Conversion Rate

Resources about the conversion rate metric, which measures the percentage of website visitors who performed an action beneficial to the site owners (a conversion). This is an indication of whether the website is meeting its goals.

Table of Contents:

Below we have compiled publicly available sources from around the world that present views on Conversion Rate.

Perspectives on Conversion Rate

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- ### Behavioral Cohort Analysis and What It Can Do for You

  By grouping cohorts based on people behavior ("what") in an app, analysis goes deeper, predictions improve in accuracy and business decisions based on them improve profitability.

  Read the article on cooladata.com »

- ### How to Best Measure Marketing Conversion Rates

  Some marketers can argue that conversion rate is the most important metric to track. Marketers measure conversion rates by channel, by segment, and through time to understand where they are successful and where they need to improve. The problem is, conversion rates can be tricky to measure on a routine basis. This blog post provides a framework for how to measure your conversion rates.

  Read the article on www.orm-tech.com »

- 5 Smart Steps to Calculate Conversion Rates
  savogroup.com
- Your Biggest Conversion Rate Killer is You - A New Way to Cure Online Retailers's Ultimate Headache
  archive.odoscope.com
- Website Conversion Rate
  geckoboard.com
- How User Experience Optimization Can Help Improve Conversion Rates
  numerounoweb.com
- What is a Website Conversion?
  boostsuite.com
- Calculating Your Conversion Rate – Online Sales
  onlinesales.co.uk
- What is Conversion Rate?
  cardinalcommerce.com
- How Can I Influence Conversion Rates on the Web?
  thebalance.com
- Tracking Conversions and Calculating Conversion Rates
  orderofbusiness.net
- Marketing Research: Average Conversion Rates
  marketingexperiments.com
- The #1 metric to grow e-Commerce revenue | HiConversion
  hiconversion.com
- Website Conversion Rate Archives - Lucid Agency
  lucidagency.com

How To

- 5 Unique Strategies to Increase Your Website's Conversion Rate
  60secondmarketer.com
- How to Set Up Conversion Tracking in Google Analytics
  becomeablogger.com
- How To Use Buying Keywords To Improve Conversion Rates
  emgigroup.com
- How to Define Conversion Metrics for SEO
  clickseed.com
- 5 Ways To Improve Your Sales Page Conversions
  seriouslysimplemarketing.com
- How to Calculate Conversion Rate
  2017
  yourchicgeek.com
- Calculate Organic CTR (Click Through Rate) and Conversion Rate Formula
  elite-strategies.com

Conversion Rate in Google Analytics

- What's The Difference: Google Analytics vs AdWords Conversion Tracking
  onlinemarketinginstitute.org
- Contact Form Conversion Tracking in Google Analytics
  laser.red
- How to Use Google Analytics to Increase Traffic & Conversions
  2017
  www.bigoakinc.com
- 8 Powerful Google Analytics Tips to Increase Your Conversion Rate
  2017
  cognitiveseo.com
- How to Add Google Analytics Conversion Tracking on the Thank You page?
  123contactform.com
- Conversion Tracking with Google Analytics
  olark.com
- AdWords Conversion Tracking Versus Google Analytics
  adspert.net
- How to Create a Conversion Funnel in Google Analytics
  scottbolinger.com

Tools

- Multivariate Test Duration Calculator
  houseofkaizen.com
- Free Web Site Marketing Conversion Calculator
  marketingforsuccess.com

Further Reading

- Visits and Sessions in Web Analytics — Resources about the visits/sessions metric in web analytics, which measures the number of times a website was visited. A visit comprises one of more pages viewed; one user could be measured more than once.
- Visitors, Unique Visitors and Unique Users — Resources about the visitors/unique visitors/unique users metric in web analytics, which measures the number of people who visited a website. Each visitor/user could have visited the website multiple times and viewed multiple pages.
- New Visitors, Repeat Visitors and Returning Visitors — Resources about the new/repeat/returning visitors metric in web analytics, which measures how many of a website's visitors are new to the site vs. returning to the site or visiting with a certain frequency.
- Page Views and Unique Page Views — Resources about the page views and unique page views metric in web analytics, which measures how many times a page or

URL was viewed on a website, in general or by unique users.

- Time on Site, Session Duration — Resources about the times on site/session duration metric in web analytics, which measures the amount of time a visitor spent on a website.
- Page Time Viewed, Page Visibility Time, Page View Duration — Resources about the page time viewed/page visibility time/page view duration metric in web analytics, which measures the amount of time a visitor spent on a specific page or URL in a website.
- Average Page Depth, Page Views Per Average Session — Resources about the average page depth metric, also known as pages per average session, which measures the average number of web pages viewed by a visitor to the website, indicating the level of user engagement.
- Bounce Rate — Resources about the bounce rate metric, which measures how many of a website's visitors immediately left the site, an indication of visitor satisfaction with the website or its content.
- Conversion Rate — Resources about the conversion rate metric, which measures the percentage of website visitors who performed an action beneficial to the site owners (a conversion). This is an indication of whether the website is meeting its goals.
- Ad Impressions — Resources about the ad impressions metric, which measures how many times an ad placed on a website was viewed by potential site visitors (only some of whom actually click the ad and visit the advertising website).
- Referrers and Social Media Traffic — Resources about the referrers metric in web analytics, which measures the number of visitors coming to a website via referring sites - other sites that link to the website. A special case of referral traffic is social media traffic - traffic to a website from social media sites like Facebook and Twitter.
- Direct Traffic in Web Analytics — Resources about the direct traffic metric in web analytics, which measures the number of visitors entering a website directly by typing the URL or clicking on a bookmark, not via other websites.
- Source and Medium in Web Analytics — Resources about possible source of traffic to a website (referrals from other sites, search traffic, direct, links from emails, etc.) and the source/medium metric in web analytics, which measures how many of a website's visitors came from each source and provides details (such as a specific URL the visitors originated from).

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