

Advanced Web Metrics With Google Analytics Brian Clifton

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Advanced Web Metrics with Google Analytics by Brian Clifton

It is a book about how to *do* Web analytics with Google Analytics. To Clifton's credit he does not come over as a GA evangelist or as a publicist of the tools of his former employer. There is an acceptance that Google Analytics sits within a range of tools that are required for web analytics proper - including voice-of-customer, usability ...

Advanced Web Metrics with Google Analytics - a brief ...

The Advanced Web Metrics with Google Analytics offers a great way to learn the features of GA in an understandable format with examples that are implementable for real world website scenarios. A must read for anyone who uses Google Analytics for their primary website analytics.

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I loved reading Brian Clifton's "Advanced Web Metrics with Google Analytics". I read every page of its 550+ pages in a little under 9 hours. A bit about my background - I have been working in the enterprise applications software (e.g., Oracle, Salesforce, Netsuite etc.) industry for about 23 years.

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Advanced Web Metrics Ltd is the company founded by Brian Clifton in 1997. Starting life as a web development and hosting agency, it built an international reputation in SEO and analytics.

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Brian Clifton's Advanced Web Metrics with Google Analytics should, for all intents and purposes, have the term "Advanced" in bold, possibly in a gigantic type font with fun colours and exclamation marks.

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