

Index

COPYRIGHTED MATERIAL

Index

Note to the Reader: Throughout this index **boldfaced** page numbers indicate primary discussions of a topic. *Italicized* page numbers indicate illustrations.

A

A/B tests

- in behavior targeting, **302**
- as first test, **81**, **209**
- overview, **197**, **197**
- pros and cons, **198**

Abandonment Rate metric, **55**

- benchmarks, **218**
- importance, **73**, **152**

Absolute Unique Visitors metric, **39–43**

accuracy vs. precision, **284–285**

action dashboards, **288**

- benchmarks and segments, **291–292**
- consolidated, **290–291**
- critical few metrics, **292–293**
- elements, **288–290**, **289**
- evolving, **294**
- guidelines, **291**
- insights in, **289**, **293**
- single-page rule, **293–294**

Actionable Web Analytics (Atchison and Burby), **437**

actions

- actionable insights, **4–5**, **422**
- actionable testing ideas, **202–204**
- actionable vs. knowable in surveys, **184**, **184**
- metrics for, **36**

Actions/Steps quadrant in action

- dashboards, **290**

Activity metric for Twitter, **272**

Ad Planner tool, **4**, **214**

- demographic segmentation analysis, **236–237**, **237**

psychographic segmentation analysis, **238**, **238**

search behavior, **239**

self-reported data, **219**, **220**

ad position in PPC, **113–114**, **113–114**

Adblade ad provider, **236**

Aden, Timo, **400**

administration costs, vendor questions about, **23–24**

Adobe AIR technology, **248–249**

ads, number and layout, **203**

AdSense for blog ads, **264**, **395**

AdWords Keyword tool

- campaign tracking, **309**
- competitive intelligence, **217**
- integration with, **26**
- keyword expansion analysis, **234**, **235**
- paid clicks, **110**

Affinium NetInsight

- cookies, **129**
- SEO analysis, **102**
- tags, **140**

in three-bucket strategy, **29**

aggregate data vs. customer behavior, **93–94**, **93–94**

AIR technology, **248–249**

Alexa toolbar, **214**

All Visits metric, **103**, **103**, **108**

Alltop site, **244**

Also Visited reports, **223–224**, **224**

Amazon, video use by, **273**

Amethon company, **251**

- analyses
 - action-driving, 412–415, 413
 - in tool selection strategy, 17–19
 - vendor questions about, 24
 - analytics managers and directors hiring guidelines, 403–406
 - Analytics Talk blog, 400
 - Android-based phones, 250
 - annual support costs, vendor questions about, 23
 - applications
 - analyzing, 248–249, 248
 - data limitations, 139
 - areas of caution in lab usability studies, 174–175
 - artificially intelligent visual heat maps, 192–193, 193
 - Atchison, Shane, 437
 - Atlas Solutions, 236
 - Attention Tracking reports, 276, 276
 - attributes
 - of analytics managers, 404
 - metrics, 59–62, 61
 - attribution in multitouch
 - campaigns, 358
 - alternatives, 366–368, 366
 - challenges, 364–365
 - issues, 359–361, 360
 - models, 361–365, 361
 - overview, 358–359
 - summary, 368
 - Audience Attention reports, 276, 276
 - audience growth in blogs, 258–260, 259
 - audience identification in competitive intelligence, 235–240, 236–238, 240
 - Audience Science company, 299
 - auditing data, 287
 - author contributions to blogs, 257–258, 258
 - Authority metric, 262, 262
 - authorized consultants, vendor questions about, 24
 - automated modeling engines in behavior targeting, 300, 300
 - availability factors
 - in SLAs, 32–33
 - tool selection strategy, 18
 - Average Order Value metric, 109, 109, 153–154, 154
 - Average Position reports, 113
 - Average Revenue per Email Sent metric, 122
 - Average Shared Links Click-Through Rate (CTR) metric, 268–269, 269
 - Average Time on Site metric, 165
 - Average Time to This Page metric, 83
 - Average Value metric, 269
 - average Visits per visitor metric, 162–164, 163
 - averages, 330
 - distributions, 331, 331
 - segmentations, 330–331, 330
 - Avg. Time on Site metric, 77, 114, 114
- ## B
- B&H Photo Video site, 224–225, 225
 - B2B (business-to-business) websites, 166–168
 - Bachman, Jess, 398–399
 - bad exit tracking, 55, 151
 - barriers to web measurement, 432–433
 - budget and resources, 433–434
 - data excess, 435–436
 - data reconciliation, 436–437
 - IT blockages, 437–438, 437–438
 - misunderstandings, 435
 - senior management buy-in, 436
 - siloeed organizations, 434–435
 - staff competency, 439
 - strategy vacuums, 434
 - tools and technology, 433, 439–440
 - trust, 439
 - baseline performance metrics, 275, 275
 - basic statistics skills for web analytics, 396–397

- behavior targeting (BT), 298
 - challenges, 299–301, 300
 - prerequisites, 301–302
 - promises, 299
 - testing in, 302
 - benchmarks
 - action dashboards, 291–292
 - competitive studies, 190–191
 - for context, 319–320, 319–320
 - inaccurate, 425
 - online survey providers, 188
 - for pressure on management, 430–431
 - from vendors, 218–219, 218
 - Bennett, Steve, 63
 - best friend metrics, 318
 - biased video segments, 279
 - Blog Metrics plug-in, 261
 - blogs, 257
 - audience growth, 258–260, 259
 - birth of, 243–244
 - Bounce Rate, 53
 - citations and ripple index, 262–263, 262
 - costs, 263
 - raw author contributions, 257–258, 258
 - ROI, 263–265, 265
 - on web analytics, 400–401
 - Bango Analytics company, 251, 253, 255
 - bosses
 - data-driven, 426–429
 - pressure on, 429–432
 - receptive, 420–421
 - Bounce Rate metric
 - A/B testing, 197
 - attributes, 62
 - benchmarks, 218
 - Direct Traffic, 118
 - email campaigns, 121
 - exceptions and excuses, 53
 - importance, 77
 - levels, 93
 - mobile customer experiences, 254
 - organic search traffic reports, 103
 - overview, 51–52, 51–52
 - site overlay reports for, 83
 - site searches, 97, 97
 - Top Entry Pages with, 202
 - Twitter, 269
 - visitor acquisition reports, 80
 - brainpower factor in tool selection strategy, 18
 - Brand Evangelists Index, 415
 - alternate calculation, 418–419, 419
 - case and analysis, 415–416, 416
 - outcome, 418
 - problem, 416–417
 - results, 417–418, 417
 - solutions, 417
 - summary, 419
 - brand terms
 - long-tail strategy, 341–342, 342
 - paid search impact on, 205–207, 205–206
 - branding campaigns, 328
 - broad match types, 354–356, 356
 - Browse Rate metric, 69
 - browsers
 - embedded in phones, 250
 - tracking, 128
 - budget as barrier to web measurement, 433–434
 - Burby, Jason, 437
 - business individual contributors, 388–390
 - business outcomes in email campaigns, 121–122
 - business team leaders, 391–392
 - business-to-business (B2B) websites, 166–168
- ## C
- calculated metrics, 336–337
 - Call Avoidance metric, 158

