I'm not a bot

If you're a blogger or an online business owner, you've probably heard of pageviews, sessions, users, visitors, and unique pageviews. But what's the difference between all of these metrics? And especially regarding pageviews vs unique pageviews which one should you be paying attention to?Today we're going to clear that up.In this article, we're looking at the differences between pageviews vs unique pageviews and all the other metrics you can get in Google analytics for your website. This will help to explain which is the most important for you to track for your website. Why Tracking PageViews is ImportantThe number of visitors to your website will often directly correlate with how much money you make. Keeping track of these site metrics is an important part of running an online business.There are many benefits to having access to analytics for your blog. That's why everyone with a website should have Google Analytics tracking code set up.Google Analytics provides insights into:Who your readers are (age, location, gender)What they're looking forHow long they stay on your siteThe more you know about your readers, the better you can tailor your content to suit their needs. This data will also allow you to track your progress, and let you see what content is working and what's not.If you see that a piece of content is performing really well, you can work to recreate that success with more content on a similar topic. Give the people what they want, right?If you make money on your blog from display ads, multiple pageviews matter because each pageview is money in your pocket. It's important to be able to see how you are doing in terms of website traffic as this will help you to set some goals as well.Google Analytics PageviewsWhat are pageviews in Google Analytics?Google defines a pageview as a single request for a web page. So if a visitor views your site on their smartphone, tablet, and computer, then they'll make three requests for your site. This means they'll be counted as multiple pageviews.However, this isn't a very useful metric on its own. You want to know how many people have seen your site, not how many times your site has been requested. That's why you need unique pageviews.Google Analytics Unique PageviewsWhat are unique pageviews in Google Analytics?Google defines unique pageviews as a request for a particular page that is only counted once, even if the visitor views your site on multiple devices.For example, if a visitor views your site on their smartphone, tablet, and computer in the same session, they'll only be counted as one unique pageview.This is important because a unique pageview represents a much better measure of how many people have seen your site. In short, a unique pageview aggregates pageviews from the same user during the same session.You can easily see both metrics of pageviews in Google Analytics panel dashboard via Behaviour > Site Content > All PagesOr simply type Pageviews vs Unique Pageviews' into the search bar. Pageviews vs SessionsA session is a unique period of activity for a user.If you have the same visitor viewing your site multiple times in one day, they will be counted as multiple sessions. Google Analytics counts a single session as a period of activity for a single user.The session duration can be any length of time that an individual visitor is browsing your site. However, if they leave your site for more than 30 minutes at a time, and return later, new session will begin.Website visitors might have multiple pageviews in a single visit, but this will still only count as one unique pageview count for each particular page they visit even if they visit multiple pages.Pageviews vs VisitsPageviews are the number of times each specific page is viewed on your site, whereas visits are the number of sessions for each unique user.If the same user visits your website twice in one day, they would have had two separate sessions.Users vs SessionsUsers are the individual people visiting your website, whereas the term session' is referring to the period of time a single user visits your website.For example, if 10 people visit your site, and then two of those 10 people come back later in the same day (the same user returns) to look at your site again, you will have had 10 visitors and 12 sessions in total.You can view both users and sessions on your Google Analytics homepage, or by searching sessions' in the search bar.Important Metrics On Google AnalyticsThere are many different metrics on Google Analytics, but which ones should you be paying attention to?The answer really depends on the goals of your website.If your website is a blog that makes money from display ads, you will want to pay attention to pageviews. On the other hand, if your site purely makes money from affiliate marketing, you should pay attention to unique pageview count. It is good to know exactly how many pages are being viewed and how many times. Take note of how long on average your visitors are spending on your website by looking at the average session duration. This gives a good indication of how engaged they are, which can directly correlate with earnings on sites monetized with display ads. Another important metric is bounce rate.Bounce rate is the percentage of users that visit a page on your website and then leave without interacting or clicking through to any other pages on your site (learn all about bounce rate benchmarks here).Once you understand these metrics you can work to improve them which will hopefully enable your site and earnings to grow.Pageviews vs Unique Pageviews in ClosingHopefully, this article has given you a greater understanding of pageviews vs unique pageviews.Using Google Analytics (or any other analytics tool for that matter) will give you valuable insights into how users are interacting with your site. This is essential if you want your site to be successful in the long term. After all, you need to understand your performance to be able to improve on it and grow.You should work to increase the number of unique pageviews and sessions on your site. As these numbers go up, you may see an increase in your earnings over time. It's all going to depend on the types of offers you are presenting to your audience.With niche sites and other types of online business, there's never one thing that brings about success, it's always a combination of doing many things well! A page view is triggered when any page is loaded by any visitor to your site. For example, if you click on a link and the page loads, you have triggered a page view. If you click the link 20 times today, it will count as 20 page views.What is a Unique Visitor?A unique visitor is an individual user who has accessed your site. It is determined by the IP address of the computer or device that the user is browsing