



OSLO

METROPOLITAN AREA

Oslo Metropolitan Area

GA report

January 1 – November 19 2020

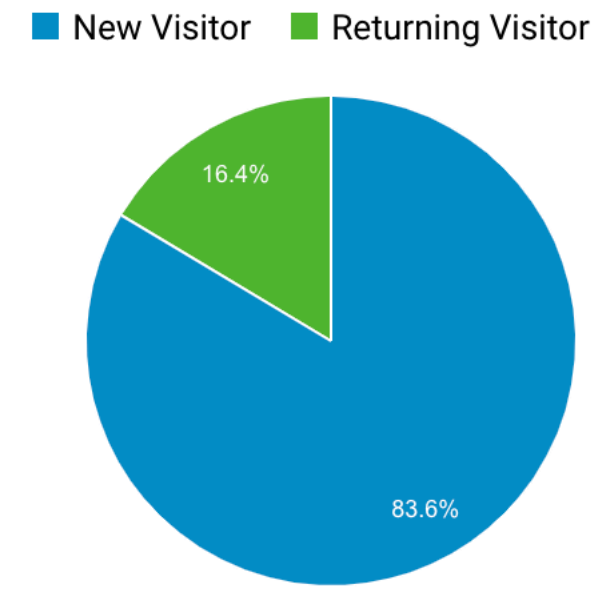
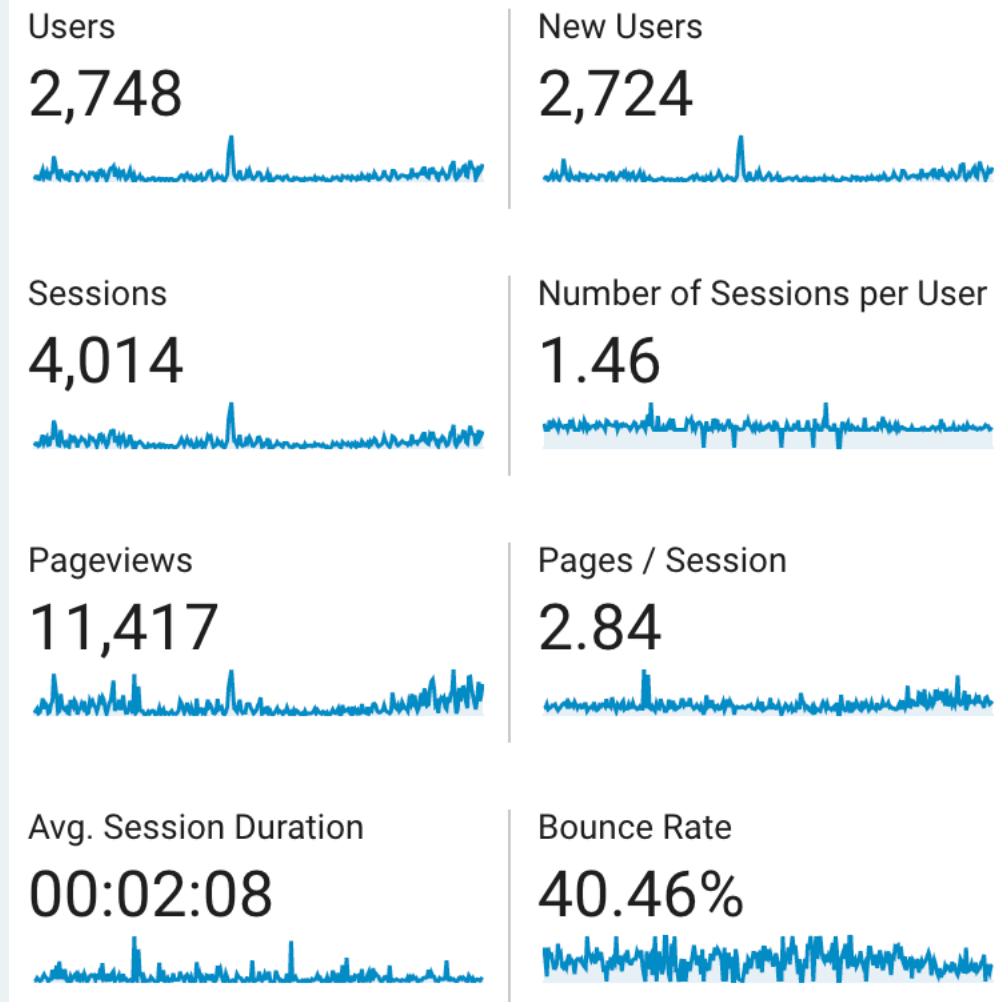
vs

