Web and Communications Statistics

From 1 to 31 August 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>261</td>
<td>62</td>
<td>1,249</td>
<td>4.79</td>
<td>00:06:49</td>
</tr>
</tbody>
</table>

Previous reporting period: 1 to 30 June 2021

<table>
<thead>
<tr>
<th>Web Site</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>224</td>
<td>71</td>
<td>632</td>
<td>2.82</td>
<td>00:03:47</td>
</tr>
</tbody>
</table>

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 to 31 August 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.
Web and Communications Statistics

From 1 to 31 August 2021

**Site access Top Channel**

- Direct: 72.1%
- Organic: 11.8%
- Referral: 7.4%
- Social: 8.8%

**Behaviour**

- News: 4.48%
- Home: 1.92%
- Documents: 1.56%
- Solar Irradiance - Pyranometer: 0.72%
- Instruments: 0.16%
- Live Monitoring: 4.48%
- Products: 2.24%
- AOD - CIMEL: 1.92%
- Activities: 1.04%
- Microbarometer: 1.04%

**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.
This report provides basic information on Baqunin’s website visitors geographic location and shows the countries where they are accessing from in the reporting period time.