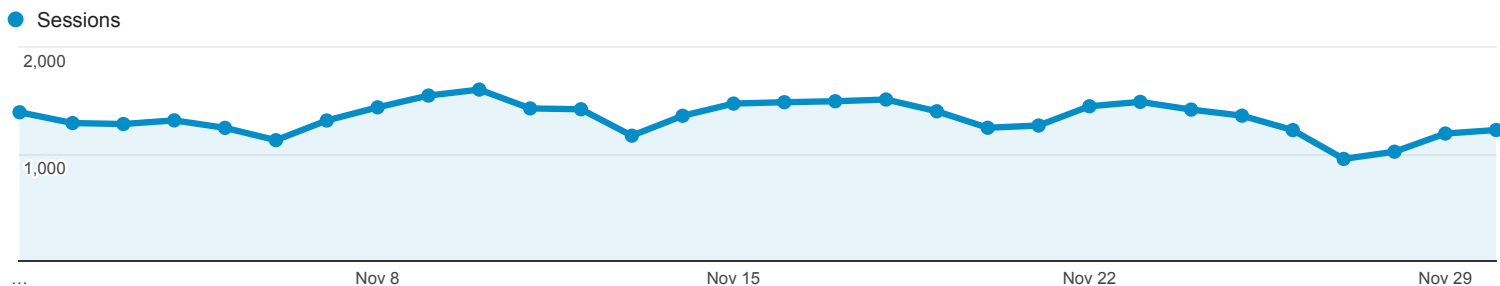


Nov 1, 2015 - Nov 30, 2015

# Audience Overview

All Sessions  
100.00%

## Overview



Sessions  
**40,131**

Users  
**34,624**

Pageviews  
**93,177**

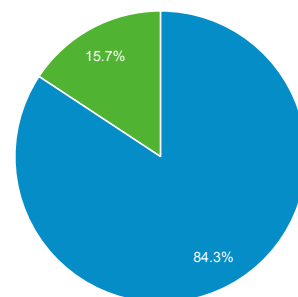
Pages / Session  
**2.32**

Avg. Session Duration  
**00:00:49**

Bounce Rate  
**33.24%**

% New Sessions  
**84.26%**

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	32,840	81.83%
2. en-gb	4,131	10.29%
3. en	903	2.25%
4. en-ca	651	1.62%
5. en-au	232	0.58%
6. en-in	103	0.26%
7. es	69	0.17%
8. fr	59	0.15%
9. en-za	57	0.14%
10. zh-tw	54	0.13%

