

Optional Card Colour : White

Metric

Site Usage

Metric

Content

Metric

Goals

Metric

E-Commerce

Metric

Advertising

Dimension

Content

Optional Card Colour : White

Dimension

Traffic Sources

Dimension

Visitors

Dimension

Systems

Dimension

E-commerce

Metrics - Site Usage

Optional Card Colour : Light Blue

Bounces

Bounce Rate

Clicks

Entrances

Exits

% Exit

Metrics - Site Usage

Optional Card Colour : Light Blue

New Visits

Time on Page

Pageviews

Time on Site

Visits

Visitors

Metrics - Site Usage

Optional Card Colour : Light Blue

This field identifies the number of single-page visits to your site over the selected dimension. For example, if you apply this metric to the Ad Campaign dimension, it'll display the number of single-page visits to your site by users that reached your site via a particular ad campaign.

The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).

This field identified the number of times a user has clicked on your Ads.

This metric identifies the number of entrances to your site. It will always be equal to the number of visits when applied over your entire website. Thus, this metric is most useful when combined with particular content pages, at which point, it will indicate the number of times a particular page served as an entrance to your site.

This metric identifies the number of exits from your site, and, as with entrances, it will always be equal to the number of visits when applied over your entire website. Use this metric in combination with particular content pages in order to determine the number of times that particular page was the last one viewed by visitors.

The percentage of site exits that occurred from a page or set of pages.

Metrics - Site Usage

Optional Card Colour : Light Blue

The number of new visits by people who have never been to the site before.

This field indicates how long a visitor spent on a particular page or set of pages. It is calculated by subtracting the initial view time for a particular page from the initial view time for a subsequent page. Thus, this metric does not apply to exit pages for your site.

This field indicates the total number of pageviews for your site when applied over the selected dimension. For example, if you select this metric together with Request URI, it will return the number of page views over the returned result set for the Request URI for your report.

The time a visitor spends on your site.

The number of times your visitors has been to your site (unique sessions initiated by all your visitors). If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session.

A user that visits your site. The initial session by a user during any given date range is considered to be an additional *visit* and an additional *visitor*. Any future sessions from the same user during the selected time period are counted as additional *visits*, but not as additional *visitors*.

Metrics - Content

Optional Card Colour : Red

**Unique
Pageviews**

**Total Unique
Searches**

**Visits with
Search**

**Search
Refinements**

**Time After
Search**

Search Depth

Search Exits

The total number of unique visitors to a given page

The total number of times your site search was used. This excludes multiple searches on the same keyword during the same visit.

The total number of visits where internal site search was used.

The number of times a visitor searched again immediately after performing a search.

Starting from the first use of internal search, time spent on site until either the session ended or until another search happened

Metrics - Content

Optional Card Colour : Red

The average number of pages visitors viewed after performing a search. This is calculated as $\text{Sum of all "search_depth" across all searches} / (\text{"search_transitions"} + 1)$

The number of searches a visitor made immediately before leaving the site.

Metrics - Goals

Optional Card Colour : Pink

Goal1-4 Start

**Goal
Conversions**

**Goal1-4
Completions**

**Total Goal
Value**

Goal1-4 Value

**Per Visit Goal
Value**

Metrics - Goals

Optional Card Colour : Pink

Goal Conversion Rate

If goals are configured, the total number of visitors who have completed the first goal step for this particular goal.

The number of goals completed by visitors.

If goals are configured, the total number of visitors who have completed all elements defined for this particular goal.

This is the total value used in Google Analytics' ROI calculations, and can be either a set value for the page, or a dynamic value pulled from your e-commerce receipt page.

If goals are configured, the total cumulative value for this particular goal. This definition applies for Goal1 - Goal4 Values.

Metrics - Goals

Optional Card Colour : Pink

This is the value used in Google Analytics' ROI calculations per visit, and can be either a set value for the page, or a dynamic value pulled from your e-commerce receipt page.

In the context of Campaign Tracking, the percentage of sessions on a site that result in a conversion goal being reached on that site.

