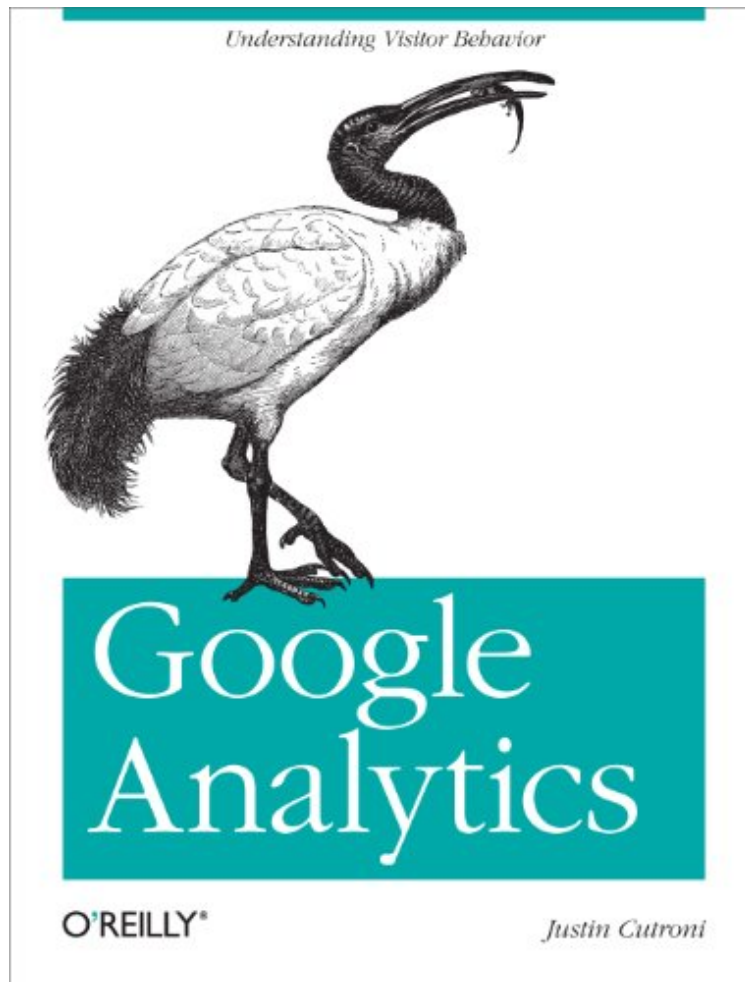


## Google Analytics: Understanding Visitor Behavior

*Justin Cutroni*

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**Justin Cutroni : Google Analytics: Understanding Visitor Behavior** before purchasing it in order to gage whether or not it would be worth my time, and all praised Google Analytics: Understanding Visitor Behavior:

5 of 5 people found the following review helpful. Google Analytics for the power user  
By Ilya Grigorik  
If you know the right knobs, Google Analytics can do just about anything. Of course, the flexibility of the tool also comes at a price: there are a dozen ways to accomplish each task, and often it is not clear which path you should take. This book fills this void by providing a number of great recommendations for how to setup your profiles, why and how to setup profile filters, best practices for instrumenting your links, configure cross-domain tracking, deep dive on the format of the gif hits, and much more. This is a book for a power user. It mostly assumes you are already familiar with Google Analytics, you've read through the docs, you've already setup a couple of profiles, and you've bumped heads with GA on several occasions trying to configure more advanced use cases. Think of this book as your GA consultant in a box - instead much cheaper, and well documented.  
Disclaimer: I've worked as an engineer/manager with the Google

Analytics team. I would without hesitation (and have) recommend this book even to the GA engineers on the team. 0 of 0 people found the following review helpful. Excellent book, very helpful, well written. By Constance Smith This book is one of the BEST technical books I've read. It is extremely organized and so full of great information. I've read or tried to read technical books and they were very poorly written and organized. While I was reading, it almost seemed that the author read my mind because he soon answered my questions. His forte is definitely writing and presenting the information in a clear and concise manner. I will definitely use this book (daily) and keep it at the top of my list. Great information. If you don't get it, you will be missing out. 0 of 0 people found the following review helpful. theory along with practical examples. By David S. James Lots of interesting ideas and tricks which web masters may not aware of. The only disadvantage - last 25% of book is index, standards and some other useless stuff. I would like (personally) to see more ideas what information is worth to collect and how to use it. However, it's probably more general analytics than google analytics itself. Thanks to Justine Cutroni for sharing his experience!

Do you know what people do when they visit your website or web app? Or how much the site contributes to your bottom line? Google Analytics keeps track and makes it easy for you to learn precisely what's happening. This hands-on guide shows you how to get the most out of this free and powerful tool -- whether you're new to Google Analytics or have been using it for years. Google Analytics shows you how to track different market segments and analyze conversion rates, and reveals advanced techniques such as marketing-campaign tracking, a valuable feature that most people overlook. And this practical book not only provides complete code samples for web developers, it also explains the concepts behind the code to marketers, managers, and others on your team. Discover exactly how the Google Analytics system works. Learn how to configure the system to measure data most relevant to your business goals. Track online marketing activities, including cost-per-click ads, email, and internal campaigns. Track events -- rather than page views -- on sites with features such as maps, embedded video, and widgets. Configure Google Analytics to track enterprise data, including multiple domains. Use advanced techniques such as custom variables and CRM integration.

About the Author Justin Cutroni is a web analytics expert and Google Analytics Certified Partner. Justin commonly interacts with senior level management to drive the strategic use of web data and collaborates with marketing and IT teams to develop implementation plans and processes needed to generate actionable data and business insights. An active participant in the web analytics community, Justin speaks at various industry events with a strong passion for sharing knowledge and advancing the analytics industry. Justin is authorized by Google to teach Google Analytics Seminars for Success and has conducted numerous training events in the US and Europe.