

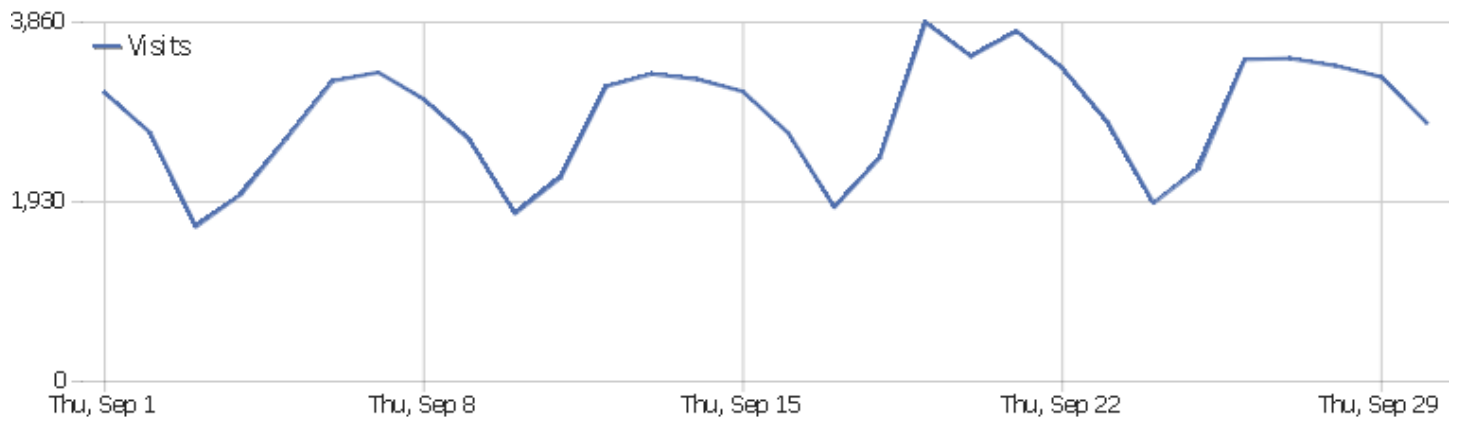


IETF website

Date range: September 2022











Monthly overview report for www.ietf.org web analytics. NOTE: Revenue figures are artifacts of the Analytics reporting tool and are not implemented for www.ietf.org.

Visits Summary



| Name | Value |
|----------------------------------|----------|
| Unique visitors | 24,119 |
| Users | 8 |
| Visits | 85,870 |
| Actions | 228,403 |
| Maximum actions in one visit | 930 |
| Actions per Visit | 3 |
| Avg. Visit Duration (in seconds) | 00:02:13 |
| Bounce Rate | 59% |

Country

| Country | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|---|--------|---------|-------------------|----------------------|-------------|---------|
|  United States | 48,085 | 118,766 | 3 | 00:02:19 | 61% | \$0 |
|  China | 7,382 | 20,371 | 3 | 00:02:33 | 55% | \$0 |
|  United Kingdom | 6,535 | 17,019 | 3 | 00:01:47 | 57% | \$0 |
|  Spain | 2,329 | 5,704 | 2 | 00:02:08 | 62% | \$0 |
|  Unknown | 2,161 | 5,512 | 3 | 00:01:52 | 70% | \$0 |
|  Germany | 2,004 | 5,227 | 3 | 00:01:40 | 60% | \$0 |
|  Japan | 1,742 | 4,428 | 3 | 00:01:53 | 56% | \$0 |
|  Brazil | 1,600 | 3,916 | 2 | 00:01:58 | 62% | \$0 |
|  Russia | 1,575 | 4,657 | 3 | 00:01:38 | 55% | \$0 |
|  France | 1,506 | 4,516 | 3 | 00:02:11 | 60% | \$0 |
|  South Korea | 1,371 | 4,185 | 3 | 00:02:12 | 51% | \$0 |
|  India | 782 | 2,226 | 3 | 00:01:38 | 59% | \$0 |
|  Canada | 757 | 1,999 | 3 | 00:01:47 | 53% | \$0 |
|  Italy | 715 | 1,692 | 2 | 00:01:36 | 63% | \$0 |
|  Taiwan | 584 | 1,699 | 3 | 00:01:50 | 54% | \$0 |
|  Indonesia | 471 | 2,219 | 5 | 00:03:11 | 38% | \$0 |
|  Thailand | 471 | 3,049 | 7 | 00:03:34 | 25% | \$0 |
|  Australia | 434 | 1,592 | 4 | 00:01:59 | 50% | \$0 |
|  Netherlands | 422 | 1,086 | 3 | 00:01:25 | 64% | \$0 |
|  Turkey | 410 | 1,765 | 4 | 00:02:30 | 45% | \$0 |
|  Mexico | 404 | 1,643 | 4 | 00:02:36 | 47% | \$0 |
|  Poland | 293 | 891 | 3 | 00:01:55 | 55% | \$0 |
|  Vietnam | 264 | 1,272 | 5 | 00:02:11 | 43% | \$0 |
| Others | 3,573 | 12,969 | 4 | 00:02:12 | 51% | \$0 |

