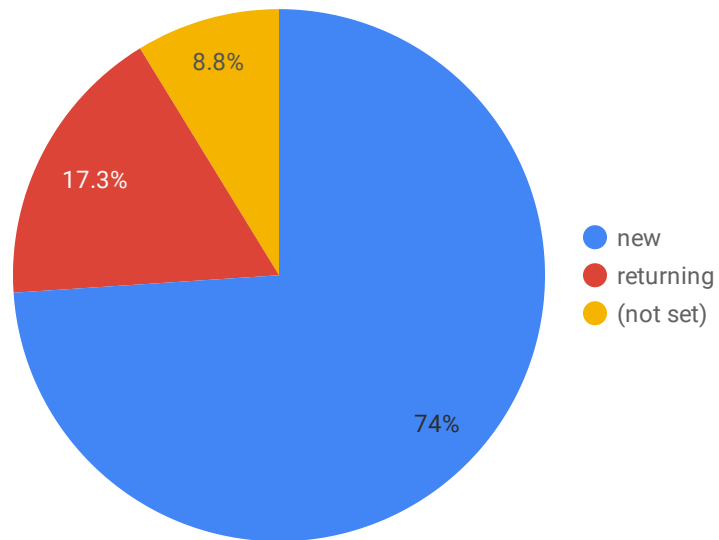
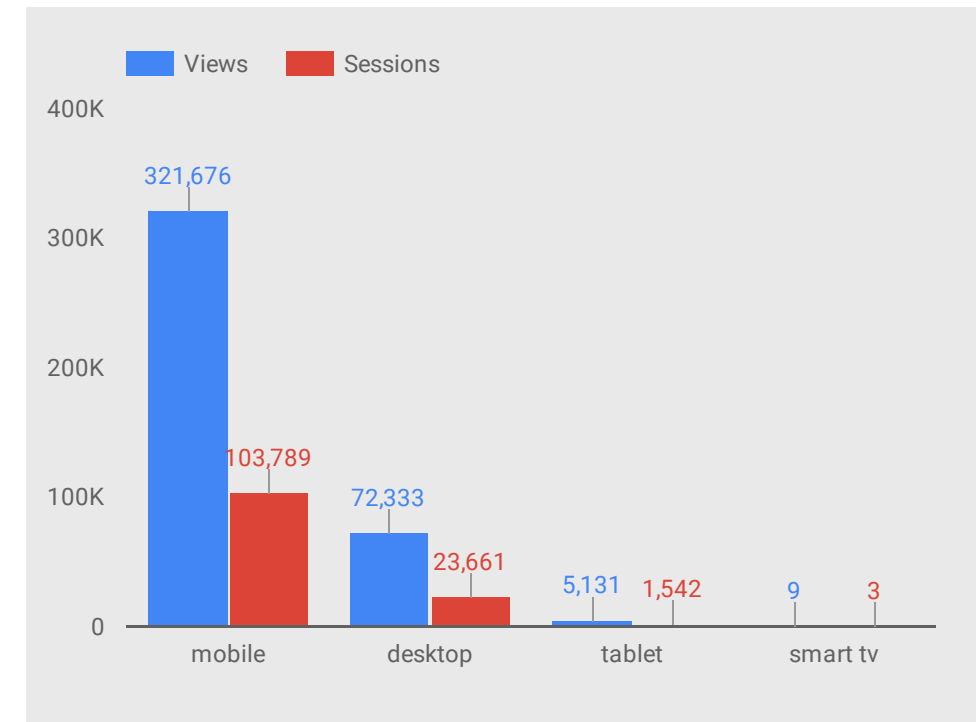


