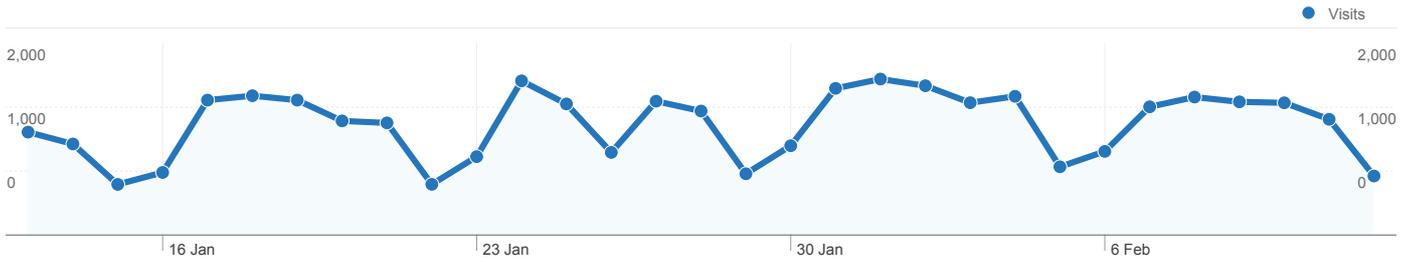


Dashboard

13 Jan 2012 - 12 Feb 2012

Comparing to: Site



Site Usage

35,787 Visits

18.67% Bounce Rate

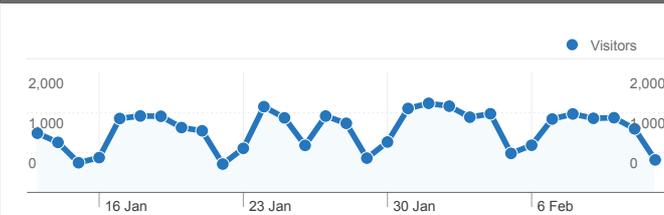
724,793 Pageviews

00:10:41 Avg. Time on Site

20.25 Pages/Visit

45.48% % New Visits

Visitors Overview



Visitors
20,224

Content Overview

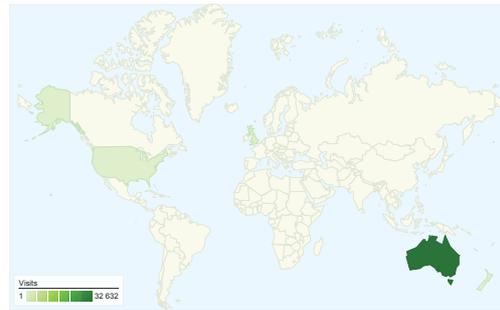
Pages	Pageviews	% Pageviews
/default.aspx	11,514	1.59%
/	8,551	1.18%
/ipad/	4,372	0.60%
/default.aspx'		

Traffic Sources Overview



- **Search Engines**
12,746.00 (35.62%)
- **Direct Traffic**
11,490.00 (32.11%)
- **Referring Sites**
9,398.00 (26.26%)
- **Other**
2,153 (6.02%)

Map Overlay



Visitors Overview

13 Jan 2012 - 12 Feb 2012

Comparing to: Site



20,224 people visited this site

 **35,787** Visits

 **20,224** Absolute Unique Visitors

 **724,793** Pageviews

 **20.25** Average Pageviews

 **00:10:41** Time on Site

 **18.67%** Bounce Rate

 **45.48%** New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	15,442	43.15%
Safari	9,752	27.25%
Firefox	5,035	14.07%
Chrome	3,628	10.14%
Mozilla Compatible Agent	1,242	3.47%

Traffic Sources Overview

13 Jan 2012 - 12 Feb 2012

Comparing to: Site



All traffic sources sent a total of 35,787 visits

-  32.11% Direct Traffic
-  26.26% Referring Sites
-  35.62% Search Engines



- Search Engines
12,746.00 (35.62%)
- Direct Traffic
11,490.00 (32.11%)
- Referring Sites
9,398.00 (26.26%)
- Other
2,153 (6.02%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	11,635	32.51%		1,797	14.10%
(direct) ((none))	11,490	32.11%	digital	1,135	8.90%
	6,090	17.02%	digital edition	275	2.16%
	2,132	5.96%	online	266	2.09%
facebook.com (referral)	1,043	2.91%	(not provided)	181	1.42%

Content Overview

13 Jan 2012 - 12 Feb 2012

Comparing to: Site



Pages on this site were viewed a total of 724,793 times

 724,793 Pageviews

 590,495 Unique Views

 18.67% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/default.aspx	11,514	1.59%
/	8,551	1.18%
/ipad/	4,372	0.60%
	1,704	0.24%
	1,704	0.24%



35,787 visits came from 89 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 35,787 % of Site Total: 100.00%	Pages/Visit 20.25 Site Avg: 20.25 (0.00%)	Avg. Time on Site 00:10:41 Site Avg: 00:10:41 (0.00%)	% New Visits 44.73% Site Avg: 45.48% (-1.64%)	Bounce Rate 18.67% Site Avg: 18.67% (0.00%)	
Australia	32,632	20.53	00:10:31	43.94%	17.75%
United Kingdom	817	17.37	00:11:20	53.24%	26.19%
United States	552	12.54	00:08:04	65.40%	36.05%
New Zealand	209	19.34	00:28:09	46.89%	19.62%
Singapore	155	21.78	00:09:42	31.61%	27.74%
Japan	123	19.65	00:26:42	50.41%	26.02%
Philippines	118	23.70	00:35:18	22.88%	19.49%
France	102	15.69	00:06:49	40.20%	47.06%
Canada	101	17.70	00:11:06	53.47%	21.78%
Italy	78	20.87	00:05:10	19.23%	38.46%

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