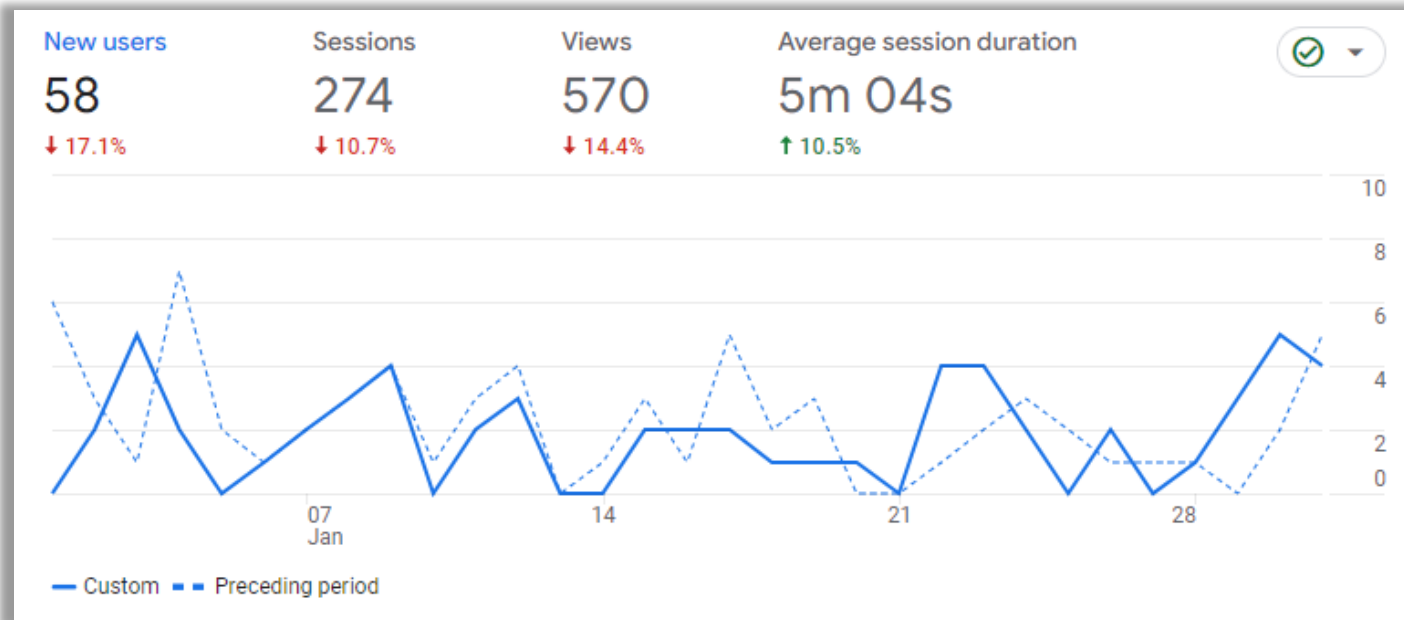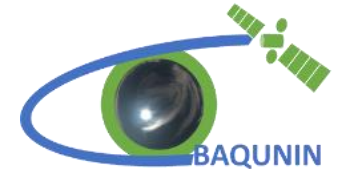# Web and Communications Statistics

January 2023

Session is a group of interactions that take place on your website within a given time frame
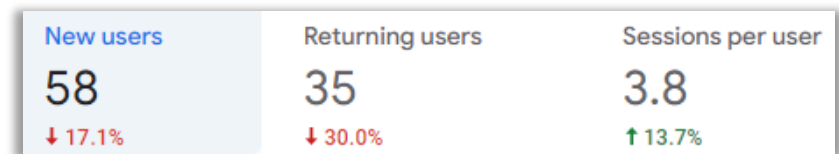
Users are defined by a unique ID.

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.
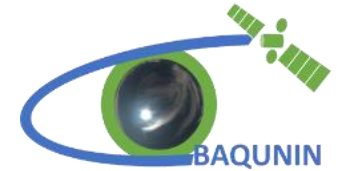
New Visitor: a visitor who did not have Google Analytics cookies when they hit the first page in this visit. If a visitor deletes their cookies and comes back to the site, the visitor will be counted as a new visitor.

