12 Essential Google Analytics 4 Metrics

Users

WHAT IT IS:

The number of people who visited your website during a selected time frame.

WHY IT'S HELPFUL:

To understand the size of your audience and tracking growth over time.
More users = a larger reach

Sessions

WHAT IT IS:

The number of individual browsing sessions that occurred on your site during the selected time period.

WHY IT'S HELPFUL:

Helps you understand engagement beyond just visitors. High sessions mean people are interested in your content, products, or services.

New Users

WHAT IT IS:

The number of first-time users who visited your site during the selected time period.

WHY IT'S HELPFUL:

Tells you how effective your marketing efforts are at reaching new audiences.
More new users = your marketing and content are attracting a fresh audience.

Average Engagement

WHAT IT IS:

How long, on average, users actively engage with your site.

WHY IT'S HELPFUL:

Helps you understand the quality of user engagement.

Bounce Rate

WHAT IT IS:

The percentage of non-engaged sessions.

WHY IT'S HELPFUL:

A high bounce rate often indicates that the webpage is not effectively capturing the interest of visitors.

Session Conversion

WHAT IT IS:

The percentage of sessions that resulted in a conversion.
Session conversion rate = (Number of conversions/ Number of sessions) *100

WHY IT'S HELPFUL:

Assists in assessing the effectiveness of your marketing campaigns in driving conversions

Entrances

WHAT IT IS:

The number of sessions that began on a particular page.

WHY IT'S HELPFUL:

Important for understanding how users began their journey on your site.

Exits

WHAT IT IS:

How many sessions ended on a particular page.

WHY IT'S HELPFUL:

Identifies which pages are most commonly the last interaction point before users leave your site.

Views Per User

WHAT IT IS:

The average number of pages users see during a specified time frame.

WHY IT'S HELPFUL:

A higher views per user signals you're creating sticky content that keeps users engaged. Prompting them to further explore your website.

Engaged Sessions

WHAT IT IS:

The number of time a session lasts longer than 10 seconds, has at least two page views, or triggers a conversion event.

WHY IT'S HELPFUL:

A high number of engaged sessions suggests your site is meeting the needs and expectations of your users.

Engagement Rate

WHAT IT IS:

The percentage of engaged sessions. Compared to the total number of sessions

WHY IT'S HELPFUL:

Provides a clear indicator of how effectively your site captures and holds the attention of users.

Returning Users

WHAT IT IS:

The number of users who visited your site more than once during the selected time frame

WHY IT'S HELPFUL:

Key for understanding user retention and loyalty. How well you convert new users into repeat visitors and what part of your audience comes back often.