

“Effective Virtual Visits Statistics” Resources List

Books

Actionable Web Analytics by Jason Burby and Shane Atchison
Web Analytics: An Hour A Day by Avinash Kaushik
Web Analytics Demystified by Eric Peterson
Web Site Measurement Hacks by Eric Peterson

Blogs

Analytics Talk: www.epikone.com/blog/
Occam's Razor: www.kaushik.net/avinash/
Web Analytics Demystified: blog.webanalyticsdemystified.com/weblog/
Unofficial Google Analytics Blog: www.roirevolution.com/blog/

Other Online Resources

California State Library: www.library.ca.gov/
Public Library Annual Survey from the IMLS: harvester.census.gov/imls/publib.asp
Web Analytics Discussion Forum: tech.groups.yahoo.com/group/webanalytics/
Web Traffic Data Sources and Vendor Comparison by GA Experts: www.ga-experts.co.uk/web-data-sources.pdf
Wikipedia Entry on Web Analytics: en.wikipedia.org/wiki/Web_analytics

Web Analytics Software Providers

Free

AW Stats: awstats.sourceforge.net/
Alterwind Log Analyzer: www.alterwind.com/loganalyzer/
Analog: www.analog.cx/
Google Analytics: www.google.com/analytics/
Webalizer: www.mrunix.net/webalizer/

Not Free

ClickTracks: www.clicktracks.com/ (\$\$\$)
Mint: www.haveamint.com/ (\$30)
Omniture SiteCatalyst & Discover: www.omniture.com (\$\$\$)
SmarterStats: www.smartertools.com/ (\$\$\$)
Web Trends: www.webtrends.com/ (\$\$\$)