

# Glossary

## General

Add Button	Displays a pop-up window of available Contacts to add to the current Department or a list of Contacts and Departments to add to a Report. Only visible when "Edit" has been selected for the current Department or Report.
Administrator	Main user of the GUI.
Cancel Button	Reverts the changes made to Editable Fields.
Confirmation Message	The pop-up window displayed when confirming saves, deletions, and sending of Reports.
Contact	Information within the system pertaining to an individual, such as address, phone number, email address, and other Fields.
Core Reporting API	A means of accessing and manipulating the data from GA.
Create Button	A "+" sign on the GUI. Makes a new item in the current List Pane that will be stored in the database.
Database Error	Any error that may be returned by the database.
Delete Button	A trash bin on the GUI. Deletes the selected item in the current List Pane.
Department	A collection of Employee Contacts grouped into departments within the company.
Department Association	A database table in which each row is a link between a Department and a Contact.
Details Pane	A section of the GUI for viewing or manipulating the information associated with a single Contact, Department, or Report.
Dimensions*	Breaks down metrics across some common criteria, such as date, city, browser, and operating system.
Edit Button	Makes the Fields on the current Details Pane Editable Fields. Once selected, this button changes to "Cancel" and "Save" buttons.
Editable Field	A Field that can be modified by the Administrator.
Employee	A person working within the company. Employee information is stored as a Contact.
Field	A single element of information. May be Static or Editable.
Field Error	An Editable Field rendered with red text as the result of erroneous or invalid user input.
GA	An abbreviated term for Google Analytics.
GA Profile	Created for a website within a user account to track the website's metrics.
GA Query	A request of data from the profile selected in Google Analytics
Google Analytics	A utility provided by Google to analyze data gathered from a selected website profile.
GUI	Graphical User Interface
Input Error	Any error that may be returned as the result of the user attempting to save an Editable Field with a Field Error.
List Item	An individual Contact, Department, or Report in the List Pane.
List Pane	A searchable, singularly selectable list containing all of the Contacts', Departments', or Reports' names, depending on the selected Tab.
Maximum Results	The upper bound of the number of returned elements from the GA Query.
Metrics*	The individual measurements of visitor activity on your site. Options include visitors, number of new visits, and the amount of time a user spends on the site.
Preview Button	Queries GA servers using the selected Report and displays the Report Results in a pop-up window.
Remove Button	Removes the selected Contacts from the current Department or the selected Contacts or Departments from a Report. Only visible when "Edit" has been selected for the current Department or Report.

	Report	A collection of Dimensions, Metrics, Specified Recipient(s), and other information used in generating a Report Results.
	Report Association	A database table in which each row is a link between a Department or a Contact and a Report.
	Report Results	The formatted results returned by GA generated from a query using a specific Report's data.
	Revert	Changes settings back to the last saved settings.
	Save Button	Updates the database with changes made to Editable Fields.
	Send Button	Queries GA servers using the selected Report and emails the Specified Recipient(s) the resulting Report.
	Server Error	Any error that may be returned by GA servers or the mail server.
	Settings Pane	A sub-section of the GUI for viewing and editing the preferences.
	Specified Recipient(s)	The Contacts or Departments who will be receiving a Report, saved in the Report Association table.
	Static Field	A Field that is in an immutable state.
	Tab	A sub-section of the GUI containing the List Pane and Details Pane for the current selection or the Settings Pane for the settings.

Dimensions*		
Dimension Type	Dimension	Definition
Visitor	visitorType	A boolean indicating if a visitor is new or returning. Possible values: New Visitor, Returning Visitor.
	visitCount	The visit index for a visitor to your website. Each visit from a unique visitor will get its own incremental index starting from 1 for the first visit. Subsequent visits do not change previous visit indices. For example, if a certain visitor has 4 visits to your website, ga:visitCount for that visitor will have 4 distinct values of '1' through '4'.
	daysSinceLastVisit	The number of days elapsed since visitors last visited your website. Used to calculate visitor loyalty.
	userDefinedValue	The value provided when you define custom visitor segments for your website.
Session	visitLength	The length of a visit to your website measured in seconds and reported in second increments. The value returned is a string.
Traffic Sources	referralPath	The path of the referring URL (e.g. document.referrer). If someone places a link to your website on their website, this element contains the path of the page that contains the referring link.
	campaign	When using manual campaign tracking, the value of the utm_campaign campaign tracking parameter. When using AdWords autotagging, the name(s) of the online ad campaign that you use for your website. Otherwise the value (not set) is used.
	source	The source of referrals to your website. When using manual campaign tracking, the value of the utm_source campaign tracking parameter. When using AdWords autotagging, the value is google. Otherwise the domain of the source referring the visitor to your website. (e.g. document.referrer). The value may also contain a port address. If the visitor came to the site without a referrer, the value is (direct)
	medium	The type of referrals to your website. When using manual campaign tracking, the value of the utm_medium campaign tracking parameter. When using AdWords autotagging, the value is ppc. If the user comes from a search engine detected by Google Analytics, the value is organic. If the referrer is not a search engine, the value is referral. If the visitor came directly to the site, and document.referrer is empty, the value is (none).

