

# Web Analytics Metrics

Resources about metrics and KPIs used in web analytics to measure usage and business performance of websites and web applications.

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Below we have compiled publicly available sources from around the world that present views on Web Analytics Metrics.

## Key Topics

- [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

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of a website's visitors came from each source and provides details (such as a specific URL the visitors originated from).

## Perspectives on Web Analytics Metrics

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- **Analyze Backwards with Reverse Cohort**

In our online world, we usually analyze going forward in time. We define the starting event in the user journey, and examine the events or actions that followed. The same logic lies at the base of Cohort analysis, which is used to identify behavioral patterns or trends within a pre-defined period of time, starting from the first user event and analyzing the actions that follow.

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

- **Web Analytics Secrets: Are You Tracking the Right Metrics?**

A business may have the best product or service but if no one knows about it how long it stays operational is anyone's guess. This article will cover the essential metrics to track when measuring website performance.

[Read the article on business2community.com »](#)

- **Thinking of Useful Web Analytics KPIs, We Discovered...**

Anyone who has ever attempted to devise a set of truly useful KPIs, knows that it is not an easy task. What do we mean by useful anyway? Well, we had a go at determining what that meant.

[Read the article on medium.com/planet4 »](#)

- [Top 5 Website Metrics to Check Daily](#)  
logaholic.com
- [19 Metrics You May Have Never Heard About](#)  
gamesauce.biz
- [How To Delight Your Clients with Web Analytics](#)  
2016  
boagworld.com
- [What Is the Difference between KPIs and Metrics in Web Analytics?](#)  
2016  
www.prescriptivenirvana.com
- [Web Analytics Key Performance Indicators \(KPIs\) Guide](#)  
dasheroo.com
- [Excellent Analytics Tip #27: Chase Smart Calculated Metrics!](#)  
2016  
kaushik.net

## Key Performance Indicators in Web Analytics

- **What's The Point Of a KPI in Web Analytics**

In web analytics, a key performance indicator is a web metric that is essential for your business's success. The emphasis here is on the word essential. If a 10% change—positive or negative—in a KPI doesn't make you sit up and call someone to find out what happened, then it is not well defined.

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

- [Common KPIs and Metrics for Analyzing Website Performance](#)  
ironpaper.com
- [Use of Key Performance Indicators in Web Analytics](#)  
4everywhere.com
- [Understanding Web Analytics and Key Performance Indicators](#)

- koganpage.com
- [Key Performance Indicators for Websites](#)  
thinkmetrics.com

## Which Metrics to Use for Web Analytics

- **Most Underrated Web Metrics**

The problem with data used to be that we didn't have enough of it. The problem with data today is that there is just way too much of it. If you don't know what you're looking for, you will likely fall into the familiar trap of spending too much time on things that don't matter.

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

- **Web Analytics for Beginners: The 4 Key Metrics Small Businesses Need to Track**

The number of online behaviors you can track is truly endless. But if you're new to the world of analytics, watch this video to learn about the four key metrics you should monitor before anything else.

[Read the article on bluehost.blog »](#)

- [Components of Quality Score That Matters a Lot](#)  
jellymetrics.com
- [Most Overrated Web Metrics](#)  
zachhellermarketing.com
- [7 Key Metrics to Track to Ensure the Success of Your Website](#)  
torquemag.io
- [The 6 Most Important Web Metrics to Track for Your Business Website](#)  
articles.bplans.com

## Web Metrics in Google Analytics

- [Top 14 Google Analytics Metrics to Feel the Pulse of Your Website Success](#)  
webceo.com
- [Top 5 Google Analytics KPIs: A Beginner's Guide to Web Analytics](#)  
datapine.com
- [Calculated metrics in Google Analytics - 24 Examples](#)  
thenextweb.com
- [Key Performance Indicators \(KPIs\) for Google Analytics](#)  
thethemefoundry.com
- [20 KPIs You Should Monitor in Google Analytics](#)  
webseoanalytics.com

## Further Reading

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