

WEB ANALYTICS TUTORIAL

http://www.tutorialspoint.com/web_analytics/index.htm

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Web Analytics is a technique that you can employ to collect, measure, report, and analyze your website data. It is normally carried out to analyze the performance of a website and optimize its web usage. Web Analytics is an indispensable technique for all those people who run their business online. This is a comprehensive tutorial that covers all the basics of web analytics.

AUDIENCE

This tutorial is designed for SEO professionals as well as beginners who would like to learn the basics of Web Analytics and its techniques.

PREREQUISITES

Before proceeding with this tutorial, it is expected that you have a basic understanding of how to develop professional websites and how to attract web traffic.