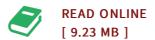# Practical Web Traffic Analysis: Standards, Privacy, Techniques and Results [Taschenbuch] by .

By FLETCHER;

Apress, 2002. Taschenbuch. Book Condition: Neu. Gebraucht - Wie neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Once you've got a web site up and running it is all too easy to sit back and relax. But how do you know you did a good job How can you improve the site you have based on real user behaviour Without getting feedback from your users, how will you find out how it's being used Web traffic analysis allows you to gain some insight into your site users: where they come from, what pages they like, and how often they come back. However, as statistics are prone to being misinterpreted, your insight often has to be taken with a pinch of salt. This book takes you through the process of analyzing your traffic, without taking for granted the statistics that you generate. Assuming you have a web site, reading this book will help you learn: - The techniques for gathering data on your users - Standards and Guidelines you should adhere to when interpreting your data - What other sites are doing to ensure they respect the privacy of their users - Insight into...

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Reviews

Very beneficial to all of class of people. I am quite late in start reading this one, but better then never. You may like just how the writer create this publication.
-- Audra Klocko PhD

Thorough information! Its this type of great go through. It is amongst the most incredible publication i actually have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.
-- Germaine Welch