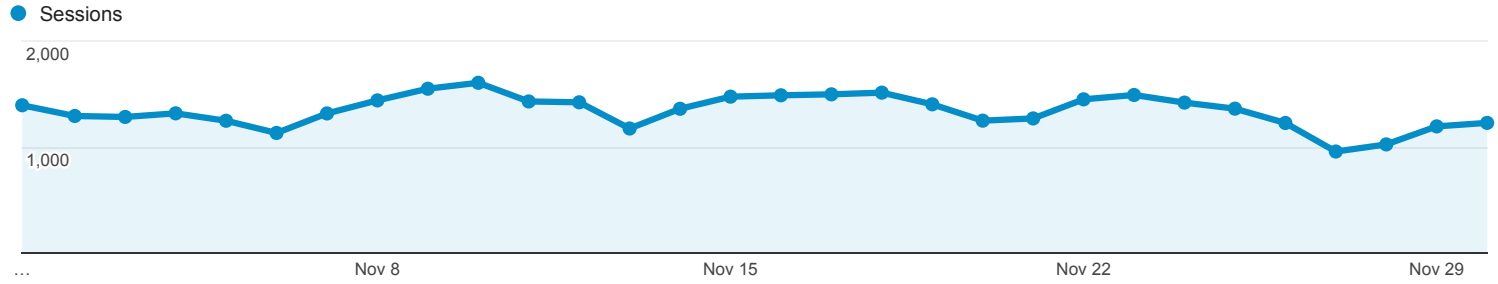
Nov 1, 2015 - Nov 30, 2015

# All Traffic

All Sessions  
100.00%

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	40,131 % of Total: 100.00% (40,131)	84.28% Avg for View: 84.26% (0.02%)	33,821 % of Total: 100.02% (33,814)	33.24% Avg for View: 33.24% (0.00%)	2.32 Avg for View: 2.32 (0.00%)	00:00:49 Avg for View: 00:00:49 (0.00%)	8.80% Avg for View: 8.80% (0.00%)	3,531 % of Total: 100.00% (3,531)	\$3,531.00 % of Total: 100.00% (\$3,531.00)
1. <a href="#">google / organic</a>	18,069 (45.03%)	88.69%	16,025 (47.38%)	12.71%	2.24	00:00:34	6.05%	1,093 (30.95%)	\$1,093.00 (30.95%)
2. <a href="#">google / cpc</a>	9,048 (22.55%)	80.58%	7,291 (21.56%)	56.44%	2.76	00:01:01	13.32%	1,205 (34.13%)	\$1,205.00 (34.13%)
3. <a href="#">(direct) / (none)</a>	5,773 (14.39%)	79.75%	4,604 (13.61%)	22.22%	2.40	00:00:53	8.19%	473 (13.40%)	\$473.00 (13.40%)
4. <a href="#">pinterest.com / referral</a>	1,006 (2.51%)	79.52%	800 (2.37%)	46.62%	1.86	00:00:57	8.35%	84 (2.38%)	\$84.00 (2.38%)
5. <a href="#">buzzfeed.com / referral</a>	954 (2.38%)	90.36%	862 (2.55%)	93.19%	1.15	00:00:18	4.61%	44 (1.25%)	\$44.00 (1.25%)
6. <a href="#">lafujimama.com / referral</a>	379 (0.94%)	85.49%	324 (0.96%)	92.08%	1.28	00:00:35	5.01%	19 (0.54%)	\$19.00 (0.54%)
7. <a href="#">chezus.com / referral</a>	374 (0.93%)	92.25%	345 (1.02%)	46.26%	1.82	00:00:26	5.61%	21 (0.59%)	\$21.00 (0.59%)
8. <a href="#">bing / organic</a>	357 (0.89%)	91.88%	328 (0.97%)	57.42%	1.72	00:00:59	8.12%	29 (0.82%)	\$29.00 (0.82%)
9. <a href="#">yahoo / organic</a>	347 (0.86%)	88.47%	307 (0.91%)	33.72%	2.57	00:01:12	10.95%	38 (1.08%)	\$38.00 (1.08%)
10. <a href="#">addapinch.com / referral</a>	311 (0.77%)	91.64%	285 (0.84%)	87.14%	1.45	00:00:44	7.40%	23 (0.65%)	\$23.00 (0.65%)

