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hour a day to be successful with web analytics, but over the course of a year any company can develop the necessary competencies to create brilliant, amazing, and magnificent success.

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Web Analytics: An Hour a Day. Avinash Kaushik. ISBN: 978-0-470-13065-0. Jun 2007. 480 pages. Select type: Paperback. E-Book. Paperback. Product not available for purchase. Description Written by an in-the-trenches practitioner, this step-by-step guide shows you how to implement a successful Web analytics strategy. Web analytics expert Avinash ...

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“ Web Analytics An Hour A Day ” was the first of Avinash’s books I read and is a great example: If you are heading to the boom, from a web analytics viewpoint, then there is lots of useful stuff. Chapters 6 to 13 aim to provide the titles’ promise of an hour a day programme.

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Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. However, Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website. Web analytics applications can also help companies measure the results ...

Web analytics - Wikipedia

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