from, combined with a cookie on the browser they are using. No matter how many visits a visitor makes if he is on the same device and the same browser, only one unique visitor is counted. For example, if you visit this link once today, Google Analytics will count this as one unique visitor. If you come back to this site 20 more times today, you will still count as one unique visitor. If you visit the site from another computer or device (or another browser), you will count as a new unique visitor.Page Views vs. Unique Visitors which one matters most?Pageviews are important for publishers because each page view tallies with an ad impression for each ad on the page. If your ads are sold on a cost-per-thousand views (CPM) basis, this is an important number for you to grow. It's tempting to make sacrifices to the user experience in order to increase page views. For example, an image gallery that loads each new image seamlessly provides a better experience for the user but will cut down on page views. It's important to find a balance so you don't alienate your audience.The unique visitors metric gives you a sense of the size of your audience. The relative importance of this depends on the purpose of your site or publication. If you are a brand, you may want to maximize the number of people that come to your site, with little regard for how many pages they access, as long as they follow your chosen path through the site. If you are a niche publisher, you may not have a huge audience, but they may show loyalty and engagement by clicking deep into the site and generating page views.Watch Your Bounce RateAt the end of the day, the most important factor for growing your page views and unique visitors is content. If your content is not engaging and relevant to your users, they are going to "bounce" and never come back. The "bounce rate" is the percentage of visitors who come to your site and leave within a few seconds. A high bounce rate indicates that visitors didn't like what they saw or didn't find what they were looking for.Time on Page Indicates EngagementThe amount of time spent on the page indicates whether users are actually reading or watching what you're serving up. The higher the average time on page, the more engaged your audience is on that particular page. As a publisher, increasing this metric provides leverage to increase your ad rates because the ad impression time is longer. How to Improve Page Views and Unique Visitors With Headless CMSAlthough there are lots of promotional and SEO tricks that can help you improve your KPIs, if you have the wrong tech stack, you're already 10 steps behind your competitors.Many CMS out there severely limit your ability to tank on SERP. Why? The primary issue is site speed. Traditional CMS, like WordPress, are notoriously slow. With Search engines increasingly pushing lighthouse scores, your site has to be fast!Headless CMS helps with this! Because it's built with Jamstac architecture, it is the fastest alternative on the market! Skip to main content Here are definitions of metrics used in Siteimprove analytics:% of total page views: this is the number of page views as a percentage of the total page views to the site and/or to the selected group.Average page views:Calculated by dividing the number of page views by the number of visitsBounce Rate: Your Website's Bounce Rate is the percentage of people who land on one of your web pages and then leave (bounce) without visiting another page. Bounce rate is calculated from single-page visits divided by the total number of visits on the site. Learn more about bounce rates.Page Views: A page view is a count of how many times a page has been viewed on a website or the chosen group within the chosen period of time. All page views are counted no matter how many times a user has visited the website in the chosen period of time.Referrals: A referral occurs when one website source links (refers) to your website, and the user clicks through to land on your websiteReturning Visitors: A returning visitor is a user that has visited your website during the period selected, who has also visited your website at least one time prior to this period. So if you have 10 unique visitors on your website in January and five of them have been on your website in a period prior to the period you have selected, then you will have five returning visitors. Similar to unique visitors, this metric relies on cookie data, so treat this metric with the same caution and look at trending rather than absolute values.Unique Visitors: Unique visitors are identified as unique visitors if they did not have a persistent or session cookie from Siteimprove on their browser/device. Treat this metric with caution and look at trending rather than absolute values. Cookies are specific to browser and device which means that if a visitor is visiting your website using a different browser or device than before, or has deleted or never accepted the cookie, then that person will be seen as a new unique visitor even if that is not the case.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 requestVisits | % of Total: See: Why does the sum of the % of total visits add up to more than 100%?Info: For Traffic Sources definitions such asReferrers, Social Media, Search Engines, External Search Terms, Direct Traffic,see How are Traffic Sources defined in Analytics? Did you find it helpful? Yes NoSend feedbackSorry we couldn't be helpful. Help us improve this article with your feedback. Tools like Google Analytics are essential for any website owner. However, if youre new to tracking analytics, trying to interpret all the metrics on offer can seem overwhelming. For instance, the difference between page views and visits can be hard to understand, as the terms sound very similar. Its important to clear up this confusion and know what youre tracking, in order to make data-driven decisions. Fortunately, learning the distinctions between these two metrics isnt hard, and it may change how you perceive your websites success. In this article, well explore page views and visits and discuss whether they can impact your search engine optimization (SEO). Well also show you where to find these numbers in Google Analytics. Lets go! Whats the difference between page views and visits A page view occurs whenever someone loads your site in their web browser. For instance, lets say that a visitor finds your blog post through a search engine. However, one of their browser extensions prevents some of the content from displaying correctly, so they have to reload the page. In that instance, your analytics report will register two page views, even though the same visitor generated them (and in a short period of time). On the other hand, a page visit happens whenever someone reaches your site from an