Returning Visitor: a visitor with existing Google Analytics cookies from a previous visit
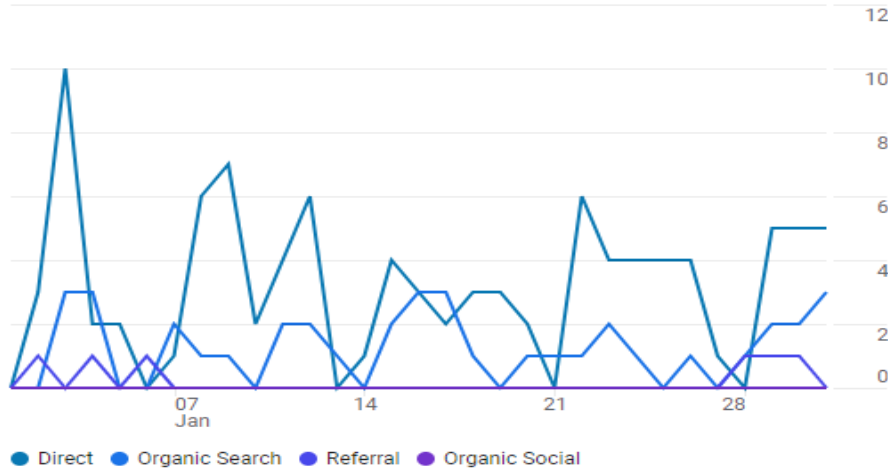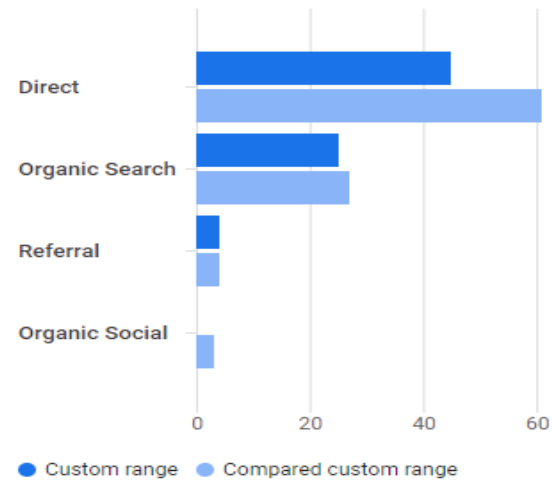
Web and Communications Statistics

