

## 37 Google Analytics Terms to Know

Google Analytics terms can seem like a foreign language. Here are the ones you need to know.

1. **Account:** Your account is where everything is available inside Google Analytics.
2. **Acquisition:** This report is where you see how people find your website.
3. **Active Users:** These are the number of engaged users on your website or app.
4. **Advertising features:** This features when enabled, allows you to create audience lists.
5. **Attribution:** Attribution is how you control how the credit for a conversion is given to the marketing channel that led to the action.
6. **Audience:** These are the users you in your reports. You can create audience segments for specific targeting.
7. **Automatically Collected Events:** This is the data GA4 automatically collects for a list of events. Those include:
  - page\_view
  - scroll
  - session\_start
  - user\_engagement
  - video\_complete
  - video\_progress
  - video\_start
  - view\_search\_results
8. **Behavior flow:** Behavior flow shows you how many people move through your site based on how they were “acquired.” You can view individual pages and sort by acquisition type (source, medium and channel).
9. **Bounce rate:** The bounce rate shows what percentage of your website visitors triggered only one request from the GA server, such as a single page view. In short, the bounce rate shows how many visitors enter the site and then leave without viewing any other pages, with sessions lasting less than 10 seconds.

10. **Campaign name:** This is one of the four main dimensions for reporting and analyzing marketing campaigns. The others are source, medium and channel.
11. **Campaign tags:** These tags help track inbound marketing.
12. **Data Stream:** This refers to the stream of data that comes into GA4 from your site.
13. **Default Reporting Entity:** This is how you users are tracked and reported.
14. **Device usage:** This metric shows which devices visitors are using to access your website. You can use this information to adjust the design of your site so it's more responsive to these types of devices (e.g., smartphone or tablet).
15. **Dimension:** A dimension is what a metric is measured against, and it can provide a more specific group of data. It is usually the attribute that provides context to the metric. For example, transaction id, user location, or audience name.
16. **Engagement Rate:** This is the number of engaged sessions divided by the total number of sessions.
17. **Engaged Sessions Per User:** This metric gives you the number of engaged sessions divided by the number of users. The higher the number, the more engaged the audience.
18. **Enhanced Measurement:** This is your ability to turn on event tracking for certain events without modifying the tracking code.
19. **Events:** In GA4, events are any engagement with your site, including page views.
20. **Event Count:** This metric shows the number of events tracked.
21. **Event Parameter:** This event describes the data collected about the event.
22. **Explore:** This is a new section for GA4 for building custom reports and funnels using tables and graphs.
23. **Google Tag Manager:** This allows tags to be tested on your website before they are deployed.
24. **Life Cycle:** This is a new reporting section in GA4 referring to where users are in at in their journey with your site.

25. **Measurement ID:** This is your Google Analytics tracking ID.
26. **Monetization:** This is where your reports for Ecommerce purchases, In-app purchases and Publisher ads are reported.
27. **Metric:** A metric is a quantitative measure of data that shows how a website is performing in relation to a specific category.
28. **Organic traffic:** Organic traffic means any visitor who lands on your site as a result of unpaid search results, such as someone performing a Google search and clicking on your website.
29. **Page view:** A page view is recorded anytime a page is viewed by a user. However, keep in mind that the number of page views doesn't tell the whole story.
30. **Property:** These are created within GA4. They combine data from multiple data streams into one report.
31. **Purchase:** Instead of transactions, GA4 records purchases anytime someone completes the checkout process on your website.
32. **Session:** A session is recorded by GA every time your website gets a visitor and ends after 30 minutes of inactivity. Any user behavior – such as page views, clicks or transactions – that is tracked during this time is counted as one. If the user comes back to your website after a few hours or two days later, for example, they will begin a new session.
33. **Source:** This shows where your website traffic is coming from (such as a search engine or email link).
34. **Traffic Acquisition Report:** This report gives you data about all sessions of both new and returning users.
35. **User Acquisition Report:** Here you find the traffic acquisition report and the user acquisition report. The user acquisition report gives you data on how you attracted new users to your site.
36. **User Engagement:** This analytics tracks how long people have viewed your content including pages and screens.
37. **User:** In the context of Google Analytics, a user is a unique visitor to a website who interacts with your website.