

# 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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