Date	02.11.2023
Project title	How to add Google Analytics to a website

MODEL PERFORMANCE METRICS

- **Conversion Rate (CR):**
  Conversion rate measures the percentage of website visitors who take a desired action, such as making a purchase or signing up for a newsletter. It is a crucial metric for assessing the effectiveness of your website in achieving its goals.

- **Bounce Rate (BR):**
  The bounce rate represents the percentage of visitors who navigate away from the site after viewing only one page. A high bounce rate may indicate that visitors are not finding the content they expected or that the landing page needs improvement.

- **Pageviews per Session (PPS):**
  Pageviews per session provide insight into how engaged users are with your website. It measures the average number of pages a visitor views during a single session. Higher values typically indicate greater user engagement.

- **Average Session Duration (ASD):**
  Average session duration measures the average amount of time visitors spend on your website during a single session. It can help gauge user interest and content quality.

- **Exit Rate (ER):**
  Exit rate measures the percentage of visitors who leave your website from a particular page. Analyzing exit rates can help identify pages where visitors are most likely to exit and need further optimization.

- **Traffic Sources:**
  Understanding the sources of traffic (e.g., organic search, direct, referral, social) is essential for evaluating the effectiveness of your marketing and SEO strategies.

- **User Demographics:**
  Google Analytics can provide insights into the demographics of your website's audience, including age, gender, and location. This information can inform content and marketing strategies.
- **Goal Conversion Rate:**
  Goal conversion rate measures the percentage of users who complete specific goals on your website, such as submitting a contact form or making a purchase.
- **E-commerce Metrics:**
  If your website has an e-commerce component, metrics like revenue, average order value, and the number of transactions are essential for assessing the success of your online store.
- **Event Tracking:**
  Tracking user interactions like clicks on specific buttons or video views can help measure user engagement with specific features of your website.
- **Site Speed and Performance:**
  Assess the load times of your website's pages to ensure a smooth user experience. Slow page loading can lead to higher bounce rates.
- **Error and 404 Pages:**
  Monitoring errors and 404 pages can help you identify and resolve issues with broken links or technical problems that may lead to user frustration.

These model performance metrics provide a comprehensive view of how well your website is performing and can guide improvements and optimizations to enhance the user experience and achieve your project's objectives.