external source, outside of your websites domain. For instance, if a user finds your article online and then reloads the page, that still counts as one visit. However, if they navigate away from your website, search for a new keyword in Google, and then land on your page again, this will count as two visits. To make sense of these metrics, its also important to take a look at your sites sessions. A session is the total time a user spends on your website within a certain period. During one session, your analytics tool will typically track all activities such as views and engagement with elements or forms. A session typically expires after 30 minutes of inactivity (at least as Google Analytics defines sessions). Its a useful metric to track, as it can give more context to your views and visits. Why understanding page views and visits matters for your website The primary reason these two metrics matter is that they can make you aware of potential problems on your site. For instance, contrary to popular belief, high page views dont always mean youre reaching a broad audience. For example, suppose that your page views are high while visits are low. That could indicate possible user experience (UX) issues on your website. Your visitors might find your navigation confusing, or be unable to locate the information they need, causing them to visit the same pages repeatedly. On the other hand, some pages might experience high views due to the nature of the content. For instance, readers tend to refer to instructional materials multiple times, so your tutorials might show higher views than other kinds of pages. In some cases, high page views are a desirable metric, especially if you monetize your site with pay-per-view (PPV) ads. However, its generally best to strike a balance between page views and visits, in order to ensure that youre providing the best possible experience on your site. On the other hand, high page visits are generally positive, as they indicate that your website is popular. However, if your visits are high while the views are low, it could mean that your audience is not staying around long enough to convert. If thats the case, its worth reviewing your CTAs and value proposition, to make sure theyre clear and engaging. How page views and visits impact SEO As isolated metrics, page views and visits are unlikely to be direct ranking factors. However, they might still influence your SEO to some degree. Search engines can use these numbers to calculate other significant tanking factors, such as the UX on your site. For example, Google bots might interpret high page views as a sign that your website is popular. Organic traffic spikes can significantly boost your SEO, especially if referred from high-authority sites. However, the exact formula behind this calculation is unknown, so we cant be such just how influential these metrics are. What we do know is that Google favors websites that are engaging and easy to navigate. A high page view to visits ratio generally indicates that users are spending a lot of time on your site, which is a positive ranking factor. However, if your high page views result from poor UX or irrelevant content, that could negatively impact your SEO. How to measure page views and visits with Google Analytics Google Analytics gives you a wealth of information about your website. Provided that youve inserted your tracking code correctly (or used a Google Analytics plugin), you can track all activities on your site, including page views and visits. Note that Google Analytics uses slightly different terminology to describe visits. In general, it treats visits as sessions, and unique visitors as users. The latter metric is also broken down into two categories: new and returning visitors. This can all be a little confusing at first, but it helps to remember that sessions will always be equal to or higher than users (as the same person can visit multiple times). You can access these details via Audience > Overview: Google Analytics also enables you to track new and returning visitors in more detail. When you navigate to Behavior > New vs. Returning, you can compare metrics such as the average session duration, bounce rate, and conversions: Note that you can also track a metric called new users, which is not the same as new visitors. Google explains that it measures new user activity based on cookie usage, however, so these metrics will be very similar. To learn more, check out our guide to the Google Analytics interface. The concept of page views and visits can seem confusing at first. However, once you understand the difference, it can help you identify potential issues on your website. For instance, high page views could indicate that your visitors cant find the information they need, so its worth tracking it in conjunction with other data. Lets quickly recap the distinction between these two metrics: A page view occurs whenever a browser loads your site. Therefore, one visitor can generate many page views. A visit occurs whenever someone arrives at your page from an external source, such as Google search results or another website. To start tracking all of these metrics, you can add Google Analytics to your site or use another web analytics tool. Do you have any questions about page views vs visits? Let us know in the comments section below! Was this article helpful? No Thanks for your feedback! Yay! You made it to the end of the article! When it comes to your website reporting, its important to know exactly what youre tracking and what the metric means.If youre using HubSpots Marketing Analytics tool, you may have noticed the following metrics in your dashboard: page views, page visits, page sessions. So whats the difference between these three? Lets dive in. So technically, every page visit is a page view, but the same is not true the other way around.Its important to know this difference, as it can greatly impact your understanding of audience behavior and page performance.Without this knowledge, you might think that high page views is an indicator of a high-performing website but thats not always the case. Youll need to look at more metrics, like page sessions, unique page views, page visits, and other metrics to get a full picture.Now that we broke that down, were going to further explain each metric in detail. Before we get there, its important to understand what a session is, as that can help your understanding of other website metrics.What is a session?A session is a measurement of visitor engagement that groups together analytics activities taken by a single visitor on your website. It expires after 30 minutes of inactivity.It works by grouping together the actions taken by visitors as they navigate through your site. This includes the pages they are viewing, the elements they