



FAMILIARIZING WITH GOOGLE ANALYTICS **BASIC TERMS EXPLAINED**



SunFrog
ACADEMY

Familiarizing with Google Analytics Basic Terms Explained

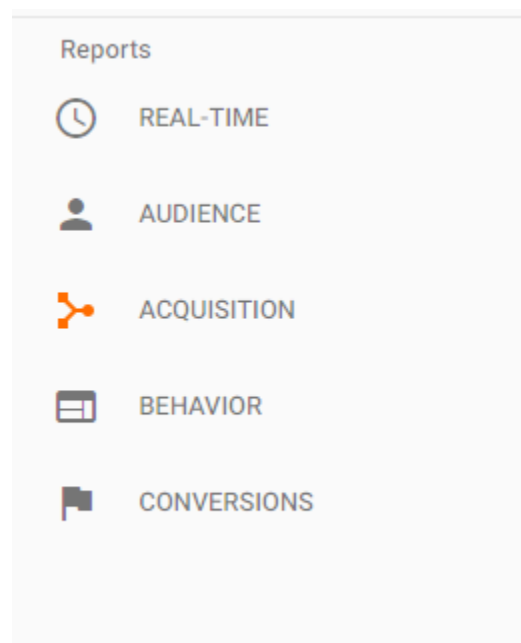
Google Analytics lets you track and measure how your advertising is performing. Understanding key metrics is important to know when making marketing decisions.

In this training you will learn:

- Basics of **Google Analytics**
- What are **Sessions**
- What are **Users**
- What are **Page Views**
- What is **Pages / Session**
- What is **Session Duration**
- What is **Bounce Rate**
- What is **% New Sessions**

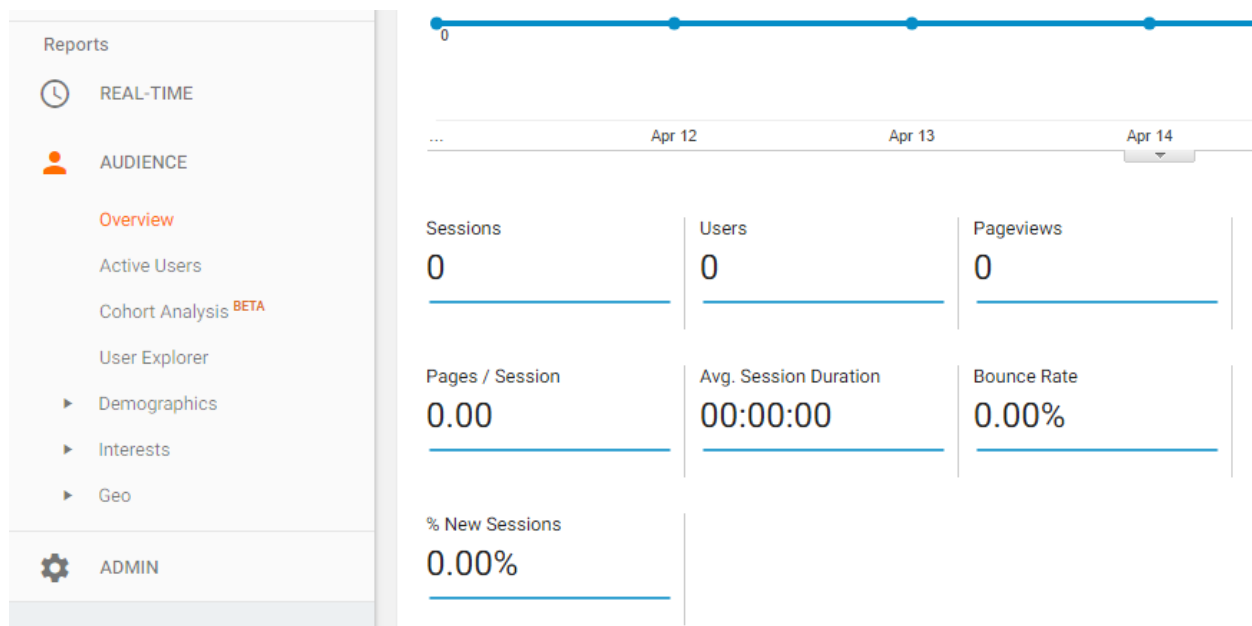
Google Analytics can help you take your campaigns to the next level. There are many Google Analytics terms but in this training, we'll cover the basic terms.

Google Analytics has five main reporting pillars:



In this training, we will be discussing options under “Audience > Overview” that are widely used.

- **Sessions** are number of visits
- **Users** are unique users who visit our store/website
 - User stats are always smaller than sessions. That is because every user is unique. If the same user visits the site multiple times, Google Analytics will record it as a new session.
- **Page Views:** total number of unique page views
- **Pages / Session:** number of pages a user views per session
- **Avg. Session Duration:** time a user spends on your site per session
- **Bounce Rate:** how soon a visitor leaves your store/website without making any action. Bounce rate up to 60% is acceptable. Over 60% means something is wrong with your website and it should be fixed.
- **% New Sessions:** this number shows the percentage of new sessions in a selected time period.



Congratulations! Now you understand the most popular, basic Google Analytics terms.

IMPORTANT LINKS AND RESOURCES

SIGN UP TO SUNFROG AND BECOME AN ARTIST AND OR SELLER

<http://bit.ly/2n1u8eF>

SUBSCRIBE TO THE OFFICIAL SUNFROG YOUTUBE CHANNEL

Be the first to watch new videos released from SunFrog on the SunFrog YouTube channel.

<https://www.youtube.com/user/sunfrogshirts>

LEARN FROM WORLD-CLASS INSTRUCTORS AT YOUR OWN PACE AT THE SUNFROG ACADEMY

Learn from the best and sell more products online inside the SunFrog academy.

academy.sunfrog.com

JOIN THE SUNFROG ACADEMY FACEBOOK GROUP

Network with fellow online entrepreneurs and t-shirt sellers inside the SunFrog academy Facebook group. Share tips, tricks, ideas, and case studies. Together we are stronger.

<https://www.facebook.com/groups/750888361594576/>

LIKE AND FOLLOW THE SUNFROG SELLER FAN PAGE

Always stay up to date with the latest news from SunFrog by following the SunFrog seller fan page. We release official announcements, promos, and new product releases on the seller fan page.

<https://www.facebook.com/SunFrogSellers/>

JOIN THE SUNFROG SELLER AND ARTIST EMAIL NEWSLETTER

<http://bit.ly/2o9IWle>

SUNFROG OVERVIEW:

SunFrog is the largest online t-shirt platform in the world.

We offer a platform that connects both artists and sellers around the world.

You can earn as an artist by uploading your art onto products through our product designer and earn a commission when those products sell.

You can earn as a SunFrog seller. Advertise any of our millions of designs from the SunFrog marketplace and earn a seller commission by adding your seller ID at the end of any product page URL. No need to create your own products; you can promote any product from within the marketplace.