- campaigns
 - email, 119–122
 - multitouch. *See* multitouch campaign
 - attribution analysis
 - parameter configuration, 142–143
 - tag-based solutions, 251
 - tracking, 251, 309–310
 - Twitter, 269
- cannibalization, 205–207, 205–206
- card-sorting studies, 191–192
- careers in web analytics, 385–386
 - activities distribution for, 401–403, 402
 - business individual contributors, 388–390
 - business team leaders, 391–392
 - hiring guidelines, 403–406
 - options, salary prospects, and growth, 386–387
 - skills for, 393
 - blogs for, 400–401
 - data visualization and presentation, 398–399
 - detective, 396
 - education, 394–396
 - free webinars for, 399–400
 - practical experience, 393
 - questioning, 397
 - statistics, 396–397
 - tools experience, 393–394
 - from working with business teams, 398
 - technical individual contributors, 388
 - technical team leaders, 390–391
- Cart Abandonment metric
 - benchmarks, 218
 - importance, 152–153
- category terms in long-tail strategy, 341–342, 342
- centralized models, 440–442
- change handling skills for analytics managers, 404
- changes, data decay from, 134–135
- chat tracking, 378–379
- Checkout Abandonment metric, 152–153
- Checkout page testing, 202
- churn
 - in action dashboards, 294
 - Twitter metric, 266
- citations
 - blogs, 262–263, 262
 - social webs, 246
- clean data collection, 286
- click density analysis
 - importance, 73
 - overview, 81–83, 81–82
- click-through rate (CTR) metric
 - PPC, 112
 - Twitter, 268–269, 269
- click-to-open rate (CTOR) metric, 120
- ClickEquations blog, 401
- ClickEquations tool
 - COGS data, 356
 - even-click credit, 362
 - impression share, 351–352, 352
 - multivariate testing, 204
 - pay-per-click analysis, 348–349, 349
- clickstream data
 - integration with, 189–190
 - internal site search analysis, 95–100, 95–100
 - tools, 12, 12
 - Web Analytics 1.0, 5, 5
 - Web Analytics 2.0, 6–7, 6–7
- ClickTale company, 136–138
- ClickTracks tools, 3
 - cookies, 129
 - data sampling, 132, 132
 - site overlay reports, 82
 - in three-bucket strategy, 29
 - videos, 279, 280
 - visits metric, 37–38
 - What’s Changed reports, 61, 61, 325, 325
- Code Green data sampling, 131–133

- Code Orange data sampling, 131–133
- Code Red data sampling, 131–133
- COGS (cost of goods sold) metric, 112, 356
- communicating test results, 212
- communication factors in SLAs, 33
- company cultures
 - tool selection strategy, 18
 - transforming, 408–412
- comparative value in blogs, 264
- comparisons
 - key metrics and segments against site average, 316–318, 316–318
 - key metrics performance over time, 314–315, 314–315, 321–324, 321–324
 - long-term traffic, 222–223, 222–223
 - vendors, 28–34
- Compete tool, 214
 - hybrid data, 221
 - keywords performance, 226
 - long-term traffic trends comparisons, 222, 223
 - Share of Search analysis, 150
 - share-of-shelf analysis, 231, 232
- competitive intelligence (CI) analysis, 6, 6–7, 213–214
 - audience identification and segmentation, 235–240, 236–238, 240
 - benchmarking studies, 190–191
 - benchmarks from vendors, 218–219, 218
 - benefits, 9–10
 - context in, 319–320, 319–320
 - data sources, types, and secrets, 214–215
 - hybrid data, 220–221
 - network data, 217
 - panel data, 216–217
 - for pressure on management, 431
 - search and keyword analysis, 217–218, 225–235, 226–235
 - self-reported data, 219–220, 220
 - toolbar data, 215
 - tools, 12, 12
 - traffic analysis, 221–225, 222–225
- completing task questions in surveys, 186–187
- complexity of metrics, 60
- compound metrics, 336–337
- computation changes, data decay
 - from, 134
- comScore panel, 214, 216
- conferences, internal, 411
- consolidated dashboards, 290–291
- consultants
 - dashboards by, 288
 - for pressure on management, 432
 - vendor questions about, 24
- content analysis in Direct Traffic, 119
- Content Consumption metric, 158
- Content created metric, 258
- content democracy evolution, 243–246, 244–247
- content grouping in pilot tests, 31
- contests, 410–411
- context, 314
 - in action dashboards, 290, 292
 - engagement, 56
 - industry benchmarks and competitive data, 319–320, 319–320
 - key metrics and segments against site average comparisons, 316–318, 316–318
 - key metrics performance for different time periods comparisons, 314–315, 314–315
 - lonely metrics, 318–319, 318
 - for ratios, 335, 335
 - segmenting for, 315–316, 316
 - tribal knowledge, 320–321
- contextless video, 136
- contextual influence in videos, 279–280, 280

- controlled experiments, 205
 - challenges and benefits, 208
 - examples, 207–208
 - offline impact of online campaigns, 382
 - online impact of offline campaigns, 374–376, 375
 - paid search impact, 205–207, 205–206
- Conversation Rate metric
 - blogs, 260–261, 261
 - social webs, 245
 - Twitter, 270, 271
- Conversion Rate metric, 438
 - vs. Average Order Value, 153–154, 154
 - benchmarks, 218
 - cookieless data, 130
 - diagnosing, 64–66, 64–65
 - email campaigns, 121–122
 - Outcomes by All Traffic Sources reports, 87
 - overview, 55–56
 - segmenting, 100, 100
 - Twitter, 269–270, 270
 - videos, 279
- conversions
 - latent, 329
 - Macro and Micro, 156–160, 156–159
- cookies. *See* tracking cookies
- Coradiant tool, 13–14
- Coremetrics tools
 - competitive intelligence, 218, 218
 - even-click credit, 362
 - industry benchmarks, 319, 320
 - Margin metric, 112
 - mobile customer experiences, 252
 - in three-bucket strategy, 28–29
- correlations vs. causality, 154
- cost of goods sold (COGS) metric, 112, 356
- cost per acquisition in media mix modeling, 366
- costs
 - blogs, 263
 - PPC, 112
 - vendor questions about, 23–24
 - in video playback, 137
- Cotlar, Daniel, 148
- coupons, 370–371, 371, 379–380
- courtship model, 346
- Crawl Stats report, 104, 104
- Crazy Egg tools, 3
- Creese, Guy, 11
- critical metrics, 36–37, 63
 - action dashboards, 288–289, 292–293
 - Bounce Rate, 51–53, 51–52
 - Conversion Rate, 55–56
 - engagement, 56–59, 57
 - Exit Rate, 53–55, 54
 - importance, 436
 - success measures, 147–149, 149
 - time, 44–51, 44–50
 - visits, 37–44, 37, 39–43
- critical questions in tool selection strategy, 17–21
- critical thinking skills, 404–406
- CRM Metrix surveys, 381
- CTOR (click-to-open rate) metric, 120
- CTR (click-through rate) metric
 - PPC, 112
 - Twitter, 268–269, 269
- culture
 - for testing, 209–212
 - tool selection strategy, 18
 - transforming, 408–412
- curiosity in analytics managers, 404
- current performance of Direct Traffic, 117–118, 117
- custom credit model, 363–364
- custom reporting
 - for context, 335, 335
 - leveraging, 66–69, 66–69

custom tags, 310
customer behavior
 vs. aggregate data, 93–94, 93–94
 illogical, 425
 PPC, 114–116, 115
 videos, 281
customer-centric strategy, surveys
 for, 187
customer experience, video playback of,
 136–138
customer listening posts in behavior
 targeting, 301–302
Cutroni, Justin, 400

D

daily stuff in pilot tests, 32
Daily Unique Visitors metric, 39–43, 41
Danuloff, Craig, 401
dashboards. *See* action dashboards
data analysis
 lab usability studies, 173
 in testing, 212
data collection
 mobile customer experiences,
 250–253
 vendor questions about, 22–23
 videos, 273–274, 273–274
data decay, 134–136
data-driven culture development,
 407–408
 barriers to web measurement,
 432–440, 437–438
 confidence in data, 420–426,
 422, 424
 data-driven bosses, 426–429
 management pressure, 429–432
 metric definition changes, 415–419,
 416–417, 419
 reports and analyses driving action,
 412–415, 413
 transforming company culture,
 408–412
data excess as barrier to web
 measurement, 435–436
data overload
 as barrier to web measurement,
 435–436
 in behavior targeting, 300
data quality, six-step process for,
 286–287, 286
data reconciliation, 138, 139
 as barrier to web measurement,
 436–437
 campaign parameter configuration,
 142–143
 first-party cookies vs. third-party
 cookies, 139–140
 key metrics definitions, 140–141
 pilot tests, 32
 sampling, 143
 sessionization, 141
 tag order, 143
 tagging precision, 140
 URL parameter configuration,
 141–142
 web log data vs. JavaScript tags, 139
data sampling, 130
 in pilot tests, 31
 for reconciliation, 143
 scenarios, 131–133, 132–133
data sources in competitive intelligence,
 214–215
data visualization skills, 398–399
Days to Purchase metric
 importance, 84, 153
 PPC analysis, 114–115, 115
de Valk, Joost, 258
Death & Taxes visualization
 (Bachman), 398–399, 399
decay, data, 134–136
decay model, 364
decentralized models
 vs. centralized, 440–442
 as tool selection factor, 18
decision matrices for blogs, 265, 265

