WEBSITE ANALYTICS DEFINITIONS

1 AB TESTING

AB testing or split testing refers to the process of creating two variants of a web page and showing them simultaneously to segments of your website visitors to test the performance of each variant. A website owner can then go live or conduct further testing with the winning variant.

2 BOUNCE RATE

Bounce rate measures how many visitors leave a site after visiting only one page. Around 40-50% is considered an average bounce rate. To calculate bounce rate you can divide the total number of website visitors by the number of one-page visitors.

3 CONVERSION RATE

The conversion rate is the percentage of visitors that complete a desired action like completing a purchase, filling in a form, or booking an appointment. Conversion rates can be calculated by dividing the total number of conversions by the total number of web page visits or ad interactions.

4 DIRECT TRAFFIC

Direct traffic is a metric used to describe web visitors that arrived without clicking a hyperlink from another site or search engine results page. Visitors may type your URL directly into the address bar, click on a saved bookmark link or click on a link from an offline application like a word doc.

5 ENGAGEMENT RATE

Engagement rate measures the rate at which people interact with a piece of content. Interactions will vary depending on the platform the content is published on and the type of content (blog, video, image). Website engagement metrics could be time on page, new subscribers, or the number of shares.

6 METRICS

Metrics are quantitative measurements that are used to capture data of specific events, sums, or ratios. Common website analytics metrics are bounce rates, conversion rates, direct traffic, number of unique sessions, and average time on site.

7 RETARGETING

Retargeting is the process of approaching customers, website visitors, or any other user who has previously engaged with your business or website in the past with adverts, emails, or other various call-to-actions.

8 TOUCHPOINTS

Touchpoints are interactions with customers that can happen both online and offline. It describes the moments of contact that your customers have with your business or website before, during, and after they engage with your business in some way.

9 TRAFFIC SOURCES

Sources or traffic sources is an analytics metric used to segment the different types of traffic coming into your website. The three main sources of website traffic are **Direct**, **Referral** and **Search**.

10 UNIQUE VISITORS

Unique visitors refer to the number of individual visitors coming to your site which is measured by counting the number of unique IP addresses that visit your site. This helps web marketers distinguish between repeat visitors and one-time visitors.