The book was found

Search Analytics For Your Site

PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs.

Book Information

File Size: 5418 KB

Print Length: 224 pages

Publisher: Rosenfeld Media; 1 edition (July 6, 2011)

Publication Date: July 6, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B005EI86HC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #533,448 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #44 inÂ Books > Computers & Technology > Web Development & Design > Website Analytics #361 inÂ Kindle Store > Kindle eBooks > Computers & Technology > Web Site Design #1593 inÂ Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

This book has been a long time in the writing but the end result is well worth the wait. Lou Rosenfeld, (co-author with Peter Morville of Information Architecture for the World Wide Web) has written a stunning book on how to optimise web sites and intranets through the careful use of analytics. There have been many books on search engine optimisation but that is a different subject!Section 1 introduces the basic principles of site analytics, Section 2 covers how to analyse the data, and Section 3 is about how to use the analysis to build better sites. In all there are eleven

chapters. Section 2 is the heart of the book, with chapters covering pattern analysis, failure analysis, session analysis, audience analysis and finally goal-based analysis. One of my favourites is Practical Tips for Improving Content, as so often a poor user experience is not related to a design flaw but content that the site visitor is not able to either understand or trust. Section 4, entitled Coda, just has a single chapter on bridging web analytics and user experience. Although many of the examples are from web sites the basic principles are just as relevant to intranets.The writing style is immensely readable and the design and production of the book are flawless. The book is illustrated with a number of case studies, and at the end of each chapter is a short but carefully written summary. As with all Rosenfeld Media books the book has an associated web site.What I missed in this book is any guidance on the make-up of a search analytics team. Log analysis needs to be carried out by people with the right skill sets, and most probably they are information professionals with a library or information science background.

Okay, I’m halfway through Search Analytics for Your Site: Conversations with Your Customers (SAYS), and it’s time to stop.Why? Not because it isn’t helpful. On the contrary, it’s exactly the book I need -- in fact, the book my whole team needs -- right now.Not because it’s hard to read. Lou Rosenfeld writes clearly and the book is formatted to be highly readable. I’ve almost come to take those features for granted in books from Rosenfeld Media, but it’s always a pleasure to find both plain language and a format that is considerate to the reader in books that I have to read for work.Not because I already know all this stuff. I can’t wait to get to Chapters 5 through 10 and all they can tell me about making the best use of Google Analytics. The people who use our website will appreciate it deeply if I do.If you’ve looked at the table of contents, you might notice that I didn’t say anything about reading Chapter 11. That’s because, cued by the most helpful section, "How to Use This Book," which immediately follows the dedication, I skipped ahead and read Chapter 11 first. The advice given there is tailored to your own situation. So, because your needs and background are not the same as mine, you might follow a different approach.In a nutshell, my needs are that we’re trying to get support for using Google Analytics to drive targeted usability testing on our website. More on that later. But the point is that I need to learn as much about Google Analytics and the tools it will give us for improving our website so my boss can make the pitch to folks higher on the management chain.Let me make that point clear: We don’t yet have Google Analytics working on our site. We’re trying to get permission to do so.

Download to continue reading...

Word Search Book for Adults: Word Search Puzzles to Improve Memory and Exercise: word search,

word search books, word search books for adults, adult word search books, word search puzzle books Word Search Puzzles Large Print: Large print word search, Word search books, Word search books for adults, Adult word search books, Word search puzzle books, Extra large print word search Mastering Search Analytics: Measuring SEO, SEM and Site Search Search Analytics for Your Site Europe before Rome: A Site-by-Site Tour of the Stone, Bronze, and Iron Ages Warriors Word Scramble: Word Scramble Games - Word Search, Word Puzzles And Word Scrambles (Word Games, Brain Games, Word Search, Word Search Games, Word ... Scramble, Word Scrabble, Unscramble Word) The Best Large Print Word Search Puzzle Book: A Collection of 50 Themed Word Search Puzzles; Great for Adults and for Kids! (The Best Large Print Word Search Puzzle Books) (Volume 1) Fingerspelling Word Search Games - 36 Word Search Puzzles with the American Sign Language Alphabet: Volume 01 (Fingerspelling Word Search Games for Adults) Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users 42 Rules for Applying Google Analytics: A practical guide for understanding web traffic, visitors and analytics so you can improve the performance of your website Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy (FT Press Analytics) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data & Analytics Series) Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics) Web and Network Data Science: Modeling Techniques in Predictive Analytics (FT Press Analytics) Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations (FT Press Analytics) Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Adobe Analytics Quick-Reference Guide: Market Reports and Analytics (formerly SiteCatalyst) Getting Started with Google Analytics: How to Set Up Google Analytics Correctly from the Beginning 42 Rules for Applying Google Analytics: 42 Rules for Applying Google Analytics

Dmca