

Content Drilldown

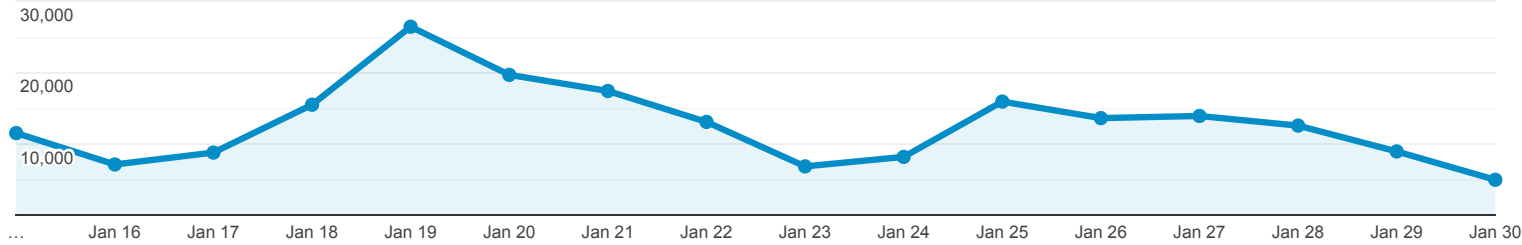
All Users

100.00% Pageviews

Jan 15, 2021 - Jan 30, 2021

Explorer

Pageviews



Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	204,488 % of Total: 100.00% (204,488)	164,392 % of Total: 100.00% (164,392)	00:02:32 Avg for View: 00:02:32 (0.00%)	65.66% Avg for View: 65.66% (0.00%)	45.94% Avg for View: 45.94% (0.00%)
1. /index.php	63,528 (31.07%)	50,909 (30.97%)	00:03:57	65.40%	60.76%
2. /admissions/	17,842 (8.73%)	14,424 (8.77%)	00:02:27	53.06%	41.80%
3. /search/	14,567 (7.12%)	13,526 (8.23%)	00:00:57	45.09%	19.05%
4. /onlinelearning/	14,271 (6.98%)	12,378 (7.53%)	00:03:49	78.79%	65.54%
5. /raw/	6,594 (3.22%)	5,798 (3.53%)	00:03:42	87.42%	78.07%
6. /financialaid/	6,528 (3.19%)	5,241 (3.19%)	00:02:09	53.85%	37.67%
7. /class-schedule/	5,463 (2.67%)	4,598 (2.80%)	00:03:30	59.16%	49.39%
8. /directory/	5,104 (2.50%)	2,872 (1.75%)	00:00:55	44.77%	11.05%
9. /programs/	4,867 (2.38%)	3,081 (1.87%)	00:00:55	37.37%	15.02%
10. /degrees/	4,848 (2.37%)	4,024 (2.45%)	00:02:17	65.32%	31.19%

Rows 1 - 10 of 304

Behavior Flow

Jan 15, 2021 - Jan 30, 2021

All Users

100.00% Sessions



(>100 more pages)

X

Page	Sessions	% of traffic	Drop-on rate
/library/index.php 	760	6.40%	64.6%
/admissions/index.php 	724	6.10%	43.4%
/counseling/index.php 	634	5.34%	57.6%
/admissions/academic-calendar.php 	588	4.95%	7.82%
/onlinelearning/index.php 	526	4.43%	42.6%
/class-schedule/index.php 	445	3.75%	54.6%
/financialaid/index.php 	439	3.70%	24.4%
/spring2021/index.php 	368	3.10%	26.9%
/zoneinfo/index.php 	336	2.83%	58.0%
/class-schedule/catalog.php 	335	2.82%	45.7%
/programs/degrees.php 	333	2.81%	17.7%
/resourceguide/index.php 	309	2.60%	16.2%
/admissions/transcripts.php 	271	2.28%	80.8%
/onlinelearning/canvas.php 	244	2.06%	66.0%
/onlinecollege/index.php 	224	1.89%	35.7%

