

# Web Analytics Strategy

Resources about different strategies and best practices in web analytics and how to build an effective marketing strategy.

Table of Contents:

- [Perspectives on Web Analytics Strategy](#)
- [How To](#)
- [Specific Technologies](#)
- [Further Reading](#)

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

## Perspectives on Web Analytics Strategy

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- **5 Capabilities You Need for Agile Analytics**

Successful companies are prone to dynamic environments and with these come dynamic needs. So when on the lookout for new analytics platforms the first thing that comes to mind is agility.

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

- [Five Steps to an Actionable Digital Analytics Strategy](#)  
[numericanalytics.com](#)
- [Tried-and-True User Research Techniques to Better Understand Your Website Audience 2017](#)  
[www.webascender.com](#)
- [Slide Deck: Web Analytics Strategy - Managing an In-House Analytics Program, and Leveraging Analytics to Optimize Your Product.](#)  
[slideshare.net](#)
- [The Truth About Analytics as a Strategy](#)  
[icrunchdata.com](#)
- [Make Measurements Meaningful: How to Create an Actionable Web Analytics Strategy](#)  
[mycustomer.com](#)
- [4 Business Questions for an Effective Digital Analytics Strategy](#)  
[blog.atinternet.com](#)
- [Web Analytics Strategies for Small and Large Businesses](#)  
[amplytics.com](#)

## How To

- [6 Easy Steps to Build a Web Analytics Measurement Plan](#)  
[webris.org](#)
- [How to Build a Digital Marketing Strategy Using Web Analytics](#)  
[businessbee.com](#)
- [Building a Web Analytics Strategy - A Data Driven Approach to Marketing](#)  
[blog.fahlgrenmortine.com](#)

## Specific Technologies

- [Use Marketing Analytics And Eventbrite Reports To Improve Your Event ROI](#)  
[eventbrite.co.uk](#)

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## 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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