engage with (Think CTAs, forms, or events.)The time-sensitive element of a session allows you to drill into engagement and traffic on your site.Heres an example: A visitor lands on your websites homepage by clicking on a link from a blog post. They spend some time scrolling down the page, navigating to your product page, and even reading your "About Us" page. Then, they decide to leave the website.Ten minutes later, the same visitor is still thinking about your product and decides to return directly to your pricing page. All of these actions would count as one session.Even though the visitor completely left your site, they have not been inactive for more than 30 minutes, so the second visit to your website is recorded as a continuation of their original engagement to your site. If the visitor chose to return after that session has elapsed, their visit would kick off a new session.How to Understand the Page Views of a WebsiteA page view is when a page on your site is loaded by a browser.Heres how it works: HubSpot counts a page view every time the HubSpot tracking code is loaded. If a single page is refreshed multiple times by the same visitor, each refresh would count as its own page view.So, imagine a user discovers your website on Google. They click on your website and land on the page. Thats where you get your first page view.But then, as theyre scrolling, you see that some elements arent loading because of an extension. They disable the extension and reload the page. As the page was refreshed, that counts as a second page view.As a result, your reporting tool will show two page views.What are unique page views?Unique page views refer to views that are generated by the same user during the same session.Take this article for instance. When you first landed on the page to start reading, that generated one page view. Say you reloaded the page, that would count as another page view while the unique page views would still be one.This is because both page views are coming from the same user. As such, it only counts once in the same session.Why is this metric important? It helps marketers accurately analyze their data without overinflating the numbers.Imagine if you had a user reload your page 15 times. You could think that means 15 different users landed on your page, which would be inaccurate.What is a page visit?A visit is any time a visitor reaches your site from somewhere outside of your website domain. That means the person was on a different site and clicked on a link that took them to your site or entered your website URL directly into their browser.When a visitor enters your site through an external domain, a new visit begins to track the visitors activity across the pages associated with your domain. A visit will conclude only when the visitor leaves your domain by visiting an external site or closing their browser window.For instance, say a visitor has a problem and turns to their favorite search engine for an answer. They find your blog as a result. When they click on your site, that generates a page visit.They read an article, don't find quite what they're looking for, and return to their search results. Further down in their search engine results, they come across another one of your blog articles. This one contains the answer they were looking for.Though the source of these two visits is the same, this would count as another page visit because the visitor left your website. Once they returned yet again from an external referring domain, HubSpot would see this as a new visit.Understanding your metrics is a key part of measuring your website performance accurately.Editor's Note: This post was originally published in Dec. 2017 and has been updated for comprehensiveness. Todays Web analytics solutions offer a multitude of measurement tools with comprehensive analysis options. Identified Visitors, Unique Visitors, Visitors, Visits, Viewed Pages or downloads are only a small part of it. At first glance, these standard measures seem very similar or even interchangeable, but they all say something different. To help you see more clearly, this article briefly presents the most important standard metrics and their meaning in AT Internets Analytics Suite. Visitors / Unique visitors / Identified visitors: Visitor The term visitorrefers to a user who visits a website. However, a visitor isnot considered as a single person but as a browser or a terminal. For example, asingle user can access a website via different browsers (such as Google Chrome,Firefox or Microsoft Edge), different computers (at work and at home) ordifferent terminals (smartphone and laptop). If a visitorvisits a page once in the morning and once in the evening, this user is countedas a single visitor with two visits. This same user will be considered adifferent visitor if they return to the site the next day. If we want a visitorwho returns on another day to be counted only once, we must look at the metricunique visitors. Unique visitor The measurementof unique visitors is based on cookies.A cookie is a file placed on a browser that contains an anonymous identifier.This ID can be used to uniquely identify a browser. As a result ofthis measurement method (which is the basis of all current analytical systems),inaccuracies may occur. For example, a browser may refuse to accept cookies, ora user may decide to delete them. In most cases,however, a terminal has a cookie and is included in the calculation of uniquevisitors. In the Analytics Suite, we distinguish betweenunique visitors who accept cookies and unique visitors who do not acceptcookies. The latter category of visitors can be determined over a one-dayperiod using the fingerprint method. The total number of unique visitors istherefore the sum of these two types of unique visitors. In AT Internets Analytics Suite, you will find the analysis of unique visitors in the User Insights section. You can evaluatethe frequency of visits, the retention rate or the terminals used. Unique visitorsare identical to visitors on a daily basis (Day 1: Unique visitors = Visitors =3). If we now consider a period of several days, we obtain 8 Visitors(3+1+2+2+2+2, the Day Visitors are added together), and 3 Unique Visitors(deduplicated). In the Analytics Suite, unique visitors canalso be analysed on multiple websites (level 1). Identified visitor Identifiedvisitors are measured using a unique identifier that is sent in the taggingwhen connecting to an authenticated space (login + password) and are common toall platforms (computer, tablets, smartphones). It is this unique identifierthat allows the cross-device analyses available in the User Insights module of theAnalytics Suite. Identifiedvisitors should therefore not be considered as unique visitors. A uniqueidentification of a unique user on different devices