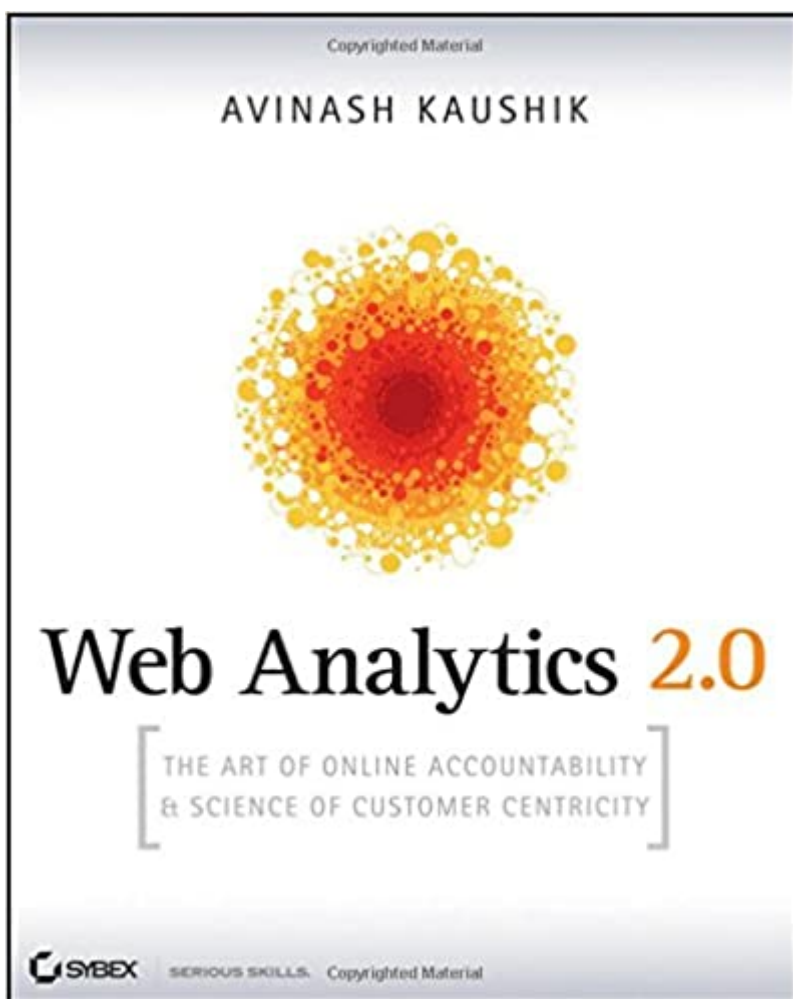


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# Web Analytics 2.0: The Art Of Online Accountability And Science Of Customer Centricity



## Synopsis

Adeptly address today's business challenges with this powerful new book from web analytics thought leader Avinash Kaushik. *Web Analytics 2.0* presents a new framework that will permanently change how you think about analytics. It provides specific recommendations for creating an actionable strategy, applying analytical techniques correctly, solving challenges such as measuring social media and multichannel campaigns, achieving optimal success by leveraging experimentation, and employing tactics for truly listening to your customers. The book will help your organization become more data driven while you become a super analysis ninja! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

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## Customer Reviews

"Analytics is vitally important, and no one explains it more elegantly, more simply, or more powerfully than Avinash Kaushik. Consider buying up all the copies of this book before your competition gets a copy." —Seth Godin, author, *Tribes*

"Lots of companies have spent lots of time and money collecting data—and sadly do little with it. In *Web Analytics 2.0*, Avinash Kaushik helps us grasp the importance of this underused resource and shows us how to make the most of online data and experimentation." —Dan Ariely, Professor of Behavioral Economics, Duke University, and author of *Predictably Irrational*

"Kaushik takes the witchcraft out of analytics. If venture capitalists read this book, they would fire half of the CEOs that they've funded." —Guy Kawasaki, Co-founder of

Alltop & Garage Technology Ventures “When people ask, “who is the smartest guy in the room when it comes to online marketing?” only one name comes to mind: Avinash Kaushik. His new book *Web Analytics 2.0* should be on every marketer’s desk.

It’s powerful, awesome and actionable.

• Mitch Joel, President of Twist Image & author of *Six Pixels of Separation* Shift to Data-Driven Decision Making and Leverage the Complete Power of All Web Data

The Web, online marketing, and advertising have been revolutionized in the last few years, yet the approach to using data has remained largely the same as a decade ago. Web analytics thought leader Avinash Kaushik presents the next-generation framework of web analytics in this exciting book that will dramatically enhance the ability of your organization to think smart and move fast. In this book, Avinash lays out specific strategies and execution models to evolve from simply leveraging clickstream tools to incorporating the insightful elixir of qualitative data, experimentation and testing, and competitive intelligence tools. While expanding upon the industry-shaping lessons from his bestselling book *Web Analytics: An Hour a Day*, Avinash explains how to measure, analyze, and act upon today’s quickly evolving web technologies and trends including social media, video, mobile, and online user-centric design options. As he updates traditional approaches, Avinash debunks myths, identifies traps, and reveals specific, simple and advanced methodologies to transform your thinking, making this book the ultimate guide for all web professionals. Discover the solutions for the hardest challenges, including multichannel analytics and multitouch campaign attribution analysis Quantify the holistic economic value of your website and measure macro and micro conversions for ecommerce, non-ecommerce, and B2B websites Profit from analytical methodologies that attack the holy trinity of search: internal site search, pay-per-click marketing, and search engine optimization Pinpoint the most relevant Key Performance Indicators for your organization and create actionable dashboards that drive change Master crucial emerging analytics fields including Twitter®, YouTube®, blogs, mobile, and rich-media analytics Leverage experimentation and testing to create truly customer-centric websites and innovate by failing faster Create data-driven bosses and organizations, and cultivate the skills and background you need for a successful analytics career Continue learning with four hours of video, an hour of audio, and valuable presentations, templates, and models on the CD

