

Google Analytics

Conversion

Definition

A completed activity, online or offline, that is **important to the success of your business.**

Examples include a completed sign-up for your email newsletter (a Goal conversion) and a purchase (a transaction, sometimes called an Ecommerce conversion).

A conversion can be a macro conversion or a micro conversion. A macro conversion is typically a completed purchase transaction. In contrast, a micro conversion is a completed activity, such as an email signup, that indicates that the user is moving towards a macro conversion.

> GOOGLE ANALYTICS

Hit

Definition

An **interaction** that results in data being sent to Analytics.

Common hit types include page tracking hits, event tracking hits, and ecommerce hits.

Bounce Rate

Definition

Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.

These single-page sessions have a session duration of **0 seconds** since there are **no subsequent hits** after the first one that would let Analytics calculate the length of the session.

Session

Definition

The period of time a user is active on your site or app.

By default, if a user is inactive for **30 minutes or more**, any future activity is attributed to a new session.

Users that leave your site and return within 30 minutes are counted as part of the original session.

Practice:

SIFM

PRACTICE NR. 01

1.

**What does
user prefer in
a website?**

2.

PRACTICE NR.01

Which issue
the user **doesn't**
like?

3.

PRACTICE NR.03

What would you suggest to **improve** website?



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