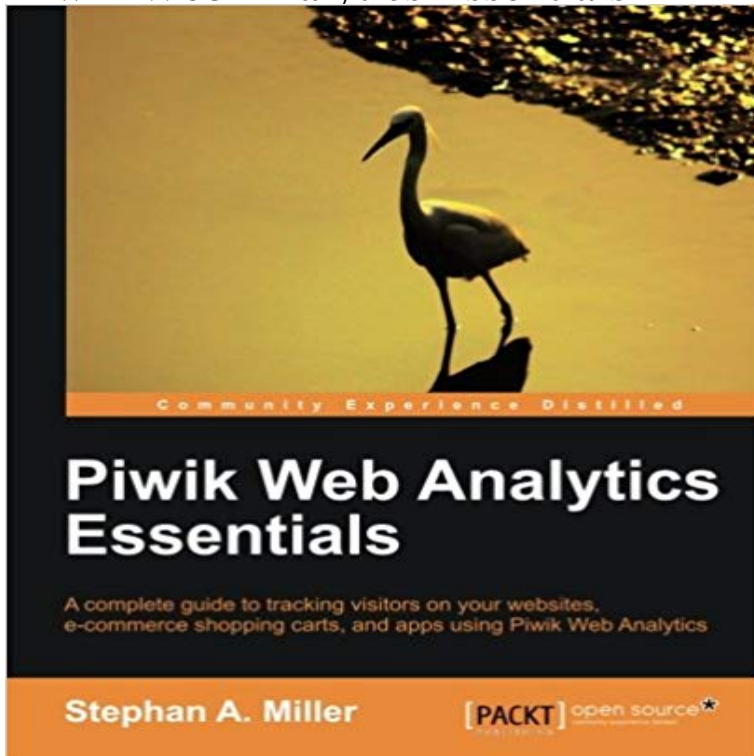


# Piwik Web Analytics Essentials



A complete guide to tracking visitors on your websites, e-commerce shopping carts, and apps using Piwik Web Analytics. Track customers on your websites and apps and improve conversion rates right away. Customize your tracking for every application and situation. Embed Piwik's tracking capabilities in other applications. In Detail Without web analytics, you are blind on the internet. In order to improve conversions and revenue on your website, you need to know what is going on. Piwik gives you this data and unlike Google Analytics, gives you total control over its usage. Unlike Google analytics where the data can be read by Google, Piwik maintains complete confidentiality of your website data. By harnessing the power of your tracked data, you can raise the conversion rates on your website to new heights. Piwik Web Analytics Essentials will show you how to install Piwik Open Source Analytics and have you tracking your websites visitors within an hour after you pick up the book! After that, you will learn how to track custom events and programmatically trigger tracking events. The book continues with ecommerce tracking and advanced Piwik API usage. This book will take you from installing Piwik on your web server to writing custom tracking code for your apps. You will learn goal and event tracking techniques and how to add them to your standard tracking to fine tune your analytics results. Nothing is untrackable using Piwik: ecommerce shopping carts, web apps, phone apps, and more can make use of Piwik tracking capabilities. Piwik Web Analytics Essentials will walk you through every step with detailed screenshots and plenty of example code. What will you learn from this book. Install Piwik on a web server. Add Piwik tracking to websites. Customize Piwik JavaScript tracking code. Track goals and marketing campaigns. Track events using Piwik. Track

ecommerce sales, lost sales, and conversion rates Integrate Piwik with your application Customize Piwik to provide your own web analytics service to clients or customers Approach Packed with code and the necessary screenshots, this is a step-by-step comprehensive tutorial which will help you learn about Piwik quickly and easily. Who this book is written for This book is for everyone ranging from a reader who is new to web analytics to a seasoned coding expert wanting to switch to Piwik from another analytics tool. If you are a newbie, you will learn to install Piwik, install tracking, and customize the JavaScript for their custom needs, as well as why they need to track their visitors. If you are an advanced reader, you will learn to mix JavaScript with PHP, Flash, and other languages in order to write plugins for custom software.

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