



Google Analytics, 3rd Edition

Jerri L. Ledford, Joe Teixeira, Mary E. Tyler

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Get the most out of the free Google Analytics service—and get more customers

Google Analytics allows you to discover vital information about how end users interact with their Web sites by collecting vital data and providing tools to analyze it, with the intention of improving the end-user experience and, ultimately converting users into *customers*. This indispensable guide delves into the latest updates to the newest version of Google Analytics—3.0—and explains the concepts behind this amazing free tool.

You'll discover what information to track, how to choose the right goals and filters, techniques for reading Google Analytics reports and graphs, and, most importantly, how to compile this data and use it to improve your Web site and attract more potential customers.

- Takes an in-depth look at Google Analytics 3.0 and walks you through the possibilities it offers
- Explains how to read Google Analytics reports and graphs so that you can compile this data and use it to improve your Web site and attract more users
- Shares techniques for converting end users into customers
- Features tips and suggestions for getting the information you need from Google Analytics reports and then converting that information into actionable tasks you can use

With *Google Analytics, Third Edition*, you'll be well on your way to retrieving the information you need to convert *visitors* to your site into *customers*!

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