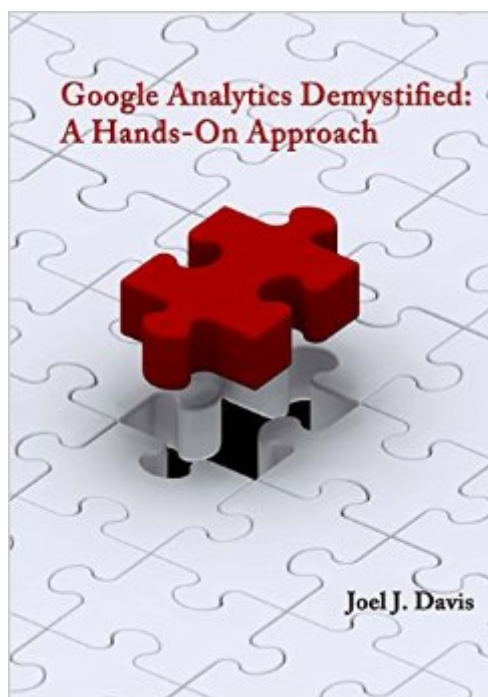# Google Analytics Demystified: A Hands-On Approach

Synopsis

Remember the skills it took to learn how to ride a bike? You needed to be actively engaged, hands-on, and have someone patient to guide you step-by-step. Google Analytics Demystified: A Hands-On Approach uses these same principles to help you master Google Analytics. The book helps you not only understand the power of Google Analytics, but also learn how to apply the data to your own strategic information needs and decisions. We'll show you how to obtain the insights needed to improve your visitors' online experience - so they are more likely to engage with and return to your website or blog. In short, we'll show you how you can use Google Analytics to make better informed and more successful decisions related to your own digital property. Here are just some of the questions that we'll help you answer: How are visitors finding my site? What do they do when they arrive? Which content do my visitors find most interesting and motivating? How much of my content is actually being consumed? How do I set site goals and measure how well they are being achieved? What are the strengths and weaknesses of site interactions? What can I do to improve visitors' experience and engagement? How well are my campaigns working? How can I make my campaigns more effective? How can I conduct tests to optimize site characteristics? How do I manage data flow and analysis? How do I choose the most appropriate and useful reports and data? The book's approach is unique. Beyond detailed yet easy to understand explanations of key concepts, the book provides you with a free website. This approach advances your learning in three important ways. First, you will be an active rather than a passive participant in the learning process. You will be able not only to read about what Google Analytics can do, but you can immediately apply and explore key concepts on a working website. Second, you can explore Google Analytics without risk to existing data. Since mistakes are an important part of the learning process, you can make and correct errors without any harm to your existing website. Finally, because you will have an active site and real data, you can explore on your own, thereby increasing your depth of understanding. We walk you through all the steps to obtain and get the free site up and running. There are also self-assessment questions, application exercises, and case studies (all with answers provided) to ensure your full understanding of Google Analytics.

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Customer Reviews

I thought this book was OK, and I will leave it at OK. On the positive side it does come with a sample website that you can install so that you have some data to use when you are using Google Analytics. The problem is that you have to populate that data using your own web browser and clicking on things yourself. This not only takes days, it can be tedious. I must also say that the book covers a lot of features of Google Analytics. Unfortunately the book is really light on business applications of what you have learned. If you are trying to learn Google Analytics so that you can actually use it at work, I would recommend buying Web 2.0 by Avinash Kaushik over purchasing this book. I think this book would be more helpful if you are trying to pass a certification exam.

Great book. Prompt delivery.

I love the application tests. For a new Analyst, this is a great way to learn by doing. I've been around a long time but never learned how to use it in a systematic way so I've always wondered if I was missing important areas, points or ways to slice the data. This is reconfirming that my interpretations are sound, but has already shown me a couple of new ways to get at very specific data.

very complicated

I didn't know anything about this book before getting a copy, but I thought that the table of contents looked very thorough. I'm really really glad I took a chance. The book is very complete, covering and explaining in an easy to follow and understand way all of the topics necessary for me to be a successful Google Analytics user. It explains the basics, such as the main analytics menus, and it explains how to do things I never thought possible, such as keeping tack of downloads, monitoring

the amount of content someone reads or views, evaluating form completion, attribution and return on investment, and conducting experiments.Beyond the book's completeness, I found Davis' emphasis on application both refreshing and valuable. Davis makes it a point to show how Google analytics data can lead to site improvement and increased success through better consumer engagement. I'm making smarter and more successful decisions now that I've read the book.This would have been enough to make the book a great purchase. But, there is more. The book includes multiple quizzes, application exercises and case studies to make certain that key topics are understood and could be applied. I found these parts of the book to be extremely valuable. I know that these parts of the book helped me to clarify problem areas and to see how to apply Google analytics to my own needs. Everything has improved.Finally, as the title says, the book is "hands-on." The book is built around a free downloadable website created to accompany the book. Having the website at my disposal, along with the ability to do exactly what was described in the book on the website, was invaluable.I recommend the book without qualification. If you are looking for the ONE Google analytics book, this is the one.

Very helpful. I passed the test!

I'm so glad that there is finally a book on the market that allows a novice (as well as the more seasoned user) of Google Analytics to be able to understand, learn from, and implement this powerful tool. As a marketer it is important to me to be able to translate theoretical information needs into data collection procedures. This book allows me to do that quickly and efficiently. On the other end of data collection, this book gives me the insights and the confidence to accurately interpret the data. This, then, allows me to ask more, learn more, improve my site, repeat!The flow of the book is great for when I have time to sit down and learn GA. The quizzes and exercises along the way help me assess strong and weak areas and catch me before I 'go live' with some of my implementation ideas. The Table of Contents, however, is great for 'on-the-fly' learning when an immediate need arises for something new or simply to review a current process.This book and author will likely become 'the' source learners and students of GA for many years to come.

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