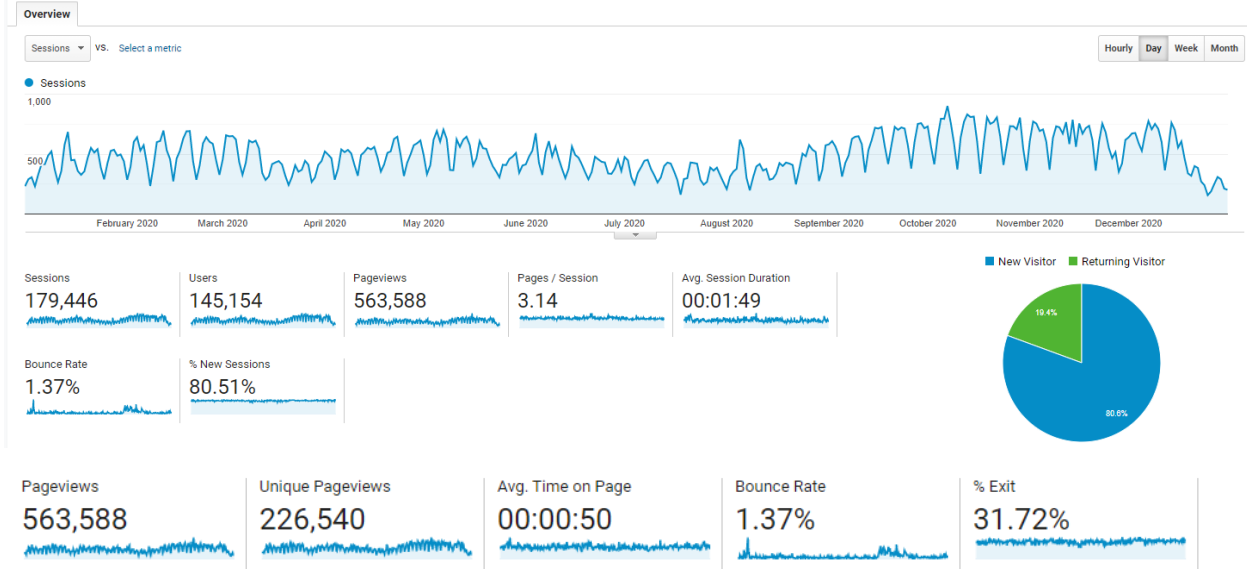


Google Analytics for Jan 1, 2020-Dec 31, 2020 globalranglands.org



User Type	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	179,446 % of Total: 100.00% (179,446)	80.59% Avg for View: 80.51% (0.10%)	144,616 % of Total: 100.10% (144,472)	1.37% Avg for View: 1.37% (0.00%)	3.14 Avg for View: 3.14 (0.00%)	00:01:49 Avg for View: 00:01:49 (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	144,616 (80.59%)	100.00%	144,616 (100.00%)	1.58%	2.90	00:01:31	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Returning Visitor	34,830 (19.41%)	0.00%	0 (0.00%)	0.51%	4.14	00:03:03	0 (0.00%)	\$0.00 (0.00%)	0.00%

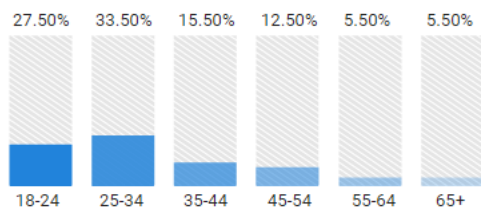
Sessions
179,446
% of Total: 100.00% (179,446)

Pageviews
563,588
% of Total: 100.00% (563,588)

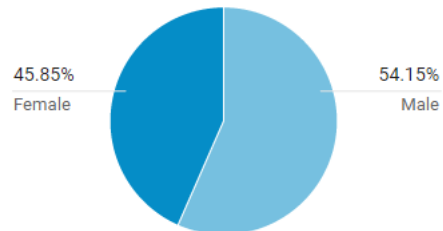
Session Duration Bucket	Sessions	Pageviews
0-10 seconds	131,010	263,542
11-30 seconds	9,374	31,568
31-60 seconds	6,958	29,510
61-180 seconds	11,100	57,645
181-600 seconds	10,619	69,233
601-1800 seconds	8,640	70,289
1801+ seconds	1,745	41,801

