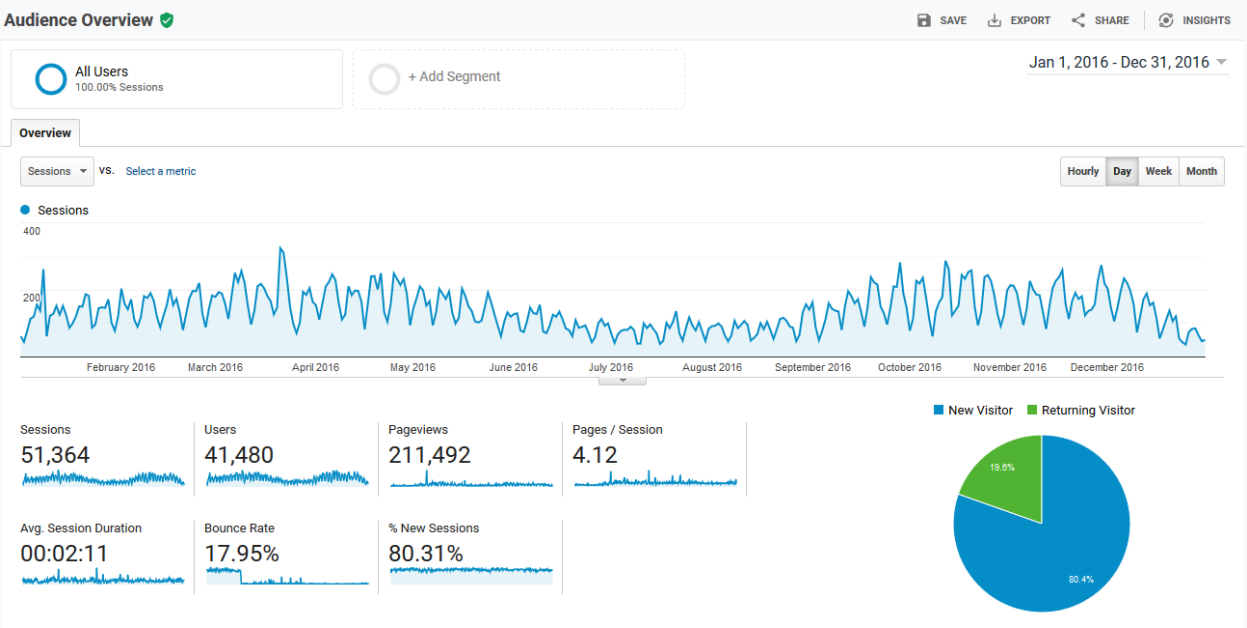
Google Analytics for Jan1, 2016-Dec 31, 2016

