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It is a book about how to "do" Web analytics with Google Analytics. To Clifton's credit he does not come over as a GA evangelist or as a publicist of the tools of his former employer. There is an acceptance that Google Analytics sits within a range of tools that are required for web analytics proper – including voice-of-customer, usability testing and other qualitative tools.

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Brian Clifton, Ph.D., leads the Google Web Analytics team for Europe, the Middle East, and Africa. He is a noted web analytics and search engine marketing expert who speaks at industry trade shows (including Search Engine Strategies, Emetrics Summit, and Search Marketing World), maintains a blog on web metrics and Google Analytics (www.advanced-web-metrics.com), and has written numerous white ...

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