Demographics

Age 100% of total sessions



Gender 100% of total sessions



Country	Acquisition			Behavior			Conversions			Ecommerce Conversion Rate
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue		
	179,446 <small>% of Total: 100.00% (179,446)</small>	80.59% <small>Avg for View: 80.51% (0.10%)</small>	144,616 <small>% of Total: 100.10% (144,672)</small>	1.37% <small>Avg for View: 1.37% (0.00%)</small>	3.14 <small>Avg for View: 3.14 (0.00%)</small>	00:01:49 <small>Avg for View: 00:01:49 (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	66,644 (37.14%)	81.77%	54,497 (37.68%)	0.30%	3.19	00:01:28	0 (0.00%)	\$0.00 (0.00%)	0.00%	
2. India	24,081 (13.42%)	82.52%	19,872 (13.74%)	1.71%	2.71	00:01:58	0 (0.00%)	\$0.00 (0.00%)	0.00%	
3. Philippines	10,078 (5.62%)	80.91%	8,154 (5.64%)	1.05%	2.76	00:02:11	0 (0.00%)	\$0.00 (0.00%)	0.00%	
4. Pakistan	6,497 (3.62%)	73.13%	4,751 (3.29%)	0.66%	3.61	00:02:58	0 (0.00%)	\$0.00 (0.00%)	0.00%	
5. South Africa	6,365 (3.55%)	74.34%	4,732 (3.27%)	4.38%	3.07	00:02:04	0 (0.00%)	\$0.00 (0.00%)	0.00%	
6. Nigeria	6,257 (3.49%)	84.24%	5,271 (3.64%)	3.07%	2.81	00:01:40	0 (0.00%)	\$0.00 (0.00%)	0.00%	
7. Australia	4,063 (2.26%)	85.16%	3,460 (2.39%)	0.12%	3.11	00:01:06	0 (0.00%)	\$0.00 (0.00%)	0.00%	
8. Tanzania	4,045 (2.25%)	67.22%	2,719 (1.88%)	2.97%	4.03	00:03:23	0 (0.00%)	\$0.00 (0.00%)	0.00%	
9. United Kingdom	3,951 (2.20%)	89.72%	3,545 (2.45%)	0.38%	2.76	00:00:55	0 (0.00%)	\$0.00 (0.00%)	0.00%	
10. Canada	3,934 (2.19%)	86.15%	3,389 (2.34%)	0.13%	3.00	00:00:54	0 (0.00%)	\$0.00 (0.00%)	0.00%	
11. Kenya	3,703 (2.06%)	75.37%	2,791 (1.93%)	1.73%	3.50	00:02:34	0 (0.00%)	\$0.00 (0.00%)	0.00%	
12. Ethiopia	2,587 (1.44%)	71.12%	1,840 (1.27%)	3.21%	5.41	00:03:06	0 (0.00%)	\$0.00 (0.00%)	0.00%	
13. Ghana	2,456 (1.37%)	60.38%	1,483 (1.03%)	2.32%	3.16	00:03:26	0 (0.00%)	\$0.00 (0.00%)	0.00%	
14. Zimbabwe	2,005 (1.12%)	74.41%	1,492 (1.03%)	4.59%	3.00	00:02:07	0 (0.00%)	\$0.00 (0.00%)	0.00%	
15. Malaysia	1,534 (0.85%)	80.96%	1,242 (0.86%)	0.46%	2.82	00:01:39	0 (0.00%)	\$0.00 (0.00%)	0.00%	
16. Indonesia	1,078 (0.60%)	93.77%	903 (0.62%)	0.83%	2.78	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%	
17. China	1,076 (0.60%)	93.31%	1,004 (0.69%)	26.02%	2.18	00:00:53	0 (0.00%)	\$0.00 (0.00%)	0.00%	
18. Germany	1,001 (0.56%)	84.32%	844 (0.58%)	1.40%	3.30	00:01:15	0 (0.00%)	\$0.00 (0.00%)	0.00%	
19. Nepal	933 (0.52%)	78.56%	733 (0.51%)	0.32%	2.98	00:02:20	0 (0.00%)	\$0.00 (0.00%)	0.00%	
20. Zambia	886 (0.49%)	73.25%	649 (0.45%)	5.19%	3.34	00:02:27	0 (0.00%)	\$0.00 (0.00%)	0.00%	

