webtrends

Analytics Reports

Complete View VB.5

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- El Overview

Overview Dashboard

Marketing Dashboard

Commerce Dashboard

Visitors Dashboard

Pages Dashboard

Navigation Dashboard

Technical Dashboard

Activity Dashboard

Browsers and Platforms

Dashboard

Key Metrics Summary

Key Metrics Performance

Dashboard

- * Performance Dashboards
- iti Marketing
- H Commerce
- El Content

Analytics Reports

Profile: sample: Zedesco ∨

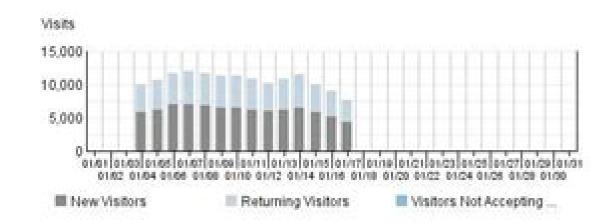
Overview Dashboard

Jan 4, 2009 (1250 AM). Jan 17, 2009 (1150 PM)

This dashboard provides an overview of the data available in the report template. You can click a graph title to navigate to the corresponding report page.

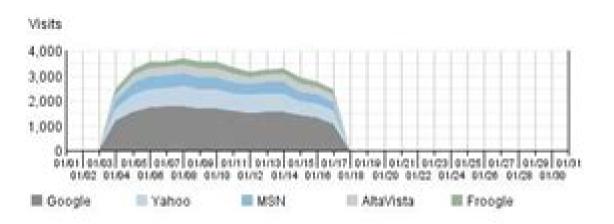
New vs. Returning Visitors Trend





Most Recent Search Engines (All) Trend





Webtrends Analytics User Guide

Duane Forrester, Gavin Powell

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Web Analytics For Dummies Pedro Sostre, Jennifer LeClaire, 2007-04-10 Performing your first Web site analysis just got a whole lot easier Web Analytics For Dummies offers everything you need to know to nail down and pump up the ROI on your Web presence It explains how to get the stats you need then helps you analyze and apply that information to improve traffic and click through rate on your Web site You ll discover What to expect from Web analytics Definitions of key Web analytics terms Help in choosing the right analytics approach How to collect key data and apply it to site design or marketing Techniques for distinguishing human users from bots Tips on using Google and other free analytics tools Advice on choosing pay and subscription services A detailed and accurate analysis is crucial the success of your Web site Web Analytics For Dummies helps you get it right the first time and every time A Practical Guide to Content Delivery Networks Gilbert Held, 2010-10-12 Following in the tradition of its popular predecessor A Practical Guide to Content Delivery Networks Second Edition offers an accessible and organized approach to implementing networks capable of handling the increasing data requirements of today s always on mobile society Describing how content delivery networks CDN function it provides The Social Media MBA Guide to ROI Christer Holloman, 2014-05-06 The first book to explain how you can measure social media ROI across multiple departments for internal external social media based activities as well as for new business models product services This book provides help in establishing a thorough social media plan examining your goals audience and channel strategy before examining tools and techniques to measure social media metrics and key performance indicators This book debunks the myth that ROI web metrics and social media measuring is a black art and makes it easy to understand and use enabling the reader to create bespoke ROI metrics and improve the return on activity Practical straightforward and informed by the key principles which the author has explored in his Social Media MBA this transformative look at ROI will inspire a move away from Likes Followers and mentions and towards pounds euros and dollars Communicating the User Experience Richard Caddick, Steve Cable, 2011-08-24 A clear and focused guide to creating useful user experience documentation As web sites and applications become richer and more complex the user experience UX becomes critical to their success This indispensible and full color book provides practical guidance on this growing field and shares valuable UX advice that you can put into practice immediately on your own projects The authors examine why UX is gaining so much interest from web designers graduates and career changers and looks at the new UX tools and ideas that can help you do your job better In addition you ll benefit from the unique insight the authors provide from their experiences of working with some of the world's best known companies learning how to take ideas from business requirements user research and documentation to create and develop your UX vision Explains how to create documentation that clearly communicates the vision for the UX design and the blueprint for how it's going to be developed Provides practical guidance that you can put to work right away on their own projects Looks at the new UX tools and ideas that are born every day aimed at helping you do

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