

Website Analytic Formulas

Below are many popular website metric calculations, the list is not comprehensive because calculated metrics are user-defined.

Traffic			
Name	Formula	Metric Type	Description
Bounce Rate	Single Access/Entries	Percent	When a given page is the entry page, how often do visitors leave the site without accessing any other pages
Weighted Bounce Rate	$(\text{Single Access/Entries}) * (\text{Page Views/Total Page Views})$	Percent	Same as Bounce Rate, but gives a higher value to pages that are viewed more often on the site, thus pushing your most popular pages with this problem to the top of the list
Page Views per Visit	Page Views/Visits	Numeric	What is the average number of pages per visit
Page Views per Visitor	Page Views/Daily Unique Visitors, etc.	Numeric	What is the average number of pages per unique visitor (daily uniques, weekly uniques, monthly uniques, etc.)
Exit Rate	Exits/Visits	Percent	When a certain page is part of a visit, how often is it an exit page
Entry Rate	Entries/Visits	Percent	When a page is part of a visit, how often is it an entry page?
Multi-Page Visit Entry Rate	$(\text{Entries} - \text{Single Access}) / \text{Entries}$	Percent	When a page is the entry page, how often does it lead to at least one other page
Visits per Visitors	Visits/Daily Unique Visitors, etc.	Numeric	What is the average number of visits per unique visitor (daily, weekly, monthly, etc.)
Page Views/No Reloads	Page Views – Reloads	Numeric	How many page views did a page get, not counting reloads, but counting Back button or additional path views to the page
Reload Percentage	Reloads/Page Views	Percent	What percentage of the page views were reloads of that page.
Entry to Exit Ratio	Entries/Exits	Percent	What is the ratio per page of how often it is the entry page vs. how often it is the exit page
Conversion			
Name	Formula	Metric Type	Description
Average Order Value	Revenue/Orders	Currency	Average revenue per order
Order Conversion	Orders/Visits	Percent	What percentage of visits results in an order
Buyer	Orders/Visitor	Percent	What percentage of visitors

Conversion			results in an order
Checkout Conversion Rate	Orders/Checkouts	Percent	What percentage of checkouts results in an order
Checkout Initiation Rate	Checkouts/Visits	Percent	What percentage of visits results in a checkout
Average Order Size	Units/Orders	Numeric	How many items are purchased in an order, on average
Event Conversion	Orders/Event	Percent	Used for tracking success events, what is the percentage of visits that result in that success event. (For example, registrations per visit, form completion per visit, download per visit, etc.)
Product View Conversion	Orders/Product View	Percent	What percentage of product views resulted in an order
Abandoned	Cart Adds – Orders	Numeric	How many cart additions did not result in an order
Abandonment Rate	$1 - (\text{Orders}/\text{Cart Adds})$	Percent	What percentage of visitors added an item to their cart and then didn't purchase it (This can be very interesting at a product level.)
Abandoned Revenue	$(\text{Revenue}/\text{Orders}) * (\text{Cart Adds} - \text{Orders})$	Currency	What is the general amount of revenue that has been abandoned (Revenue is based on the value of the average order.)
Event Conversion Rate	Orders/Instances	Percent	What percentages of instances (or setting the variable) resulted in an order? For example, when setting a Event upon internal search, what percentage of searches on this keyword resulted in an order?
Campaign Conversion Rate	Orders/Click-throughs	Percent	What percentage of click-throughs resulted in an order
Revenue per "Action"	Revenue/Instances	Currency	When an event is set when someone clicks something (like an internal promotion or specific navigation), this will show the amount of revenue that was a direct result
Average Item Value	Revenue/Units	Currency	What is the average revenue per item purchased

Good Luck!

Many things have changed - especially the mediums - but universal truths of communication tend to survive. **Please feel free to contact us at <http://www.4CInteractive.com>**