Globalrangelands.org

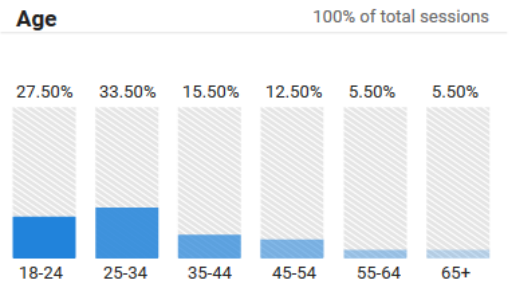


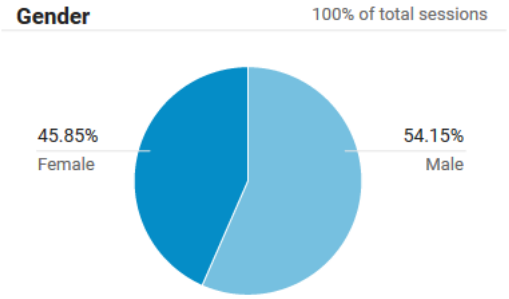
	User Type	Acquisition			Behavior			Conversions eCommerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		51,364 % of Total: 100.00% (51,364)	80.40% Avg for View: 80.31% (0.11%)	41,295 % of Total: 100.11% (41,248)	17.95% Avg for View: 17.95% (0.00%)	4.12 Avg for View: 4.12 (0.00%)	00:02:11 Avg for View: 00:02:11 (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	41,295 (80.40%)	100.00%	41,295 (100.00%)	18.92%	3.21	00:01:28	0 (0.00%)	$0.00 (0.00%)	0.00%
☐	2. Returning Visitor	10,069 (19.60%)	0.00%	0 (0.00%)	13.95%	7.86	00:05:08	0 (0.00%)	$0.00 (0.00%)	0.00%

Sessions
51,364
% of Total: 100.00% (51,364)

Pageviews
211,492
% of Total: 100.00% (211,492)

Count of Sessions	Sessions	Pageviews
1	41,295	132,353
2	4,755	20,414
3	1,419	7,950
4	648	4,055
5	338	2,376
6	228	2,086
7	162	1,504
8	123	1,117
9-14	390	4,991
15-25	348	6,375
26-50	344	7,376
51-100	296	8,139
101-200	394	8,057
201+	624	4,699

