

Web Analytics An Hour A Day Avinash Kaushik

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" Web Analytics An Hour A Day " was the first of Avinash ' s books I read and is a great example: If you are heading to the boom, from a web analytics viewpoint, then there is lots of useful stuff. Chapters 6 to 13 aim to provide the titles ' promise of an hour a day programme.

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Amazon.co.uk:Customer reviews: Web Analytics: An Hour a Day
Web Analytics 2.0. The Art of Online Accountability & Science of Customer Centricity. Web Analytics 2.0 is the second book by Avinash Kaushik, the best selling author of Web Analytics: An Hour A Day. In it Avinash shows you how to use the copious amount of online data to transform your organization from faith-based to data driven.

Web Analytics Book: Web Analytics 2.0 by Avinash Kaushik
Web Analytics expert Avinash Kaushik will cover new ways to segment Google Analytics data, critical analysis techniques, using analytics data to teach you things about your business, and how search trend data will help you with your overall marketing and business strategy. Avinash Kaushik is the author of "Web Analytics 2.0" (Sybex 2009) and "Web Analytics: An Hour A Day" (Wiley 2007).

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Raluca Radu (Owner / MTH Digital). In terms of business, some of the must-read books I would mention are Hooked by Nir Eyal, Web Analytics: An Hour A Day by Avinash Kaushik, Call To Action and Always Be Testing by Bryan Eisenberg, Epic Content Marketing by Joe Pulizzi, How To Build Websites That Sell by Peep Laja, Content Chemistry by Andy Crestodina.

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