Tools of the Trade

Practical Web Traffic Analysis
Standards, Privacy, Techniques, Results

Peter Fletcher, Alex Poon, Ben Pearce, Peter Comber

Techniques and standards for web analytics

Overview of privacy guidelines and their application

Case studies from BBC News Online, eBay™, and ASPToday

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Practical Web Traffic Analysis Standards Privacy Techniques And Results

Edward Apostol,Daniel Short,Omar Elbaga,Rob Turnbull

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Practical Web Traffic Analysis Peter Fletcher,Alex Poon,Ben Pearce,Peter Comber,2013-11-11 Once you ve got a web site up and running it is all too easy to sit back and relax But how do you know you did a good job How can you improve the site you have based on real user behaviour Without getting feedback from your users how will you find out how it s being used Web traffic analysis allows you to gain some insight into your site users where they come from what pages they like and how often they come back However as statistics are prone to being misinterpreted your insight often has to be taken with a pinch of salt This book takes you through the process of analyzing your traffic without taking for granted the statistics that you generate Assuming you have a web site reading this book will help you learn The techniques for gathering data on your users Standards and Guidelines you should adhere to when interpreting your data What other sites are doing to ensure they respect the privacy of their users Insight into how real sites use web traffic analysis Major case case studies from BBC News Online eBay and ASPToday Additional material from The Onion SmartGirl and The New York Times From the Publisher This book is for any web professional who wants to understand their site traffic It s also for anyone with an interest in finding out where their site is most used and how to make comparisons with other sites To get the most from this book you ll need access to log files for your web site as they contain the information we ll show you how to analyze The book discusses the privacy practices of The Onion SmartGirl and The New York Times as well as examining in detail the traffic analysis techniques used by BBC News Online eBay and ASPToday   *Practical Intranet Development* John Colby,Gareth Downes-Powell,Jeffrey Haas,Darren J. Harkness,Frank Pappas,Mike Parsons,Francis Storr,Inigo Surguy,Ruud Voigt,2013-11-11 An intranet can be a powerful tool A well designed intranet becomes the key resource and communications platform for your organization used by members of staff as their first destination for information In contrast a poorly designed intranet will sit unused accumulating useless information and eating up IT budgets So how do you avoid this situation and make sure you design the most useful and usable intranet This book takes you through the steps you need to take to make an invaluable intranet from identifying your users needs and building an indispensable tool to marketing the results It guides you through the problems that may occur passing on invaluable advice from people who have been through the process before We start by setting the scene giving an overview of what intranets are and how to justify it to your organization We then give you a rundown of the main areas you ll need to think about when developing an intranet covering browsers development techniques usability content management security and internal marketing Finally we ll take a look at what to do when the Intranet moves beyond its original function looking at remote access extranets and what to do when the Intranet gets too big   **Web Analytics Demystified** Eric T. Peterson,2004   The Web Professional's Handbook Michael Bordash,Peter Fletcher,Alan Foley,Robert Goodyear,2013-11-11 Are you a web developer or designer who wishes you could have all the reference information you will need for your job in one handy sized book rather than having to carry around several large tomes or browse countless web

sites Well look no further as The Web Professional s Handbook does just that providing a one size fits all reference on ubiquitous client side technologies such as HTML JavaScript and CSS as well as design principles such as Accessibility graphics optimization and page layout It isn t a competely exhaustive reference of all the topics contained within because obviously that would be impossible in a book of this size However it does answer most of the common questions a web professional is likely to come up against in their day to day work in a lively concise style Choose the Web Professional s Handbook to take all the boredom out of reference *Dreamweaver MX: Advanced ASP Web Development* Edward Apostol,Daniel Short,Omar Elbaga,Rob Turnbull,2013-11-11 What s It All About 1 Who s This Book for 1 What Do I Need to Begin 2 What s Inside 2 Support and Feedback 3 Web Support 3 Chapter 1 Introducing ASP 5 Go Dynamic with ASP 6 Familiarize Yourself with ASP Basics 7 0 ASP Delimiters Response Write 9 0 The **Proceedings of the Fourth International Network Conference 2004 (INC2004)** Steven Furnell,Paul Dowland,2004 **The Digitization of Healthcare** Loick Menvielle,Anne-Françoise Audrain-Pontevia,William Menvielle,2017-08-11 Combining conceptual pragmatic and operational approaches this edited collection addresses the demand for knowledge and understanding of IT in the healthcare sector With new technology outbreaks our vision of healthcare has been drastically changed switching from a traditional path to a digitalized one Providing an overview of the role of IT in the healthcare sector The Digitization of Healthcare illustrates the potential benefits and challenges for all those involved in delivering care to the patient The incursion of IT has disrupted the value chain and changed business models for companies working in the health sector and also raised ethical issues and new paradigms about delivering care This book illustrates the rise of patient empowerment through the development of patient communities such as PatientLikeMe and medical collaborate platforms such as DockCheck thus providing a necessary tool to patients caregivers and academics alike *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources,2014-10-31 Over generations human society has woven a rich tapestry of culture art architecture and history personified in artifacts monuments and landmarks arrayed across the globe Individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them Hospitality Travel and Tourism Concepts Methodologies Tools and Applications considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host This broadly focused multi volume reference will provide unique insights for travelers business leaders sightseers cultural preservationists and others interested in the unique variety of human ingenuity and innovation around the world *Global Perspectives In Information Security* Hossein Bidgoli,2008-09-16 Global Perspectives in Information Security compiled by renowned expert and professor Hossein Bidgoli offers an expansive view of current issues in information security Written by leading academics and practitioners from around the world this thorough resource explores and examines a wide range of issues and perspectives in this rapidly expanding field Perfect for students

researchers and practitioners alike Professor Bidgoli s book offers definitive coverage of established and cutting edge theory and application in information security   *DREAMWVR MX AS,* GLASSHAUS,2003-02-18 This is a guide to developing ASP NET web sites with Macromedia Dreamweaver MX the premier visual web site design tool It shows how to rapidly develop ASP NET web applications with the minimum of fuss The book covers the NET Framework Dreamweaver MX and ASP NET using server behaviours and interacting with the database   **The British National Bibliography** Arthur James Wells,2003

Dissertation Abstracts International ,2008   *Proceedings* ,2002   Books in Print Supplement ,2002   *Library & Information Science Abstracts* ,2006   **Privacy Enhancing Technologies** ,2004   **Practical Cryptography for Data Internetworks** William Stallings,1996 A growing proportion of applications and protocols used over the Internet either have significant security related features or have as their primary purpose the provision of some security facility Many of these applications and protocols use cryptographic algorithms to implement security services This book provides you with a comprehensive introduction to the use of cryptographic algorithms in data network security with a special emphasis on practical internetworking applications The book focuses on the underlying principles and main approaches to cryptography and covers both conventional and public key encryption and the most important algorithms including DES triple DES RSA and IDEA Furthermore the text discusses issues concerning authentication and digital signatures and explains the use of public key encryption and secure hash functions in this context It concludes with an examination into the practical uses of cryptographic algorithms in some key inter networking applications   **Forthcoming Books** Rose Arny,1989-05

Electrical & Electronics Abstracts ,1997   Fifth Data Communications Symposium, September 27-29, 1977, Snowbird, Utah ,1977

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