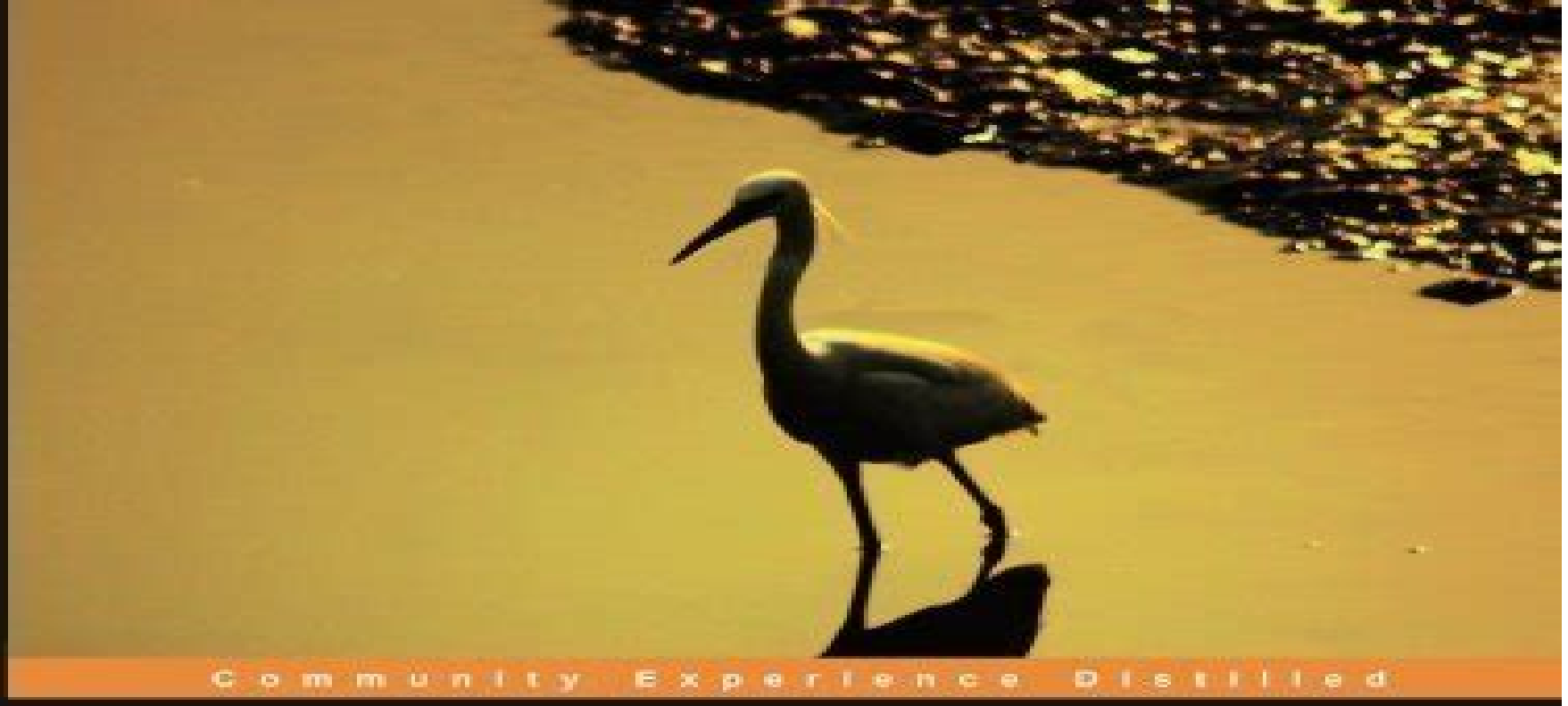

Community Experience Distilled

Piwik Web Analytics Essentials

A complete guide to tracking visitors on your websites, e-commerce shopping carts, and apps using Piwik Web Analytics

Stephan A. Miller

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M Walker

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Piwik Web Analytics Essentials ,2012 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 **Piwik Web Analytics Essentials** Stephan A. Miller,2012 Without web analytics you are blind on the internet In order to improve conversions and revenue on your web site you need to know what is going on Piwik gives you this data and unlike Google Analytics gives you total control over its usage Unlike Google analytics where the data can be read by Google Piwik maintains complete confidentiality of your website data By harnessing the power of your tracked data you can raise the conversion rates on your website to new heights Piwik Web Analytics Essentials will show you how to install Piwik Open Source Analytics and have you tracking your website s visitors within an hour after you pick up the book After that you will learn how to track custom events and programmatically trigger tracking events The book continues with ecommerce tracking and advanced Piwik API usage This book will take you from installing Piwik on your web server to writing custom tracking code for your apps You will learn goal and event tracking techniques and how to add them to your standard tracking to fine tune your analytics results Nothing is untrackable using Piwik ecommerce shopping carts web apps phone apps and more can make use of Piwik tracking capabilities Piwik Web Analytics Essentials will walk you through every step with detailed screenshots and plenty of example code *Learning Phalcon PHP* Calin Rada,2015-08-26 Learn Phalcon interactively and build high performance web applications About This Book Learn how to install and configure Phalcon PHP on your server Develop a fully functional multi module application with Phalcon PHP A step by step guide with in depth coverage of Phalcon and best practices Who This Book Is For If you are a web developer and want to build effective web applications with Phalcon PHP then this book is ideal for you The book does not assume detailed knowledge of PHP frameworks What You Will Learn Compile and install Phalcon from source code Set up an MVC project and learn how to use the Dependency Injection DI configuration and routing Get to grips with Phalcon s ORM ODM validation and caching and generate models using Phalcon Developer Tools Create a command line application from scratch Write a fully functional REST module with Phalcon PHP Use Volt as template engine to create your first views Understand how session works and learn how to implement an authentication system In Detail Phalcon is a full stack PHP framework implemented as a C extension Building applications with Phalcon will offer you lower resource consumption and high performance whether your application runs on a Linux machine or a Windows one Phalcon is loosely coupled allowing you to use its objects as glue components based on the needs of your application Phalcon PHP s mission is to give you an

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