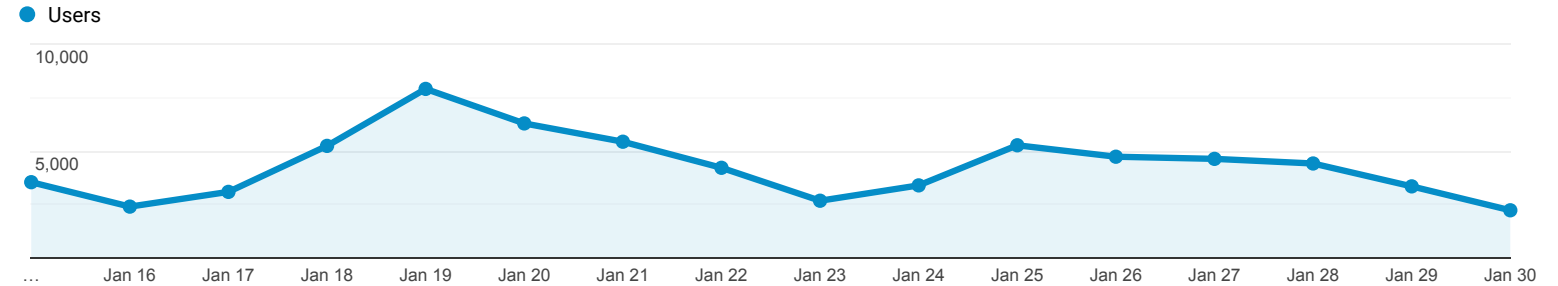
Channels

All Users
100.00% Users

Jan 15, 2021 - Jan 30, 2021

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,764 % of Total: 100.00% (38,764)	28,499 % of Total: 100.05% (28,484)	93,957 % of Total: 100.00% (93,957)	65.66% Avg for View: 65.66% (0.00%)	2.18 Avg for View: 2.18 (0.00%)	00:02:58 Avg for View: 00:02:58 (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. Organic Search	25,054 (62.51%)	16,682 (58.54%)	60,263 (64.14%)	64.05%	2.19	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	13,479 (33.63%)	11,049 (38.77%)	28,788 (30.64%)	70.28%	1.97	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Referral	753 (1.88%)	251 (0.88%)	3,427 (3.65%)	51.85%	3.76	00:06:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	449 (1.12%)	398 (1.40%)	616 (0.66%)	82.79%	1.73	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Paid Search	338 (0.84%)	112 (0.39%)	854 (0.91%)	66.04%	2.02	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Display	7 (0.02%)	7 (0.02%)	9 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 6 of 6

