

## **Chapter 1**

### **Preparing to Measure Success**

The Value of Web Analytics Data  
What's Different about Website Measurement?  
Where Google Analytics Fits  
Why Google Analytics is Different  
What You Can Achieve  
Speaking of Measuring Success

## **Chapter 2**

### **Choosing the Right Tool**

The Value Proposition of Premium  
Determining the Selection Criteria  
Justifying the Budget  
Gaining Executive Buy-in  
Speaking of Choosing the Right Tool

## **Chapter 3**

### **Setting Expectations and Building the Process**

Why Change Is Difficult, and How to Overcome Resistance  
The Work Process  
How Long Will This Take?  
Budget—What Does It Cost?  
Speaking of Expectations and Processes...

## **Chapter 4**

### **Assessing Your Data Quality**

Data Quality Health Check  
Building Your Health Check Scorecard  
Scorecard Items—What to Assess  
Monitoring Your Quality Score  
Speaking of Data Quality...

## **Chapter 5**

### **Jumpstart Guide to Key Features**

- Reports Overview—What’s Available
- Understanding Segmentation and Its Importance
- Understanding Visitor Flow
- Understanding Value
- Integrating with Other Data
- Importing Data into Google Analytics
- Scaling with Automation
- Understanding Report Sampling
- Speaking of Features...

## **Chapter 6**

### **Jumpstart Guide to Key Tracking Methods**

- How Google Analytics Works—An Overview
- Tracking Methods
- Cross-Domain Tracking
- Campaign Tracking
- Attribution
- Testing and Experiments
- Extracting Your Data
- Speaking of Key Methods...

## **Chapter 7**

### **Data Responsibilities**

- All about Privacy
- Geographic Data Structuring
- Access Control
- Protecting Your Data
- Speaking of Data Responsibilities . . .

## **Chapter 8**

### **Building Your Insights Team**

- Where Should the Digital Analytics Team Sit?

Team Structure—Don't Build a Silo

Building the Team

Analyst Roles

Recruiting Talented Analysts

Speaking of Building Your Team...

## **Chapter 9**

### **Using Key Performance Indicators and Dashboards**

What KPIs Are and Why They Are Important

Selecting and Preparing KPIs

Presenting KPIs

Speaking of Key Performance Indicators...

## **Chapter 10**

### **Insights and Success Stories**

Case 1: Marketing Insight

Something That Often Happens When a Website Is Redesigned

Case 2: Conversion and Visitor Insights

Do Visitors Engage with Our Brand?

Do Our Visitors Match Who We Target?

Which Content Sections Are Most Popular?

Is Our Site Siloed?

Case 3: Conversion Insight

Monetizing a Non-ecommerce Website

Case 4: Conversion Insight

Who Should Get Credit for a Conversion

Case 5: Marketing Insight

Advertising (AdWords) Optimization

Case 6: Marketing Insight

Understanding Channel Performance

Speaking of Insights...