

# Mobile Website Analytics

Resources about tracking and measuring traffic and user behavior in websites accessed via mobile devices.

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Below we have compiled publicly available sources from around the world that present views on Mobile Website Analytics.

## Perspectives on Mobile Website Analytics

### Ready to see behavioral analytics in action?

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- **Comparing Web vs. Mobile Analytics**

Every day a growing number of consumers use their mobile devices to play games, access apps and shop. As the use of mobile devices increases, so does the amount of data that is generated. Companies that realized this in regards to eCommerce and online gaming early on are already analyzing customer data to draw insights and increase ROI.

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

- [The Key Differences Between Mobile and Web Analytics Metrics](#)  
[info.localytics.com](#)
- [Mobile Traffic on Hotel Websites](#)  
[bluemagnetinteractive.com](#)
- [Video: Google Analytics for Mobile Websites and Apps](#)  
[online-behavior.com](#)
- [Mobile Landing Pages Best Practices 2017](#)  
[www.smartketer.com](#)
- [Web Analytics vs. Mobile Analytics - What's the Difference?](#)  
[linkedin.com](#)
- [How To Use Analytics To Build A Smarter Mobile Website](#)  
[smashingmagazine.com](#)
- [Web Analytics vs. Mobile Analytics: Winner Takes All](#)  
[mobilebusinessinsights.com](#)

## Further Reading

- [Mobile App Analytics](#) — Resources about tracking and measuring the behavior of users in a mobile app.
- [iOS Analytics](#) — Resources about tracking and measuring the behavior of users in iPhone, iPad and other iOS applications.
- [Mobile Advertising Analytics](#) — Resources about tracking and measuring the behavior of users who interact with ads on mobile devices.
- [Mobile Website Analytics](#) — Resources about tracking and measuring traffic and user behavior in websites accessed via mobile devices.
- [Mobile Analytics Metrics](#) — Resources about metrics used to measure and optimize the behavior of users in a mobile app.

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