# Web and Communications Statistics

## From 1 January to 31 January 2021

<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>193</td>
<td>62</td>
<td>484</td>
<td>2.51</td>
<td>00:04:20</td>
</tr>
<tr>
<td></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:** 27 November to 31 December 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 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

- **New Visitors:** 30.6%
- **Returning Visitors:** 69.4%
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From 1 to 31 January 2021

**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 access most frequently and what actions they take while visiting.