

# Google Analytics Behaviors Overview

Continent ▾

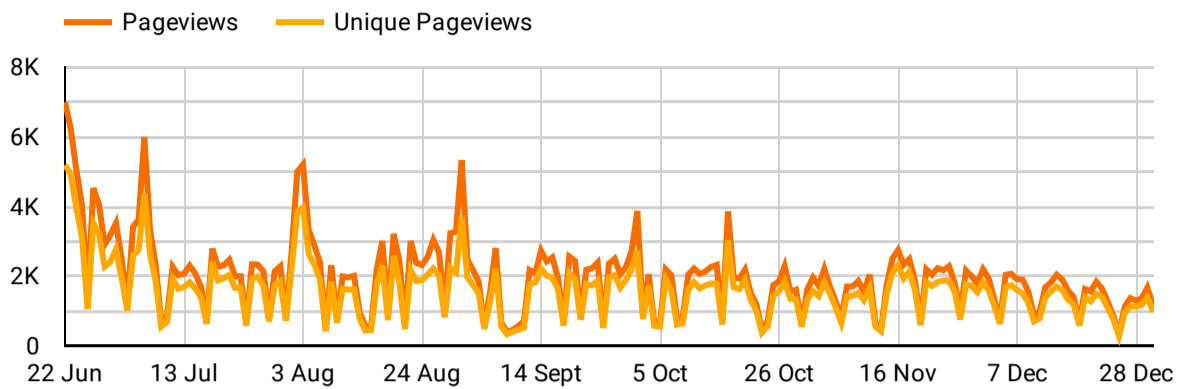
Region ▾

Channel ▾

Device ▾

22 Jun 2022 - 31 Dec 2022 ▾

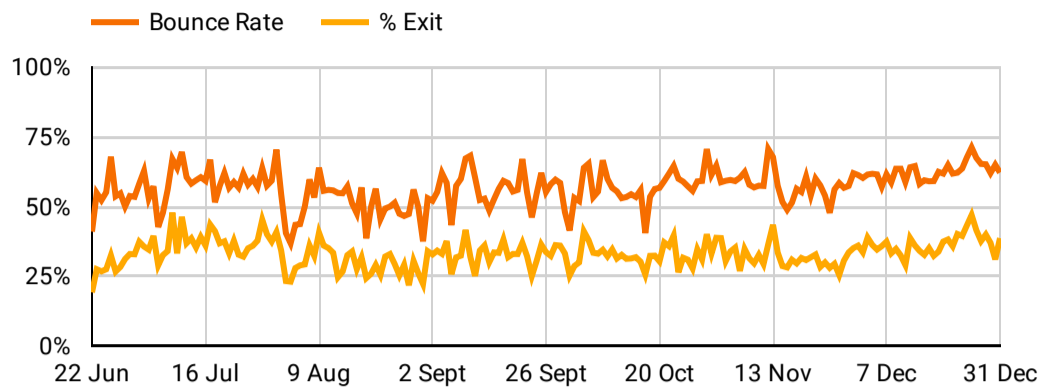
## Overview of your user behaviors



Pageviews  
**385,185**

Unique Pageviews  
**309,752**

Avg. Time on Page  
**00:01:30**



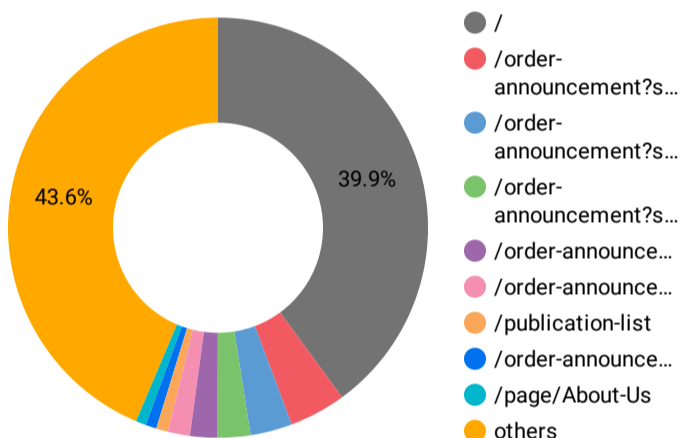
Bounce Rate  
**55.22%**

% Exit  
**31.80%**

Pages / Session  
**3.14**

## What do users see when they are in your website?

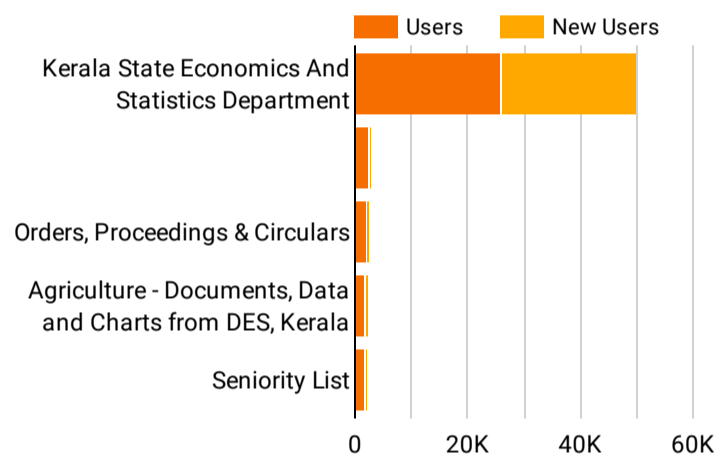
### Which page is the most popular?



| Page                         | Pageviews |
|------------------------------|-----------|
| 1. /                         | 153,822   |
| 2. /order-announcement?s...  | 16,779    |
| 3. /order-announcement?s...  | 12,399    |
| 4. /order-announcement?s...  | 9,681     |
| 5. /order-announcement       | 8,127     |
| 6. /order-announcement?s...  | 6,569     |
| 7. /publication-list         | 3,504     |
| 8. /order-announcement?s...  | 3,211     |
| 9. /page/About-Us            | 3,045     |