Page URLs

| Page URL | Pageviews | Unique Pageviews | Avg. time on page | Bounce Rate | Exit rate |
|---------------------------------|-----------|------------------|-------------------|-------------|-----------|
| / | 73,861 | 50,558 | 00:01:09 | 58% | 72% |
| /standards/rfcs/ | 15,962 | 11,372 | 00:00:41 | 62% | 71% |
| /how/meetings/115/ | 8,701 | 5,968 | 00:01:10 | 41% | 57% |
| /privacy-statement/ | 3,799 | 2,905 | 00:00:56 | 28% | 41% |
| /standards/ | 3,517 | 2,743 | 00:00:28 | 59% | 33% |
| /about/ | 2,617 | 2,056 | 00:00:55 | 65% | 47% |
| /how/wgs/ | 2,495 | 1,861 | 00:01:08 | 43% | 41% |
| /id/ - Others | 2,049 | 1,791 | 00:00:29 | 77% | 85% |
| /about/who/ | 1,838 | 1,575 | 00:01:09 | 64% | 48% |
| /search/ | 1,939 | 1,514 | 00:00:49 | 30% | 44% |
| /about/participate/get-started/ | 1,854 | 1,499 | 00:00:59 | 71% | 51% |
| /how/meetings/ | 1,839 | 1,484 | 00:00:27 | 31% | 16% |
| /blog/how-read-rfc/ | 1,667 | 1,461 | 00:01:30 | 73% | 76% |
| /how/bofs/ | 1,810 | 1,387 | 00:00:42 | 49% | 36% |
| /topics/ | 1,877 | 1,360 | 00:00:26 | 51% | 19% |
| /about/mission/ | 1,670 | 1,342 | 00:01:16 | 45% | 37% |
| /standards/publication/ | 1,683 | 1,264 | 00:00:51 | 52% | 60% |
| /topics/netmgmt/ | 1,693 | 1,252 | 00:00:56 | 58% | 42% |
| /about/administration/ | 1,577 | 1,249 | 00:00:39 | 24% | 30% |
| /standards/process/ | 1,455 | 1,214 | 00:01:05 | 73% | 54% |
| /how/meetings/116/ | 1,416 | 1,165 | 00:00:50 | 72% | 52% |
| /how/meetings/upcoming/ | 1,271 | 1,137 | 00:00:46 | 65% | 62% |
| /topics/iot/ | 1,384 | 1,032 | 00:00:55 | 71% | 45% |
| Others | 54,351 | 44,021 | 00:00:53 | 65% | 49% |

Entry pages

| Entry Page URL | Entrances | Bounces | Bounce Rate |
|---------------------------------|-----------|---------|-------------|
| / | 48,130 | 28,116 | 58% |
| /standards/rfcs/ | 7,069 | 4,386 | 62% |
| /how/meetings/115/ | 2,359 | 958 | 41% |
| /privacy-statement/ | 2,246 | 635 | 28% |
| /standards/ | 975 | 580 | 59% |
| /about/ | 683 | 446 | 65% |
| /how/wgs/ | 303 | 129 | 43% |
| /id/ - Others | 1,587 | 1,222 | 77% |
| /about/who/ | 305 | 196 | 64% |
| /search/ | 1,054 | 317 | 30% |
| /about/participate/get-started/ | 307 | 219 | 71% |
| /how/meetings/ | 321 | 99 | 31% |
| /blog/how-read-rfc/ | 616 | 448 | 73% |
| /how/bofs/ | 263 | 128 | 49% |
| /topics/ | 111 | 57 | 51% |
| /about/mission/ | 158 | 71 | 45% |
| /standards/publication/ | 126 | 65 | 52% |
| /topics/netmgmt/ | 131 | 76 | 58% |
| /about/administration/ | 490 | 119 | 24% |
| /standards/process/ | 546 | 396 | 73% |
| /how/meetings/116/ | 396 | 287 | 72% |
| /how/meetings/upcoming/ | 574 | 374 | 65% |
| /topics/iot/ | 249 | 178 | 71% |
| Others | 16,172 | 10,475 | 65% |

Length of Visits

| Visit duration | Visits |
|----------------|--------|
| 0-10s | 55,186 |
| 11-30s | 6,454 |
| 31-60s | 4,903 |
| 1-2 min | 4,682 |
| 2-4 min | 4,035 |
| 4-7 min | 3,127 |
| 7-10 min | 1,748 |
| 10-15 min | 1,886 |
| 15-30 min | 3,046 |
| 30+ min | 1,036 |

Channel Type

| Channel Type | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|-----------------|--------|---------|-------------------|----------------------|-------------|---------|
| Direct Entry | 48,300 | 105,273 | 2 | 00:02:00 | 66% | \$0 |
| Search Engines | 21,311 | 57,532 | 3 | 00:02:07 | 53% | \$0 |
| Websites | 14,847 | 61,434 | 4 | 00:03:04 | 43% | \$0 |
| Social Networks | 836 | 2,345 | 3 | 00:01:30 | 64% | \$0 |
| Campaigns | 576 | 1,819 | 3 | 00:02:42 | 50% | \$0 |