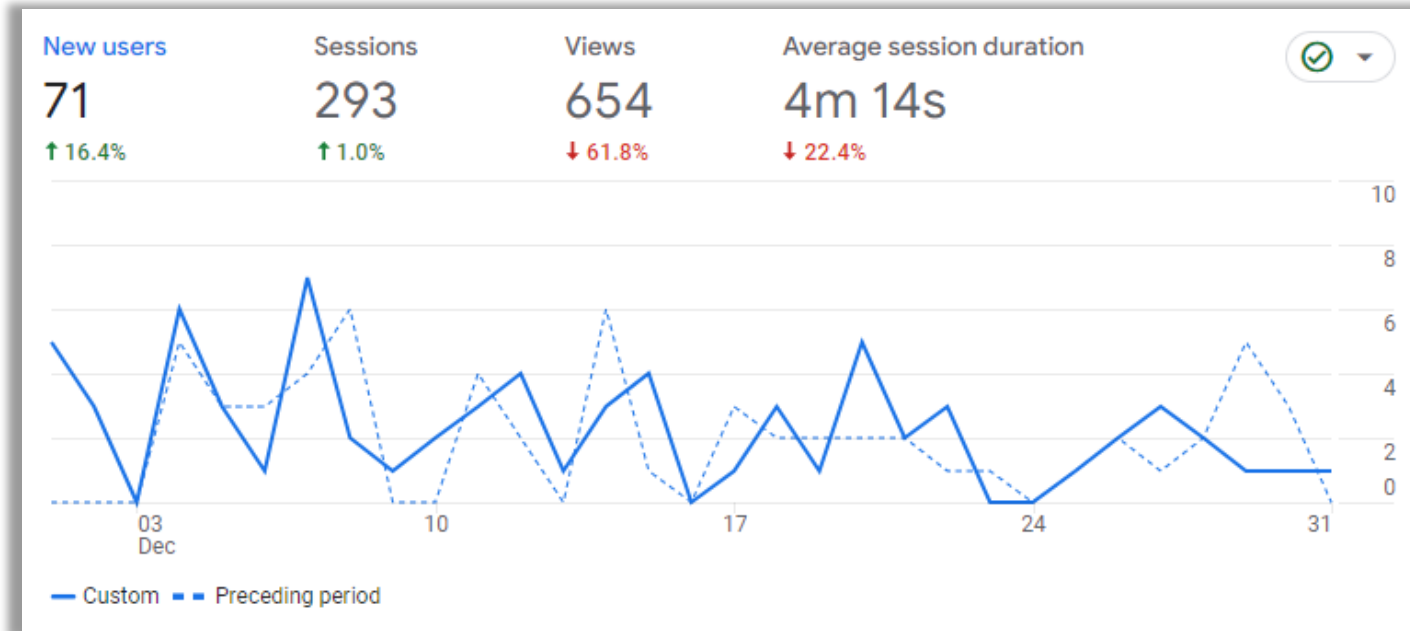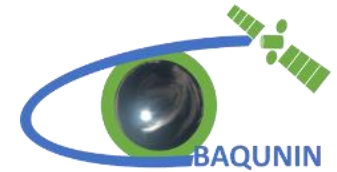# Web and Communications Statistics

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Session is a group of interactions that take place on your website within a given time frame
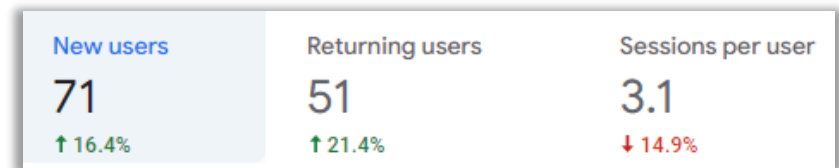Users are defined by a unique ID.
Views is recorded every time a page is visited.
Avg. session duration is the average amount of time the website visitors spend on the site from the moment they enter it till the moment they leave.
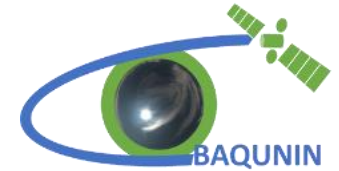
New Visitor: a visitor who did not have Google Analytics cookies when they hit the first page in this visit. If a visitor deletes their cookies and comes back to the site, the visitor will be counted as a new visitor.
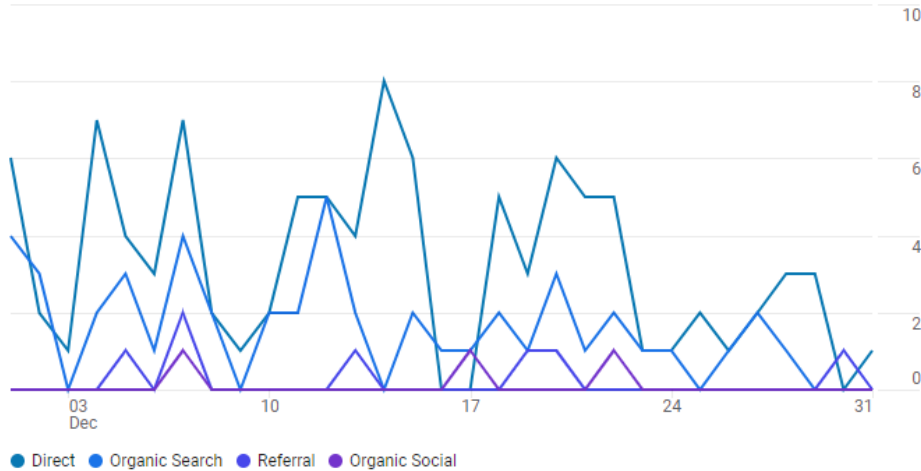**Returning Visitor:** a visitor with existing Google Analytics cookies from a previous visit