| 10. /order-announcement?s... | 3,044     |

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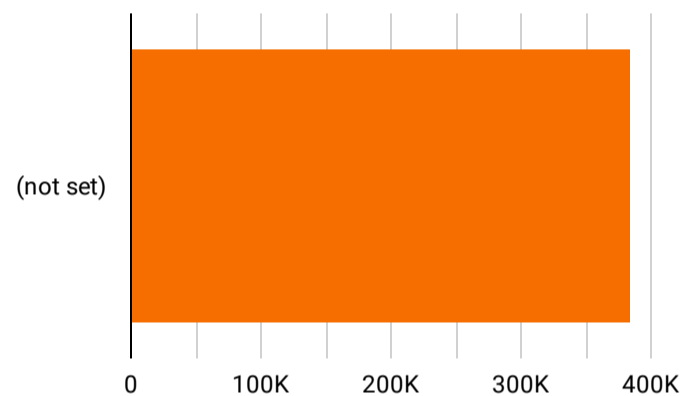
### Most popular pages with title breakdown



| Page Title                     | Pageviews |
|--------------------------------|-----------|
| 1. Kerala State Economic...    | 186,200   |
| 2. Proceedings                 | 16,583    |
| 3. Orders, Proceedings & ...   | 15,003    |
| 4. Publications Explorer - ... | 11,577    |
| 5. Seniority List              | 11,044    |
| 6. Orders & Announcemen...     | 10,849    |
| 7. Agriculture - Document...   | 8,845     |
| 8. Orders                      | 6,994     |
| 9. Socio-economic - Docu...    | 4,632     |
| 10. Population & Demogra...    | 4,521     |

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### Which content group is the most popular?

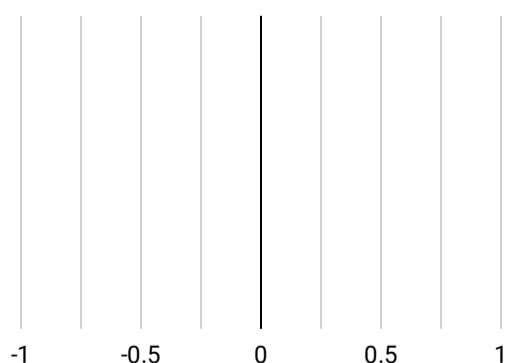


| Brands (Content Gr... | Pageviews |
|-----------------------|-----------|
| 1. (not set)          | 385,185   |

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## What do users search on the site?