January 1 – November 19 2019



Summary 2019 vs 2020

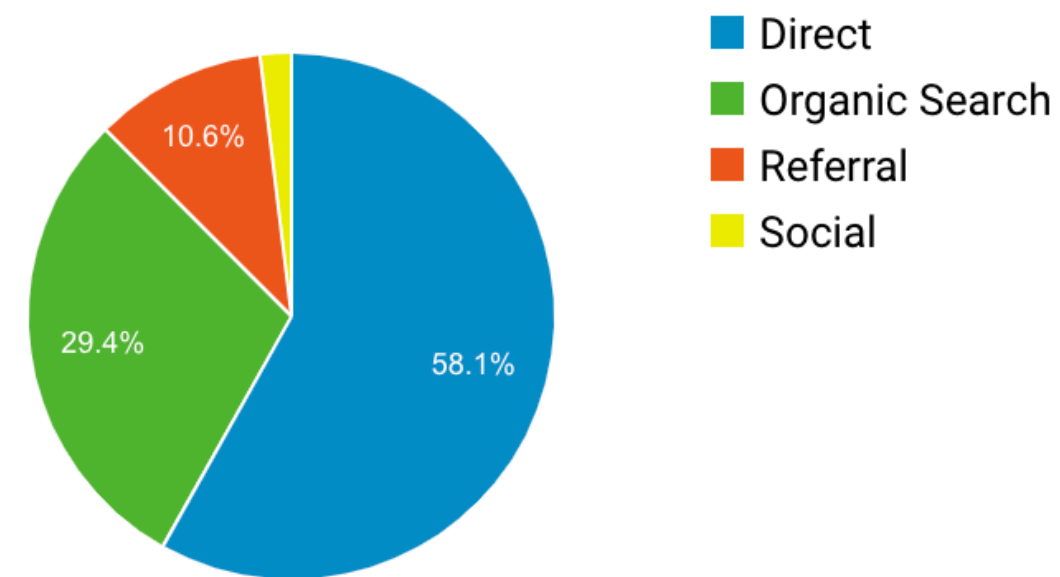
- Increase in unique pageviews with + 3,139
- Decrease in bounce rate with – 11,22%
- Users visit more pages per session and spend on average 31 more seconds per session
- Organic Search increased with 14,6% from 2019 to 2020



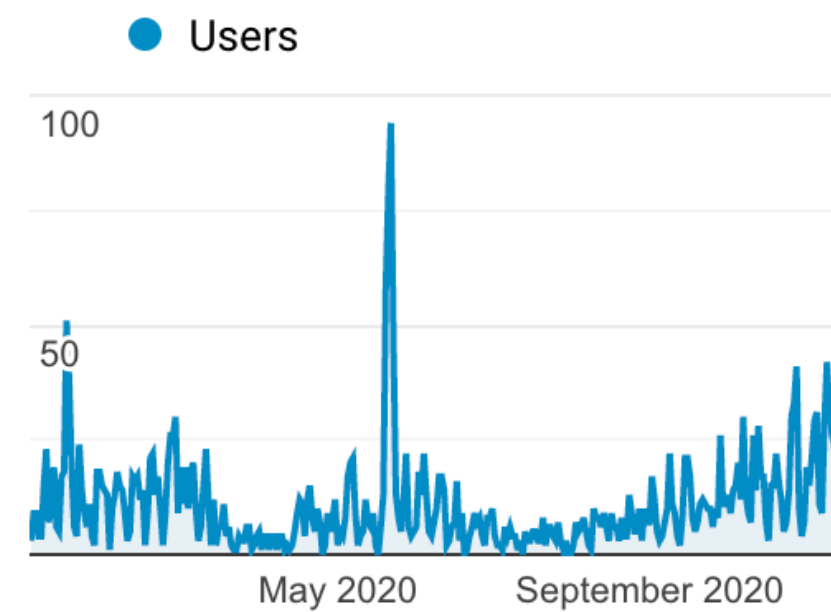
Audience and Acquisition 2020 (1 January – 19 November)

