

August 2011



Prepared Exclusively for:

Sample Company Inc.

www.yourdomainname.com

EASY WEBSITE ANALYTICS

An analytical report to easily ascertain your website's overall performance

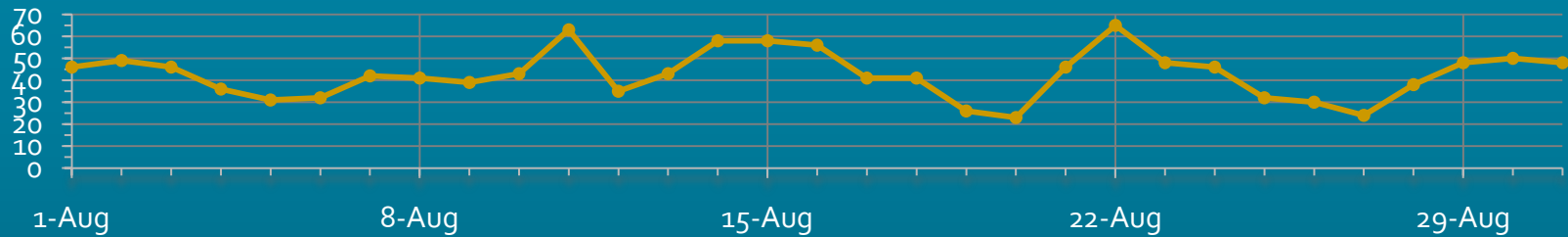
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Visitor Overview



1,324 Total Visits



4.33 Avg. Pageviews



1,059 New / Unique Visits



00:02:29 Avg. Time on Site



5,733 Pageviews

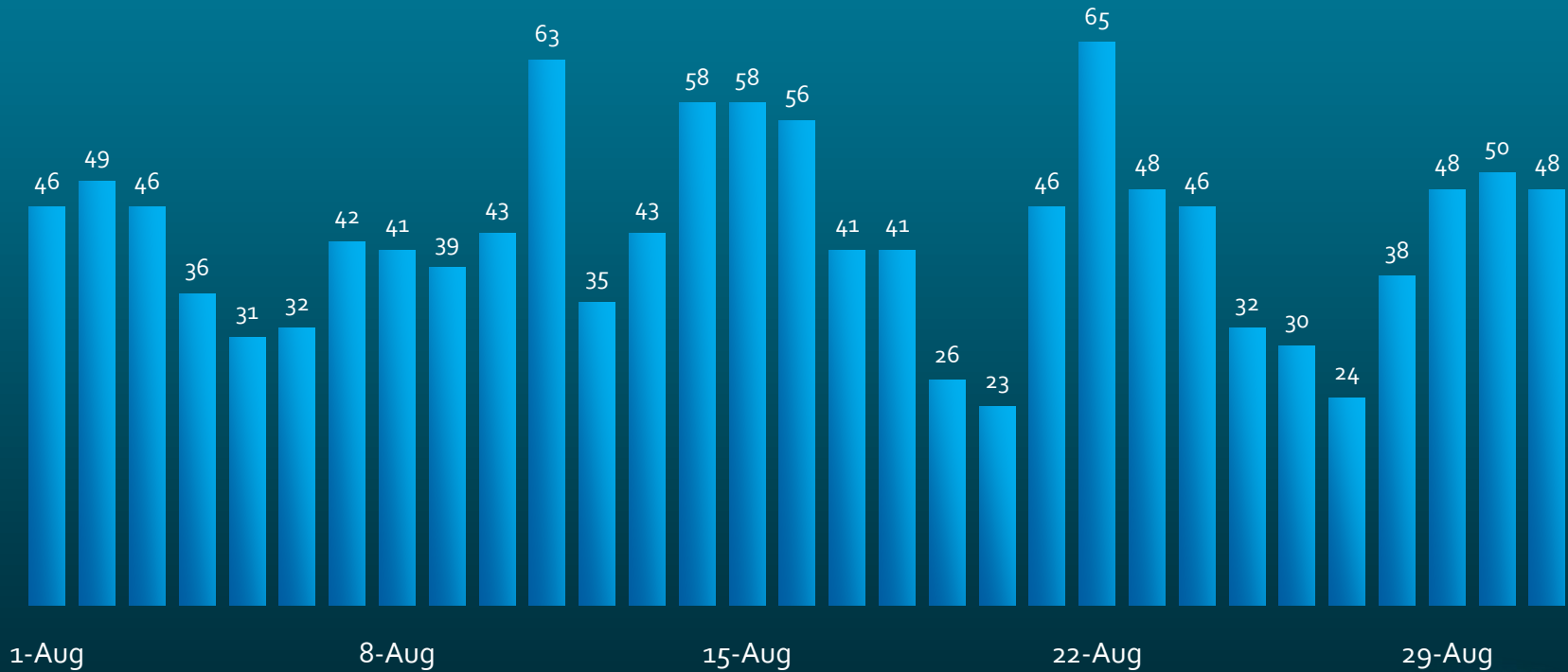
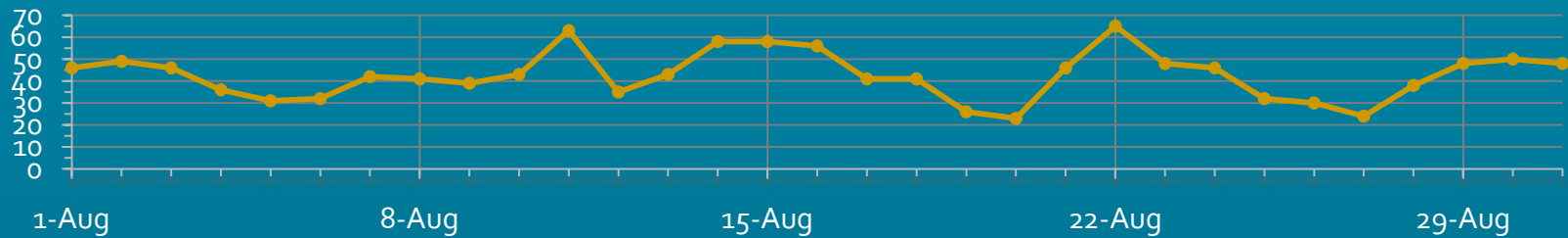


