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# Google Analytics Guide 201

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**DEREK HANEY**

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**Google Analytics  
Complete Self-  
Assessment Guide**

Independently  
Published  
Want to dive deep into  
Google Analytics 4 or  
learn more about the  
custom options  
available? GA4 is an  
amazing program with

a lot of options that just were not available in older editions of Google Analytics. This provides amazing opportunities to collect analyze and monitors more detailed data on cleaner reports in order to better understand your website customer behaviors. This book will cover topics such as User engagement, how to track it, and why it is important Setting up and using custom dimensions in GA4 Understanding filters and how to screen out unwanted content How to customize channels in GA4 Understanding data and website performance planning *Google Analytics* Independently Published Embark on a journey to website success with Google Analytics for

Beginners, a comprehensive guide designed to transform even the most tech-averse individuals into data-savvy website owners. In today's digital landscape, understanding your website's traffic and user behavior is crucial for achieving your online goals. Google Analytics, a powerful tool developed by Google, is the go-to platform for gaining insights into your website's performance. This beginner-friendly guide demystifies Google Analytics, breaking down complex concepts into easy-to-understand terms. Whether you're a blogger, entrepreneur, or small business owner, this book will equip you with the essential knowledge to harness

the power of data and transform your website into a digital powerhouse. Embark on your data-driven website success journey today!

### **Advanced Web Metrics with Google Analytics**

John Wiley and Sons  
Website Insight - A guide to understanding Google Analytics for every small business. For Business Owners who want to take control of their website, make informed decisions and achieve online success. Data is everywhere in today's world & identifying what is important to your business can be overwhelming. Many people solely rely on their website builders to monitor website activity & report back suggestions &

improvements. Unfortunately a lot of these agencies also do not properly understand the reports & your business objectives. Without a clear understanding of what you want to achieve from your website & digital marketing efforts, this data tends to go to waste. Have you ever had website reports emailed to your inbox only to be ignored and eventually deleted? Do you want to get a better understanding of how your customers use your website & increase conversion rates? Would you like to control your own data & make informed decisions to meet your business goals? This book is designed to allow everyday small business owners to better understand their

own website data & drive improvements. I believe that you, as a business owner should be able to interpret your own Google Analytics reports, without having to rely on a web builder or digital marketer telling you that "everything is going well," once a month. Take control of your own data & see for yourself. I am not saying that you don't need web & marketing teams, you do, but by understanding these reports you create a much more powerful digital strategy to meet your goals and business objectives. Google Analytics is a very powerful web analytics software platform that can do much more than I am going to explain in this book. I am going to breakdown the

different sections of Google Analytics for you & help you understand the basic Google Analytics reports, so you can start to identify what is important to your business & your objectives & start to create a data driven actionable plan. This is not a technical how-to manual but more of an overview to show you what is available in Google Analytics and to help you get started. It is my hope that you find the information in this book useful, start to review your website data on a regular basis and truly start to drive your online success. *A Newbies Guide to Google Analytics* 5starcooks  
What are specific Google Analytics Rules to follow? Why should we adopt a Google

Analytics framework? What are your current levels and trends in key Google Analytics measures or indicators of product and process performance that are important to and directly serve your customers? How will you measure your Google Analytics effectiveness? What management system can we use to leverage the Google Analytics experience, ideas, and concerns of the people closest to the work to be done? This extraordinary Google Analytics self-assessment will make you the entrusted Google Analytics domain specialist by revealing just what you need to know to be fluent and ready for any Google Analytics challenge. How do I reduce the effort in the

Google Analytics work to be done to get problems solved? How can I ensure that plans of action include every Google Analytics task and that every Google Analytics outcome is in place? How will I save time investigating strategic and tactical options and ensuring Google Analytics opportunity costs are low? How can I deliver tailored Google Analytics advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Google Analytics essentials are covered, from every angle: the Google Analytics self-assessment shows

succinctly and clearly that what needs to be clarified to organize the business/project activities and processes so that Google Analytics outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Google Analytics practitioners. Their mastery, combined with the uncommon elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Google Analytics are maximized with professional results. Your purchase includes access details to the Google Analytics self-assessment dashboard download which gives

you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. Your exclusive instant access details can be found in your book.

