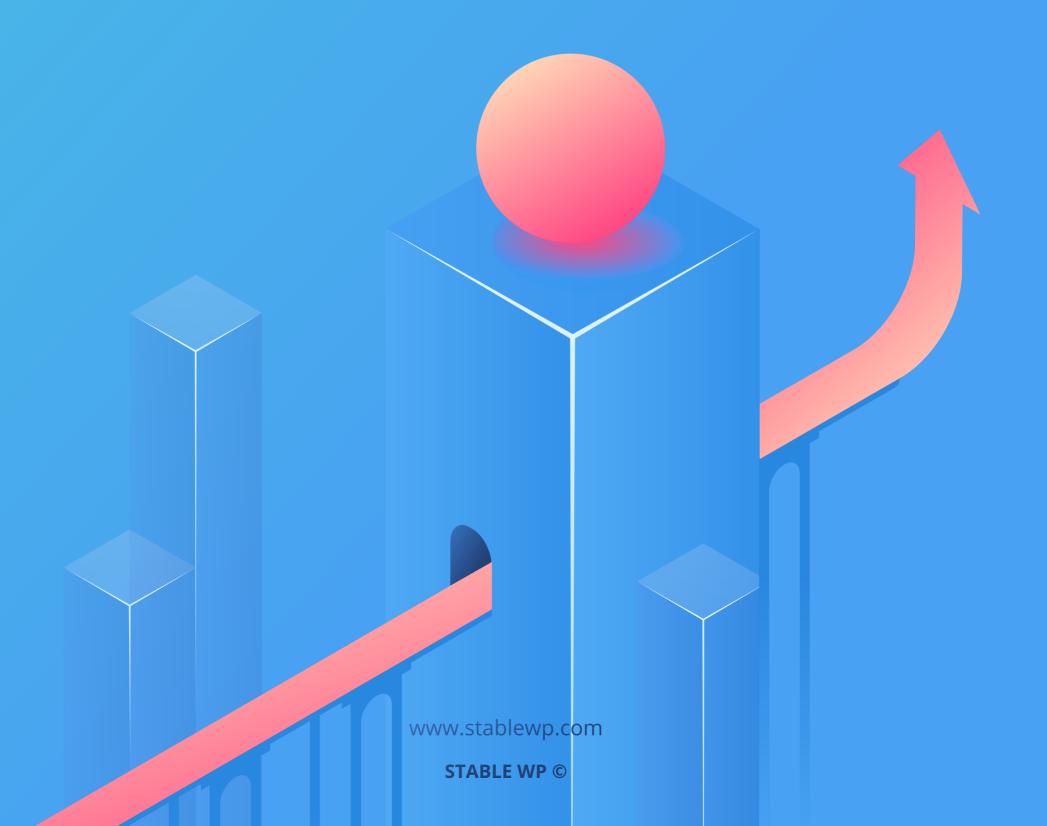STABLE WP

THE ULTIMATE

GOOGLE ANALYTICS DICTIONARY

THE ULTIMATE GOOGLE ANALYTICS DICTIONARY

ACCOUNT

This is your overall Google Analytics account. You can create multiple GA accounts if you manage multiple businesses or clients. Each account can also have multiple properties (websites or apps) and each property can have multiple views to filter out certain data.   You can also add users and assign permissions to other people to access your GA account (e.g. to your team members, clients, marketers, etc.).

ACQUISITION

An acquisition is a way that a user reaches your website. Visitors can come to your websites through various channels, such as direct traffic, referral traffic, organic, email and social. Acquisition reports will tell you from how visitors got to your site.

ADWORDS (GOOGLE ADS)

Google Ads is a pay-per-click advertising system in which advertisers bid on keywords to show their ad in the Google search results and their Display Network. If you are using Google Ads you can track your ad performance and data inside Google Analytics.