### Search Term

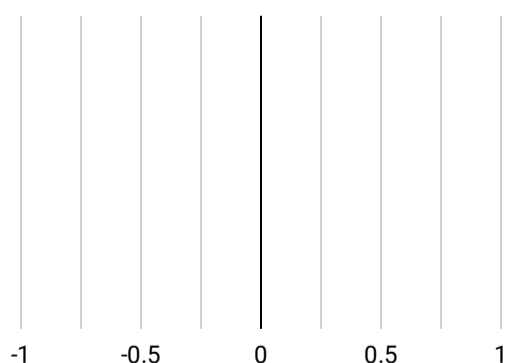


Search Term Pageviews

No data

## Event category breakdown

### Event Category

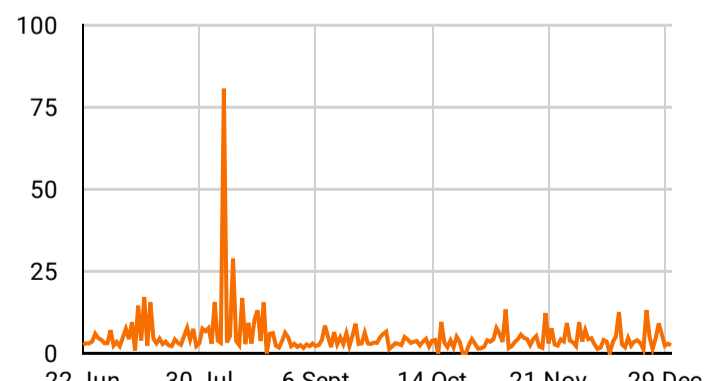


Event Category Pageviews

No data

## How does your website perform?

### Average Page Load Time (second)



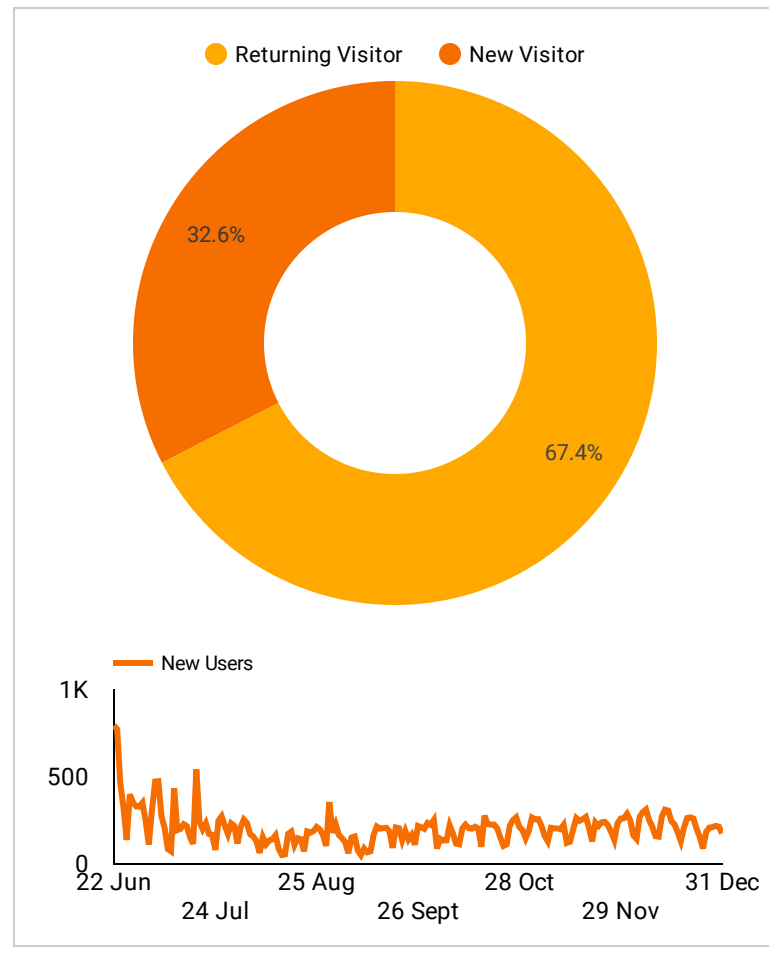
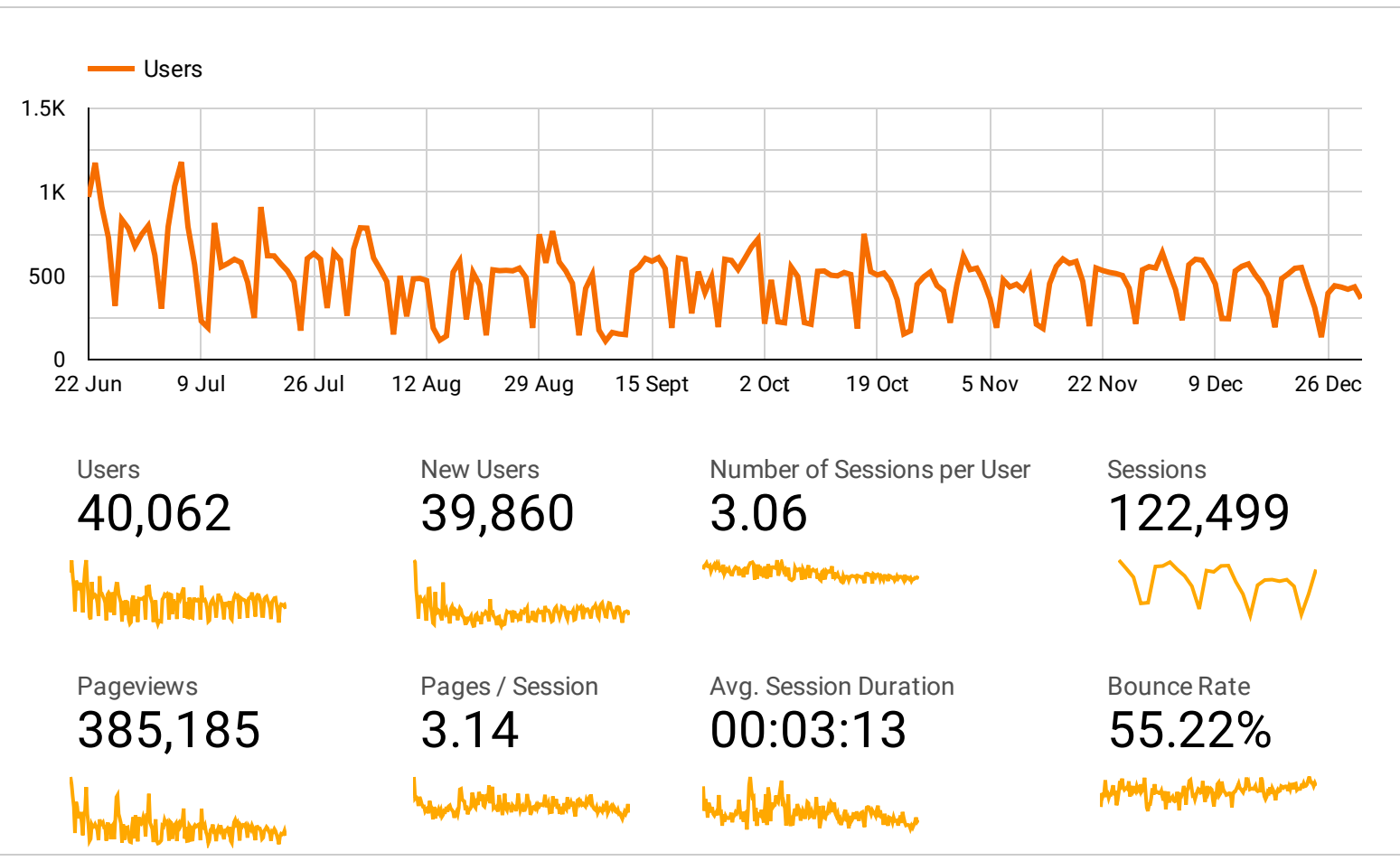
| Page Title                     | Avg Load Time |
|--------------------------------|---------------|
| 1. DES/567/2022-EA(1) d...     | 48.44         |
| 2. Kollam                      | 29.68         |
| 3. GSDP/ NSDP values an...     | 25.57         |
| 4. Statistics for Planning ... | 24.06         |
| 5. Idukki                      | 23.73         |