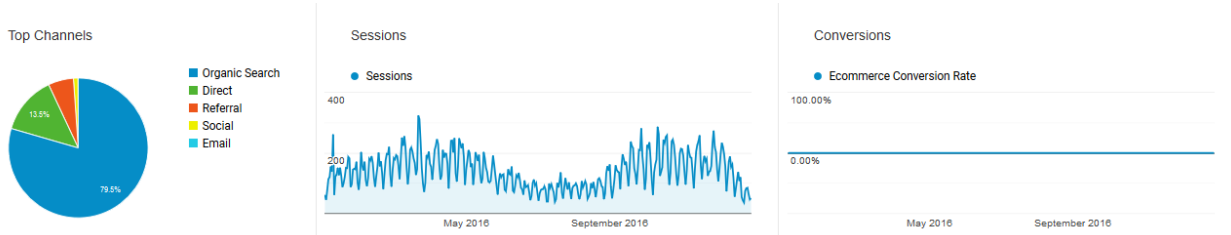




Location

Country	Acquisition			Behavior			Conversions eCommerce		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	51,364 % of Total: 100.00% (51,364)	80.40% Avg for View: 80.31% (0.11%)	41,295 % of Total: 100.11% (41,248)	17.95% Avg for View: 17.95% (0.00%)	4.12 Avg for View: 4.12 (0.00%)	00:02:11 Avg for View: 00:02:11 (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	22,679 (44.15%)	75.66%	17,158 (41.55%)	16.63%	5.32	00:02:43	0 (0.00%)	$0.00 (0.00%)	0.00%
2. India	2,521 (4.91%)	87.50%	2,206 (5.34%)	17.02%	3.32	00:01:33	0 (0.00%)	$0.00 (0.00%)	0.00%
3. United Kingdom	2,302 (4.48%)	88.75%	2,043 (4.95%)	26.11%	2.73	00:00:58	0 (0.00%)	$0.00 (0.00%)	0.00%
4. Philippines	2,032 (3.96%)	84.50%	1,717 (4.16%)	20.08%	2.58	00:02:02	0 (0.00%)	$0.00 (0.00%)	0.00%
5. Kenya	2,029 (3.95%)	80.48%	1,633 (3.95%)	26.86%	2.79	00:01:51	0 (0.00%)	$0.00 (0.00%)	0.00%
6. Canada	1,777 (3.46%)	89.36%	1,588 (3.85%)	18.96%	2.83	00:01:01	0 (0.00%)	$0.00 (0.00%)	0.00%
7. Australia	1,447 (2.82%)	87.77%	1,270 (3.08%)	11.40%	3.36	00:01:39	0 (0.00%)	$0.00 (0.00%)	0.00%
8. South Africa	1,383 (2.69%)	82.00%	1,134 (2.75%)	12.00%	3.42	00:01:55	0 (0.00%)	$0.00 (0.00%)	0.00%
9. Pakistan	875 (1.70%)	83.66%	732 (1.77%)	17.14%	3.40	00:02:05	0 (0.00%)	$0.00 (0.00%)	0.00%
10. Tanzania	744 (1.45%)	72.85%	542 (1.31%)	19.62%	3.72	00:03:50	0 (0.00%)	$0.00 (0.00%)	0.00%
11. Ethiopia	739 (1.44%)	70.37%	520 (1.26%)	13.94%	5.08	00:04:10	0 (0.00%)	$0.00 (0.00%)	0.00%
12. (not set)	653 (1.27%)	81.93%	535 (1.30%)	34.92%	3.13	00:01:23	0 (0.00%)	$0.00 (0.00%)	0.00%
13. Nigeria	645 (1.26%)	79.84%	515 (1.25%)	17.67%	3.30	00:02:08	0 (0.00%)	$0.00 (0.00%)	0.00%
14. Netherlands	585 (1.14%)	80.17%	469 (1.14%)	31.45%	3.33	00:01:51	0 (0.00%)	$0.00 (0.00%)	0.00%
15. Sudan	556 (1.08%)	73.02%	406 (0.98%)	21.94%	3.10	00:02:19	0 (0.00%)	$0.00 (0.00%)	0.00%
16. Malaysia	553 (1.08%)	86.80%	480 (1.16%)	12.30%	3.18	00:01:25	0 (0.00%)	$0.00 (0.00%)	0.00%
17. Russia	548 (1.07%)	76.46%	419 (1.01%)	5.66%	1.99	00:01:15	0 (0.00%)	$0.00 (0.00%)	0.00%
18. Zimbabwe	515 (1.00%)	69.13%	356 (0.86%)	6.99%	3.11	00:02:39	0 (0.00%)	$0.00 (0.00%)	0.00%
19. Indonesia	483 (0.94%)	83.44%	403 (0.98%)	24.43%	2.84	00:01:18	0 (0.00%)	$0.00 (0.00%)	0.00%
20. Germany	451 (0.88%)	80.71%	364 (0.88%)	20.18%	3.06	00:01:04	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
	22,679 % of Total: 44.15% (51,364)	75.66% Avg for View: 80.31% (-5.79%)	17,158 % of Total: 41.60% (41,248)	16.63% Avg for View: 17.95% (-7.35%)	5.32 Avg for View: 4.12 (29.09%)	00:02:43 Avg for View: 00:02:11 (23.91%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)	0.00% Avg for View: 0.00% (0.00%)
1. Arizona	**2,621** (11.56%)	34.41%	902 (5.26%)	11.60%	11.53	00:08:32	0 (0.00%)	$0.00 (0.00%)	0.00%
2. California	**2,318** (10.22%)	86.63%	2,008 (11.70%)	19.46%	3.15	00:01:07	0 (0.00%)	$0.00 (0.00%)	0.00%
3. Texas	**1,923** (8.48%)	82.16%	1,580 (9.21%)	16.48%	3.73	00:01:38	0 (0.00%)	$0.00 (0.00%)	0.00%
4. Colorado	**961** (4.24%)	77.73%	747 (4.35%)	11.45%	4.31	00:02:07	0 (0.00%)	$0.00 (0.00%)	0.00%
5. New York	**824** (3.63%)	88.23%	727 (4.24%)	18.33%	2.80	00:00:52	0 (0.00%)	$0.00 (0.00%)	0.00%
6. Oregon	**785** (3.46%)	75.54%	593 (3.46%)	14.78%	4.34	00:02:17	0 (0.00%)	$0.00 (0.00%)	0.00%
7. Florida	**769** (3.39%)	86.87%	668 (3.89%)	19.77%	3.33	00:01:12	0 (0.00%)	$0.00 (0.00%)	0.00%
8. Utah	**590** (2.60%)	64.24%	379 (2.21%)	16.10%	15.01	00:07:04	0 (0.00%)	$0.00 (0.00%)	0.00%
9. Idaho	**589** (2.60%)	72.50%	427 (2.49%)	11.38%	5.09	00:02:20	0 (0.00%)	$0.00 (0.00%)	0.00%
10. Washington	**577** (2.54%)	81.80%	472 (2.75%)	17.85%	3.48	00:01:41	0 (0.00%)	$0.00 (0.00%)	0.00%
11. Illinois	**568** (2.50%)	82.92%	471 (2.75%)	13.56%	2.76	00:00:40	0 (0.00%)	$0.00 (0.00%)	0.00%
12. Georgia	**550** (2.43%)	86.00%	473 (2.76%)	31.45%	2.76	00:01:21	0 (0.00%)	$0.00 (0.00%)	0.00%
13. New Mexico	**457** (2.02%)	50.77%	232 (1.35%)	12.04%	8.34	00:04:17	0 (0.00%)	$0.00 (0.00%)	0.00%
14. Ohio	**456** (2.01%)	86.40%	394 (2.30%)	15.13%	2.86	00:01:18	0 (0.00%)	$0.00 (0.00%)	0.00%
15. Kansas	**427** (1.88%)	78.92%	337 (1.96%)	22.25%	4.79	00:02:24	0 (0.00%)	$0.00 (0.00%)	0.00%
16. Virginia	**426** (1.88%)	90.38%	385 (2.24%)	18.54%	2.95	00:00:41	0 (0.00%)	$0.00 (0.00%)	0.00%
17. Montana	**421** (1.86%)	77.43%	326 (1.90%)	11.40%	3.74	00:01:53	0 (0.00%)	$0.00 (0.00%)	0.00%
18. Massachusetts	**411** (1.81%)	90.51%	372 (2.17%)	35.04%	2.42	00:00:36	0 (0.00%)	$0.00 (0.00%)	0.00%
19. North Carolina	**405** (1.79%)	91.36%	370 (2.16%)	20.00%	2.96	00:01:02	0 (0.00%)	$0.00 (0.00%)	0.00%
20. Pennsylvania	**397** (1.75%)	84.38%	335 (1.95%)	16.88%	2.96	00:01:42	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
	51,364	80.31%	41,248	17.95%	4.12	00:02:11	0.00%	0	$0.00
1 Organic Search	40,826			17.49%			0.00%		
2 Direct	6,954			17.96%			0.00%		
3 Referral	3,013			26.19%			0.00%		
4 Social	540			6.85%			0.00%		
5 Email	31			3.23%			0.00%		

