

# TOP 10

## RESOURCES TO HELP YOU UNDERSTAND WEB ANALYTICS

- 1. Occam's Razor by Avinash Kaushik** - The Analytics Evangelist for Google and Author of Web Analytics: An Hour A Day, Avinash will teach you to love analytics. Let him transform you from a reporting squirrel to an analytics ninja! [kaushik.net](http://kaushik.net)
- 2. The Web Analytics Discussion Group** - Join the most active conversation about analytics on the Web. Reach out to peers eager to guide you on your way. [tinyurl.com/analyticsdsg](http://tinyurl.com/analyticsdsg)
- 3. The Web Analytics Association** - Learn about standards and network with some of the most prolific minds in web analytics. You'll find a wealth of resources here including regular webcasts. [tinyurl.com/waaorg](http://tinyurl.com/waaorg)
- 4. Google Analytics Blog** - Hear it first directly from the source of one of the top analytics platforms. Implement new features before others even hear about them. [analytics.blogspot.com](http://analytics.blogspot.com)
- 5. Google Conversion University** - Watch free videos and learn hands on how to implement advanced features and strategies in Google Analytics. [tinyurl.com/conversionu](http://tinyurl.com/conversionu)
- 6. The Missing Google Analytics Manual** - A vast collection of resources to see that you utilize Google Analytics to its fullest potential for your success. [tinyurl.com/gmanual](http://tinyurl.com/gmanual)
- 7. Google Website Optimizer Blog** - Now that analytics measurement is under your belt, it's time to start testing and optimizing your site. That's what this tool was born to do! [tinyurl.com/goptimizer](http://tinyurl.com/goptimizer)
- 8. Omniture Industry Insights** - Maybe you prefer SiteCatalyst to Google's offering. This more than capable tool is discussed here along with numerous strategies for success [blogs.omniture.com](http://blogs.omniture.com)
- 9. KAIZEN Analytics** - Take a look at analytics from the other side of the pond. Michael Notte, Analytics Specialist for Toyota Motor Europe, shares his valuable insight from a consumer marketing giant. [tinyurl.com/kanalytics](http://tinyurl.com/kanalytics)
- 10. The University of British Columbia** - If you're up to date on all of the resources above, then maybe it's time to take it to the next level. UBC offers a comprehensive program teaching understanding and interpreting analytics. [tinyurl.com/ubcanalytics](http://tinyurl.com/ubcanalytics)



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