29.31% Bounce Rate

Browser	Visits	% Visits
Internet Explorer	629	47.51%
Safari	298	22.51%
Firefox	212	16.01%
Chrome	99	7.48%
Other	86	6.50%

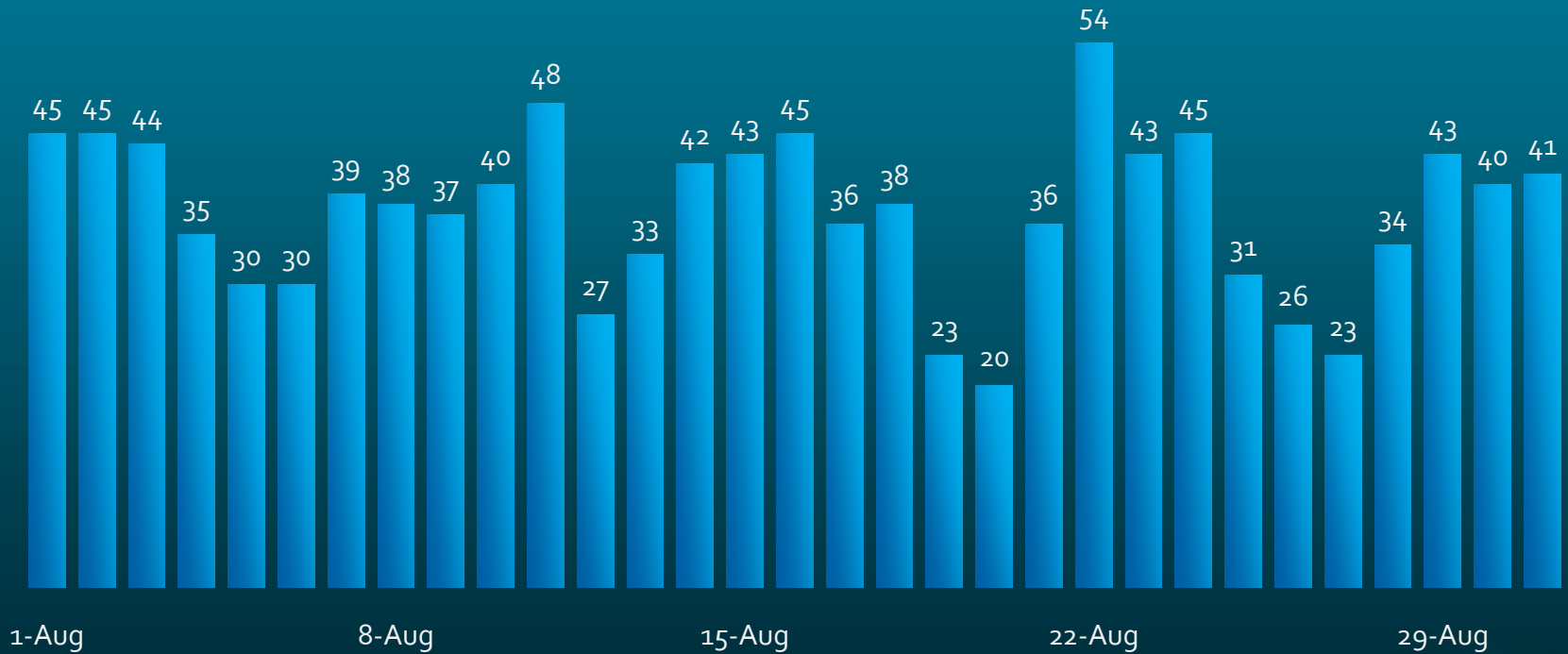
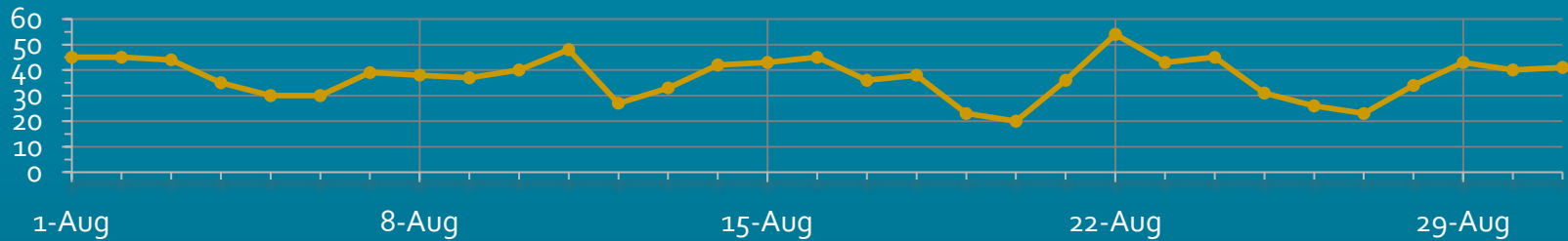
Visits

