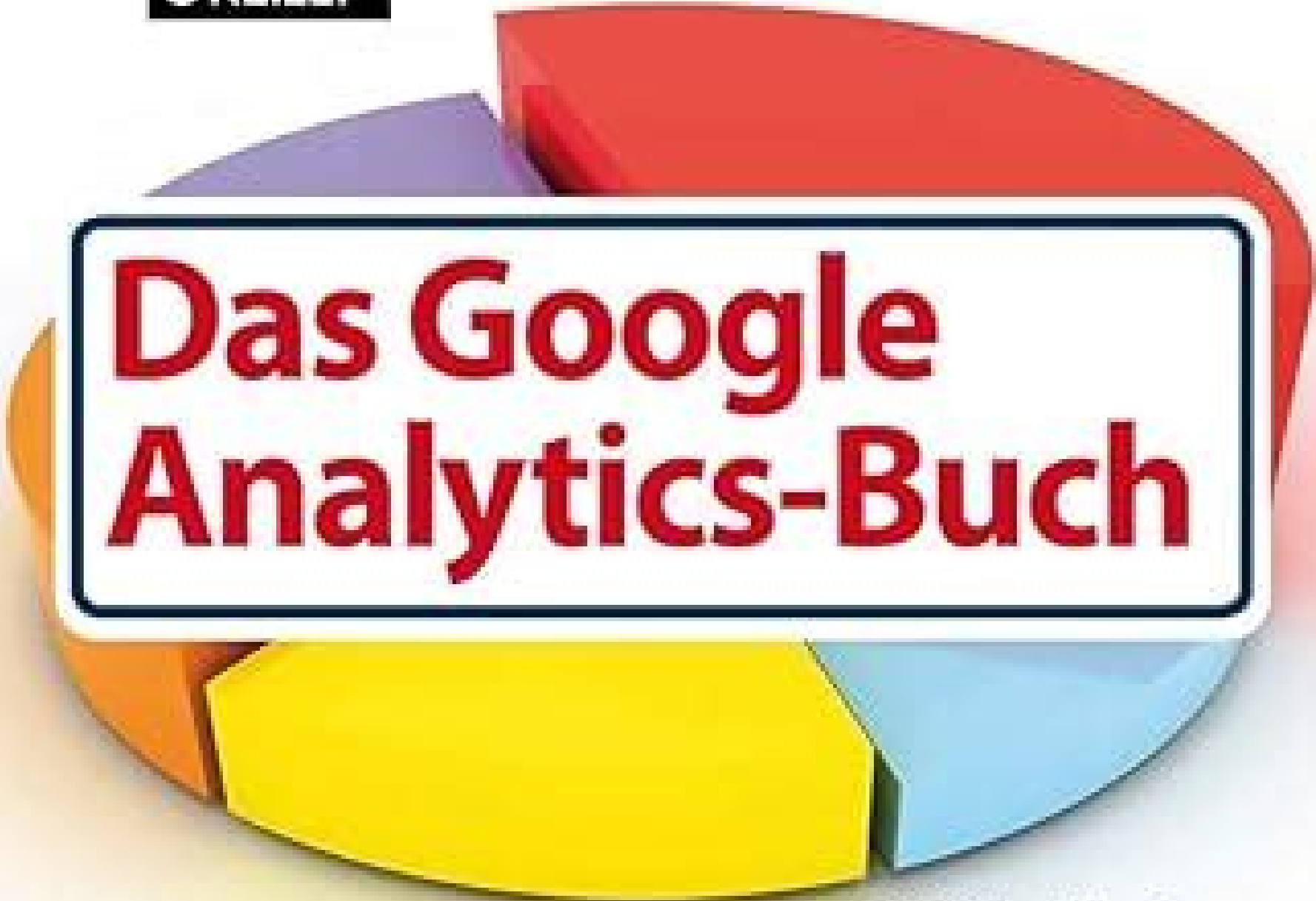


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Das Google Analytics-Buch

Cathrin Tusche

Das Google Analytics Buch Cathrin Tusche

Daniela Heggmaier



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Das Google Analytics-Buch Cathrin Tusche, 2015-06-22 Sie betreiben eine Website, einen Webshop oder ein Blog, um Interessenten für Ihre Angebote zu gewinnen, Produkte zu verkaufen, bekannter zu werden oder Gleichgesinnte zu finden. Dann sollten Sie das kostenlose, sehr leistungsstarke Tool Google Analytics nutzen, um kontinuierlich zu überprüfen, wie erfolgreich Sie sind. Mit Google Analytics können Sie das Nutzerverhalten auf der Website detailliert auswerten und Schwachstellen wie etwa wenig aussagekräftige Seiten oder fehlende Handlungsaufforderungen identifizieren und beheben. Allerdings ist Google Analytics komplex und gerade für Laien zunächst etwas unübersichtlich. Dieses Buch bietet Ihnen deshalb einen schnellen Einstieg ins Thema, erläutert alle wichtigen Analyseoptionen und zeigt Ihnen die wichtigsten Lösungswege auf. Mit diesem Leitfaden an der Hand können Sie das Tool gewinnbringend einsetzen, ohne es zuvor wochenlang studiert zu haben. Aus dem Inhalt: Lernen Sie Google Analytics kennen und legen Sie ein Konto an. Verknüpfen Sie das Konto mit Google AdWords und Google Webmaster Tools. Legen Sie Ziele fest, die Sie mit Google Analytics