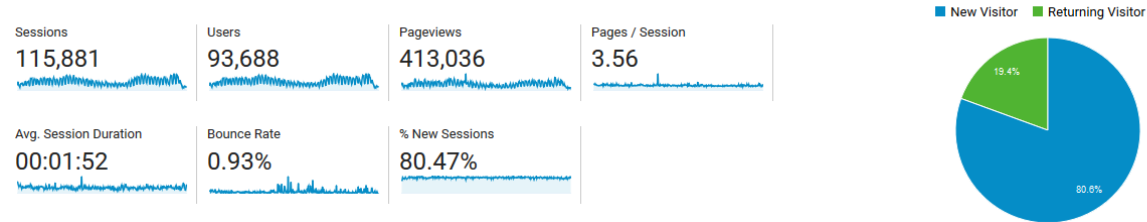
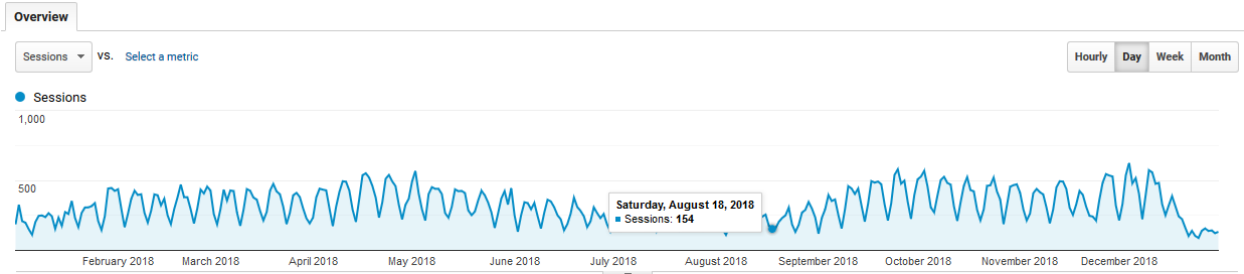


Google Analytics for Jan 1, 2018-Dec 31, 2018 globalranglands.org



User Type	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	115,881 % of Total: 100.00% (115,881)	80.57% Avg for View: 80.47% (0.12%)	93,362 % of Total: 100.12% (93,253)	0.93% Avg for View: 0.93% (0.00%)	3.56 Avg for View: 3.56 (0.00%)	00:01:52 Avg for View: 00:01:52 (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	0.00% Avg for View: 0.00% (0.00%)
1. New Visitor	93,362 (80.57%)	100.00%	93,362(100.00%)	1.06%	3.27	00:01:33	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Returning Visitor	22,519 (19.43%)	0.00%	0 (0.00%)	0.36%	4.80	00:03:09	0 (0.00%)	\$0.00 (0.00%)	0.00%

Distribution

Count of Sessions Days Since Last Session

Sessions 115,881 % of Total: 100.00% (115,881)	Pageviews 413,036 % of Total: 100.00% (413,036)
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Count of Sessions	Sessions	Pageviews
1	93,362	304,974
2	12,198	48,755
3	3,835	17,548
4	1,753	9,522
5	984	5,458
6	602	3,754
7	413	2,207
8	281	1,652
9-14	842	4,903
15-25	535	3,302
26-50	435	3,102
51-100	329	3,375
101-200	192	2,372
201+	120	2,112

Distribution

Session Duration Page Depth

Sessions

115,881

% of Total: 100.00% (115,881)

Pageviews

413,036

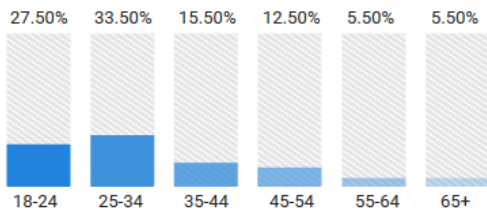
% of Total: 100.00% (413,036)

Session Duration ?	Sessions ?	Pageviews ?
0-10 seconds	82,909	169,704
11-30 seconds	6,086	23,826
31-60 seconds	4,884	24,032
61-180 seconds	7,909	47,576
181-600 seconds	7,315	57,465
601-1800 seconds	5,602	56,674
1801+ seconds	1,176	33,759

