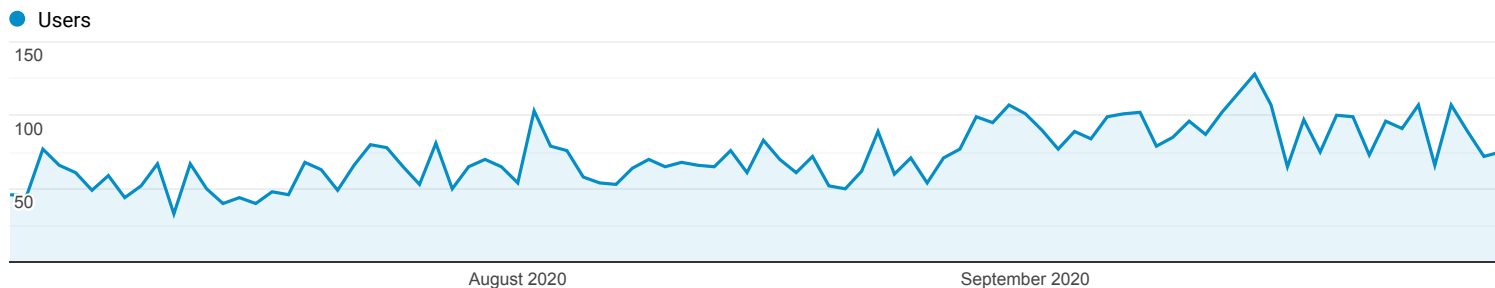


Audience Overview 1st Quarter 2020-2021

Jul 1, 2020 - Sep 30, 2020

All Users
 100.00% Users

Overview



Users
6,124

New Users
6,017

Sessions
7,143

Number of Sessions per User
1.17

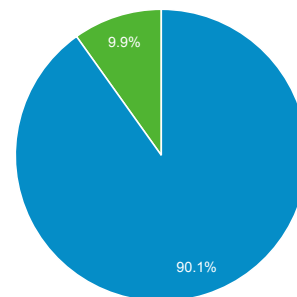
Pageviews
21,383

Pages / Session
2.99

Avg. Session Duration
00:01:38

Bounce Rate
60.77%

■ New Visitor ■ Returning Visitor



City	Users	% Users
1. Sydney	4,088	66.04%
2. Melbourne	455	7.35%
3. Brisbane	222	3.59%
4. (not set)	172	2.78%
5. Ashburn	106	1.71%
6. Perth	87	1.41%
7. Adelaide	60	0.97%
8. Newcastle	51	0.82%
9. Central Coast	49	0.79%
10. Canberra	48	0.78%

