

# WEB ANALYTICS - TERMINOLOGY

[http://www.tutorialspoint.com/web\\_analytics/web\\_analytics\\_terminology.htm](http://www.tutorialspoint.com/web_analytics/web_analytics_terminology.htm)

Copyright © tutorialspoint.com

We have listed here a set of terms that one should be familiar with while performing web analytics

- **Benchmarking** – A service that gives a view of how your website is performing in contrast to others.
- **Bounce Rate** – Number of times a user quits without exploring your webpages.
- **Click** – An action of clicking on your webpages.
- **Conversion** – Conversion takes place when a goal is completed, e.g., purchase, registration, downloads, etc.
- **Direct Traffic** – Traffic coming directly on your website by clicking on your website's link or typing the URL of your website in the address bar.
- **Filter** – A guideline that exclude/include specific data from reports.
- **Funnels** – Steps visitors take to finally complete a goal.
- **Goal** – A metric that defines the success rate, e.g., sale or sign-up.
- **Goal Conversion Rate** – Percentage of visits on every goal achieved.
- **Impression** – The display of your website on the Internet.
- **Keywords** – Search queries that visitors use to find your website.
- **Landing Page** – The first page from where a visitor enters your website.
- **New Visitor** – The visitor who is coming to your website for the first time.
- **Organic Traffic** – Traffic for which you need not pay. It comes naturally, e.g., traffic from search engines.
- **Paid Traffic** – Traffic for which you need to pay, e.g., Google AdWords.
- **Page View** – Number of times a page is viewed.
- **Returning Visitor** – The visitors who have already visited your page earlier. Returning visitors are an asset for any website.
- **Time on Site** – The average time a visitor spends accessing your site in a time.
- **Tracking Code** – A small snippet of code inserted into the body of HTML page. This code captures the information about visits to a page.
- **Traffic** – Flow of visitors to your website.
- **Traffic Sources** – The source from where traffic originates.