Marketing Lorrie Thomas, 2010-12-28 A crash course on the most dynamic marketing platform today Online marketing has evolved far beyond flashy websites and banner ads shouting at customers about your product It s about using an array of Internet tools to build credibility and visibility spread your message and form meaningful customer relationships The McGraw Hill 36 Hour Course Online

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