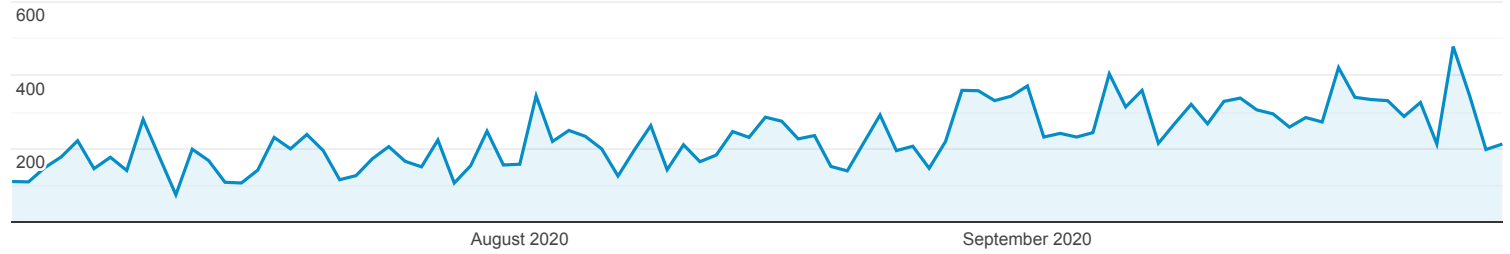
Pageviews 1st Quarter 2020-2021

Jul 1, 2020 - Sep 30, 2020

All Users
100.00% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	21,383 % of Total: 100.00% (21,383)	15,074 % of Total: 100.00% (15,074)	00:00:49 Avg for View: 00:00:49 (0.00%)	7,143 % of Total: 100.00% (7,143)	60.77% Avg for View: 60.77% (0.00%)	33.41% Avg for View: 33.41% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /impacts-of-weeds/weed-identification/	5,275 (24.67%)	2,389 (15.85%)	00:00:34	2,064 (28.90%)	22.97%	23.85%	\$0.00 (0.00%)
2. /ground-covers/	1,369 (6.40%)	914 (6.06%)	00:00:33	33 (0.46%)	75.76%	15.12%	\$0.00 (0.00%)
3. /grass-weeds/	1,138 (5.32%)	801 (5.31%)	00:00:24	22 (0.31%)	50.00%	13.71%	\$0.00 (0.00%)
4. /vines-and-scramblers/	1,051 (4.92%)	673 (4.46%)	00:00:43	180 (2.52%)	46.67%	21.60%	\$0.00 (0.00%)
5. /bulbous-succulent-weeds/	820 (3.83%)	506 (3.36%)	00:00:43	42 (0.59%)	71.43%	13.90%	\$0.00 (0.00%)
6. /	741 (3.47%)	531 (3.52%)	00:00:53	453 (6.34%)	45.25%	38.87%	\$0.00 (0.00%)
7. /shrub-weeds/	721 (3.37%)	505 (3.35%)	00:00:33	32 (0.45%)	43.75%	13.31%	\$0.00 (0.00%)
8. /weeds/panic-veldt-grass/	705 (3.30%)	627 (4.16%)	00:02:23	510 (7.14%)	82.16%	69.36%	\$0.00 (0.00%)
9. /tree-weeds/	681 (3.18%)	429 (2.85%)	00:00:41	43 (0.60%)	58.14%	14.68%	\$0.00 (0.00%)
10. /weeds/wandering-jew-trad/	588 (2.75%)	530 (3.52%)	00:01:35	417 (5.84%)	79.86%	65.82%	\$0.00 (0.00%)

Rows 1 - 10 of 552



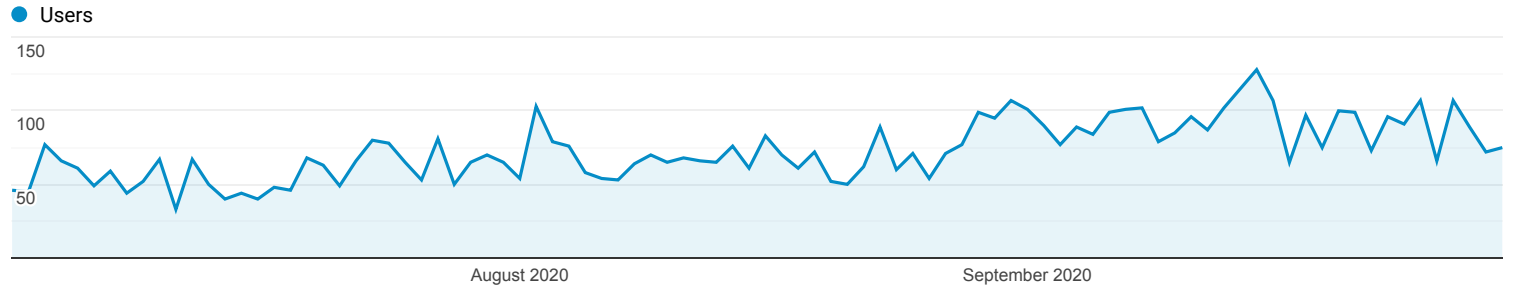
Overview

All Users
100.00% Users

Jul 1, 2020 - Sep 30, 2020

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,124 % of Total: 100.00% (6,124)	6,019 % of Total: 100.03% (6,017)	7,143 % of Total: 100.00% (7,143)	60.77% Avg for View: 60.77% (0.00%)	2.99 Avg for View: 2.99 (0.00%)	00:01:38 Avg for View: 00:01:38 (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. mobile	3,133 (50.96%)	3,102 (51.54%)	3,534 (49.48%)	64.54%	2.64	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	2,661 (43.28%)	2,578 (42.83%)	3,203 (44.84%)	58.01%	3.26	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	354 (5.76%)	339 (5.63%)	406 (5.68%)	49.75%	4.01	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3