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	211,492 % of Total: 100.00% (211,492)	86,974 % of Total: 100.00% (86,974)	00:00:42 Avg for View: 00:00:42 (0.00%)	51,236 % of Total: 100.00% (51,236)	17.95% Avg for View: 17.95% (0.00%)	24.23% Avg for View: 24.23% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1. /	**70,071** (33.13%)	26,545 (30.52%)	00:00:42	17,832 (34.80%)	4.78%	24.55%	$0.00 (0.00%)
2. /inventorymonitoring/biomassmethods	**6,208** (2.94%)	2,778 (3.19%)	00:00:34	2,709 (5.29%)	10.96%	26.14%	$0.00 (0.00%)
3. /inventorymonitoring/pointcentered	**5,488** (2.59%)	2,754 (3.17%)	00:01:00	2,693 (5.26%)	21.86%	47.54%	$0.00 (0.00%)
4. /rangelandswest	**4,642** (2.19%)	1,792 (2.06%)	00:00:34	1,146 (2.24%)	14.55%	19.43%	$0.00 (0.00%)
5. /inventorymonitoring/matchingexample	**3,687** (1.74%)	2,038 (2.34%)	00:00:36	1,996 (3.90%)	27.81%	53.86%	$0.00 (0.00%)
6. /inventorymonitoring/biodirect	**3,426** (1.62%)	1,470 (1.69%)	00:00:21	104 (0.20%)	9.62%	12.20%	$0.00 (0.00%)
7. /inventorymonitoring/daubenmire	**2,494** (1.18%)	1,247 (1.43%)	00:00:40	1,214 (2.37%)	19.85%	46.99%	$0.00 (0.00%)
8. /inventorymonitoring/composition	**2,281** (1.08%)	1,096 (1.26%)	00:00:48	1,001 (1.95%)	18.96%	42.35%	$0.00 (0.00%)
9. /inventorymonitoring/pointtransect	**2,188** (1.03%)	1,010 (1.16%)	00:00:50	932 (1.82%)	15.33%	41.32%	$0.00 (0.00%)
10. /learn	**2,184** (1.03%)	645 (0.74%)	00:00:19	32 (0.06%)	0.00%	5.63%	$0.00 (0.00%)
11. /tools	**1,770** (0.84%)	617 (0.71%)	00:00:18	28 (0.05%)	0.00%	5.20%	$0.00 (0.00%)
12. /user	**1,686** (0.80%)	523 (0.60%)	00:00:19	66 (0.13%)	9.09%	2.49%	$0.00 (0.00%)
13. /discover	**1,652** (0.78%)	550 (0.63%)	00:00:16	42 (0.08%)	4.76%	4.84%	$0.00 (0.00%)
14. /inventorymonitoring	**1,608** (0.76%)	715 (0.82%)	00:01:24	621 (1.21%)	21.70%	31.34%	$0.00 (0.00%)
15. /inventorymonitoring/doublesample	**1,576** (0.75%)	827 (0.95%)	00:00:46	737 (1.44%)	24.93%	47.27%	$0.00 (0.00%)
16. /topics	**1,547** (0.73%)	274 (0.32%)	00:00:13	38 (0.07%)	0.00%	1.16%	$0.00 (0.00%)
17. /inventorymonitoring/pointframe	**1,485** (0.70%)	705 (0.81%)	00:00:49	596 (1.16%)	19.70%	40.81%	$0.00 (0.00%)
18. /inventorymonitoring/bioharvest	**1,475** (0.70%)	739 (0.85%)	00:00:59	192 (0.37%)	15.03%	26.37%	$0.00 (0.00%)
19. /inventorymonitoring/carryingcapacity	**1,400** (0.66%)	599 (0.69%)	00:01:04	496 (0.97%)	19.52%	30.64%	$0.00 (0.00%)
20. /inventorymonitoring/lineintercept	**1,354** (0.64%)	629 (0.72%)	00:01:18	610 (1.19%)	17.18%	42.47%	$0.00 (0.00%)

