

GETTING STARTED WITH GOOGLE ANALYTICS

This cheat sheet provides links to the most important resources and feature analysis when it comes to Google Analytics. To learn more about the product visit www.google.com/analytics/

Web Analytics Basics

The Web Analytics Process - <http://onbe.co/WAprocess>

The Ultimate Definition of Analytics - <http://onbe.co/xOTxPQ>

A Web Analytics Primer: What does it all mean? <http://onbe.co/WAprimer>

Book: Web Analytics 2.0 - <http://onbe.co/14N1y1E>

Google Analytics Basics

Video: Getting Started with Google Analytics- <http://onbe.co/LRMQO4>

Google Analytics Tips: 10 Data Analysis Strategies That Pay Off Big! - <http://onbe.co/UWXkEi>

Official Google Analytics Training videos: <http://onbe.co/KEyjIO>

URL Builder: A Tool to Create Campaign Tags - <http://onbe.co/LRKhf7>

eBook: Google Analytics Integrations - <http://onbe.co/RR5yXq>

Book: Advanced Web Metrics with Google Analytics - <http://onbe.co/KExzTT>

Book: Google Analytics - <http://onbe.co/WZ9qe5>

Google Analytics Features Analyses

Video: Introduction to Advanced Segments- <http://onbe.co/Khase2>

Step-by-Step Guide to Multi Channel Funnels - <http://onbe.co/w9sJJ6>

Introduction to Attribution Modeling & Multi-Channel Funnels - <http://onbe.co/TFvuMb>

Content Experiments: A Guide to Creating A/B Tests - <http://onbe.co/JHdQg0>

A Guide to Google+ Analytics - <http://onbe.co/IQArVQ>

Understanding Custom Variables - <http://onbe.co/JKK7TK>

Video: Tracking E-Commerce on Google Analytics - <http://onbe.co/12FDSO9>

Getting Started with Google Analytics Remarketing - <http://onbe.co/12a7fbv>

Google Analytics Dashboards: A Step-By-Step Guide - <http://onbe.co/145NkaD>

Advanced (Technical) Users

How to Manage an Analytics Implementation - <http://onbe.co/LRKQW9>

Advanced Content Tracking with Google Analytics - <http://onbe.co/12kyp18>

Google Analytics Sampling Demystified - <http://onbe.co/10ZEEoX>

Google Tag Manager: A Step-By-Step Guide - <http://onbe.co/VpCIV7>

Universal Analytics - <http://onbe.co/VEgzyw>

eBook: Understanding Regular Expressions - <http://onbe.co/JL6Ga7>

Google Analytics Code Website - <http://onbe.co/KEyiVp>

Google Analytics Help Center - <http://onbe.co/U4ywIS>

Analytics Related Fields

Course: Web Fundamental - <http://onbe.co/1aS4Re0>

Course: JavaScript - <http://onbe.co/17aoVUV>

Book: The Cartoon Guide to Statistics - <http://onbe.co/17RhvZy>

Book: Show Me the Numbers - <http://onbe.co/17BhKWA>