- 83,6% New Visitors and 16,4% Returning Visitors
- Users visit on average 2,84 pages per session
- Average session duration = 2 minutes and 8 seconds
- 58,1% Direct users and 29,4% users from Organic Search

Top Channels




Users





Jan 1, 2020 - Nov 19, 2020 ▼

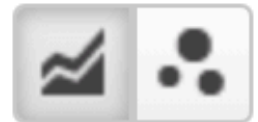
 **All Users**
100.00% Pageviews

 + Add Segment

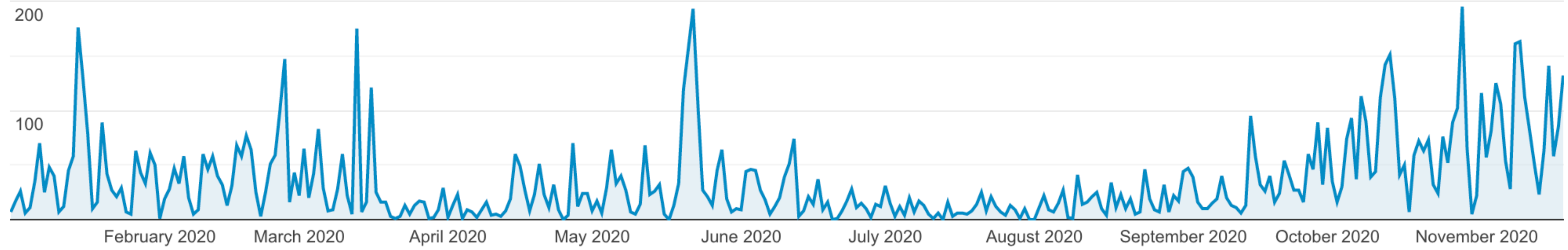
Explorer **Navigation Summary**

Pageviews ▼ vs. [Select a metric](#)