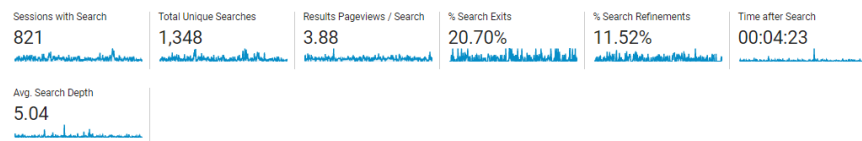
Region	Acquisition			Behavior			Conversions			Ecommerce Conversion Rate
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue		
	66,644 <small>% of Total: 37.14% (179,446)</small>	81.77% <small>Avg for View: 80.51% (1.57%)</small>	54,497 <small>% of Total: 37.72% (144,472)</small>	0.30% <small>Avg for View: 1.37% (-78.19%)</small>	3.19 <small>Avg for View: 3.14 (-1.51%)</small>	00:01:28 <small>Avg for View: 00:01:49 (-19.60%)</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	7,862 (11.80%)	82.14%	6,458 (11.85%)	0.25%	3.10	00:01:23	0 (0.00%)	\$0.00 (0.00%)	0.00%	
2. Texas	5,186 (7.78%)	83.94%	4,353 (7.99%)	0.19%	3.25	00:01:35	0 (0.00%)	\$0.00 (0.00%)	0.00%	
3. Arizona	3,159 (4.74%)	62.80%	1,984 (3.64%)	1.33%	5.33	00:03:03	0 (0.00%)	\$0.00 (0.00%)	0.00%	
4. Colorado	3,010 (4.52%)	73.75%	2,220 (4.07%)	0.20%	3.48	00:01:44	0 (0.00%)	\$0.00 (0.00%)	0.00%	
5. Florida	2,488 (3.73%)	87.94%	2,188 (4.01%)	0.20%	2.75	00:01:06	0 (0.00%)	\$0.00 (0.00%)	0.00%	
6. Oregon	2,421 (3.63%)	74.02%	1,792 (3.29%)	0.00%	3.30	00:01:26	0 (0.00%)	\$0.00 (0.00%)	0.00%	
7. New York	2,312 (3.47%)	88.97%	2,057 (3.77%)	0.99%	2.68	00:01:03	0 (0.00%)	\$0.00 (0.00%)	0.00%	
8. Virginia	2,031 (3.05%)	90.35%	1,835 (3.37%)	0.30%	2.52	00:00:41	0 (0.00%)	\$0.00 (0.00%)	0.00%	
9. Washington	1,915 (2.87%)	81.51%	1,561 (2.86%)	0.05%	3.22	00:01:31	0 (0.00%)	\$0.00 (0.00%)	0.00%	
10. Illinois	1,824 (2.74%)	87.94%	1,604 (2.94%)	1.37%	2.71	00:01:07	0 (0.00%)	\$0.00 (0.00%)	0.00%	
11. Pennsylvania	1,645 (2.47%)	88.02%	1,448 (2.66%)	0.24%	2.70	00:01:13	0 (0.00%)	\$0.00 (0.00%)	0.00%	
12. North Carolina	1,585 (2.38%)	87.44%	1,386 (2.54%)	0.32%	2.57	00:01:07	0 (0.00%)	\$0.00 (0.00%)	0.00%	
13. Ohio	1,572 (2.36%)	85.18%	1,339 (2.46%)	0.38%	2.70	00:01:16	0 (0.00%)	\$0.00 (0.00%)	0.00%	
14. Wisconsin	1,474 (2.21%)	83.85%	1,236 (2.27%)	0.07%	2.58	00:01:11	0 (0.00%)	\$0.00 (0.00%)	0.00%	
15. Utah	1,462 (2.19%)	78.73%	1,151 (2.11%)	0.00%	3.26	00:01:18	0 (0.00%)	\$0.00 (0.00%)	0.00%	
16. Massachusetts	1,447 (2.17%)	86.32%	1,249 (2.29%)	0.21%	2.66	00:00:58	0 (0.00%)	\$0.00 (0.00%)	0.00%	
17. Michigan	1,430 (2.15%)	85.59%	1,224 (2.25%)	0.07%	2.59	00:01:07	0 (0.00%)	\$0.00 (0.00%)	0.00%	
18. Idaho	1,391 (2.09%)	73.54%	1,023 (1.88%)	0.22%	4.03	00:01:41	0 (0.00%)	\$0.00 (0.00%)	0.00%	
19. Georgia	1,323 (1.99%)	87.45%	1,157 (2.12%)	0.15%	2.67	00:01:01	0 (0.00%)	\$0.00 (0.00%)	0.00%	
20. Minnesota	1,306 (1.96%)	86.98%	1,136 (2.08%)	0.00%	2.79	00:01:27	0 (0.00%)	\$0.00 (0.00%)	0.00%	

