What do those Frequently Used Analytics Mean?

Google

Visits
The number of individual sessions initiated by visitors to a site. Inactivity for 30 minutes or more results in a new site visit.

Page Views
Each time a user visits a single web page an analytics tracking code is executed, it's called a page view. If a user reloads a page, this counts as an additional page view. If a user navigates to a different page and then returns to the original, it also counts as an additional page view.

Unique Page Views
A unique page view represents the number of sessions during which a page was viewed one or more times.

New vs Returning Visitors
New visitors are those who visited your site for the first time. However, because Google Analytics is based on first party cookies, a visitor who has cleared their cookies will be counted as a New, rather than Returning visitor.

Returning Visitors
Returning visitors are visitors who have a first party cookie signifying they have visited the site before. It is important to note that a cached page will not generate a visit as it is not executed on the server.

What Happens to a Visitor with JavaScript Disabled?
Visitors with disabled JavaScript will not be tracked as Google Analytics requires JavaScript to log the visit.

Bounce Rate
The percentage of visitors who arrive and leave from the same point without visiting a second page. Calculated by the visits that left after one page divided by the total number of visits, this can typically occur for several reasons including: visit hitting "back" on the browser; closing the browser; clicking on an ad or external link; typing a new URL into the browser, or using the search box.

Average Visit Duration
The average duration of visits (sessions) for the selected time frame. Session time is calculated by adding up time on a page for each page in the session except for the last page in the session. The average time on a site is determined by dividing the total time on the site by the number of sessions for the selected time frame.

Average Number of Page Views
The total number of pages viewed divided by the total number of sessions (visits).

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<u>Twitter</u>

Detail Expands
Clicks on the Tweet to view more details

Embedded Media Clicks
Clicks to view a photo of video in the Tweet

Engagements
Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, user name, profile, photo, or Tweet expansion.

Engagement Rate
Number of engagements divided by impressions

Follows
Times a user followed you directly from the Tweet

Hashtag clicks
Clicks on a hashtag in the Tweet

Impressions
Times a user is served a Tweet in a timeline or search results

Likes
Times a user liked the Tweet

Link clicks
Clicks on a URL or Card in the Tweet

Mentions
When another author mentions your @handle in their Tweet

Retweets
Times a user retweeted the Tweet

User Profile Clicks
Clicks on the name, @handle, or profile photo of the Tweet author

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Facebook

Engaged Users
This is the number of engaged individuals who have clicked anywhere on a Facebook post (like, commented on, shared).

Impressions
Impressions are the number of times a post from a page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post.

Organic Reach
Organic reach is the number of unique individuals who saw a specific post from the Page on their news feed, tickers, or directly on the page.\

Page Views
This helps to compare the performance of a Page and posts with similar Pages on Facebook.

Paid Reach
This is the number of unique individuals who saw a specific post from a page through a paid source like Facebook Ad or Boosted Post.

Post Reach
This is the number of people who have seen a post. Posts are counted as reaching someone when it's shown in their News Feed. Figures displayed in Insights are for the first 28 days after a post was created and include people viewing a post on desktop and mobile.

Reach
Reach is the number of people who received impressions of a Page post. Reach might be less than impressions since one person can make multiple impressions.