Rows 1 - 10 of 317

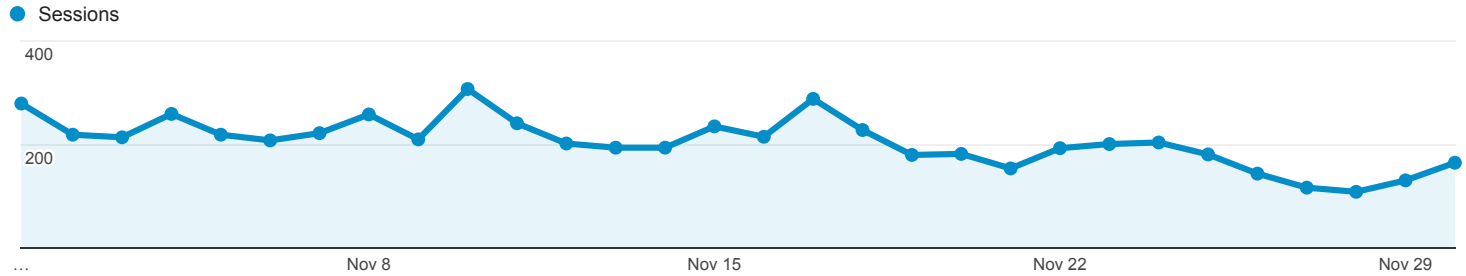
Nov 1, 2015 - Nov 30, 2015

# Referral Traffic

All Sessions  
15.33%

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	<b>6,153</b> % of Total: 15.33% (40,131)	<b>81.49%</b> Avg for View: 84.26% (-3.29%)	<b>5,014</b> % of Total: 14.83% (33,814)	<b>67.67%</b> Avg for View: 33.24% (103.62%)	<b>1.88</b> Avg for View: 2.32 (-19.11%)	<b>00:01:05</b> Avg for View: 00:00:49 (33.46%)	<b>10.13%</b> Avg for View: 8.80% (15.08%)	<b>623</b> % of Total: 17.64% (3,531)	<b>\$623.00</b> % of Total: 17.64% (\$3,531.00)
1. <a href="#">pinterest.com</a>	<b>1,006 (16.35%)</b>	79.52%	800 (15.96%)	46.62%	1.86	00:00:57	8.35%	84 (13.48%)	\$84.00 (13.48%)
2. <a href="#">buzzfeed.com</a>	<b>954 (15.50%)</b>	90.36%	862 (17.19%)	93.19%	1.15	00:00:18	4.61%	44 (7.06%)	\$44.00 (7.06%)
3. <a href="#">lafujimama.com</a>	<b>379 (6.16%)</b>	85.49%	324 (6.46%)	92.08%	1.28	00:00:35	5.01%	19 (3.05%)	\$19.00 (3.05%)
4. <a href="#">chezus.com</a>	<b>374 (6.08%)</b>	92.25%	345 (6.88%)	46.26%	1.82	00:00:26	5.61%	21 (3.37%)	\$21.00 (3.37%)
5. <a href="#">addapinch.com</a>	<b>311 (5.05%)</b>	91.64%	285 (5.68%)	87.14%	1.45	00:00:44	7.40%	23 (3.69%)	\$23.00 (3.69%)
6. <a href="#">facebook.com</a>	<b>276 (4.49%)</b>	78.62%	217 (4.33%)	73.19%	1.96	00:00:59	11.96%	33 (5.30%)	\$33.00 (5.30%)
7. <a href="#">mushroomcouncil.org</a>	<b>242 (3.93%)</b>	57.44%	139 (2.77%)	38.43%	3.84	00:02:48	29.75%	72 (11.56%)	\$72.00 (11.56%)
8. <a href="#">m.facebook.com</a>	<b>210 (3.41%)</b>	82.86%	174 (3.47%)	24.29%	2.03	00:00:26	5.24%	11 (1.77%)	\$11.00 (1.77%)
9. <a href="#">wisemindhealthybody.com</a>	<b>198 (3.22%)</b>	94.95%	188 (3.75%)	93.43%	1.14	00:00:22	4.55%	9 (1.44%)	\$9.00 (1.44%)
10. <a href="#">bellalimento.com</a>	<b>165 (2.68%)</b>	81.21%	134 (2.67%)	90.30%	1.61	00:01:10	6.67%	11 (1.77%)	\$11.00 (1.77%)

