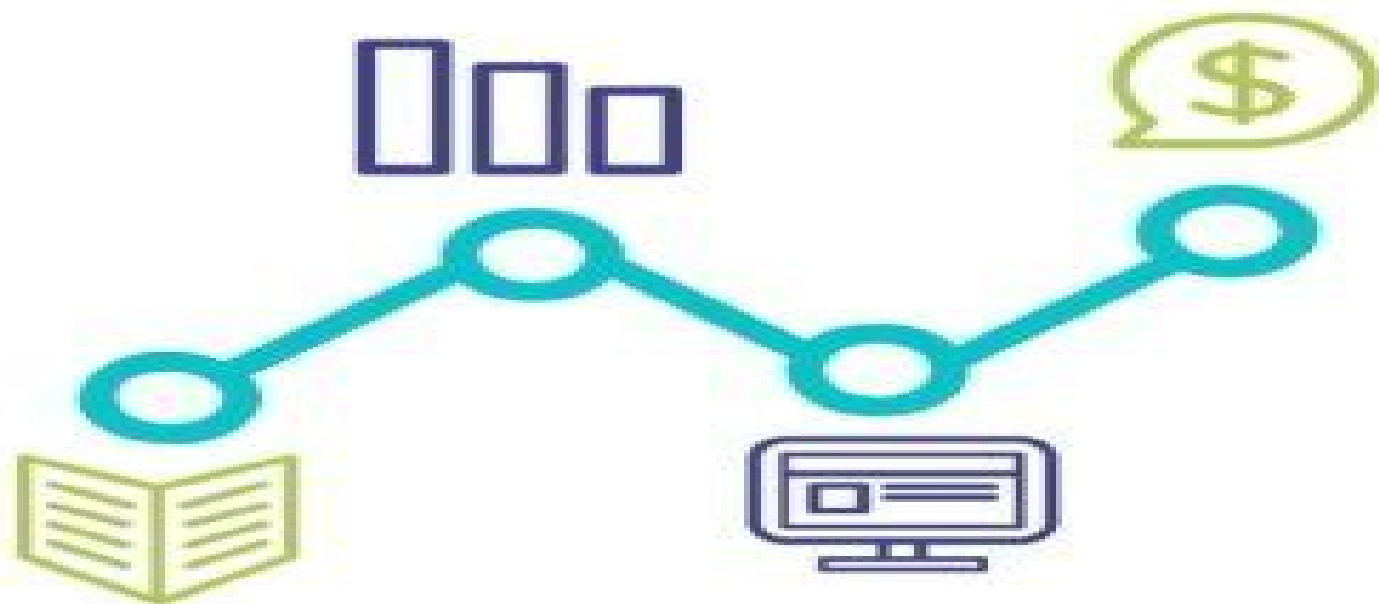




CASA Marketing

Intro to Google Analytics

Todd Kelsey

RGB Press

Casa Marketing Intro To Google Analytics

Todd Kelsey



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Casa Marketing Todd Kelsey, 2015-08-25 Don't be alarmed Analytics can be fun LinkedIn consistently shows Digital Online Marketing as a top skill that gets people hired and Web Analytics is one of the core skills for online marketing Analytics allows you to understand the performance of Websites and ad campaigns The goal of this book is to introduce analytics for beginners and to encourage readers to try it out and consider learning more I also want to see if I convince you that it is actually fun Web Analytics is becoming increasingly important to online marketers as they seek to track return on investment and optimize their websites We'll learn about Google Analytics starting with creating a blog and monitoring the number of people who see the blog posts and where they come from

OUTLINE

CH1 Overview This chapter takes a look at what analytics is and introduces related concepts

CH2 Blogalytics a basic recipe to get started in analytics to take the first step in being able to track web traffic and see what they're up to We'll create a simple blog start a Google Analytics account and connect the two and discuss things along the way The goal is to make a simple relevant way to start exploring analytics

CH3 Getting Traffic for Analytics In this chapter we're going to look at a couple basic techniques to generate traffic for a blog or website following on our previous chapter about creating a blog The purpose of these chapters is to be a self-contained experiment Ultimately you need traffic in order to be able to look at analytics so this chapter has a few ways to generate traffic