AUDIENCES

Audiences feature allows you to build specific audiences from your website traffic data. You can use audiences to filter reports, send target notifications and provide custom experiences to different audiences. You can also use your audiences for remarketing purposes to serve targeted ads.

AVERAGE SESSION DURATION

The Average Session Duration tells you how much, on average, each session (visit) lasts. This is calculated by taking the total session duration / total sessions.

BEHAVIOR FLOW

Behavior flow visually shows how visitors move from one page (or Event) to the next. Behavior flow also shows from what page (or Event) a user drops off from the website. This report helps you pinpoint what content engages users and what content causes them to leave.

BENCHMARKING

Benchmarking allows you to compare your data to data from other websites in your industry. This helps you gain insight into trends and find out how you stack up against your competition.

BOUNCE

A bounce is single pageview, when a visitor lands on a website then immediately leaves. In other words, a bounce ocurrs when the visitor doesn't interact with your page and doesn't visit any other pages before leaving your website.

BOUNCE RATE

Bounce rate is the percentage of single pageviews per session on a website. A single pageview means the user lands on your website then does not click on anything else before leaving. The bounce rate percentage is calculated by dividing the number of times a viewer landed on your page and did nothing by the total number of sessions. Bounce rate is one of key metrics to monitor in GA because it's a solid indicator of engagement and user experience. The lower the bounce rate, the better the UX.

CHANNELS

Channels represent your traffic sources as groups. Channels are logically organized into gropus such as 'Organic Search,' 'Paid Search,' 'Social' and 'Email.' You can create your custom channels based on incoming traffic sources.

Channels help you analyze your inbound marketing efforts and show how much each channel contributes to your traffic and other performance.

COHORT ANALYSIS

Cohort Analysis groups users together by what they have in common. You can run a cohort analysis to isolate users by date or another unique behaviour.

CONVERSION

In Google Analytics, a conversion is when a user completes a specific goal set in your GA goal tracking. A conversion can be as simple as visiting a page, an email sign-up or even a purchase. By setting conversion tracking, you can measure how efficient your site is when it comes to achieving your (website) objectives.

CONVERSION RATE

Conversion rate is the percentage of sessions (visits) that resulted in a conversion. It's calculated by dividing the total number of conversions with the number of sessions. For example, if you have 15 conversions in 100 sessions, that's a 15% conversion rate.

COST ANALYSIS

Cost analysis report compares the cost of each ad campaign with its associated revenue (from ecommerce and/or goal value) to calculate ROAS (Return on Ad Spend) and RPC (Revenue per Click).

CPC

CPC (cost-per-click) is the total amount of money charged when a user clicks on a Google Ad. Google Analytics reports the cost-per-click for users who end up landing on your website after clicking a Google Ad.

CUSTOM REPORTS

A custom report allows you to create a report with the data and metrics most relevant to the information needed. It is a great way to save time if you only want to access some of the information offered by Google Analytics.

CUSTOM SEGMENT

Google Analytics allows you to build custom segments through filters on the website. Each segment groups website visitors together by certain common features. Custom segments can then generate a report where you see data from a specific user subset.

DASHBOARD

Dashboards are a collection of widgets that give you an overview of the reports and metrics you care about most. You can also make custom Google Analytics dashboards that compile the information most relevant to your website.

DEMOGRAPHICS

Demographic divides user by gender, interest, age and more. It allows you to view exactly what type of visitors are being attracted to your website. You can also examine how different demographic groups interact with your site. This can prove to be critical for targeting specific demographics and audiences.

DIRECT TRAFFIC

Direct traffic are visitors who enter your site directly by typing in your URL or through a bookmark in their browser.

DISPLAY TARGETING

Display targeting report allows you to analyze the performance of your Google Ads campaigns that target the Google Display Network. This report allows you to analyze all targeting options including Display Keywords, Placements, Topics, Interests, Remarketing, Gender & Age.

E-COMMERCE

Google Analytics E-commerce reports allow you to analyze transactions made on your site. You can see product and transaction information, average order value, ecommerce conversion rate, time to purchase, and other data.

