Web Analytics Concepts

Resources about central concepts used by web analysts to model the behavior of website visitors.
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Below we have compiled publicly available sources from around the world that present views on Web Analytics Concepts.

Key Topics:

- **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).

Perspectives on Web Analytics Concepts

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- ### Comparing Web vs. Mobile Analytics

  Web analytics is faced with very different challenges when compared to mobile. User interaction with ads, which is a major source of monetization for app developers, will differ from platform to platform. On a web application, a user may install an ad-blocker, disabling advertisements altogether, or just ignore the ads and never clicking on them due to the larger screen.

  Read the article on cooladata.com »

- ### 5 Analytics Concepts You Need to Understand for Your Business

  Any business owner should be aware that their customers are headed online. The demand to optimize a business' online presence is not going to decline with the rate the technology

has been expanding.

Read the article on techwyse.com »

- **How Web Analytics Evolved by Adopting Terms and Concepts from Other Disciplines and Making Them Their Own**

  While we use the most scientific term we could find – "Analytics" – there are uncertainties and assumptions baked into our discipline right from the start. As a science we are somewhat less exact then we want to.

  Read the article on flesheatingarthropods.org »
- Measuring Website Traffic: Why And How To Do It
  2017
  brandshack.com.au
- Web Analytics Link Roundup: July 2017 Summary of Top Web Analytics Links
  analyticsmania.com
- Web Analytics
  wikipedia.org
- Customer Analytics vs Web Analytics - Know the Importance
  educba.com
- 5 Web Analytics Concepts Stressed at the Digital Summit #dsum12
  content.infotrustllc.com
- Web Analytics Concepts & Theories
  slideshare.net
- Analytics and Big Data Glossary
  2016
  data-informed.com
- Web Analytics Terms
  statisticalconcepts.blogspot.com

How To

- **Complete Beginner's Guide to Analytics**

  Analytics is more than just a numbers game. It's a way of tracking and analyzing user behavior over time. This article will explore this intersection of user experience and data, so that budding designers can add productive web analytics to their process.

  Read the article on uxbooth.com »
- How to (Finally) Make Web Analytics Work for You
  2016
  blog.kissmetrics.com

Google Analytics Concepts

- **The Essential Google Analytics Terms: Definitions and Reports You Need to Know**

  Understanding your website metrics is critical to the success of any inbound marketing campaign. The more information you have about where your visitors are coming from and what they do once they have arrived at your site, the more improvements you can make to ongoing marketing activities.

  Read the article on blog.gobonafide.com »
- The Three Best Features of Google Analytics
  connordphillips.com
- Understanding Google Analytics: A Simple Guide to Advanced Terms
  2016
  razorsocial.com
- Google Analytics: A Guide to Confusing Terms
  2016
  searchenginewatch.com

Specific Environments

- [10 JavaScript Concepts for Web Analytics Implementation](#)
  simoahava.com

Training

- [Video Course: Web Analytics with Hands on Projects in R](#)
  packtpub.com
- [4 Must Read Web Analytics Books](#)
  analyticstraining.com
- [Learning Web Analytics: Where to Begin](#)
  amplytics.com
- [Southampton Business School - Web Analytics Course](#)
  southampton.ac.uk

Product Comparisons

- [5 WordPress Analytics Plugins](#)
  mhthemes.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).
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