

Digital Terms	Definition
Bounce Rate	It is the number of visits in which a person leaves your website from the landing page without browsing any further. The percentage of single page visits (or web sessions).
Direct Traffic	The visitor typed in your web address into a browser
Engagement	Interaction between people and brands on social networks. For example, on Facebook, engagement includes likes, comments and shares.
Impressions	The number of impressions seen of any content associated with your page. (total count)
Interactions	The amount of likes, comments, clicks, and shares on a particular social media post.
Organic Traffic	Traffic that arrives at your site through a search engine
Reach	The number of people who visited your page, or saw your page or one of its posts in news feed or ticker. These can be people who have liked your page and people who haven't.
Referral Traffic	Visits that came to your site from sources outside of its search engine. When someone clicks on a hyperlink to go to a new page on a different website, Analytics tracks the click as a referral visit to the second site.
SEM	Search Engine Marketing: Buying traffic through paid search listings (example, Google AdWords)
SEO	Search Engine Optimization: A methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.
Sessions	A session is a group of interactions that take place on your website within a given time frame. For example a single session can contain multiple screen or page views, events, social interactions, and ecommerce transactions.