GOOGLE ANALYTICS WORKSHEET

Jargon Buster

Not a Data Nerd? No Problem.

Google Analytics 4 is packed with powerful insights. But it's also packed with confusing terms. Break down the most common GA4 lingo into plain English, so you can understand your website's performance without needing a translator.

Term	What It Means (Plain English)
User	A person who visited your website. One person = one user (even if they came back 5 times).
Session	A visit to your site. One user can have multiple sessions.
Engaged Session	A session where someone stayed for 10+ seconds, viewed 2+ pages, or triggered a key event (see key events below).
Engagement Rate	% of sessions where users actually did something. (Opposite of bounce rate from Universal Analytics.)
Event	A tracked interaction — button click, file download or watching a video.
Custom Event	A specific event *you* define—like "membership_join" or "resource_download."
Key Event	An event you mark as important to track conversions or goals. Key events can be existing events or one you created by Custom Events.
Page View	Someone looked at a page. Simple.
Scroll	A tracked event when someone scrolls down a page (usually 90%).
Source / Medium	Where visitors came from (e.g., *google / organic* or *newsletter / email*).
Channel Grouping	Buckets of traffic types: organic, social, referral, email, direct, etc.
Landing Page	The page someone enters your site on and is the first page they see.
Page Path	The URL of the page without your domain (e.g., /about or /events).
Content Group	A category you assign to content (like Blog, News, Resources) to track by section.
Exploration	A customizable GA4 report you can build to dig into patterns, funnels, or paths.