

- Conversion rates can be affected by at least two factors: Visitor motivation and need (e.g. to pledge or get a premium) and website mechanics (e.g., effectively displaying the pledge button or membership banner ad).

## Engagement (Secondary Measures)

Measures indicating visitors' involvement with a website

- This can include specifics on the visitors, the number of repeat visits, page views per visit, and time spent on the site.
- It can also be measured by visit outcomes, rates of subscribing to an RSS feed or newsletter, or even by submission of comments.



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**BONUS**

**TRACStats**

*Some Standard Web  
Metric Definitions*

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# WEB TERMS:

## Visitors (Total Visitors, Visits)

Visits by a particular computer or IP address to a website

- Visitors and visits to a website are measured by IP addresses, unique identifying numbers assigned to individual computers.
- "Visits," "Total Visitors," and "Sessions" all refer to counts or "hits" by an IP address.
- Visitors are counted over different time periods – daily, weekly or monthly.
- Visitor counts grow as the time measured increases.

## Unique Visitors

The number of individual visitors

- This statistic is similar to the cume in broadcast TV ratings: Visitor are counted only once, regardless of the number of times they visit the site.
- Visitors can be counted daily, weekly or monthly.
- Unique visitors' growth rate slows as the time period expands

## Repeat Visitors

The number of visitors who return to a site

- Repeat visitors are identified by a cookie placed on the computer during its first visit.

## Time on Page

The amount of time spent on each page of a site

- The amount of time between two page requests on the same website.
- The time of a visit to a single page cannot be computed (see Zero Second Visits).
- The time spent on the last page cannot be computed since metric services *do not measure traffic across different websites*.

## Time on Site

The amount of time spent on the entire website

- This is the amount of time spent on all pages on the site.
- It is synonymous with broadcast TV's Time Spent Viewing statistic.

## Zero Sum Visits

Visits to which no time is assigned

- Time spent on a website is calculated by using two different points of time. If a visitor enters and leaves on the same page, time computations are not possible, and zero seconds are assigned to the visit.
- If someone bookmarks a streaming audio page and enters and leaves the site only on that page, it is calculated as zero sum *no matter how long they spend on the site*.

## Bounce Rate

The percentage of visitors to a website who visit a single page or stay a very short time

- Google Analytics measures bounce rate by visitors to a single page on a site.
- Other sources count visitors of short duration (usually five seconds or less).
- High bounce rates (35% or more) suggest problems with page design.

## Exit Rate (by Page)

The percentage of visitors exiting on a page

- This is the percentage of visitors who have visited other pages on the site and leave on a given page (e.g., pledge page).
- It measures "leakage" by identifying pages on which visitors exit.

## Conversion Rate

The percentage of visits which result in a specific outcome for a unique visitor

- Outcome can be anything from a sale, a pledge, a volunteer sign-up or the addition of an e-mail address to a list for further cultivation.