Audience -- The who, what and where

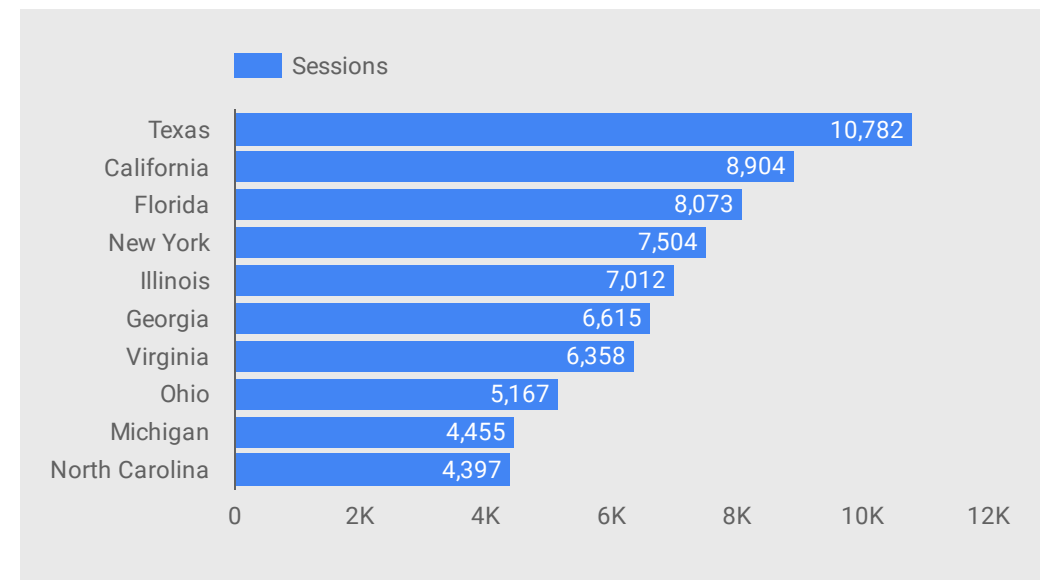
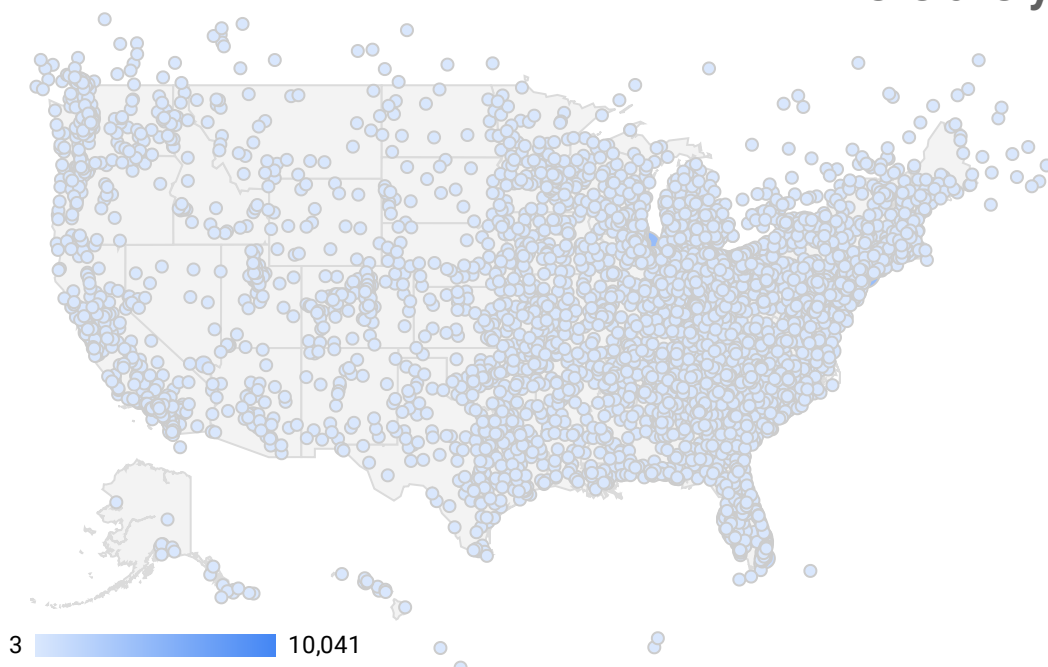
Who are your visitors?