verfolgen möchten. Beobachten Sie, wer Ihre Besucher sind, woher sie kommen und wie sie sich auf den einzelnen Seiten Ihres Auftritts verhalten. Ziehen Sie Ihre Schlüsse und optimieren Sie kontinuierlich Ihren Auftritt. Nutzen Sie Widgets, Radar, Nachrichten, Filter und andere praktische Helfer. Visualisieren Sie Ihre Daten.

Selbst-PR Daniela Heggmaier, 2017-11-06 Sagen Sie jetzt JA! Denn wer bekannt ist, ist anerkannt. Das Standardwerk, Sie wollen beruflichen Erfolg, eine optimale Selbstdarstellung und ein Power Netzwerk, das Sie wirklich weiterbringt. Daniela Heggmaier, langjährige Spezialistin für erfolgreiche Selbst-PR, hilft Ihnen dabei. In diesem Buch finden Führungsfrauen und selbstständige Unternehmerinnen alles, was sie wissen müssen, um auf ihre Weise und mit ihren Stärken so bekannt und sichtbar zu werden, dass der Erfolg damit fast von alleine kommt. Von der Zielsetzung: Was will ich eigentlich erreichen, bis zur konkreten Umsetzung. Welche Tools eignen sich für mich und wo finde ich sie und wie wende ich sie an. Das praktische Nachschlagewerk vermittelt Sicherheit nicht nur im Umgang mit digitaler Selbst-PR, z.B. mit einem Blog oder in Social Media, sondern auch im echten Leben durch Vorträge, Pressearbeit oder aktives Netzwerken. Hilfreiche Checklisten, Beispiele aus der Praxis und eine Reihe von Interviews mit spannenden Expertinnen unterstützen Sie dabei. Der Leitfaden für