Demographics

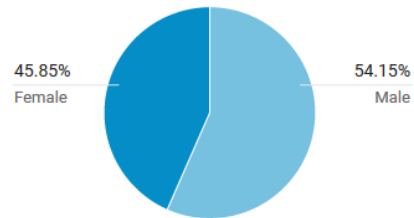
Age

100% of total sessions



Gender

100% of total sessions

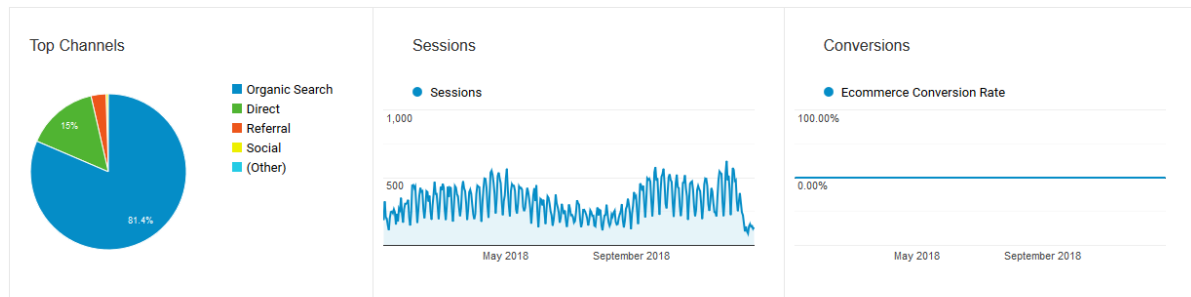


Location

Country ?	Acquisition			Behavior			Conversions eCommerce		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	115,881 % of Total: 100.00% (115,881)	80.57% Avg for View: 80.47% (0.12%)	93,362 % of Total: 100.12% (93,253)	0.93% Avg for View: 0.93% (0.00%)	3.56 Avg for View: 3.56 (0.00%)	00:01:52 Avg for View: 00:01:52 (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	0.00% Avg for View: 0.00% (0.00%)
1. United States	45,168 (38.98%)	81.04%	36,604 (39.21%)	0.40%	3.77	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. India	10,918 (9.42%)	81.18%	8,863 (9.49%)	1.31%	3.17	00:02:00	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. Philippines	6,681 (5.77%)	82.85%	5,535 (5.93%)	0.43%	3.09	00:02:13	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. Nigeria	5,049 (4.36%)	76.53%	3,864 (4.14%)	0.71%	3.22	00:01:42	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. United Kingdom	4,723 (4.08%)	89.75%	4,239 (4.54%)	0.17%	2.96	00:01:00	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Kenya	4,154 (3.58%)	76.34%	3,171 (3.40%)	0.91%	4.42	00:03:17	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. Canada	3,163 (2.73%)	88.49%	2,799 (3.00%)	0.25%	3.24	00:01:01	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. South Africa	3,106 (2.68%)	75.47%	2,344 (2.51%)	0.87%	3.74	00:02:21	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. Australia	2,664 (2.30%)	84.95%	2,263 (2.42%)	0.30%	3.47	00:01:36	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. Tanzania	2,580 (2.23%)	70.54%	1,820 (1.95%)	1.43%	3.91	00:03:24	0 (0.00%)	\$0.00 (0.00%)	0.00%
11. Ethiopia	1,991 (1.72%)	69.76%	1,389 (1.49%)	1.46%	4.44	00:03:11	0 (0.00%)	\$0.00 (0.00%)	0.00%
12. Pakistan	1,981 (1.71%)	79.15%	1,568 (1.68%)	0.76%	3.70	00:02:32	0 (0.00%)	\$0.00 (0.00%)	0.00%
13. Malaysia	1,440 (1.24%)	78.19%	1,126 (1.21%)	0.35%	2.86	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%
14. Zimbabwe	1,131 (0.98%)	71.62%	810 (0.87%)	1.33%	3.24	00:02:34	0 (0.00%)	\$0.00 (0.00%)	0.00%
15. Germany	868 (0.75%)	72.81%	632 (0.68%)	0.12%	3.58	00:01:41	0 (0.00%)	\$0.00 (0.00%)	0.00%

