Unpacking Digital Metrics

Pageviews, and Users, and Likes—Oh My!

Illinois Extension

Digital Metrics Key Terminology

Term	Plain English Definition
Search Engine Optimization (SEO)	The art and science of making a piece of content attractive to search engines, like Google, so they can serve the information to people looking for related content.
Pageviews	Number of times a page is viewed, including repeats from the same user.
Unique Pageviews	Number of pageviews, excluding repeats from within the same session.
Users	Total number of visitors to your site during the report period.
New Users	Number of visitors who came to your site for the first time during the report period.
Sessions	A group of user actions on the website that take place within a given time frame. By default, a session will expire after 30 minutes of inactivity on the site.
Pages/Session	An average of the number of pages visited during one session.
Average Session Duration	Average of the time each user spent on your site during an active session.
Average Time on Page	Average of the time a user spent on a single page on the site.
Entrance Rate	Percentage of users who began a website session from this page.
Bounce Rate	Percentage of users who exited the site from the same page they entered the site.
Traffic Sources	Organic = Keyword search Direct = Typed in web address Social = Link from social media Referral = Link from another site Email = Link from inside an email Display = Online advertisement
Webstats	Retired Extension web stats reporting system.
Data Studio	Free tool from Google that turns website data into easy to read, easy to share, and fully customizable dashboards and reports. Used to summarize performance of Illinois Extension unit website content.
Tableau	A web-based analytics platform designed to make it easier to explore data, ask and answer questions about their data, and share insights. Used to summarize performance of content with multiple owners across units or program areas.