

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.

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Below we have compiled publicly available sources from around the world that present views on Click Analytics and In-Page Analytics.

Perspectives on Click Analytics and In-Page Analytics

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

Cohort Analysis has typically revolved around “when” or “who” factors that unite a group. Cohorts can be determined by the time they signed up for an app (“when”) or their demographic information (“who”) or any other kind of common characteristics or experiences within a defined time span

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

- [The 10 Best Ways to Generate Traffic without Google searchenginewatch.com](#)
- [Are You Using The In-Page Analytics Function On Google Analytics? digitaldoughnut.com](#)

How To

- **An Easy Way To Track Clicks**

One of the key questions to answer about your website is what do people do when they visit your website? What pages are they looking at? Do they convert? Do they engage? And one of the key types of engagement is the click or the tap. As part of needing to know what people do, you need to know what they click or tap on.

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

- [Using Page Analytics Chrome Extension to Compare Links marketlytics.com](#)
- [How to Use In-Page Analytics to Increase Your Conversion Rate siteprnews.com](#)

In-Page Analytics in Google Analytics

- **3 Uses for Google Analytics In-Page Analytics**

For years, publishers looked to heat maps to gain insight into the user experience. By learning where your visitors scroll, click, and interact, you can learn a great deal. You can tell where to place ads and what types of content are most engaging to your consumers, and then which ads give you the best ROI.

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

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- Gain Real-time Insight Into How Users Engage With Your Content
thinkbonfire.com
- Why Can't I Get my In-Page Analytics to Work?
webapps.stackexchange.com
- How Google Analytics In-Page Analytics / Overlay Works (and the Problems Therein)
gilliganondata.com
- Remove / Stop Google's In-Page Analytics
ozonesolutions.com

Specific Technologies

- **Everything You Always Wanted to Know About Push Notifications**

CoolaData's push notifications enable our customers to address these needs precisely, providing an accurate analysis of their users and the means to act upon it.

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

- Tableau - How to create an In-Page Analytics Report in Tableau
analyticscanvas.com

Specific Environments

- Fraud - Detecting Fraudulent Clicks
kochava.com
- Fraud - Detecting Potential Fraud with High Volume Clicks
kochava.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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