

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.

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

Perspectives on Events in Web Analytics

Ready to see behavioral analytics in action?

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- **6 Issues to Watch out for With JS Event Tracking**

All behavioral analytics platforms track user actions, using several alternatives for integration within a website or app. One of the key methods is using a designated event tracker for JavaScript.

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

- **Event Tracking: So Easy Your Mom Could Do It**

Use event tracking if you want to track when a user clicks on an Email address, click to call link, watches a video, clicks on a document download link, or if you want to track specific CTAs throughout your website.

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

- **Event ROI And Event Marketing Attribution Guide**

Given that events account for the single largest item in the budget of the average B2B CMO, it makes sense that marketers would want to track their return on investment (ROI). But how exactly can event ROI be tracked?

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

- [Google Analytics Privacy and Event Tracking hacks.mozilla.org](#)
- [The Difference between Virtual Pageviews and Event Tracking ironistic.com](#)
- [Events Tracking- The Hidden Joker of Web Analytics seperia.com](#)
- [Fear and Proactive Thinking: The Main Driver for Event-Based Analytics datamatics.com](#)
- [Event-Based Analytics of Large-Scale Web-Based Platforms gokulchittaranjan.wordpress.com](#)

How To

- **Universal Event Tracking Tool Tutorial**

Universal Event Tracking (UET) helps customers track their campaign performance with the ability to count unique conversions, associate conversion goals with a single account and track the status of of tags and goals. Remarketing works in conjunction with UET and Conversion Tracking to help you reach your business goals.

[Read the article on advertise.bingads.microsoft.com »](#)

Be the first to get the latest news on analytics



- [How To Track Users Properly on Your Website](#)
anovadigital.net

Examples

- [Event Tracking Example for Google Analytics with Autotrack](#)
analytical42.com

Events in Google Analytics

- **Google Analytics Event Tracking - A Complete Introduction**

Event Tracking is a feature that's baked into Google Analytics but requires additional setup to use beyond merely adding the regular Google Analytics tracking code to your site. For that reason, many webmasters who aren't heavily into analytics often eschew using Event Tracking because of its perceived complexity.

[Read the article on wpflow.com »](#)

- **Google Analytics Event Tracking**

Tracking custom interactions with Google Analytics If you operate a website, chances are you're currently using Google Analytics for insight on how users interact with your site. By default, Google Analytics automatically tracks users, pageviews, average duration and bounce rate, but what are the options for custom interactions?

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

- **How to Track Google Analytics Events with Form Submissions**

This article will show you how to track Google Analytics Goals Events with form submissions using two different methods.

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

- [Google Analytics Event Tracking Analytics Video](#)
youtube.com
- [How to Add Google Analytics Event Tracking Code to a Video](#)
kriesi.at
- [How to Track custom Click/Touch Events in Google Universal Analytics](#)
create.co.uk
- [Adding Call Goals to Google Analytics \(Universal\)](#)
support.callrail.com
- [Google Analytics Event Tracking Code Generator](#)
seoweather.com
- [How to Utilize Google Analytics onClick Tracking](#)
toddmotto.com
- [Yahoo and Xfinity Referral Traffic in Google Analytics](#)
seerinteractive.com
- [Google Analytics Tutorial: Events Tracking](#)
seo-hacker.com
- [Google Analytics Event Tracking Generator](#)
linktosheets.com

Specific Environments

- [Event Analytics - Tracking Events with JavaScript](#)
eventanalytics.org

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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