Day **Week** **Month**



● Pageviews



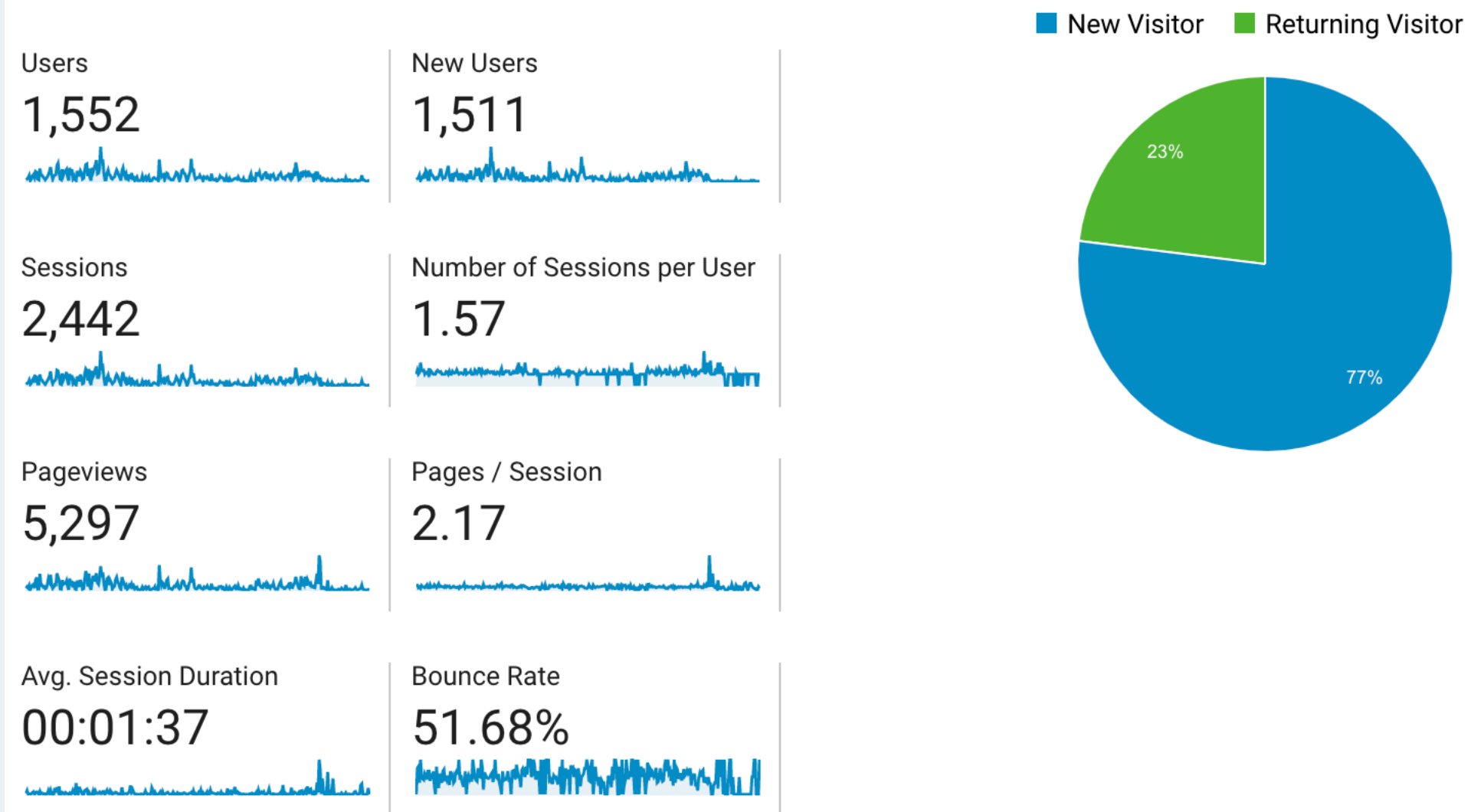


Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	11,417 % of Total: 100.00% (11,417)	7,255 % of Total: 100.00% (7,255)	00:01:09 Avg for View: 00:01:09 (0.00%)	4,010 % of Total: 100.00% (4,010)	40.46% Avg for View: 40.46% (0.00%)	35.12% Avg for View: 35.12% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	4,391 (38.46%)	2,491 (34.33%)	00:01:00	2,345 (58.48%)	29.11%	32.13%	\$0.00 (0.00%)
2. /about/	1,208 (10.58%)	778 (10.72%)	00:01:38	171 (4.26%)	41.95%	35.26%	\$0.00 (0.00%)
3. /members/	998 (8.74%)	633 (8.73%)	00:01:23	121 (3.02%)	56.20%	34.47%	\$0.00 (0.00%)
4. /oslo-mipim/	786 (6.88%)	506 (6.97%)	00:01:34	149 (3.72%)	61.74%	40.20%	\$0.00 (0.00%)
5. /contact/	574 (5.03%)	429 (5.91%)	00:01:46	53 (1.32%)	73.58%	46.52%	\$0.00 (0.00%)
6. /nyheter/	225 (1.97%)	161 (2.22%)	00:00:53	29 (0.72%)	20.69%	17.33%	\$0.00 (0.00%)
7. /author/erlingfossen-as/	150 (1.31%)	98 (1.35%)	00:00:58	95 (2.37%)	36.84%	34.00%	\$0.00 (0.00%)
8. /via/	140 (1.23%)	74 (1.02%)	00:00:58	49 (1.22%)	57.14%	39.29%	\$0.00 (0.00%)
9. /bjorvika/	129 (1.13%)	76 (1.05%)	00:00:44	66 (1.65%)	62.12%	48.06%	\$0.00 (0.00%)
10. /oma-talks-1-revitalisering-av-thune/	121 (1.06%)	90 (1.24%)	00:03:19	60 (1.50%)	68.33%	52.07%	\$0.00 (0.00%)

Page	Unique Pageviews ↓	Avg. Time on Page (compared to site average)
	7,255 % of Total: 100.00% (7,255)	00:01:09 Avg for View: 00:01:09 (0.00%)
1. /	2,491	-14.10%
2. /about/	778	41.50%
3. /members/	633	19.24%
4. /oslo-mipim/	506	35.47%
5. /contact/	429	52.85%
6. /nyheter/	161	-23.25%
7. /author/erlingfossen-as/	98	-16.53%
8. /oma-talks-1-revitalisering-av-thune/	90	187.52%
9. /bjorvika/	76	-36.47%
10. /via/	74	-16.67%

Pages 2020 (1 January – 19 November)

