

# 10 Essential Website Analytics



## 1. Impressions

- An impression occurs every time your website appears in someone's search results.
- Impressions indicate that your site is technically working, meaning search engines are able to understand, and index your pages.
- Impressions therefore confirm and measure your visibility in search results including both organic and paid search.

### However

- Impressions do not show where you appear in the search results...
- ...or whether anyone actually clicks through to your website.

Merriam-Webster Dictionary  
<https://www.merriam-webster.com/dictionary/impre...>

### IMPRESSION Definition & Meaning

6 days ago — 1. The effect produced by impressing; such as a : an especially marked and often favorable influence or effect on feeling, sense, or mind. [Read more](#)

DashThis  
[https://dashthis.com/Blog/KPIs & Metrics](https://dashthis.com/Blog/KPIs&Metrics)

### What Are Impressions in Digital Marketing?

Impressions in online marketing can really refer to anything on the digital platform such as email, ads, social media marketing, or blog content on your ... [Read more](#)

impressions-dresses.co.uk  
<https://www.impressions-dresses.co.uk>

### Impressions: Home

Make an appointment to visit the Impressions Studio for your personal shopping experience. We have a vast range of dresses to try and buy, or order for your ... [Read more](#)

Facebook  
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### Impressions | Meta Business Help Center

Impressions is a common metric used by the online marketing industry. Impressions measure how often your ads were on screen for your target audience. [Read more](#)

Sprout Social  
[https://sproutsocial.com/Social Media Analytics](https://sproutsocial.com/SocialMediaAnalytics)

### Reach vs. impressions vs. engagement

Impressions are the total number of times your content is displayed, no matter if it was clicked or not. Reach is the total number of unique users who see your ... [Read more](#)



## 2. Search Ranking/ Position

- A search query can return millions of impressions/ results.
- Search ranking position shows **where your website appears** in the search results for a particular query.
- Higher positions are more visible and likely to receive more clicks through to your website.
- Your ranking position can help you understand how competitive your content is for particular search terms.
- You can pay for higher visibility using sponsored programmed and PPC (pay per click).

Top queries	↓ Impressions	Position
Blue cushion	32,657	10.8
Dumfries holiday cottage	9,216	9.7
What's on in Stranraer	7,419	12.4
Best dog treat	6,066	11.0
Yoga classes Eyemouth	5,769	7.9
Lavender oil	5,240	4.3
Coconut oil	4,825	40.4
Property for sale Lockerbie	4,525	14.6
Aquarium accessories	4,469	16.0



## 3. Click Through Rate (CTR)

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### Reach vs. impressions vs. engagement

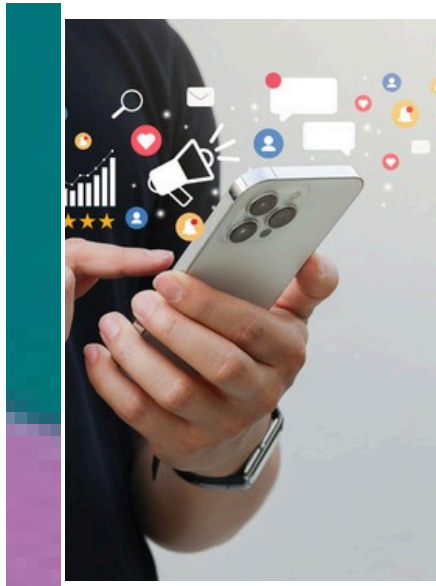
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↓ Impressions	CTR	Position
32,657	0.4%	10.8
9,216	0.2%	9.7
7,419	0.5%	12.4
6,066	0.2%	11.0
5,769	0.2%	7.9
5,240	2.8%	4.3
4,825	0%	40.4



## 4. Website Traffic Sources

- Search based traffic arises when users click through to your website from their results
- Other forms of website traffic social media; email campaigns; referral and paid advertising.
- Also Direct traffic - arises when someone types your web address into the browser bar, uses a bookmark, or follows an untracked link.
- Monitoring the source of your website traffic will help you to understand which marketing activities are working well - and not so well

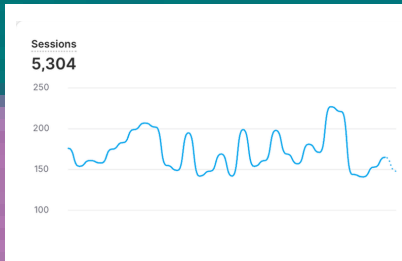
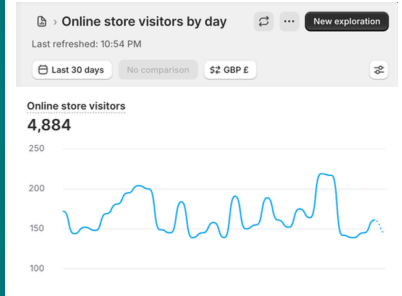


## 5. Users / Visitor Metrics

- Users (or visitor) metrics measure **how many individual people** come onto your website.
- Helps you understand the size of your audience and how well your marketing is working.
- Tracking users helps you see whether your overall website reach is growing over time.

