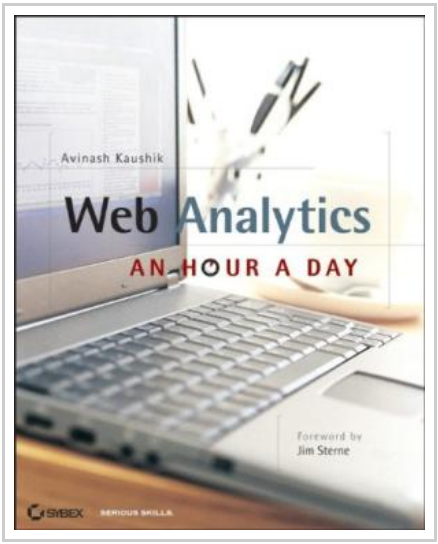




# Web Analytics: An Hour a Day

By Kaushik, Avinash

Sybex, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword. Introduction. Chapter 1 Web Analytics-Present and Future. A Brief History of Web Analytics. Current Landscape and Challenges. Traditional Web Analytics Is Dead. What Web Analytics Should Be. Chapter 2 Data Collection-Importance and Options. Understanding the Data Landscape. Clickstream Data. Outcomes Data. Research Data. Competitive Data. Chapter 3 Overview of Qualitative Analysis. The Essence of Customer Centricity. Lab Usability Testing. Heuristic Evaluations. Site Visits (Follow-Me-Home Studies). Surveys (Questionnaires). Summary. Chapter 4 Critical Components of a Successful Web Analytics Strategy? Focus on Customer Centricity. Solve for Business Questions. Follow the 10/90 Rule. Hire Great Web Analysts. Identify Optimal Organizational Structure and Responsibilities. Chapter 5 Web Analytics Fundamentals. Capturing Data: Web Logs or JavaScript tags? Selecting Your Optimal Web Analytics Tool. Understanding Clickstream Data Quality. Implementing Best Practices. Apply the "Three Layers of So What" Test. Chapter 6 Month 1: Diving Deep into Core Web Analytics Concepts. Week 1: Preparing to Understand the Basics. Week 2: Revisiting Foundational Metrics. Week 3: Understanding Standard Reports. Week 4: Using Website Content Quality and Navigation Reports. Chapter 7 Month 2: Jump-Start Your Web Data Analysis. Prerequisites and Framing. Week...



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