

Audience Terms

Bounce Rate	The percentage of visitors to a particular website who navigate away from the site after viewing only one page. These users do not interact with the page.
Pageview	Recorded when a page is loaded or reloaded in a browser.
Session	The period of time a user is actively engaged with the website, app, etc. By default, if a user is inactive for more than 30 minutes, the session is terminated. If a user leaves the site and comes back within 30 minutes, it is still considered to be the same session.
Unique Pageviews	Refers to the number of individual visitors who have looked at your pages. Repeat viewers in a session will only be counted once; therefore, unique pageviews are typically lower than total pageviews.

Acquisition Terms

Direct	Traffic from a user typing the site's URL directly into a browser or the user having the site bookmarked to go to a specific site or page.
Medium	How users arrived at the content: organic, paid, etc.
Organic Search	Traffic from any search engine (i.e. Google, Bing) that is <i>not</i> paid.
Paid Search	Traffic from any search engine result (i.e. Google ads, Bing ads) that is paid for.
Referral	Traffic that comes to the site from another site <i>other than</i> social networks (i.e. Facebook, Twitter, LinkedIn)
Social	Traffic from any social network that is <i>not tagged as an ad</i> .
Source	The place users are before seeing the content on the site: a search engine or another website.

Behavior Terms

Event	Added tracking to monitor user interaction with the site or pages on the site. Examples include downloads, phone call clicks, or video plays.
Exit Page	The page that a user leaves the site from.
% Exit	The number of exits a specific page has divided by the number of pageviews a specific page has.
Landing Page	The page that a user enters the site through. This is the page the user "lands" on.

Conversion Terms

Conversion	A completed activity, online or offline, that is important to the success of the business. Examples include an email newsletter signup or a purchase.
Goal	A valuable action (or conversion) that occurs on the site.