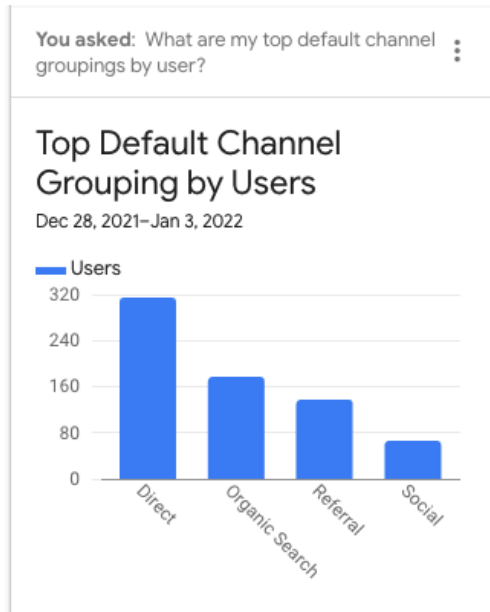
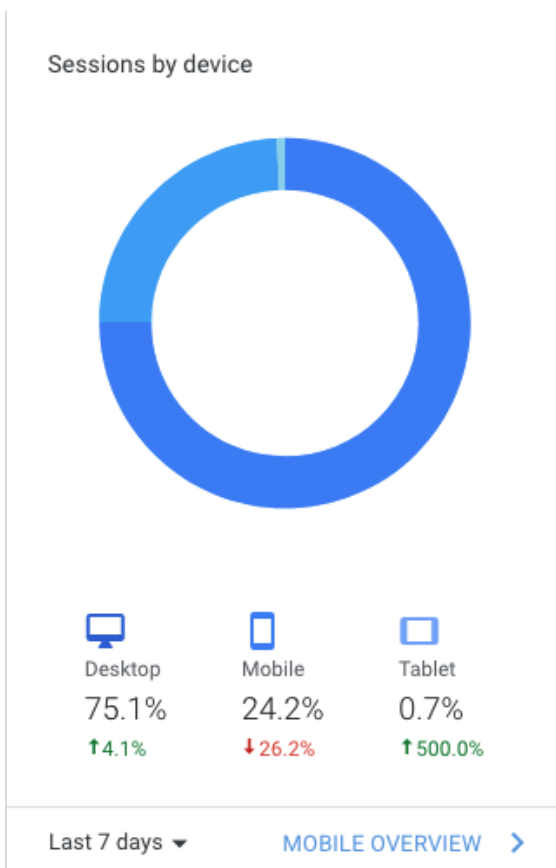


Google Analytics 4th Jan 2022



Social media is bringing traffic to the site.



Use of tablets has increased with mobile reducing (should be the case).



Bounce rate is down, but this needs revising in the spring. We're down on users by 677 compared with launching an issue during the 4S conference. However, we have yet to do the promotion for the issue.

Property Engaging Science, Technology, and Society is receiving data from redundant hostnames. Some of the redundant hostnames are:

- estsjournal.org
- www.estsjournal.org

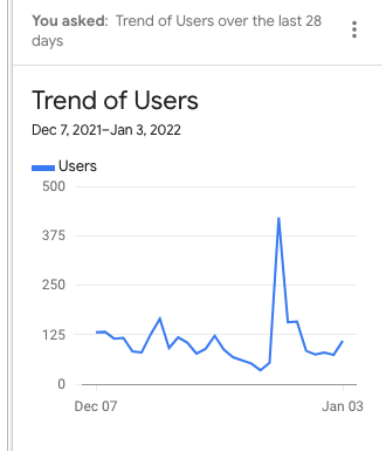
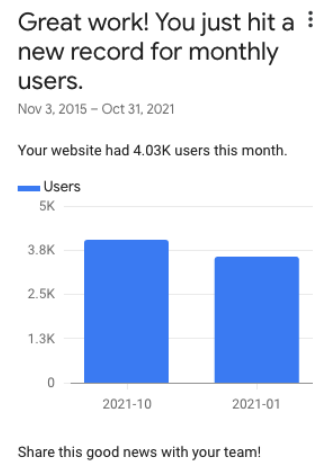
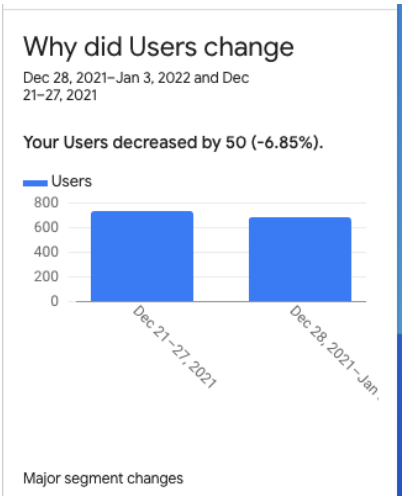
Redundant hostnames are counted as separate rows in reports, so hits that are going to the same page on your site from different hostnames will be split into multiple rows. With data split across multiple rows, traffic to specific pages will appear lower than it actually is.

To avoid this problem, consider setting up a 301 redirect from one of your redundant hostnames to the other, or create a search-and-replace filter that strips "www." from hostnames.

Google Tag Assistant Recordings can help you verify that your redirect is setup correctly, or that your filter is working as intended.

[Adjust filters](#) [Check again](#) [Ignore](#) [Learn more](#)

Redundant hostnames is something to fix.



