



Complete Web Monitoring: Watching your visitors, performance, communities, and competitors

Alistair Croll, Sean Power

Download now

[Click here](#) if your download doesn't start automatically

Complete Web Monitoring: Watching your visitors, performance, communities, and competitors

Alistair Croll, Sean Power

Complete Web Monitoring: Watching your visitors, performance, communities, and competitors

Alistair Croll, Sean Power

Do you really understand your online presence? Are you confident that visitors can use your website? Do you know their motivations? How do online communities perceive your company? To innovate and adapt your business quickly, you must know the answers to these questions.

Complete Web Monitoring demonstrates how to measure every aspect of your web presence -- including analytics, backend performance, usability, communities, customer feedback, and competitive analysis -- whether you're running an e-commerce site, a community, a media property, or a Software-as-a-Service company. This book's concrete examples, clear explanations, and practical recommendations make it essential for anyone who runs a website.

With this book you will:

- Discover how visitors use and interact with your site through web analytics, segmentation, conversions, and user interaction analysis
- Find out your market's motivations with voice-of-the-customer research
- Measure the health and availability of your website with synthetic testing and real-user monitoring
- Track communities related to your online presence, including social networks, forums, blogs, microblogs, wikis, and social news aggregators
- Understand how to assemble this data into clear reports tailored to your organization and audience

You can't fix what you don't measure. *Complete Web Monitoring* shows you how to transform missed opportunities, frustrated users, and spiraling costs into online success.

"This is a very comprehensive view of just about everything one needs to know about how websites work and what one needs to know about them. I'd like to make this book required reading for every employee at Gomez."-- Imad Mouline, CTO of Gomez

 [Download Complete Web Monitoring: Watching your visitors, p ...pdf](#)

 [Read Online Complete Web Monitoring: Watching your visitors, ...pdf](#)

Download and Read Free Online Complete Web Monitoring: Watching your visitors, performance, communities, and competitors Alistair Croll, Sean Power

From reader reviews:

Clarence Liller:

What do you concentrate on book? It is just for students since they are still students or that for all people in the world, what the best subject for that? Just you can be answered for that issue above. Every person has diverse personality and hobby per other. Don't to be forced someone or something that they don't need do that. You must know how great and important the book Complete Web Monitoring: Watching your visitors, performance, communities, and competitors. All type of book could you see on many resources. You can look for the internet options or other social media.

David Kane:

Reading a e-book can be one of a lot of activity that everyone in the world loves. Do you like reading book therefore. There are a lot of reasons why people fantastic. First reading a publication will give you a lot of new facts. When you read a publication you will get new information mainly because book is one of several ways to share the information or even their idea. Second, examining a book will make a person more imaginative. When you reading a book especially fictional works book the author will bring someone to imagine the story how the character types do it anything. Third, it is possible to share your knowledge to other individuals. When you read this Complete Web Monitoring: Watching your visitors, performance, communities, and competitors, you can tells your family, friends along with soon about yours e-book. Your knowledge can inspire different ones, make them reading a guide.

John Smithers:

On this era which is the greater individual or who has ability to do something more are more precious than other. Do you want to become certainly one of it? It is just simple approach to have that. What you have to do is just spending your time almost no but quite enough to have a look at some books. One of many books in the top collection in your reading list is actually Complete Web Monitoring: Watching your visitors, performance, communities, and competitors. This book that is qualified as The Hungry Slopes can get you closer in turning into precious person. By looking way up and review this publication you can get many advantages.

Henry Buford:

Reading a book make you to get more knowledge from the jawhorse. You can take knowledge and information originating from a book. Book is created or printed or outlined from each source that will filled update of news. Within this modern era like currently, many ways to get information are available for an individual. From media social similar to newspaper, magazines, science reserve, encyclopedia, reference book, new and comic. You can add your knowledge by that book. Isn't it time to spend your spare time to spread out your book? Or just looking for the Complete Web Monitoring: Watching your visitors, performance, communities, and competitors when you required it?

Download and Read Online Complete Web Monitoring: Watching your visitors, performance, communities, and competitors Alistair Croll, Sean Power #RA1PK294L58

Read Complete Web Monitoring: Watching your visitors, performance, communities, and competitors by Alistair Croll, Sean Power for online ebook

Complete Web Monitoring: Watching your visitors, performance, communities, and competitors by Alistair Croll, Sean Power 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 Complete Web Monitoring: Watching your visitors, performance, communities, and competitors by Alistair Croll, Sean Power books to read online.

Online Complete Web Monitoring: Watching your visitors, performance, communities, and competitors by Alistair Croll, Sean Power ebook PDF download

Complete Web Monitoring: Watching your visitors, performance, communities, and competitors by Alistair Croll, Sean Power Doc

Complete Web Monitoring: Watching your visitors, performance, communities, and competitors by Alistair Croll, Sean Power Mobipocket

Complete Web Monitoring: Watching your visitors, performance, communities, and competitors by Alistair Croll, Sean Power EPub