





Module 2 Overview

 **Reading:** Module 2 Overview  
10 min

 **Reading:** Module 2 Readings  
10 min

**Lesson 2: “The Basics Of Web Analytics” – Laying The Foundation For Marketing Analysis**

**Lesson 3: “An Introduction To Web Analytics Tools” – Understanding The Key Web Analytics Tools At Your Disposal**

**Module 2 Review**



# Module 2 Readings

## Supplemental Readings

**For Lesson 2:**

- Peterson, E. T. (2004). Chapter 2 overview of "web analytics". In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- Peterson, E. T. (2004). Chapter 3 different web traffic data sources. In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- Peterson, E. T. (2004). Chapter 4 web analytics terminology. In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- Kaye, K. (2016, October 12). [LiveRamp, others push consumer identification across devices](#). *AdAge*.

**For Lesson 3:**

- Peterson, E. T. (2004). Chapter 5 content organization tools. In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- Peterson, E. T. (2004). Chapter 6 process measurement tools. In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- Peterson, E. T. (2004). Chapter 7 visitor segmentation tools. In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- Peterson, E. T. (2004). Chapter 8 campaign analysis tools. In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- Peterson, E. T. (2004). Chapter 9 commerce measurement tools. In [\*Web Analytics demystified\*](#). Celilo Group Media and CafePress.
- AdFor US. (2014, February 17). [Behind the Banner](#) [Video file].

## Lecture Slides

- [Lesson 2](#)
- [Lesson 3](#)
- [Module 2 printable slides](#) (white background)

Feel free to find other resources and share them in the [Module 2 discussion forum](#).

Mark as completed