Metrics – E-Commerce

Optional Card Colour : Purple

**Unique
Purchases**

**Product
Revenue**

Quantity

Revenue

Per Visit Value

RPC

Average Value

Shipping

Tax

Transactions

The total number of times this product was seen in a transaction.

Total of quantity multiplied by the price of all items in UTM:I field(s)

Metrics – E-Commerce

Optional Card Colour : Purple

The total number of items sold for the product (or group of products).

Total as denoted in the UTM:T field

Average per-visit value is the average value of a visit to your site and is calculated as Revenue divided by Visits.

Revenue-per-click.

The average value of an e-commerce transaction.

The cost of shipping for a transaction.

Metrics – E-Commerce

Optional Card Colour : Purple

The amount of tax applied to a transaction. This value should be a number without any monetary symbols or commas in the value.

The total number of transactions

Metrics - Advertising

Optional Card Colour : Yellow

Cost

Impressions

CTR

CPC

CPM

Campaign cost

Metrics - Advertising

Optional Card Colour : Yellow

A display of a referral link or advertisement on a web page. This metric accounts for the total number of impressions for a campaign.

Clickthrough rate is the percentage of impressions that resulted in a click.

Cost-per-click is the average cost you paid for each click on your search ad(s)

This stands for cost-per-thousand impressions. A CPM pricing model means advertisers pay for impressions received.

Dimensions - Content

Optional Card Colour : Cream

Action

Ad Content

Category

Entrance Page

Exit Page

Hostname

Dimensions - Content

Optional Card Colour : Cream

**Internal
Search Terms**

**Internal
Search
Refinement**

**Internal
Search
Category**

Label

Page Title

**Print
Publication**

Dimensions - Content

Optional Card Colour : Cream

Referral Path

This field identifies the first line of the text for your online Ad campaign. If you are using mad libs for your AdWords content, this field displays the keywords you provided for the mad libs keyword match

Request URI

This field is used for event tracking and identifies the category pertaining to the event being tracked. For example, you might track all videos on your site under the category "video."

This field is used for event tracking and identifies the action for the event being tracked. For example, you might track user interaction with videos under such actions as "Play," "Pause," and "Stop."

The request URI where the resultant page is the entrance or landing page for your visitors. For more info, see Request URI above. You can use the same functionality as for Request URI, but results will return only matching pages that are also landing pages for your visitors.

Dimensions - Content

Optional Card Colour : Cream

The request URI where the resultant page is the last or "exit" page for your visitors. For more info, see Request URI above. You can use the same functionality as for Request URI, but results will return only matching pages that are also exit pages for your visitors.

This field identifies the hostnames visitors used to reach your site. In other words, if a visitor types in 'www.googlestore.com' to reach your site, then this string appears as one of the hostnames used to reach your site. However, if users also come to your site by typing in 'googlestore.com' or via an IP redirect from a search engine result (66.102.9.104), that value will also be retrieved by this field.

This field is used for tracking searches on your own website when you have enabled the Internal Site Search feature in Analytics. This field identifies search terms used by site visitors on your internal site search.

When internal site search is enabled on your site, this field identifies subsequent keyword search terms or strings entered by users after a given initial string search.

If you have categories enabled for internal site search, this field identifies the categories used for the internal search. For example, you might have product categories for internal search, such as "electronics," "furniture," or "clothing."

This field is used for event tracking and identifies the optional label you can apply to a particular event you are tracking. For example, you might track videos under the category "video" and apply the label "[movie name]" for each separate video.

Dimensions - Content

Optional Card Colour : Cream

Enter a string to refine report data for pages on your site by title. The title for a page is located in the <title></title> field of the HTML header area for your pages. You can filter by title by entering either a portion of the title or the entire title (for exact matches).

This field identifies the name of the publication in the print campaign for your site.

This field returns the referral URI (path and page, generally) of the referring site. If someone places a link to your site on their website, this field returns the path and page of the website that contains the referring link.