*Google Analytics 4 Migration Quick Guide 2022* Ron Lee

Do you know how effective your website is? Hint: Most companies don't... The era of anonymity over the Internet is over. We live in a world where every mouse movement is watched, every link clicked is recorded. Even if you aren't taking advantage of this information, I can assure you, your competitors are. How do I know? Roughly 50 million people are using Google Analytics, give or take a few

million. And there is good reason too! Google Analytics is the Internet's number one analytics tool. In this book I'll show you how to harness the power of Google Analytics. You'll be able to see where your users are coming from, in the virtual world and in real life. You'll also learn how to see vital statistics such as when a user adds an item to your online shopping cart, and also when they remove an item. You can even specifically contact those users for remarketing. And this stuff is just scratching the surface of what Google Analytics can do for your business! And best of all, it's free.

*Website Insight*

Pearson Education

When the company

isn't getting the leads they expect, they question if your work is valuable. That is where data becomes crucial to digital marketers. This guide might prove to be the ultimate tool for digital marketers while using Google Analytics, the most robust free analytics platform available. In this guide, you will learn: □ Introduction to Google Analytics □ Setting Up the process of Google Analytics □ Usage of Google Analytics □ Studying the Analytics Report

*Understanding Google Analytics For Business Growth* American Library Association

Packed with insider tips and tricks, this how-to guide is fully revised to cover the latest version of Google Analytics and shows you how to



implement proven Web analytics methods and concepts. This second edition of the bestselling *Advanced Web Metrics with Google Analytics* is the perfect book for marketers, vendors, consultants, and Webmasters who want to learn the installation, configuration, tracking techniques, and best practices of Google Analytics. Google Analytics is a free tool that measures Web site effectiveness and helps users better understand how web site performance; this book is a detailed usage guide written by one of the software's original creators. Explains what filters keep data accurate, how to measure Flash usage and tag for e-mail marketing, and

what visitor segmentation provides the most useful feedback. Examines principles and practices of Web analytics, then shows how to use GA's reports and how to track dynamic Web pages, banners, outgoing links, and contact forms. Discusses advanced setups for configuring goals and filters, how to integrate GA with third-party systems, and how to leverage the new API. *Advanced Web Metrics with Google Analytics, Second Edition* is valuable for both novice and experienced users of Google Analytics. *Google Analytics Demystified* SMP Publishing. Get the most out of the free Google Analytics

service—and get more customers Google Analytics allows you to discover vital information about how end users interact with their Web sites by collecting vital data and providing tools to analyze it, with the intention of improving the end-user experience and, ultimately converting users into customers. This indispensable guide delves into the latest updates to the newest version of Google Analytics—3.0—and explains the concepts behind this amazing free tool. You'll discover what information to track, how to choose the right goals and filters, techniques for reading Google Analytics reports and graphs, and, most importantly,

how to compile this data and use it to improve your Web site and attract more potential customers. Takes an in-depth look at Google Analytics 3.0 and walks you through the possibilities it offers Explains how to read Google Analytics reports and graphs so that you can compile this data and use it to improve your Web site and attract more users Shares techniques for converting end users into customers Features tips and suggestions for getting the information you need from Google Analytics reports and then converting that information into actionable tasks you can use With Google Analytics, Third Edition, you'll be well on your way to retrieving the information you need

to convert visitors to your site into customers! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Maximizing Google Analytics John Wiley & Sons

