

Data Quality and Accuracy in Web Analytics

Resources about the quality and accuracy of the data analyzed in web analytics.

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Below we have compiled publicly available sources from around the world that present views on Data Quality and Accuracy in Web Analytics.

Perspectives on Data Quality and Accuracy in Web Analytics

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- [Improve Your Web Analytics Data Quality](#)
[blastam.com](#)
- [An Overview of Site Tracking Data and How to Set It Up](#)
[activecampaign.com](#)
- [The Practical Implications of Precision VS. Accuracy in Web Analytics](#)
[repequity.com](#)
- [5 Top Challenges to your Analytics Data Accuracy and how to Overcome Them](#)
[en.onpage.org](#)
- [The Two Guiding Principles For Data Quality In Digital Analytics](#)
[analyticshero.com](#)
- [Data Quality and How to Take Responsibility](#)
[webanalytics-ninja.com](#)
- [Why Audit Your Web Analytics?](#)
[observepoint.com](#)
- [The Danger in Poor Data Quality](#)
[ensighten.com](#)

Specific Technologies

- [7 Ways to Increase Accuracy and Insights in Google Analytics](#)
[komarketingassociates.com](#)
- [10 Tips to Improve Your Google Analytics Data Quality](#)
[webanalyticsworld.net](#)

Further Reading

- [Web Analytics Concepts and Metrics](#) — In-depth resources about the basic building blocks of analytics - practices, metrics and concepts.
- [BI for Digital Marketing](#) — Resources about how business intelligence technology is used to aid digital marketing analytics and decision making.
- [Specialized Analytics](#) — Resources about strategies, techniques and metrics for specialized analytics use cases: mobile analytics, eCommerce analytics, game analytics, email analytics, and more.
- [Web Analytics and BI Technologies](#) — Resources about tools and technologies that help organizations measure, analyze and manage traffic to digital resources.
- [Digital Analytics Community](#) — Resources about events and conferences, online forums, books, and famous figures in the global digital analytics community.

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