

ADVANCED WEB METRICS WITH GOOGLE ANALYTICS CLIFTON BRIAN

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Brian Clifton, Ph.D., leads the Google Web Analytics team for Europe, the Middle East, and Africa. He is a noted web analytics and search engine marketing expert who speaks at industry trade shows (including Search Engine Strategies, Emetrics Summit, and Search Marketing World), maintains a blog on web metrics and Google Analytics (www.advancedwebanalytics.com).