 **Demographics.** Reports that provide information about the age and gender of your users, along with the interests they express through their online travel and purchasing activities.

 **Dimensions.** Attributes of your data e.g. the dimension *City* indicates the city, for example, "Paris" or "New York", from which a session originates.

 **Direct.** Visits from people who typed your website’s URL into their browser or clicked a link in an email application (that didn’t include campaign tags).

 **Events.** Used to track a specific type of visitor interactions with your web pages like ad clicks, video views, and downloads.

 **Filters.** Let you include, exclude, or modify the data you collect in a view.

 **First-click Interaction.** Assigns credit for sales and conversions to the first channel on the conversion path.

 **Funnel Visualisation.** A visualization tool that maps the steps/pages a customer takes when visiting your website.

 **Goals.** Measure how well your site or app fulfills your target objectives, e.g. subscribing to your email newsletter, submitting an inquiry or making a purchase.

 **Google Ads.** Google's advertising platform that helps advertisers reach new customers online.

 **Google Data Studio.** Google's reporting and dashboarding tool allows you to present and visualize data from Google Analytics, Google Sheets and other data sources.

 **Google Tag Manager.** Google's tag management tool which allows one to easily alter code on a website created to track marketing analytics, e.g. Google Analytics tracking code, Facebook Pixel.

 **Keywords.** The search terms people use to discover your website.

 **Landing Page.** The first page viewed during a session, or in other words, the entrance page.

 **Last-Click Interaction.** Assigns credit for sales and conversions to the last channel in the conversion path.

 **Medium.** The general category of the traffic source, e.g. ‘organic’ for free search traffic, ‘cpc’ for cost-per-click and ‘referral’ for inbound links from other websites.

 **Metric.** Typically a number or a percentage presented as columns of data within your reports.

 **New User.** People that visit your website for the first time in the selected date range.

 **Not Provided.** Since 2010, Google no longer provide the keyword data done on the secure version of Google (e.g. [http**s**://www.google.com](https://www.google.com)) to protect the privacy of the searcher.

 **Not Set.** A placeholder name that Analytics uses when it hasn't received any information for the dimension you have selected, e.g. Google Analytics was unable to determine someone’s exact geographic location.

 **Organic.** Visitors who come to your website after searching Google.com and other search engines without clicking on a paid search ad.

 **Pages Per Session.** Indicates how many pages visitors view when browsing through a website.

 **Pageview.** Reported when a page has been viewed by a user on your website.

 **Paid Search.** Visitors who come to your website from a Google Ad or other paid search ad.

 **Property.** Represents your website or app, and is the collection point in Analytics for your data. You can add up to 50 properties to each Analytics account.

 **Referral.** When a user clicks through to your website from another third-party website.

 **Search Console.** Tools and reports to help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.

 **Segments.** Analysis tool which allows you to isolate and compare various groups of users on your website.

 **Session.** A single visit to your website, consisting of one or more pageviews, along with events, ecommerce transactions and other interactions. By default, a session ends after 30 minutes of inactivity or when a user closes a browser window.

 **Site Search.** Lets you understand the extent to which users took advantage of your site’s search function and which search terms they entered.

 **Source.** Communicates where the user came from. For example, if the medium was “organic,” the source might be “google.com”.

 **URL Builder.** Google's tool to add extra bits of information (known as campaign tags, UTM tags or parameters) to the URL of your online marketing or advertising campaigns.

 **View.** A defined view of data from a property. You can add up to 25 views to a property.