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not a sequel to Kaushik's first book *Web Analytics: An Hour a Day*. The latter was a hard core offering that covered all aspects of the subject. 2.0 is a more general book that covers a wide range of topics related to and around Web Analytics. The coverage of Social Media and Mobile analytics is sparse and that's my only gripe.

**Web Analytics 2.0:**  
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Web Analytics 2.0 is not simply about the clicks that you collect from your website using analytics tools like Google Analytics, Omniture, or XiTi. However, Web Analytics 2.0 is about pouring your heart into understanding the impact and economic value of your website by doing rigorous

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As defined in my  
second book Web  
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and quantitative data  
from your website and  
the competition, 2. to  
drive a continual  
improvement of the  
online experience of  
your customers and

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prospects, 3. which translates into your desired outcomes (online and offline)

## **Best Web Analytics 2.0 Tools:**

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Web Analytics 2.0 is: (1) the analysis of qualitative and quantitative data from your website and the competition, (2) to drive a continual improvement of the

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online experience that  
your customers, and  
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La web analytics  
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Arnie Kuenn, "Web  
Analytics to Measure  
Your Content Marketing  
Progress", [www.verticalmeasures.com](http://www.verticalmeasures.com)  
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