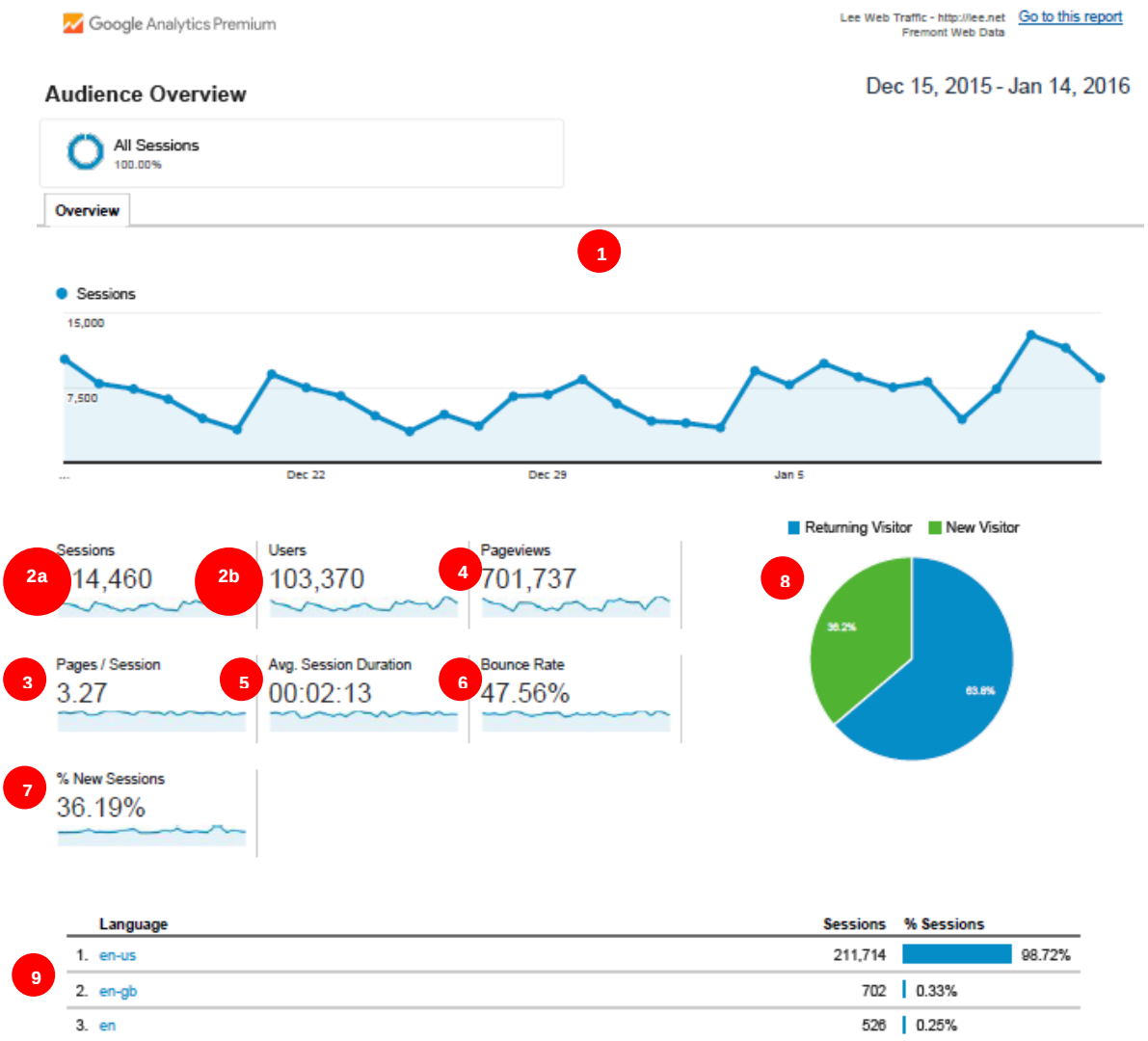
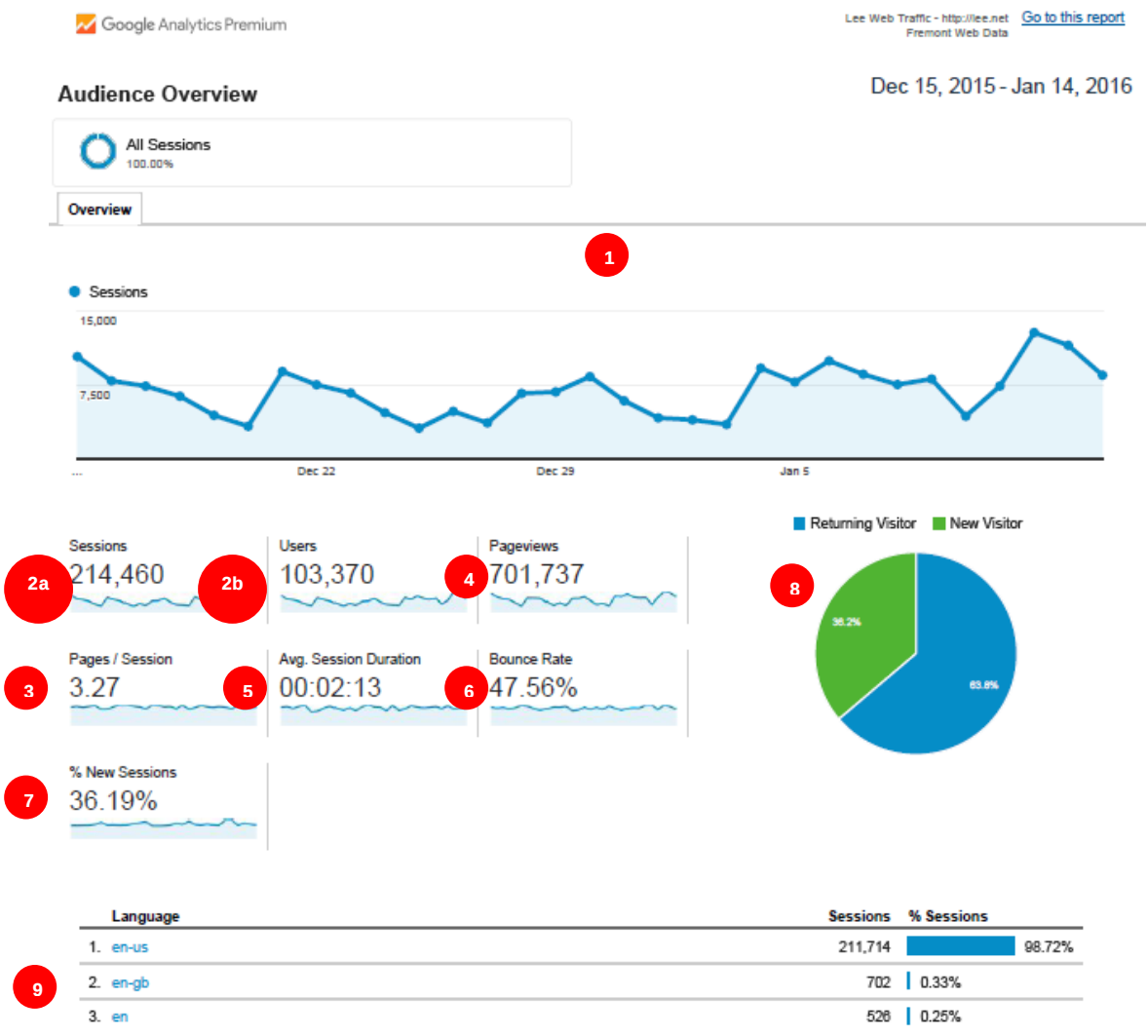
Google Analytics (GA): Audience Legend



#	Displayed on report	Description
1	Audience Overview	Total number of "Sessions" for the last 31 days. Every blue dot represents a day.
2a & 2b	Sessions & Users	That 214,460 sessions were recorded in the last 31 days by 103,370 people.
3	Pages / Sessions	On average, every time a person visited the site (a single session), they looked at 3.27 pages.
4	Pageviews	How many pages viewed on the website.

Google Analytics (GA): Audience Legend

5	Avg. Session Duration	How long this user stays on this particular website. The 2 minute 13 seconds is the average amount of time it takes the end user to read those 3.27 Pages / Sessions
6	Bounce Rate	The Bounce Rate for this site is 47.56%. This is measured from the number of people who looked at a single page on the website then left. Anything under 50% is decent.
7	% New Sessions	This refers to the number of computers, smartphones and tablets that have never before seen this website.
8	Returning Visitors / New Visitors	Pie Chart image is a good visual on what percentage of users are new or returning.
9	Language	Shows how many sessions that have been seen for different languages. We break things down by “English” or “French”. Unfortunately, GA doesn’t break down the language reports this way. GA collects data from users’ browser and browsers use codes that set languages. en-us: English United Sates en-gb: English United Kingdom en: English Etc.