Google Analytics Overview*
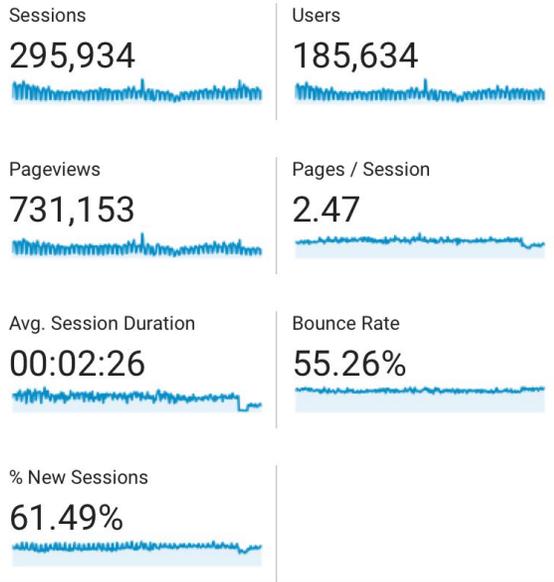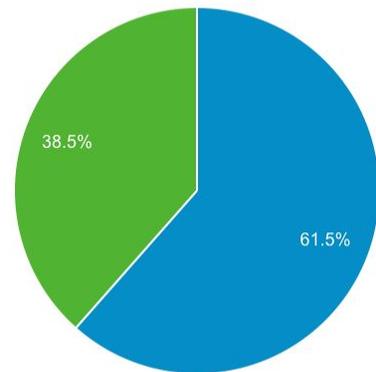
*Below results based on analysis of May 1st 2016 - May 1st 2017

Basic Information

Sessions
295,934

Users
185,634

Pageviews
731,153

Pages / Session
2.47

Avg. Session Duration
00:02:26

Bounce Rate
55.26%

% New Sessions
61.49%

Users/Visitors

■ New Visitor ■ Returning Visitor

38.5%

61.5%

The majority of visitors to the site (61.5 %) were new

Top Countries

1.	🇺🇸 United States	281,137	▬▬▬▬	94.99%
2.	🇬🇧 United Kingdom	1,461	│	0.49%
3.	🇮🇳 India	1,376	│	0.46%

Top Browsers

	Browser	Sessions	% Sessions	
1.	Chrome	121,769	▬	41.14%
2.	Internet Explorer	57,642	▪	19.48%
3.	Safari	50,669	▪	17.12%

Source/Medium (How did users come to the site?)

Source / Medium	Acquisition Sessions ↓
	295,953 % of Total: 100.00% (295,953)
1. google / organic	114,796 (38.79%)
2. (direct) / (none)	108,831 (36.77%)
3. bing / organic	12,551 (4.24%)
4. yahoo / organic	10,645 (3.60%)
5. catalog.library.ca.gov / referral	3,802 (1.28%)
6. 50states.com / referral	2,948 (1.00%)
7. bsc.ca.gov / referral	2,780 (0.94%)
8. m.facebook.com / referral	1,741 (0.59%)
9. leginfo.legislature.ca.gov / referral	1,469 (0.50%)
10. library.ca.gov / referral	1,391 (0.47%)
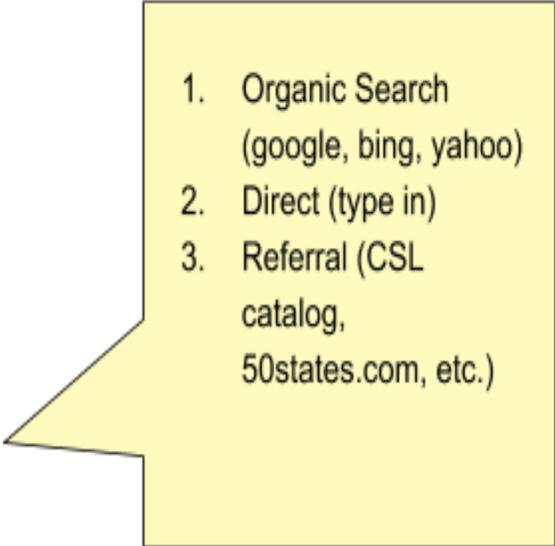
1. Organic Search (google, bing, yahoo)
2. Direct (type in)
3. Referral (CSL catalog, 50states.com, etc.)

Main landing pages:
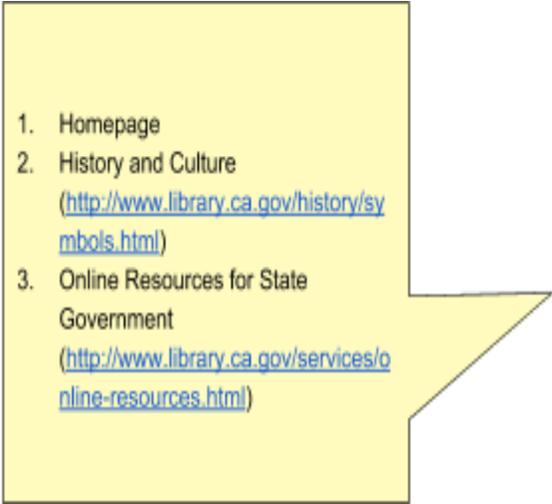
1. Homepage
2. History and Culture (http://www.library.ca.gov/history/symbols.html)
3. Online Resources for State Government (http://www.library.ca.gov/services/online-resources.html)

Landing Page	Acquisition Sessions ↓
	138,613 % of Total: 46.84% (295,953)
1. /	30,635 (22.10%)
2. /history/symbols.html	16,865 (12.17%)
3. /history/previous-ca-capitals.html	9,297 (6.71%)

Top Languages

En - us (English - United States)
En - gb (English - Great Britain)
Zh - cn (Chinese Simplified)

Language	Sessions	% Sessions	
1. en-us	285,311		96.40%
2. en-gb	1,758		0.59%
3. zh-cn	728		0.25%

Top search terms (in google, bing, yahoo)

	Keyword ?	Acquisition Sessions ? ↓
		138,613 % of Total: 46.84% (295,953)
☐	1. (not provided)	129,453 (93.39%)
☐	2. california state library	920 (0.66%)
☐	3. ca state library	262 (0.19%)
☐	4. california gold rush	252 (0.18%)
☐	5. california library	102 (0.07%)
☐	6. (not set)	94 (0.07%)

1. not set
2. not provided
3. California State Library
4. California gold rush
5. California Library
6. California Research Bureau

Peak Times