



Practical Google Analytics and Google Tag Manager for Developers

By Jonathan Weber

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Whether you're a marketer with development skills or a full-on web developer/analyst, *Practical Google Analytics and Google Tag Manager for Developers* shows you how to implement Google Analytics using Google Tag Manager to jumpstart your web analytics measurement.

There's a reason that so many organizations use Google Analytics. Effective collection of data with Google Analytics can reduce customer acquisition costs, provide priceless feedback on new product initiatives, and offer insights that will grow a customer or client base. So where does Google Tag Manager fit in?

Google Tag Manager allows for unprecedented collaboration between marketing and technical teams, lightning fast updates to your site, and standardization of the most common tags for on-site tracking an

d marketing efforts. To achieve the rich data you're really after to better serve your users' needs, you'll need the tools Google Tag Manager provides for a best-in-class implementation of Google Analytics measurement on your site.

Written by data evangelist and Google Analytics expert Jonathan Weber and the team at LunaMetrics, this book offers foundational knowledge, a collection of practical Google Tag Manager recipes, well-tested best practices, and troubleshooting tips to get your implementation in tip-top condition. It covers topics including:

- Google Analytics implementation via Google Tag Manager
- How to customize Google Analytics for your unique situation

- Using Google Tag Manager to track and analyze interactions across multiple devices and touch points
- How to extract data from Google Analytics and use Google BigQuery to analyze Big Data questions

What You'll Learn

- Implementation approaches for Google Analytics, including common pitfalls and troubleshooting strategies.
- How to use tools like Google Tag Manager and jQuery to jumpstart your Google Analytics implementation.
- How to track metrics beyond page views to other critical user interactions, such as clicks on outbound links or downloads, scrolling and page engagement, usage of AJAX forms, and much more.
- How to incorporate additional, customized data into Google Analytics to track individual users or enrich data about their behavior.

Who This Book Is For

Web developers, data analysts, and marketers with a basic familiarity with Google Analytics from an end-user perspective, as well as some knowledge of HTML and JavaScript.

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Editorial Review

Review

"If big insights are your destination, smart analytical techniques and big brains are your superpowers to get there. Yet, the thing that makes or breaks this entire enterprise is your ability to efficiently implement sophisticated, speedy, even sexy data collection strategies. And that's where this book from LunaMetrics comes in. Buy, learn and rock your data existence!" --Avinash Kaushik, Author: *Web Analytics 2.0, Web Analytics: An Hour A Day*

"In this digital age, it is paramount to have a clear view of your business operations, and be able to gain fast and deep insights into the effectiveness of your marketing activities and user experiences. The LunaMetrics team has created a compelling and thoroughly organized guide for unlocking the potential of Google Analytics by ensuring that your tagging, implementations and configuration are going to deliver the data you need." --Paul Muret, VP Engineering, Google Analytics

"Implementation and advanced configuration gets little attention in the world of web analytics, which celebrates insights and powerful analysis over all else. Nevertheless, without good quality data you can't do proper analysis! Using Google Tag Manager, we've taken a huge leap towards efficient data collection, and this long-expected book by LunaMetrics is all about doing things the right way." --Simo Ahava, Senior Data Advocate at Reaktor, GTM Blogger

From the Back Cover

Whether you're a marketer with development skills or a full-on web developer/analyst, *Practical Google Analytics and Google Tag Manager for Developers* shows you how to implement Google Analytics using Google Tag Manager to jumpstart your web analytics measurement. Whether you're starting from scratch on a new website or working to re-engineer or enhance a Google Analytics account you have inherited, this book provides the tools.

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With a growing list of features and rapid adoption across industries, Google Tag Manager allows for unprecedented collaboration between marketing and technical teams, lightning fast updates to your site, and standardization of the most common tags for on-site tracking and marketing efforts.

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About the Author

Jonathan Weber is the Data Evangelist at LunaMetrics. He spreads the principles of analytics through training seminars on Google Analytics and related topics, and works with clients on challenging strategic issues in measuring and interpreting analytics data. He holds a master's degree from the University of Pittsburgh School of Information Sciences. When he's not in front of the computer poring over data, you can find him out in the sunshine as the co-founder of sustainable urban flower farm greenSinner, located in Pittsburgh.

Users Review

From reader reviews:

Jerry Hernandez:

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