Want to improve online sales? Want to stop the customer drop-off in your sales funnel? Some companies have a 95 percent drop-off in the final steps of the sales funnel. Often a few minor adjustments on these pages could double website sales. However, these issues often go undiscovered because people do not know what they are looking for in the data. With the tools inside this book, you will discover what areas of your website customers are having

trouble with and what can be done to provide the best experience for your website users. This book will cover topics such as The basics of Google analytics and GA4 Setting up Analytics accounts on WordPress, Shopify, and other platforms The major differences between Google Analytics(UA) and GA4 accounts How to leverage customer data to make corrections to your website Using Analytics to increase sales This book is part of a more extensive collection of books in the SEO and Digital Marketing series These books together cover a broad range of Search Engine Optimization topics, including the tools you need to be successful at the business of

Search engine optimization. Google analytics and GA4 will cover the basics of how to set up an account, monitor traffic, and even use Google analytics to do basic website optimization on an e-commerce website. If you are starting in the field or need to brush up on the basics, this is the book to help with Google analytics. If you are more advanced, you may want to see the beginners guide to Search Engine Optimization and the Advance guide to Google analytics. Digital analytics Digital analytics is the process of collecting data from users as they interact with the website and providing you with a picture representation of that data. Research has told us that people

buy products and services in stages. Analytics can show the acquisition of new users or pages viewed by the user while on the website and conversion. The user has become a customer, either through purchase, signing up for a newsletter, or interacting with a blog. Digital analytics then allows you to take this information and make better-informed decisions. Such as analyzing the data from your marketing campaigns to see which ones turn into sales so you can expand these efforts. Digital analytics also shows you if customers are having trouble with any step on your website. It can show you if users engaged your website on a

mobile device or a desktop computer and how quickly your website responds to a customer's request. Using digital analytics to grow your Business It doesn't matter the business; digital analytics can help grow your business if you have a digital footprint. I will briefly walk through the major components of the Digital Analytics home page in Google Analytics. Provide you with an overview of how it can help you grow your website or business later in this book. As we get deeper into each area, I will give you more detail about it and how every area can provide information to grow your business online. About the author Christopher has spent his career helping

small businesses working as a consultant in the area of digital marketing help teach and coach small companies, not the tools they can use to compete with larger companies. He often reflects on how bad it hurt to watch a small businesses fail because they did not know how to compete in the online space.

**Google Analytics A Complete Guide - 2020 Edition** SMP Publishing

Anyone can easily and efficiently learn how to drive users to their website with the use of this handy guide to both traditional and nontraditional search engine optimization (SEO). Social search, real-time search, semantic search, blog and RSS feed search, mobile engine and app

search, and other search types need to be considered in order to optimize maximum exposure on the internet today. This book teaches how to prepare website content for semantic search engines, how search engines and social networking sites work together, how to apply organic search techniques to content and keyword lists, and how to apply it to an individualized framework to maximize online exposure. It goes on to provide analytical and metric tools to measure the success of the search optimization strategy. Using real-world examples and avoiding technical jargon, this guide is perfect for businesspeople, entrepreneurs, and independent

professionals who need practical, successful, and fast results that bring customers to their websites.

### **Google Analytics for Beginners**

Independently

Published

"42 Rules for Applying Google Analytics" is

understanding a

visitor's journey

through your website

then applying that

measurement,

collection and analysis

of data for the main

purpose of adequately

optimizing and

improving website

performance. This

includes learning

where your visitors

come from and how

they interact with your

site or measuring key

drivers and

conversions such as

which web pages

encourage people to

react by calling,

emailing or purchasing a product. The benefit of applying this free knowledge, whether you are an advertiser, publisher, or site owner, will help you write better ads, strengthen your marketing initiatives, and create higher-converting web pages. It is even more imperative to apply analytics now that online advertising channels have evolved from traditional display and text to mobile, video and social networking. If you are to succeed, it is a must and not an option to align metrics with business goals, draw actionable conclusions and articulate metrics and goals to stakeholders.

