

Luke Hay

Resources about Luke Hay, Analytics and UX (User Experience) Manger at Fresh Egg, and Trainer/Consultant in Google Analytics and UX design. He is the author of *Researching UX: Analytics: Understanding is the Heart of Great UX*.

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Below we have compiled publicly available sources from around the world that present views on Luke Hay.

Expert-Author Sites

- [Luke Hay - Home](#)
lukehay.co.uk

Training

- [Google Analytics Training](#)
siliconbeachtraining.co.uk

Interviews

- [UX Analytics and Dark Patterns,with Luke Hay](#)
sitepoint.com
- [Q&A with Luke Hay](#)
freshegg.co.uk

Guest Articles-Blogs

- [Analytics for UX](#)
slideshare.net
- [How To Get To Know Your Users](#)
medium.com
- [Ghost Buttons: UX Disaster or Effective Design?](#)
conversionxl.com

Further Reading

- [Avinash Kaushik](#) — Resources about Avinash Kaushik, Google's Analytics and Digital Marketing Evangelist and best selling author of *Web Analytics 2.0*. Kaushik is recognized as authority on web analytics and renowned for his common sense approach to digital marketing.
- [Annie Cushing](#) — Resources about Annie Cushing, an SEO and analytics consultant, and the Chief Data Officer for Digital Marketing firm Outspoken Media. Annie is one of the most trusted experts on Google Analytics and a popular speaker/blogger about all things data.
- [Gary Angel](#) — Resources about Gary Angel, founder of Digital Mortar and former principal in the Advisory Digital Analytics Center at Ernst & Young, LLP. He is widely considered one of the leaders in digital measurement.
- [Joost de Valk](#) — Resources about Joost de Valk, creator of the popular Yoast SEO engine and the Yoast SEO WordPress plugin.
- [Luke Hay](#) — Resources about Luke Hay, Analytics and UX (User Experience) Manger at Fresh Egg, and Trainer/Consultant in Google Analytics and UX design. He is the author of *Researching UX: Analytics: Understanding is the Heart of Great UX*.
- [Pamela Pavliscak](#) — Resources on Pamela Pavliscak, founder of Change Sciences, a UX research and strategy firm. She writes and speaks on designing for happiness, methods to create online experiences with connection and a positive impact on the user.

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