



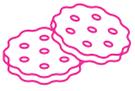
# JARGON BUSTER

Google analytics jargon



If you have a physical shop or showroom, you know exactly who's come to your premises, what they did and what impact that had on your business. Google Analytics helps you do the same thing on your website - but it can be a bit jargon-heavy! Here's the basics...

## INTRODUCTION



### COOKIE

The little piece of code that lets Analytics track who comes to your site and what they do while they're on it.



### METRIC

The catch-all term for anything on your site that can be measured, including how many people visited you, how long they spent there, what they looked at and more. See common metrics for more.



### DIMENSION

Extra information about a visitor - what country or region are they coming from, which page they arrive at on your site, whether they are on a desktop or mobile and so on. See common dimensions for more.



### PAGEVIEW

How many times each page was visited in total. Usually tells you what pages are popular, but if an important page isn't being viewed much it could mean people can't easily find it.



### SESSION

Every visit to your website - no matter what the visitor did or how long they stayed - is a session.



### UNIQUE USER

This shows how many individual people visited you, whether it was just once or multiple times. However, one person visiting from different devices may count as multiple users.

## COMMON METRICS



### BOUNCE RATE

People who leave your site after seeing just one page. Can be a good thing (completed task straight away) or a bad thing (instant dislike of your site).



### CONVERSION RATE

How many individual visitors are needed for every conversion - for example, having one sale for every 100 visitors is a 1% conversion rate.



### CONVERSION/GOALS

How many times a visitor has done what you wanted them to - buying something, filling out a contact form, downloading a whitepaper etc.



### PAGES PER SESSION

How many pages on your site each user visited. Can be a good thing (interesting site) or a bad thing (struggled to find relevant info).

## COMMON DIMENSIONS



### EXIT PAGE

The last page a user sees before exiting the website.



### LANDING PAGE

The first page a user comes to when entering a website (often the homepage).



### TRAFFIC SOURCE

How each user found you. Could be direct (typing in your web address), search engine (typing something into a search engine like Google), a referral (clicking a link to you on another website or social media account), or from a paid listing (eg Google AdWords).

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