



Web Metrics: Proven Methods for Measuring Web Site Success

Jim Sterne

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There now exists a wealth of tools and techniques that can determine if and how a Web site is providing business value to its owners. This book is a survey of those metrics and is as important to IT executives as it is to marketing professionals.

- Jim Sterne is recognized worldwide as a leading Internet business expert and is the author of several Wiley books, including WWW Marketing, Third Edition (0-471-41621-5)
- Explains the criteria for building a successful site, surveying the tools, services, techniques, and standards for Web measurement, and fully integrating those metrics with the customer experience
- Companion Web site contains links to online tools, resources, and white papers

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