



Sams Teach Yourself Google Analytics in 10 Minutes

Michael Miller

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Sams Teach Yourself Google Analytics™ in 10 Minutes gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you'll learn everything you need to use Google Analytics to accurately measure your website's performance—and improve it!

10 minutes is all you need to learn how to...

- Quickly create a Google Analytics account and add Google Analytics to your site
- Define goals and measure how well your site is achieving them
- Track visitors from search engines, pay-per-click advertising, email, and other sources
- Discover the pages your visitors view, how long they stay, and where they exit
- Monitor specific user actions, such as playing embedded video, selecting Flash menu items, or downloading files
- Identify your best and worst content, and fix poorly performing pages
- Improve your site by tracking error pages and broken links
- Measure AdWords traffic, position, and e-commerce performance
- Manage Google Analytics through the Dashboard
- Customize Google Analytics to work more effectively with your site
- Capture more accurate information by filtering out internal traffic
- Choose the right reports and data, understand them, and act on what you learn



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