deep device-specific information, 255
degree of engagement, 57
deletion rates for cookies, 129
Delivery rate metric, 120
Demand metric in Twitter, 272
demographic segmentation analysis,
236–237, 236–238
Depth of Visit metric
 Direct Traffic, 119
 for engagement, 57, 57
 non-ecommerce websites, 165–166
desired outcomes in Twitter, 266
destinations in competitive intelligence,
224–225, 225
detailed trends, 77
diagnosing conversion rates, 64–66,
64–65
different time periods, comparisons for,
314–315, 314–315
Digsby application, 247
dimensional metrics in Twitter, 271
diminishing marginal returns,
424, 424
Direct Traffic metric
 benefits, 86
 capturing, 117
 content analysis, 119
 current performance, 117–118, 117
 for Days to Purchase, 115, 115–116
 for educating management, 118, 118
 importance, 116–117
 purchase behavior, 119
 segmenting, 119
 trends, 324, 324
 in visitor acquisition reports, 78
direct value of blogs, 264
distributions, 331, 331
diversity in behavior targeting, 300
Doctors Without Borders, 265
Donde esta Avinash cuando se le
 necesita? blog, 400
DoubleClick tool, 236
DVD covers testing, 204

E

economic value, quantifying, 159–162
education
 about Direct Traffic, 118, 118
 about imperfect data, 421
 for web analytics, 394–396
 webinars, 399–400
ego positions, 114
Eisenberg, Bryan, 401
email campaigns, 119–120
 business outcomes, 121–122
 responses, 120–121
 website behavior, 121
email providers, cookies with, 128
embarrassing management strategies,
429–432
emotional filters, 57
empty containers, 123, 249
end-to-end PPC view, 111–112, 111–112
Engagement metrics
 overview, 56–59, 57
 Twitter, 271
 videos, 276–277, 277
Enhanced Google Analytics plug-in, 326
enterprise-class web analytics, 27–28
Entity Association tool, 218
environment changes in predictive
 analytics, 306
Ethnio company, 176–178, 177
evangelism
 brand. *See* Brand Evangelists Index
 for testing, 212
even-click credit method, 362
Event Tracking model
 empty containers, 249
 overview, 123–126, 123–125
 social webs, 246
 videos, 273–274, 274
exact match types, 354–356, 356
Exit Rate metric
 exceptions, 55
 overview, 53–55, 54
 site overlay reports for, 83

- % Exits metric, 83
- expansion, keyword, 234, 235
- experience requirements for analytics managers, 405
- Experimentation and Testing, 6, 6–7, 195–196
 - A/B testing, 197–198, 197
 - actionable testing ideas, 202–204
 - in behavior targeting, 302
 - benefits, 8–9
 - controlled, 205–208, 205–206
 - culture for, 209–212
 - expertise for, 212
 - first tests, 81
 - multivariate testing, 198–201
 - pilot tests, 30–32
 - for pressure on management, 429–430
 - tools, 12, 12
- exporting data, vendor questions about, 25
- eye-tracking studies, 192
- F**
- Facebook, 166, 242
- failures
 - costs, 9
 - key points of, 79–80
 - quick and cheap, 425–426
- fairness in pilot tests, 31
- faith-based initiatives
 - blogs, 265
 - causes, 408, 420
 - videos, 273
- fake page views, 123
- fastest-rising search terms, 230–231, 230–231
- Feed Subscribers metric, 150–151
- feedback. *See* surveys
- Feedburner tool, 246
- Feng-GUI program, 192
- filters
 - emotional, 57
 - filtering robots, 139
 - unboring, 413–414
- fingerprint algorithms, 255
- Firebug tool, 140
- Fireclick tool, 218, 218
- first-click credit method, 362
- first-party cookies
 - overview, 127–128
 - vs. third-party, 139–140
 - for unique visitors, 39
- Fivesecondtest company, 191
- Flash
 - data limitations, 139
 - tracking, 3, 122, 311
- Flex tracking, 122, 139
- flow of attention, 192
- fluid web concept, 311
- Flurry company, 253
- flushing cookies, 139
- focus
 - critical few metrics for, 148
 - on outcomes, 412
 - on what's changed, 350–351, 351
- Followers metric, 266, 271
- follow-up in lab usability studies, 173
- Fotonatura website, 158
- foundation metrics, 76–77
- 4Q survey, 4
 - description, 187
 - for videos, 281
 - for visitor source, 372, 372
- fractional factorial multivariate testing, 200
- free traffic, 79
- free webinars, 399–400
- Fresh Egg, 379
- friendly websites for pressure on management, 431–432
- Frontline series, 273–274, 273–274
- full factorial multivariate testing, 200–201

functionality in pilot tests, 30
funnels
 keywords, 346–348, 346–347
 precision in, 423
 videos, 279, 280
FutureNow’s Marketing Optimization
 blog, 401

G

G1 phone, 256, 256
garbage in, garbage out principle in
 behavior targeting, 301
geographic interests, search terms for,
 227–230, 228–239
Gerea, Carmen, 418
Goal Conversion metrics
 clickstream data, 97
 Google Analytics, 67, 67
 organic traffic correlation, 109
 segmenting, 100, 100
 SEO analysis, 103
 Twitter, 269
goals
 configuring, 308–309
 mobile customer experiences,
 253–254
 Outcomes by All Traffic Sources
 reports, 87
 SEO, 108–109, 108–109
 as test criteria, 210–211
Godin, Seth, 160, 259, 264, 400
Gold, Stuart, 63
golden rules for ratios, 335
good enough metrics
 accepting, 287, 426–427
 educating leadership about, 421
 vs. perfect, 63
good exits, tracking, 151
Google Ad Planner tool, 4, 214
 demographic segmentation analysis,
 236–237, 237
 psychographic segmentation analysis,
 238, 238

 search behavior, 239
 self-reported data, 219, 220
Google AdWords tool
 campaign tracking, 309
 competitive intelligence, 217
 integration with, 26
 keyword expansion analysis,
 234, 235
 paid clicks, 110
Google Analytics tool
 Absolute Unique Visitors, 44
 blog, 401
 campaign tracking, 309
 competitive intelligence, 218, 218,
 320, 320
 context in, 317, 317
 custom reports, 67, 68
 data sampling, 132, 133
 Direct Traffic, 117–118, 117
 Goal Conversion report, 67, 67
 impact, 3
 industry benchmarks, 319, 319
 integration with, 26
 # Landing Pages for Organic Traffic
 report, 105, 105
 mobile customer experiences,
 252–254, 254
 Outcomes by All Traffic Sources
 report, 85, 85
 paid clicks, 110
 Search Keyword report,
 66, 66
 segmentation, 92–93, 92
 site overlay reports, 81, 81
 social webs, 246
 tags, 140
 in three-bucket strategy, 29
Google Insights tool, 150
Google Trends for Websites
 Also Visited reports,
 223–224, 224
 long-term traffic trends comparisons,
 222, 222

Google Website Optimizer, 8
 integration with, 26
 MVT testing, 199
 starting with, 81
googlebot, 344
grabbed widgets, 126
Greatest Survey Questions ever,
 185–187, 186
Gross Margin per Visitor metric,
 148–149, 149
growth
 blogs, 258–260, 259
 web analytics careers, 386–387
guiding principles, 313–314
 context, 314–321, 314–320
 inactionable KPI measurements.
 See inactionable KPI
 measurement techniques
 KPI trend comparisons over time,
 321–324, 321–324
 latent conversions, 329
 latent visitor behavior, 327–329,
 328–329
 long-tail strategy, 338–345, 338–339,
 341–343, 345
 PPC analyses, 348–356, 349–356
 upper funnel keywords, 346–348,
 346–347
 what’s changed reports, 324–326,
 325, 327