August 2011

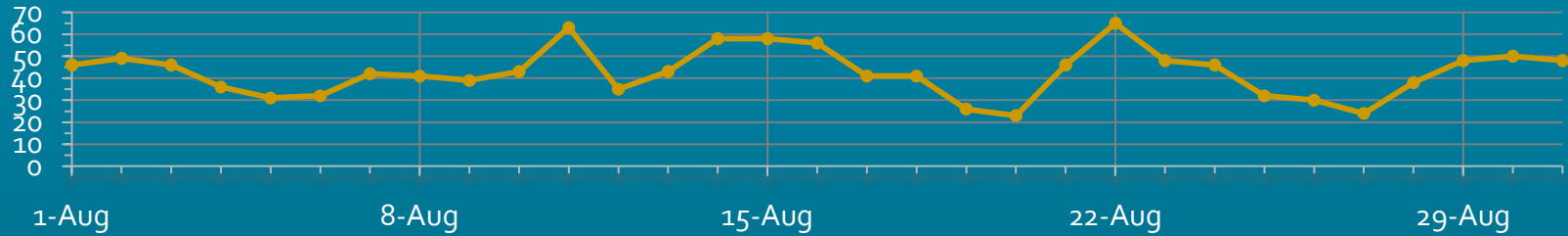


Unique Visits

August 2011



This Month's Visits



Views

301



90



86



52



33



27



19



11



8



5



5



5



3



2



Pages Viewed

1



29.31%

2



15.56%

3



12.08%

5



8.99%

4



6.87%

7



5.82%

6



5.36%

8



4.23%

9



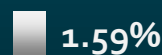
3.25%

10



2.11%

11



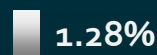
1.59%

12



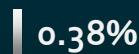
1.36%

16



1.28%

13

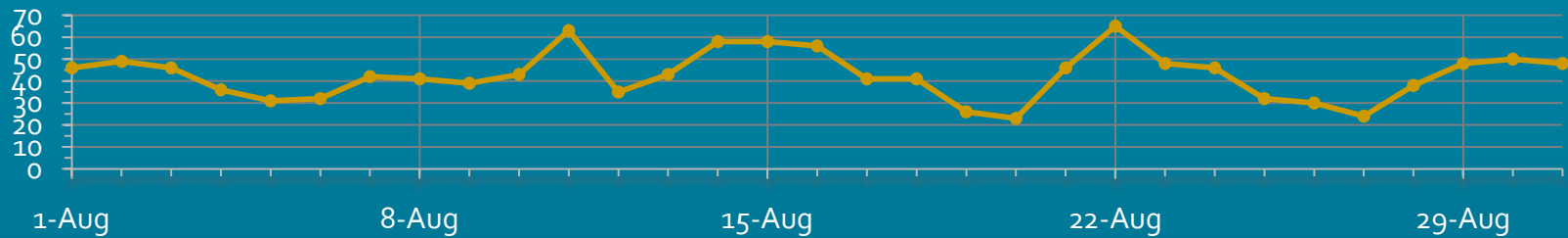


0.38%



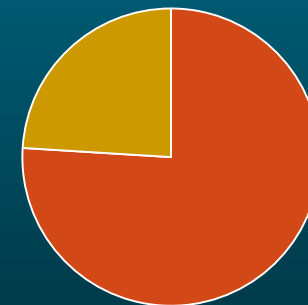
New vs. Returning

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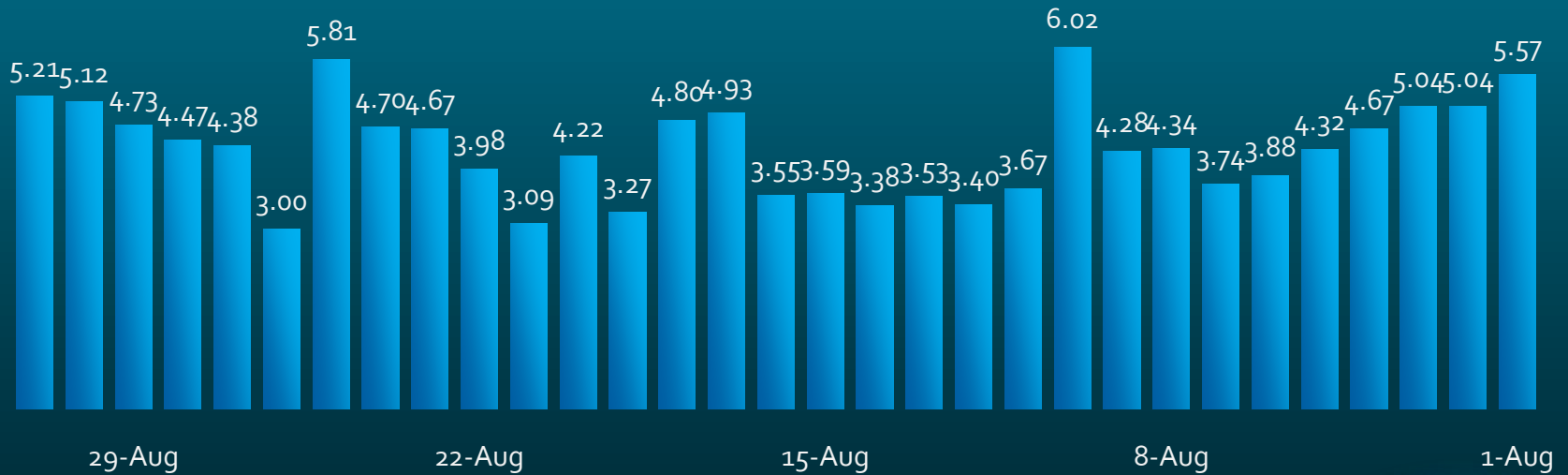
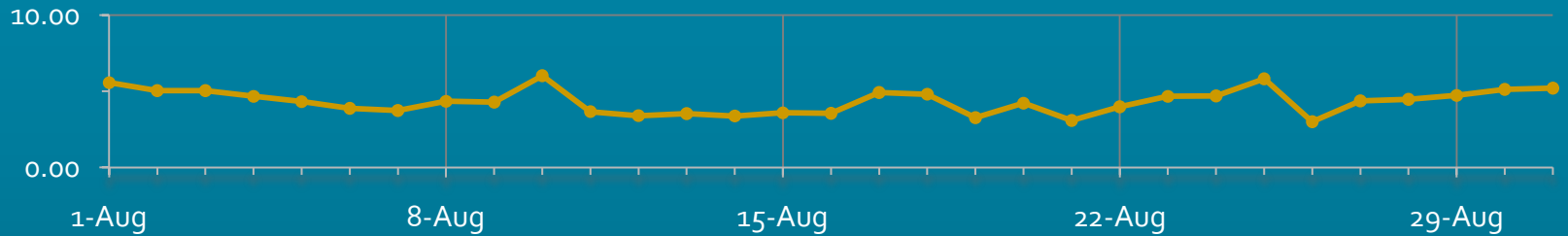
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1,324	4.33	00:02:29	75.98%	29.31%

Visitor Type	Visits	% Visits
New Visitors	1,006	75.98%
Returning Visitors	318	24.02%



