

[Reading] ↗ Mastering Search Analytics ⇒ Brent Chaters – Soccerjerseys-wholesale.co

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Posted on 23 July 2019 By Brent Chaters

Many Companies Still Approach Search Engine Optimization SEO And Paid Search As Separate Initiatives This In Depth Guide Shows You How To Use These Programs As Part Of A Comprehensive Strategy Not Just To Improve Your Site S Search Rankings, But To Attract The Right People And Increase Your Conversion Rate Learn How To Measure, Test, Analyze, And Interpret All Of Your Search Data With A Wide Array Of Analytic Tools Gain The Knowledge You Need To Determine The Strategy S Return On Investment Ideal For Search Specialists, Webmasters, And Search Marketing Managers, Mastering Search Analytics Shows You How To Gain Better Traffic And Revenue Through Your Search Efforts Focus On Conversion And Usability Not On Driving Larger Volumes Of Traffic Track The Performance Of Your SEO And Paid Search Keywords Apply Techniques To Monitor What Your Competitors Are Doing Understand The Differences Between Mobile And Desktop Search Learn How Social Media Impacts Your Search Rankings And Results Audit Your Site For Problems That Can Affect Users And Search Spiders Create Dashboards And Expanded Reports For All Of Your Search Activities

Mastering SEO, SEM and Site Search

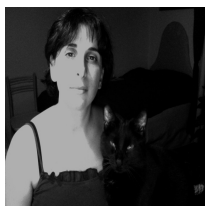


Mastering Search Analytics

O'REILLY*

Brent Chaters

10 thoughts on “Mastering Search Analytics ”



Marcella Bongiovanni Marcella

Bongiovanni says:

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Chiunque sia il Lettore immaginato dall'autore non

include professionalit come la mia Un web editor ha molti compiti, fra cui spesso si trova anche il monitoraggio dei dati Un titolo come Guida ai search analytics mi aveva indotto a pensare a qualcosa di pi semplice e a portata di tutti. Ma fra la mia incompiensione, i diversi capitoli saltati perch non rilevanti nel mio caso e l avere un prodotto ben diverso da quelli suggeriti la lettura stata una esperienza frustrante Un desiderio infine che tutti gli autori di Analytics and Co si pongano per una volta al di l del mercato C tutto un mondo fuori cui i concetti della finanza e del mercato della vendita, dei Roi, dei ricavi ecc va assolutamente stretto, quando non del tutto inadeguato Una PA per esempio non avr mai lo stesso fine e si, certo, si pu parlare sempre di obiettivi, ma il campo e il concetto sono cos diversi che tutti gli esempi e il modo di ragionare sono quasi inapplicabili La PA ha un competitor Deve analizzare il lavoro degli altri Mah.

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John O& John O& says:

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I was disappointed in Mastering Search Analytics by Brent Chaters O Reilly Publishing, October 2011, 359 pages While full of accurate information on the different sub fields of search , organic, paid, site, etc., there is so much unneeded content, often poorly presented, that the book became burdensome to read In retrospect I feel that the editorial staff at O Reilly failed to do their job in helping the author produce a smaller yet higher quality book n nWhat could be said in a sentence took a paragraph What should have been a link to supporting website often was pages of needless instructions on how to use interactive tools In his chapter on Tracking and Optimizing SEO and Paid Search Traffic, Mr Chaters

takes three full paragraphs to basically convey the idea that it is better to have smaller high quality traffic that converts well versus high volume low quality traffic that does not convert well The book is weighed down by detailed step by step instructions on how to use free and paid online tools This would have been much better if the author had only focused on the value and output the tool could offer while providing a link to a supporting site where anything from text instructions to screen shots to videos to updated content could be offered Not to mention that the moment one of those tools is updated or modified the book is outdated As of this writing MasteringSearchAnalytics.com is available for registration n nA seasoned interactive marketer even with no direct experience in the search field will find much of what is written here superfluous Does a book whose stated target audience includes search engine managers really need to provide a lengthy explanation on the difference between month over month results versus year over year results n nThe layout of the book also adds to its burdensome nature Many useful URLs to articles and white papers are provided, however, instead of being a footnote the URL is dropped right into the middle of sentence That s fine when the URL is six, seven even maybe ten characters but a URL that take up nearly a full line or of a page really is upsetting to the eye and train of thought when reading The number of times this occurs makes it noteworthy Likewise Master Search Analytics could have been impactful when describing mathematical formulae and theory if the equations had been placed in display or call out boxes rather than imbedded in the text as if it were the transcript of lecture on the topic n nI have to conclude with that after reading it that Brent Chaters is truly an expert in the field of search marketing and its analyses I did take away a number of new learnings and nuggets that I will employ in my own marketing programs With some significant editing I think this would be a good book for a person looking to enter the field or perhaps in

their first role as a search marketing associate While I cannot recommend Mastering Search Analytics, for those who decide to purchase it my recommendation is to read the beginning of each chapter, skim the rest and use it as a reference source in your business library n nJohn O Farrell is an interactive marketing expert in the metropolitan New York area You visit his blog at www.AllThingsInteractive.com n

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John John says:

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A fairly detailed look at the basics for setting up and monitoring a site for traffic The book covers how to plan for paid search and SEO Middle chapters cover how to use multiple tools and views of user interactions and searches to increase your visibility online Includes a detailed appendix of tools available

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