and browsers is onlypossible if the user actively identifies themselves. This is possible through aconnection and can then be analysed using the Identified Visitormetric. Visits, page views Visit A visitis defined as a visit to a website where at least one page has been loaded.Visits indicate a continuous process of using a website and should not beconfused with the number of visitors, as a visitor may make several visits tothe same site. It should benoted, however, that the period during which each visit is counted only oncemay vary considerably. AT Internet calculates this metric in this way: if a visitor does not perform a new action within 30 minutes, a visit is considered complete. The number of visits to a website is expressed in relation to a specific period (day, week, month). The visit isfundamental for the preparation of most analyses. The visit provides you withinformation on navigation (initial page, content viewed, exit page) andbehaviour (duration, loads/page views, bounce rate, etc.). Thisillustration shows two visits on five pages with all the associatedinformation: There aredifferent types of visits: Total number of visits: Total number of visits in a given period Incoming visits: Visits with at least two pages viewedBounce visits: visits with only one page viewed The Analytics Suite can also evaluatevisits without page loading, for example if a user has only seen one advertisingelement. Limits of theVisit metric. Imagine that auser visits and then leaves a website by turning off his computer or changingsites. 20 minutes later, he returns to the first site: he will always beconsidered to be in the same visit, which means that only one visit will becounted. On the other hand, if a visitor accesses a website through MicrosoftEdge and returns to the site via Firefox 10 minutes later, two visits will becounted because the user will not be identified as the same visitor (the cookievaries from one browser to another). A visit is notautomatically closed when the browser is closed. In the field of digitalanalytics, it is unfortunately not possible to determine the exact time of exitfrom the site, because the user cannot send a specific message to the serversindicating that he has left the site. This problem affects all web analytics solutions. Thus, as suggested by the DAA (Digital Analytics Association), AT Internet terminates a visit after 30 minutes of inactivity but this duration can be configured according to the needs of the site. This happens regardless of whether the browser is locked. In AT Internets Analytics Suite, only one source of traffic is assigned to a visit, which is unique and unchanging. This means that the first source of a visit or the initiator of the visit is valid for the entire duration of the visit. A page view is the loading of a page from a website or application. Each page viewed generates a hit that is sent to AT Internet. Each of these occurrences increases the page views metric by 1. the following graph illustrates its operating principle: 1. The User requests to load a page on theSites host server. 2. This server returns the page content(images, texts, etc. and the JavaScript code of the Internet AT tag). 3. The JavaScript tag is executed on theonline users computer and collects information. 4. The tag requests an image on theInternet AT server and transmits the collected information as parameters. 5. The Internet AT server returns therequested image (1 pixel x 1 pixel, transparent). If two tags were placed on the same page, each load of that page would be counted twice. In summary: Visit A visit is ausers journey through the site or application. A visit contains one or morepage views. As soon as a user is inactive for 30 minutes because he has leftthe site or remained on the same page, a visit is considered complete. Visitor A visitor is a user of a website. If a visitor visits a page several times a day , with interruptions of more than 30 minutes, AT Internet considers him/her as a unique visitor who has generated several visits. If a visitor visits the website on two different days, he or she will be counted as two visitors. If the AT Internet cookie is deleted after each visit, this visitor is considered a new visitor for each new visit. Unique visitor On a single day,unique visitors correspond to the definition of normal visitors.However, if you look at a period of more than one day, these values differ dueto the recognition of cookies. If a visitor has a cookie on his browser andvisits the site twice on different dates, this visitor will be recognised as aunique visitor and counted only once in the analysis period. Picturedexample: A visit to a website can be compared to avisit to a hotel: a guest (unique visitor) can be a guest of a hotel severaltimes during a month (visitor) and can enter and leave the hotel several timesduring a stay (several visits). In the hotel, the guest will move to differentrooms (page views). Gross range: Gross reachrefers to the sum of contacts made by an advertising medium during a givenperiod on a target group. It does not take into account the fact that somepeople may have been in contact with the media several times, since, unlike thenet reach, each contact is counted. The raw scope therefore says nothing aboutthe exact number of people affected. The raw scopedepends on the information to be determined. Here are some examples: Raw scope of a website > Number of VisitsGross reach of an advertising banner > Number of banner loadsGross scope of an article on a website > Number of pages viewed (or uploaded) Net range: Net reach refersto the number of people that an advertising medium reaches at least once duringa certain evaluation period. It is expressed as an absolute value or as apercentage of the population. While the gross reach counts all contacts, thenet reach deducts double or multiple contacts to give only theexact number of people reached by a publication. In our Analytics Suite, the net reach is thevalue of unique visitors. More than just measures: key performance indicators (KPIs) You now know some of the most important key indicators for web analytics. For more information, see our more detailed article on the metrics analysed in Analytics Suite 2. Need advice on defining the most relevant metrics for your objectives? Thanks to our free downloadable guide, you will learn how to define and analyse the right KPIs according to your digital strategy: Have you ever looked at your website analytics dashboard and felt a little confused about what you were seeing? Youre not alone. While metrics like page views and visits might seem straightforward at first glance, truly understanding what they mean and how they differ can be a challenge. As an online sales and marketing expert, Ive seen countless clients struggle to make