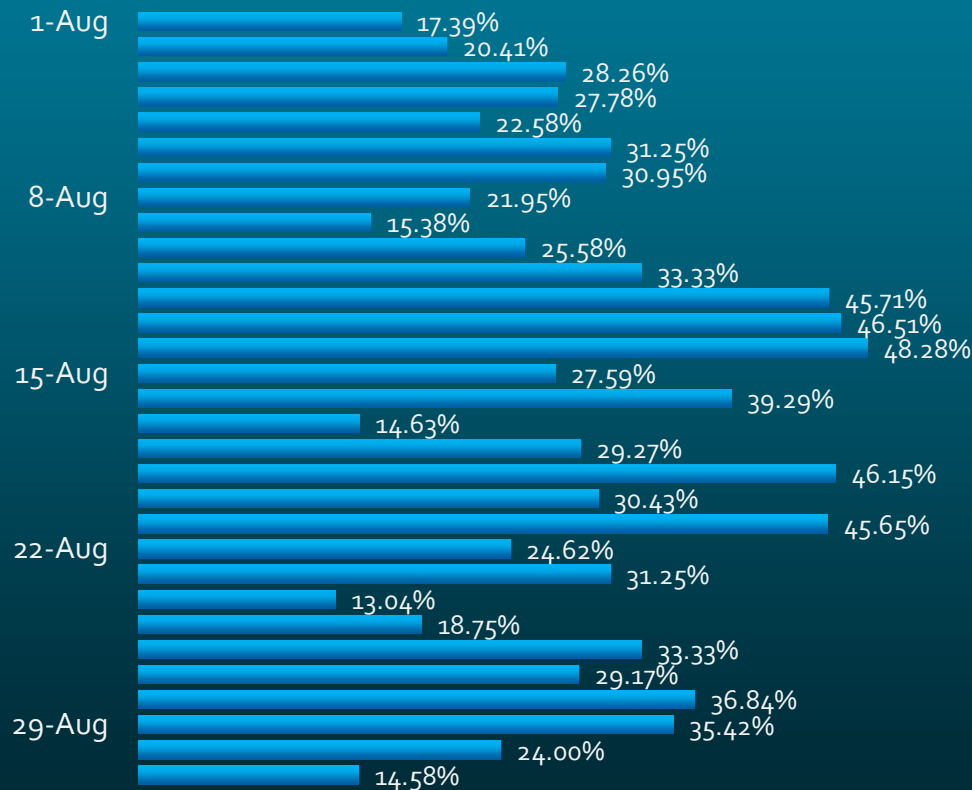
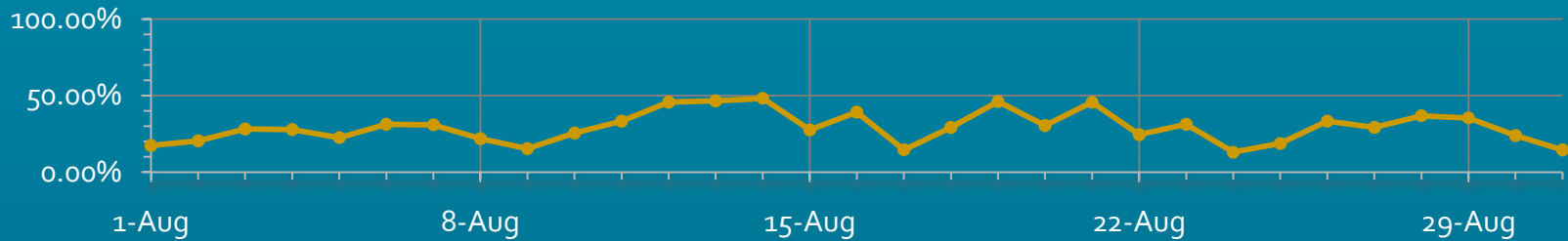
Average Pageviews – all visits

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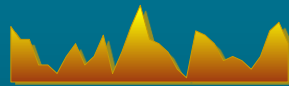
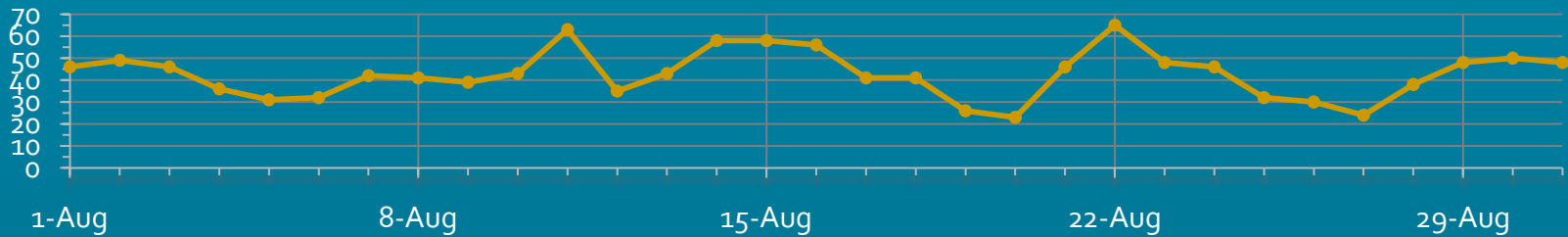
Visit Bounce Rate

