

WordPress Pittsburgh Meetup

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# Google Analytics 101 with WordPress

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(Productivity)

# Google Analytics' Terminology Basics (1/3)

- hit (data collection activity by GA)
- metric (measurement of your data - sum or ratio)
- pageview (page loaded or reloaded)
- segment (set of users by shared dimensions)

# Google Analytics' Terminology Basics (2/3)

- session (period of time a user is active on site/blog; every 30 minutes logs a new session)
- source/medium (origin of traffic - search, social, referrer)

# Google Analytics' Terminology Basics (3/3)

- conversion (completed activity that is important to a goal)
- dimension (characteristic of a piece of data)
- goal (tracking of a discrete action and its value)
- event (user interactions with content)

# Google Analytics' Help

[Getting Started Guide](#)

[Google Analytics Glossary](#)

[Google Analytics Help Center](#)

[Google Analytics Solutions Community](#)

[WordPress.com Google Analytics Support](#) (requires Business Plan)



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