*The Business Owners' Guide to Interpreting Google Analytics*

Independently  
Published

Do you want to know how companies know what you want to buy from the data they analyse? Do you want to know how to extract data from your ads through analysis? Do you want to understand how best to improve your business? Growth of business is driven by understanding how your customers think. In understanding the factors that affect customer behaviour and choice patterns, analysis is needed. Especially for online businesses, mostly if you're running; plan to run or have just concluded an advertising campaign on either Google or YouTube. Analysis, more specifically advertising analysis, is

key to understanding weak points, choke points and strong points for ads in a campaign because it leads to improvement on areas that are lacking power and also increase effort on areas that are doing pretty well. This book offers in-depth knowledge on analysis using Google Analytics. It takes the eye of the beginner into great care and consideration in order to analyse and understand PPC campaigns on Google and YouTube, how to make reports off them and use the data to improve business strategies. The book offers these: Startup; providing information on what Google Analytics is, why you need it and how to setup your account. Familiarisation;

engaging you the reader with what analytical reports are, the various forms they appear and how to analyse PPC campaigns. Followup; insights on campaign tracking, understanding the problems of non-standard campaign parameters, observing problems within a campaign and how to fix them once noticed. Data collection and analysis is just one of the many other concepts to understanding and effectively executing a proper campaign analysis with Google Analytics for your PPC campaigns, You wouldn't want to miss this, place an order now!  
*Advanced Guide to Google Analytics 4*  
 Linden Publishing



Do you want to understand your website visitors, where they come from and what they look at? A guide to understanding Google Analytics for every business small or big, this book will give you a practical understanding of web traffic, visitors, and analytics, so you can improve the performance of your website. Learn how to use Google Analytics to run and track successful digital marketing campaigns. *Understanding Google Analytics For Business Growth* is a great resource for anyone who wants to learn how to use Google Analytics. It doesn't matter if you're an experienced user, or just a novice, this book caters to all levels of experience. A must for

all users to understand the power of Google Analytics in your business and help you unlock your marketing potential. Written by a leading digital marketing agency owner who has over 15 years' industry experience and has worked with small SMEs right through to big national and international brand names.

*Google Analytics Complete Self-Assessment Guide*

Independently  
Published

Leverage Google Analytics to make data-driven decisions to shape your marketing strategy  
**KEY FEATURES** \_ Learn how to navigate the Google Analytics interface and reports. \_ Understand the working of the Google Analytics

platform. \_  
 Understanding Traffic Sources in Google Analytics. \_ Learn how to use Segments in Google Analytics. \_  
 Understand how Cross-Device reporting works in Google Analytics.  
 DESCRIPTION This book will help you learn everything that you need to know about Google Analytics. We will start by setting up the account and updating the settings. Then, we will go through the main reports in Google Analytics will dive deep into the analysis. We will then analyze the users, their behavior, and their sources. This analysis will improve your business and website results. We will also go through the fundamentals of relating Google Analytics data to your

marketing strategy. We will explore live examples of analysis with real Ecommerce data and learn approaches to analyze our data. At the end of the book, we will go through the Conversions section in Google Analytics. By the end of the book, you will be able to make informative decisions based on data related to your website visitors. \_  
 WHAT WILL YOU LEARN \_  
 \_ Learn how to set-up a Google Analytics account. \_  
 \_ Understand how to read all the reports in Google Analytics. \_  
 \_ Perform complex analysis based on the data in the reports. \_  
 \_ Learn how to relate the Google Analytics data to your marketing strategy. \_  
 \_ Read and analyze Conversion

reports based on real Ecommerce data. WHO THIS BOOK IS FOR

This book is designed for business owners and webmasters who want to use Google Analytics to make better decisions and improve their sales.

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1. Google Analytics Step-by-step setup. 2. Google Analytics reports explained. 3. 7PÕs of Marketing and Google Analytics. 4. Your audience ð your business. 5. The heartbeat of the Google Analytics: Acquisition & Behavior Reports. 6. Conversions. The final goal.