Rows 1 - 10 of 296

Nov 1, 2015 - Nov 30, 2015

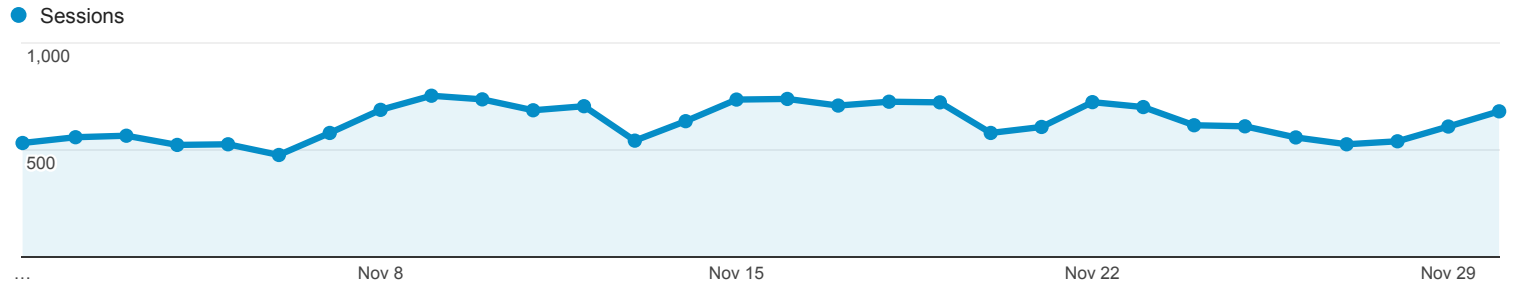
# Channels

ALL » DEFAULT CHANNEL GROUPING: Organic Search

All Sessions  
46.96%

## Explorer

### Summary



Keyword	Acquisition			Behavior			Conversions <small>Goal 1: Longer than 1 min. 30 sec.</small>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	18,847 <small>% of Total: 46.96% (40,131)</small>	88.77% <small>Avg for View: 84.26% (5.35%)</small>	16,730 <small>% of Total: 49.48% (33,814)</small>	14.01% <small>Avg for View: 33.24% (-57.84%)</small>	2.23 <small>Avg for View: 2.32 (-3.83%)</small>	00:00:35 <small>Avg for View: 00:00:49 (-28.15%)</small>	6.20% <small>Avg for View: 8.80% (-29.57%)</small>	1,168 <small>% of Total: 33.08% (3,531)</small>	\$1,168.00 <small>% of Total: 33.08% (\$3,531.00)</small>
1. (not provided)	16,828 (89.29%)	89.05%	14,986 (89.58%)	13.92%	2.21	00:00:34	5.89%	992 (84.93%)	\$992.00 (84.93%)
2. nutritional value of mushrooms	112 (0.59%)	90.18%	101 (0.60%)	4.46%	2.38	00:00:19	8.93%	10 (0.86%)	\$10.00 (0.86%)
3. mushroom nutrition	92 (0.49%)	84.78%	78 (0.47%)	4.35%	2.46	00:00:21	6.52%	6 (0.51%)	\$6.00 (0.51%)
4. mushroom nutritional value	50 (0.27%)	94.00%	47 (0.28%)	2.00%	2.34	00:00:27	8.00%	4 (0.34%)	\$4.00 (0.34%)
5. nutrients in mushrooms	45 (0.24%)	93.33%	42 (0.25%)	11.11%	3.07	00:02:02	17.78%	8 (0.68%)	\$8.00 (0.68%)
6. mushroom cultivation	41 (0.22%)	87.80%	36 (0.22%)	4.88%	3.51	00:00:53	7.32%	3 (0.26%)	\$3.00 (0.26%)
7. mushrooms nutrition	40 (0.21%)	90.00%	36 (0.22%)	5.00%	2.20	00:00:33	7.50%	3 (0.26%)	\$3.00 (0.26%)
8. nutrition in mushrooms	40 (0.21%)	50.00%	20 (0.12%)	7.50%	2.02	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. mushroom farming	35 (0.19%)	91.43%	32 (0.19%)	20.00%	2.09	00:01:12	5.71%	2 (0.17%)	\$2.00 (0.17%)
10. mushroom production	33 (0.18%)	93.94%	31 (0.19%)	12.12%	2.67	00:01:32	15.15%	5 (0.43%)	\$5.00 (0.43%)