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	211,492 % of Total: 100.00% (211,492)	86,974 % of Total: 100.00% (86,974)	00:00:42 Avg for View: 00:00:42 (0.00%)	17.95% Avg for View: 17.95% (0.00%)	24.23% Avg for View: 24.23% (0.00%)
1. /	**70,071** (33.13%)	26,545 (30.52%)	00:00:42	4.78%	24.55%
2. /inventorymonitoring/	**60,902** (28.80%)	28,223 (32.45%)	00:00:44	19.08%	31.63%
3. /topics/	**18,055** (8.54%)	4,015 (4.62%)	00:00:28	0.88%	4.68%
4. /dlio/	**10,766** (5.09%)	5,614 (6.45%)	00:00:44	25.54%	31.29%
5. /state/	**4,901** (2.32%)	1,536 (1.77%)	00:00:51	3.43%	12.53%
6. /search/	**4,738** (2.24%)	2,015 (2.32%)	00:00:31	15.56%	4.64%
7. /rangelandswest	**4,642** (2.19%)	1,792 (2.06%)	00:00:34	14.55%	19.43%
8. /rangelandswest/	**4,367** (2.06%)	3,138 (3.61%)	00:01:35	79.00%	56.08%
9. /learn	**2,184** (1.03%)	645 (0.74%)	00:00:19	0.00%	5.63%
10. /node/	**2,067** (0.98%)	1,133 (1.30%)	00:01:40	50.00%	2.71%
11. /tools	**1,770** (0.84%)	617 (0.71%)	00:00:18	0.00%	5.20%
12. /keyword/	**1,723** (0.81%)	656 (0.75%)	00:00:22	0.00%	25.89%
13. /user	**1,686** (0.80%)	523 (0.60%)	00:00:19	9.09%	2.49%
14. /discover	**1,652** (0.78%)	550 (0.63%)	00:00:16	4.76%	4.84%
15. /inventorymonitoring	**1,608** (0.76%)	715 (0.82%)	00:01:24	21.70%	31.34%
16. /topics	**1,547** (0.73%)	274 (0.32%)	00:00:13	0.00%	1.16%
17. /collection/	**1,183** (0.56%)	466 (0.54%)	00:00:36	29.90%	10.90%
18. /taxonomy/	**892** (0.42%)	601 (0.69%)	00:00:49	53.83%	54.26%
19. /admin/	**858** (0.41%)	304 (0.35%)	00:01:03	16.67%	2.33%
20. /about	**810** (0.38%)	380 (0.44%)	00:01:16	11.76%	18.64%
21. /glossary/	**790** (0.37%)	307 (0.35%)	00:00:51	0.00%	13.54%
22. /users/	**747** (0.35%)	346 (0.40%)	00:00:52	33.33%	4.55%