ENTRANCES

Entrances show many users begin a session on a certain page. Not to be confused with sessions and pageviews. (https://support.google.com/analytics/answer/2956047?hl=en)

EVENTS

Events track specific visitor interactions with your pages like ad clicks, video views, and downloads. You can manually set up your own events to track or use default events preconfigured by Google Analytics.

EVENTS FLOW

Event flows visually shows the order in which visitors trigger events on your website. Events flow helps you track how users move from one event to the next, and where they drop off. This helps you monitor the engagement of you website and see how each event contributes to your performance.

EXIT %

Exit rate (%) is the percent of people that leave a certain page on your website. Pages with high Exit % are your pages people are leaving the most often from. This can signal poor user experience.   However, for some pages high Exit % is pretty common (e.g. high Exit % on your "Contact us" page). This is because people will fill out the form and then leave most of the time. That's why you need to inspect each page and determine why the Exit rate is high, and if that's issue.

EXPERIMENTS

Experiments allow you to test tweaks you make to your website with the goal of increasing conversions. For example, you may change the layout of a page or the position of a button in the effort of getting more conversions. You can track the success of this modification with Google Analytics Experiment Tracking.

FILTER

A filter allows you to narrow down the amount of data you are viewing. For example, you can filter through traffic to see data from a certain IP address or filter out traffic from a specific channel. By excluding and/or including certain data, you can get the exact information you need from Google Analytics.

FUNNEL VISUALIZATION

The funnel visualization tool is a map that shows the steps customers have to take towards conversion. By tracking this information, you can see what pages seem to be leading to conversions and what pages are making customers leave. You can use funnels to visualize and optimize the completion rate of each step and gauge the performance of your website (conversion) funnels.

GOAL FLOW

Goal flow shows what steps visitors are taking before reaching the goals you've set up with your Google Analytics. Goal flow can help you see if users are navigating your content as expected, or if there are problems, such as high drop-off rates or unexpected loops. The content of this report is very similar to Funnel visualization, with some important distinctions. (https://support.google.com/analytics/answer/2976313?hl=en)

GOAL VALUE

Goal value is the specific monetary amount you set to certain goals. You can set this up to track the most valuable conversions by setting up goals such as minimum purchase amounts. You can even monetize goals where there's no transaction involved. For example, you can set up a goal value for when a user signs up for your newsletter. Each time a goal is completed the money is added up to a total sum you can track to see how profitable your website is overall.

GOALS

Goals enable you to set up target objectives for a website. A goal represents a conversion that contributes to your business. Common conversion examples are when a user makes a purchase (for e-commerce) or signs up for a newsletter (for a lead generation site).

GOOGLE ANALYTICS API

Google Analytics API allows you to take the data gathered from Google Analytics then integrate it with custom dashboards or third-party software. It also allows you to automate complex marketing targeting reports.

GOOGLE TAG MANAGER

Google Tag Manager is a tag management system which allows one to easily manage code created to track marketing analytics to a website. A tag allows one to send data from a third party to Google Analytics to track the information.

HOSTNAME

Each time a page is viewed on a website, Google Analytics records the domain of the site on which the page was viewed.

LANDING PAGE

A landing page is a page on your site from which visitors enter your website. It's important to track the performance of your landing pages to determine where most of your visitors land on, from which channels they are coming from, their engagement and how effective they are converting traffic.

LIFETIME VALUE

The Lifetime Value report lets you understand how valuable different users are to your business based on lifetime performance. You can determine how valuable each group of visitors are based on the channel they came from, like email, PPC, organic, etc. Using the Lifetime Value report, you can determine which marketing channels bring you the best ROI.

MEDIUM

Medium measures the type of source of traffic where a visitor came from before landing on your website. For example, organic (for visitors that come through Google search), cpc (for visitors that come through ads), referral (for visitors that come to your site through a link), etc.

