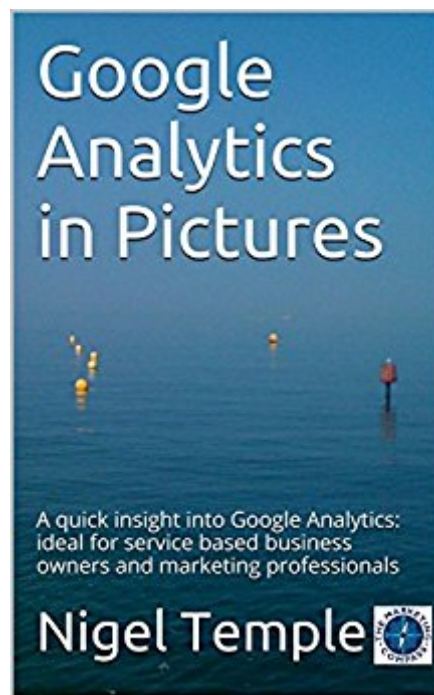


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# Google Analytics In Pictures: A Quick Insight Into Google Analytics: Ideal For Service Based Business Owners And Marketing Professionals



## Synopsis

This concise guide to Google Analytics has been written for busy people. You may be a service based business owner who wants to understand a little more about how your website is performing and how you can improve it. Or you may be a marketing professional who is looking for a quick reference guide to the key features of Google Analytics. NB This guide is not aimed at e-commerce websites. This easy to read guide contains screenshots and the answers to these questions: - Where in the world do my website visitors come from?- Where in the internet is my website traffic coming from?- Which websites are sending me traffic?- Which of my pages are the most popular?- Can I see a picture of where people are clicking? - What should I write / blog about?- Which of my social media links are the most popular?- Are visitors returning to my site?

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My wife runs a small holiday business, and she got the 'what and how' by reading this. Now making the first two pages returned, not number 10!

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