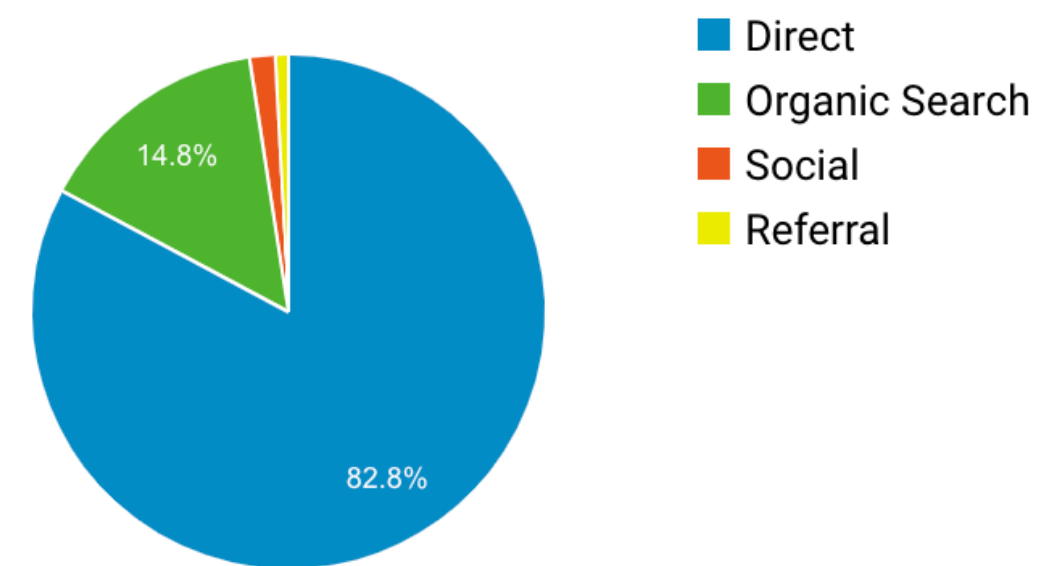
- Unique pageviews = 7,255
- Topp 3 pages = front page (34,33%), about (10,72%) and members (8,73%)
- Average time on page = 1 minute and 9 seconds
- Overall bounce rate = 40,46% (low)
- In top 10 pages, people spent most time on /oma talks – revitalisering av thune



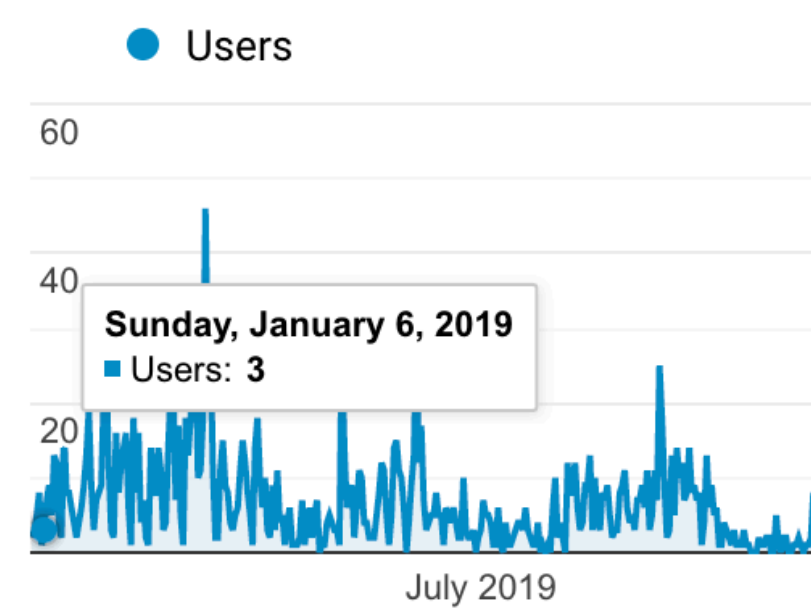
Audience and Acquisition 2019 (1 January – 19 November)

- 77% New Visitors and 23% Returning Visitors
- Users visit on average 2,17 pages per session
- Average session duration = 1 minute and 37 seconds
- 82,8% Direct users and 14,8% users from Organic Search