METRIC

Metric are quantitative, something with concrete numerical value, measurements of data on Google Analytics. These are the hard numbers you pull from GA reports and use to gauge your success.

MODEL COMPARISON TOOL

The Model Comparison Tool allows you to compare and measure how different attribution models perform on your site. Attribution models determine how much credit each channel in your online sales funnels receives for a conversion. One example of a default attribution model is the last interaction model. This means that the last channel the user was interacting with, before converting, gets all the credit. In plain terms, this attribution model says that if the last channel user was interacting with before making a purchase on your site was an ad, the ad gets all the credit for the conversion.

MULTI-CHANNEL FUNNELS

Multi-channel funnels take into consideration that most visitors need multiple visits to your site to complete a conversion. This is normal behavior since most people do research, compare prices, etc., before making the final decision. This report helps you understand which sources send traffic to your site during the consideration process.

Multi-channel funnels help you get a clear picture how all your traffic channels work together to produce sales and conversions. It takes into account everything from paid search ads to social media marketing, so you can see if users are using multiple channels to reach your website. For detailed info, make sure to read this guide. (https://support.google.com/analytics/answer/1191180?hl=en)

NEW VISITOR

New visitors are people coming to a website for the first time.

ORGANIC KEYWORDS

An organic keyword is a word or a phrase someone types into a search engine that results in organic (search) traffic to your site.

ORGANIC TRAFFIC

Organic traffic represents visitors that come to your site through Google search (or other search engines).

PAGE TIMINGS

The page timing reports offer data regarding page speed and performance. This includes info about your page load time, how fast your website's server works and other user experience details that tap into page performance.

PAGE VALUE

Page value is a set of data to give you an idea which pages are contributing the most to your revenue. Pages involved in a lot of conversions will have a higher page value.

PAGES PER SESSION

Page per session (visit) shows the average number of pages visitors browse through during a session. This is calculated by the total number of web pages visited by the total number of sessions. This data type gives good insight as to how engaged an audience is with your pages and content (more is better).

PAGEVIEW

A pageview is when one page is loaded (or reloaded) for a visitor.

PAID KEYWORDS

Paid keywords are single words or search phrases website owners bid on for ad placement with Google Ads. If people click on your ad in the search results this counts as paid traffic to your site.

PROPERTY

Google Analytics property can be a website or an app. In more technical terms Google Analytics understands a property only as a resource associated with your tracking code. When you track web performance with GA, you include a property ID in the tracking code that you put on your web pages or in your app source code. Performance data, like number of users or screen views, for resources tagged with the same ID is collected into the corresponding property.   This also means if you set more than one website with the same tracking ID, it will show up as one set of data in the Google Analytics account.

PUBLISHER

A publisher is a digital entity that displays your ad on their website, app, game, etc.

REAL-TIME

Real-time analytics show what is going on currently on your website in actual time. You can check Google Analytics at any time to track the activity of users, like the number of visitors currently on your site. Each interaction is reported just seconds after it occurs, so real-time data is updated almost instantaneously.

REFERRAL TRAFFIC

Referring traffic is visitors that land on your page thanks to links somewhere else online. This type of traffic can come from links on other websites, forums, directories, etc. (excluding people who click on your site in search engine results).

RETURNING VISITOR

A returning visitor is someone who visits your website more than once.

REVERSE GOAL PATH

A Reverse Goal Path is a report that shows all steps users took before reaching a specific goal on your website. It is different than a funnel because it records all pages a visitor uses instead of just a select few. It also shows all the pages in reverse (hence the name). Finding out how exactly a user reaches a goal isn't always clear cut as navigating from page A > page B, and the Reverse Goal Path report allows you to figure out what unique path viewers take on your website. Reverse Goal Path only shows completed goals, not abandoned ones, so you have to use it in combination with Goal Flow and Funnel reports.