1 - 100 / 140 < >

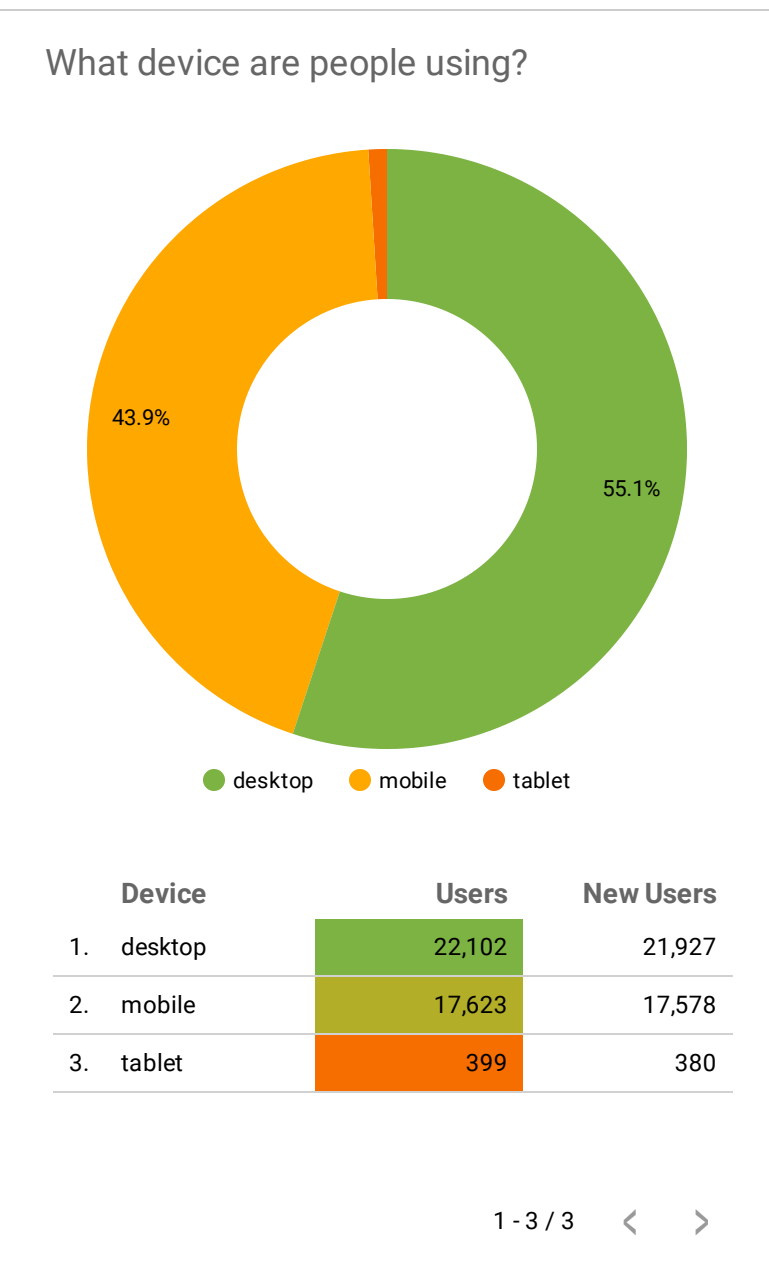
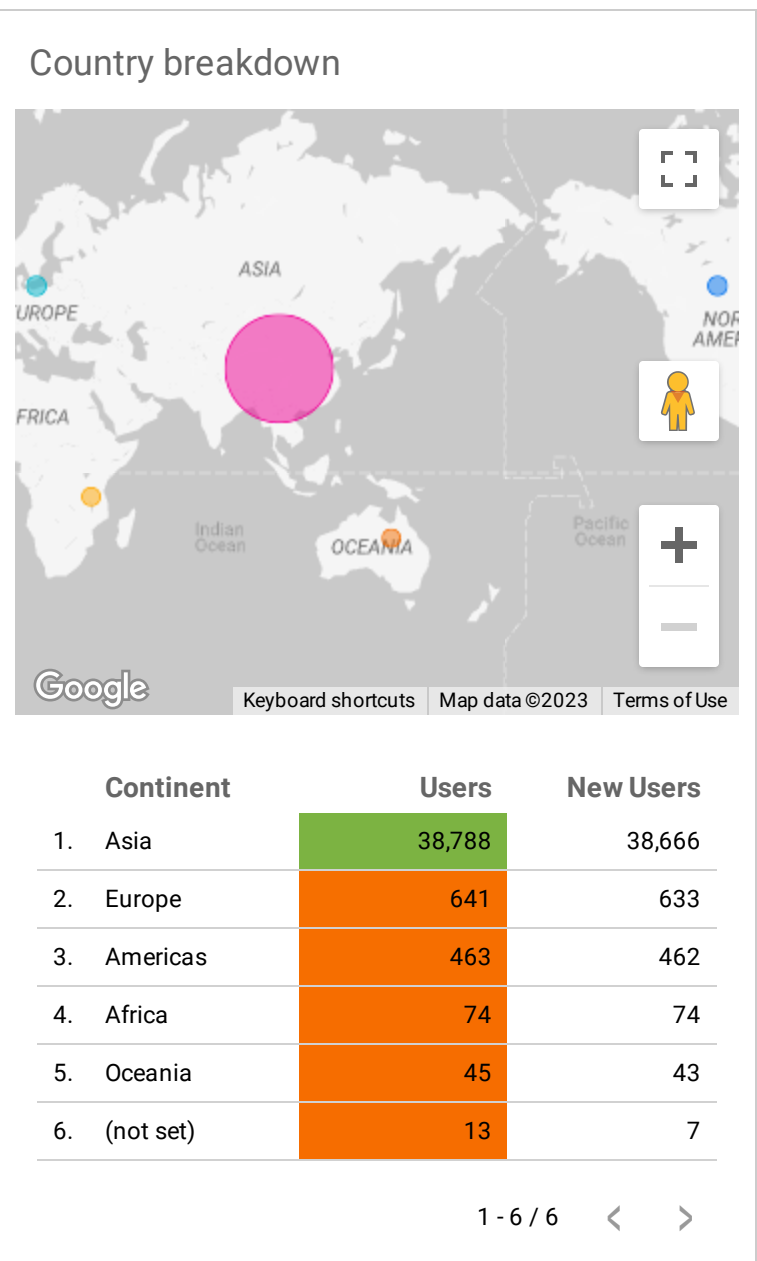
