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Web Analytics 2.0 is not simply about the clicks that you collect from your website using analytics tools like Google Analytics, Omniture, or XITI. However, Web Analytics 2.0 is about pouring your heart into understanding the impact and economic value of your website by doing rigorous outcomes analysis.

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Web analytics 2.0 framework not only just focus on determining what is happening on your website but also focus on: 1. Outcomes (sales, leads & other business goals)

How to use Web Analytics 2.0 to improve your conversions

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.

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Web Analytics Book: Web Analytics 2.0 by Avinash Kaushik

Come misurare l'efficacia della propria attività web

Web Analytics

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.

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