SEARCH CONSOLE

The Search Console reports in GA provide information about the performance of your organic-search traffic. You can see data like user queries and the number of times your site URLs appear in search results (impressions), along with post-click data about site engagement like bounce rate and ecommerce conversion rate.   It's a great tool when paired with Google Analytics to monitor your SEO performance and check for issues.

SEARCH TERMS

In GA search terms represent words or phrases visitors type in your website's search option. Not to be confused with organic keywords or queries.   Use this report to understand what kind of terms people are searching for on your site and how effective your search function is at creating deeper engagement.

SESSION

A session is the period of time when a user is active on your site. A session is ended when the user leaves your site or remains inactive for 30 minutes. In a single session, Google records all of the user's interactions and activity on a site, such as visits to different pages, clicks, transactions, etc.A single user can also trigger multiple sessions. Those sessions can occur on the same day, or over several days, weeks, or months. As soon as one session ends, there is then an opportunity to start a new session.

SHOPPING CAMPAIGNS

Shopping campaigns is a report within the Google Ads section of your Google Analytics account. It shows data as to which products and categories are driving the most traffic and sales. It is a powerful tool for e-commerce, if you want to know which products perform the best after users click on your Shopping Campaigns ads.

SITE SEARCH

Site search is a report that tracks what terms visitors are typing into the search bar on your website. You also get insight into whether the search terms are matching up well with the content offered on your website and how much engagement your site search creates.

SITE SPEED

Site speed measures the overall speed performance of your site. It tracks how quickly pages load for users to view. It also looks at more specific performance issues like how fast your page loads elements like buttons and links to allow user interaction.

SOCIAL

Social is a report which tracks all aspects of social media involved with your website. It follows everything from when users share your content using social share buttons on your website to conversions driven by social media referrals. It gives you an in-depth look at whether social media marketing actually makes an impact on the success of a website.

SOURCE

Source is the origin of your traffic, such as a search engine (Google) or a website (example.com). For example, if your website has a link on another site and visitors click on this link, that referring website is the source.

TIME ON PAGE

Time on page measures the period users spend on your page. It only accounts for visitors who do not bounce or exit for the page. It also resets for every single page, so if a user visits another page the timer restarts.

TREEMAPS

Treemaps are a visualization of how users arrive on your site. It reports all of the Acquisition channels to allow you to quickly assess your traffic sources. The data is represented in blocks which enables you to see the relationship between different metrics tracked related to acquisition channels. By clicking each block, you can dig deeper down into the data associated with each channel.

UNIQUE PAGEVIEWS

Unique pageviews report how many times a visitor views a page in a session. Unlike regular pageviews, it does not count when a viewer refreshes or returns to a page during a visit to a website.

URL BUILDER

URL Builders allow you to track individuals digital marketing campaign with specific links. You can use the GA URL Builder to create a URL (link) you to monitor performance of individual marketing campaigns.

USER EXPLORER

User explorer allows you to look at specific data related to each individual user (visitor) on your website. You can track everything from referral information to how many visits it took each user to complete a conversion.

USER TIMINGS

The user timing allows you to drill down to the information related to website performance for each user. This enables you to discover how a device, geo-location or other data is impacts your site performance.

USERS FLOW

The User Flow tracks by volume how each path from page to page on your site, and where users exit/drop-o of a webpage. This is an essential chart for understanding the efficiency of the content on each page.

VIEW

A view is a GA account level from which you see reports and metrics. Different views can be set up for different levels of accounts. This is great for offering specific data to various people who need/want to access certain information when logging into Google Analytics.

VISITORS

Visitors are the number of individuals that come to your website. Each visitor is counted only once in your visitor reports. Google Analytics tracks new and returning visitors so that you can examine data on repeat and single visit users.

Whenever a user visits a site on a device and browser, the user is then marked with a cookie. This allows one to track when that user returns. However, if a user returns to the website on a different device or browser, they will be tagged as a different user.

Next steps

Want to grow your business online?

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