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Traffic Source Overview

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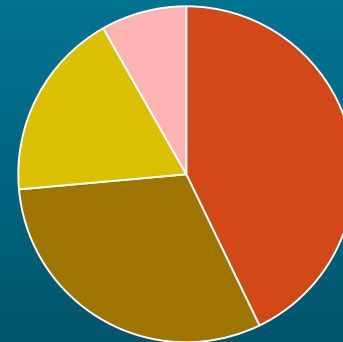
109 Direct Traffic



567 Referring Sites



241 Search Engines



- Search Engines
- Direct
- Cost/Click
- Referrals

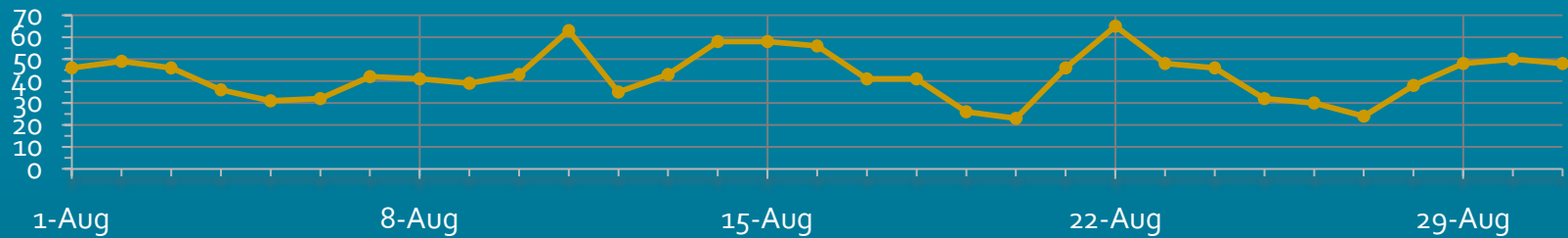
Source - Medium	Visits	% Visits
google - organic	181	13.67%
google - cpc	407	30.74%
direct - (none)	109	8.23%
referral - other	555	41.92%
other - organic	59	4.46%

Keywords Used	Visits	% Visits
(not set)	676	51.06%
party train	176	13.29%
train rentals	96	7.25%
party train rentals	88	6.65%
party trains	29	2.19%



