



Google Analytics Cheat Sheet

Metric	Definition	Benchmark Average	Value	Industry Insights
Views	The total # of times users see your content	9,000/month	helps assess the reach and visibility of your website or app from different sources	E-commerce, apparel and footwear can trend 5x – 10x higher than median.
Sessions	A single visit to your website	3,900/month	measure user engagement and interaction within a specific timeframe.	Construction, Consulting, and Professional Services are generally lower than the average, ranging from 1,600 – 2,500 per month.
Users	<ul style="list-style-type: none">· Individuals who visit your website· Each is counted once, regardless of how often they visit or interact with your content.	2,900/month	provides insights into the size and growth of your audience over time	Automotive averages 8k, Apparel averages 16k
Engagement Rate	The % of users who remain on a single page for longer than 15 sec or navigate to a secondary page	56%	higher engagement rate signifies deeper user engagement and indicates a positive user experience.	Sites with user dashboards such as online banking or student portals trend at 80 - 85%
Conversions	specific actions, such as making a purchase, signing up for a newsletter, or completing an inquiry form	182/month	assessing the effectiveness of marketing campaigns, avoiding pathway bottlenecks, and creating efficiency toward user actions	highly variable, depending upon industry and desired criteria that are unique to each site.