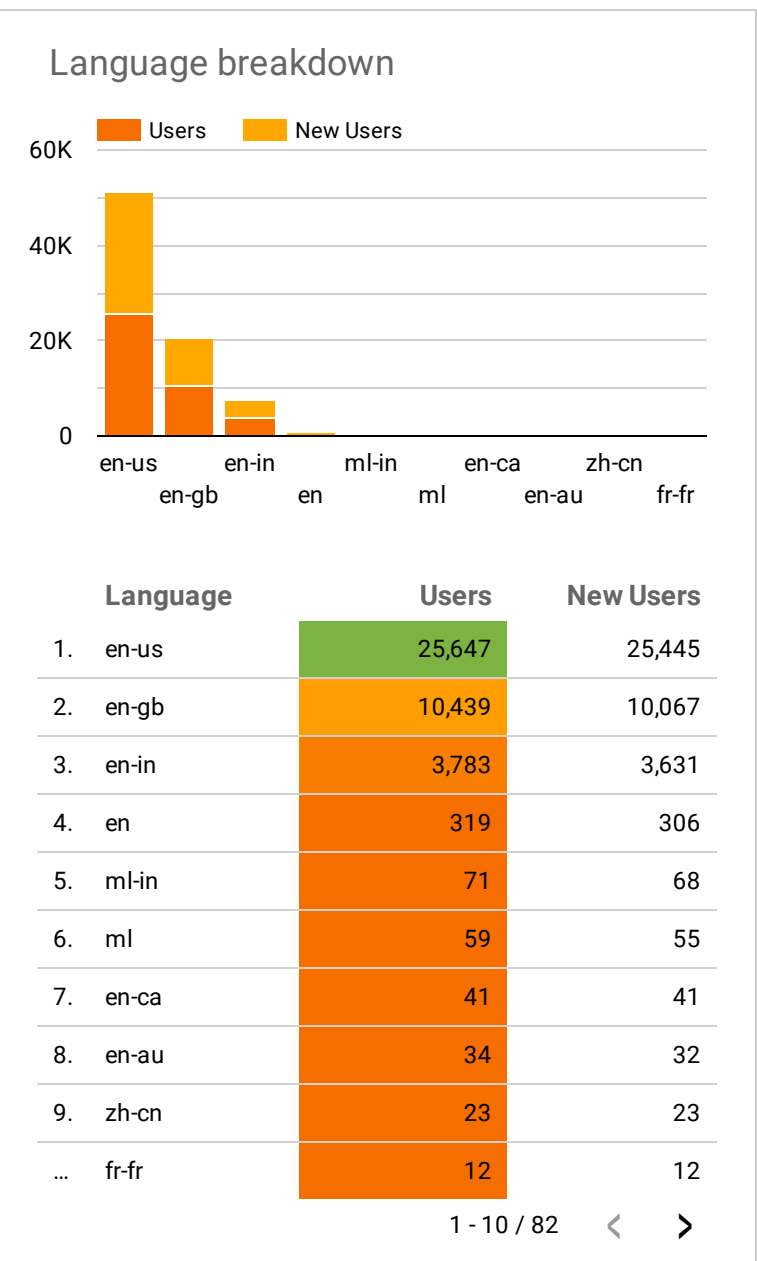
# Google Analytics Audience Overview