H

Hawthorne effect, 175
head and heart strategy, 10
head count requirements, vendor
 questions about, 24
head data and keywords
 actionable, 422–423, 422
 in search, 338–340, 338–339, 341
health of metrics, action dashboards
 for, 289
heat maps, 192–193, 193
heroes, creating, 410

HiPPOs (Highest Paid Person’s
 Opinion), 8
hiring guidelines for analytics managers
 and directors, 403–406
historical data, 133, 135–136
history factor in tool selection
 strategy, 18
hits metric limitations, 36
Hitwise ISP, 214
Hitwise tool
 competitive intelligence, 217
 demographic segmentation analysis,
 236, 236
 geographic data, 229, 229
 keywords performance, 226
 psychographic segmentation
 analysis, 238
 Share of Search, 150
 top searches data, 230–231, 231
home pages, limited importance of, 72
“how much” question, 6–8
HTC G1 phone, 256, 256
Hughes, David, 295, 400
hybrid data in competitive intelligence,
 220–221
hypotheses in testing, 210

I

ideas democracies, 196
IEWatch Professional tool, 140
illogical customer behavior, 425
image tags, 251–253
Impact on Company quadrant in action
 dashboards, 290
impacts
 action dashboards for, 289
 emphasis on, 409–410
 site search, 99–100, 99–100
imperfect data
 accepting, 287, 426–427
 educating leadership about, 421
 vs. perfect, 63
imprecise tagging, 140

- impression virgins, 342–343, 346
- impressions
 - PPC, 112, 351–353, 352
 - vs. traffic, 106–107, 106–107
- imputed value of actions, 160
- inaccurate benchmarks, 425
- inactionable KPI measurement techniques, 330
 - averages, 330–332, 330–331
 - compound and calculated metrics, 336–337
 - percentages, 332–334, 333–334
 - ratios, 334–335, 335
- incomplete data
 - accepting, 287, 426–427
 - educating leadership about, 421
 - vs. perfect, 63
- incremental costs, vendor questions about, 23
- indexed scores, 419
- indexing
 - search engines, 103–106, 104–105
 - Twitter performance, 266
- IndexTools, 3, 423
- indices from online survey
 - providers, 188
- industry benchmarks, 319–320, 319–320
- inline segmentation, 99
- insights
 - action dashboards for, 289, 293
 - actionable, 4–5, 222
 - connecting with data, 414
 - importance of, 422
 - macro, 70–73
- Insights for Search tool
 - competitive intelligence, 214, 218
 - keywords performance, 226
 - search terms, 227–229
- instantly useful metrics, 61–62
- integrating data
 - by online survey providers, 189–190
 - vendor questions about, 26
- intelligent analytics evolution, 306–307
 - campaign/acquisition tracking, 309–310
 - revenue and uber-intelligence, 310
 - rich-media tracking, 311
 - tags, 307–308
 - tools settings, 308–309
- intent, visitor, 73, 79–80, 86, 95
- Interaction Time metric, 126
- internal conferences, 411
- internal site search analysis, 95–100, 95–100
- interpretation
 - dashboard data, 288
 - video playback, 136
- iPerceptions online surveys, 4
 - customer-centric strategy, 187
 - for offline impact predictions, 381
 - for Voice of Customer, 430
- iPhone phones, 250
- ISP data for competitive intelligence, 217
- issues and obstacles in web analytics, 283–284
 - accuracy vs. precision, 284–285
 - action dashboards, 288–294, 289, 291–292
 - behavior targeting, 298–302, 300
 - intelligent analytics evolution, 306–311, 307
 - multichannel analytics, 296–298, 297
 - nonline marketing models, 294–296, 295–296
 - online data mining and predictive analytics, 302–306
 - quality, 286–287, 286
- IT blockages as barrier to web measurement, 437–438, 437–438
- IT factor in tool selection strategy, 19

J

- JavaScript tags
 - mobile customer experiences, 251–253
 - vs. web log data, 139
- JimmyR site, 244
- Joel, Mitch, 266
- Juice Analytics, 326
- Junk Charts blog, 400

K

- Kaiser blog, 400
- Kaizen Analytics blog, 400
- Kampyle surveys, 181, 281, 415
- Kaplan company, 233–234, 233
- Kefta behavior targeting, 299
- Kenshoo tool, 348
- key metrics
 - definitions reconciliation, 140–141
 - different time period comparisons, 314–315, 314–315
 - site average comparisons, 316–318, 316–318
- key performance indicators (KPIs)
 - actionable, 149–151
 - description, 37
 - guidelines, 419
 - inactionable. *See* inactionable KPI
 - measurement techniques
 - trend comparisons over time, 321–324, 321–324
- key points of failure, 79–80
- Key Trends & Insights quadrant in action dashboards, 290
- keys
 - multichannel analytics, 296–298, 297
 - predictive analytics, 305
 - tags for, 310
 - vanity URLs for, 369
- Keyword Discovery tool, 234

- Keyword Forecast tool, 218
- Keyword Group Detection tool, 218
- Keyword Positions reports, 113–114, 113–114
- Keyword Tool, 217
- keywords
 - Bounce Rate metric, 52
 - in competitive intelligence, 217, 225–235, 226–235
 - expansion analysis, 234, 235
 - Google Analytics reports, 66, 66, 71
 - mobile customer experiences, 255
 - in search engine results, 106–108, 106–107
 - site overlay reports, 83
 - visitor acquisition reports, 80
- KeywordSpy tool, 234
- kinds of engagement, 57
- Klout tool, 271, 272
- knowable vs. actionable in surveys, 184, 184
- knowledge factor in tool selection strategy, 18
- Kogi BBQ, 266
- KPIs (key performance indicators)
 - actionable, 149–151
 - description, 37
 - guidelines, 419
 - inactionable. *See* inactionable KPI
 - measurement techniques
 - trend comparisons over time, 321–324, 321–324

L

- lab usability studies, 170–171
 - areas of caution, 174–175
 - benefits, 174
 - best practices, 174
 - conducting, 172
 - data analysis, 173
 - post-implementation, 173
 - preparation stage, 171–172

- landing pages
 - segmenting, 92
 - testing, 202
 - Yahoo! Web Analytics, 69, 69
 - # Landing Pages for Organic Traffic report, 105–106, 105
 - large and huge businesses, Multiplicity elements in, 13
 - last-click credit method, 362
 - last page, time on, 49
 - latent conversions, 329
 - latent visitor behavior, 327–329, 328–329
 - layout of ads, 203
 - Lead Submission pages testing, 202
 - leaders
 - data-driven, 426–429
 - pressure on, 429–432
 - receptive, 420–421
 - leakage
 - Bounce Rate for, 54
 - Exit Rate for, 54
 - Length of Visit metric
 - email campaigns, 121
 - non-ecommerce websites, 165, 165
 - lifecycle process metrics, 63–64, 63
 - Likelihood to Recommend
 - metric, 159
 - line of sight metrics, 149
 - Link Popularity Check report, 105
 - listening posts in behavior targeting, 301–302
 - live chat tracking, 378–379
 - live pilot tests, 30
 - live recruiting, 176–178, 177
 - LivePerson, 379
 - living pages, 245
 - local feedback, page-level surveys for, 181
 - Localytics company, 253
 - Locations metric, 275, 275
 - logs-based solutions, 250–251
 - lonely metrics, 318–319, 318
 - long-tail strategy, 338–339, 338
 - brand and category terms, 341–342, 342
 - head and tail computation, 339–340, 339
 - optimal, 344–345, 345
 - search engine marketing, 342–344, 343
 - long-term traffic trend comparisons, 222–223, 222–223
 - lost clients, vendor questions about, 27
 - lost revenue in PPC analyses, 351–353, 353
 - Loyalty metrics. *See* Visitor Loyalty metric
- ## M
- machine-language algorithms in
 - behavior targeting, 300
 - Macro Conversions, 156–160, 156–159, 436
 - macro insights, 70–73
 - management
 - as barrier to web measurement, 436
 - data-driven, 426–429
 - pressure on, 429–432
 - receptive, 420–421
 - Map Overlay metric, 255
 - maps
 - heat, 192–193, 193
 - search terms, 227
 - Margin metric, 112
 - marginal attribution analysis, 367–368
 - marginal returns, diminishing, 424, 424
 - Marin tools, 348
 - market experimentation. *See* Experimentation and Testing
 - Market Motive organization, 309, 400
 - market research, 372, 372
 - marketers, analysts as, 427–428
 - Marketing Productivity blog, 401
 - Marketing Profs organization, 400