Region ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	45,168 <small>% of Total: 38.98% (115,881)</small>	81.04% <small>Avg for View: 80.47% (0.70%)</small>	36,604 <small>% of Total: 39.25% (93,253)</small>	0.40% <small>Avg for View: 0.93% (-57.04%)</small>	3.77 <small>Avg for View: 3.56 (5.88%)</small>	00:01:38 <small>Avg for View: 00:01:52 (-11.92%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>
1. California	5,473 (12.12%)	81.67%	4,470 (12.21%)	0.18%	3.42	00:01:26	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Texas	3,832 (8.48%)	83.04%	3,182 (8.69%)	0.23%	3.61	00:01:33	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. Arizona	2,370 (5.25%)	57.51%	1,363 (3.72%)	0.30%	7.79	00:04:15	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. New York	2,240 (4.96%)	83.75%	1,876 (5.13%)	0.85%	3.26	00:01:40	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. Colorado	1,892 (4.19%)	75.32%	1,425 (3.89%)	0.21%	4.30	00:02:12	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Oregon	1,663 (3.68%)	78.89%	1,312 (3.58%)	0.00%	3.76	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. Florida	1,639 (3.63%)	87.74%	1,438 (3.93%)	0.43%	2.95	00:01:01	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. Virginia	1,352 (2.99%)	87.80%	1,187 (3.24%)	0.22%	2.86	00:00:57	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. Washington	1,273 (2.82%)	80.20%	1,021 (2.79%)	0.00%	4.28	00:01:45	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. Illinois	1,160 (2.57%)	87.16%	1,011 (2.76%)	0.34%	2.84	00:00:55	0 (0.00%)	\$0.00 (0.00%)	0.00%
11. Idaho	1,092 (2.42%)	69.14%	755 (2.06%)	0.00%	6.98	00:02:55	0 (0.00%)	\$0.00 (0.00%)	0.00%
12. Ohio	970 (2.15%)	88.14%	855 (2.34%)	0.41%	2.64	00:00:51	0 (0.00%)	\$0.00 (0.00%)	0.00%
13. Pennsylvania	965 (2.14%)	86.63%	836 (2.28%)	0.21%	3.07	00:01:15	0 (0.00%)	\$0.00 (0.00%)	0.00%
14. Georgia	952 (2.11%)	87.08%	829 (2.26%)	0.21%	3.10	00:01:23	0 (0.00%)	\$0.00 (0.00%)	0.00%
15. North Carolina	924 (2.05%)	89.39%	826 (2.26%)	0.32%	2.74	00:00:49	0 (0.00%)	\$0.00 (0.00%)	0.00%

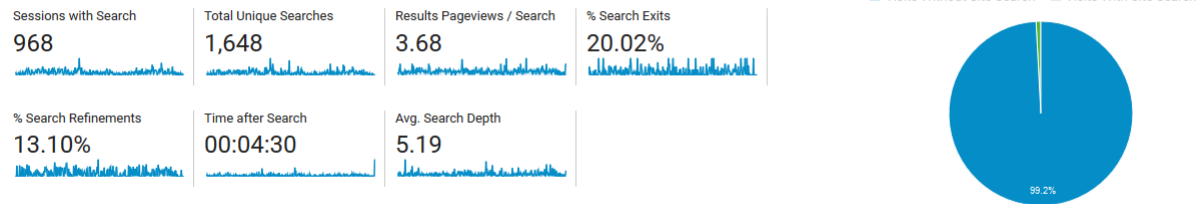
Device Category ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	115,881 <small>% of Total: 100.00% (115,881)</small>	80.57% <small>Avg for View: 80.47% (0.12%)</small>	93,362 <small>% of Total: 100.12% (93,253)</small>	0.93% <small>Avg for View: 0.93% (0.00%)</small>	3.56 <small>Avg for View: 3.56 (0.00%)</small>	00:01:52 <small>Avg for View: 00:01:52 (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>
1. desktop	69,557 (60.02%)	80.70%	56,131 (60.12%)	0.94%	3.87	00:01:50	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. mobile	42,933 (37.05%)	80.39%	34,515 (36.97%)	0.96%	3.08	00:01:56	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. tablet	3,391 (2.93%)	80.09%	2,716 (2.91%)	0.27%	3.36	00:01:32	0 (0.00%)	\$0.00 (0.00%)	0.00%



	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	115,881	80.47%	93,253	0.93%	3.56	00:01:52	0.00%	0	\$0.00
1 Organic Search	94,365			0.33%			0.00%		
2 Direct	17,343			2.27%			0.00%		
3 Referral	3,608			10.20%			0.00%		
4 Social	563			0.00%			0.00%		
5 Other	2			100.00%			0.00%		