sense of their web traffic data. They know these numbers are important, but they dont always know what actions to take based on them.Thats why I wanted to dive deep into two of the most commonly confused metrics: page views and visits. In this post, Ill clearly explain what each one measures, how theyre different, and most importantly, how you can use them to gauge your websites performance and make data-driven improvements. Whether youre a seasoned marketer or just dipping your toes into analytics, this guide will give you the clarity and confidence you need to navigate these key metrics like a pro. Lets get started!What is a Page View?A page view is a straightforward count of how many times a specific page on your website has been loaded (or reloaded) in a browser. Each time the page loads, regardless of whether its the same user or a new user, a page view is recorded.Heres a simple scenario to illustrate:Imagine a user finds your website via a Google search and lands on your homepage. Thats one page view. The user then clicks on a blog post, which loads a new page thats a second page view. After reading the post, the user navigates back to the homepage. Thats a third page view, even though the homepage was already viewed once before.In this example, we have three total page views across two unique pages. Its important to note that even multiple views of the same page are counted. If the user refreshed the blog post five times, it would count as five additional page views.Page views give you a broad sense of which pages on your site are being loaded most frequently. They can help you understand general content popularity and spot potential technical issues (like pages that arent getting any views due to broken links or other errors).However, page views alone dont tell you much about the quality of those interactions. A user could accidentally click a link, realize its not what they wanted, and immediately hit the "back" button but that brief interaction still counts as a view. Thats why many analytics platforms also track a metric called "unique page views" which only counts the first view of a page in a given session (more on sessions later). Unique page views can give you a clearer sense of how many distinct users are actually engaging with your content.According to a 2020 study by Contentsquare, the average page views per session across industries is 5.2. However, this varies significantly by sector. For example, B2B sites see 3.4 page views per session on average, while travel sites see 4.8.What is a Visit?A visit, on the other hand, looks at a users entire interaction with your website in a single sitting. From the moment they arrive on your site (from an external source like a search engine or referral link) to the moment they leave (by closing the browser or navigating to a different site entirely), everything they do is tracked as one visit.Lets return to our earlier example:The user who found your site on Google spends some time browsing around. They view your homepage, read a blog post, check out your "About" page, and then ultimately leave to go to a different website. Regardless of how many individual pages they viewed, the entire interaction would count as a single visit.Now, if that same user came back to your site later by clicking on one of your social media posts, it would count as a second visit, even if theyre already familiar with your site. Each time a user enters your site from an external source, a new visit begins.Visits can give you a better sense of overall engagement and how compelling your site is as a whole. Are users sticking around to consume lots of content, or are they leaving quickly? Looking at the pages per visit and average visit duration can provide valuable clues.If users are viewing multiple pages and spending several minutes on the site, that suggests theyre finding your content valuable and relevant to their needs. If visits are short and only include one or two page views, that could signal issues with your user experience, site navigation, or content quality.According to HubSpot, the average pages per visit across industries is around 2, and the average visit duration is just over 2 minutes. However, top-performing websites significantly exceed these benchmarks. For example, a well-designed ecommerce site might see 5+ pages per visit as users browse products and add items to their cart.Sessions: A Nuanced Look at EngagementSessions are the most complex of these three metrics, but also the most useful for understanding user behavior over time.Essentially, a session is a container for the actions a user takes on your site within a given timeframe. By default, most analytics tools close a session after 30 minutes of inactivity and start a new one if the user returns.However, a session can also start anew if the user comes in from a different traffic source (like starting on a referral link, leaving, and then coming back later via a direct URL entry), or if theyre continuously active past midnight (since many platforms track sessions on a calendar day basis).So what does this mean in practice? Lets revisit our steadfast example user one last time:After initially finding your site on Google and having a productive first visit, the user leaves to eat lunch. An hour later, they return directly by typing your URL into their browser, read another blog post, and sign up for your email newsletter. Even though its the same human being, this would be considered a second distinct session since more than 30 minutes passed between interactions.Sessions are valuable because they can show you usage patterns that visits and page views alone might obscure. You can see how frequently users are coming back, how their engagement ebbs and flows over time, and which traffic sources are driving the most engaged sessions.According to a 2021 benchmark report from Littledata, the average number of sessions per user per month ranges from 1.4 for B2B sites to 2.4 for health and beauty ecommerce. The average session duration across industries is around 3 minutes.But these are just baselines by digging into your own session data, you can uncover all sorts of insights specific to your audience and site. For instance, you might find that users who initially arrive via your email campaigns have longer, more engaged sessions than those coming in from paid ads. That insight could help you refine your marketing strategy and invest in the most effective channels.Putting It All TogetherNow that weve untangled what page views, visits, and sessions each mean and how they differ, lets talk about using them in conjunction to paint a richer picture of your websites performance.One helpful exercise is to look at the ratios between these metrics. For example, page views per visit (total page views / total