A request URI identifies a page or a set of pages on your website by path and/or query parameters. You can use this field to refine report data by a known request URI for a single page or a set of pages. Results are returned for all pages that match your indicated string.

Dimensions – Traffic Sources

Optional Card Colour : Green

**Ad Group
Name**

**Advertising
Position**

**Audio
Campaign**

Keyword

Medium

**Online
Campaign**

Dimensions – Traffic Sources

Optional Card Colour : Green

**Print
Campaign**

Traffic Source

**Traffic
Source/Medium**

TV Campaign

This field identifies the ad groups that you have identified for your online ad campaigns. For example, you might have a campaign called "Christmas" that uses the keywords "fuzzy bear" and belongs to the ad group "toys."

This field identifies the position of the advertisement as it appears on the hosting page. For example, the online advertising position might be 'side' or 'top'.

Dimensions – Traffic Sources

Optional Card Colour : Green

This field is used for audio campaign tracking and identifies the names of the audio campaigns used.

This field identifies all keywords, both paid and un-paid, used by users to reach your site.

This field identifies the type of referral to your website. Thus, while a referring source (URL) to your website might be a search engine, there are two possible mediums that can be used from a search engine referral: organic (from a search result) and cpc (from an online ad).

This field identifies the name(s) of the online ad campaign that you use for your website.

This field identifies the name of the print campaign used to reach your site.

This field, used in reporting traffic sources to your site, identifies the domain of the referring source (e.g. google.com).

Dimensions – Traffic Sources

Optional Card Colour : Green

This field identifies both the domain of the referring source along with the medium used in the referral (e.g. google.com/cpc).

This field is used for TV campaign tracking and identifies the names of the TV campaigns used.

Dimensions – Visitors

Optional Card Colour : Orange

**Audio Area
Campaign**

City

Continent

Country

Date

Day of Month

Dimensions – Visitors

Optional Card Colour : Orange

**Days of The
Week**

**Days Since
Last Visit**

Depth of Visit

**Direct
Marketing
Area**

**Hours of the
Day**

Languages

Dimensions – Visitors

Optional Card Colour : Orange

**Months of the
Year**

**New or
Returning**

**Number of
Visits**

Region

Sub-continent

Sub-region

Dimensions – Visitors

Optional Card Colour :Orange

Time on Site

Similar to Direct Marketing Area for TV and print ads, this identifies the geographic region for audio campaigns.

User Defined

This field identifies visitors' city based on IP address. The City field falls in a hierarchy of geographical groupings used in Analytics, which proceeds in the following order: country, continent, sub-continent, region, sub-region, and city.

Year

This field identifies visitors' continent based on IP address. The Continent field falls in a hierarchy of geographical groupings used in Analytics, which proceeds in the following order: country, continent, sub-continent, region, sub-region, and city.

Dimensions – Visitors

Optional Card Colour :Orange

This field identifies visitors' country based on IP address. The Country field falls in a hierarchy of geographical groupings used in Analytics, which proceeds in the following order: country, continent, sub-continent, region, sub-region, and city.

A complete date field in the form mm/dd/yyyy

Choose from a range of days in the month to refine data by date range

Select one or more days of the week to refine report data to selected week days

This field, used to calculate visitor loyalty, identifies the number of days elapsed since visitors last visited the site. For example, if you view this field in a report on 5/20, and some visitors last visited your site on 5/15, the value for this would be 5, reported as "5 days ago."

This field identifies the number of pages visited by users to your site in a session (visit). It is a histogram that distributes visits across a range of possible page views, such that all visits will have at least one pageview and other visits might have more pageviews.

Dimensions – Visitors

Optional Card Colour :Orange

This field is used for print- and TV-enabled tracking, and identifies the group of cities or geographic region of the print or TV ad.

Choose from a range of hours to refine report data by hourly range.

This field uses the language as provided by the HTTP Request for the browser to determine the primary language used by visitors. Values are given in 2- or 4-character language code (e.g. en-br for British English).

Select one or more months of the year to refine report data by a monthly time range.

