

Acquisition Overview



All Users

100.00% Sessions

16 Nov 2016 - 22 Nov 2017

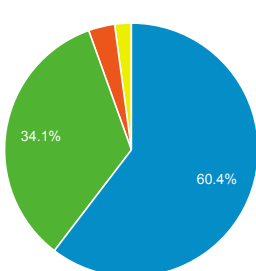
Primary Dimension:

Conversion:

Top Channels

All Goals

Top Channels



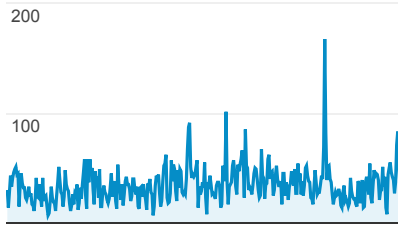
Direct

Organic Search

Referral

Social

Sessions



Conversions



	Acquisition			Behaviour		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages/Ses... ↓	Avg. Session Duration ↓
	12,895	58.91%	7,596	48.38%	3.17	00:02:04
1 Direct	7,787			48.22%		
2 Organic Search	4,402			48.07%		
3 Referral	432			46.30%		
4 Social	274			60.95%		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

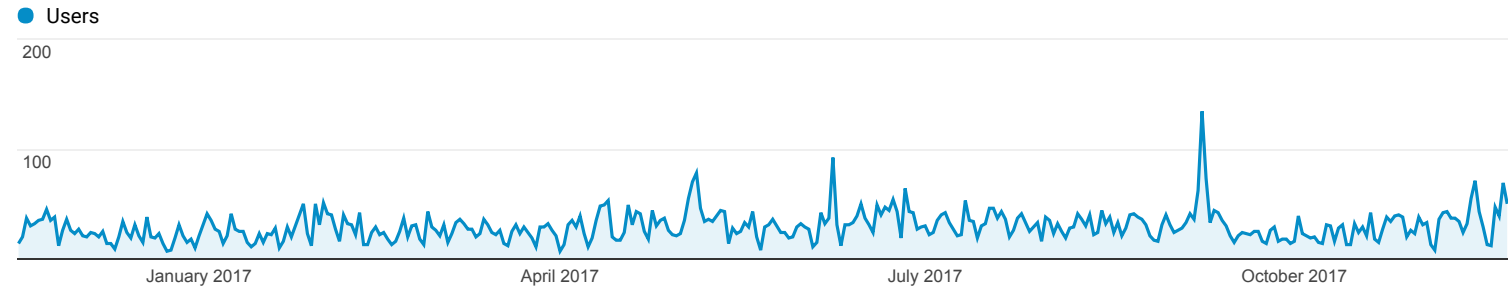
To see all 4 Channels click [here](#).

Audience Overview

 All Users
100.00% Sessions

17 Nov 2016 - 23 Nov 2017

Overview



Sessions

12,932



Users

7,771



Page Views

41,082



Pages/Session

3.18



Avg. Session Duration

00:02:05



Bounce Rate

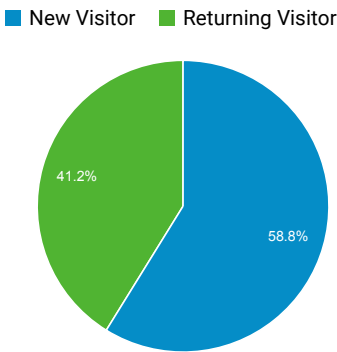
48.38%



% New Sessions

58.79%





Language		Sessions	% Sessions
1.	en-gb	8,798	68.03%
2.	en-us	3,420	26.45%
3.	(not set)	163	1.26%
4.	Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	119	0.92%
5.	fr-fr	102	0.79%
6.	zh-cn	42	0.32%
7.	de-de	28	0.22%
8.	de	25	0.19%
9.	pl	24	0.19%
10.	fr	16	0.12%