January 2023
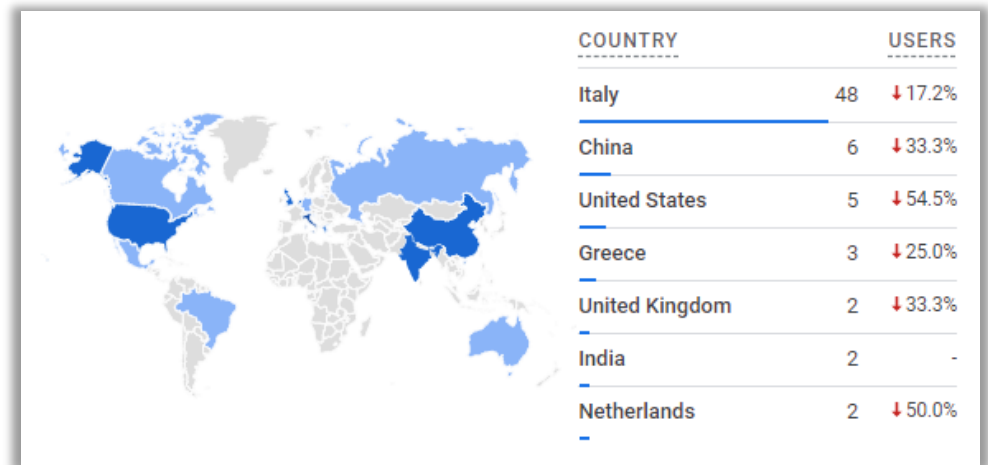

Users by Session default channel group over time

12
10
8
6
4
2
0

07 Jan   14   21   28

● Direct ● Organic Search ● Referral ● Organic Social

Users by Session default channel group

Direct

Organic Search

Referral

Organic Social

0   20   40   60
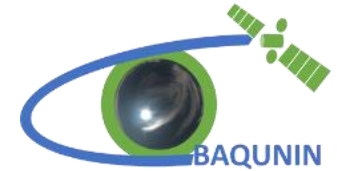
● Custom range ● Compared custom range

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.

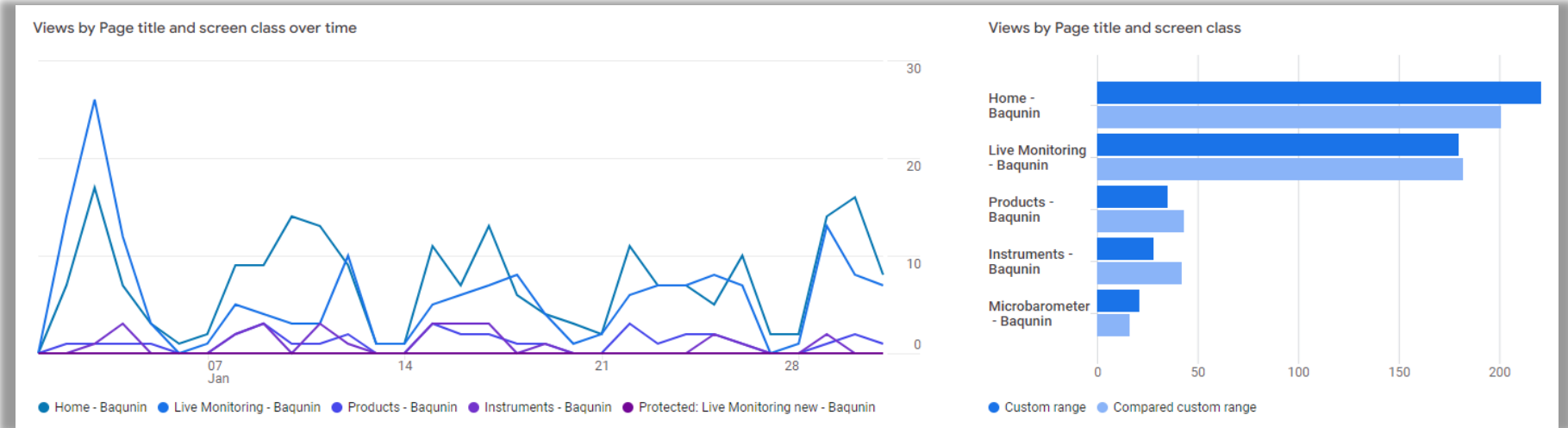| COUNTRY	USERS	
Italy	48	↓17.2%
China	6	↓33.3%
United States	5	↓54.5%
Greece	3	↓25.0%
United Kingdom	2	↓33.3%
India	2	-
Netherlands	2	↓50.0%

serco

Web and Communications Statistics

January 2023

This section explains which pages the visitors access most frequently.

Views by Page title and screen class over time

Views by Page title and screen class

● Home - Baqunin ● Live Monitoring - Baqunin ● Products - Baqunin ● Instruments - Baqunin ● Protected: Live Monitoring new - Baqunin

● Custom range ● Compared custom range

These are the pages that get the most views

	Page title and screen class	↓ Views	Users	Views per user	Average engagement time
		570 100% of total	73 100% of total	7.81 Avg 0%	4m 10s Avg 0%
1	Home - Baqunin	221	62	3.56	45s
2	Live Monitoring - Baqunin	180	29	6.21	6m 07s
3	Products - Baqunin	35	9	3.89	1m 00s
4	Instruments - Baqunin	28	19	1.47	1m 49s
5	Microbarometer - Baqunin	21	1	21.00	6m 25s