

# Web Analytics Concepts and Metrics

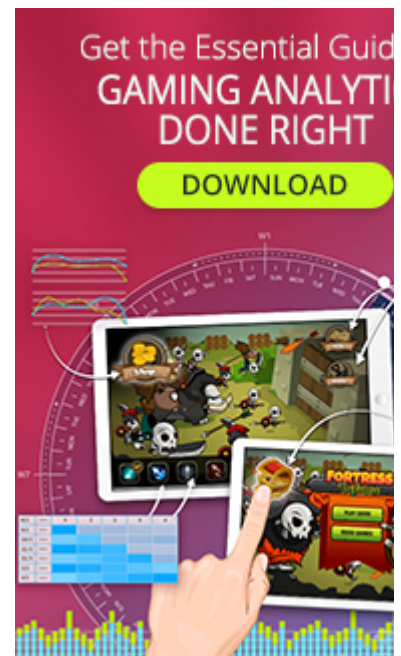
## Ready to see behavioral analytics in action?

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In-depth resources about the basic building blocks of analytics - practices, metrics and concepts.

- **Web Analytics Concepts** — Resources about central concepts used by web analysts to model the behavior of website visitors.
  - **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).
- **Web Analytics Practices** — Resources about web analytics practices, such as data quality and accuracy, setup and implementation, dashboard management, and more.
  - **Web Analytics Strategy** — Resources about different strategies and best practices in web analytics and how to build an effective marketing strategy.
  - **Web Analytics Setup and Implementation** — Resources about setting up and implementing web analytics on different platforms.
  - **Web Analytics Dashboards** — Resources about web analytics dashboards, graphical interfaces that provide a visual display of important data that can be encapsulated in a single space.
  - **Data Quality and Accuracy in Web Analytics** — Resources about the quality and accuracy of the data analyzed in web analytics.
  - **Qualitative Analysis in Web Analytics** — Resources about qualitative analysis in web analytics, how qualitative analysis differs from quantitative analysis, and the importance of using both methods in web analysis.
  - **Conversion Rate Optimization - CRO** — Resources about conversion rate optimization, which is a structured process aimed at increasing the percentage of website visitors, and eventually turning them into customers.
    - **CRO Methodology and Theory** — Resources about conversion rate optimization best practices, methodology and strategy.
    - **Conversion Funnel Optimization** — Resources about conversion funnels and different techniques to analyze and optimize them.
    - **Landing Page Optimization** — Resources about techniques and best practices to optimize landing pages, including examples of high-converting landing pages.
    - **Homepage CRO and Optimization** — Resources about conversion rate optimization for a homepage.
    - **AB Testing** — Resources about A/B testing, which is the practice of comparing two versions of a web page to see which one

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performs better.

- **Website Heat Maps** — Resources about ways to leverage high-fidelity heatmaps to gain true insight into user intent.
- **Multivariate Testing for Web Conversion** — Resources about performing multivariate testing for web conversion, which is the practice of testing multiple elements of web pages to determine which combination of variations improves conversions.
- **Shopping Cart Abandonment** — Resources about the common reasons for shopping cart abandonment and useful tips to reduce them.
- **Conversion Benchmarks and Examples** — Resources about conversion benchmarks, such as high converting websites and average website conversion rate.
- **Web Analytics Metrics** — Resources about metrics and KPIs used in web analytics to measure usage and business performance of websites and web applications.
  - **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 or 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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