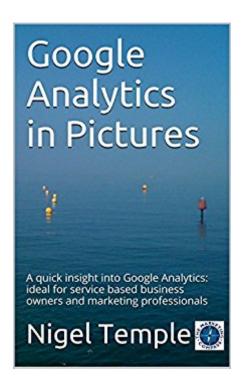
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# Google Analytics In Pictures: A Quick Insight Into Google Analytics: Ideal For Service Based Business Owners And Marketing Professionals





# **Synopsis**

This concise guide to Google Analytics has been written for busy people. You may be a service based business owner who wants to understand a little more about how your website is performing and how you can improve it. Or you may be a marketing professional who is looking for a quick reference guide to the key features of Google Analytics. NB This guide is not aimed at e-commerce websites. This easy to read guide contains screenshots and the answers to these questions: - Where in the world do my website visitors come from?- Where in the internet is my website traffic coming from?- Which websites are sending me traffic?- Which of my pages are the most popular?- Can I see a picture of where people are clicking? - What should I write / blog about?- Which of my social media links are the most popular?- Are visitors returning to my site?

## **Book Information**

File Size: 1380 KB

Print Length: 28 pages

Publisher: The Marketing Compass Press; 1 edition (September 1, 2015)

Publication Date: September 1, 2015

Sold by: A Digital Services LLC

Language: English

ASIN: B014TJVOVQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #830,151 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #64 in Books > Computers & Technology > Web Development & Design > Website Analytics #336 in Books > Computers & Technology > Internet & Social Media > Online Searching #533 in Kindle Store > Kindle Short Reads > 45 minutes (22-32 pages) > Computers & Technology

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My wife runs a small holiday business, and she got the 'what and how' by reading this. Now making the first two pages returned, not number 10!

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