www.mtc.edu

Glossary

- **Visits:**

A visit is defined as a series of page requests from the same uniquely identified visitor with a time of no more than 30 minutes between each page request.

- **Page Views:**

How many times a certain page is accessed during the selected period. A valid visitor seeing a page on the website results in one page view.

- **Unique visitors:** The total number of unique visitors during the selected period.

- **Bounce rate:**

Bounce rate is calculated from single-page visits (visits where users have only seen one page) divided by the number of entries on the site.

- **Referrers:** External sites and search terms that have referred visitors to the site.

- **Entry page:**

The 1st page a visitor sees after being referred to the site. Entry pages can also be referred to as entry pages.

- **Page score:**

If you also utilize the Quality Assurance service, integration between the 2 services enables for a page score to be calculated. A page score is accredited to each page found during the Quality Assurance crawl It is calculated based on the number of broken links, misspellings and page level. The range is 0-10, with a score of 10 indicating that the page has no link or spelling errors.

- **[not provided]:**

[not provided]; covers keywords used in searches done on a secure Google webpage (https), where the keyword is not passed along when the user clicks on a search result.