Device Category	Acquisition			Behavior			Conversions			Ecommerce Conversion Rate
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue		
	179,446 <small>% of Total: 100.00% (179,446)</small>	80.59% <small>Avg for View: 80.51% (0.10%)</small>	144,616 <small>% of Total: 100.10% (144,472)</small>	1.37% <small>Avg for View: 1.37% (0.00%)</small>	3.14 <small>Avg for View: 3.14 (0.00%)</small>	00:01:49 <small>Avg for View: 00:01:49 (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	101,325 (56.47%)	79.86%	80,917 (55.95%)	0.57%	3.42	00:01:39	0 (0.00%)	\$0.00 (0.00%)	0.00%	
2. mobile	75,596 (42.13%)	81.56%	61,655 (42.63%)	2.43%	2.77	00:02:02	0 (0.00%)	\$0.00 (0.00%)	0.00%	
3. tablet	2,525 (1.41%)	80.95%	2,044 (1.41%)	1.74%	3.10	00:01:45	0 (0.00%)	\$0.00 (0.00%)	0.00%	

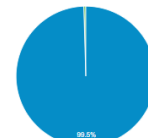
Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	179,446 <small>% of Total: 100.00% (179,446)</small>	80.59% <small>Avg for View: 80.51% (0.10%)</small>	144,616 <small>% of Total: 100.10% (144,472)</small>	1.37% <small>Avg for View: 1.37% (0.00%)</small>	3.14 <small>Avg for View: 3.14 (0.00%)</small>	00:01:49 <small>Avg for View: 00:01:49 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Organic Search	153,055 (85.29%)	80.71%	123,536 (85.42%)	0.45%	3.11	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	22,249 (12.40%)	81.19%	18,064 (12.49%)	7.21%	3.23	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Referral	3,648 (2.03%)	70.72%	2,580 (1.78%)	4.61%	3.99	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	494 (0.28%)	88.26%	436 (0.30%)	0.40%	2.93	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	563,588 <small>% of Total: 100.00% (563,588)</small>	226,540 <small>% of Total: 100.00% (226,540)</small>	00:00:50 <small>Avg for View: 00:00:50 (0.00%)</small>	178,795 <small>% of Total: 100.00% (178,795)</small>	1.37% <small>Avg for View: 1.37% (0.00%)</small>	31.72% <small>Avg for View: 31.72% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /topics/rangeland-ecology/twelve-soil-orders	117,241 (20.80%)	49,001 (21.63%)	00:01:15	48,812 (27.30%)	0.73%	41.40%	\$0.00 (0.00%)
2. /topics/rangeland-ecology/soil-forming-factors	25,746 (4.57%)	11,189 (4.94%)	00:00:56	10,901 (6.10%)	2.27%	42.38%	\$0.00 (0.00%)
3. /inventorymonitoring/pointtransect	14,672 (2.60%)	6,104 (2.69%)	00:01:00	5,863 (3.28%)	0.78%	38.43%	\$0.00 (0.00%)
4. /	11,589 (2.06%)	4,419 (1.95%)	00:00:36	2,954 (1.65%)	7.76%	20.93%	\$0.00 (0.00%)
5. /topics/uses-range-and-pasture-lands/grazing-systems	9,931 (1.76%)	4,053 (1.79%)	00:01:16	3,823 (2.14%)	3.16%	38.56%	\$0.00 (0.00%)
6. /inventorymonitoring/biomassmethods	9,577 (1.70%)	3,430 (1.51%)	00:00:29	3,252 (1.82%)	0.52%	22.90%	\$0.00 (0.00%)