- Marketleap reports, 105
- Marshall, John, 61
- Mason, Neil, 64
- match types in PPC analyses, 354–356, 355–356
- math skills for web analytics, 396–397
- mathematical rigor by online survey providers, 188
- Maxamine tool, 13
- MeasureMap tool, 246
- Medcraft, Steve, 30, 32
- media
 - mix models, 366–367, 366
 - rich-media tracking, 311
- medium-sized businesses, Multiplicity elements in, 13
- mental flexibility skills for analytics managers, 404
- message amplification in Twitter, 267–268, 268
- @Messages metric, 271
- metrics overview, 35–36
 - attributes, 59–62, 61
 - changing definitions, 415–419, 416–417, 419
 - compound and calculated, 336–337
 - critical. *See* critical metrics
 - custom reporting, 66–69, 66–69
 - lifecycle process, 63–64, 63
 - macro insights, 70–73
 - perfect vs. good enough, 63
 - strategic tactics, 64–73, 64–70
- Meyers, Rachel, 414
- micro-blogging sites, 266
- Micro Conversions, 156–160, 156–159, 436
- micro-ecosystem reports, 69–70, 70
- mind-sets, 428–429
- Mint tool, 3
- missing data in predictive analytics, 305
- misunderstandings as barrier to web measurement, 435
- mobile customer experiences, 250
 - data collection, 250–253
 - reporting and analysis, 253–257, 254–256
- Mobilytics company, 251, 253
- MochiBot tool, 3
- moderators for lab usability studies, 171
- Mongoose Metrics, 379
- Monthly Unique Visitors metric, 39–43
- Mortensen, Dennis, 401
- Most Significant Falls reports, 326
- Most Significant Rises reports, 326
- move fast, think smart philosophy, 287
- multichannel analytics, 368–369
 - offline impact of online campaigns, 376–383, 377, 380–381
 - online impact of offline campaigns, 369–376, 370–373, 375
 - overview, 296–298, 297
- Multiple Outcomes Analysis,
 - 6–8, 6–7
 - tests and measurements, 211
 - tools, 12, 12
- multiple primary purposes in predictive analytics, 304
- multiple visit behaviors in predictive analytics, 305
- Multiplicity concept
 - in data reconciliation, 436
 - overview, 11–13, 12
 - vendor questions about, 22–23
- multipurpose ecommerce websites, 159
- multitouch campaign attribution analysis, 358
 - alternatives, 366–368, 366
 - challenges, 364–365
 - issues, 359–361, 360
 - models, 361–365, 361
 - overview, 358–359
 - summary, 368
- multitouch conversions, 358
- multivariate regression models, 397

multivariate testing (MVT)
 in behavior targeting, 302
 common techniques, 200–201
 overview, 198–200, 198–200
 pros and cons, 201
MySpace, 242

N

name-value pairs, 249
Nedstat tools
 Absolute Unique Visitors, 44
 mobile customer experiences, 255
 in three-bucket strategy, 29
negotiating SLAs, 32–34
net detractors, 430
net promoters, 430
Net Promoters metric, 159
netbooks, 239
NetInsight tool
 cookies, 129
 SEO analysis, 102
 tags, 140
 in three-bucket strategy, 29
Netmining company, 299
network data in competitive
 intelligence, 217
Network strength metric, 272
New and Returning Visitors
 metric, 130
new elements, vendor questions
 about, 26–27
New Visitors metric, 53
% New Visits metric, 77
New York Times
 Times Reader, 248–249, 248
 Visualization Lab, 398
newbies for pilot tests, 31
non-ecommerce website success
 measures, 162–166, 163–165
Non-Line Blogging blog, 400
Non-Paid Traffic metric, 103, 103
noncampaign, nonsearch, nonlinked
 traffic. *See* Direct Traffic metric

nonlinear marketing models, 294–296,
 295–296
nontraditional value in blogs, 264
normalizing tabbed browsing, 50, 50
Notte, Michael, 400
Novo, Jim, 207, 401
Number completed videos watched
 metric, 167
Number of free samples ordered
 metric, 167

O

ObservePoint tool, 13
off-site content, 151, 245–246
offer codes
 offline impact of online campaigns,
 379–380
 online impact of offline campaigns,
 370–371, 371
Offermatica tool, 81
office hours, holding, 411–412
offline campaigns
 online impact on, 369–376,
 370–373, 375
 online impacted by, 376–383, 377,
 380–381
offline customer experiences,
 248–249, 248
Omniture tool, 3
 behavior targeting, 299
 blog, 401
 cookies, 127–129
 Margin metric, 112
 mobile customer experiences, 252
 paid clicks, 110
 SEO, 102
 tags, 140
 in three-bucket strategy, 28–29
 unique visitors metric, 39
 webinars by, 399
on-the-fly segmentation
 capabilities, 188
one-night stand mentality, 346

- online activities
 - card-sorting studies, 191–192
 - data mining, 302–306
 - education for, 395–396
 - failure costs, 9
 - surveys. *See* surveys
 - testing, 204
- online campaigns
 - offline impact on, 376–383, 377, 380–381
 - offline impacted by, 369–376, 370–373, 375
- open-ended questions in surveys, 187
- Open rate metric, 120
- open-text customer responses, 189
- opportunity analysis, 227–230, 228–239
- opportunity costs of blogs, 263
- opportunity pies, 155, 155
- OptimalSort company, 191
- Optimost tool, 8, 81
- order of tags, 143
- Order Size metric, 122
- organic searches
 - controlled experiments, 205–207, 206
 - traffic reports, 102–103, 102–103
- Ortega, Fernando, 158
- Otamendi, Rene Dechamps, 379
- Other bucket in visitor acquisition reports, 78–79
- outbound link tracking, 151
- outbound marketing effort
 - optimization, 204
- outcome-based metrics, 36
- outcomes
 - email campaigns, 121–122
 - emphasis on, 409–410
 - focus on, 412
 - importance, 8
 - Multiple Outcomes Analysis, 6–8, 6–7, 12, 12, 211
 - SEO, 108–109, 108–109
 - Twitter, 266

- Outcomes by All Traffic Sources
 - reports, 85–87, 85
- outsiders, dashboards by, 288
- outsourced online usability, 178–179
- overlap in competitive sites, 223–224, 224
- Overture Keyword Tool, 234
- ownership of data, vendor questions
 - about, 25

P

- packet-sniffing-based solutions, 251
- Page Depth metric, 91
- page-driven data collection
 - mechanisms, 123
- page-level surveys, 180–181, 180
- page view costs, vendor questions
 - about, 23
- Page Views metric
 - benchmarks, 218
 - data sampling, 130
 - description, 77
 - limitations, 36, 126
 - mobile customer experiences, 254–255
 - rich experiences, 122–123
 - segmentation analysis, 239
 - site overlay reports, 83
- Page Views per Visit metric, 334
- pageless experiences, 123
- pages
 - data sampling, 131–132
 - Exit Rate metric, 53–55, 54
- Pages/Visit metric
 - description, 77
 - Direct Traffic, 118
 - mobile customer experiences, 254
- paid search. *See also* pay-per-click (PPC) analyses
 - impact on brand keywords and cannibalization, 205–207, 205–206