All Traffic

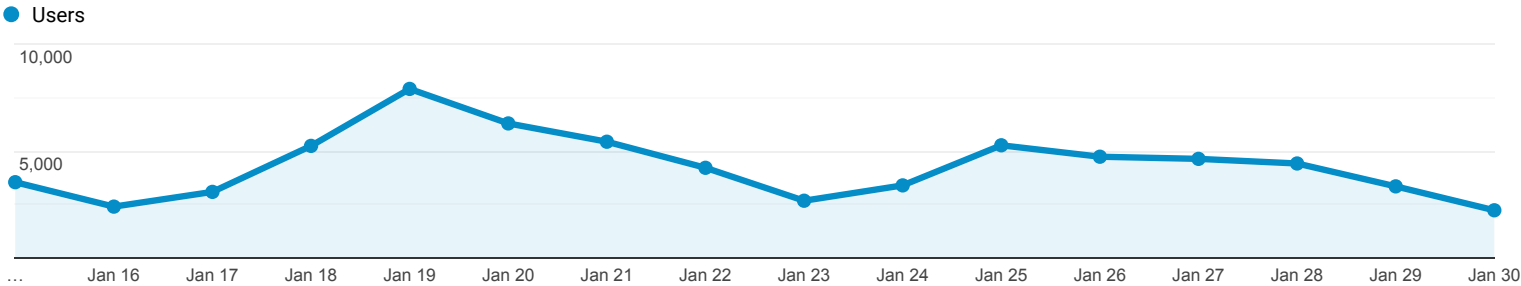
All Users

100.00% Users

Jan 15, 2021 - Jan 30, 2021

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,764 % of Total: 100.00% (38,764)	28,499 % of Total: 100.05% (28,484)	93,957 % of Total: 100.00% (93,957)	65.66% Avg for View: 65.66% (0.00%)	2.18 Avg for View: 2.18 (0.00%)	00:02:58 Avg for View: 00:02:58 (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. google / organic	23,347 (58.08%)	15,678 (55.01%)	55,227 (58.78%)	63.79%	2.19	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	13,479 (33.53%)	11,049 (38.77%)	28,788 (30.64%)	70.28%	1.97	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. bing / organic	994 (2.47%)	511 (1.79%)	3,111 (3.31%)	66.83%	2.23	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. yahoo / organic	599 (1.49%)	323 (1.13%)	1,508 (1.60%)	65.38%	2.11	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. google / cpc	338 (0.84%)	112 (0.39%)	854 (0.91%)	66.04%	2.02	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. snapchat.com / referral	303 (0.75%)	281 (0.99%)	318 (0.34%)	97.17%	1.03	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. districtazure.clpccd.org / referral	139 (0.35%)	45 (0.16%)	736 (0.78%)	49.05%	3.30	00:06:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. bw11.clpccd.cc.ca.us:700 / referral	133 (0.33%)	5 (0.02%)	561 (0.60%)	62.21%	1.95	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. duckduckgo / organic	104 (0.26%)	84 (0.29%)	215 (0.23%)	67.91%	2.22	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. m.facebook.com / referral	94 (0.23%)	89 (0.31%)	103 (0.11%)	88.35%	1.39	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. baidu / organic	73 (0.18%)	70 (0.25%)	79 (0.08%)	94.94%	1.05	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. lpc1.clpccd.cc.ca.us / referral	51 (0.13%)	15 (0.05%)	137 (0.15%)	64.96%	2.56	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. banner-web.clpccd.cc.ca.us:700 / referral	47 (0.12%)	19 (0.07%)	88 (0.09%)	43.18%	3.61	00:06:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. clpccd.org / referral	40 (0.10%)	17 (0.06%)	174 (0.19%)	50.00%	3.22	00:04:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. a.cms.omniupdate.com / referral	39 (0.10%)	0 (0.00%)	655 (0.70%)	40.61%	7.55	00:11:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. bw10.clpccd.cc.ca.us:700 / referral	34 (0.08%)	0 (0.00%)	293 (0.31%)	63.48%	2.64	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. ecosia.org / organic	33 (0.08%)	14 (0.05%)	120 (0.13%)	68.33%	2.09	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. niche.com / referral	26 (0.06%)	21 (0.07%)	35 (0.04%)	20.00%	5.37	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
	26	14	60					0	\$0.00

19.	us.search.yahoo.com / referral	28 (0.06%)	14 (0.05%)	80 (0.06%)	76.67%	1.80	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	l.facebook.com / referral	24 (0.06%)	10 (0.04%)	132 (0.14%)	53.03%	3.48	00:11:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	support.canvaslms.com / referral	24 (0.06%)	3 (0.01%)	93 (0.10%)	60.22%	2.15	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	chabotcollege.edu / referral	22 (0.05%)	12 (0.04%)	36 (0.04%)	33.33%	4.53	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	curricunet.com / referral	20 (0.05%)	0 (0.00%)	200 (0.21%)	42.00%	3.42	00:08:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	instructure.lightning.force.com / referral	18 (0.04%)	18 (0.06%)	21 (0.02%)	71.43%	1.38	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	ca.search.yahoo.com / referral	12 (0.03%)	10 (0.04%)	12 (0.01%)	58.33%	1.75	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 101