Devices Used

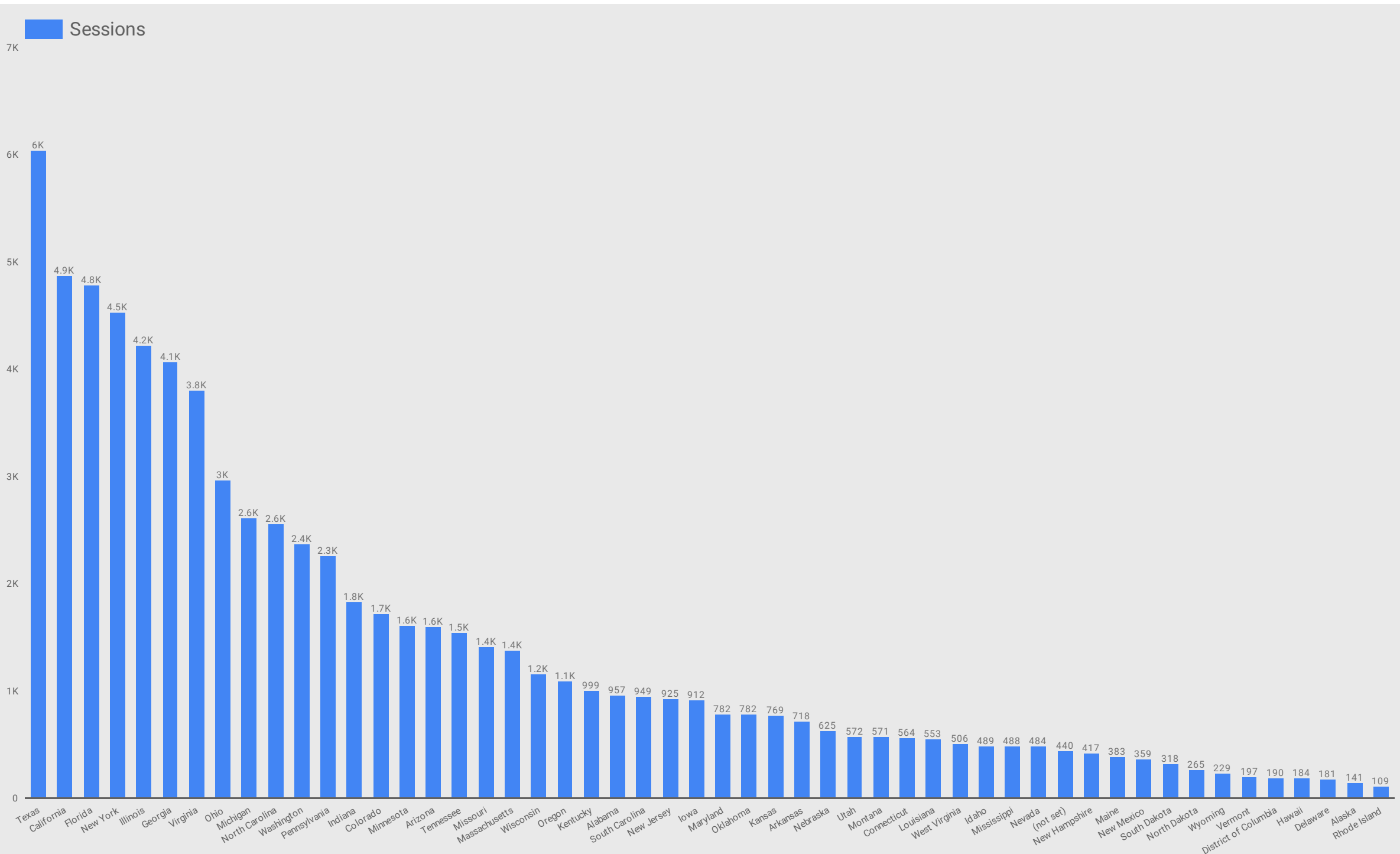


Where are your visitors?