Direct Traffic

August 2011



109 Visits



85.32% New Visits



3.51 Pages/Visit



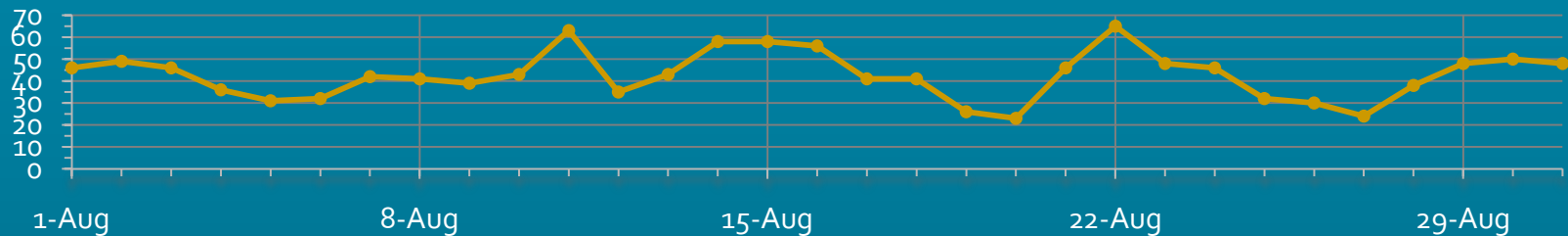
44.04% Bounce Rate



00:01:49 Avg. Time on Site

Referring Sites

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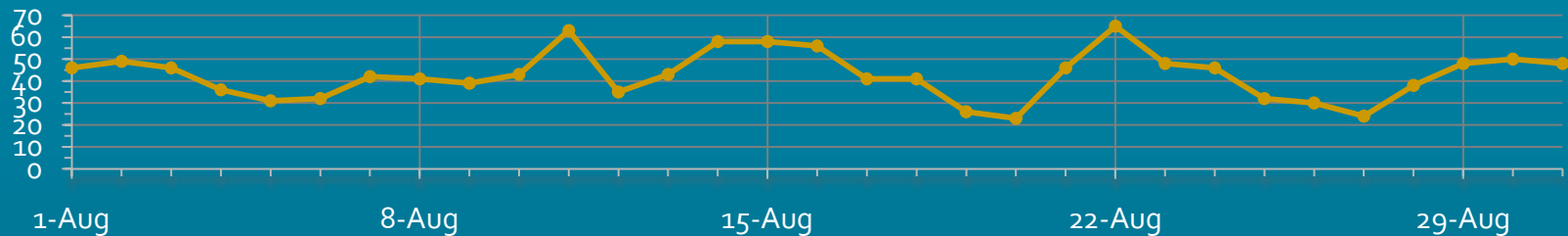
Visits 567	Avg. Pages/Visit 4.85	Avg. Time on Site 00:01:36	% New Visits 87.13%	Bounce Rate 17.81%
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Top 10 Referring Site(s)	Visits	Avg. Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
sampledomain1.com	477	4.93	00:02:30	89.52%	17.61%
sampledomain2.com	54	4.74	00:02:52	74.07%	11.11%
sampledomain3.com	17	4.24	00:01:52	76.47%	11.76%
sampledomain4.com	4	5.75	00:11:47	75.00%	50.00%
sampledomain5.com	3	1.00	00:00:00	0.00%	100.00%
sampledomain6.com	3	4.33	00:01:22	100.00%	33.33%
sampledomain7.com	2	5.50	00:05:06	100.00%	0.00%
sampledomain8.com	1	1.00	00:00:00	0.00%	100.00%
sampledomain9.com	1	1.00	00:00:00	100.00%	100.00%
sampledomain10.com	1	1.00	00:00:00	100.00%	100.00%



Source of Traffic

