<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Exit</td>
<td>The percentage of site exits that occurred from a specified page or set of pages.</td>
</tr>
<tr>
<td>% New Sessions</td>
<td>An estimate of the percentage of first time visits.</td>
</tr>
<tr>
<td>Average Position</td>
<td>The average ranking of your website URLs for the query or queries - how far down your site would appear in a Google search, for example.</td>
</tr>
<tr>
<td>Avg. Time on Page</td>
<td>The average amount of time visitors spent viewing a specified page or set of pages.</td>
</tr>
<tr>
<td>Avg. Session Duration</td>
<td>Average time duration of a session.</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>Percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page.</td>
</tr>
<tr>
<td>Bounces</td>
<td>The number of single-page visits.</td>
</tr>
<tr>
<td>Clicks</td>
<td>The number of clicks on your website URLs from a Google Search results page.</td>
</tr>
<tr>
<td>CTR</td>
<td>Click through rate = Clicks / Impressions * 100</td>
</tr>
<tr>
<td>Entrances</td>
<td>The number of times visitors entered your site through a specified page or set of pages.</td>
</tr>
<tr>
<td>Exits</td>
<td>The number of times visitors exited your site from a specified page or set of pages.</td>
</tr>
<tr>
<td>Impressions</td>
<td>The number of times any URL from your site appeared in search results viewed by a user.</td>
</tr>
<tr>
<td>New Visits</td>
<td>The number of first-time visits (from people who have never visited your site before)</td>
</tr>
<tr>
<td>Pages/Session</td>
<td>This is the average page depth. It is the average number of pages viewed during a visit to your site. REPEATED VIEWS OF A SINGLE PAGE ARE NOT COUNTED.</td>
</tr>
<tr>
<td>Pageviews</td>
<td>The total number of pages viewed. REPEATED VIEWS OF A SINGLE PAGE ARE COUNTED.</td>
</tr>
<tr>
<td>Time on Page</td>
<td>The time a visitor spent on each page. This is calculated by using the time stamp on each page. Note that there will never be any data for the last page at which they looked – there is no subsequent time stamp from which you may calculate the time spent on the last page.</td>
</tr>
<tr>
<td>Unique Pageviews</td>
<td>The number of visits during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page Title combination.</td>
</tr>
<tr>
<td>Sessions</td>
<td>The number of visits to the site within the date range (multiple pageviews by the same user would only be considered ONE session).</td>
</tr>
<tr>
<td>Source</td>
<td>The source of your traffic (Google, (direct), bing, etc.)</td>
</tr>
</tbody>
</table>