

Conversion Goals

Resources about conversion goals, which define when a user visiting a website does something that is beneficial to the site owners (a conversion).

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

Perspectives on Conversion Goals

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- **Behavioral Cohort Analysis and What It Can Do for You**

By grouping cohorts based on people behavior ("what") in an app, analysis goes deeper, predictions improve in accuracy and business decisions based on them improve profitability.

[Read the article on cooladata.com »](#)

- **How to Use Power Words On Your Site to Boost Conversions**

Power words speak to our subconscious minds and trigger automatic reactions. This is valuable knowledge to possess for any marketer who wants to convert website visitors into leads and achieve goals much more efficiently.

[Read the article on unamo.com »](#)

- [5 Sources of Online Traffic You've Never Heard Of](#)
[searchenginejournal.com](#)
- [How Can Conversion Goals Improve My College or University Website?](#)
[oho.com](#)
- [7 Effective Ways to Increase Your Social Media Traffic and Conversions](#)
[socialmediaexplorer.com](#)
- [What Exactly is a Conversion? It's Up to You!](#)
[blog.optimizely.com](#)

Conversion Goals in Google Analytics

- **Google Analytics Goals Guide: How to Set Up And Track Your Bottom-Line KPIs**

If you're not using Google Analytics every day it can be a nightmare to navigate. So many paths, so many reports and so little time to learn them. However, setting up your Goals is one of the most important business metrics you can track.

[Read the article on digitalmarketinginstitute.com »](#)

- **Set Up Goals in Google Analytics**

No matter if your goal is to sell books online or just to add your visitors to newsletter subscribers. In both cases, you must set up goals in Google Analytics so you can see if visitors are taking the actions that you want them to complete.

[Read the article on conversioner.com »](#)

- **How to Set up Goals in Google Analytics**

If you've plugged your Google Analytics tracking ID into your Gumroad Settings, you might be wondering what to do next. How do you make sense of the data and actually use it to

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focus or adjust your work?

- [Read the article on blog.gumroad.com »](#)
- [How To Track Goals Within Google Analytics](#)
[digital.klood.com](#)
- [A Guide to Goals and Funnels in Google Analytics](#)
[hongkiat.com](#)
- [Why Are There Referrals from My Own Site?](#)
[analyticsmarket.com](#)
- [How to Create Google Analytics Conversion Goals for Your Booking Form](#)
[docs.launch27.com](#)
- [Video Tutorial: How to Set Up Google Analytics Goals](#)
[johnhaydon.com](#)
- [Google Analytics Beginners: How to Set Up and Measure Conversion Goals](#)
[score.org](#)
- [Setting Up Goals in Google Analytics](#)
[help.calltrackingmetrics.com](#)
- [How To Set Up Conversion Goals within Google Analytics](#)
[artstorefronts.com](#)
- [How To Track Mailing List Signups Using Goals in Google Analytics](#)
[bloggingwizard.com](#)
- [Google Analytics Traffic Sources Report](#)
[dummies.com](#)
- [Perfecting Your goals in Google Analytics](#)
[yoast.com](#)
- [Effective Campaign Tracking in Google Analytics](#)
[online-metrics.com](#)
- [Google Analytics Goal Conversion and eCommerce Transaction Counting](#)
[beacontechnologies.com](#)

Further Reading

- [Events in Web Analytics](#) — Resources about events, which help track specific activities performed by users on a website (such as clicking a button) and record them in web analytics tools.
- [Conversion Goals](#) — Resources about conversion goals, which define when a user visiting a website does something that is beneficial to the site owners (a conversion).
- [Click Analytics and In-Page Analytics](#) — Resources about in-page analytics - the practice of measuring activities performed by site visitors inside a page, primarily which links or buttons they clicked.
- [Site Search Analytics](#) — Resources about site search and site search analytics - the practice of adding an internal search box to a website and tracking the searches performed by users.
- [Segmentation in Web Analytics](#) — Resources about segmentation, the practice of dividing visitors to a website into segments (e.g. new vs. returning users) and measuring the behavior of each segment.
- [Attribution Models in Web Analytics](#) — Resources about attribution, the practice of determining who was "responsible" for a conversion on a website - which channel or user activities contributed to the user's conversion.
- [Macro and Micro Conversion](#) — Resources about types of conversions - macro conversions which are major actions the user takes that are beneficial to a website owner (like signing up), and micro conversion which are minor steps (like clicking a registration button).

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