	keyword	When using manual campaign tracking, the value of the utm_term campaign tracking parameter. When using AdWords autotagging or if a visitor used organic search to reach your website, the keywords used by visitors to reach your website. Otherwise the value is (not set).
	adContent	When using manual campaign tracking, the value of the utm_content campaign tracking parameter. When using AdWords autotagging, the first line of the text for your online Ad campaign. If you are using mad libs for your AdWords content, this field displays the keywords you provided for the mad libs keyword match. Otherwise the value is (not set)
	socialNetwork	Name of the social network. This can be related to the referring social network for traffic sources, or to the social network for social data hub activities. E.g. Google+, Blogger, reddit, etc.
	hasSocialSourceReferral	Indicates visits that arrived to the site from a social source (i.e. A social network such as Google+, Facebook, Twitter, etc.). The possible values are Yes or No where the first letter is capitalized.
Platform/Device	browser	The names of browsers used by visitors to your website. For example, Internet Explorer or Firefox.
	browserVersion	The browser versions used by visitors to your website. For example, 2.0.0.14
	operatingSystem	The operating system used by your visitors. For example, Windows, Linux , Macintosh, iPhone, iPod.
	operatingSystemVersion	The version of the operating system used by your visitors, such as XP for Windows or PPC for Macintosh.
	isMobile	Indicates mobile visitors. The possible values are Yes or No where the first letter must be capitalized.
	mobileDeviceBranding	Mobile manufacturer or branded name (e.g: Samsung, HTC, Verizon, T-Mobile).
	mobileDeviceModel	Mobile device model (e.g.: Nexus S)
	mobileInputSelector	Selector used on the mobile device (e.g.: touchscreen, joystick, clickwheel, stylus).
	mobileDeviceInfo	The branding, model, and marketing name used to identify the mobile device.
Geo/Network	continent	The continents of website visitors, derived from IP addresses.
	subContinent	The sub-continent of website visitors, derived from IP addresses. For example, Polynesia or Northern Europe.
	country	The countries of website visitors, derived from IP addresses.
	region	The region of website visitors, derived from IP addresses. In the U. S., a region is a state, such as New York.
	metro	The Designated Market Area (DMA) from where traffic arrived on your site.
	city	The cities of website visitors, derived from IP addresses.
	latitude	The approximate latitude of the visitor's city. Derived from IP address. Locations north of the equator are represented by positive values and locations south of the equator by negative values.
	longitude	The approximate longitude of the visitor's city. Derived from IP address. Locations east of the meridian are represented by positive values and locations west of the meridian by negative values.
	networkDomain	The domain name of the ISPs used by visitors to your website. This is derived from the domain name registered to the IP address.
	networkLocation	The name of service providers used to reach your website. For example, if most visitors to your website come via the major service providers for cable internet, you will see the names of those cable service providers in this element.
System	flashVersion	The versions of Flash supported by visitors' browsers, including minor versions.
	javaEnabled	Indicates Java support for visitors' browsers. The possible values are Yes or No where the first letter must be capitalized.

