

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).

Table of Contents:

- [Perspectives on Macro and Micro Conversions](#)
- [How To](#)
- [Further Reading](#)

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

Perspectives on Macro and Micro Conversions

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- [Micro & Macro Conversions](#)
[prezi.com](#)
- [How Digital Marketers Are Bucketing Micro and Macro Conversions](#)
[dialogtech.com](#)
- [Micro and Macro Conversion](#)
[bloopark.de](#)
- [Micro and Macro Conversions- The Primary Steps to Earn Business](#)
[gwebpro.com](#)
- [Macro and Micro Conversions](#)
[us.searchlaboratory.com](#)
- [Understanding Macro & Micro Conversions](#)
[fullmedia.com](#)
- [Tracking Macro vs. Micro Conversions](#)
[icenineonline.com](#)
- [Micro Conversions vs Macro Conversions](#)
[contourthis.com](#)
- [Macro and Micro Conversions](#)
[searchlaboratory.com](#)
- [Micro vs. Macro Conversions – Simplified!](#)
[husamjandal.com](#)
- [Website Measurements - Macro and Micro Conversions](#)
[zed.digital](#)
- [If Website Conversions \(Both Macro and Micro\) Were Like Football](#)
[protofuse.com](#)
- [10 Micro Conversions You Don't Want to Ignore](#)
[blog.ispionage.com](#)
- [Conversion Rate Optimisation - Macro Conversions vs Micro Conversions](#)
[tmpmagnet.co.uk](#)
- [Better Tracking of Macro and Micro Conversions Thanks to Adwords Conversion Reporting Updates](#)
[dicowidget.net](#)
- [Macro Conversion](#)
[en.onpage.org](#)
- [Micro Conversions: An eCommerce Technique to Boost Conversion Rate](#)
[tweakyourbiz.com](#)
- [Your Website has Business Objectives - Conversions Basics](#)
[motava.com](#)

How To

- [Using Monetary Values for Macro- and Micro-Conversions](#)
[marketade.com](#)
- [How to Value Micro-Conversions in Content Marketing Analytics](#)
[christopherspenn.com](#)
- [Sweating the Small Stuff: How to Identify Micro Conversions](#)
[centricdigital.com](#)

Be the first to get the latest news on analytics



- [What Are Micro Conversions and How You Should Use Them](#)
lean-labs.com
- [Identifying Macro and Micro Conversions](#)
freshegg.co.uk

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).
- [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).

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