visits) can show you how deeply users are exploring your site in a typical visit. If this number is low, it might suggest your site structure or navigation is confusing, causing users to bail quickly.Similarly, comparing your total page views to unique page views can reveal how often users are reloading or revisiting the same content. A high ratio could mean your pages are confusing or slow to load, prompting lots of refreshes. It could also signal that users are highly engaged and wanting to re-reference your content further digging can help clarify the cause.You can also segment these metrics by traffic source to evaluate the quality of users arriving from different channels. If organic search delivers high page views and long visit durations, but paid social media ads are leading to lots of single-page bounces, youll know where to focus your efforts.Ultimately, the key is to not look at any of these metrics in isolation, but to consider them as pieces of a larger puzzle. Combine them with other key indicators like bounce rate, conversion rate, and user feedback to get the full story of how users are experiencing your site.Its also important to benchmark your own performance over time and against industry averages. Just keep in mind that every site and audience is unique, so dont get too caught up in chasing someone elses numbers. Focus on steady improvement relative to your own baseline and goals.Best Practices for Improving Engagement MetricsSo youre tracking page views, visits, and sessions now what? How do you translate those numbers into actual improvements? Here are a few best practices:Optimize for speed and performance. Slow loading times are a major culprit behind high bounce rates and low page views. Use tools like Google PageSpeed Insights to identify and fix technical issues.Improve navigation and site structure. Make it intuitive for users to find what theyre looking for and discover related content. Use clear menus, categories, and internal linking.Focus on quality, relevant content. Thin, duplicate, or irrelevant pages will tank your engagement. Aim to provide genuine value and answer user intent on every page.Use compelling calls-to-action. Guide users to the next step with clear, specific CTAs. "Read more" or "Buy now" beats "Click here" every time.Continually gather and respond to user feedback. Use on-site surveys, user testing, and analytics to understand whats working and whats not from the users perspective. Make iterative improvements based on those insights.According to CXL Institute, websites that focus on optimizing the user experience see an average visit duration 2-3 times longer than those who neglect UX. Even small tweaks can have a big cumulative impact on your engagement metrics over time.The Future of Measuring EngagementAs user behaviors and expectations continue to evolve in our increasingly digital world, the way we track and evaluate engagement metrics is also shifting.With the rise of interactive web apps, chatbots, and other dynamic experiences, traditional page view tracking may paint an incomplete picture on its own. Time on site, scroll depth, and event-based interactions are becoming crucial complementary metrics.Privacy regulations like GDPR and CCPA are also changing the analytics landscape, as users gain more control over how their data is collected and used. First-party data and cookieless tracking solutions will likely become the norm.At the same time, advancements in machine learning and AI are enabling more sophisticated analysis and personalization based on user behavior. Predictive analytics can help identify which users are most likely to convert or churn, allowing for proactive interventions.Amidst all these changes, the north star for engagement remains the same: delivering genuine value and a great experience to your audience. By deeply understanding their needs and continuously measuring and optimizing to meet them, you can future-proof your analytics approach.Page views, visits, and sessions will continue to be foundational metrics for the foreseeable future but the most successful sites will be those that can adapt and evolve their engagement strategies alongside their users. In the fast-paced world of digital marketing, agility and a commitment to customer-centricity are key.By taking a holistic, data-driven approach to understanding and optimizing your website engagement, you can turn fleeting views into loyal visitors and customers. The insights are there its up to you to act on them. When it comes to measuring user engagement, website owners and product managers often rely on key metrics like page views and unique visitors. These numbers provide insight into how people interact with your website, but they tell different stories. Understanding the difference between page views and unique visitorsand how to use both metrics effectivelycan help you fine-tune your strategies for driving engagement, improving user experience, and growing your audience. In this blog, well break down the differences between page views and unique visitors, explain what each metric reveals about user behavior, and show how to use them together for a comprehensive understanding of engagement.What Are Page Views?Page views represent the total number of times a page on your website has been viewed or loaded by visitors. Whether a single user refreshes the page or visits it multiple times, each instance is counted as a separate page view.Page views are useful for measuring the popularity of specific content on your site. For example, if a particular blog post or product page is getting a high number of views, thats a clear indicator that the content resonates with your audience. However, page views alone dont tell you how many different people are engaging with your contentjust how many times its been viewed.What Are Unique Visitors?Unique visitors, on the other hand, refer to the distinct number of individuals who visit your website during a specific time frame. Unlike page views, where multiple interactions from the same user are counted repeatedly, each unique visitor is only counted once, no matter how many times they visit your site or how many pages they view.Unique visitors provide a more accurate representation of your overall audience size and how many different people your site is reaching. Tracking unique visitors is essential for understanding your websites reach and growth.The Key Differences Between Page Views and Unique VisitorsWhile both metrics are crucial for understanding user engagement, they measure different aspects of behavior:Frequency vs. Reach: Page views reflect how often users engage with your content, while unique visitors measure the reach or size of your audience.High Page Views, Low Unique Visitors: This could indicate that a smaller group