### Remember

- A single user may visit your website multiple times, but they will only count as one user.
- Monitor 'sessions' if you want to understand the number of times your site is visited



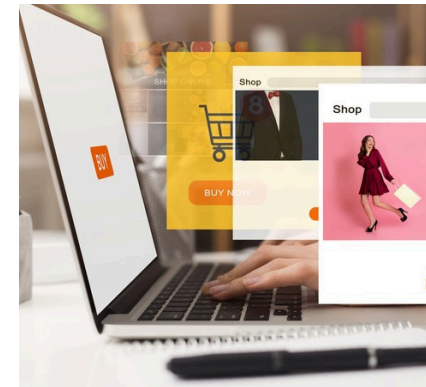
## 6. Engagement Rate

- Engagement rate measures **whether visitors actively interact with your website.**
- Engagement may include actions such as scrolling pages, clicking links, viewing multiple pages, or spending time reading content.
- A higher engagement rate suggests that visitors find the content relevant and are interested in exploring further.
- Tracking engagement helps you understand whether visitors are simply arriving on your site or actually interacting with it.



## 7. Page Views

- Page views measure **the number of pages visitors look at** on your website.
- A higher number of page views indicates that visitors are exploring your content, comparing options, or looking for more information.
- Tracking page views helps you understand which pages attract the most attention and where visitors spend their time.
- This can highlight popular content as well as pages that may need improvement.





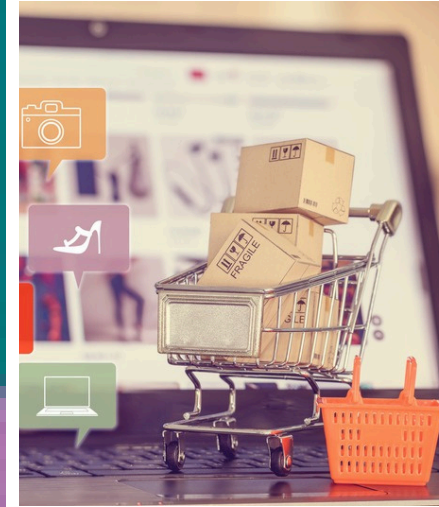
## 8. Conversion Rate

- Conversion rate measures the percentage of **visitors who complete a desired action** on your website.
- The exact meaning of a conversion depends on the goal of the website or the business.
- A conversion could be classed as making a purchase; submitting an enquiry; booking an appointment; or signing up to a mailing list.
- This metric helps you understand whether your website is doing what it is meant to do! i.e. successfully turning visitors into customers or leads.



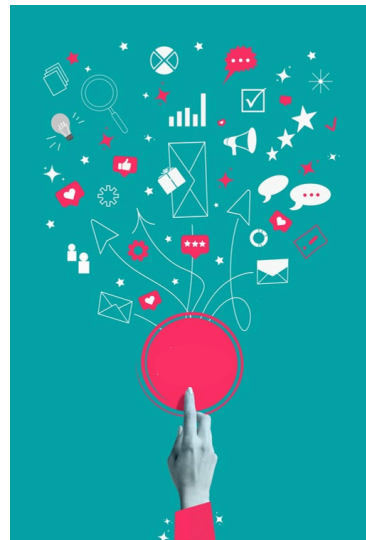
## 9. Checkout Abandonment

- Checkout abandonment measures **how many people start an order then abandon the process** instead of completing it.
- Measurable on transaction based websites e.g. buying products; booking services.
- High abandonment rate can indicate friction such as unexpected costs, lack of guest checkout; limited payment options.
- Monitoring your checkout abandonment rate can highlight why customers change their mind and how this could be improved.



## 10. Website ROI

- Website Return on Investment (ROI) looks at the revenue generated by your website compared with the cost of running it.
- It considers all investments, including marketing, advertising, technology, and time.
- Businesses may measure ROI in different ways. Common examples include:
  - ROAS (Return on Ad Spend)
  - CPA (Cost per Acquisition) (of customers)
- ROI helps you understand **whether your website and marketing activity are delivering real financial value.**



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