Web analytics jargon buster

Web Analytics: The collection and analysis of data generated by people's activity on websites or mobile apps, for the purpose of discovering ways to improve websites and marketing campaigns.

E.g. *"I'm using web analytics tools to find out which room is more popular on my guest house website: King Arthur or Modern Romance."*

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User: A person who visits your website or mobile app. Users are sometimes referred to as "visitors." There are two types of users:

- **New Users: A person who has not visited your website before.**

- **Return Users: A person who has visited your website before.**

E.g. *"When Joan first came to the website for information about my Modern Romance room she was a new user. She comes back every few months to make a reservation, which makes her a return user."*

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Session or Visit: A period a user spends on a website.

E.g. *"My website got 2,000 visits last month, but what I really care about is whether those visits convinced people to make a reservation for my guest house."*

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Pageview: A web page that successfully loads in the user's browser. Many web analytics tools use the pageview as the basic unit of measurement.

E.g. *"On average, every visit to my website has 20 pageviews. People seem to enjoy the page dedicated to my 'Football Fanatics' room, which gets about 40% of the pageviews."*

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Cookie: Not a biscuit. A small file used by many web analytics tools to keep track of a user's activity on a website. If that person clears her cookies or uses a different web browser, web analytics tools will see her as a different user (although she is, in fact, the same person.)

E.g. *"If cookies are enabled on her computer, your web analytics tool should be able to track how much time she spent on the 'Football Fanatics' room page."*

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Metric: A measure of something, by quantity.

E.g. *"I look at metrics like 'Bounce Rate,' 'Pages per Visit,' and 'Conversion Rate,' to see how my guest house website is doing."* (see Common Metrics section below)

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Dimension: An attribute of a user or a session.

E.g. *"I look at dimensions like 'Browser,' 'Region' and 'Landing Page,' to get a better understanding of who seems interested in my King Arthur room."* (See Common Dimensions section below.)

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Common Metrics

Users/Visitors: The total number of people who have come to your website or app.

E.g. *"My guest house website had 3,000 visitors last month!"*

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Sessions/Visits: The total number of sessions on your website or app.

E.g. *"Three thousand visitors came to my guest house website multiple times last month; I had more than 5,000 sessions!"*

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Pageviews: The total number of pages that users viewed on your website. This metric is sometimes referred to as "screen views" for mobile apps.

E.g. *"There were 5,000 sessions on my website last month and 20,000 pageviews. Almost all of those pages were from my Football Fanatics room page!"*

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Bounce Rate: The percentage of sessions in which the visitor doesn't interact at all with your site or app after arriving.

E.g. *"I added a Welcome Video to my site, but people seem to leave after just a few seconds of it—the bounce rate is high. I guess they prefer my video room tours."*

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Pages per Session: The average number of pages viewed during a session. In general, a higher number indicates that people are reading more, or are more "engaged" with your website. It's also known as page depth.

E.g. *"I'm so glad I launched a Guest Testimonial page it's really increased visitor engagement. My website's average number of pages per session went from 3 to 12!"*

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Average Session Duration: The average amount of time of a session on your website. It's measured in minutes and seconds. In general the longer the session, the more interested the visitor is.

E.g. *"Ever since I launched video tours of all my rooms, my website's average session duration went from 2 minutes to 8 minutes and 32 seconds!"*

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Goals/Conversions: The total number of tracked, successful actions that your website visitors complete.

E.g. *"Once I started tracking conversions on my guest house website, I could see how many visitors registered for a room online, subscribed to my email newsletter, submitted contact forms and downloaded my free book."*

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Conversion Rate: The ratio of conversions to visits. In general, a higher conversion rate means greater success.

E.g. *"After some website improvements, I was pleased to see that my conversion rate for Modern Romance room registrations jumped from 1% to 5%."*

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Revenue: The value of sales processed through an online shopping basket. If you don't have an ecommerce website, this metric doesn't apply to you.

E.g. *"If revenue from my Football Fanatic room continues at this pace, I could retire by the time I'm 97."*

Common Dimensions

Location: The geographic region of the user. It's often possible to get location information about your users down to the specific city level.

E.g. *"It's interesting to note that people in northern England gravitate to my King Arthur room page, while the location Southern England seems more interested in the Modern Romance room."*

Language: The language settings of the user's browser.

E.g. "A growing percentage of my website visitors have set French as their browser's default language."

Browser: The program used by the visitor to navigate the Internet. Examples include Chrome, Firefox, Internet Explorer and Safari.

E.g. *"I can use my web analytics tools to see how many people are viewing my site on the Chrome or Firefox browsers."*

Operating System: The Operating System of the device, such as Windows, Mac, Android or iOS, that the visitor is using.

E.g. *"People using the Mac Operating System seem to spend more time browsing my site."*

Device Type: The category of device, such as laptop, tablet or smartphone.

E.g. *"My analytics tool is a great way to figure out what devices people use most to view my video room tours—tablets are especially popular."*

Traffic Source: The specific place that referred the user to your website, such as a search engine, a social network, or another website that links to your website. (Note: many analytics tools, such as Google Analytics, allow for very detailed breakdowns of traffic sources.)

E.g. *"The top traffic source for my site yesterday was Twitter—my football video blog must have gone viral!"*

Campaign: The specific marketing effort that drove a user to your website.

E.g. *"Creating campaigns around lots of King Arthur related keywords has boosted my business."*

Keyword: The specific term a user searched for before they reached your website.

E.g. *"The keywords "luxury romantic getaway" are performing well for my site."*

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Landing Page: The first page that a user views when they reach your website.

E.g. *"People have started calling my guest house more frequently since I included the phone number right on my landing page."*

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Exit Page: The last page a user views before they leave your website.

E.g. *"Analytics tells me my most frequent exit page is the one with the Welcome Video, so maybe it's taking too long to load."*

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Page: The specific page a user is viewing, often referred to by its URL.

E.g. *"My most popular page is my King Arthur room page."*

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