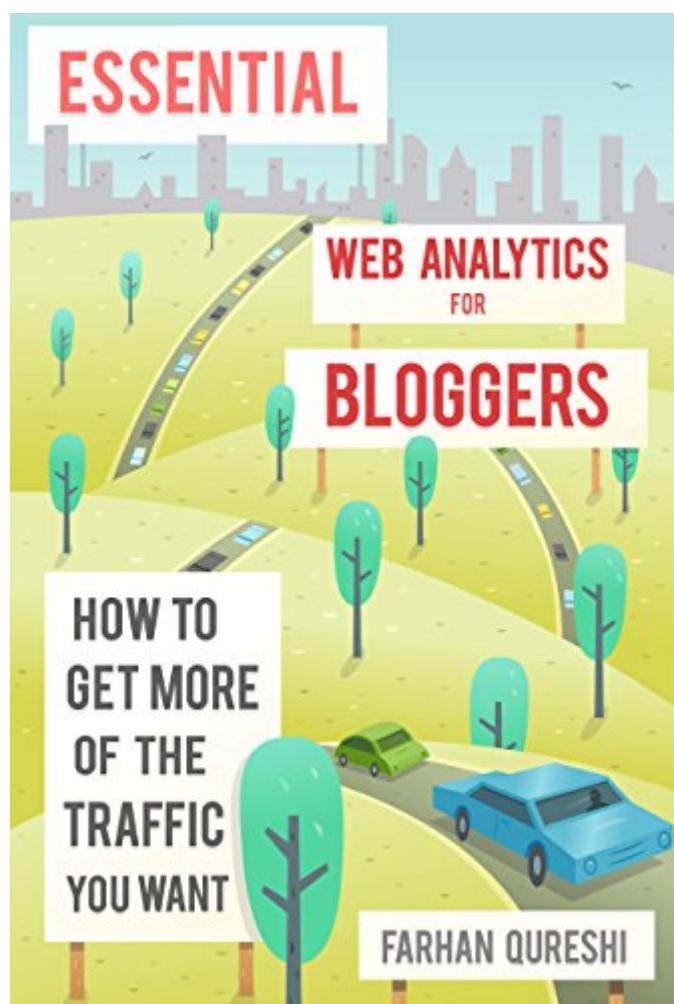# Essential Web Analytics For Bloggers: How To Get More Of The Traffic You Want And Make Money Through Banner Advertising

Synopsis

â ˆEssential Web Analytics for Bloggersâ ™ is the first book of its kind that covers in depth Google Analytics, DoubleClick for Publishers (DFP) and Google AdSense all from the unique perspective of the blogger. In this book, the author Farhan Qureshi will give you all the methods and techniques that will help you get more of the high quality traffic that will make you blog successful and show you how to make money through banner advertising. Farhan has worked with many high-profile and start-up blogs to successfully analyse the traffic using Google Analytics. The insights that Google Analytics can bring to your blog will help you gain success in whatever form you need. Farhan will guide you through the exact steps of:â ¢Activating your Analytics accountâ ¢How to install Google Analytics in your blogâ ¢How to start measuring traffic flow through your blogâ ¢How to find the traffic you want, i.e. getting quality traffic to your blog the kind of traffic that you wantIn addition to all this, ’Essential Web Analytics for Bloggers’, will give you precise step by step techniques to monetise your blog, including:â ¢How to sell banner advertising to monetise your blogâ ¢How to present the value of your blog (using Google AdSense dashboards â “ what is it advertisers want to see)â ¢How to approach advertisersâ ¢How to measure the success of your campaignsâ ¢How to install and run Google AdSense to run exclusively or alongside campaigns that you have managed to successfully sellThe aim of the book is to use Google Analytics so that you can directly sell banner advertising to your preferred advertiser, thus making money each time someone visits your blog. ’Essential Web Analytics for Bloggers’ will give you precise techniques to directly approach advertisers and gain deals that fit the value of your blog, while also increasing its value. After all, you have an audience your advertiser wants to reach â “ using analytics will help bridge that gap. With two whole sections on ad serving, this book will show you how to practically implement banner advertising on your blog using both DFP and AdSense. With over two hundred detailed images and screen grabs, â ˆEssential Web Analytics for Bloggersâ ™ is the essential book for every blogger who is serious about getting more of the right type of traffic to their blog and making money through banner advertising.

Book Information

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Customer Reviews

I think this book has a lot of really good info for setting up your Google Analytics account and how to interpret the information. Lots of good stuff all in one spot. I have gone through it three times so far pulling out info as I get things set up. As I understand more about what I am seeing, I can now Google for other related information.One thing that I did not like about the book was that I could not zoom on the images using my Kindle Fire. I would touch the image to zoom, but a bit of text would highlight instead. No other book I have does that. Maybe a bad download?

Amazing book, very succint, to the point, and great for the creative who's on the go, but needs to work with traffic as they promote themselves.

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