Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users

Michael Beasley

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Practical Web Analytics for User Experience teaches you how to use web analytics to help answer the complicated questions facing UX professionals. Within this book, you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and answering specific questions about how users navigate a website. The book is organized according to the concerns UX practitioners face. Chapters are devoted to traffic, clickpath, and content use analysis, measuring the effectiveness of design changes, including A/B testing, building user profiles based on search habits, supporting usability test findings with reporting, and more. This is the must-have resource you need to start capitalizing on web analytics and analyze websites effectively.

- Discover concrete information on how web analytics data support user research and user-centered design
- Learn how to frame questions in a way that lets you navigate through massive amounts of data to get the answer you need
- Learn how to gather information for personas, verify behavior found in usability testing, support heuristic evaluation with data, analyze keyword data, and understand how to communicate these findings with business stakeholders

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