

# Further Resources

## Official

[Google Analytics Website](#)

[Google Analytics Help Center](#)

[Google Analytics Developer Guide](#)

[Google Analytics YouTube Channel](#)

[Google Analytics Academy](#)

## Blogs

| Name                                | Author          | About                           |
|-------------------------------------|-----------------|---------------------------------|
| <a href="#">Official GA Blog</a>    | Various         | Official Google Analytics Blog  |
| <a href="#">Online Behaviour</a>    | Various         | Marketing Measurement           |
| <a href="#">lunametrics.com</a>     | Luna Metrics    | GTM + GA                        |
| <a href="#">Cutroni.com</a>         | Justin Cutroni  | GTM + GA                        |
| <a href="#">Analytics-Ninja.com</a> | Yehoshua Cohen  | GTM + GA                        |
| <a href="#">OptimizeSmart</a>       | Himanshu Sharma | Online Marketing (includ. GA)   |
| <a href="#">Kaushik.net</a>         | Avinash Kaushik | Web Analytics                   |
| <a href="#">simoahava.com</a>       | Simo Ahava      | Google Tag Manager              |
| <a href="#">jeffalytics.com</a>     | Jeff Sauer      | Digital Marketing and Analytics |

## People to follow

- Avinash Kaushik - [Google+](#), [Twitter](#)
- Himanshu Sharma - [Twitter](#)
- Justin Cutroni, Analytics Evangelist at Google - [Google+](#), [Twitter](#)
- Daniel Waisberg, Analytics Advocate at Google - [Google+](#), [Twitter](#)
- Simo Ahava - Production Director at NetBooster Finland - [Google+](#), [Twitter](#)
- Lukas Bergstrom - Product Manager for GTM at Google - [Twitter](#)
- Julien Coquet, Senior Digital Analytics Consultant at Hub'Scan - [Google+](#), [Twitter](#)
- Yehoshua Coren, CEO at Analytics Ninja - [Google+](#), [Twitter](#)
- Doug Hall, Head of Internet Marketing at Conversion Works - [Google+](#), [Twitter](#)
- Stéphane Hamel, Director of Innovation at Cardinal Path - [Google+](#), [Twitter](#)
- Claudia Kosny, Web Analytics Expert at Knewledge- [Google+](#)

- Brian Kuhn, Software Engineer at Google - [Google+](#), [Twitter](#)
- André Mafei, Founder and Web Analytics Consultant at Upmize - [Google+](#)
- Carmen Mardiros, Entrepreneur - [Google+](#), [Twitter](#)

### [Curated Twitter Lists of DigitalAnalytics Experts](#)

## Books

[Advanced Web Metrics with Google Analytics](#) (Brian Clifton)

[Google Analytics](#) (Justin Cutroni)

[Google Analytics Integrations](#) (Daniel Waisberg)

## Tools

### Software

[Fiddler](#) - JavaScript Proxy (Windows)

[Charles](#) - JavaScript Proxy (Mac)

[Screaming Frog](#) (Win + Mac)

### Web Apps

[Hub'Scan](#) - Tag Auditing Suite

[Tag Inspector](#) - Tag Auditing Suite

[GA Checker](#) - GA Tag Audit (free)

### Plugins

[Firebug](#) (FF)

[GA Debugger](#) (Chrome)

[Tag Assistant](#) (Chrome)

[WASP](#) (Chrome + FF)

[Redirect Path](#) (Chrome)

Fiddler (Win)

Charles (Mac)

## Discussions

[Official Google+ Community](#) (Highly recommended!)

Digital Analytics on Twitter with the hashtags [#measure](#)

[Google Analytics LinkedIn group](#)

## Live Events

[Measure Camp](#) (September - London, UK)

[Superweek](#) (January - Hungary)

[Google Analytics Summit](#) (May - Mountain View, USA)

[Google I/O](#) (June - San Francisco, USA)

[eMetrics Summits](#) (every major city)

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