

# Web Analytics For Dummies (For Dummies (Computers))

## By Pedro Sostre

**By Pedro Sostre**

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Recognized as an Internet business and marketing guru, Pedro Sostre is He is author of the book "Web Analytics for Dummies Pedro Sostre followed Pedro

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CHAPTER 1 Entering the Arena. In This Chapter \* Explaining the building blocks \* Probing capabilities \* Surveying the market. Predictive analytics is a bright light

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Google Analytics is a powerful tool for any webmaster. However, it is a little complicated. This blog post breaks it down a little.

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