Top Channels




Users







 **All Users**
100.00% Pageviews

Jan 1, 2019 - Nov 19, 2019 ▼

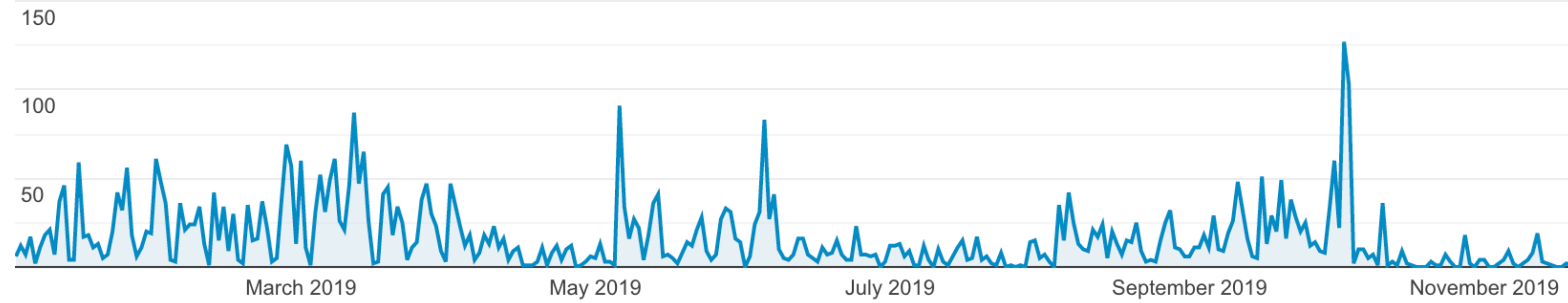
 + Add Segment

Explorer **Navigation Summary**

Pageviews ▼ vs. [Select a metric](#)

Day Week Month  

● Pageviews





Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	5,297 % of Total: 100.00% (5,297)	4,116 % of Total: 100.00% (4,116)	00:01:23 Avg for View: 00:01:23 (0.00%)	2,442 % of Total: 100.00% (2,442)	51.68% Avg for View: 51.68% (0.00%)	46.10% Avg for View: 46.10% (0.00%)
1. /	1,816 (34.28%)	1,388 (33.72%)	00:00:57	1,305 (53.44%)	36.09%	37.22%
2. /about/	844 (15.93%)	555 (13.48%)	00:01:38	157 (6.43%)	56.05%	35.43%
3. /oslo-mipim/	609 (11.50%)	459 (11.15%)	00:02:28	132 (5.41%)	64.39%	56.49%
4. /members/	550 (10.38%)	411 (9.99%)	00:01:16	65 (2.66%)	67.69%	38.91%
5. /contact/	344 (6.49%)	302 (7.34%)	00:02:19	36 (1.47%)	72.22%	57.56%
6. /bispevika/	214 (4.04%)	183 (4.45%)	00:01:41	176 (7.21%)	78.98%	75.70%
7. /oslo-solar/	112 (2.11%)	93 (2.26%)	00:00:55	82 (3.36%)	73.17%	70.54%
8. /people/person-1/	88 (1.66%)	83 (2.02%)	00:01:15	82 (3.36%)	60.98%	63.64%
9. /bli-med-oma-pa-taket-av-oslo/	70 (1.32%)	62 (1.51%)	00:00:59	33 (1.35%)	69.70%	52.86%
10. /nyheter/	69 (1.30%)	56 (1.36%)	00:00:19	13 (0.53%)	53.85%	36.23%

Page	Unique Pageviews ↓	Avg. Time on Page (compared to site average)
	4,116 % of Total: 100.00% (4,116)	00:01:23 Avg for View: 00:01:23 (0.00%)
1. /	1,388	-31.57%
2. /about/	555	16.98%
3. /oslo-mipim/	459	77.34%
4. /members/	411	-8.38%
5. /contact/	302	67.28%
6. /bispevika/	183	20.94%
7. /oslo-solar/	93	-33.66%
8. /people/person-1/	83	-9.89%
9. /bli-med-oma-pa-taket-av-oslo/	62	-28.90%
10. /nyheter/	56	-77.67%

Pages 2019 (1 January – 19 November)

- Unique pageviews = 4,116
- Topp 3 pages = front page (33,72%), about (13,48%) and oslo-mipim (11,15%)
- Average time on page = 1 minute and 23 seconds
- Overall bounce rate = 51,68%
- In top 10 pages, people spent most time on /oslo-mipim/