



# Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users

By Michael Beasley

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*Practical Web Analytics for User Experience* teaches you how to use web analytics to help answer the complicated questions facing UX professionals. Within this book, you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and answering specific questions about how users navigate a website. The book is organized according to the concerns UX practitioners face. Chapters are devoted to traffic, clickpath, and content use analysis, measuring the effectiveness of design changes, including A/B testing, building user profiles based on search habits, supporting usability test findings with reporting, and more. This is the must-have resource you need to start capitalizing on web analytics and analyze websites effectively.

- Discover concrete information on how web analytics data support user research and user-centered design
- Learn how to frame questions in a way that lets you navigate through massive amounts of data to get the answer you need
- Learn how to gather information for personas, verify behavior found in usability testing, support heuristic evaluation with data, analyze keyword data, and understand how to communicate these findings with business stakeholders

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### Editorial Review

#### Review

*"...the book is [a] manual, albeit an excellent constructed manual, for anyone looking to learn about Google Analytics... The book in turn will help you learn how to use Web Analytics data... All in all a good book to have, especially if you are a freelancer looking to expand his/her service portfolio."--Actual Insights blog, October 26, 2013* *"User experience designer Beasley explains to fellow practitioners how they can add web analytics to their tool kit and have an additional source of data about users."--Reference & Research Book News, October 2013*

#### From the Back Cover

*Practical Web Analytics for User Experience* teaches you how to use web analytics to help answer the complicated questions UX professionals are faced with. Within this book you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and answering specific questions about how users use a website. The book is organized according to the concerns UX practitioners face: analyzing how users move through a website, measuring the effectiveness of design changes, gathering information about users' information needs from what they search for, supporting usability testing findings and so on. This is the must-have resource you need to empower you to start capitalizing on web analytics and analyze websites effectively.

#### About the Author

Michael Beasley is a user experience designer at ITHAKA and has eight years of experience in usability testing, user interface design, and web analytics. Previously, he was the measurement team lead at Pure Visibility, where he fused web analytics with traditional user experience activities to better answer clients' questions about their customers. Mike earned his MSI degree in human-computer interaction at the University of Michigan School of Information and was active for several years on the board of the Michigan chapter of the User Experience Professionals' Association. Mike has written articles for User Experience magazine and has given talks and workshops on web analytics geared toward user experience professionals.

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