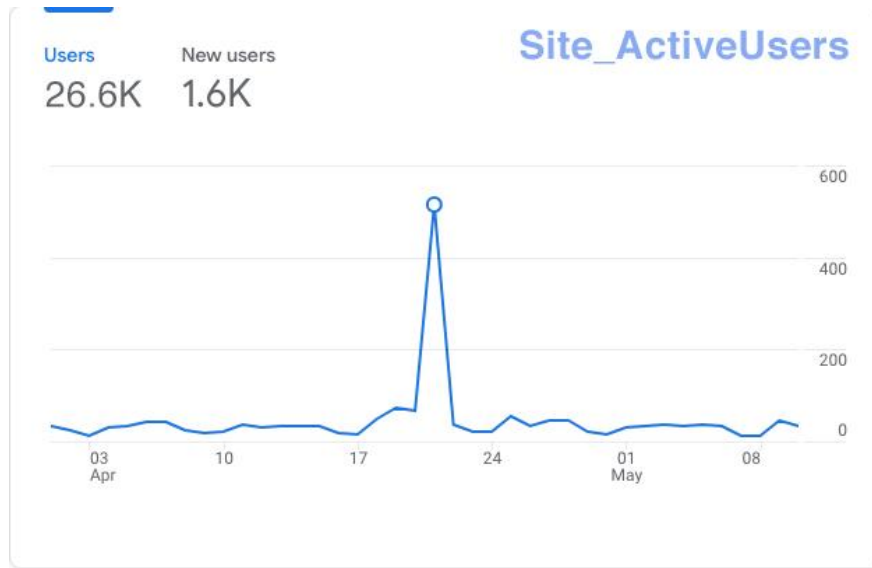


Due to NDAs all analytics are fabricated for example. Example of key measurements requested by client.

Google Site Analytics | April-May 2022



Country ▾		City ▾	×	↓Users	New users	Engaged sessions
ActiveUsers_US		Cities				
Totals		SAMPLE		1,610 100% of total	1,580 100% of total	1,563 100% of total
1	United States	Los Angeles		104	98	79
2	United States	Washington		96	95	96
3	United States	New York		83	83	79
4	United States	(not set)		75	69	57
5	United States	Cheyenne		75	75	75
6	United States	Des Moines		73	73	73
7	United States	Ashburn		67	67	47
8	United States	Boydton		32	31	31
9	United States	Quincy		32	31	21
10	United States	San Antonio		32	31	32

Users ▾ by Country



COUNTRY	USERS
United States	504
Canada	15
United Kingdom	15
Philippines	9
India	8
Nigeria	6
Germany	5

Session default channel grouping ▾ +

Site Traffic Sources

	Users	↓Sessions	Engaged sessions
Totals	1,580 100% of total	1,917 100% of total	1,536 100% of total
1 Direct	802	1,046	808
2 Email	477	485	478
3 Organic Search	253	320	201
4 Organic Social	27	30	23
5 Referral	25	29	26
6 Unassigned	7	7	0

Platform / device category ▾ +

User_Device

	↓Users	New users	Engaged sessions	Engagement rate
Totals	655 100% of total	621 100% of total	666 100% of total	80.63% Avg 0%
1 web / desktop	431	399	438	77.66%
2 web / mobile	209	207	211	86.48%
3 web / tablet	15	15	16	100%

Event name +	↓ Event count	Total users	Event count per user
Site_Events	4,665 100% of total	655 100% of total	7.12 Avg 0%
1 page_view	1,958	650	3.01
2 user_engagement	949	515	1.84
3 session_start	821	653	1.26
4 click	622	622	1.00
5 scroll	302	190	1.59
6 first_visit	12	12	1.00
7 view_search_results	1	1	1.00

Product ?	Sales Performance
	Product Revenue ? ↓
	US\$45,830.52 % of Total: 100.00% (US\$45,830.52)
1. Google Sunglasses	US\$7,469.00 (16.30%)
2. Google Large Tote Canvas	US\$2,813.40 (6.14%)
3. Google Rolltop Backpack Reflective	US\$2,519.79 (5.50%)
4. Google Rolltop Backpack Blue	US\$2,159.82 (4.71%)
5. Google Large Standard Journal Navy	US\$1,877.21 (4.10%)
6. Google Bike Tee Grey	US\$1,631.16 (3.56%)
7. Google Mini Kick Ball	US\$1,416.06 (3.09%)
8. Google Zip Hoodie Black	US\$1,343.73 (2.93%)
9. Google Flat Front Bag Grey	US\$1,241.49 (2.71%)
10. Google Hub Mug White	US\$1,153.30 (2.52%)

Page title and screen class ▾



↓ Views

Users

New users

Top Web Pages

Totals

SAMPLE

6,246
100% of total

1,610
100% of total

1,580
100% of total

1	About Stephen Hofer Aerlex Law Group & Tax Services	2,800	546	536
2	Aerlex Law Group Aviation Law Firm Los Angeles California	690	328	290
3	IMPORTING AN AIRCRAFT INTO THE UNITED STATES	319	118	9
4	Top Rated Aviation Law Firm Aerlex Law Group Los Angeles CA	249	102	5
5	16th Annual Living Legends of Aviation Awards Ceremony	145	50	49
6	The Letter of Intent to Purchase an Aircraft	141	79	77
7	Stephen Hofer – Aerlex Law Group	127	69	39
8	Aviation Lawyers in Los Angeles California Aerlex Law Group	123	60	0
9	IADA 2022 Annual Spring Member Meeting–Dana Point, California–May 9-11, 2022	102	48	48
10	Legal Support Staff at Aerlex Law Group a Business Aviation Firm	88	46	0

Users

1,462



New Users

1,440



Sessions

1,668



Number of Sessions per User

1.14



Pageviews

2,773



Pages / Session

1.66



Avg. Session Duration

00:00:59



Bounce Rate

77.82%

