

# Web Traffic: Terms to Know

## Unique Visitors

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The number of unique individuals who visit your website. You can also track visitor locations and other demographics depending on the tools you use.

## Conversion Rate

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The percentage of visitors who convert to active users, customers or clients. There may be multiple ways that visitors interact with your site, such as buying a product, signing up for a newsletter, or filling out a form. Each of these interactions will have its own conversion rate.

## Bounce Rate

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The percentage of visitors who “bounce out,” or leave your site quickly. A high bounce rate can lower your SEO ranking, making it harder for your site to be found on Google. It can also show that there’s something missing from your site that visitors are looking for.



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## Traffic Sources

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This metric shows you where your visitors found your website. Direct traffic comes from visitors who type your URL into their browser. Referral traffic comes from other sources such as social media, directories, or backlinks.

Did they find you on Google, or through an Instagram ad? Did they receive an email with your URL? Are they on a desktop computer or mobile device? These questions matter because they can guide your content choices, site design, and marketing campaigns.

## Visit Duration

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The length of time a visitor spends on your site. How useful this metric is will vary from business to business. For example, if your site has longer videos or interactive features, the visit duration may become inflated, and less useful to track. If you have an online storefront, visit duration may be more important.

## Pageviews

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The number of pages each unique visitor views before they leave your site.

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