Continent ▼ | 
 Region ▼ | 
 Channel ▼ | 
 Device ▼ | 
 22 Jun 2022 - 31 Dec 2022 ▼

## Your audience at a glance



## Let's learn a bit more about your users!



# Google Analytics Acquisition Overview

Continent ▾

Region ▾

Channel ▾

Device ▾

22 Jun 2022 - 31 Dec 2022 ▾

Users  
**40,062**

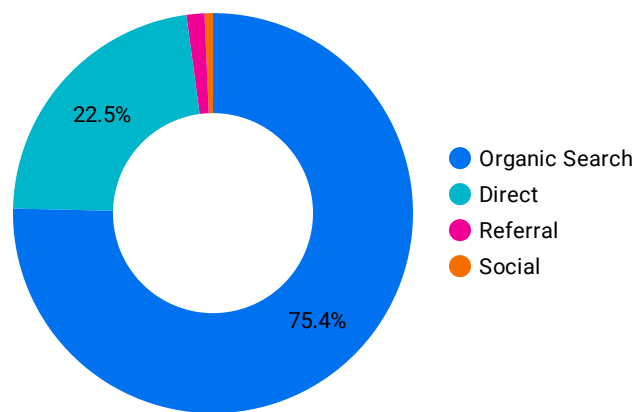
Sessions  
**122,499**

Bounce Rate  
**55.22%**

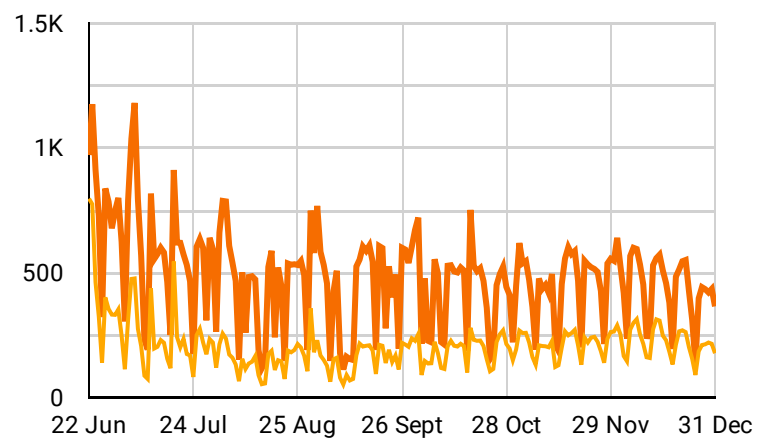
Goal Completions  
**No data**

Avg. Time on Page  
**00:01:30**

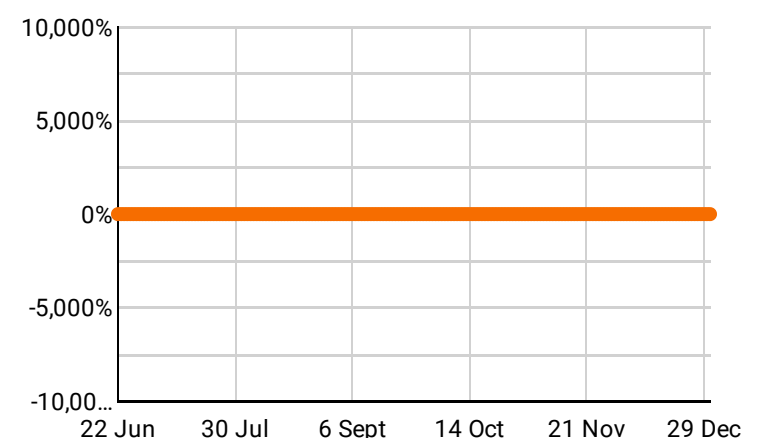
## Top Acquisition Channels



## Users (vs. New Users)



## Conversions



## Acquisition

Sessions: **122.5K**  
Users: **40.1K**  
New Users: **39.9K**

## Behavior

Bounce Rate: **55.2%**  
Pages / Session: **3.1**  
Avg. Session Duration: **03:13**

## Conversions

Goal Conversion Rate: **0.0%**  
Goal Completions: **No data**  
Goal Value: **No data**

| Source / Medium      | Sessions | Users  | New Users | Bounce Rate | Pages / Session | Avg Session Dura... | Goal Conversion ... | Goal Completions | Goal Value |
|----------------------|----------|--------|-----------|-------------|-----------------|---------------------|---------------------|------------------|------------|
| google / organic     | 87,608   | 30,353 | 28,999    | 53.86%      | 3.24            | 00:03:15            | 0%                  | 0                | \$0        |
