

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.

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Below we have compiled publicly available sources from around the world that present views on Site Search Analytics.

Perspectives on Site Search Analytics

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- **5 Ways Internal Search Data Can Improve Ecommerce Business**

Every day on just about every ecommerce website, shoppers are using on-site search. These customers dutifully type in detailed search queries using the very keywords that describe their shopping intent. Smart businesses will listen and use internal search data to boost conversion rates and profit

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

- **How Internal Site Search Works**

Internal site search is one of those things that seems very simple: type in a term or phrase on a website, and you'll get a list of results of pages on that site that are likely to contain what you're looking for. It's not quite that simple, of course, even though Google makes Internet search look like the easiest thing in the world.

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

- **Optimize your On-Site Search for Long- Tail Keywords**

If you've worked with search-engine optimization (SEO), you've most likely come across the term long-tail keywords, which means longer (two to six words) keyword phrases with less competition compared to generic ones. Although search volume generally is lower, most webmasters optimize the long tail to increase organic traffic.

[Read the article on loop54.com »](#)

- [3 Ways to Use Internal Site Search to Make Your Website Better monetate.com](#)
- [Are You Accurately Measuring Your Site Search Performance? richrelevance.com](#)
- [Adding Search Functionality to Your Web Site webdesign.about.com](#)
- [7 Tips to Improve Sales and Conversion Rates using your Internal Site Search inbenta.com](#)

How To

- [How To Set Up Site Search In Google Analytics 2017 newontube.com](#)
- [How to Use Internal Site Search Data for a Better Website topspotims.com](#)

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Site Search in Google Analytics

- **How to Enable and Track Site Search in Google Analytics?**

Enabling site search in google analytics will give you strong keywords for on site optimization. In google analytics you can view the search terms that your audience use to find your content. You might have noticed and if not do it now.

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

- **How to Set Up and Use On Site Search Tracking in Google Analytics**

When Google took away data about keywords that lead to your web site, they removed one of the biggest tools you have to analyze visitor intent. Fortunately, there's still voice of customer tools, and internal site search.

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

- **Tracking Internal Site Search in Google Analytics**

You most probably have a search box on your photo website. But do you know what your audience is actually searching for? If you're using website analytics software (like Google Analytics), it takes just a couple of minutes to set-up search tracking.

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

- [Why and How To Track Internal Site Search With Google Analytics](#)
agconexus.com
- [How to Configure and Set Site Search Query Parameters in Google Analytics](#)
searchenginepeople.com
- [Site Search Tracking](#)
wpdreams.gitbooks.io
- [Google Analytics Site Search: Setup Options](#)
lovesdata.com
- [How to Set up Site Search in Google Analytics for Your Website](#)
charliesaidthat.com
- [Using Google Analytics' Site Search Tracking to Your Advantage](#)
birdseyemarketing.com
- [4 Ways To Analyze On-Site Search With Google Analytics](#)
blog.lemonstand.com
- [Tracking Site Search with Google Analytics](#)
beaconfire-red.com
- [Activate Site Search Tracking in Google Analytics](#)
mightymerchant.com
- [Tracking Internal Searched in Google Analytics](#)
rickeliason.com
- [Site Search Tracking for WordPress with Google Analytics](#)
scottnelle.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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