

Le Campus

Google Analytics

Prise en main, utilisation avancée, cas pratiques



Alan Boydell, Serge Descombes
et Sébastien Manaches

2^e édition

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Google Analytics Prise En Main Utilisation Avancee Cas Pratiques

Arturo Cuomo



Google Analytics Prise En Main Utilisation Avanceeacutee Cas Pratiques:

Google Analytics Alan Boydell, 2012 Google Analytics est l'outil de référence pour l'analyse d'audience web. Il permet d'évaluer les comportements utilisateur et d'affiner sa stratégie marketing. Gratuit, il est autant utilisé par les particuliers et les petites entreprises que par les plus grands services marketing. Trois auteurs comptant parmi les meilleurs experts français en Web Analytics vous font partager l'expérience acquise au sein de Google France et dans les sociétés qu'ils ont créées par la suite. Ils dévoilent la dernière version de Google Analytics dans cette édition entièrement mise à jour. Tous les exemples et le code sont basés sur le nouveau code de suivi asynchrone qui opère en arrière-plan sans ralentir le chargement de la page. Description intégrale de la nouvelle interface v5 avec notamment les toutes dernières fonctionnalités telles que les flux de visites, les suivis sociaux et les conversions multicanales. Un chapitre d'études de cas entièrement dédié au mobile présentant le suivi des sites et des applis mobiles. Introduction à l'édition payante de l'outil, la version Premium. Google Analytics Alan Boydell, 2010 Améliorez votre site web en analysant les comportements de vos visiteurs. Google Analytics est l'outil d'analyse web le plus populaire au monde. Sa gratuité permet au plus grand nombre de disposer d'un outil de qualité pour analyser la fréquentation de son site et affiner sa stratégie marketing. Mais pour tirer le meilleur parti de cet outil, encore faut-il le connaître et le maîtriser parfaitement. Ce livre propose un condensé de l'expérience de l'équipe Web Analytics de Google France, acquise auprès de ses plus gros clients. La première partie permet la prise en main de Google Analytics en seulement trois jours. La deuxième partie consacre une utilisation plus poussée de Google Analytics, vient compléter l'aide en ligne officielle. Enfin, vous bénéficiez dans la troisième partie d'études de cas très complètes inspirées par l'expérience client des auteurs, critiquées par trois auteurs comptant parmi les meilleurs experts français en Web Analytics. Cet ouvrage se veut un outil de référence aussi bien pour les particuliers ou les petites entreprises que les webmasters et services marketing des grosses entreprises. *Google Analytics* Alan Boydell, Serge Descombes, Sébastien Manaches, 2012-05-04 Analysez le comportement de vos visiteurs et améliorez votre site web. Condens d'expérience de l'équipe Google France, cette édition mise à jour prend en compte la dernière version du produit et couvre l'édition payante Premium. Google Analytics Alan Boydell, Serge Descombes, Sébastien Manaches, 2010-03-26 Analysez la fréquentation de vos sites pour affiner votre stratégie marketing grâce à cet ouvrage de référence soutenu par Google France. **Performance Marketing with Google Analytics** Sebastian Tonkin, Caleb Whitmore, Justin Cutroni, 2011-01-21 An unparalleled author trio shares valuable advice for using Google Analytics to achieve your business goals. Google Analytics is a free tool used by millions of Web site owners across the globe to track how visitors interact with their Web sites where they arrive from and which visitors drive the most revenue and sales leads. This book offers clear explanations of practical applications drawn from the real world. The author trio of Google Analytics veterans starts with a broad explanation of performance marketing and gets progressively more specific, closing with step by step analysis and applications. Features in depth examples and case studies on how to increase revenue from search advertising, optimize an existing website, prioritize

channels and campaigns access brand health and more Discusses how to communicate with a webmaster or developer to assist with installation Addresses Google s conversion oriented tools including AdWords and AdSense Google trends Webmaster tools search based keyword tools and more Touches on brand tracking studies usability research competitive analysis and statistical tools Throughout the book the main emphasis is demonstrating how you can best use Google Analytics to achieve your business objectives Foreword by Avinash Kaushik Note CD ROM DVD and other supplementary materials are not included as part of eBook file Advanced Web Metrics with Google Analytics Brian Clifton,2012-04-03 This book is intended for use by customers using Google Classic Analytics and does not cover the newer Google Universal Analytics or related Google Tag Manager Google Analytics is the free tool used by millions of web site owners to assess the effectiveness of their efforts Its revised interface and new features will offer even more ways to increase the value of your web site and this book will teach you how to use each one to best advantage Featuring new content based on reader and client requests the book helps you implement new methods and concepts track social and mobile visitors use the new multichannel funnel reporting features understand which filters to use and much more Gets you up and running with all the new tools in the revamped Google Analytics and includes content requested by readers and users especially for new GA users Covers social media analytics features advanced segmentation displays multi dashboard configurations and using Top 20 reports Provides a detailed best practices implementation guide covering advanced topics such as how to set up GA to track dynamic web pages banners outgoing links and contact forms Includes case studies and demonstrates how to optimize pay per click accounts integrate AdSense work with new reports and reporting tools use ad version testing and more Make your web site a more effective business tool with the detailed information and advice about Google Analytics in Advanced Web Metrics with Google Analytics 3rd Edition

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