



Understanding Google Analytics Terminology

Users	The number of unique visitors. Multiple visits to your site by the same user in a given period are counted as a single visit.
Sessions	How many visits users make to your site - one user can visit multiple times. When that happens, the 'users' number does not increase, but the 'sessions' number does.
Bounce Rate	This is the number of users that leave your site without visiting a second page. It is displayed as a percentage of the total users.
Session Duration	This is the average time a user stays on your site.
Traffic Report Organic Search	This is traffic from search engines. The visitor entered a key word or phrase and your site was in the results. This is not from ads that may be on the results page(s).
Traffic Report Referral	Traffic that comes to your site from a direct link on another site. Occasionally, you may see a social media site listed here too.
Traffic Report Social	This number reflects those coming from social media sites. This might be from a status post, a link from a profile page, etc.
Traffic Report Direct	The visitors either typed your web address in their browser or have your site bookmarked and used that bookmark.
Traffic Report Other	Traffic sources with numbers so low, it is not valuable to list them individually. For example, if you have an ad program that is not getting many hits, it will be grouped here. However, when ad numbers are high enough, it will pop out and be listed individually.

image obtained from freepik (freepik.com)

Russell - Software Architect and Engineer - <https://russell-dev.rocks> - (distribute freely)