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In my previous articles, I have talked about some of the benefits of web analytics to website owners and advertisers. In this section, I want to look at some of the types of user data in web analytics.

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Here are the different types...

#1 Behavior's data

Behaviour's data give information about what is going on, on your website. This will allow you to understand what users are actually looking for on your website. This will help to predict what your users are likely to do next based on the behaviour of your users.

#2 Attitudinal data

This will present another important fact about your website. It will give you the reason why people are taking certain actions on your website. Take, for example, you have a large number of cart abandonment. Attitudinal data will allow you to determine some of the reasons why users are not buying your products.

#3 Competitive data

Also, Web analytics data will also give you an insight into what your competitors are doing. It will allow you to copy some of the winning strategies that your competitors are using. This includes users' demographics, behaviour data, and experimental reviews of the competitors, comparing your visitor to the competitors. This will give you an idea of what users are really expecting from your website.



#4 Call centre data

Call centre data can give you an overview of the information that your customers are requesting regularly. They can also help you in understanding some of the challenges that your customers are facing. This can help you in understanding some of the greatest problems that you can resolve. Once those problems are resolved, it will definitely reduce the workload of your customer care teams.

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#5 Customer data

This analyses website behaviour and segments the audience based on their

interest. At times having customers' data at your disposal will help you to determine whether you are targeting the right type of audience. This will allow you to come up with a good strategy that will allow you to increase conversion rates for your products and services.

#6 Transaction data

This will give you an overview of transactions made by customers. It will allow you to have a clear understanding of where your traffics are actually coming from. You will be able to understand how your touchpoints are performing. This will allow you to optimize those sales channels that are performing better.

#7 Community score data

This gives customers opinions about you and your competitors. This will allow customers to know how you are faring compared to that of your competitors. Once you have an effective strategy of doing a self-assessment of how [you are performing in relation to your competitors.](#)

Type of web analytics...

#1 Off-site web analytics

Here, the web performance is measured and analyzed, whether or not you owned it or maintain it or not.

It analyses the overall visitor activities such as the number of visitors to the site, comments and website visibility among others.

#2 On-site web analytics

The website visitor is measured in real-time while they are online using your website. The visitors' data can be viewed by website owners and other people with permission such as third-party marketing agencies.

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Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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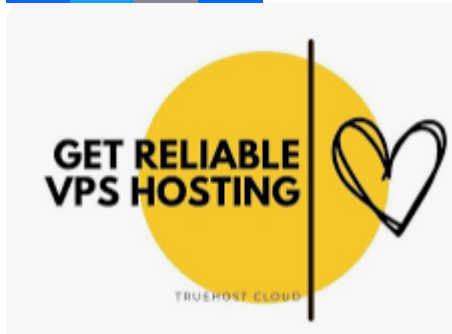
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