CH 4 Reviewing Performance of Campaigns In this chapter we're going to take a light look at some of the ways you can see information about the performance of a website or campaign as well as some related terms and the idea of ongoing reporting

CH5 Fun with eCommerce Analytics Part I Shopify Tracking ROI is a 50 billion dollar skill because it's at the core of Google's success and you could argue it's a trillion dollar skill because of how much revenue Google helps businesses to make In this chapter we're going to look at how to set up a Shopify account which is one of the easiest ways to set up a real eCommerce system to learn about tracking ROI with analytics I think it's important to see how you can set things up so that when you make an ad you can track exactly how much money you are making

CH6 Fun with eCommerce Analytics Part II Adwords This is part 2 of a 2 chapter series whose goal is to capture the full life cycle of analytics and take a close look at ROI return on investment The goal is to shed light on an elusive quarry when you are spending money on ads how can analytics help you know how much money you are making And the exciting thing is that Adwords provides a way to do this Shopify provides a foundation for ecommerce and Adwords provides a way to advertise a site and then track conversion

CH7 Fun with eCommerce Analytics Gumroad In this chapter we're taking another look at ecommerce analytics courtesy of Gumroad a free super easy to use platform In some ways this chapter is a back up to the previous two chapters another way to learn about analytics in a live setting

CH8 Exploring Google Analytics Certification In this chapter we're going to explore some of the opportunities that Google offers directly in terms of learning material and the Google Individual Qualification which can be a nice thing to have on your website or resume

Introduction to Google Analytics Todd

Kelsey,2017-06-19 Develop your digital online marketing skills and learn web analytics to understand the performance of websites and ad campaigns Approaches covered will be immediately useful for business or nonprofit organizations If you are completely new to Google Analytics and you want to learn the basics this guide will introduce you to the content quickly Web analytics is critical to online marketers as they seek to track return on investment and optimize their websites Introduction to Google Analytics covers the basics of Google Analytics starting with creating a blog and monitoring the number of people who see the blog posts and where they come from What You ll Learn Understand basic techniques to generate traffic for a blog or website Review the performance of a website or campaign Set up a Shopify account to track ROI Create and maximize AdWords to track conversion Discover opportunities offered by Google including the Google Individual Qualification Who This Book Is For Those who need to get up to speed on Google Analytics tools and techniques for business or personal use This book is also suitable as a student reference *Introduction to Search Engine Marketing and AdWords*

Todd Kelsey,2017-06-19 Use Google s AdWords to create your ads Each chapter goes beyond the tool itself discussing helpful resources and important issues to keep in mind If you are completely new to search engine marketing and AdWords and you want to learn the basics this guide will introduce you to the content quickly Introduction to Search Engine Marketing and AdWords is not in depth comprehensive or trying to cover every tool or platform an impossible task But it is an easy to understand introduction to the most important tools and skills in search engine marketing What You ll Learn Take a behind the scenes tour of AdWords including how to create an account Create and launch a campaign as well as ads including keyword tools Monitor a campaign including time frame clicks and CTR and reporting Implement various campaign strategies including support email and dealing with errors Use Ad extensions as well as site links Who This Book Is For Those who need to get up to speed on search engine marketing tools and techniques for business or personal use This book is also suitable as a student reference *Introduction to Search Engine Optimization*

Todd Kelsey,2017-06-20 Don t be intimidated by all the search engine optimization SEO tools out there You will start out learning about keywords and the importance of quality content and then walk through incremental steps as you try out the tools and master the tips and strategies If you are completely new to search engine optimization and you want to learn the basics this guide will introduce you to the content quickly Introduction to Search Engine Optimization is a detailed guide to the most important tools and skills needed to accurately and effectively utilize search engine optimization This book covers SEO basics keyword research SEO ranking and analytics Google Analytics and more It also includes an overview of how to pursue SEO related certifications What You ll Learn Create a content platform including blogs and YouTube channels Use keywords to maximize findabilityand increase search volume Check your SEO rank and other analytics Hunt for duplicate content Set up Google Analytics including Blogger Utilize Indexing and Webmaster tools search console Who This Book Is For Those who need to get up to speed on search engine optimization tools and techniques for business or personal use This book is also suitable as a student reference