This field identifies the number of visitors to your site who are new or returning.

This field identifies the number of visits to your site and is calculated by determining the number of visitor sessions.

Dimensions – Visitors

Optional Card Colour :Orange

This field identifies visitors' region based on IP address. Analytics uses a hierarchy of geographical groupings, which proceeds in the following order: country, continent, sub-continent, region, sub-region, and city.

This field identifies visitors' sub-continent based on IP address. Analytics uses a hierarchy of geographical groupings, which proceeds in the following order: country, continent, sub-continent, region, sub-region, and city.

This field identifies visitors' sub-region based on IP address. Analytics uses a hierarchy of geographical groupings, which proceeds in the following order: country, continent, sub-continent, region, sub-region, and city.

This field, used in calculating visitor trending, provides a histogram for visitor session duration for the day.

For those sites that have modified the tracking code to provide a user-defined segment, this field identifies that segment by the string you provide when setting up a user-defined segment.

Enter one or more years in yyyy format, with multiple years separated by commas. This refines report data by a given year or years.

Dimensions – Systems

Optional Card Colour :Dark Yellow

**Browser and
OS**

Browser Type

**Browser
Version**

**Connection
Speed**

**Flash
Versions**

Java Support

Dimensions – Systems

Optional Card Colour : Dark Yellow

**Operating
System**

**Operating
System
Version**

**Provider
Domain**

**Provider
Name**

**Screen
Colours**

**Screen
Resolution**

Dimensions – Systems

Optional Card Colour : Dark Yellow

This field identifies in a single combination the name and version of the browsers for visitors to your site. For example, Firefox/Windows.

Identifies the browser name of the visitors to your website. For example, results might include "Internet Explorer" or "Firefox." The version of the browser is not returned in this field.

Identifies the version of the browsers used by visitors to your site. For example, 2.0.0.14

This field identifies the network connection speed of visitors to the site. For example, T1, DSL, Cable, Dialup.

This field identifies the versions of Flash supported by visitors' browsers, including minor versions.

This field, used in determining browser capabilities for visitors, identifies if the visitor has Java support enabled on their browser or not.

Dimensions – Systems

Optional Card Colour : Dark Yellow

This field identifies the operating system of your visitors. For example (Windows, Linux, Macintosh).

This field identifies the version of the operating system of your visitors, such as 'XP' for Windows or 'OSX' for Macintosh.

This field is used to calculate the geographic information of visitors to your site. It identifies the fully-qualified domain of the service provider of visitors to your website. For example, if most visitors to your site come via the major service providers for cable internet, you will see a list of the domains of those service providers.

This field is used to calculate the geographic information of visitors to your site. It identifies the name of the service provider of visitors to your website. For example, if most visitors to your site come via the major service providers for cable internet, you will see the names of those service providers via this field.

This field identifies the screen colour depth of visitors' monitors, as reported by the browser HTTP Request Header.

This field identifies the screen resolution of visitors' monitors, as reported by the browser HTTP Request Header.

Dimensions – E-Commerce

Optional Card Colour : Light Green

**Count of Visits
to a
Transaction**

**Days to
Purchase**

**Product
Affiliation**

Product Code

Transaction ID

This field, used for ecommerce-enabled tracking, identifies the number of visits made to your site via a given campaign before the user makes a purchase.

Dimensions – E-Commerce

Optional Card Colour : Light Green

This field, used for ecommerce-enabled tracking, calculates the number of days between users' purchases and the related campaigns that lead to the purchase.

The affiliation field is determined by the e-commerce transaction definitions that you configure for e-commerce on your website. Typically, affiliation is applied to the brick and mortar or primary supplier of the product. For example, you might be selling various products on your site originally supplied by organizations (manufacturers or suppliers) that you want to identify via the affiliation field.

This field is used in ecommerce-enabled tracking and identifies the product codes for purchased items, as you have defined them in your ecommerce tracking application.

This field is used in ecommerce-enabled tracking and identifies the transaction ID for the shopping cart purchase as supplied by your ecommerce tracking method.