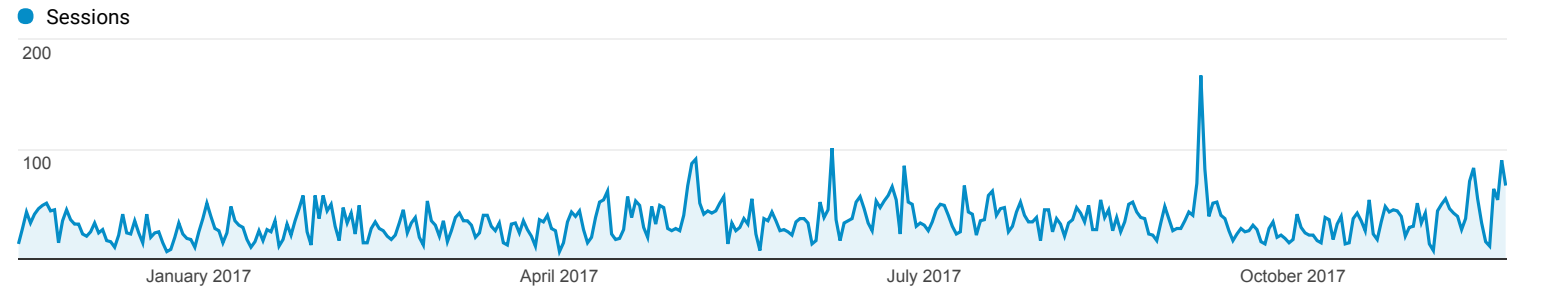
Channels

All Users
100.00% Sessions

17 Nov 2016 - 23 Nov 2017

Explorer

Summary



Default Channel Grouping	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,932 % of Total: 100.00% (12,932)	58.82% Avg for View: 58.79% (0.05%)	7,607 % of Total: 100.05% (7,603)	48.38% Avg for View: 48.38% (0.00%)	3.18 Avg for View: 3.18 (0.00%)	00:02:05 Avg for View: 00:02:05 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. Direct	7,805 (60.35%)	74.34%	5,802 (76.27%)	48.25%	3.23	00:01:53	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. Organic Search	4,422 (34.19%)	32.65%	1,444 (18.98%)	48.01%	3.25	00:02:28	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. Referral	431 (3.33%)	50.81%	219 (2.88%)	46.40%	2.18	00:01:46	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. Social	274 (2.12%)	51.82%	142 (1.87%)	60.95%	1.87	00:01:58	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Rows 1 - 4 of 4

