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, making 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

“Justin is one of the smartest Google Analytics gurus you will meet. I have seen even the most demanding clients become impressed with the knowledge and insights given by Justin. We here at Google consider Justin one of the foremost analytics experts in the industry today.”

—Phil Mui
Senior Manager, Google Analytics

Justin Cutroni is a web analytics expert and Google Analytics Certified Partner, authorized by Google to teach Google Analytics Seminars for Success. He works with senior management to drive the strategic use of web data, and collaborates with marketing and IT teams to develop implementation plans and processes.

An understanding of basic web analytics is recommended.