- site search analysis, **110–116**, *111–115*
- sponsored links, 101
- traffic from, **111**
- Paid Traffic metric, 103, *103*
- Paine, K. D., 36
- PALM (People Against Lonely Metrics), 318
- pan-session metrics, 130
- pan-session purchase behavior, 84
- panel data
 - for competitive intelligence, **216–217**
 - for unique visitors, 39
- Panos company, 379–380, *380*
- Papadakis, Theo, 57
- paper printouts, 170
- paradox of data, 2
- partial factorial multivariate testing, 200
- path analysis in multitouch campaign attribution, **364–365**
- pay-per-click (PPC) analyses, **348–349**
 - ad position, **113–114**, *113–114*
 - customer behavior, **114–116**, *115*
 - end-to-end view, **111–112**, *111–112*
 - impression share and lost revenue, **351–353**, *352–353*
 - keyword arbitrage opportunities, **349–350**, *349–350*
 - long-tail strategy, 343–344
 - ROI distribution reports, **353–354**, *354*
 - site search analysis, **110–116**, *111–115*
 - user search query and match types, **354–356**, *355–356*
 - what’s changed focus, **350–351**, *351*
- pay per page views in data sampling, 130
- People Against Lonely Metrics (PALM), 318
- people changes, data decay from, 135
- Percent Mobile company, 251, 253
- Percent of New Visits metric, 218
- Percentage of selection and solution guide downloads metric, 167
- Percentage of solutions by the same member ID metric, 167
- Percentage of Visits that viewed the Product Folder directories metric, 167
- percentages, **332**, *333*
 - raw numbers, **333**, *334*
 - segmenting, **333**, *334*
 - statistical significance, **334**
- perfect metrics
 - educating leadership about, 421
 - vs. good enough, 63
- permission-based surveys, 182, *183*
- persistent cookies, 127
- phone calls, tracking, **378–379**
- photo-publishing websites, **158**, *158*
- phrase match types, **354–356**, *356*
- pilots surveys, 190
- Pinch Media company, 253
- Piwik tool, 3
- pollutants, isolating, 382
- Pols, Aurelie, 379
- pop-up and pop-under surveys, 182, *182*
- post-implementation of lab usability studies, 173
- postclick marketing, 299
- postfacto segmentation, vendor questions about, 25
- Posts per month metric, 258
- PPC. *See* pay-per-click (PPC) analyses
- precision
 - vs. accuracy, 284–285
 - in funnels, 423
 - for quality, 287
- preclick marketing, 299
- predictive analytics, **302–303**
 - data types, **303–304**
 - missing primary keys and data sets, 305
 - multiple primary purposes, 304

- multiple visit behaviors, 305
- pace of change issues, 305–306
- variables, 304
- presentation skills for web analytics, 398–399
- prices, testing, 203–204
- primary keys
 - multichannel analytics, 296–298, 297
 - predictive analytics, 305
 - tags for, 310
 - vanity URLs for, 369
- primary purposes
 - predictive analytics, 304
 - of visits, 154–156, 155
- primary research, 382–383
- primitive indicators, 76–77, 76
- PRIZM segments and groups, 238
- problems, testing for, 211–212
- Products Sold metric, 109, 109
- professional services costs, vendor
 - questions about, 23
- Profitability metric, 122
- prospects, 71
- prototypes, 170–171
- psychographic segmentation analysis, 238–239, 238
- purchase behavior in Direct Traffic, 119
- purpose of visit in surveys, 186

Q

- Qooqle site, 244
- qualitative data, 169–170
 - lab usability studies, 170–175
 - outsourced online usability, 178–179
 - remote research, 175–178, 177
 - surveys. *See* surveys
 - web-enabled research, 190–193
- quality
 - site search, 97–99, 97–99
 - six-step process for, 286–287, 286
- Quantcast tool, 214, 219, 220
- questioning skills for web analytics, 397

- questions
 - surveys, 185–187, 186
 - tool selection strategy, 17–21
 - for vendors, 21–27

R

- rapid usability tests, 191–192
- ratios, 334
 - context for, 335, 335
 - golden rules for, 335
- Raw Author Contributions metric, 257–258, 258
- raw numbers with percentages, 333, 334
- Reach metric
 - blogs, 260
 - Twitter, 271
- real time metrics, 61
- really simple syndication (RSS), 150–151
 - blogs, 259–261, 260–261
 - social webs, 246
- Recency metric, 94, 328, 328
 - importance, 150
 - overview, 164–165, 164
- reconciling data. *See* data reconciliation
- redeemable coupons, 370–371, 371, 379–380
- redirects, 369–370, 370
- referral strings in paid search, 110
- referrals in competitive intelligence, 224–225, 225
- Referring Sites reports, 78, 326
- Referring URLs reports, 71
- Referring Websites (URLs) metric, 130
- Registration pages, 202
- regression models, 397
- related search terms, 230–231, 230–231
- relevant metrics, 60, 62
- relevant people in Twitter, 266
- remote research, 175–178, 177
- Repeat Visitors metric, 128
- Replies Received Per Day metric, 270
- Replies Sent Per Day metric, 270

- reports
 - action-driving, 412–415, 413
 - configuring, 308
 - custom, 66–69, 66–69
 - mobile customer experiences, 253–257, 254–256
 - Outcomes by All Traffic Sources, 85–87, 85
 - site overlay, 81–83, 81–82
 - as tool selection factor, 17–19
 - visitor acquisition, 78–81, 78–80
 - Visits to Purchase, 83–85, 84
 - requests, session, 38
 - resources as barrier to web measurement, 433–434
 - response rate in Twitter, 268
 - responses
 - email campaigns, 120–121
 - pilot tests, 30
 - surveys. *See* surveys
 - Results Page Views/Search metric, 97, 98
 - retention rate in email campaigns, 120–121
 - retesting lab usability studies, 173
 - Returning Visitors metric, 94
 - Retweetist tool, 268
 - Retweetrank tool, 268
 - retweets, 267–268, 268
 - revenue
 - cookieless data, 130
 - email campaigns, 122
 - SEO, 108–109, 108–109
 - and uber intelligence, 310
 - revenue per click (RPC) metric, 112
 - rich Internet applications (RIAs), 134
 - rich-media, tracking, 122–126, 123–125, 139, 311
 - ripple index for blogs, 262–263, 262
 - risk factor in tool selection, 18
 - RobotReplay company, 136–137
 - robots
 - B2B website visits, 166
 - filtering, 139
 - ROI metric
 - blogs, 263–265, 265
 - PPC, 112, 353–354, 354
 - SEO, 108–109, 108–109
 - role models, 410
 - root causes for trends, 290
 - RPC (revenue per click) metric, 112
 - RSS/Feed Subscribers metric, 150–151
 - RSS feeds, 150–151
 - blogs, 259–261, 260–261
 - social webs, 246
 - run time sampling, 143
- ## S
- salary prospects in web analytics, 386–387
 - Sales metric, 159
 - sample bias in panel data, 216
 - sampling, 130
 - in pilot tests, 31
 - for reconciliation, 143
 - scenarios, 131–133, 132–133
 - SAS (software-as-a-service) model, 201
 - satisfaction computation, 416
 - Save Your Itinerary feature, 116
 - saving data, 135–136
 - SbKT (Search-based Keyword Tool), 344–345, 345
 - scalable listening. *See* surveys
 - scale
 - in behavior targeting, 299
 - video playback, 136
 - scale filters, 414
 - scorecards in Klout, 271
 - Screen Resolution metric, 254–255
 - screen-sharing applications, 178
 - search analysis, 95
 - audience segmentation, 239–240, 240
 - competitive intelligence, 217–218, 225–235, 226–235
 - Direct Traffic, 116–119, 117–118
 - email campaigns, 119–122
 - keywords. *See* keywords