| (direct) / (none)    | 28,488   | 9,358  | 9,206     | 58.32%      | 2.92            | 00:03:07            | 0%                  | 0                | \$0        |
| bing / organic       | 2,297    | 883    | 820       | 63.17%      | 2.69            | 00:02:59            | 0%                  | 0                | \$0        |
| in.search.yahoo...   | 1,568    | 371    | 277       | 60.97%      | 2.63            | 00:03:19            | 0%                  | 0                | \$0        |
| 59.90.28.110 / r...  | 427      | 37     | 2         | 40.28%      | 5.58            | 00:05:29            | 0%                  | 0                | \$0        |
| yahoo / organic      | 421      | 133    | 101       | 57.48%      | 3.18            | 00:03:31            | 0%                  | 0                | \$0        |
| duckduckgo / or...   | 315      | 36     | 32        | 45.4%       | 3.57            | 00:04:49            | 0%                  | 0                | \$0        |
| t.co / referral      | 312      | 144    | 135       | 48.72%      | 4.48            | 00:03:15            | 0%                  | 0                | \$0        |
| ecostatportal.ker... | 244      | 10     | 0         | 72.13%      | 1.6             | 00:02:16            | 0%                  | 0                | \$0        |
| ask / organic        | 158      | 2      | 1         | 51.0%       | 1.00            | 00:06:02            | 0%                  | 0                | \$0        |