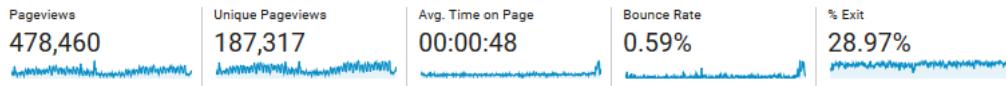
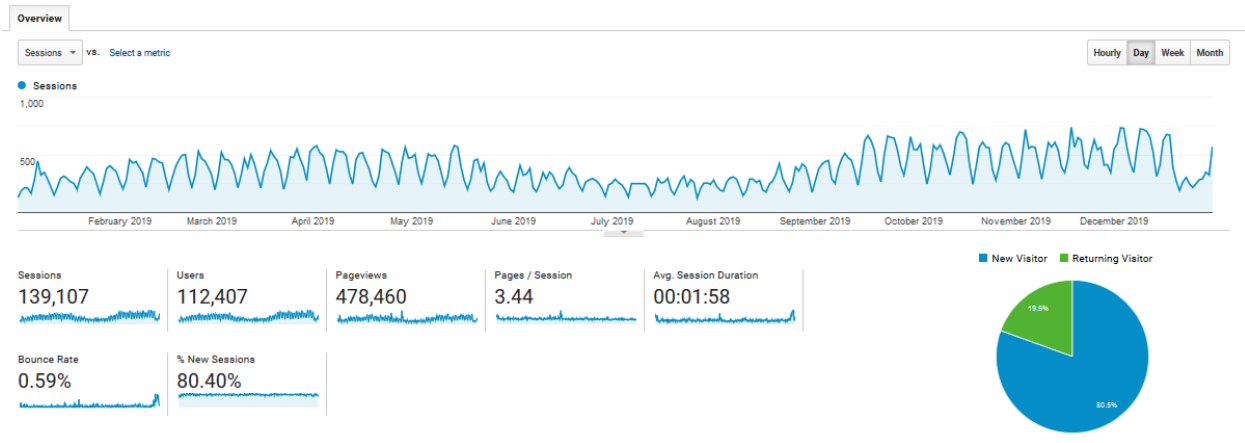


Google Analytics for Jan 1, 2019-Dec 31, 2019 globalranglands.org



User Type	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	139,107 % of Total: 100.00% (139,107)	80.49% Avg for View: 80.40% (0.12%)	111,974 % of Total: 100.12% (111,841)	0.59% Avg for View: 0.59% (0.00%)	3.44 Avg for View: 3.44 (0.00%)	00:01:58 Avg for View: 00:01:58 (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	111,974 (80.49%)	100.00%	111,974 (100.00%)	0.63%	3.12	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Returning Visitor	27,133 (19.51%)	0.00%	0 (0.00%)	0.42%	4.74	00:03:19	0 (0.00%)	\$0.00 (0.00%)	0.00%

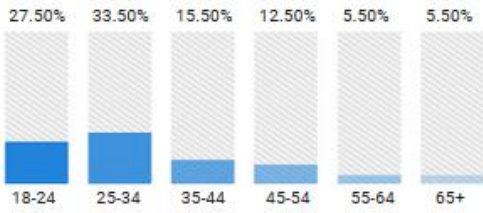
Sessions
139,107
% of Total: 100.00% (139,107)

Pageviews
478,460
% of Total: 100.00% (478,460)

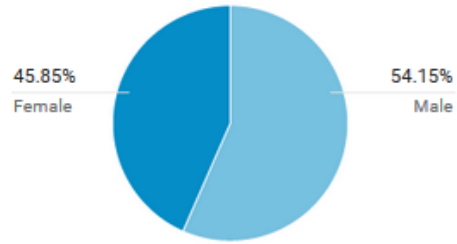
Session Duration	Sessions	Pageviews
0-10 seconds	99,784	202,205
11-30 seconds	7,035	25,558
31-60 seconds	5,728	26,594
61-180 seconds	9,139	50,690
181-600 seconds	8,919	63,815
601-1800 seconds	6,910	63,587
1801+ seconds	1,592	46,011