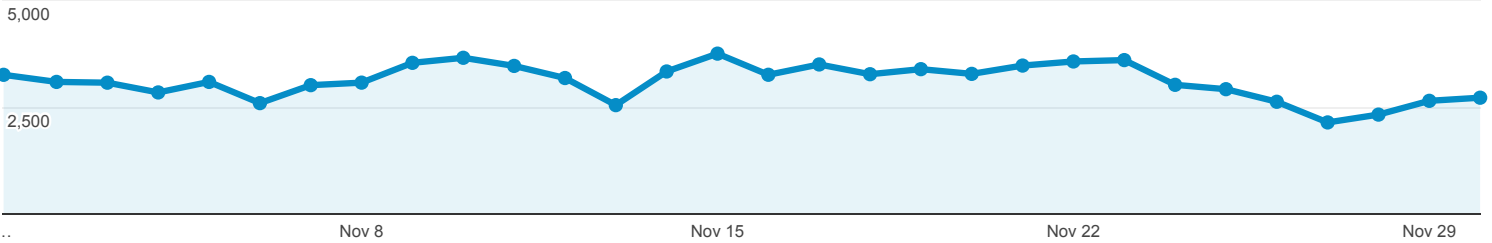
Nov 1, 2015 - Nov 30, 2015

Pages

All Sessions  
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>93,177</b> % of Total: 100.00% (93,177)	<b>53,625</b> % of Total: 100.00% (53,625)	<b>00:00:37</b> Avg for View: 00:00:37 (0.00%)	<b>40,129</b> % of Total: 100.00% (40,129)	<b>33.24%</b> Avg for View: 33.24% (0.00%)	<b>43.07%</b> Avg for View: 43.07% (0.00%)	<b>\$1.60</b> % of Total: 100.00% (\$1.60)
1. <a href="#">/benefits/</a>	<b>38,012</b> (40.80%)	17,248 (32.16%)	00:00:25	17,008 (42.38%)	5.12%	44.26%	\$0.64 (40.17%)
2. <a href="#">/growing-mushrooms/six-steps-to-mushroom-farming/</a>	<b>4,890</b> (5.25%)	2,623 (4.89%)	00:00:54	2,576 (6.42%)	39.83%	51.17%	\$1.06 (66.18%)
3. <a href="#">/recipes/</a>	<b>3,479</b> (3.73%)	2,193 (4.09%)	00:00:36	2,113 (5.27%)	37.53%	33.11%	\$2.21(137.95%)
4. <a href="#">/varieties/</a>	<b>2,273</b> (2.44%)	1,384 (2.58%)	00:00:46	1,015 (2.53%)	55.37%	44.87%	\$1.78(111.06%)
5. <a href="#">/category/mushroom-recipes/</a>	<b>2,083</b> (2.24%)	1,201 (2.24%)	00:00:28	63 (0.16%)	19.05%	19.78%	\$3.75(234.35%)
6. <a href="#">/mushroom-meatloaf-with-mushroom-gravy/</a>	<b>1,869</b> (2.01%)	1,425 (2.66%)	00:01:12	1,411 (3.52%)	69.62%	72.55%	\$0.54 (33.53%)
7. <a href="#">/growing-mushrooms/</a>	<b>1,805</b> (1.94%)	1,048 (1.95%)	00:00:52	884 (2.20%)	34.73%	49.97%	\$1.55 (97.14%)
8. <a href="#">/mushroomchannel/2011/05/02/portabella-and-halloumi-burgers-from-food-for-my-family/</a>	<b>1,496</b> (1.61%)	1,417 (2.64%)	00:03:49	1,417 (3.53%)	91.81%	91.64%	\$0.55 (34.11%)
9. <a href="#">/bacon-blue-cheese-stuffed-mushrooms/</a>	<b>1,430</b> (1.53%)	1,047 (1.95%)	00:00:19	1,045 (2.60%)	55.12%	60.84%	\$0.68 (42.58%)
10. <a href="#">/homepage/</a>	<b>955</b> (1.02%)	719 (1.34%)	00:01:07	437 (1.09%)	36.16%	34.03%	\$4.05(252.99%)
11. <a href="#">/cream-of-mushroom-soup/</a>	<b>880</b> (0.94%)	643 (1.20%)	00:00:38	611 (1.52%)	55.16%	60.00%	\$0.72 (45.03%)
12. <a href="#">/recipes-main/</a>	<b>742</b> (0.80%)	268 (0.50%)	00:00:11	27 (0.07%)	0.00%	7.95%	\$3.03(189.69%)
13. <a href="#">/history-and-background/</a>	<b>676</b> (0.73%)	444 (0.83%)	00:01:53	416 (1.04%)	58.89%	60.50%	\$1.38 (86.19%)
14. <a href="#">/campfire-mushrooms/</a>	<b>668</b> (0.72%)	423 (0.79%)	00:00:26	413 (1.03%)	40.92%	60.03%	\$0.39 (24.24%)
15. <a href="#">/mushroomchannel/2011/09/12/mushroommasterslunch/</a>	<b>622</b> (0.67%)	591 (1.10%)	00:05:12	590 (1.47%)	93.90%	93.41%	\$0.48 (29.73%)
16. <a href="#">/</a>	<b>605</b> (0.65%)	440 (0.82%)	00:04:11	430 (1.07%)	58.37%	55.37%	\$2.78(173.66%)
17. <a href="#">/microwave-stuffed-mushrooms/</a>	<b>563</b> (0.60%)	448 (0.84%)	00:00:36	441 (1.10%)	71.20%	71.76%	\$0.53 (33.36%)
18. <a href="#">/all-about-vitamin-d/</a>	<b>553</b> (0.59%)	367 (0.68%)	00:01:14	315 (0.78%)	60.95%	60.04%	\$1.58 (98.99%)
19. <a href="#">/marinated-cremini-caps-stuffed-with-caper-crab-salad/</a>	<b>551</b> (0.59%)	438 (0.82%)	00:00:17	437 (1.09%)	67.51%	73.32%	\$0.21 (12.85%)
20. <a href="#">/category/mushroom-recipes/page/2/</a>	<b>524</b> (0.56%)	334 (0.62%)	00:00:18	12 (0.03%)	8.33%	9.92%	\$5.46(341.48%)