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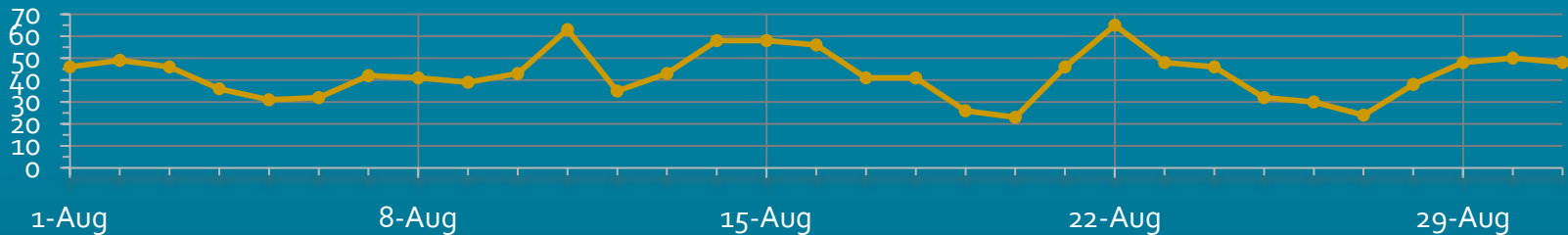
Visits 1,324	Avg. Pages/Visit 4.33	Avg. Time on Site 00:02:29	% New Visits 75.98%	Bounce Rate 29.31%
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Top Traffic Source(s)	Visits	Avg. Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
examplesite.com	477	4.93	00:02:30	89.52%	17.61%
Google - CPC	407	3.92	00:02:33	66.09%	37.84%
Google - Organic	181	3.98	00:02:33	64.64%	38.67%
(direct)	109	3.51	00:01:49	85.32%	44.04%
examplesite2.com	54	4.74	00:02:52	74.07%	11.11%
yahoo	34	5.18	00:03:04	47.06%	26.47%
bing	20	4.05	00:01:52	60.00%	25.00%
examplesite3.com	17	4.24	00:01:52	76.47%	11.76%
aol	4	2.75	00:00:34	75.00%	25.00%
facebook.com	4	5.75	00:11:47	75.00%	50.00%



Keywords Used

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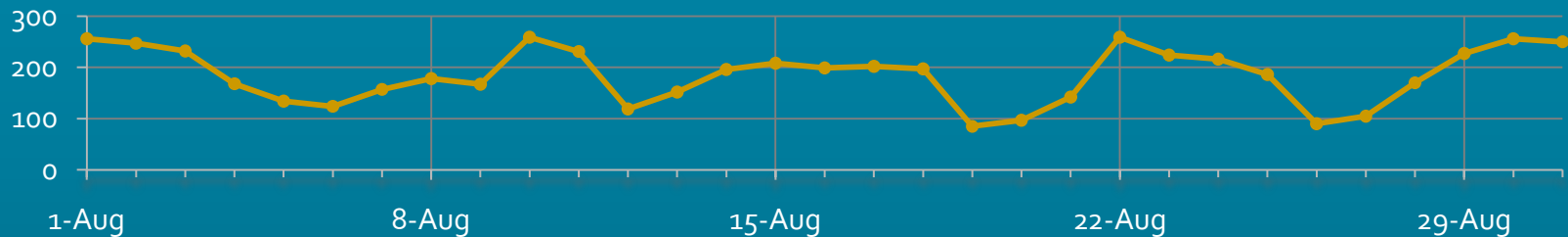
Keyword Type	Visits	Avg. Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
organic	241	4.17	00:02:32	62.24%	35.27%
cpc	407	3.92	00:02:33	66.09%	37.84%

