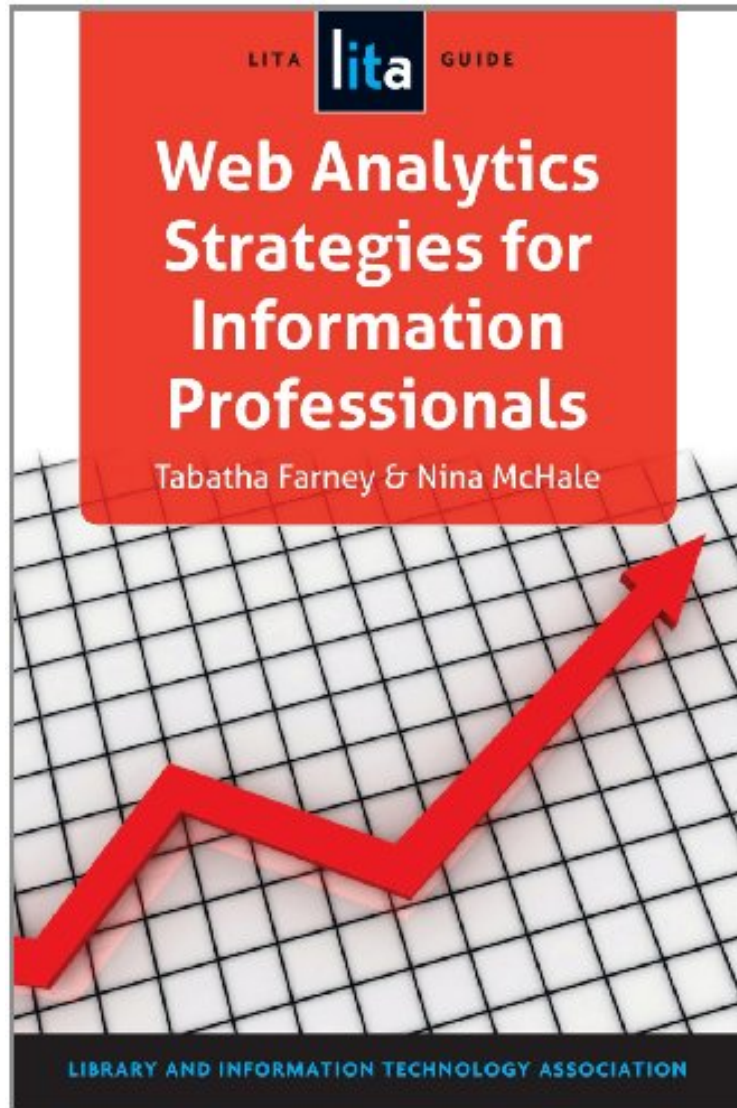


Web Analytics Strategies for Information Professionals (Lita Guide)

Tabatha Farney, Nina McHale
DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#3480059 in Books 2013-03-14Original language:EnglishPDF # 1 9.02 x .50 x 5.98l, .71 #File Name: 1555708978232 pages | File size: 56.Mb

Tabatha Farney, Nina McHale : Web Analytics Strategies for Information Professionals (Lita Guide) before purchasing it in order to gage whether or not it would be worth my time, and all praised Web Analytics Strategies for Information Professionals (Lita Guide):

1 of 1 people found the following review helpful. Jam packed with informationBy E. MaherThis book contained plenty of amazing strategies about utilizing the informational tools at our disposal. Highly recommended! Very well written and put together.

Whether you're gathering information for a department report or planning a website redesign, easy access to meaningful, actionable data is critical. Farney and McHale address the distinctive needs of libraries educational mission with specific advice on how to use web analytics in a library setting. Users are given clear explanations of terminology, a glossary for future reference and effective communication tips for reporting results and recommending changes or improvements. Also included: Eight examples of semi-custom and custom reporting Four case studies showing project-specific applications Advice on how to use tools such as Percent Mobile and Google Analytics to complement one another

"Filled with solid advice Farney and McHale have written a helpful and easy to understand book with valuable advice and insight for any librarian who would like to understand and improve his or her library's website usage." --Journey of Library Innovation
"This is a delightful book that will serve as a guide and handy reference for professionals in any organization will be sure to educate, motivate, and engage practitioners for a long time." --Catholic Library World