

Reading Analytics 101: Analytics Terms You Must Know to Succeed

northcarolinanewsdaily.com/analytics-terms-reading-analytics-101

David Straughan

September 3, 2020



Reading analytics data has become an essential skill in the era of digital marketing. Knowing which analytics terms are important and what they mean is useful to anyone engaging in digital marketing.

While there are many people trained in using analytics, it's possible to do it yourself if you can't hire a professional. Here are a few of the basic analytics terms and skills you'll need.

Important analytics terms for reading reports

There are lots of great [free resources](#) to help you learn all the terms you need to know to start reading analytics yourself. These are just a few of the most important analytics terms to help you read reports:

Pageviews –the number of times users have visited your page. This includes all views, including multiple views by the same user, such as when a user refreshes a page.

Visits – Also known as “sessions,” visits are the individual periods of time someone spends on your site. Sessions are closed when a user leaves the site for more than 30 minutes or shows no activity for 30 minutes.

Source – Quite simply, where your traffic comes from. This field will tell you whether the person who accessed your content got there by searching for it, by clicking something on social, or through another route.

Conversion – This is when someone completes an action on your site that you want them to take. For example, signing up for an email list is a conversion. So is watching a video.

Segments – Segments are essentially filters you can apply to your data. For example, returning vs. new users or organic vs. paid search traffic. You can use presets or create custom segments based on a wide range of variables.



Landing Page – This is the first page visitors access on your site. For example, if they click on a search link for a specific product, that product page is the Landing Page.

Bounce Rate – This is the percentage of users who leave your site without performing any actions on it.

Keyword – A keyword is the word a user entered into a search bar that led them to your page.

Events – These are trackable actions that you can set to see how people are interacting with your content. For example, you can set Events to record whenever someone downloads a file, plays a video, or uses an embedded feature on your site.

Organic vs. Paid Search Traffic

The analytics terms “organic” and “paid” refer to the different ways users found your content.

If you are running a paid Google Ads campaign and someone clicks on one of your advertisements, Analytics will read that as paid traffic.



Photo by [Lukas](#) from [Pexels](#)

However, if someone searches a term on Google or another search engine and your link appears in the search results and the user clicks it, this is “organic” traffic.

Looking for more [digital marketing tips](#)? Stay tuned to our [Business](#) section for more helpful advice on crafting your digital marketing game.

[digital marketing](#), [reading analytics 101](#)

About author

David Straughan (David Straughan)

David Straughan is a writer, editor, and coffee nerd from Durham, North Carolina. Before coming back home, David served as Editor of two English-language magazines in Ningbo, China. Now, back in Durham, he is an obsessive investigator of local businesses, culture, and politics.



More posts

~~June 23, 2020~~ (~~June 23, 2020~~)

Black-Owned Clothing & Accessories Businesses in NC

Whether you're looking for vintage second-hand items or fresh designs right off the rack, there is a multitude of businesses to purchase your wardrobe from in North Carolina. We've gathered a list of 25 Black-owned businesses where you can find your clothing and accessories while supporting the African American community.

[Read More](#)

~~September 23, 2020~~ (~~September 23, 2020~~)

Third Quarter Economic Outlook for NC: The Good, Bad and Unknown

The recovery of the economy is at the front of everyone's mind. Third-quarter unemployment numbers for North Carolina so far show reasons to be positive, but also to worry.

[Read More](#)

Trackbacks and Pingbacks

1. Pingback: [How to Set Your First Goals: Reading Analytics 101](#)
2. Pingback: [Understanding Conversions: Reading Analytics 101](#)
3. Pingback: [Content Drilldown: The Best Feature You're Not Using — Analytics 101](#)
4. Pingback: [How To Read The Behavior Overview | Reading Analytics 101](#)
5. Pingback: [How to Read the Acquisitions Overview | Reading Analytics 101](#)

Comments are closed.
