I totally know what that means.

WEB ANALYTICS

% NEW SESSIONS
An average percentage of first-time visitors on your site. This can be a good metric to track if you drastically change the site's layout or content.

BOUNCE RATE
Bounce rate is the percentage of single-page sessions. These are sessions in which the user arrives at your site on a certain page, and then leaves your site from the same page.

PAGES/SESSION
The average number of pages a user views during a session on your site. Generally speaking, the more pages per session, the better, as this suggests that users are more engaged with your site as a whole.

PAGEVIEWS
A pageview is counted when a page on your site is loaded by a user's browser. If a user reloads the page, this is then counted as an additional pageview. If the user travels to a different page and then back to the original page, this is also seen as an additional pageview.

SESSION
A session is a period of time a user is active on your site. One session typically contains a series of interactions made by the user within a 30-minute time frame. If a user leaves your site and returns within 30 minutes, it's all counted as part of the original session.

UNIQUE PAGEVIEWS
A unique pageview is generated when a user views multiple pages in a single session. Google aggregates this set of multiple pageviews into one unique pageview.

SEARCH ENGINE MARKETING

AUDIENCE
The group of potential customers that you care about most and try to reach with your SEM ads.

BID
Like at an auction, this is the amount you're willing to be charged for a click on your ad. It is usually a "not to exceed" amount, so your cost may actually be less than the bid.

CLICK
The action a potential customer takes when selecting a link in your ad, via a mouse-click or touchscreen, for example. The clicked link may take the person to your website or to an app store page, trigger a telephone call from a mobile device, or show directions to your location.

CLICK-THROUGH RATE (CTR)
The percentage of people who click an ad in the search results page. Measuring CTR is a common indication of how well ads or keywords are performing.

CONVERSION
A desired action that a person takes as a result of clicking your ad. Common types of conversions include completing a purchase, registering for an event, making a phone call, visiting a store, and subscribing to a newsletter.

COST
In pay-per-click advertising, this is the amount an advertiser pays for their ads that are clicked. You control costs by setting budget limits and selecting a narrow group of people to "target" for your ads.

COST PER ACQUISTION (CPA)
A calculation of total cost spent divided by the number of conversions the advertiser received, such as the number of new customers or purchases made.

COST PER CLICK (CPC)
The price an advertiser pays for a click on an ad from a potential customer. Advertisers watch this number closely as they evaluate the effectiveness of their ads.

IMPRESSIONS
In PPC advertising, the number of times an ad appears as a result of a search on a search engine.

KEYWORD
Words or phrases that potential customers use in the search engine, which are the same phrases that advertisers base their ad campaigns on. When a searcher's keyword matches the ad campaign keyword, the ad is triggered to display.

LANDING PAGE
The page on your website where searchers arrive after clicking on your ad.

OPTIMIZATION
The process of enhancing an ad's performance by adjusting aspects of the campaign. A few examples of optimizing might include modifying bids, changing keywords, and adding targeting.

PAY PER CLICK (PPC)
Also known as pay-per-click advertising, this term is synonymous with SEM and paid search. It describes the billing method for this kind of advertising.

SEARCH ENGINE MARKETING (SEM)
The process of advertising on search engines, which involves bidding on keywords to make your ads appear on the first page of search results. Also known as PPC, paid search, and search advertising.

TARGETING
A way for advertisers to narrow the focus of their SEM campaigns to a subset of possible audiences. Targeting works like a set of filters to make your ad appear based on geography, time, age, gender, or device.

URL
This is more commonly known as a website address, like www.ologie.com. The acronym stands for uniform resource locator.