den größten Wettbewerbsvorteil im Zeitalter von Mosaikkarrieren und Digitalisierung Sichtbarkeit **Das Google Analytics-Buch** Cathrin Tusche, 2015 Jeder der eine Website einen Webshop oder ein Blog betreibt möchte etwas damit erreichen etwas verkaufen bekannter werden Interessenten für eine Dienstleistung gewinnen o Wie erfolgreich er dabei ist braucht niemand dem Zufall zu berlassen Denn Google stellt mit Analytics ein kostenloses sehr leistungsstarkes Tool zur Verfügung mit dem sich das Nutzerverhalten auf der Website detailliert beobachten und auswerten lässt So lassen sich Schwachstellen wie etwa zu wenig aussagekräftige Seiten oder fehlende Handlungsaufforderungen leicht identifizieren und beheben Allein Google Analytics ist komplex und seine Möglichkeiten sind für den Laien erst einmal kaum zu durchdringen Dieses Buch ermöglicht deshalb einen schnellen Einstieg ins Thema und erläutert die wichtigen Analyseoptionen Für alle die das Tool gewinnbringend einsetzen und rasch durchstarten möchten Advanced Web Metrics mit Google Analytics Brian Clifton, 2010 Mit dem kostenlosen Google Analytics können Sie herausfinden wie Sie das Optimum aus Ihrer Website herausholen Der Google Insider und Web Analytics Experte Brian Clifton zeigt ausführlich wie Sie Google Analytics gezielt und effektiv einsetzen Durch die richtige Interpretation und Analyse Ihrer Daten erhalten Sie ein unverzichtbares Werkzeug um Ihrer Website den letzten Schliff geben zu können und den Erfolg zu steigern **Google Analytics 2.0** Jerri L. Ledford, Mary E. Tyler, 2009-06-17 Site statistics give you raw numbers but Web analytics crunch those numbers into meaningful metrics you can actually use Here's what's new in Google Analytics 2.0 such as cross segment reporting and drilldown content that enhance analysis Learn to set up Analytics and choose filters explore goals and goal setting use customizable dashboards and date ranges and master basic analytics and Web statistics concepts Examine every aspect of available reports learn to use those best suited for e-commerce sites and more BONUS Each copy of Google Analytics 2.0 includes a 25 Google AdWords gift card compliments of Google With this 25 gift card you can attract new customers to your website on Google's dime **Maximizing Google Analytics** Tabatha Farney, Nina McHale, 2013 **Maximizing Google Analytics**, 2015 **The Ridiculously Simple Guide to Google Analytics** Scott La Counte, 2019-08-22 If you have a website then you have probably already heard all about rate exit rate organic search traffic and more They're nice words but how do you use them to understand your visitors and get more Google Analytics is a powerful resource that can tell you the smallest details about your visitor traffic but if you are asking yourself what it means or why it even matters then you're like most businesses Analytics is so data heavy that you can be easily overwhelmed and lost If you are new to Analytics or even have used it a few times then this guide will help you understand what's in front of your eyes It won't get into the weeds with professional tips better suited for professional marketers It also won't go into detail about advanced Analytics elements the keyword here is Basics The goal is to get you started quickly Ready to get started Let's go **Advanced Web Metrics with Google Analytics** Brian Clifton, 2012-03-30 This book is intended for use by customers using Google Classic Analytics and does not cover the newer Google Universal Analytics or related Google Tag Manager Google Analytics is the free tool used by

millions of web site owners to assess the effectiveness of their efforts Its revised interface and new features will offer even more ways to increase the value of your web site and this book will teach you how to use each one to best advantage Featuring new content based on reader and client requests the book helps you implement new methods and concepts track social and mobile visitors use the new multichannel funnel reporting features understand which filters to use and much more Gets you up and running with all the new tools in the revamped Google Analytics and includes content requested by readers and users especially for new GA users Covers social media analytics features advanced segmentation displays multi dashboard configurations and using Top 20 reports Provides a detailed best practices implementation guide covering advanced topics such as how to set up GA to track dynamic web pages banners outgoing links and contact forms Includes case studies and demonstrates how to optimize pay per click accounts integrate AdSense work with new reports and reporting tools use ad version testing and more Make your web site a more effective business tool with the detailed information and advice about Google Analytics in *Advanced Web Metrics with Google Analytics 3rd Edition* *Google Analytics Breakthrough* Feras Alhlou, Shiraz Asif, Eric Fettman, 2016-09-06 A complete start to finish guide to Google Analytics instrumentation and reporting Google Analytics Breakthrough is a much needed comprehensive resource for the world's most widely adopted analytics tool Designed to provide a complete best practices foundation in measurement strategy implementation reporting and optimization this book systematically demystifies the broad range of Google Analytics features and configurations Throughout the end to end learning experience you'll sharpen your core competencies discover hidden functionality learn to avoid common pitfalls and develop next generation tracking and analysis strategies so you can understand what is helping or hindering your digital performance and begin driving more success Google Analytics Breakthrough offers practical instruction and expert perspectives on the full range of implementation and reporting skills Learn how to campaign tag inbound links to uncover the email social PPC and banner remarketing traffic hiding as other traffic sources and to confidently measure the ROI of each marketing channel Add event tracking to capture the many important user interactions that Google Analytics does not record by default such as video plays PDF downloads scrolling and AJAX updates Master Google Tag Manager for greater flexibility and process control in implementation Set up goals and Enhanced Ecommerce tracking to measure performance against organizational KPIs and configure conversion funnels to isolate drop off Create audience segments that map to your audience constituencies amplify trends and help identify optimization opportunities Populate custom dimensions that reflect your organization your content and your visitors so Google Analytics can speak your language Gain a more complete view of customer behavior with mobile app and cross device tracking Incorporate related tools and techniques third party data visualization CRM integration for long term value and lead qualification marketing automation phone conversion tracking usability and A/B testing Improve data storytelling and foster analytics adoption in the enterprise Millions of organizations have installed Google Analytics including an estimated 67