Search Terms

All Users

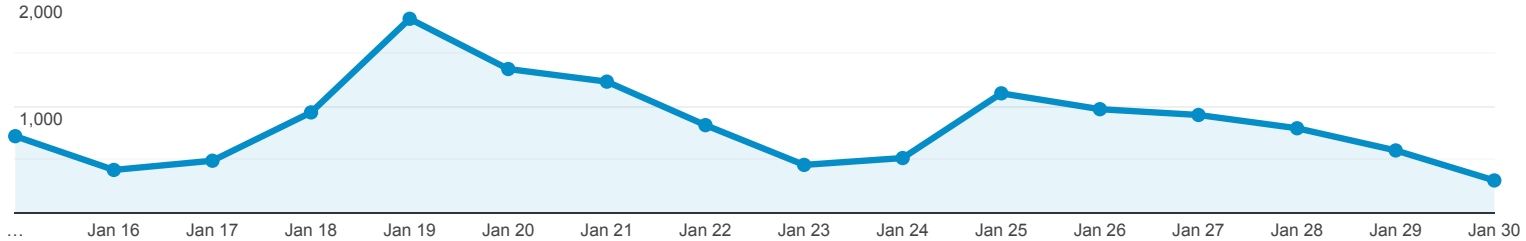
100.00% Total Unique Searches

Jan 15, 2021 - Jan 30, 2021

Explorer

Site Usage

Total Unique Searches



Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	13,375 % of Total: 100.00% (13,375)	1.08 Avg for View: 1.08 (0.00%)	20.59% Avg for View: 20.59% (0.00%)	27.59% Avg for View: 27.59% (0.00%)	00:04:03 Avg for View: 00:04:03 (0.00%)	1.90 Avg for View: 1.90 (0.00%)
1. bookstore	315 (2.36%)	1.07	82.54%	4.14%	00:02:01	0.28
2. counseling	229 (1.71%)	1.10	3.93%	20.72%	00:05:13	1.92
3. Bookstore	141 (1.05%)	1.06	86.52%	3.36%	00:00:38	0.13
4. catalog	141 (1.05%)	1.05	14.89%	22.97%	00:07:05	1.73
5. canvas	127 (0.95%)	1.05	11.81%	30.08%	00:03:45	1.51
6. zonemail	121 (0.90%)	1.10	14.88%	13.53%	00:05:15	2.64
7. transcripts	116 (0.87%)	1.04	14.66%	22.31%	00:04:28	1.23
8. transcript	82 (0.61%)	1.10	15.85%	10.00%	00:03:32	1.49
9. academic calendar	79 (0.59%)	1.03	3.80%	14.81%	00:04:48	2.43
10. book store	75 (0.56%)	1.01	81.33%	6.58%	00:01:38	0.25
11. counselor	71 (0.53%)	1.17	12.68%	10.84%	00:02:48	1.63
12. Counseling	62 (0.46%)	1.11	20.97%	10.14%	00:01:55	1.29
13. computer center	59 (0.44%)	1.14	1.69%	16.42%	00:06:44	2.76
14. igetc	58 (0.43%)	1.16	15.52%	34.33%	00:05:40	1.78
15. Book store	55 (0.41%)	1.11	81.82%	8.20%	00:00:52	0.16
16. calendar	55 (0.41%)	1.02	7.27%	28.57%	00:01:40	1.51
17. Calendar	50 (0.37%)	1.06	26.00%	20.75%	00:00:57	1.24
18. clubs	50 (0.37%)	1.10	2.00%	23.64%	00:04:35	4.38
19. workshop	45 (0.34%)	1.51	88.89%	8.82%	00:03:38	0.42
20. Financial aid	41 (0.31%)	1.07	34.15%	9.09%	00:03:13	1.54

21.	spring 2021	41 (0.31%)	1.02	46.34%	16.67%	00:03:41	1.49
22.	Counselor	40 (0.30%)	1.08	30.00%	9.30%	00:01:25	0.88
23.	canvas help	39 (0.29%)	1.13	23.08%	47.73%	00:06:24	1.31
24.	class schedule	39 (0.29%)	1.10	7.69%	27.91%	00:05:29	1.87
25.	veterans	39 (0.29%)	1.08	7.69%	16.67%	00:08:34	3.49

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