

Google Analytics

Google Analytics . Urchin 2005 4 2005
11 .

(Dimensions), (Metrics)

Google Analytics dimension metric . .

	5,000	3.74
	4,000	4.55

dimension metric , .

-

Custom Dimensions and Metrics

metrics dimension, metric 가 custom dimensions,
. 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 .

- [API](#)

- [# 2:](#)

API .

- [API](#)

. 55 ~ 64 , 4 1
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](#)

- [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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