7. /topics/maintaining-and-improving-rangelands	9,285 (1.65%)	3,357 (1.48%)	00:00:56	2,994 (1.67%)	2.53%	30.54%	\$0.00 (0.00%)
8. /topics/uses-range-and-pasture-lands/carrying-capacity-and-stocking-rate	7,606 (1.35%)	3,377 (1.49%)	00:01:09	3,121 (1.75%)	2.20%	41.07%	\$0.00 (0.00%)
9. /inventorymonitoring/composition	7,457 (1.32%)	3,103 (1.37%)	00:00:52	2,858 (1.60%)	1.01%	37.20%	\$0.00 (0.00%)
10. /inventorymonitoring/pointcentered	7,111 (1.26%)	3,055 (1.35%)	00:01:02	2,900 (1.62%)	0.48%	39.67%	\$0.00 (0.00%)
11. /inventorymonitoring/biodirect	5,405 (0.96%)	1,769 (0.78%)	00:00:22	191 (0.11%)	1.05%	9.10%	\$0.00 (0.00%)
12. /inventorymonitoring/lineintercept	5,357 (0.95%)	2,235 (0.99%)	00:01:02	2,122 (1.19%)	0.33%	38.45%	\$0.00 (0.00%)
13. /topics/uses-of-range-and-pasture-lands	5,010 (0.89%)	1,865 (0.82%)	00:01:00	1,524 (0.85%)	1.31%	27.82%	\$0.00 (0.00%)
14. /rangelandswest	4,908 (0.87%)	1,788 (0.79%)	00:00:22	1,132 (0.63%)	7.64%	17.95%	\$0.00 (0.00%)
15. /topics/rangeland-ecology/vegetation-types-rangelands	4,388 (0.78%)	1,839 (0.81%)	00:01:12	1,586 (0.89%)	2.21%	35.16%	\$0.00 (0.00%)
16. /inventorymonitoring/sampleunits	4,231 (0.75%)	1,651 (0.73%)	00:00:29	1,432 (0.80%)	1.75%	32.55%	\$0.00 (0.00%)
17. /inventorymonitoring/pointframe	4,147 (0.74%)	1,703 (0.75%)	00:01:02	1,442 (0.81%)	0.62%	34.39%	\$0.00 (0.00%)
18. /inventorymonitoring/daubenmire	4,123 (0.73%)	1,811 (0.80%)	00:00:39	1,721 (0.96%)	0.41%	41.01%	\$0.00 (0.00%)
19. /topics/uses-range-and-pasture-lands/diet-selection-grazing-animals	4,065 (0.72%)	1,791 (0.79%)	00:01:00	1,703 (0.95%)	1.64%	40.96%	\$0.00 (0.00%)
20. /international-year-rangelands-and-pastoralists-initiative	4,042 (0.72%)	1,467 (0.65%)	00:01:22	1,331 (0.74%)	2.29%	33.40%	\$0.00 (0.00%)

0.46% 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

Search Term	Total Unique Searches	% Total Unique Searches
1. review, overview, drought, fire, climate	11	0.82%
2. cover	7	0.52%
3. watershed management	7	0.52%
4. Alien tree invasion	6	0.45%
5. arizona	6	0.45%
6. brush management	6	0.45%
7. fire	6	0.45%
8. range	5	0.37%
9. rangeland	5	0.37%
10. riparian	5	0.37%

Site Search Status	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	179,446 <small>% of Total: 100.00% (179,446)</small>	80.59% <small>Avg for View: 80.51% (0.10%)</small>	144,616 <small>% of Total: 100.10% (144,472)</small>	1.37% <small>Avg for View: 1.37% (0.00%)</small>	3.14 <small>Avg for View: 3.14 (0.00%)</small>	00:01:49 <small>Avg for View: 00:01:49 (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. Visits Without Site Search	178,625 (99.54%)	80.72%	144,179 (99.70%)	1.37%	3.05	00:01:46	0 (0.00%)	\$0.00 (0.00%)	0.00%
2. Visits With Site Search	821 (0.46%)	53.23%	437 (0.30%)	0.12%	23.29	00:12:44	0 (0.00%)	\$0.00 (0.00%)	0.00%