Google Search Console

Your December performance on Google Search



https://estsjournal.org/

1.22K
Clicks (web)

90.2K
Impressions (web)

32
Pages with first impressions (estimated)

Number of Users

Jan 2–4, 2022 and Jan 2–8, 2021

Metric	Jan 2–8, 2021	Jan 2–4, 2022
Users	1,261	190

Audience Overview

Jan 2, 2022 - Jan 4, 2022
Compare to: Jan 2, 2021 - Jan 8, 2021

All Users
+0.00% Users

Overview

Users vs. Select a metric

Jan 2, 2022 - Jan 4, 2022: Users
Jan 2, 2021 - Jan 8, 2021: Users

Users -84.93% 190 vs 1,261	New Users -86.58% 157 vs 1,170	Sessions -84.70% 224 vs 1,464	Number of Sessions per User 1.55% 1.18 vs 1.16	Pageviews -85.36% 509 vs 3,476	Pages / Session -4.30% 2.27 vs 2.37
---	---	--	---	---	--

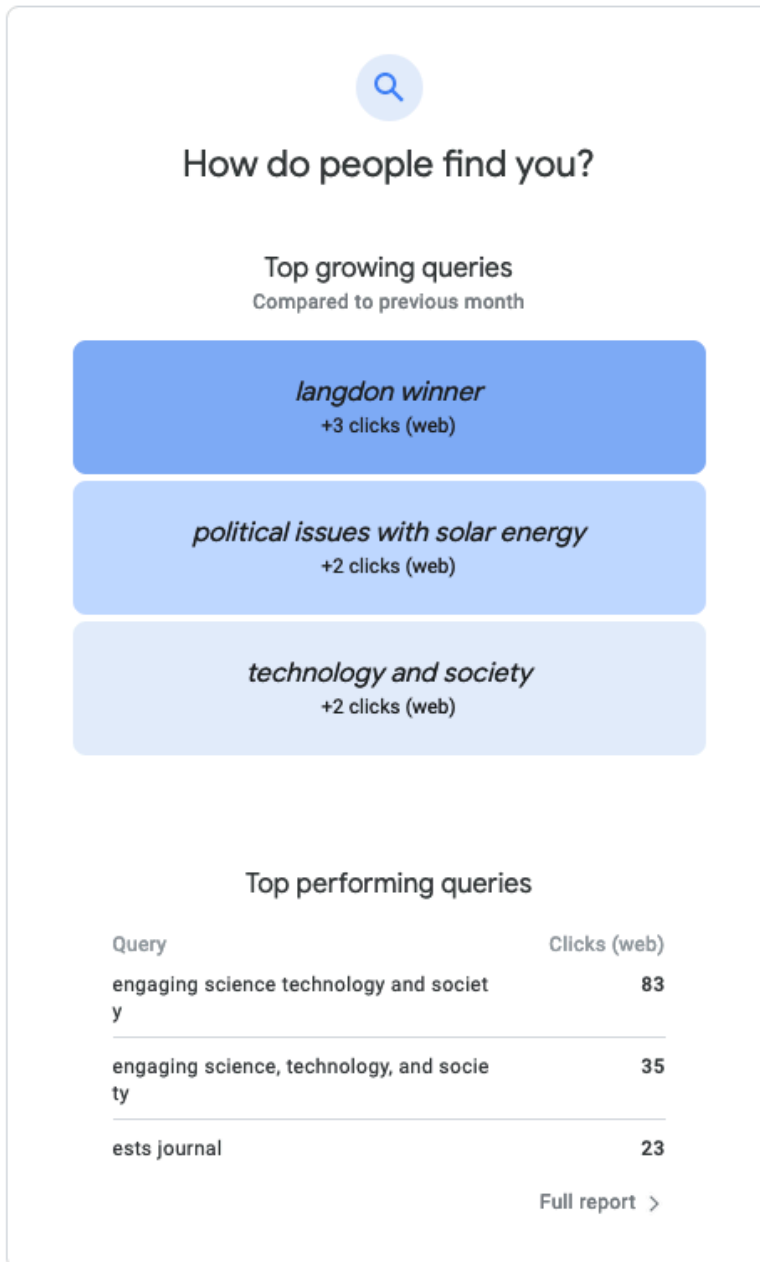
Avg. Session Duration 3.84% 00:01:40 vs 00:01:36	Bounce Rate -14.35% 54.46% vs 63.59%
---	---

New Visitor
 Returning Visitor

Jan 2, 2022 - Jan 4, 2022

Jan 2, 2021 - Jan 8, 2021

We are down by 50 users on this time last year (perhaps to do with last publication dates?), and we're down on our October issue launch during the conference which is to be expected.

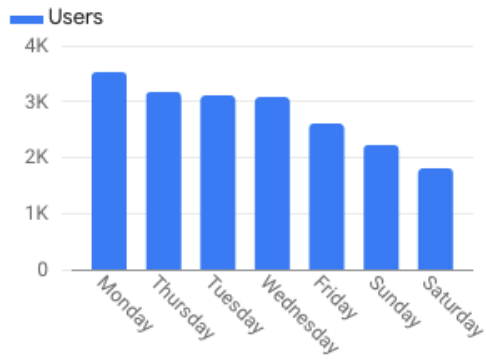


Search queries show how Winner's Bernal set is a searchable item.

You asked: Over the last 6 months, on what week days did I have the most users?

Top Day of Week Name by Users

Jul 1–Dec 31, 2021



[Go to report](#)

We launched issue 7.1 on a Wednesday, and 7.2 on a Monday, and