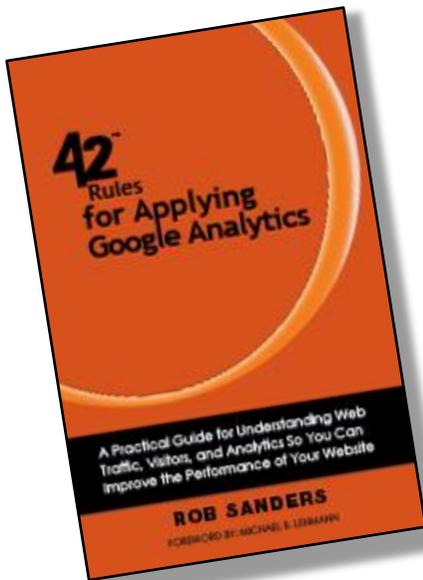


A practical guide for understanding web traffic, visitors and analytics so you can improve the performance of your website



42 Rules for Applying Google Analytics is understanding a visitor's journey through your website then applying that measurement, collection and analysis of data for the main purpose of adequately optimizing and improving website performance. This includes learning where your visitors come from and how they interact with your site or measuring key drivers and conversions such as which web pages encourage people to react by calling, emailing or purchasing a product.



Rob Sanders

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The benefit of applying this free knowledge, whether you are an advertiser, publisher, or site owner, will help you write better ads, strengthen your marketing initiatives, and create higher-converting web pages.

It is even more imperative to apply analytics now that online advertising channels have evolved from traditional display and text to mobile, video and social networking. If you are to succeed, it is a must and not an option to align metrics with business goals, draw actionable conclusions and articulate metrics and goals to stakeholders.

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