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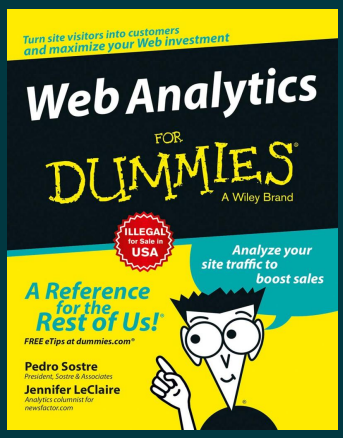

Web Analytics For Dummies

By Pedro Sostre , Jennifer LeClaire

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Description

Web Analytics For Dummies answers two key questions for anyone undertaking a Web analytics project: How do I get the data I need? How do I apply the data to improving my Web site? The authors are experienced Web analysts and designers with experience both in examining the trends of an existing site and redesigning based on research.

About the Author

Pedro Sostre , Jennifer LeClaire

Pedro Sostre is a New Media entrepreneur who's done everything from consulting to design for a major dot-com to launching his own Web development and consulting firm. He's managed web projects for companies like CBS Sportsline, BMW Motorcycles

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