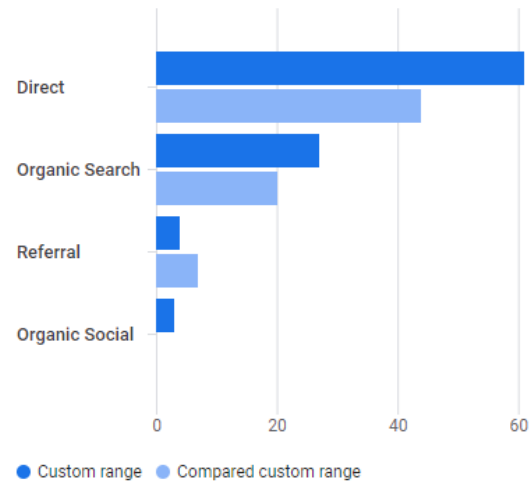

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Users by Session default channel group over time

Direct · Organic Search · Referral · Organic Social

Users by Session default channel group
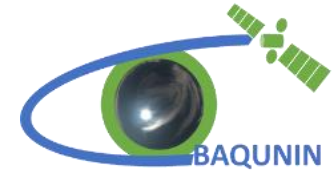
Custom range · Compared custom range

Direct Visitors who visited the site by typing the URL directly into their browser
Organic Search Visitors referred by search engines (google.com)
Referral Visitors referred by links on other websites (earth.esa.int)
Organic Social Visitors referred by links from social media (Twitter, Facebook)

The graphic on the right provides basic information on Baqunin's website visitors geographic location and shows the countries where they are accessing from in the reporting period time.

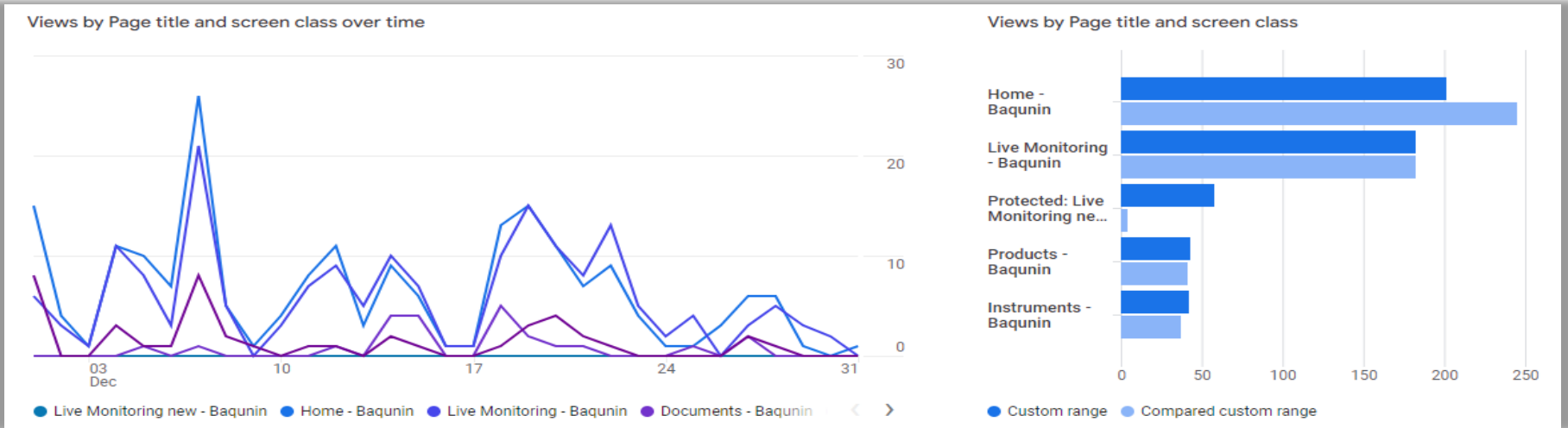| COUNTRY	USERS	
Italy	61	↑13.0%
United States	11	↑57.1%
China	9	↑350.0%
Greece	4	-
Netherlands	4	0.0%
Germany	2	↑100.0%
Spain	2	-

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This section explains which pages the visitors access most frequently.

These are the pages that get the most views

	Page title and screen class	↓ Views	Users	Views per user	Average engagement time
		654	95	6.88	3m 26s
		100% of total	100% of total	Avg 0%	Avg 0%
1	Home - Baqunin	201	63	3.19	38s
2	Live Monitoring - Baqunin	182	41	4.44	3m 10s
3	Protected: Live Monitoring new - Baqunin	58	22	2.64	4m 31s
4	Products - Baqunin	43	19	2.26	28s
5	Instruments - Baqunin	42	28	1.50	30s