

Lesson #1: Getting Started with Web Analytics – Glossary of Terms –

Because during the course I will be using terms that you might not be familiar with, I will try to explain some of them in the list below.

For a full list of terms, check the [Google Analytics Glossary](#).

Bounce Rate

The Bounce Rate is the percentage of visits in which the person left the website in less than 10 seconds or without seeing other pages.

Landing Page

It represents the first page that a visitor views during a session. This is also known as the 'entrance page.'

Session

A session is the period of interaction between a visitor's browser and a particular website, ending when the browser is closed or shut down, or when the user has been inactive on the site for 30 minutes.

Conversion

A conversion occurs when a visitor reaches a goal. There are three kinds of goals: URL Destination goals, Time on Site goals, and Pages per Visit goals.

An **URL Destination** goal is a page that visitors see once they have completed an activity. For an account sign-up, this might be the “Thank You for signing

up” page. For a purchase, this might be the receipt page. A URL Destination goal triggers a conversion when a visitor views the specified page.

A **Time on Site** goal is a time threshold that you define. When a visitor spends more or less time on your site than the threshold you specify, a conversion is triggered.

A **Pages per Visit** goal allows you to define a pages viewed threshold. When a visitor views more pages --or fewer pages-- than the threshold you've set, a conversion is triggered.

Clickthrough Rate (CTR)

Represents the number of times an ad is clicked on, divided by the number of impressions it receives. For example, if an ad is shown 20 times and receives 3 clicks, the clickthrough rate is $3/20$, or 15%.

Referral

In Google Analytics, a site that refers traffic to the site you are tracking.

A referral occurs when any hyperlink is clicked that takes a user to a new page of file in any website - the originating site is the referrer.

Referrer

It represents the URL of an HTML page that refers visitors to a site.

Pageview

A pageview represents an instance of a page being loaded by a browser.

Impression

An impression is a display of a referral link or advertisement on a web page.

Cookie

A cookie represents a small amount of text data given to a web browser by a web server. The data is stored on a user's hard drive and is returned to the specific web server each time the browser requests a page from that server.

Cookies are used to remember information from page to page and visit to visit, and can contain information such as user preferences or shopping cart contents, and can note whether a user has logged in so that they do not need to authenticate again as they navigate through the site.

New Visitor

Google Analytics records a visitor as new when any page on your site has been accessed for the first time by a web browser.

This is accomplished by setting a first-party cookie on that browser. Thus, new visitors are not identified by the personal information they provide on your site, but are rather uniquely identified by the web browser they used.

Returning Visitor

Google Analytics records a visitor as 'returning' when the cookie for your domain exists on the browser accessing your site.

Cost-per-Click (CPC)

An advertising model in which the advertiser pays a certain amount each time their ad is clicked, irrespective of how many times the ad is displayed. It is also sometimes referred to as PPC (pay-per-click).

A/B Testing

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A/B Testing helps you test the relative effectiveness of multiple versions of the same advertisement, or other content, in referring visitors to a site.

Revenue

In versions of Google Analytics that support e-commerce reporting, the term Revenue is used in place of whichever local currency is being used, since Google Analytics supports currencies other than the US dollar. Revenue tabs appear on several reports as data-display options when appropriate.

Return On Investment (ROI)

(Revenue - Cost) / Cost, expressed as a percentage.

For example, if an investment of \$150 was made for advertising, and led to \$500 in sales, the ROI would be:

$$(\$500 - \$150) / \$150 = 2.33 \text{ or } 233\%$$

Clicks

The 'Clicks' metric is the number of clicks on your search ads. This metric can be found on the Clicks tab of reports in the Traffic Sources --> AdWords section.

Don't forget to spread the word! It's Free!



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If you have any questions, you can contact me at eugen@eugenoprea.com

See you next time.

Eugen



Note: The terms can be found on the [Google Analytics Glossary](#). Some terms from this document are modified to make them easier to understand. However, I did not create new definitions, because I don't see the point of reinventing the wheel.