

Duke ProComm: Google Analytics Definitions

Spring 2019

- **Visit:** A series of pageviews that a single visitor makes during a period of activity. A visit ends after the visitor either closes the browser, clears cookies, or is inactive for 30 minutes (by default).
 - **New visitor:** A visitor who did not have GA cookies when they hit the first page in this visit.
 - **Returning visitor:** A visitor with existing GA cookies from a previous visit.
- **Session:** The period of time a user is active on your site or app. A session ends after 30 minutes of inactivity (by default). If a user leaves and then returns to your site within 30 minutes, it is counted as part of the original session.
- **Pageview:** An instance of a page being loaded (or reloaded) in a browser.
 - **Pageviews:** The total number of pages viewed.
 - **Unique pageview:** The number of sessions during which that page was viewed one or more times by the same user.
- **Bounce rate:** A visit with only one pageview. It doesn't matter how long the visitor was on the page or how they left.
- **Referral traffic:** The segment of traffic that arrives on your website through another source, like through a link on another domain. Analytics automatically recognizes where traffic was immediately before arriving on your site, and displays the domain names of these sites as the referral traffic sources in your reports.
 - **Source:** The origin of your traffic – e.g., a search engine (*google*) or domain (*duke.edu*).
 - **Medium:** The general category of the source – e.g., organic search (*organic*), cost-per-click paid search (*cpc*), web referral (*referral*).
- **Time on page:** Measured by subtracting the time a visitor hit a page from the time they hit the next page. The time on page for the last page in a visit is always zero because GA doesn't track pages being closed.
- **Time on site:** The sum of the time on page for all pageviews in a visit. The difference between the time they viewed the first page and last page in a visit. Note that viewing pages in different tabs doesn't affect this.
- **Entrance:** The first pageview of a session

- **Exit rate:** The percentage of pageviews of a page that were the last in the session.
- **Keyword:** The words/phrases users entered into a search engine that brought up your site in search results. Note, however, that when SSL search is employed, Keyword will have the value *(not provided)*.
- **Direct traffic:** Traffic that came to a site via bookmarks or by directly typing the URL.
- **Filter:** A subset of traffic data included in a view. For instance, you can use filters to exclude traffic from particular IP addresses or focus on a specific subdomain.
- **Goal:** A versatile way to measure how well your site fulfills your target objectives. You can set up individual Goals to track discrete actions, like transactions with a minimum purchase amount or the amount of time spent on a screen.
- **Segment:** A subset of your Analytics data. For example, of your entire set of users, one segment might be users from a particular country or city. Another Segment might be users who purchased products as the result of seeing a particular ad.

Sources: <http://www.analyticsmarket.com/blog/google-analytics-definitions>,
<https://support.google.com/analytics/?hl=en>