



Piwik Web Analytics Essentials

Stephan Miller

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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. 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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