percent of Fortune 500 companies but deficiencies plague most implementations and inadequate reporting practices continue to hinder meaningful analysis By following the strategies and techniques in Google Analytics Breakthrough you can address the gaps in your own still set transcend the common limitations and begin using Google Analytics for real competitive advantage Critical contributions from industry luminaries such as Brian Clifton Tim Ash Bryan and Jeffrey Eisenberg and Jim Sterne and a foreword by Avinash Kaushik enhance the learning experience and empower you to drive consistent real world improvement through analytics Understanding Google Analytics For Business Growth Scott Jones,2021-05-12 Do you want to understand your website visitors where they come from and what they look at A guide to understanding Google Analytics for every business small or big this book will give you a practical understanding of web traffic visitors and analytics so you can improve the performance of your website Learn how to use Google Analytics to run and track successful digital marketing campaigns Understanding Google Analytics For Business Growth is a great resource for anyone who wants to learn how to use Google Analytics It doesn't matter if you're an experienced user or just a novice this book caters to all levels of experience A must for all users to understand the power of Google Analytics in your business and help you unlock your marketing potential Written by a leading digital marketing agency owner who has over 15 years industry experience and has worked with small SMEs right through to big national and international brand names

Performance Marketing with Google Analytics Sebastian Tonkin,Caleb Whitmore,Justin Cutroni,2011-01-21 An unparalleled author trio shares valuable advice for using Google Analytics to achieve your business goals Google Analytics is a free tool used by millions of Web site owners across the globe to track how visitors interact with their Web sites where they arrive from and which visitors drive the most revenue and sales leads This book offers clear explanations of practical applications drawn from the real world The author trio of Google Analytics veterans starts with a broad explanation of performance marketing and gets progressively more specific closing with step by step analysis and applications Features in depth examples and case studies on how to increase revenue from search advertising optimize an existing website prioritize channels and campaigns access brand health and more Discusses how to communicate with a webmaster or developer to assist with installation Addresses Google's conversion oriented tools including AdWords and AdSense Google trends Webmaster tools search based keyword tools and more Touches on brand tracking studies usability research competitive analysis and statistical tools Throughout the book the main emphasis is demonstrating how you can best use Google Analytics to achieve your business objectives Foreword by Avinash Kaushik Note CD ROM DVD and other supplementary materials are not included as part of eBook file *Virales Marketing* Cathrin Tusche,2017-06-22 Virales Marketing verstehen ansteckende Kampagnen planen und umsetzen Wie können Unternehmen erreichen dass ihre Werbebotschaft in der Flut an Informationen nicht untergeht Traditionelle Werbung ist teuer und wird von vielen Konsumenten abgelehnt Auf der Suche nach neuen innovativen Werbeformaten erscheint das virale Marketing als ideale Lösung um aus der Masse herauszustechen Beim

viralen Marketing streut nicht das werbende Unternehmen selbst die Markenbotschaft sondern Nutzer verbreiten diese freiwillig in ihrem Freundes und Bekanntenkreis So erreichen Unternehmen in kürzester Zeit eine hohe Reichweite die Botschaft verbreitet sich rasend schnell wie ein Virus Der Konsument wird selbst zum Werbemedium indem er die Werbebotschaft teilt Die Online Marketing Expertin Cathrin Tusche erklärt in diesem Buch wie auch kleinere und mittlere Unternehmen vom viralen Marketing profitieren können auch wenn kein großes Budget zur Verfügung steht Sie lernen die Mechanismen verstehen die dazu beitragen dass Nutzer freiwillig Werbebotschaften teilen und werden in der Lage sein Ihre eigene virale Marketingstrategie von der Zieldefinition bis zur Erfolgsmessung zu entwerfen und umzusetzen Folgende Inhalte sind im Buch Virales Marketing enthalten Die Grundlagen des viralen Marketings Abgrenzung des viralen Marketings gegenüber anderen Marketingformen Erfolgskriterien für eine virale Verbreitung Die Strategie für eine virale Marketingkampagne Die Weiterempfehlungsanreize Warum Inhalte im Internet geteilt werden Die Rahmenbedingungen und technischen Voraussetzungen Das Kampagnengut eine geschickte Verpackung für die Werbebotschaft Das Seeding Risiken und Stolpersteine im viralen Marketing Die Erfolgsmessung Lernbuch im Einsatz bei Trainern des Europäischen Webmasterverbandes Webmasters Press Bücher sind Lernbücher Sie vermitteln zielstrebig und verständlich Praxiswissen für Ihre eigenen Projekte Fragen zur Lernerfolgskontrolle und Übungsaufgaben vertiefen und festigen das frisch erworbene Wissen Neu im Programm ist das Buch Virales Marketing das die Trainer des Europäischen Webmasterverbandes Webmasters Europe e.V. in der Ausbildung angehender Online Marketing Manager einsetzen werden