21.	<a href="#">/mushroom-walnut-pesto-tart/</a>	<b>487</b> (0.52%)	390 (0.73%)	00:00:35	390 (0.97%)	61.03%	62.63%	\$0.71 (44.57%)
22.	<a href="#">/research/?openAll=yes</a>	<b>486</b> (0.52%)	220 (0.41%)	00:00:36	36 (0.09%)	16.67%	30.66%	\$6.94(433.74%)
23.	<a href="#">/dining-out/</a>	<b>458</b> (0.49%)	190 (0.35%)	00:00:48	169 (0.42%)	15.98%	33.19%	\$1.69(105.97%)
24.	<a href="#">/mushrooms-of-the-world/</a>	<b>397</b> (0.43%)	298 (0.56%)	00:00:37	295 (0.74%)	37.29%	38.54%	\$1.90(118.98%)
25.	<a href="#">/selection-storage-and-care/</a>	<b>361</b> (0.39%)	189 (0.35%)	00:00:39	51 (0.13%)	29.41%	27.15%	\$3.72(232.59%)

Rows 1 - 25 of 2249

Nov 1, 2015 - Nov 30, 2015

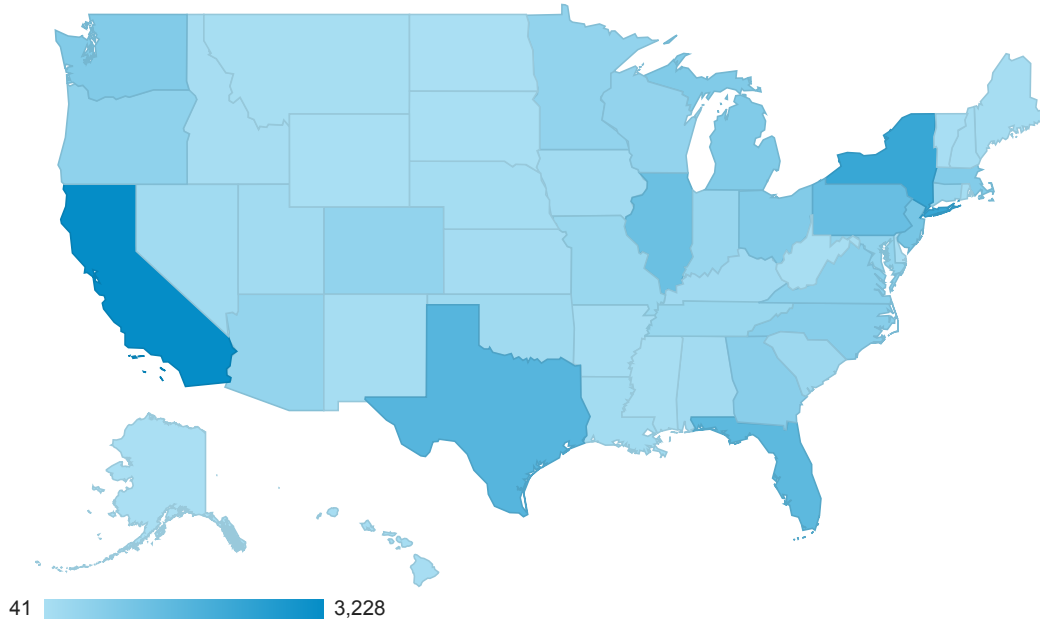
# Location

ALL » COUNTRY: United States

All Sessions  
65.30%

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions <span>Goal 1: Longer than 1 min. 30 sec.</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	<b>26,204</b> % of Total: 65.30% (40,131)	<b>83.66%</b> Avg for View: 84.26% (-0.71%)	<b>21,923</b> % of Total: 64.83% (33,814)	<b>36.31%</b> Avg for View: 33.24% (9.24%)	<b>2.41</b> Avg for View: 2.32 (3.86%)	<b>00:00:50</b> Avg for View: 00:00:49 (3.37%)	<b>9.29%</b> Avg for View: 8.80% (5.61%)	<b>2,435</b> % of Total: 68.96% (3,531)	<b>\$2,435.00</b> % of Total: 68.96% (\$3,531.00)
