

# Web Analytics Practices

Resources about web analytics practices, such as data quality and accuracy, setup and implementation, dashboard management, and more.

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

## Key Topics

- [Web Analytics Strategy](#) — Resources about different strategies and best practices in web analytics and how to build an effective marketing strategy.
- [Web Analytics Setup and Implementation](#) — Resources about setting up and implementing web analytics on different platforms.
- [Web Analytics Dashboards](#) — Resources about web analytics dashboards, graphical interfaces that provide a visual display of important data that can be encapsulated in a single space.
- [Data Quality and Accuracy in Web Analytics](#) — Resources about the quality and accuracy of the data analyzed in web analytics.
- [Qualitative Analysis in Web Analytics](#) — Resources about qualitative analysis in web analytics, how qualitative analysis differs from quantitative analysis, and the importance of using both methods in web analysis.
- [Conversion Rate Optimization - CRO](#) — Resources about conversion rate optimization, which is a structured process aimed at increasing the percentage of website visitors, and eventually turning them into customers.
  - [CRO Methodology and Theory](#) — Resources about conversion rate optimization best practices, methodology and strategy.
  - [Conversion Funnel Optimization](#) — Resources about conversion funnels and different techniques to analyze and optimize them.
  - [Landing Page Optimization](#) — Resources about techniques and best practices to optimize landing pages, including examples of high-converting landing pages.
  - [Homepage CRO and Optimization](#) — Resources about conversion rate optimization for a homepage.
  - [AB Testing](#) — Resources about A/B testing, which is the practice of comparing two versions of a web page to see which one performs better.
  - [Website Heat Maps](#) — Resources about ways to leverage high-fidelity heatmaps to gain true insight into user intent.
  - [Multivariate Testing for Web Conversion](#) — Resources about performing multivariate testing for web conversion, which is the practice of testing multiple elements of web pages to determine which combination of variations improves conversions.
  - [Shopping Cart Abandonment](#) — Resources about the common reasons for shopping cart abandonment and useful tips to reduce them.
  - [Conversion Benchmarks and Examples](#) — Resources about conversion benchmarks, such as high converting websites and average website conversion rate.

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## Perspectives on Web Analytics Practices

Ready to see behavioral analytics in action?

[Get a Demo >>](#)

- **Why You Need Analytics Early in Your Product Lifecycle**

Analytics implementation is most successful when you are aware of your goals right from the start. Being able to get fast insights early on the beta launch, enables to implement changes that ensures a better experience to our users.

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

- **Web Analytics Process - Measurement and Optimization**

This article focuses on 10 common issues that may be skewing your data and suggest solutions to overcome these problems.

[Read the article on online-behavior.com »](#)

- **Using Analytics to Ignite Innovation Among Employees**

The notion that good ideas stem as a result of the collaboration stirs little debate among leaders today, but how can you use analytics to Ignite innovation? This post have some insights.

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

- [10 Common Reasons Why Web Analytics May Be Lying to You](#)  
piwik.pro
- [Why Web Analytics is Important](#)  
siteimprove.com
- [How To Measure Success With Web Analytics Metrics](#)  
verisign.com
- [Successful Web Analytics: 10 Essential Practices](#)  
modusagency.com
- [How to Structure Internal Resources to Ensure Success for Analytical Needs](#)  
assets.omniture.com
- [3 Uses for Analytics in User Experience Practice](#)  
nngroup.com
- [Web Analytics in Practice: Your Online Analytics Strategy](#)  
kaizen-analytics.com

## How To

- [It's LinkedIn's Turn to Enable Brands to Track Which Audience Types Visit Their Sites](#)  
adweek.com
- [Beginner's Guide To Web Data Analysis: Ten Steps To Success](#)  
kaushik.net
- [Top 10 Practices of Successful Web Analytics Organizations](#)  
blogs.adobe.com
- [Web Analytics Best Practices - Make Sure You That You Can Make Your Traffic Increase.](#)  
blogs.perficient.com

## Specific Technologies

- [9 Awesome Things You Can Do With Google Analytics](#)  
blog.kissmetrics.com

## Product Comparisons

- **The 10 Smartest Web Analytics Tools**

Here are some of the top 10 tools that you can use to gain more understanding about your website traffic.

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

- [The Top 31 Best Web Analytics Tools](#)

## Further Reading

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