	language	The language provided by the HTTP Request for the browser. Values are given as an ISO-639 code (e.g. en-gb for British English).
	screenColors	The color depth of visitors' monitors, as retrieved from the DOM of the visitor's browser. For example 4-bit, 8-bit, 24-bit, or undefined-bit.
	screenResolution	The screen resolution of visitors' monitors, as retrieved from the DOM of the visitor's browser. For example: 1024x738.
Page Tracking	hostname	The hostname from which the tracking request was made.
	pagePath	A page on your website specified by path and/or query parameters. Use in conjunction with ga:hostname to get the full URL of the page.
	pagePathLevel1	This dimension rolls up all the page paths in the first hierarchical level in ga:pagePath.
	pagePathLevel2	This dimension rolls up all the page paths in the second hierarchical level in ga:pagePath.
	pagePathLevel3	This dimension rolls up all the page paths in the third hierarchical level in ga:pagePath.
	pagePathLevel4	This dimension rolls up all the page paths in the fourth hierarchical level in ga:pagePath. All additional levels in the ga:pagePath hierarchy are also rolled up in this dimension.
	pageTitle	The title of a page. Keep in mind that multiple pages might have the same page title.
	landingPagePath	The first page in a user's session, or landing page.
	secondPagePath	The second page in a user's session.
	exitPagePath	The last page in a user's session, or exit page.
	previousPagePath	A page on your website that was visited before another page on your website. Typically used with the ga:nextPagePath dimension.
	nextPagePath	A page on your website that was visited after another page on your website. Typically used with the ga:previousPagePath dimension.
	pageDepth	The number of pages visited by visitors during a session (visit). The value is a histogram that counts pageviews across a range of possible values. In this calculation, all visits will have at least one pageview, and some percentage of visits will have more.
Internal Search	searchUsed	A boolean to distinguish whether internal site search was used in a session. Values are Visits With Site Search and Visits Without Site Search.
	searchKeyword	Search terms used by website visitors on your internal site search.
	searchKeywordRefinement	Subsequent keyword search terms or strings entered by users after a given initial string search.
	searchCategory	The categories used for the internal search if you have this enabled for your profile. For example, you might have product categories such as electronics, furniture, or clothing.
	searchStartPage	A page where the user initiated an internal site search.
	searchDestinationPage	A page that the user visited after performing an internal website search.
Time	date	The date of the visit. An integer in the form YYYYMMDD.
	year	The year of the visit. A four-digit year from 2005 to the current year.
	month	The month of the visit. A two digit integer from 01 to 12.
	week	The week of the visit. A two-digit number from 01 to 53. Each week starts on Sunday.
	day	The day of the month. A two-digit number from 01 to 31.

hour	A two-digit hour of the day ranging from 00-23 in the timezone configured for the account. This value is also corrected for daylight savings time, adhering to all local rules for daylight savings time. If your timezone follows daylight savings time, there will be an apparent bump in the number of visits during the change-over hour (e.g. between 1:00 and 2:00) for the day per year when that hour repeats. A corresponding hour with zero visits will occur at the opposite changeover. (Google Analytics does not track visitor time more precisely than hours.)
nthMonth	Index for each month in the specified date range. Index for the first month in the date range is 0, 1 for the second month, and so on. The index corresponds to ga:month entries.
nthWeek	Index for each week in the specified date range. Index for the first week in the date range is 0, 1 for the second week, and so on. The index corresponds to ga:week entries.
nthDay	Index for each day in the specified date range. Index for the first day (i.e., start-date) in the date range is 0, 1 for the second day, and so on.
dayOfWeek	The day of the week. A one-digit number from 0 (Sunday) to 6 (Monday).


Metrics*		
Metric Type	Metric	Definition
Visitor	visitors	Total number of visitors to your website for the requested time period.
	newVisits	The number of visitors whose visit to your website was marked as a first-time visit.
	percentNewVisits	$(\text{ga:newVisits} / \text{ga:visits}) * 100$ The percentage of visits by people who had never visited your site before.
Session	visits	Counts the total number of sessions.
	bounces	The total number of single page (or single engagement hit) sessions to your website.
	entranceBounceRate	$(\text{ga:bounces} / \text{ga:entrances}) * 100$ The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).
	visitBounceRate	$(\text{ga:bounces} / \text{ga:visits}) * 100$ The percentage of single-page visits (i.e., visits in which the person left your site from the first page).
	timeOnSite	The total duration of visitor sessions represented in total seconds.
	avgTimeOnSite	$\text{ga:timeOnSite} / \text{ga:visits}$ The average duration visitor sessions represented in total seconds.
Traffic Sources	organicSearches	The number of organic searches that happened within a session. This metric is search engine agnostic.
Page Tracking	entrances	The number of entrances to your website measured as the first pageview in a session. Typically used with ga:landingPagePath
	entranceRate	$(\text{ga:entrances} / \text{ga:pageviews}) * 100$ The percentage of pageviews in which this page was the entrance.
	pageviews	The total number of pageviews for your website.
	pageviewsPerVisit	$\text{ga:pageviews} / \text{ga:visits}$ The average number of pages viewed during a visit to your site. Repeated views of a single page are counted.
	uniquePageviews	The number of different (unique) pages within a session. This takes into both the pagePath and pageTitle to determine uniqueness.