0.39% of your visits used site search

Sessions with Search	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements
199	303	4.00	28.05%	9.40%

Time after Search	Avg. Search Depth
00:02:58	3.50

Site Content

- Search Term
- Site Search Category
- Start Page

	Search Term	Total Unique Searches	% Total Unique Searches
1.	maps	10	3.30%
2.	North America	10	3.30%
3.	Maps	9	2.97%
4.	north america	8	2.64%
5.	map	5	1.65%
6.	desert	4	1.32%
7.	Map	4	1.32%
8.	North America map	4	1.32%
9.	Desert	3	0.99%
10.	Maps North America	3	0.99%

Site Search Status	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	51,364 % of Total: 100.00% (51,364)	80.40% Avg for View: 80.31% (0.11%)	41,295 % of Total: 100.11% (41,248)	17.95% Avg for View: 17.95% (0.00%)	4.12 Avg for View: 4.12 (0.00%)	00:02:11 Avg for View: 00:02:11 (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	**51,165** (99.61%)	80.44%	41,156 (99.66%)	18.02%	4.06	00:02:10	0 (0.00%)	$0.00 (0.00%)	0.00%
2. Visits With Site Search	**199** (0.39%)	69.85%	139 (0.34%)	0.00%	17.72	00:07:22	0 (0.00%)	$0.00 (0.00%)	0.00%

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	**238** (44.07%)	3,260 (69.44%)	00:06:16	13.70
2. Twitter	**208** (38.52%)	1,245 (26.52%)	00:09:33	5.99
3. reddit	**36** (6.67%)	74 (1.58%)	00:05:27	2.06
4. Blogger	**30** (5.56%)	42 (0.89%)	00:00:12	1.40
5. LinkedIn	**19** (3.52%)	56 (1.19%)	00:00:31	2.95
6. Stack Exchange	**6** (1.11%)	12 (0.26%)	00:04:57	2.00
7. Scoop.it	**1** (0.19%)	2 (0.04%)	00:00:00	2.00
8. WordPress	**1** (0.19%)	2 (0.04%)	00:00:00	2.00
9. Yammer	**1** (0.19%)	2 (0.04%)	00:06:35	2.00