Overview

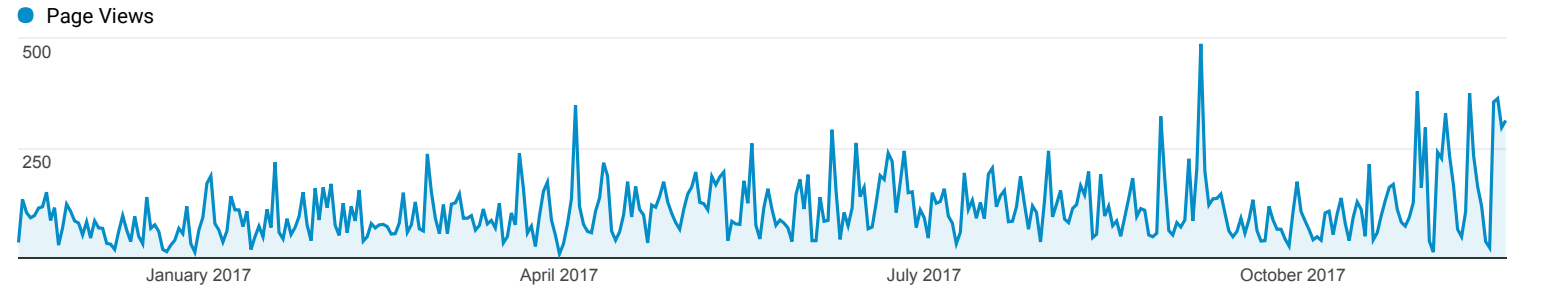


All Users

100.00% Page Views

17 Nov 2016 - 23 Nov 2017

Overview



Page Views

41,082



Unique Page Views

29,567



Avg. Time on Page

00:00:57



Bounce Rate

48.38%



% Exit

31.48%



Page		Page Views	% Page Views
1.	/main.cfm	7,522	18.31%
2.	/main.cfm?type=YOURCOUNCIL	2,801	6.82%
3.	/main.cfm?type=JOBVACANCIES	1,238	3.01%
4.	/main.cfm?type=MEETYOURCOUNCILLOR	1,103	2.68%
5.	/main.cfm?type=EVENTS	965	2.35%
6.	/main.cfm?type=TEST	933	2.27%
7.	/main.cfm?type=VISITING	855	2.08%
8.	/main.cfm?type=THEMANORHOUSE	722	1.76%
9.	/main.cfm?type=CU	587	1.43%
10.	/main.cfm?type=WEDDINGSANDCEREMON	529	1.29%

Acquisition Overview



All Users

100.00% Sessions

7 Sep 2015 - 7 Sep 2016

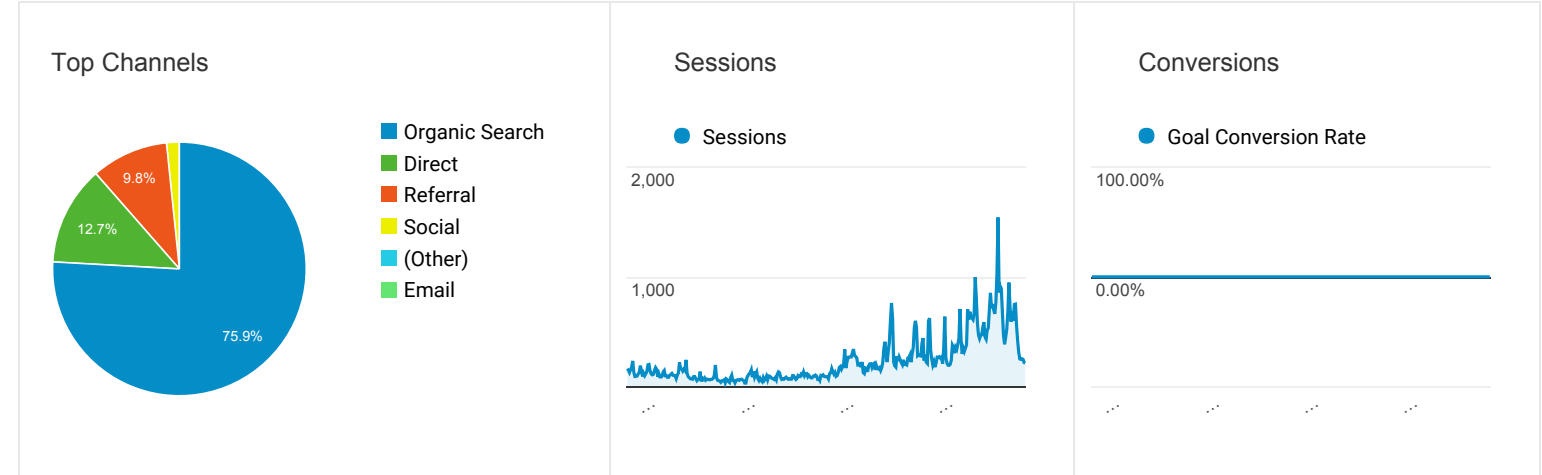
Primary Dimension:

Top Channels ▾

Conversion:

All Goals ▾

Edit Channel Grouping



	Acquisition			Behaviour			Conversions
	Sessions ▾	% New Sessions ▾	New Users ▾	Bounce Rate ▾	Pages/Ses... ▾	Avg. Session Duration ▾	
	86,754	82.66%	71,709	40.77%	4.18	00:01:48	 Set up a goal. To see outcome metrics, define one or more goals. GET STARTED
1 Organic Search	65,832			35.48%			
2 Direct	10,983			43.65%			
3 Referral	8,521			71.27%			
4 Social	1,406			80.87%			
5 (Other)	11			45.45%			
6 Email	1			100.00%			

To see all 6 Channels click [here](#).