Google Analytics and GA4 Christopher Pittman, 2021-10-01 Want to improve online sales Want to stop the customer drop off in your sales funnel Some companies have a 95 percent drop off in the final steps of the sales funnel Often a few minor adjustments on these pages could double website sales However these issues often go undiscovered because people do not know what they are looking for in the data With the tools inside this book you will discover what areas of your website customers are having trouble with and what can be done to provide the best experience for your website users This book will cover topics such as The basics of Google analytics and GA4 Setting up Analytics accounts on WordPress Shopify and other platforms The major differences between Google Analytics UA and GA4 accounts How to leverage customer data to make corrections to your website Using Analytics to increase sales This book is part of a more extensive collection of books in the SEO and Digital Marketing series These books together cover a broad range of Search Engine Optimization topics including the tools you need to be successful at the business of Search engine optimization Google analytics and GA4 will cover the basics of how to set up an account monitor traffic and even use Google analytics to do basic website optimization on an e commerce website If you are starting in the field or need to brush up on the basics this is the book to help with Google analytics If you are more advanced you may want to see the beginners guide to Search Engine Optimization and the Advance guide to Google analytics

Digital analytics Digital analytics is the process of collecting data from users as they interact with the website and providing

you with a picture representation of that data Research has told us that people buy products and services in stages Analytics can show the acquisition of new users or pages viewed by the user while on the website and conversion The user has become a customer either through purchase signing up for a newsletter or interacting with a blog Digital analytics then allows you to take this information and make better informed decisions Such as analyzing the data from your marketing campaigns to see which ones turn into sales so you can expand these efforts Digital analytics also shows you if customers are having trouble with any step on your website It can show you if users engaged your website on a mobile device or a desktop computer and how quickly your website responds to a customer s request Using digital analytics to grow your Business It doesn t matter the business digital analytics can help grow your business if you have a digital footprint I will briefly walk through the major components of the Digital Analytics home page in Google Analytics Provide you with an overview of how it can help you grow your website or business later in this book As we get deeper into each area I will give you more detail about it and how every area can provide information to grow your business online About the author Christopher has spent his career helping small businesses working as a consultant in the area of digital marketing help teach and coach small companies not the tools they can use to compete with larger companies He often reflects on how bad it hurt to watch a small businesses fail because they did not know how to compete in the online space

Learning Google AdWords and Google Analytics Benjamin

Mangold,2018-03 Learn how to launch successful online marketing campaigns measure the performance of your website and optimize your results with this new completely revised and updated second edition of bestseller Learning Google AdWords and Google Analytics by expert coach author and blogger Benjamin Mangold Written in two jargon free sections this step by step guide delivers practical skills to marketers on how to use Google AdWords and Google Analytics separately or together for the greatest impact in the shortest time Get the most out of your campaigns and website with the new version of Google AdWords and the latest Google Analytics features and reports

Google Analytics Integrations Daniel

Waisberg,2015-05-04 Get a complete view of your customers and make your marketing analysis more meaningful How well do you really know your customers Find out with the help of expert author Daniel Waisberg and Google Analytics Integrations This unique guide takes you well beyond the basics of using Google Analytics to track metrics showing you how to transform this simple data collection tool into a powerful central marketing analysis platform for your organization You ll learn how Google AdWords AdSense CRMs and other data sources can be used together to deliver actionable insights about your customers and their behavior Explains proven techniques and best practices for collecting clean and accurate information from the start Shows you how to import your organization s marketing and customer data into Google Analytics Illustrates the importance of taking a holistic view of your customers and how this knowledge can transform your business Provides step by step guidance on using the latest analytical tools and services to gain a complete understanding of your customers their needs and what motivates them to take action Google Analytics Integration is your in depth guide to

