

# Visitors, Unique Visitors and Unique Users

Resources about the visitors/unique visitors/unique users metric in web analytics, which measures the number of people who visited a website. Each visitor/user could have visited the website multiple times and viewed multiple pages.

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Below we have compiled publicly available sources from around the world that present views on Visitors, Unique Visitors and Unique Users.

## Perspectives on Visitors, Unique Visitors and Unique Users

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- **Identity crisis solved! Smart Unification of User Identities**

Utilizing the data you've collected from your anonymous users will give you an advantage, in the next level in the relationship when they transition to become identified users.

[Read the article on cooladata.com »](#)

- **Fixing 5 Problems in Moving Visitors Toward Conversion with Analytics**

Although the concept of moving visitors toward conversion is simple and straightforward, implementation is challenging. That's because it involves so many activities, often controlled within different functional areas (not just marketing) and, often, managers in those areas have different goals.

[Read the article on hausmanmarketingletter.com »](#)

- [How Much Traffic Should Your Website Get](#)  
[helpeverybodyeveryday.com](#)
- [Unique Visits and Visitors](#)  
[mediacollege.com](#)
- [How Much Traffic Do You Need to Start Advertising on Your Blog?](#)  
[john.do](#)
- [Unique Visitors – Explained](#)  
[blog.statcounter.com](#)
- [Difference Between Hits, Page Impressions And Unique Visits](#)  
[basicblogtips.com](#)
- [Unique Visitors](#)  
[help.atinternet-solutions.com](#)
- [Recording and Analyzing Visitors](#)  
[icomos.org](#)
- [Google Analytics Visits: Are They More Reliable Than Unique Visitors?](#)  
[cormacscanlan.com](#)
- [Hunting the Elusive DUV \(Daily Unique Visitors\)](#)  
[blue-marble.com](#)
- [The Unique User Reality Check](#)  
[baekdal.com](#)

## Examples

- [Realtor.com Traffic, January 2015](#)  
[realtor.org](#)

Be the first to get the latest news on analytics



- [Hearst - Audience and Demographics](#)  
[hearst.com](http://hearst.com)

## Unique Visitors in Google Analytics

- [How to View the Number of Unique Visitors to a Page or Set of Pages in Google Analytics](#)  
[martinlugton.com](http://martinlugton.com)
- ["Unique Visitors" Now Called "Users" on Google Analytics](#)  
[privatecommunities.com](http://privatecommunities.com)
- [What is a "Unique Visitor" in Google Analytics?](#)  
[netvantagemarketing.com](http://netvantagemarketing.com)

## Specific Technologies

- [Monthly Unique Visitors for Websites](#)  
[blog.alexa.com](http://blog.alexa.com)
- [Anuko - How to See Visitor Statistics for Websites](#)  
[anuko.com](http://anuko.com)

## Further Reading

- [Visits and Sessions in Web Analytics](#) — Resources about the visits/sessions metric in web analytics, which measures the number of times a website was visited. A visit comprises one or more pages viewed; one user could be measured more than once.
- [Visitors, Unique Visitors and Unique Users](#) — Resources about the visitors/unique visitors/unique users metric in web analytics, which measures the number of people who visited a website. Each visitor/user could have visited the website multiple times and viewed multiple pages.
- [New Visitors, Repeat Visitors and Returning Visitors](#) — Resources about the new/repeat/returning visitors metric in web analytics, which measures how many of a website's visitors are new to the site vs. returning to the site or visiting with a certain frequency.
- [Page Views and Unique Page Views](#) — Resources about the page views and unique page views metric in web analytics, which measures how many times a page or URL was viewed on a website, in general or by unique users.
- [Time on Site, Session Duration](#) — Resources about the times on site/session duration metric in web analytics, which measures the amount of time a visitor spent on a website.
- [Page Time Viewed, Page Visibility Time, Page View Duration](#) — Resources about the page time viewed/page visibility time/page view duration metric in web analytics, which measures the amount of time a visitor spent on a specific page or URL in a website.
- [Average Page Depth, Page Views Per Average Session](#) — Resources about the average page depth metric, also known as pages per average session, which measures the average number of web pages viewed by a visitor to the website, indicating the level of user engagement.
- [Bounce Rate](#) — Resources about the bounce rate metric, which measures how many of a website's visitors immediately left the site, an indication of visitor satisfaction with the website or its content.
- [Conversion Rate](#) — Resources about the conversion rate metric, which measures the percentage of website visitors who performed an action beneficial to the site owners (a conversion). This is an indication of whether the website is meeting its goals.
- [Ad Impressions](#) — Resources about the ad impressions metric, which measures how many times an ad placed on a website was viewed by potential site visitors (only some of whom actually click the ad and visit the advertising website).
- [Referrers and Social Media Traffic](#) — Resources about the referrers metric in web analytics, which measures the number of visitors coming to a website via

referring sites - other sites that link to the website. A special case of referral traffic is social media traffic - traffic to a website from social media sites like Facebook and Twitter.

- [Direct Traffic in Web Analytics](#) — Resources about the direct traffic metric in web analytics, which measures the number of visitors entering a website directly by typing the URL or clicking on a bookmark, not via other websites.
- [Source and Medium in Web Analytics](#) — Resources about possible source of traffic to a website (referrals from other sites, search traffic, direct, links from emails, etc.) and the source/medium metric in web analytics, which measures how many of a website's visitors came from each source and provides details (such as a specific URL the visitors originated from).

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