Web and Communications Statistics

From 15 October to 26 November 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>711</td>
<td>540</td>
<td>1,292</td>
<td>1.82</td>
<td>00:02:03</td>
</tr>
</tbody>
</table>

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

|          | 307      | 221   | 641        | 2.09          | 00:01:49              |

*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 15 October to 26 November 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.
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**Site access Top Channel**

- Direct: 68.6%
- Organic Search: 30.2%
- Referral: 1.0%
- Social: 0.1%

**Behaviour**

- Home: 12.69%
- Live Monitoring: 10.91%
- Products: 4.10%
- Register: 4.80%
- Login: 4.10%
- Documents: 2.63%
- Solar Irradiance - Pyranometer: 2.01%
- Thermal Turbelence - SODAR: 1.86%

**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)

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