improving your data integration behavioral analysis and ultimately your bottom line Das Google Analytics Praxisbuch
Robert Von Heeren, 2019-07-29 Update vom Juli 2019 Aktualisierung bezuglich der bevorstehenden Änderungen der ePrivacy
Verordnung Ergänzung um 18 neue Screencasts zur Veranschaulichung und Vertiefung der Lerninhalte Das Google Analytics
Praxisbuch Professionelle Web Analyse mit Google Analytics und Google Tag Manager Web Analyse ist eine unverzichtbare
Methode für alle Websitebetreiber um ihren Erfolg im Web zu steigern Erst mit professioneller Web Analyse läuft Ihre Website
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und Konversionen Passen Sie Ihre Website an die Bedürfnisse Ihrer Zielgruppe an Web Analytics Experte Robert von Heeren
führt in seinem Buch gründlich und auch für Laien verständlich in die moderne Web Analyse ein Dabei geht er sowohl auf
wichtige Grundlagen wie zum Beispiel Logfile Analyse Reichweitenmessung Page Tagging Verfahren und Cookies als auch
auf den professionellen und DSGVO konformen Umgang mit Google Analytics GA und Google Tag Manager GTM ein Anhand
zahlreicher Praxisbeispiele und Übungen lernen Sie Schritt für Schritt wie Sie die GA Standardberichte nutzen können um
beispielsweise Schwachstellen und Potenziale auf Ihrer Website zu identifizieren oder die Zielerreichung von Online
Marketing Kampagnen zu überprüfen Die praktischen Übungen und Anwendungsbeispiele können Sie anhand Ihrer eigenen
Website oder der dem Buch beiliegenden Demo Website Begleitmaterial zum Download auf webmasters.press.de
ausprobieren So gelingt der Transfer vom Wissen in die Praxis ohne Probleme Das praxisnahe Buch bietet Ihnen unter
anderem die folgenden Lerninhalte Technische Grundlagen Einsatzgebiete und Ziele der Web Analyse verständlich erklärt
Web Analyse auf Basis von Serverlogs Page Tagging Verfahren und Zeilpixeln Messverfahren zur Reichweitenmessung IVW
AGOF und VG Wort Web Analyse Datenschutz die aktuelle Rechtslage gem Datenschutz Grundverordnung DSGVO Welche
Rolle spielen Cookies in der Web Analyse und im Datenschutz Update Bevorstehende Aktualisierung der ePrivacy und Cookie
Richtlinie Google Analytics und Google Tag Manager DSGVO konform nutzen mit Schritt für Schritt Anleitungen zu
notwendigen Maßnahmen Die Benutzeroberfläche von GA und GTM verstehen und konfigurieren Die Standardberichte von
Google Analytics richtig interpretieren und anwenden Das Verhalten Ihrer Besucher analysieren und sinnvolle Schlüsse
daraus ziehen Besucherquellen auswerten technische Probleme der Website Webanwendung identifizieren Ereignisse wie z.B.
Klicks auf Downloadlinks in GA erfassen GA über GTM datenschutzkonform einrichten Die korrekte Ausführung von
Trackingcodes mittels Profi Tools überprüfen und Trackingproblemen auf die Spur kommen Ziele definieren Konversionen
messen und auswerten Jede Lektion enthält Wissens- und Multiple Choice Fragen zum Selbsttest Diese dienen auch zur
Vorbereitung auf die Prüfung Certified Web Analyst beim Webmasters Europe e.V. Neu 18 neue Screencasts die online
kostenlos verfügbar und in den jeweiligen Lektionen verlinkt sind Webmasters Press Bücher sind Lernbücher Sie vermitteln
zielstrebig und verständlich Praxiswissen für Ihre eigenen Projekte Fragen zur Lernerfolgskontrolle und zahlreiche
Übungsaufgaben vertiefen das neu erworbene Wissen und ermöglichen die sofortige Anwendung des Gelernten **The Book**

on Google Analytics Kurt Freitag, 2018-03-23 Do you know how effective your website is Hint Most companies don't The era of anonymity over the Internet is over We live in a world where every mouse movement is watched every link clicked is recorded Even if you aren't taking advantage of this information I can assure you your competitors are How do I know Roughly 50 million people are using Google Analytics give or take a few million And there is good reason too Google Analytics is the Internet's number one analytics tool In this book I'll show you how to harness the power of Google Analytics You'll be able to see where your users are coming from in the virtual world and in real life You'll also learn how to see vital statistics such as when a user adds an item to your online shopping cart and also when they remove an item You can even specifically contact those users for remarketing And this stuff is just scratching the surface of what Google Analytics can do for your business And best of all it's free **Successful Analytics** ,2015

Das Google Analytics Buch Cathrin Tusche Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Das Google Analytics Buch Cathrin Tusche**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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