Explanations and Resources for the EEB Marketing Committee’s Website Reports

Metrics Used in the Website Metric Reports
The metrics listed bellowed are used in the EEB Marketing Committee’s website metric reports. Explanations are provided for each of these metrics, and additional resources are highlighted where useful.

1. Visits (Sessions)
2. Pageviews
3. Unique Visitors
4. “New” Versus “Returning” Visitor Type, % New Visits
5. Average Visit Duration
6. Pages/Visit
7. Bounce Rate
8. % Exit (Exit Rate)
9. Language
10. City
11. Traffic Source
12. Traffic Type (or Medium)

Visits (Sessions)
Visits indicate the number of unique browsing sessions initiated by all visitors to the Energize Connecticut website during the selected reporting time period. A single visit may include multiple interactions by a visitor such as multiple pageviews or social interactions. As soon as a visit ends, the opportunity for a new visit exists. Visits end for three reasons: 1) A visitor has been inactive for thirty minutes; 2) It is midnight; or 3) A campaign change occurs (e.g. a visitor arrives at the site via one campaign, leaves, and then comes back to the site via another campaign). Notably users who leave the site and return within thirty minutes are counted as part of the original session.

The visits metric helps us to assess visitor traffic to the website.

For additional information see:

- “How Visits are calculated in Analytics,” https://support.google.com/analytics/answer/2731565?hl=en
- “The difference between clicks, visits, visitors, entrances, pageviews, and unique pageviews,” https://support.google.com/analytics/answer/1257084?hl=en
Pageviews
A single pageview is an instance of a page being loaded by a browser. Thus, the pageviews metric indicates the total number of Energize Connecticut pages that have been viewed (or loaded) during the selected reporting time period. Notably, repeated views of a single page are counted by the pageviews metric.

This metric helps us to assess visitor traffic to the website.

Unique Visitors
Unique visitors are the total number of visitors who have never visited the Energize Connecticut website before during the selected reporting time period. Unique visitors are identified by the _utma cookie and its unique visitor ID. If that cookie is deleted or if a person changes computers, browsers, or devices, he or she will be tracked as a different unique visitor.

This metric helps us to assess visitor traffic to the website.

For additional information see:

- “How Unique Visitors/Active Users are calculated,”
  https://support.google.com/analytics/answer/2992042?hl=en

“New” Versus “Returning” Visitor Type, % New Visits
The new versus returning visitor metric classifies visits (sessions) by visitor type (new or returning). When somebody visits the Energize Connecticut website for the first time, the visit is categorized as a “Visit from a new visitor.” If this user has browsed our website before, then the visit is categorized as a “Visit from a returning visitor.” Notably, these metrics are different from unique visitors, which reflects visitors not visits (sessions). In other words, unique visitors counts visitors to the website (counting each visitor only once in the selected date range) whereas the New vs. Returning metric classifies all visits (sessions) in the date range by the visitor type. The % new visits metric simply indicates the percentage of visits that are “new.”

These metrics helps us to assess website visitor engagement and visitor traffic to the website.

For more information see:

- "Absolute Unique Visitors" versus "New and Returning,"

Average Visit Duration
Average visit duration reveals the average length of time of all visits to the Energize Connecticut website during the selected reporting time period. The metric is calculated by dividing the total duration of all visits by the number of visits.
This metric helps us to assess the depth and length of visits to the website. Notably a high number of pages/visit (see below) and or long length of time spent on the website can mean users are highly engaged OR it can mean that they are confused and lost in the site’s navigation.

**Pages/Visit**

Pages per visit indicates the average number of pages viewed per visit to the website during the selected reporting time period.

This metric helps us to assess the depth and length of visits to the website. Notably a high number of pages/visit and or long length of time spent on the site (see above) can mean users are highly engaged OR it can mean that they are confused and lost in the site’s navigation.

**Bounce Rate**

Bounce rate is the percentage of single-page visits to the website during the selected reporting time period. In other words, bounce rate reveals the percentage of people who landed on an Energize Connecticut webpage and then immediately left. Bounces are *always* one-page sessions.

This metric helps us to assess website visitor engagement and to identify poor-performing pages that should be redesigned, improved, and optimized.

For more information see:

- “What bounce rate is and how to improve it,”
  https://support.google.com/analytics/answer/1009409?hl=en
- “Exit Rate vs Bounce Rate,”
  https://support.google.com/analytics/answer/2525491?hl=en

**% Exit (Exit Rate)**

The exit rate indicates the percentage of people who left the Energize Connecticut website from the particular webpage in question. Notably, exits may have viewed more than one page in a session (and thus are different from bounces).

This metric helps us to assess website visitor engagement and to identify poor-performing pages that should be redesigned, improved, and optimized.

For more information see:

- “Exit Rate vs Bounce Rate,”
  https://support.google.com/analytics/answer/2525491?hl=en

**Language**

The language metric reveals the web browser language settings of visitors to the Energize Connecticut website. Browser language settings are user-selectable and generally default to the
language of the operating system. Languages in Google Analytics typically have a two-letter language code. For example, “en” stands for “English.”

For a complete listing of language codes see:

- “Google Analytics Language Codes,” http://www.lunametrics.com/resources/google-analytics-language-codes

**City**
The city metric reveals the city location of visitors to the Energize Connecticut website. Google Analytics determines this information from a visitor’s IP address and where IP address ranges are assigned.

**Traffic Source**
The traffic sources metric reveals the origin or source of every website referral. Examples of possible sources include: “direct” (visits from people who typed the Energize Connecticut URL directly into their browser or who have bookmarked our site); “google” (the name of a search engine); “cl-p.com” (the name of a referring site); etc.

For more information see:

- “Traffic Source Dimensions,”
  https://support.google.com/analytics/answer/1033173?hl=en

**Traffic Type**
The traffic type metric reveals the website referral mediums. Examples of possible types or mediums include: “organic” (unpaid search); “referral” (referral); “email”; etc.

For more information see:

- “Traffic Source Dimensions,”
  https://support.google.com/analytics/answer/1033173?hl=en