

INTRODUCTION TO GOOGLE ANALYTICS

A GUIDE FOR ABSOLUTE BEGINNERS

Todd Kelsey

Apress®

Contents

About the Author	vii
About the Technical Reviewer	ix
Introduction	xi
Chapter 1: Overview	1
Chapter 2: Blogalytics	9
Chapter 3: Getting Traffic for Analytics	23
Chapter 4: Reviewing Performance of Campaigns	37
Chapter 5: Fun with E-Commerce Analytics Part I: Shopify	53
Chapter 6: Fun with E-Commerce Analytics Part II: AdWords	83
Chapter 7: Fun with E-Commerce Analytics Part III: Gumroad	107
Chapter 8: Exploring Google Analytics Certification	129
Index	139