Introduction to Google Analytics John Wiley and Sons

If you have a website, then you have probably already heard all about rate, exit

rate, organic search traffic, and more. They're nice words, but how do you use them to understand your visitors and get more? Google Analytics is a powerful resource that can tell you the smallest details about your visitor traffic, but if you are asking yourself what it means or why it even matters, then you're like most businesses. Analytics is so data heavy that you can be easily overwhelmed and lost. If you are new to Analytics, or even have used it a few times, then this guide will help you understand what's in front of your eyes. It won't get into the weeds with professional tips better suited for professional marketers. It also won't go into detail about advanced

Analytics elements—the keyword here is Basics! The goal is to get you started quickly. Ready to get started? Let's go!

Sams Teach Yourself Google Analytics in 10 Minutes Independently Published

Demystifying Data: The Google Analytics Guide for Businesses and Bloggers In today's digital age, understanding your audience is key to success. Whether you're running a booming business or a captivating blog, data-driven insights are essential for making informed decisions and achieving your goals. The Google Analytics Guide for Businesses and Bloggers equips you with the knowledge and strategies to leverage

Google Analytics, the world's most popular web analytics platform. This comprehensive guide, designed for users of all experience levels, empowers you to transform website data into actionable insights. Regardless of whether you're a seasoned marketing professional or a passionate blogger just starting out, this book provides the tools and techniques to unlock the full potential of Google Analytics. Here are 5 key areas you'll explore to become a Google Analytics whiz: Mastering the Fundamentals: Get acquainted with the core functionalities of Google Analytics. This section dives deep into setting up your account, understanding key metrics like website

traffic, user engagement, and conversions, and navigating the user-friendly interface.

**Unveiling Your**

**Audience:** Who are your website visitors?

Learn how to leverage Google Analytics'

audience insights to gain a deeper

understanding of your target demographic.

Explore data on user location, age, interests,

and devices used to access your website,

allowing you to tailor your content and

marketing strategies accordingly. Content

that Converts: Not all content is created

equal. This section explores how to use

Google Analytics to track user behavior

and identify your most engaging content.

Learn how to measure content performance,

understand what resonates with your audience, and optimize your content strategy for maximum impact.

**Optimizing for**

**Conversions:**

Conversions are the holy grail! Whether

your goal is driving

sales, collecting leads, or encouraging

newsletter signups,

Google Analytics

empowers you to track

and optimize your

conversion funnel. This section dives deep into

conversion tracking,

allowing you to identify areas for improvement

and ensure your

website is designed to

convert visitors into

loyal customers or

engaged subscribers.

**Beyond the Basics:**

Ready to take your

Google Analytics

expertise to the next

level? This guide

explores advanced

strategies like custom reports, goal setting, and integrating Google Analytics with other marketing platforms for a holistic view of your online presence. The Google Analytics Guide for Businesses and Bloggers offers more than just the core curriculum:

Comparison to Other Analytics Tools: Understand the key differences between Google Analytics and other popular website analytics tools, allowing you to choose the platform that best suits your specific needs.

Data Visualization Made Easy: Learn how to interpret various data visualizations within Google Analytics, including charts and graphs, to gain clear and actionable insights from your website

data. E-commerce Analytics Essentials: For businesses with online stores, this section provides specific guidance on leveraging Google Analytics to track e-commerce performance, analyze customer behavior, and optimize your online store for increased sales. Stop feeling overwhelmed by website data! The Google Analytics Guide for Businesses and Bloggers is your key to unlocking the power of data. With this guide by your side, you'll be deciphering user behavior, optimizing your content, and achieving your online goals with confidence.

*Google Analytics a Complete Guide - 2019 Edition* Measurebit

Are you getting your money's worth out of

Google Analytics? Investing time in customizing your settings in Google Analytics helps you get the most out of the detailed data it offers, particularly if your library's web presence spans multiple platforms. In this issue of Library Technology Reports, experienced trainers Farney and McHale point you to the high-payoff priorities, with specific advice on such topics as How to implement Google Analytics in common content management systems, OPACs, discovery layers, and institutional repositories Cross-domain tracking, including guidance on when and how to combine or separate data across multiple domains or subdomains Identifying

your website's purpose and using Goal Reports to measure results Using filters to exclude activity by library staff from your data Using event tracking to get data on use of PDFs, video player widgets, and other non-HTML objects Sample easy-to-implement HTML code is included in this issue, making it even more valuable.

