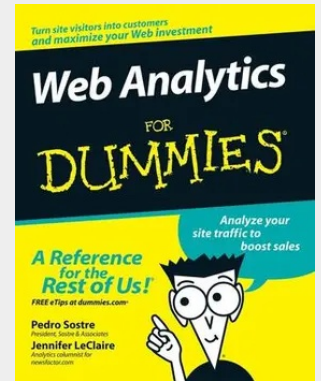


Web Analytics for Dummies

Covers free and fee-based analytics tools Don't miss another profitable opportunity -- find out what works and what doesn't Are you getting a decent return on the time and money you put into your Web site? Let this easy-to-follow guide help you find out! Two analytics experts guide you through choosing the right tools for analyzing your site, measuring your data, and making the changes that will boost your site's profitability without boosting your budget. * Understand Web analytics lingo * Find out what visitors do at your site * Measure metrics that matter most * Spot where your traffic comes from * Reduce shopping cart abandonment

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