Web and Communications Statistics

From 27 November to 31 December 2020

<table>
<thead>
<tr>
<th>Web Site</th>
<th>Sessions</th>
<th>Users</th>
<th>Page views</th>
<th>Pages/Session</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAQUNIN</td>
<td>231</td>
<td>155</td>
<td>426</td>
<td>1.84</td>
<td>00:01:31</td>
</tr>
</tbody>
</table>

**Previous reporting period:** 15 September to 14 October 2020

- **Session** - A session is a group of interactions that take place on your website within a given time frame.
- **Users** - Users are defined by a unique ID.
- **Page view** - A page view is recorded every time a page is visited.

From 27 November to 31 December 2020

- **New Visitor**: a visitor who did not have Google Analytics cookies when they hit the first page in this visit. If a visitor deletes their cookies and comes back to the site, the visitor will be counted as a new visitor.

- **Returning Visitor**: a visitor with existing Google Analytics cookies from a previous visit.
Web and Communications Statistics

From 27 November to 31 December 2020

**Site access Top Channel**
- **Direct**: Visitors who visited the site by typing the URL directly into their browser.
- **Organic**: Visitors referred by search engines (e.g., google.com).
- **Referral**: Visitors referred by links on other websites (e.g., earth.esa.int).
- **Social**: Visitors referred by links from social media (Twitter, Facebook).

**Behaviour**
- Home: 21.83%
- Live Monitoring: 15.59%
- Products: 15.9%
- Instruments: 15.59%
- Solar Irradiance - Pyranometer: 12.6%
- Documents: 6.81%
- Contact us: 3.76%
- Opportunities: 3.03%

The behaviour section explains which pages the visitors access most frequently and what actions they take while visiting.