Demographics

Age 100% of total sessions



Gender 100% of total sessions



Country	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	139,107 <small>% of Total: 100.00% (139,107)</small>	80.49% <small>Avg for View: 80.40% (0.12%)</small>	111,974 <small>% of Total: 100.12% (111,841)</small>	0.59% <small>Avg for View: 0.59% (0.00%)</small>	3.44 <small>Avg for View: 3.44 (0.00%)</small>	00:01:58 <small>Avg for View: 00:01:58 (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. United States	53,497 (38.46%)	83.03%	44,418 (39.67%)	0.20%	3.40	00:01:25	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. India	15,764 (11.33%)	78.06%	12,306 (10.99%)	0.51%	3.16	00:02:21	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. Philippines	7,459 (5.36%)	80.65%	6,016 (5.37%)	0.39%	2.79	00:02:16	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. Nigeria	7,295 (5.24%)	80.49%	5,872 (5.24%)	0.92%	3.09	00:02:08	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. Kenya	4,744 (3.41%)	75.78%	3,595 (3.21%)	0.89%	3.78	00:02:55	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Ethiopia	4,263 (3.06%)	66.10%	2,818 (2.52%)	1.57%	5.48	00:03:46	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. United Kingdom	3,598 (2.59%)	88.83%	3,196 (2.85%)	0.33%	2.86	00:01:10	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. South Africa	3,259 (2.34%)	79.59%	2,594 (2.32%)	0.43%	3.29	00:02:04	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. Canada	3,200 (2.30%)	86.19%	2,758 (2.46%)	0.25%	3.05	00:01:06	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. Tanzania	3,182 (2.29%)	63.07%	2,007 (1.79%)	0.88%	3.47	00:02:53	0 (0.00%)	\$0.00 (0.00%)	0.00%
11. Pakistan	2,813 (2.02%)	73.05%	2,055 (1.84%)	0.43%	6.74	00:04:20	0 (0.00%)	\$0.00 (0.00%)	0.00%
12. Australia	2,455 (1.76%)	86.64%	2,127 (1.90%)	0.08%	3.13	00:01:06	0 (0.00%)	\$0.00 (0.00%)	0.00%
13. Zimbabwe	1,557 (1.12%)	71.61%	1,115 (1.00%)	1.41%	3.47	00:02:45	0 (0.00%)	\$0.00 (0.00%)	0.00%
14. Malaysia	1,500 (1.08%)	81.93%	1,229 (1.10%)	0.47%	2.83	00:01:53	0 (0.00%)	\$0.00 (0.00%)	0.00%
15. Bangladesh	988 (0.71%)	81.58%	806 (0.72%)	0.30%	2.74	00:01:51	0 (0.00%)	\$0.00 (0.00%)	0.00%

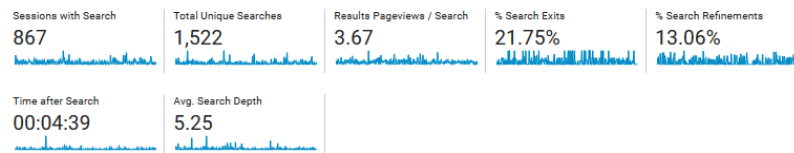
Region	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	53,497 <small>% of Total: 38.46% (139,107)</small>	83.03% <small>Avg for View: 80.40% (3.27%)</small>	44,418 <small>% of Total: 39.72% (111,841)</small>	0.20% <small>Avg for View: 0.59% (-65.86%)</small>	3.40 <small>Avg for View: 3.44 (-1.14%)</small>	00:01:25 <small>Avg for View: 00:01:58 (-28.20%)</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	6,659 (12.45%)	84.16%	5,604 (12.62%)	0.08%	3.33	00:01:24	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Texas	4,243 (7.93%)	85.55%	3,630 (8.17%)	0.42%	3.34	00:01:23	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. New York	2,778 (5.19%)	85.71%	2,381 (5.36%)	0.18%	2.79	00:01:02	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. Arizona	2,549 (4.76%)	63.59%	1,621 (3.65%)	0.27%	5.88	00:02:51	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. Colorado	2,058 (3.85%)	81.20%	1,671 (3.76%)	0.34%	3.75	00:01:35	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Oregon	2,033 (3.80%)	78.41%	1,594 (3.59%)	0.00%	3.50	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. Florida	2,010 (3.76%)	88.26%	1,774 (3.99%)	0.20%	2.76	00:00:59	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. Virginia	1,732 (3.24%)	91.97%	1,593 (3.59%)	0.06%	2.58	00:00:31	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. Washington	1,480 (2.77%)	83.65%	1,238 (2.79%)	0.14%	3.71	00:01:24	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. Illinois	1,402 (2.62%)	87.87%	1,232 (2.77%)	0.29%	2.70	00:01:07	0 (0.00%)	\$0.00 (0.00%)	0.00%
11. Pennsylvania	1,336 (2.50%)	88.62%	1,184 (2.67%)	0.07%	3.04	00:01:00	0 (0.00%)	\$0.00 (0.00%)	0.00%
12. Ohio	1,309 (2.45%)	86.25%	1,129 (2.54%)	0.08%	2.75	00:01:10	0 (0.00%)	\$0.00 (0.00%)	0.00%
13. Utah	1,284 (2.40%)	82.32%	1,057 (2.38%)	0.23%	3.35	00:01:29	0 (0.00%)	\$0.00 (0.00%)	0.00%
14. Idaho	1,249 (2.33%)	72.86%	910 (2.05%)	0.08%	4.66	00:02:02	0 (0.00%)	\$0.00 (0.00%)	0.00%
15. Michigan	1,109 (2.07%)	86.29%	957 (2.15%)	0.00%	2.60	00:00:57	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
	139,107 % of Total: 100.00% (139,107)	80.49% Avg for View: 80.40% (0.12%)	111,974 % of Total: 100.12% (111,841)	0.59% Avg for View: 0.59% (0.00%)	3.44 Avg for View: 3.44 (0.00%)	00:01:58 Avg for View: 00:01:58 (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. desktop	76,892 (55.28%)	81.56%	62,716 (56.01%)	0.32%	3.75	00:01:48	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. mobile	59,222 (42.57%)	79.05%	46,814 (41.81%)	0.93%	3.04	00:02:11	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. tablet	2,993 (2.15%)	81.66%	2,444 (2.18%)	0.57%	3.34	00:01:51	0 (0.00%)	\$0.00 (0.00%)	0.00%

