#### 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.

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

### Perspectives on Avinash Kaushik

5 Avinash Kaushik Blogs Every Digital Marketer Should Read caliberi.com

### **Expert-Author Sites**

 Occam's Razor by Avinash Kaushik - Digital Marketing and Analytics Blog kaushik.net

#### **Books**

 Web Analytics Book: Web Analytics 2.0 by Avinash Kaushik webanalytics20.com

## Examples

- Google's Avinash Kaushik on Web Analytics slideshare.net
- Avinash Kaushik, Track Mobile Ads like Never Before huffingtonpost.com

#### Interviews

- Avinash Kaushik on Storytelling & Web Analytics toprankblog.com
- Interview with Avinash Kaushik, Digital Marketing Evangelist for Google youtube.com
- Q&A with Google's Avinash Kaushik: Marketing Without Shouting gz.com
- Interviews in Search: Avinash Kaushik moz.com
- When Fish Climb Trees And Other Stories With Avinash Kaushik twistimage.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.

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- 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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