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	413,036 % of Total: 100.00% (413,036)	161,396 % of Total: 100.00% (161,396)	00:00:43 Avg for View: 00:00:43 (0.00%)	115,527 % of Total: 100.00% (115,527)	0.93% Avg for View: 0.93% (0.00%)	27.97% Avg for View: 27.97% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /topics/rangeland-ecology/twelve-soil-orders	53,477 (12.95%)	22,241 (13.78%)	00:01:10	22,097 (19.13%)	0.52%	41.06%	\$0.00 (0.00%)
2. /inventorymonitoring/biomassmethods	13,723 (3.32%)	5,056 (3.13%)	00:00:28	4,842 (4.19%)	0.33%	22.58%	\$0.00 (0.00%)
3. /	12,403 (3.00%)	4,254 (2.64%)	00:00:31	2,936 (2.54%)	9.30%	18.81%	\$0.00 (0.00%)
4. /inventorymonitoring/pointcentered	8,511 (2.06%)	3,695 (2.29%)	00:00:52	3,575 (3.09%)	0.31%	41.15%	\$0.00 (0.00%)
5. /inventorymonitoring/biodirect	7,820 (1.89%)	2,669 (1.65%)	00:00:20	248 (0.21%)	0.00%	9.58%	\$0.00 (0.00%)
6. /inventorymonitoring/composition	7,216 (1.75%)	3,069 (1.90%)	00:00:42	2,901 (2.51%)	0.52%	38.89%	\$0.00 (0.00%)
7. /inventorymonitoring/pointframe	7,117 (1.72%)	2,983 (1.85%)	00:00:48	2,707 (2.34%)	0.18%	36.94%	\$0.00 (0.00%)
8. /topics/uses-range-and-pasture-lands/grazing-systems	6,750 (1.63%)	2,783 (1.72%)	00:00:48	2,632 (2.28%)	0.60%	38.44%	\$0.00 (0.00%)
9. /topics/uses-of-range-and-pasture-lands	6,558 (1.59%)	2,356 (1.46%)	00:00:52	2,015 (1.74%)	0.74%	27.89%	\$0.00 (0.00%)
10. /inventorymonitoring/pointtransect	6,307 (1.53%)	2,647 (1.64%)	00:00:49	2,365 (2.05%)	0.68%	36.51%	\$0.00 (0.00%)
11. /rangelandswest	5,776 (1.40%)	1,863 (1.15%)	00:00:23	1,110 (0.96%)	2.25%	14.91%	\$0.00 (0.00%)
12. /inventorymonitoring/lineintercept	5,741 (1.39%)	2,429 (1.50%)	00:00:57	2,337 (2.02%)	0.72%	39.45%	\$0.00 (0.00%)
13. /topics/maintaining-and-improving-rangelands	5,681 (1.38%)	2,019 (1.25%)	00:00:40	1,721 (1.49%)	0.58%	27.55%	\$0.00 (0.00%)
14. /inventorymonitoring	4,638 (1.12%)	1,666 (1.03%)	00:01:12	1,456 (1.26%)	0.89%	26.93%	\$0.00 (0.00%)
15. /inventorymonitoring/pointsampling	4,423 (1.07%)	1,632 (1.01%)	00:00:35	1,306 (1.13%)	1.00%	27.67%	\$0.00 (0.00%)

0.84% of your visits used site search



Site Content

Search Term

Site Search Category

Start Page

Search Term	Total Unique Searches	% Total Unique Searches
1. fire	19	1.15%
2. brush management	10	0.61%
3. Ruyle	10	0.61%
4. biomass	9	0.55%
5. mesquite	9	0.55%
6. "brush management"	8	0.49%
7. ruyle	7	0.42%
8. tundra	7	0.42%
9. carrying capacity	6	0.36%
10. review, overview, drought, fire, climate	6	0.36%

Site Search Status ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	115,881 % of Total: 100.00% (115,881)	80.57% Avg for View: 80.47% (0.12%)	93,362 % of Total: 100.12% (93,253)	0.93% Avg for View: 0.93% (0.00%)	3.56 Avg for View: 3.56 (0.00%)	00:01:52 Avg for View: 00:01:52 (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	0.00% Avg for View: 0.00% (0.00%)
1. Visits Without Site Search	114,913 (99.16%)	80.81%	92,861 (99.46%)	0.94%	3.40	00:01:46	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Visits With Site Search	968 (0.84%)	51.76%	501 (0.54%)	0.00%	23.03	00:12:18	0 (0.00%)	\$0.00 (0.00%)	0.00%