Introduction to Social Media Marketing Todd Kelsey, 2017-06-21 Easily understand the most important tools and skills in social media marketing You ll be exposed to Facebook pages and ads work with Twitter and LinkedIn save time with Hootsuite and learn social media monitoring If you are completely new to social media marketing and you want to learn the basics this guide will introduce you to the content quickly Introduction to Social Media Marketing has a particular focus on ROI return on investment to help you think critically about the value social media could bring a business or organization You ll explore the question of whether or not it s worth it to invest time and money in each social media channel What You ll Learn Understand basic functions for most social media tools including how to get up and running See the benefits of social media tools and which one you should use for specific purposes Calculate the real ROI expected from using specific tools Utilize social media monitoring and analytics Who This Book Is For Those who need to get up to speed on a broad range of social media tools and techniques for business or personal use This book is also suitable as a student reference

Marketing digital Inés Cibrián Barredo, 2019-01-08 Este libro es un manual que introduce al lector en el mundo del marketing digital gradualmente Es una guía que ordena todos los aspectos de esta disciplina de una forma lógica permitiendo que el lector vea claramente la relación que existe entre todos los elementos que forman al marketing digital En la primera parte la autora explica los conceptos básicos que cualquiera que trabaje en este mundillo debe conocer Además de la relación existente entre el marketing digital y la analítica digital Después explica al detalle los tres pilares fundamentales de la analítica digital medición análisis y reporting y su impacto en el marketing digital En la última parte habla sobre los problemas habituales que tienen las empresas y la necesidad de cambiar su cultura para corregirlos Por último cierra el libro con un capítulo donde hace una serie de reflexiones que afectan a todos los profesionales de este sector Todo el contenido del libro se basa en la experiencia de la autora y está lleno de ejemplos que ayudan a comprender cada concepto Además el tono que usa es cercano e informal para conectar con el lector y transmitirle lo apasionante divertida y útil que es esta disciplina Quien termine de leer este libro será consciente de la importancia que tiene el marketing digital en las empresas y de lo útil que es explotar al máximo la analítica digital con el fin de alcanzar los objetivos de negocio Índice Introducción a la analítica digital Terminología básicaCuál es la relación entre el marketing digital y la analítica digital Medición Análisis Reporting Fallos recurrentes en las empresas y cómo corregirlos Reflexiones de la autora

Application of Big Data and Business Analytics Sneha Kumari, K.K. Tripathy, Vidya Kumbhar, 2020-12-04 Application of Big Data and Business Analytics uses advanced analytic tools to explore the solutions to problems in society environment and industry The chapters within bring together researchers engineers and practitioners encompassing a wide and diverse set of topics in almost every field

Google Analytics Ronan Chardonneau, 2017 *The Mobile Web* Sergio Lopes, 2014-01-01 With the amazing growth of mobile device usage the internet has entered a brand new territory Desktop only websites are in the past The web is now everywhere and your systems have to support mobile TVs wrist watches and even desktop Develop the modern web

transformed by the world of mobile touch screens and other devices Unveil the mysteries of good responsive design mobile first strategy high resolution screens HTML5 components and performance optimizations Face the challenges and changes of the new Mobile Web and explore its limits **Introduction to Google Analytics** Todd Kelsey,2017-06-19 Develop your digital online marketing skills and learn web analytics to understand the performance of websites and ad campaigns Approaches covered will be immediately useful for business or nonprofit organizations If you are completely new to Google Analytics and you want to learn the basics this guide will introduce you to the content quickly Web analytics is critical to online marketers as they seek to track return on investment and optimize their websites Introduction to Google Analytics covers the basics of Google Analytics starting with creating a blog and monitoring the number of people who see the blog posts and where they come from What You ll Learn Understand basic techniques to generate traffic for a blog or website Review the performance of a website or campaign Set up a Shopify account to track ROI Create and maximize AdWords to track conversion Discover opportunities offered by Google including the Google Individual Qualification Who This Book Is For Those who need to get up to speed on Google Analytics tools and techniques for business or personal use This book is also suitable as a student reference

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