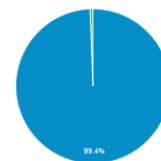
Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	3,189 % of Total: 100.00% (3,189)	80.21% Avg for View: 80.12% (0.12%)	2,558 % of Total: 100.12% (2,555)	0.88% Avg for View: 0.88% (0.00%)	2.99 Avg for View: 2.99 (0.00%)	00:01:43 Avg for View: 00:01:43 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Organic Search	2,603 (81.62%)	81.02%	2,109 (82.45%)	0.31%	2.98	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	504 (15.80%)	76.59%	386 (15.09%)	3.97%	2.87	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Referral	76 (2.38%)	77.63%	59 (2.31%)	0.00%	4.16	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	6 (0.19%)	66.67%	4 (0.16%)	0.00%	2.67	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	478,460 % of Total: 100.00% (478,460)	187,317 % of Total: 100.00% (187,317)	00:00:48 Avg for View: 00:00:48 (0.00%)	138,595 % of Total: 100.00% (138,595)	0.59% Avg for View: 0.59% (0.00%)	28.97% Avg for View: 28.97% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /topics/rangeland-ecology/twelve-soil-orders	82,907 (17.33%)	34,770 (18.56%)	00:01:15	34,636 (24.99%)	0.37%	41.47%	\$0.00 (0.00%)
2. /	12,075 (2.52%)	4,093 (2.19%)	00:01:19	2,777 (2.00%)	4.02%	18.68%	\$0.00 (0.00%)
3. /inventorymonitoring/biomassmethods	11,766 (2.46%)	4,171 (2.23%)	00:00:27	3,957 (2.86%)	0.15%	22.58%	\$0.00 (0.00%)
4. /topics/rangeland-ecology/soil-forming-factors	10,694 (2.24%)	4,591 (2.45%)	00:00:50	4,350 (3.14%)	1.10%	40.90%	\$0.00 (0.00%)
5. /inventorymonitoring/pointcentered	9,794 (2.05%)	4,163 (2.22%)	00:00:54	3,999 (2.89%)	0.35%	40.36%	\$0.00 (0.00%)
6. /topics/uses-range-and-pasture-lands/grazing-systems	9,245 (1.93%)	3,781 (2.02%)	00:01:07	3,606 (2.60%)	0.80%	38.79%	\$0.00 (0.00%)
7. /inventorymonitoring/composition	8,374 (1.75%)	3,457 (1.85%)	00:00:47	3,251 (2.35%)	0.40%	37.13%	\$0.00 (0.00%)
8. /topics/maintaining-and-improving-rangelands	7,861 (1.64%)	2,799 (1.49%)	00:01:00	2,467 (1.78%)	0.89%	28.99%	\$0.00 (0.00%)
9. /topics/uses-of-range-and-pasture-lands	7,820 (1.63%)	2,896 (1.55%)	00:00:58	2,489 (1.80%)	1.33%	29.53%	\$0.00 (0.00%)
10. /inventorymonitoring/pointtransect	7,270 (1.52%)	3,043 (1.62%)	00:00:46	2,797 (2.02%)	0.07%	37.02%	\$0.00 (0.00%)
11. /inventorymonitoring/biodirect	6,999 (1.46%)	2,296 (1.23%)	00:00:19	309 (0.22%)	0.32%	9.00%	\$0.00 (0.00%)
12. /inventorymonitoring/lineintercept	5,327 (1.11%)	2,203 (1.18%)	00:00:57	2,093 (1.51%)	0.24%	38.60%	\$0.00 (0.00%)
13. /inventorymonitoring	5,265 (1.10%)	1,807 (0.96%)	00:01:18	1,457 (1.05%)	0.62%	23.61%	\$0.00 (0.00%)
14. /rangelandswest	5,254 (1.10%)	1,774 (0.95%)	00:00:23	1,142 (0.82%)	1.74%	16.81%	\$0.00 (0.00%)
15. /inventorymonitoring/pointframe	5,153 (1.08%)	2,140 (1.14%)	00:00:49	1,863 (1.34%)	0.43%	36.50%	\$0.00 (0.00%)

0.62% of your visits used site search



■ Visits Without Site Search ■ Visits With Site Search



Site Content

Search Term	
Site Search Category	
Start Page	

Search Term	Total Unique Searches	% Total Unique Searches
1. fire	27	1.77%
2. brush management	16	1.05%
3. range inventory	12	0.79%
4. hawaii climate change	9	0.59%
5. brush management workshop	8	0.53%
6. grazing	7	0.46%
7. Carrying capacity	6	0.39%
8. mesquite	6	0.39%
9. california annual animals	5	0.33%
10. grassland	5	0.33%

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%