1. <a href="#">California</a>	<b>3,228</b> (12.32%)	84.63%	2,732 (12.46%)	35.10%	2.25	00:00:47	7.96%	257 (10.55%)	\$257.00 (10.55%)
2. <a href="#">New York</a>	<b>2,235</b> (8.53%)	84.74%	1,894 (8.64%)	36.20%	2.35	00:00:48	8.81%	197 (8.09%)	\$197.00 (8.09%)
3. <a href="#">Texas</a>	<b>1,655</b> (6.32%)	83.50%	1,382 (6.30%)	31.90%	2.34	00:00:41	7.85%	130 (5.34%)	\$130.00 (5.34%)
4. <a href="#">Florida</a>	<b>1,537</b> (5.87%)	83.86%	1,289 (5.88%)	40.53%	2.35	00:00:53	10.87%	167 (6.86%)	\$167.00 (6.86%)
5. <a href="#">Pennsylvania</a>	<b>1,308</b> (4.99%)	82.49%	1,079 (4.92%)	37.31%	2.88	00:01:12	12.54%	164 (6.74%)	\$164.00 (6.74%)
6. <a href="#">Illinois</a>	<b>1,256</b> (4.79%)	83.20%	1,045 (4.77%)	32.17%	2.37	00:00:53	10.03%	126 (5.17%)	\$126.00 (5.17%)
7. <a href="#">New Jersey</a>	<b>1,027</b> (3.92%)	81.01%	832 (3.80%)	44.30%	2.51	00:00:57	11.39%	117 (4.80%)	\$117.00 (4.80%)
8. <a href="#">Michigan</a>	<b>833</b> (3.18%)	81.63%	680 (3.10%)	39.26%	2.50	00:00:34	7.20%	60 (2.46%)	\$60.00 (2.46%)
9. <a href="#">Ohio</a>	<b>819</b> (3.13%)	82.05%	672 (3.07%)	39.32%	2.42	00:01:06	9.77%	80 (3.29%)	\$80.00 (3.29%)
10. <a href="#">Washington</a>	<b>807</b> (3.08%)	83.52%	674 (3.07%)	33.71%	2.31	00:01:04	9.29%	75 (3.08%)	\$75.00 (3.08%)



