

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.

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

Perspectives on Segmentation in Web Analytics

Ready to see behavioral analytics in action?

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- **Behavioral Segments – The Secret Sauce of Analytics**

When analyzing user behavior, time is of the essence. We need to look at behavior as a series of user actions over time, starting from their very first online action to the present. Past user behavior reveals patterns that can provide great insights on the present (and even shed light on future predictions, but that's a post for another time).

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

- **Web Analytics Deliver Great Customer Experiences Thanks to Segmentation**

If you want to analyse how people interact with your website content, there is a high chance that you won't be looking at the bigger picture. On the contrary, value comes from looking at the details. Visitors come to a website from multiple channels, for various reasons, so it makes sense to group similar people together to analyse their behaviour.

[Read the article on netcenter.biz »](#)

- **Understanding Your Visitors With Segments**

Your website is made up of unique groups of people. That might be a group of people who use certain devices, people who are looking for a specific type of information, people who visit from a certain source, people from a certain geographic region, or more. To really know how to improve your website, you want to view data about each group separate from the data about other groups.

[Read the article on matthewedgar.net »](#)

- **How Visitor Segmentation Increases Sales (and 3 Segments You Should Definitely Optimize Your Site For)**

This post will show how identifying visitor segments and building marketing strategies around them will deliver nothing else but MOAR sales.

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

- [Web Analytics - Segmentation](#)
[tutorialspoint.com](#)
- [Web Analytics Segmentation as a Road to Enlightenment](#)
[piwik.pro](#)
- [Advanced Segments: Should I Filter by Sessions or Users?](#)
[clickinsight.ca](#)
- [Segmentation in Web Analytics: A Fundamental Approach](#)
[kwantyx.com](#)
- [Web Analytics Segmentation Tips](#)
[webresults.ie](#)
- [Simple Segmentation for Your Website and Better Web Analytics Understanding](#)
[marianina.com](#)

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- [Why Web Analytics and Segmentation Are Important to Track Results](#)
ivoryshore.com

How To

- [Web Analytics Foundations: Segmentation](#)
marketmotive.com
- [The Beginner Guide to Visitor Segmentation](#)
blog.kameleoon.com
- [Video Guide: Visitor Segmentation](#)
decibelinsight.com
- [Web Analytics in Practice: Using Segmentation to Drive Insights and Actions!](#)
kaizen-analytics.com
- [Analyze Your Visitors' Behavior and Activity](#)
advancedwebstats.com

Examples

- [6 Practical Web Analytics Segmentation Examples](#)
quru-analytics.com

Segmentation in Google Analytics

- [10 Web Analytics Resources Focusing on Segmentation in Google Analytics](#)
blog.bimeanalytics.com
- [Using Custom Segments in Google Analytics](#)
marketlytics.com
- [Google Analytics Advanced Segments for Measuring Social Media](#)
advancedwebranking.com
- [4 Advanced Segments You Should Be Using to Get Actionable Data from Google Analytics](#)
branded3.com
- [Know Your User – 5 Advanced Segments to Use When Defining "Real Users" – Google Analytics](#)
dominichurst.com
- [About Google Analytics Special Features](#)
bime.zendesk.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).
- [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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