



# GA4 SIMPLIFIED

A Guide for Navigating the New Google Analytics

# UPDATES YOU WILL EXPERIENCE

How Google has redefined the metrics you're used to seeing.

TRACKING METRICS	UNIVERSAL ANALYTICS	GOOGLE ANALYTICS 4	TRACKED DIFFERENTLY
SESSION	A period of time a user is actively engaged with the website. Defined parameters on what will cause the session to end. Examples of those parameters include 30-minutes of inactivity or a new campaign parameter that has been encountered.	A single visit to the website, consisting of one or more events (for example: purchases, downloads, log-in). The default session timeout is 30 minutes.	NO
PAGE VIEWS	Total number of pages viewed in one session.	<b>Now Known As: Views</b> The total number of website pages users saw. If you have a mobile application, the app's views will also be reported here.	NO
PAGES PER VISIT (PPV)	A metric used to monitor activity on your website, it is calculated by the average number of pages visitors view on a site within a single session.	<b>Now Known As: Views per User</b> Similar to Pages per Visit, this GA4 metric is calculated by dividing the total number of views by the total number of users.	NO
BOUNCE RATES	Percentage of visitors to a website who leave without taking an action, such as clicking on a link or filling out a form. Typically used as a measurement of a website's overall engagement.	The percentage of sessions that were not considered engaged.	NO
EXIT LINKS	An external link that takes a visitor away from the website.	<b>Now Known As: Outbound Click</b> An external link that takes a visitor away from the website.	NO
VISITOR/USER	Referred a "User" it's defined as someone that has visited your website.	Someone that has visited your website or app.	NO
UNIQUE VISITORS	A session-based metric, it's the number of unduplicated visitors to the website over the course of a specified time period.	An event-based metric, it's the number of active users in GA4. User metrics are split out into more specific definitions and include user types such as total users, new users, and active users.	YES

» [Looking for more info about Google Analytics updates? Click here to watch a video from our Google Guru, Erin Hallstrom.](#)

# CHANGES YOU CAN EXPECT

Enhancements and new additions to Google Analytics.

USER METRICS	UNIVERSAL ANALYTICS	GOOGLE ANALYTICS 4
TOTAL USERS	Primary user metric used in Universal Analytics. Equal to total number of users.	Total number of unique users who logged an event
NEW USERS	Number of users who interacted with the website for the first time.	Number of users who interacted with the website (or launched the app) for the first time; it's measured by the number of new unique user IDs that logged specific first events.
ACTIVE USER	n/a	The primary user metric in GA4; equals the number of distinct users who visited the website. An active user is any user who has an engaged session.
ENGAGED SESSIONS	n/a	When a session lasts longer than ten seconds, when a session includes at least one conversion, or when a session includes two or more page views.
ENGAGEMENT RATE	n/a	A metric that measures how engaged users are with your website. It is calculated as the percentage of users who engage with your content based on the total number of users who view it.
AVERAGE ENGAGEMENT TIME	n/a	The average amount of time people spend on the website; it's calculated by dividing the total time by the total number of users. To calculate this, a user needs to spend at least one second on a page. Google Analytics only counts the amount of time when the browser is visible.
USER ENGAGEMENT	n/a	Measures how long people have viewed your content. It's calculated when someone navigates to another page on your website or leaves the website. Time is only counted when the page or screen is visible.

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