- long-tail strategy, 338–345, 338–339, 341–343, 345
- pay-per-click/paid search, 110–116, 111–115, 348–356, 349–356
- pilot tests, 31
- quality, 97–99, 97–99
- related terms, 230–231, 230–231
- rich media, 122–126, 123–125
- segmentation and impact, 99–100, 99–100
- SEO. *See* Search Engine Optimization (SEO) analysis
- upper funnel keywords, 346–348, 346–347
- usage, 95–96, 95–96
- Search-based Keyword Tool (SbKT), 344–345, 345
- Search Depth metric, 98
- Search Engine Keywords metric, 130
- search engine marketing (SEM), 342–344, 343
- Search Engine Optimization (SEO) analysis, 101–102, 101
 - keyword performance, 106–108, 106–107
 - organic search traffic reports, 102–103, 102–103
 - outcomes, 108–109, 108–109
 - search engine indexing, 103–106, 104–105
- Search Engine Saturation report, 105
- search engines
 - Bounce Rate, 52
 - indexing by, 103–106, 104–105
 - in visitor acquisition reports, 78–79
- % Search Exits metric, 97, 97
- Search Funnels tool, 218
- % Search Query Refinements metric, 98–99, 98–99
- secrets in competitive intelligence, 214–215
- security factors in SLAs, 33
- segmentation, 88–89, 88
 - action dashboards, 291–292
 - average data, 330–331, 330
 - benefits, 89–90, 89–90
 - Bounce Rate, 53
 - competitive intelligence, 235–240, 236–238, 240
 - for context, 315–316, 316
 - creating and applying, 90–93, 91–92
 - demographic, 236–237, 236–238
 - Direct Traffic, 119
 - online survey provider
 - capabilities, 188
 - percentages, 333, 334
 - in pilot tests, 31
 - psychographic, 238–239, 238
 - search behavior in, 239–240, 240
 - site average comparisons, 316–318, 316–318
 - site search, 99–100, 99–100
 - in trend analysis, 323–324, 323–324
 - vendor questions about, 25
 - videos, 278
- selectivity in data collection, 286–287
- self-publishing platforms, 243
- self-reflection, 17
- self-reported data for competitive intelligence, 219–220, 220
- selling tactics testing, 203–204
- SEM (search engine marketing), 342–344, 343
- SEMPO webinars, 399
- senior management buy-in as barrier to web measurement, 436
- SEO (Search Engine Optimization) analysis, 101–102, 101
 - keyword performance, 106–108, 106–107
 - organic search traffic reports, 102–103, 102–103
 - outcomes, 108–109, 108–109
 - search engine indexing, 103–106, 104–105

- service-level agreements (SLAs), 32–34
- session cookies, 127
- session IDs, 38
- sessionization, 141
- Share of Search metric, 150
- share-of-shelf analysis, 231–232, 232
- share of voice concept, 351
- sharing websites, 158, 158
- Short Visits metric, 80
- siload organizations as barrier to web measurement, 434–435
- single-page rule for action dashboards, 293–294
- single-page view sessions, 48–49, 48
- site average comparisons, 316–318, 316–318
- Site Catalyst tool, 3
- Site Content topic, 281
- site-level surveys, 182–184, 182–183
- site overlay reports, 73, 81–83, 81–82
- site search analysis. *See* search analysis
- Site Usage metrics, 254
- SiteCatalyst tool, 3
- SiteSpect tool, 8, 81
- Six Sigma/Process Excellence, 148
- six-step data quality process, 286–287, 286
- SKU mix, 203
- SLAs (service-level agreements), 32–34
- small businesses, Multiplicity elements in, 13
- small sites, problems in, 424–425
- Smile Train, 265, 273
- Social Engagement reports, 276–277, 277
- social web, 241–242
 - blogs, 257–265, 258–262, 265
 - content democracy evolution, 243–246, 244–247
 - data challenges, 242, 243
 - education for, 395–396
 - mobile customer experiences, 250–257, 254–256
 - offline customer experiences, 248–249, 248
 - Twitter, 247–248, 266–272, 267–272
 - videos, 273–281, 273–278, 280
- software-as-a-service (SAS) model, 201
- software versions, vendor questions about, 22
- Song, Sidney, 400
- sources of traffic, 86
- Spaz application, 247
- split credit model, 363–364
- sponsored links, 101
- stability in predictive analytics, 306
- staff competency as barrier to web measurement, 439
- standard metrics. *See* critical metrics
- StatCounter visits metric, 37, 37
- statistical significance of percentages, 334
- statistics skills for web analytics, 396–397
- strategic imperative, 10, 11
- strategic tactics, 64–73, 64–70
- strategy vacuums as barrier to web measurement, 434
- structured experiences, 55
- Subscriber retention rate in email campaigns, 120–121
- Subscribers metric for blogs, 259–260, 260
- success measures, 145–147, 146
 - Average Order Value, 153–154, 154
 - B2B websites, 166–168
 - cart and checkout abandonment metrics, 152–153
 - critical few metrics, 147–149, 149
 - Days to Purchase and Visits to Purchase, 153
 - economic value, 159–162
 - KPIs, 149–151
 - lab usability studies, 173
 - Macro and Micro conversions, 156–160, 156–159

- non-ecommerce websites, 162–166, 163–165
- primary purpose of visits, 154–156, 155
- support costs, vendor questions about, 24
- support factors in SLAs, 33
- support quality in pilot tests, 31–32
- surveys, 179–180
 - mistakes, 184–185, 184–185
 - offline impact of online campaigns, 380–381, 381
 - online impact of offline campaigns, 372, 372
 - online survey providers, 188–190
 - questions, 185–187, 186
 - types, 180–184, 180, 182–183
 - for videos, 281
- system parameters in data reconciliation, 142
- systems changes, data decay from, 134

T

- tabbed browsing, 49–51, 49–50
- tactical shift, 11–13, 12
- tags
 - campaigns, 309–310
 - custom, 310
 - email campaigns, 120
 - importance, 307–308
 - imprecise, 140
 - mobile customer experiences, 251–253
 - order, 143
 - vs. web log data, 139
- tail keywords, 338–340, 338–339, 341
- Tan, Shirley, 230
- Task Completion Rate metric
 - importance, 149
 - Macro Conversions, 158
 - in surveys, 186, 186
- TCO (total cost of ownership)
 - in pilot tests, 30–31
 - vendor questions about, 23–24

- Tealeaf company, 136
- technical areas in pilot tests, 30
- technical individual contributors, 388
- technical support websites, 158–159, 159
- technical team leaders, 390–391
- technology
 - as barrier to web measurement, 433, 439–440
 - blog costs, 263
- Technorati, 262–263, 262
- 10/90 rule, 16–17, 24
- test box layouts, 204
- Test&Target tool, 3, 8
- testing. *See* Experimentation and Testing
- Texas Instruments website, 167
- Thayer, Shelby, 400
- third-generation tools in PPC analyses, 348–349
- third-party cookies
 - vs. first-party, 139–140
 - overview, 127–128
 - for unique visitors, 39
- three-bucket strategy, 28–29
- Ticket Opened metric, 158
- TigTags tool, 255–256, 255
- Time After Search metric, 98
- time costs of blogs, 263
- time metrics, 44–51, 44–50
- Time on Page metric, 44–47, 45–46, 83
- Time on Site metric, 44–47, 45, 47
 - benchmarks, 218
 - Direct Traffic, 118
 - in engagement, 58
 - mobile customer experiences, 254
 - Twitter, 269
- time requirements for pilot tests, 31
- Time to the Page metric, 83
- timely metrics, 60–62
- Times Reader, 248–249, 248
- tool/consultant hype, 209–210
- tool pilots, 29–32