Avinash Kaushik is the author of the leading research & analytics blog *Occam’s Razor*. He is also the Analytics Evangelist for Google and the Chief Education Officer at Market Motive, Inc. He is a bestselling author and a frequent speaker at key industry conferences around the globe and at

leading American universities. He was the recipient of the 2009 Statistical Advocate of the Year award from the American Statistical Association. Avinash donates all proceeds from his books to two charities, The Smile Train and the Ekel Vidyalaya Foundation.

Serious web analytics made practical. With so many changes in Google Analytics plus other tools available, it could really use a 3.0 or 4.0 update by now.

Who can buy and read Avinash's books on digital analytics and be unhappy with its content?! Avinash is the foremost expert and leader in field of digital analytics. I subscribe to all his content and I highly recommend this book if you like to learn about digital analytics.

What a fun to read author! This is one book I actually looked forward to reading, not only for how absolutely informative it was, but for the author's fun sense of humor. Kaushik is a foremost authority on all things "web metrics" and has a great blog as well as being a great author. I can't imagine anyone being disappointed with this book as far as wanting to learn the basics (or remembering what is important, for those already experienced). For beginners, Kaushik covers the most important things to focus on early, so you don't get overwhelmed. He then provides the extras that are good to incorporate once you get comfortable with the beginning stuff. For experienced users, Kaushik reminds you of how going back to the basics and getting out of the weeds will improve your results, and again, provides the advanced concepts as well. This book was easy to understand for me, as a beginner and had lots of great examples.

Web Analytics 2.0 is not a sequel to Kaushik's first book Web Analytics: An Hour a Day. The latter was a hard core offering that covered all aspects of the subject. 2.0 is a more general book that covers a wide range of topics related to and around Web Analytics. The coverage of Social Media and Mobile analytics is sparse and that's my only gripe. Considering that both topics are quite hot and that Social Media has gained maturity it would have been helpful to have both these covered in depth. That said the book is pretty robust in its coverage of a wide mix of topics. The list of tools mentioned is also quite exhaustive. Key Takeaways

- Paid Web Analytics providers are better than the free ones if you need advanced reporting. The other reason is that the paid tools integrate well with other allied offerings/tools. (A project that I'm working on validates both these points)
- Data needs to be actionable. No point collecting old data if the business cannot use it
- Keep an eye on the competition using Google Insights For Search (contains search

keyword data on[...] only), Google Trends (contains broad web usage data), Compete, Hitwise. Also check Google Ad Planner and Quantacast since both use self reported data. Most analytics tools now allow you to benchmark against specific verticals. Use tools like page level/site level surveys to gather user feedback(kampyle, uservice, opinionlab). The Voice of the Consumer is necessary to fill in the gaps Now if only we could get key sales and marketing folks to read this book and understand how much data is there for them to use Tools Web Analytics: Omniture, WebTrends, CoreMetrics, Google Analytics Mobile Analytics: Bango Analytics, [...], [...] Experimentation and Testing: Google Optimizer, Omniture Test and Target, Optimost, Sitespect Voice of the Customer: 4Q, iPerceptions, Foresee Results, Ethnio Competitive Intelligence: Google Insights For Search, Google Trends, Compete, Hitwise, Technorati, Google Ad Planner, Quantacast Analytics Tags Audit: SiteAudit(ObservePoint) SEO gaps, Web Application Performance Management, more : Maxamine, Coradiant Page level/site level surveys to gather user feedback: Kampyle, Uservice, Opinionlab Usability: Ethnio, Usertesting Analyze Actual Online Experiences: Tealeaf, Clicktale Information Architecture: OptimalSort, [...] Visual heat maps: Feng-gui.com, Crazyegg Keyword Analysis: Google Adwords Tool, Wordtracker, KeywordSpy Onsite Behavior Targeting Platforms: Audience Science, kefta, Netmining, BT Buckets (free) Paid Search Tools: Marin software, Kenshoo, ClickEquations For this and other Web Marketing articles, my blog: [...]

I just finished Web Analytics 2.0. I really, really liked it. What impressed me from the get-go is the obvious enthusiasm for the topic. Avinash Kaushik is clearly a guy having fun, and it shows. This could be a rather dry subject (it is, after all, a lotta numbers), but Mr. Kaushik made it easy to understand. And he also impressed why it's so vital. ROI is key, and anyone who can show ROI (and show it quickly, and without too much invested pain) will be able to get and keep a job these days. But he also showed how to actually, (somewhat) objectively measure it. Not guess at it and not hint at it, but actually know it, as well as we can know anything. And this is very powerful. Far too often, social media jobs focus just on tools. It's all about how adept you are at tweeting, etc. And while that's important, it's only one portion of the big picture. It's also got to be about content, it's got to be about reach (SEO). It's got to be about design and usability. And the underpinning to all of it is measurements. For even with a perfectly beautiful website with awesome SEO and design, it doesn't matter much if conversion isn't measurable. Mr. Kaushik shows how to measure conversion, and so much more. This book is truly a worthwhile read, whether you are getting started or are an old pro. I can't say enough good things about it.

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