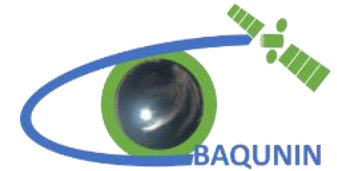# Web and Communications Statistics

BAQUNIN

From 1 January to 31 January 2021

Web Site	Sessions	Users	Page views	Pages/ Session	Avg. Session Duration
BAQUNIN	193	62	484	2.51	00:04:20
	Previous reporting period: 27 November to 31 December 2020				
	231	155	426	1.84	00:01:31

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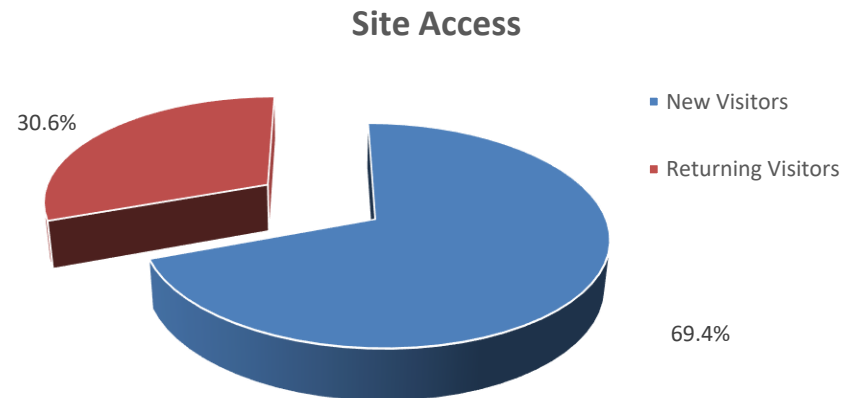**Users** - Users are defined by a unique ID.
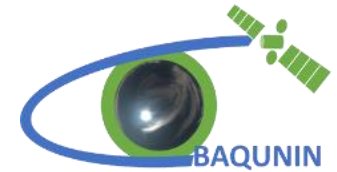**Page view** - A page view is recorded every time a page is visited.

From 1 January to 31 January 2021

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.

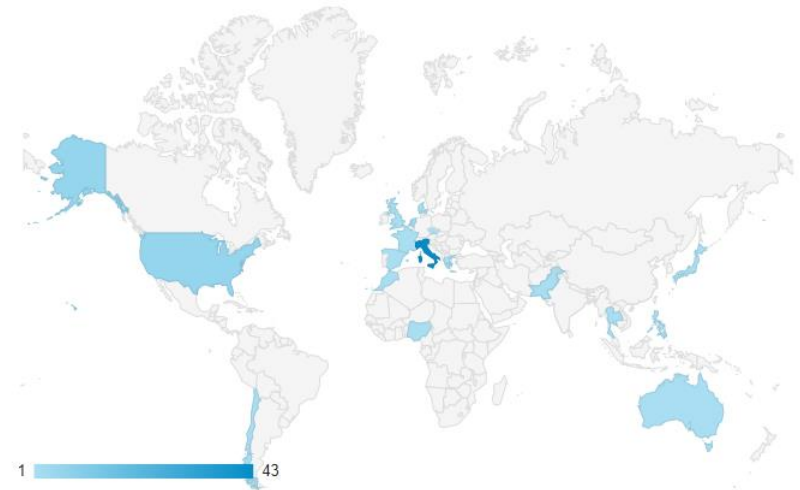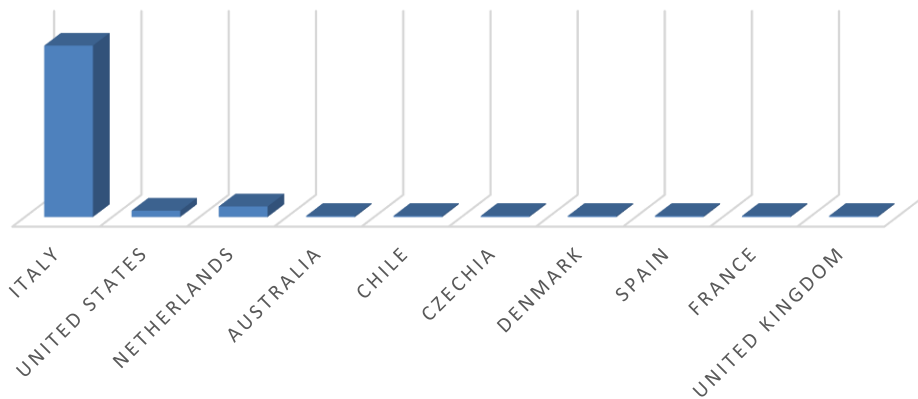**Returning Visitor:** a visitor with existing Google Analytics cookies from a previous visit
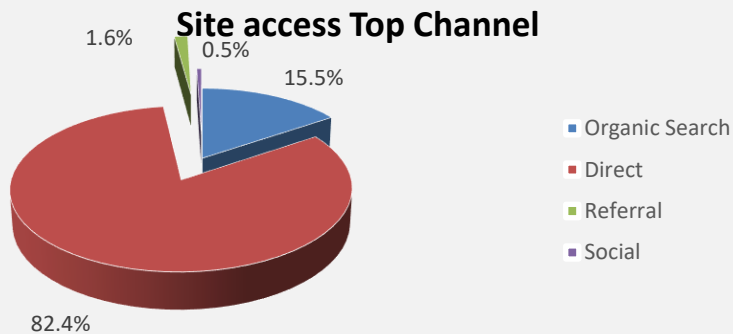
Site Access

30.6%

69.4%

- New Visitors
- Returning Visitors

serco

Web and Communications Statistics

BAQUNIN

From 1 to 31 January 2021

SESSIONS

Countries (bar chart): ITALY, UNITED STATES, NETHERLANDS, AUSTRALIA, CHILE, CZECHIA, DENMARK, SPAIN, FRANCE, UNITED KINGDOM

World map scale: 1 — 43

Site access Top Channel
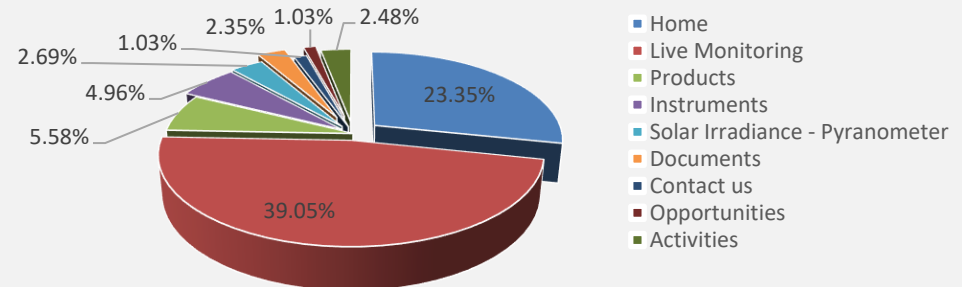
1.6%
0.5%
15.5%
82.4%

- Organic Search
- Direct
- Referral
- Social

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

2.69%
1.03%
2.35%
1.03%
2.48%
4.96%
5.58%
23.35%
39.05%

- Home
- Live Monitoring
- Products
- Instruments
- Solar Irradiance - Pyranometer
- Documents
- Contact us
- Opportunities
- Activities

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