



Actionable web analytics [using data to make smart business decisions /

Burby, Jason

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Monografía

Provides information on developing a Web analytics strategy to help make strategic business decisions, plan a website, develop effective marketing, and create a culture of analysis within an organization

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Nota general: Incluye índice

Contenido: pt. I. The changing landscape of marketing online -- Ch. 1. The big picture -- Ch. 2. Performance marketing -- pt. II. Shifting to a culture of analysis -- Ch. 3. What "culture of analysis" means -- Ch. 4. Avoiding stumbling points -- pt. III. Proven formula for success -- Ch. 5. Preparing to be data-driven -- Ch. 6. Defining site goals, KPIs, and key metrics -- Ch. 7. Monetizing site behaviors -- Ch. 8. Getting the right data -- Ch. 9. Analyzing site performance -- Ch. 10. Prioritizing -- Ch. 11. Moving from analysis to site optimization -- Ch. 12. Agencies -- Ch. 13. The creative brief -- Ch. 14. Staffing and tuning your Web team -- Ch. 15. Partners -- App. Web analytics "big three" definitions

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