[Google Analytics Power the Ultimate Step-By-Step Guide](#) Apress

Do you know what people do when they visit your website or web app? Or how much the site contributes to your bottom line? Google Analytics keeps track and makes it easy for you to learn precisely what's happening. This hands-on guide shows you how to get the most out of this free and

powerful tool -- whether you're new to Google Analytics or have been using it for years. Google Analytics shows you how to track different market segments and analyze conversion rates, and reveals advanced techniques such as marketing-campaign tracking, a valuable feature that most people overlook. And this practical book not only provides complete code samples for web developers, it also explains the concepts behind the code to marketers, managers, and others on your team. Discover exactly how the Google Analytics system works. Learn how to configure the system to measure data most relevant to your business goals. Track online marketing activities, including

cost-per-click ads, email, and internal campaigns. Track events -- rather than page views -- on sites with features such as maps, embedded video, and widgets. Configure Google Analytics to track enterprise data, including multiple domains. Use advanced techniques such as custom variables and CRM integration.

**Google Analytics Breakthrough**

Createspace  
Independent Publishing Platform

Remember the skills it took to learn how to ride a bike? You needed to be actively engaged, hands-on, and have someone patient to guide you step-by-step. Google Analytics Demystified: A Hands-On Approach uses these same



principles to help you master Google Analytics. The book helps you not only understand the power of Google Analytics, but also learn how to apply the data to your own strategic information needs and decisions. We'll show you how to obtain the insights needed to improve your visitors' online experience - so they are more likely to engage with and return to your website or blog. In short, we'll show you how you can use Google Analytics to make better informed and more successful decisions related to your own digital property. Here are just some of the questions that we'll help you answer: How are visitors finding my site? What do they do when they arrive?

Which content do my visitors find most interesting and motivating? How much of my content is actually being consumed? How do I set site goals and measure how well they are being achieved? What are the strengths and weaknesses of site interactions? What can I do to improve visitors' experience and engagement? How well are my campaigns working? How can I make my campaigns more effective? How can I conduct tests to optimize site characteristics? How do I manage data flow and analysis? How do I choose the most appropriate and useful reports and data? The book's approach is unique. Beyond detailed yet easy to understand

explanations of key concepts, the book provides you with a free website. This approach advances your learning in three important ways. First, you will be an active rather than a passive participant in the learning process. You will be able not only to read about what Google Analytics can do, but you can immediately apply and explore key concepts on a working website. Second, you can explore Google Analytics without risk to existing data. Since mistakes are an important part of the learning process, you can make and correct errors without any harm to your existing website. Finally, because you will have an active site and real data, you can explore

on your own, thereby increasing your depth of understanding. We walk you through all the steps to obtain and get the free site up and running. There are also self-assessment questions, application exercises, and case studies (all with answers provided) to ensure your full understanding of Google Analytics. *Google Analytics for Success* 5starcooks Site statistics give you raw numbers, but Web analytics crunch those numbers into meaningful metrics you can actually use. Here's what's new in Google Analytics 2.0, such as cross-segment reporting and drilldown content that enhance analysis. Learn to set up Analytics and choose filters, explore goals and goal-setting,

use customizable dashboards and date ranges, and master basic analytics and Web statistics concepts. Examine every aspect of available reports, learn to use those best suited for e-commerce sites, and more.

**BONUS:** Each copy of Google Analytics 2.0 includes a \$25 Google AdWords gift card compliments of Google. With this \$25 gift card , you can attract new customers to your website on Google's dime.

Related with Google Analytics Guide 201:

- Surplus Funds Recovery Training : [click here](#)