Audience -- The who, what and where

State usage of the milk finder



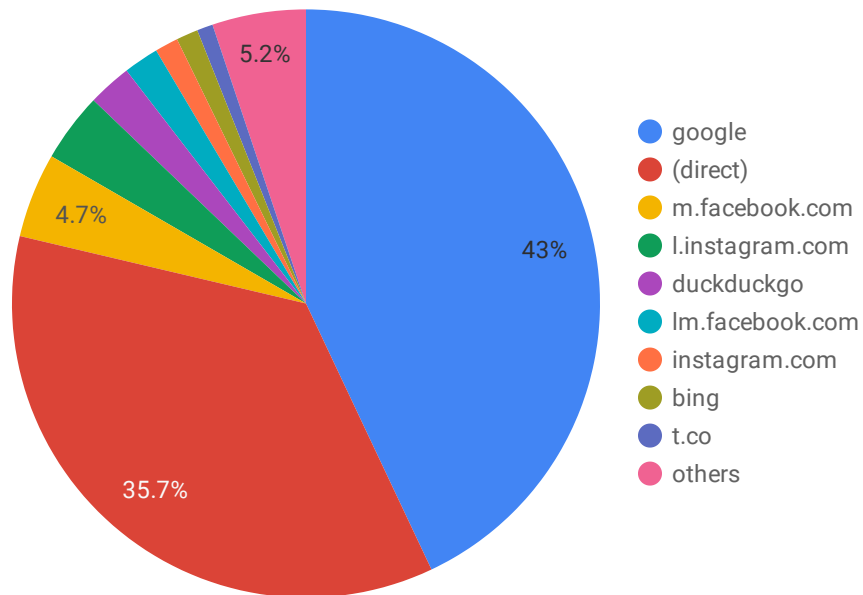
Acquisition -- The how and where on your site

Channels Compared to Previous Period

Session default channel gro...	Total users ▼	% ▲
Organic Search	45,906	29.2% ↑
Direct	33,620	22.6% ↑
Organic Social	16,461	91.1% ↑
Referral	3,059	-44.8% ↓
Paid Search	396	7.0% ↑
Unassigned	314	29.8% ↑
Organic Video	125	23.8% ↑
Email	16	100.0% ↑
Organic Shopping	1	-
Grand total	98,385	28.1% ↑
1 - 10 / 10 < >		

Source Performance

First user source / medium	Engagement rate	New users ▼
google / organic	68.48%	39,491
(direct) / (none)	52.72%	32,772
m.facebook.com / referral	58.94%	5,771
l.instagram.com / referral	70.63%	4,672
lm.facebook.com / referral	66.93%	2,280
duckduckgo / organic	67.06%	2,031
instagram.com / referral	74.31%	1,569
bing / organic	69.58%	1,136
t.co / referral	59.27%	1,019
l.facebook.com / referral	66.04%	527
1 - 10 / 356 < >		



Behavior -- What users did, and what users saw

Top Pages

	Landing page	Views ▾	% Δ	Average session duration	% Δ
1.	/	163,318	34.2% ↑	00:03:38	-18.8% ↓
2.	/raw-milk-finder	147,999	20.9% ↑	00:03:45	0.5% ↑
3.	/farm-directory	12,608	25.1% ↑	00:01:31	8.0% ↑
4.	/real-milk-legal-map	3,426	36.8% ↑	00:02:42	-9.8% ↓
5.	/milk-as-medicine	1,898	126.0% ↑	00:02:40	0.1% ↑
6.	/real-milk-finder-2	1,674	50.1% ↑	00:04:36	-15.2% ↓
7.	/blog	1,221	68.4% ↑	00:03:46	-5.7% ↓
8.	/farm-directory/page/2	1,160	68.6% ↑	00:04:59	32.0% ↑
9.	/milk-cure	1,151	147.0% ↑	00:02:57	-1.3% ↓
10.	/farm-directory/wpbdm-region/florida	956	43.5% ↑	00:03:17	15.6% ↑
11.	/vitamins-and-minerals	887	22.7% ↑	00:02:27	8.2% ↑
12.	/farm-directory/wpbdm-region/michigan	886	108.5% ↑	00:05:17	20.4% ↑
13.	/farm-directory/wpbdm-region/texas	832	38.0% ↑	00:03:43	58.9% ↑
14.	/safety	768	67.7% ↑	00:02:04	-23.5% ↓
15.	/farm-directory/wpbdm-region/california	710	35.0% ↑	00:01:57	-72.3% ↓
16.	/farm-directory/alday-farm	623	34.3% ↑	00:01:45	14.7% ↑
17.	/is-raw-milk-safe-for-babies	621	4.9% ↑	00:02:10	4.4% ↑
18.	/farm-directory/wpbdm-region/new-jersey	608	-3.2% ↓	00:01:29	-11.3% ↓
19.	/farm-directory/wpbdm-region/arizona	607	16.1% ↑	00:02:20	43.5% ↑
20.	/farm-directory/wpbdm-region/minnesota	595	84.8% ↑	00:01:59	-29.0% ↓
1 - 100 / 3030					< >