

# Web Analytics Strategies for Information Professionals (Lita Guide)

by Nina McHale

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In "Web Analytics Strategies for Information Professionals: A LITA Guide," published by ALA TechSource, Tabatha Farney and Nina McHale Basics - Website Analytics - Research Guides at Dartmouth College In Making Library Web Sites Usable: A LITA Guide, the editors, Tom Lehman and . their own professional jargon and mental models of the information world that are evaluation, card sorting, paper prototyping, user tests, and Web log analysis. She also argues that the usability communication strategy needs to match [Popular Books] Web Analytics Strategies for Information . ?8 Aug 2016 - 25 sec[Popular Books] Web Analytics Strategies for Information Professionals: A Lita Guide by . Web Analytics Strategies for Information Professionals: A LITA Guide . A LITA Guide Tabatha Farney, Nina McHale . Web analytics strategies for information professionals : a LITA guide / Tabatha Farney and Nina McHale. pages [PDF] Web Analytics Strategies for Information Professionals (Lita . 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