

# “Effective Virtual Visits Statistics” Resources List

## Books

*Actionable Web Analytics* by Jason Burby and Shane Atchison  
*Web Analytics: An Hour A Day* by Avinash Kaushik  
*Web Analytics Demystified* by Eric Peterson  
*Web Site Measurement Hacks* by Eric Peterson

## Blogs

Analytics Talk: [www.epikone.com/blog/](http://www.epikone.com/blog/)  
Occam's Razor: [www.kaushik.net/avinash/](http://www.kaushik.net/avinash/)  
Web Analytics Demystified: [blog.webanalyticsdemystified.com/weblog/](http://blog.webanalyticsdemystified.com/weblog/)  
Unofficial Google Analytics Blog: [www.roirevolution.com/blog/](http://www.roirevolution.com/blog/)

## Other Online Resources

California State Library: [www.library.ca.gov/](http://www.library.ca.gov/)  
Public Library Annual Survey from the IMLS: [harvester.census.gov/imls/publib.asp](http://harvester.census.gov/imls/publib.asp)  
Web Analytics Discussion Forum: [tech.groups.yahoo.com/group/webanalytics/](http://tech.groups.yahoo.com/group/webanalytics/)  
Web Traffic Data Sources and Vendor Comparison by GA Experts: [www.ga-experts.co.uk/web-data-sources.pdf](http://www.ga-experts.co.uk/web-data-sources.pdf)  
Wikipedia Entry on Web Analytics: [en.wikipedia.org/wiki/Web\\_analytics](http://en.wikipedia.org/wiki/Web_analytics)

## Web Analytics Software Providers

### *Free*

AW Stats: [awstats.sourceforge.net/](http://awstats.sourceforge.net/)  
Alterwind Log Analyzer: [www.alterwind.com/loganalyzer/](http://www.alterwind.com/loganalyzer/)  
Analog: [www.analog.cx/](http://www.analog.cx/)  
Google Analytics: [www.google.com/analytics/](http://www.google.com/analytics/)  
Webalizer: [www.mrunix.net/webalizer/](http://www.mrunix.net/webalizer/)

### *Not Free*

ClickTracks: [www.clicktracks.com/](http://www.clicktracks.com/) (\$\$\$)  
Mint: [www.haveamint.com/](http://www.haveamint.com/) (\$30)  
Omniture SiteCatalyst & Discover: [www.omniture.com](http://www.omniture.com) (\$\$\$)  
SmarterStats: [www.smartertools.com/](http://www.smartertools.com/) (\$\$\$)  
Web Trends: [www.webtrends.com/](http://www.webtrends.com/) (\$\$\$)