of users is highly engaged, frequently revisiting your site or interacting with the same content multiple times.High Unique Visitors, Low Page Views: In contrast, this might suggest that while your website is reaching a broad audience, users arent engaging deeply, possibly bouncing after visiting just one page.What Page Views Tell You About User EngagementPage views offer a variety of insights into user behavior and engagement:1. Popularity of Specific Pages:Page views help you identify the most popular pages on your site, allowing you to understand which content drives the most engagement.2. Content Performance:Tracking page views over time can reveal which types of contentwhether blog posts, landing pages, or product descriptionsare performing best with your audience.3. Tracking Trends Over Time:By monitoring page views, you can detect trends in user interest, especially after launching new features, promotions, or content updates.What Unique Visitors Tell You About User EngagementUnique visitors offer a different perspective on engagement:1. Audience Growth:Tracking unique visitors helps you understand how well your site is growing and how effectively youre attracting new users.2. Retention and Return Rates:Combining unique visitor data with returning visitor stats lets you measure how many users are coming back, giving you insights into customer loyalty and satisfaction.3. Audience Segmentation:By segmenting unique visitors by demographics, location, or device, you can learn more about the different user groups interacting with your site and tailor your content or marketing accordingly.Using Both Metrics Together for Deeper InsightsWhen you combine page views and unique visitors, you get a clearer picture of how users engage with your website:Engagement Quality: High page views combined with high unique visitors suggest that many people are visiting and interacting with a lot of content, indicating strong engagement.Identifying Loyal Users: A small group of unique visitors generating a high number of page views can signal loyal, engaged users who frequently return to your site.Optimizing Content and Marketing Strategies: Use these metrics to refine your content and marketing strategies by identifying which pages or content types are drawing both new visitors and deeper engagement.Case Study: Combining Page Views and Unique Visitors for Improved EngagementAn e-commerce platform faced high bounce rates and low conversions despite steady traffic. To identify the issue, the team analyzed both page views and unique visitors on key pages.FindingsHigh Page Views, Low Unique Visitors on Product Pages: Repeat visitors viewed product pages often but didnt convert.High Unique Visitors, Low Page Views on Homepage: Users landed on the homepage but left quickly without engaging further.Underperforming CTAs: Calls-to-action on product pages werent effective, contributing to low conversions.OptimizationsHomepage Redesign: Simplified navigation and featured product categories to reduce bounce rates.Enhanced CTAs: Redesigned CTAs and improved product descriptions to drive conversions.A/B Testing: Tested various CTA placements and messaging to optimize engagement.Results35% Increase in Unique Visitors exploring product pages.25% Reduction in Bounce Rate after homepage changes.20% Boost in Conversions with improved CTAs and product details.Best Practices for Tracking and Analyzing Page Views and Unique Visitors1. Use Reliable Tools:Utilize tools like Google Analytics to track page views and unique visitors accurately and in real-time.2. Set Clear KPIs:Whether youre looking to grow your audience, improve retention, or increase engagement, setting clear goals for both metrics helps you track progress and make data-driven decisions that align with your objectives.3. Regularly Review and Adjust:User behavior changes over time, so its important to regularly analyze both page views and unique visitors. By consistently reviewing these metrics, you can identify trends, adjust strategies, and optimize your website to improve user engagement.ConclusionPage views and unique visitors are two key metrics that, when analyzed together, provide a comprehensive understanding of user engagement. While page views help you gauge the popularity of specific content, unique visitors reveal the true reach of your audience. By combining these insights, you can optimize your websites user flow, improve content strategies, and ultimately drive better engagement and conversions. Regular tracking and analysis of both metrics will enable you to continuously refine your website to meet the evolving needs of your users. If you are an Amazon seller you are probably familiar with the business report on the seller central. The reports provide merchants access to a variety of useful data. Despite their riches of data, not all sellers are aware of what each column means and how to apply the data. There are two columns that cause a good sense of confusion as they seem to represent the same thing. These columns are: Sessions and Pageviews. Although these two columns seem similar but they are not. In this article, we will discuss how these two stats are different and how you can interpret them. Lets begin with the definition of Amazon session. A session can be confusing for the newer sellers. The term is not as straightforward as say page views. Session is the number of unique visits to your Amazon pages by a user within a 24 hours period Noticed that I highlighted unique, if, within a 24 hours period, I click on a Amazon product listing, then 2 hours later, I click on the listing again this will count as one session. In a real-life example, you visited Ricks Super Gym just for a tour. You wont be working out in this gym right away as you are just window shopping for a gym membership. After visiting multiple gyms, you decided on getting a membership at Ricks Super Gym 5 hours later. Although I went through the door at Ricks Super Gym twice its still counted as One Session. Now know what session, pageviews are probably more obvious. Pageview is the number of hits in your Amazon listing gets for the selected time period The number of visitors to your Amazon listingis measured in page views. When a shopper visits your listing many times, the total number of times is added together as page views. Pageviews are NOT unique. Going back to our Ricks Super Gym example. Since we went through the door twice in this example the pageview is 2. A customers visit to Amazon pages is referred to as a session. Even if a client shoppervisits a number of pages many times (within 24 hours) during a visit, it will be counted as one session. The number of times a client viewed a page is referred to as page views. A client can browse multiple pageviewsin a single session.As a result,