- tool selection strategy
 - 10/90 rule, 16–17
 - critical questions, 17–21
 - important, 16
 - vendor comparisons, 28–34
 - vendor questions, 21–27
- toolbars, 215
- tools
 - B2B website visits, 168
 - as barrier to web measurement, 433, 439–440
 - configuring, 308–309
 - limiting, 423–424
- Top 10 Referrers metric, 135
- Top Entry Pages metric
 - importance, 72
 - report, 52, 52
 - testing, 202
 - in visitor acquisition reports, 80
- Top Landing Pages reports, 52, 197
- top referrers, Bounce Rate for, 52
- top viewed pages, 73
- Top Visited Pages metric, 130
- total cost of ownership (TCO)
 - in pilot tests, 30–31
 - vendor questions about, 23–24
- Total Visits metric, 38
- touches, 358
- tracking
 - email campaigns, 120
 - mobile applications, 253
- tracking cookies, 126–127
 - choice and data storage, 128–129
 - deletion rates, 129
 - first-party and third-party, 127–128, 139–140
 - mobile customer experiences, 255
 - as online survey provider
 - requirement, 189
 - transient and persistent, 127
 - for unique visitors, 38–39
 - working without, 129–130
- tracking parameters, 142
- traffic analysis
 - competitive intelligence, 221–225, 222–225
 - online impact of offline campaigns, 372–374, 373
 - organic search, 102–103, 102–103
 - paid search, 111
- transforming company culture, 408–412
- transient cookies, 127
- Trending Upward blog, 400
- trends
 - action dashboards for, 289–290
 - comparing over time, 321–324, 321–324
 - root causes for, 290
- Trends for Websites tool
 - Also Visited reports, 223–224, 224
 - hybrid data, 221
 - long-term comparisons, 222–223, 222–223
- tribal knowledge
 - for context, 320–321
 - in tool selection strategy, 18
 - in trend analysis, 322–323, 322
- Trinity strategy, 4
- trust as barrier to web measurement, 439
- TubeMogul tool, 273
- Turner, Stephen, 61
- Tweet Citations metric, 262, 262
- TweetDeck application, 247
- Tweetmeme tool, 262–263
- Twitter, 242, 246, 247, 266
 - Click-Through Rate, 268–269, 269
 - Conversation Rate, 270, 271
 - Conversion Rate, 269–270, 270
 - growth, 266, 267
 - measuring, 247–248, 248
 - message amplification, 267–268, 268
 - metrics, 271–272, 272
- Twittercounter tool, 266, 267
- TwitterFriends tool, 270, 271

U

uber-intelligence, 310
UCD (user-centric design)
 methodologies, 170, 173
UGC (user-generated content), 243
unboring filters, 413–414
uncomplex metrics, 60, 62
Unica tool, 246
unique browsers, tracking, 128
unique value propositions (UVPs), 415
Unique Visitors metric
 blogs, 259–260, 259
 in Conversion Rate, 55–56
 cookies for, 126–128
 data sampling, 132
 mobile customer experiences, 255
 overview, 38–39, 39
 saving, 135
 videos, 275, 275
 working with, 39–44, 39–43
universal searches, 106, 277
unquantifiable value for blogs, 265, 265
up-front testing decisions, 210–211
Updates metric, 271
upper funnel keywords, 346–348,
 346–347
Urchin, 129
URL Builder tool, 110
URLs
 parameter configuration, 141–142
 vanity, 369–370, 370
usability in pilot tests, 30
usability labs, 171
Usability Sciences surveys, 381
usability tests, 191–192
user-centric design (UCD)
 methodologies, 170, 173
user cookies, 127
user-generated content (UGC), 243
user research
 lab usability studies, 170–175
 outsourced, 178–179
 remote, 175–178, 177

surveys. *See* surveys
 web-enabled options, 190–193
user search queries in PPC analyses,
 354–356, 355–356
UserTesting.com company, 178
UserVoice surveys, 181
UserZoom company, 191
UVPs (unique value propositions), 415

V

% of Valuable Exits metric, 151
vanity URLs, 369–370, 370
variables in predictive analytics, 304
Velocity metric, 271
vendors
 comparing, 28–34
 competitor benchmarks from,
 218–219, 218
 enterprise-class, 27–28
 online survey providers, 188–190
 questions for, 21–27
Vera, Gemma Munoz, 400
video playback of customer experience,
 136–138
videos
 advanced analysis, 278–279
 contextual influence, 279–280, 280
 customer behavior measures, 281
 data collection, 273–274,
 273–274
 data limitations, 122–126,
 123–125, 139
 metrics and analysis, 274–278,
 275–278
 segmentation, 278
 Social Engagement report,
 276–277, 277
 viralness, 277, 277
 Voice of Customer data, 281
Views metric for videos, 275, 275
Viral Distribution and Detail report,
 277, 277
viralness, 126, 277, 277

- virtuous data quality cycle,
286–287, 286
- Visible Measures tool, 273
- Visitor Loyalty metric, 94
 - Direct Traffic, 119
 - importance, 150
 - latent visitor behavior, 328, 329
 - overview, 162–164, 163
- Visitor Recency metric, 94
 - importance, 150
 - latent visitor behavior, 328, 329
 - overview, 164–165, 164
- visitors
 - acquisition reports, 78–81, 78–80
 - in predictive analytics, 305
 - tracking cookies, 126–130
- Visitors metric
 - macro insights, 71–73
 - saving, 135
- Visits metric
 - benchmarks, 218
 - blogs, 259–260, 259
 - in Conversion Rate, 55–56
 - mobile customer experiences, 252
 - move to, 36
 - overview, 37–38
 - segmentation, 91
 - Twitter, 269
 - Unique Visitors, 38–39, 39
 - working with, 39–44, 39–43
- Visits to Purchase metric
 - cookieless data, 130
 - importance, 153
 - reports, 83–85, 84, 359, 360
- visual heat maps, 192–193, 193
- visual impressions, 351–353, 352
- Visual Revenue blog, 401
- Visualization Lab, 398
- Voice of Customer (VOC), 6, 6–7, 9
 - for pressure on management, 430
 - questions in surveys, 187
 - tools, 12, 12
 - videos, 276, 281

W

- WAA webinars, 399
- WASP tool, 140
- Web Analytics 2.0 overview, 4–6, 5–7
 - bonus analytics, 13–14
 - Clickstream, 7
 - Competitive Intelligence, 9–10
 - Experimentation and Testing, 8–9
 - Multiple Outcomes Analysis, 7–8
 - strategic imperative, 10–11
 - tactical shift, 11–13, 12
 - Voice of Customer, 9
- Web Analytics Career Introspection Guide, 387
- Web Analytics in China blog, 400
- Web Analytics Inside blog, 400
- Web Analytics Vendors & Challenges video, 29
- Web Bug tool, 140
- Web Developer Toolkit tool, 140
- web-enabled emerging user research options, 190–193
- Web Link Validator tool, 140
- web log data vs. JavaScript tags, 139
- webinars, 399–400
- Webmaster Tools
 - Crawl Stats report, 104, 104
 - keywords report, 106, 106
 - SEO, 101
- website behavior in email
 - campaigns, 121
- website changes, data decay from, 134–135
- WebSort company, 191
- Webtrends tool, 3
 - cookies, 128
 - Margin metric, 112
 - reports, 7–8
 - SEO, 102
 - tags, 140
 - in three-bucket strategy, 28–29
 - unique visitors metric, 39

Weekly Trends metric, 135
Weekly Unique Visitors metric, 39–43
weighted means, 418–419, 419
“what question”, 6
“what else” question, 6, 9–10
What’s Changed reports, 61, 61
 overview, 324–326, 325, 327
 PPC analyses, 350–351, 351
“What’s your point?” filters, 412
“why” question, 6, 8–9
widgets, 122, 126
wireframes prototypes, 170–171
WordPress metrics, 258
Wordtracker tool
 competitive intelligence, 214
 keyword expansion analysis, 234

X

XiTi, 3
 Absolute Unique Visitors, 44
 Bounce Rate, 51, 51
 cookies, 129
 Direct Traffic, 117, 117

Most Significant Falls reports
 and Most Significant Rises
 reports, 326
in three-bucket strategy, 29

Y

Yahoo! for audience identification, 236
Yahoo! Site Explorer, 104, 104
Yahoo! Web Analytics
 cookies, 129
 description, 2
 Landing Pages report, 69, 69
 release, 3
 segmentation, 91, 91, 93
 in three-bucket strategy, 29
 Top Entry Pages report, 52, 52
 unique visitors metric, 39
Yellow Pages websites, 53
YouTube, 242, 274–275

Z

Zappos company, 207