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.
Table of Contents:

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

Perspectives on Direct Traffic in Web Analytics

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- **What is Direct Traffic & How to Track It Using Social Media Monitoring**

   Direct source our traffic has been a subject of a debate since many years. Some believe they know what the source of direct traffic is and some are far from such conclusions.

   Read the article on brand24.com »
- How to Deal with Direct Traffic Source Data in Your Content Analytics
  skyword.com
- Mobile Organic Traffic Reported in Analytics as Direct
  www.10thdegree.com
- Forget Keywords - Direct Website Visits Most Important for SEO Ranking
  ama.org
- The Difference Between Direct and Organic Search Traffic Sources
  smartbugmedia.com
- Analyzing Direct Traffic: What Is it?! Why Do I Have It?
  webris.org
- What's Going On when Direct Traffic Goes Up or Down?
  peakseven.com
- 3 Things To Know About Direct Traffic
  straightnorth.com
- Are Your Numbers Lying to You? The Trap of "Direct" Traffic
  bigblue.digital
- Direct Website Traffic Explained
  gomanos.com
- Discussion: Sudden Large Drop in Google Traffic
  forums.seochat.com

Direct Traffic in Google Analytics

- 7 Factors that Could Be Skewing Direct Traffic in Google Analytics
  emagine.com
- What is Dark Traffic?
  sproutjersey.com
- What Is the Direct Traffic Metric in Google Analytics?
  growtraffic.com
- Google Analytics and the Four Kinds of Traffic Your Web Site Receives
  davidkamerer.com
- 5 Clever Hacks to Understand Your Google Analytics Direct Traffic
  blog.popcornmetrics.com
- Decoding Google Analytics: What is Organic v. Referral v. Direct Traffic
  netdriven.com
- (direct) / (none) Traffic in Google Analytics
  hartenstine.com
- Google Analytics "Direct" Traffic is "Unknown" Traffic
  noisetosignal.io

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 of 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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