



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

By Michael Beasley

[Download now](#)

[Read Online](#) 

Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley

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

 [Download Practical Web Analytics for User Experience: How A ...pdf](#)

 [Read Online Practical Web Analytics for User Experience: How ...pdf](#)

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

By Michael Beasley

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

By Michael Beasley

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

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

By Michael Beasley

- Sales Rank: #588931 in Books
- Published on: 2013-08-27
- Released on: 2013-08-13
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .59" w x 7.50" l, 1.20 pounds
- Binding: Paperback
- 256 pages



[Download Practical Web Analytics for User Experience: How A ...pdf](#)



[Read Online Practical Web Analytics for User Experience: How ...pdf](#)

Download and Read Free Online Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley

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.

Users Review

From reader reviews:

Roy Christy:

Hey guys, do you want to find a new book to read? May be the book with the subject Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users suitable to you? The actual book was written by popular writer in this era. Often the book untitled Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users is the main one of several books in which everyone read now. This kind of book was inspired many people in the world. When you read this guide you will enter the new shape that you ever know prior to. The author explained their idea in the simple way, thus all of people can easily to know the core of this e-book. This book will give you a wide range of information about this world now. So that you can see the represented of the world in this particular book.

Daniel Starkey:

Spent a free the perfect time to be fun activity to complete! A lot of people spent their sparetime with their family, or all their friends. Usually they doing activity like watching television, likely to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your personal free time/ holiday? Could possibly be reading a book might be option to fill your free of charge time/ holiday. The first thing that you will ask may be what kinds of publication that you should read. If you want to try out look for book, may be the guide untitled Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users can be very good book to read. May be it is usually best activity to you.

Sheila Kilburn:

In this period of time globalization it is important to someone to get information. The information will make anyone to understand the condition of the world. The health of the world makes the information better to share. You can find a lot of referrals to get information example: internet, classifieds, book, and soon. You will see that now, a lot of publisher in which print many kinds of book. Typically the book that recommended to you personally is Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users this e-book consist a lot of the information of the condition of this world now. This kind of book was represented how can the world has grown up. The language styles that writer make usage of to explain it is easy to understand. Often the writer made some research when he makes this book. That's why this book acceptable all of you.

Sara Matthews:

As we know that book is essential thing to add our understanding for everything. By a publication we can know everything we want. A book is a list of written, printed, illustrated or maybe blank sheet. Every year seemed to be exactly added. This e-book Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users was filled in relation to science. Spend your spare time to add your knowledge about your research competence. Some people has various feel when they reading a new book. If you know how big benefit of a book, you can experience enjoy to read a e-book. In the modern era like at this point, many ways to get book that you wanted.

Download and Read Online Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley #VKEPQFA6BT0

Read Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley for online ebook

Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley books to read online.

Online Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley ebook PDF download

Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley Doc

Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley MobiPocket

Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley EPub

VKEPQFA6BT0: Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users By Michael Beasley