Internal Search	timeOnPage	How long a visitor spent on a particular page in seconds. Calculated by subtracting the initial view time for a particular page from the initial view time for a subsequent page. Thus, this metric does not apply to exit pages for your website.
	avgTimeOnPage	$ga:timeOnPage / (ga:pageviews - ga:exits)$ The average amount of time visitors spent viewing this page or a set of pages.
	exits	The number of exits from your website.
	exitRate	$(ga:exits / ga:pageviews) * 100$ The percentage of site exits that occurred out of the total page views.
	searchResultViews	The number of times a search result page was viewed after performing a search.
	searchUniques	The total number of unique keywords from internal site search within a session. For example if "shoes" was searched for 3 times in a session, it will be only counted once.
	avgSearchResultViews	$ga:searchResultViews / ga:searchUniques$ The average number of times people viewed a search results page after performing a search.
	searchVisits	The total number of sessions that included an internal site search
	percentVisitsWithSearch	$(ga:searchVisits / ga:visits) * 100$ The percentage of visits with search.
	searchDepth	The average number of subsequent page views made on your site after a use of your internal search feature.
	avgSearchDepth	$ga:searchDepth / ga:searchUniques$ The average number of pages people viewed after performing a search on your site.
	searchRefinements	The total number of times a refinement (transition) occurs between internal site search keywords within a session. For example if the sequence of keywords is: "shoes", "shoes", "pants", "pants", this metric will be one because the transition between "shoes" and "pants" is different.
	searchDuration	The visit duration to your site where a use of your internal search feature occurred.
	avgSearchDuration	$ga:searchDuration / ga:searchUniques$ The average amount of time people spent on your site after searching.
	searchExits	The number of exits on your site that occurred following a search result from your internal search feature.
Site Speed	searchExitRate	$(ga:searchExits / ga:searchUniques) * 100$ The percentage of searches that resulted in an immediate exit from your site.
	searchGoal(n) ConversionRate	$(ga:goal(n)Completions / ga:searchUniques) * 100$ The percentage of search visits (i.e., visits that included at least one search) which resulted in a conversion to the requested goal number
	SearchGoalConversionRateAll	$(ga:goalCompletionsAll / ga:searchUniques) * 100$ The percentage of search visits (i.e., visits that included at least one search) which resulted in a conversion to at least one of your goals.
	goalValueAllPerSearch	$ga:goalValueAll / ga:searchUniques$ The average goal value of a search on your site.
	pageLoadTime	Total Page Load Time is the amount of time (in milliseconds) it takes for pages from the sample set to load, from initiation of the pageview (e.g. click on a page link) to load completion in the browser.
	pageLoadSample	The sample set (or count) of pageviews used to calculate the average page load time.
	avgPageLoadTime	$(ga:pageLoadTime / ga:pageLoadSample) * 0.001$ The average amount of time (in seconds) it takes for pages from the sample set to load, from initiation of the pageview (e.g. click on a page link) to load completion in the browser.

	domainLookupTime	$(ga:domainLookupTime / ga:speedMetricsSample) * 0.001$ The average amount of time (in seconds) spent in DNS lookup for this page.
	avgDomainLookupTime	$(ga:domainLookupTime / ga:speedMetricsSample) * 0.001$ The average amount of time (in seconds) spent in DNS lookup for this page.
	pageDownloadTime	The total amount of time (in milliseconds) to download this page among all samples.
	avgPageDownloadTime	$(pageDownloadTime / ga:speedMetricsSample) * 0.001$ The average amount of time (in seconds) to download this page.
	redirectionTime	The total amount of time (in milliseconds) spent in redirects before fetching this page among all samples. If there are no redirects, the value for this metric is expected to be 0.
	avgRedirectionTime	$(ga:redirectionTime / ga:speedMetricsSample) * 0.001$ The average amount of time (in seconds) spent in redirects before fetching this page. If there are no redirects, the value for this metric is expected to be 0.
	serverConnectionTime	The total amount of time (in milliseconds) spent in establishing TCP connection for this page among all samples.
	avgServerConnectionTime	$(ga:serverConnectionTime / ga:speedMetricsSample) * 0.001$ The average amount of time (in seconds) spent in establishing TCP connection for this page.
	serverResponseTime	The total amount of time (in milliseconds) your server takes to respond to a user request among all samples, including the network time from user's location to your server.
	avgServerResponseTime	$(ga:serverResponseTime / ga:speedMetricsSample) * 0.001$ The average amount of time (in seconds) your server takes to respond to a user request, including the network time from user's location to your server.
	speedMetricsSample	The sample set (or count) of pageviews used to calculate the averages for site speed metrics. This metric is used in all site speed average calculations including ga:avgDomainLookupTime, ga:avgPageDownloadTime, ga:avgRedirectionTime, ga:avgServerConnectionTime, and ga:avgServerResponseTime.
Exception Tracking	exceptions	The number of exceptions that were sent to Google Analytics.
	fatalExceptions	The number of exceptions where isFatal is set to true.

\* Google Analytics Query Explorer. Oct. 18 2012. <http://ga-dev-tools.appspot.com/explorer/>