2025/11/05 15:08 1/3 Google Analytics

# **Google Analytics**

Google Analytics . Urchin 2005 4 2005 11 .

(Metrics)

## (Dimensions),

Google Analytics dimension metric

5,000	3.74
4,000	4.55

dimension metric

#### **Custom Dimensions and Metrics**

dimension, metric 가 custom dimensions, metrics . Admin Custom Definitions . Custom Definitions

- •
- API
- Google Analytics Custom Definitions

가

category, action, label

```
ga('send', 'event', 'button', 'click', 'home');

button click , home .
가 가 가 .

• API
```

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• #2:

API

• API

55 ~ 64 , 4

가

### **Custom Variables**

- API
- Google Analytics

#### **Google Analytics**

가

- Can You Trust Your Google Analytics Data?
- Why Is Google Analytics Inaccurate?

**Core Reporting API** 

- What Is The Core Reporting API Overview
- Query Explorer
- API Analytics ! (Google Analytics API PHP)

**GAIQ** certification

Google

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- Google Analytics Academy
- Google Analytics API
- 365 Days Mr.Holiday
- Box and Whisker
- Simo Ahava's Blog
- Analytics Ninja Blog

Analytics

• The Best Analytics Software & Apps

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