Top Five (5) Organic / CPC Keyword(s)		Visits	Avg. Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
O R G A N I C	Keyword #1	29	3.90	00:02:33	68.97%	44.83%
	Keyword #2	22	4.95	00:03:36	45.45%	22.73%
	Keyword #3	10	3.80	00:03:01	70.00%	20.00%
	Keyword #4	8	6.50	00:04:12	62.50%	0.00%
	Keyword #5	7	2.29	00:01:59	85.71%	42.86%
C P C	party train	176	3.73	00:02:12	69.89%	43.18%
	train rentals	96	4.56	00:03:24	68.75%	33.33%
	party train rentals	88	3.73	00:02:29	59.09%	36.36%
	birthday train	17	3.41	00:01:03	82.35%	23.53%
	trackless train	17	4.76	00:03:18	29.41%	35.29%



Top Content

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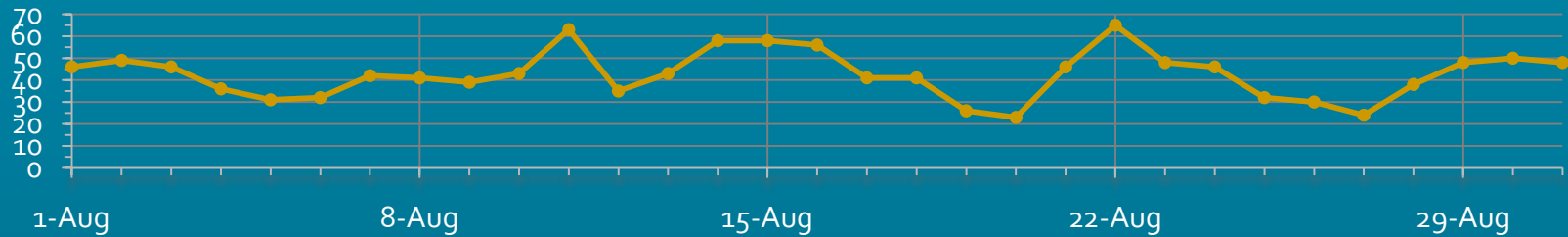
Pageviews 5,733	Time on Page 00:00:44	Bounce Rate 29.31%	% Exit 23.09%	\$ Index \$ 0.00
Unique Pageviews 3,680				

Page Path	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exits	Revenue Index
/	1,815	1,171	00:00:52	26.35%	37.69%	\$ 0.00
/booking.php	1,392	732	00:00:25	72.97%	13.15%	\$ 0.00
/booking.php?step=1	633	454	00:00:43	66.67%	16.11%	\$ 0.00
/pages.php?pageid=7	482	313	00:00:33	50.00%	14.94%	\$ 0.00
/pages.php?pageid=2	246	169	00:00:45	38.60%	24.39%	\$ 0.00
/home.php	228	149	00:00:29	29.41%	13.60%	\$ 0.00
/pages.php?pageid=1	220	168	00:01:11	100.00%	19.55%	\$ 0.00
/pages.php?pageid=8	184	126	00:01:35	66.67%	20.11%	\$ 0.00
/help.php?section=contactus&mode=update	140	92	00:00:52	100.00%	12.14%	\$ 0.00
/cart.php?mode=checkout	105	83	00:02:16	0.00%	36.19%	\$ 0.00



Exit Pages

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Exits	Pageviews	% Exit
1,276	5,733.00	23.09%

Exit Pages	Exits	Pageviews	% Exits
/	684	2,555	26.77%
/booking.php	183	763	23.98%
/booking.php?step=1	102	490	20.82%
/pages.php?pageid=7	72	300	24.00%
/pages.php?pageid=2	60	269	22.30%
/pages.php?pageid=1	43	223	19.28%
/cart.php?mode=checkout	38	248	15.32%
/pages.php?pageid=8	37	195	18.97%
/home.php	31	216	14.35%
/help.php?section=contactus&mode=update	17	77	22.08%



Completed Conversions

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