

Brief Overview :: Date - Date

Client: Client Name

Website: Client Website

Total # Visits to Site: 16618

Total # Visitors to Site: 9983 **(Re-visits):** 6635

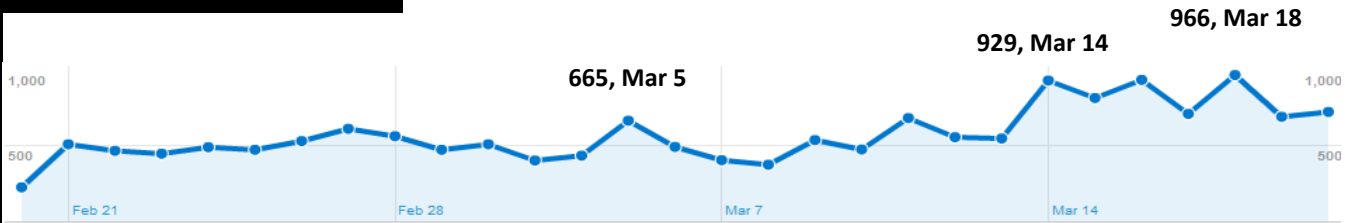
Average Time p/Visit: 02:32

Average Pages p/Visit: 6.38 **Page Views:** 106078

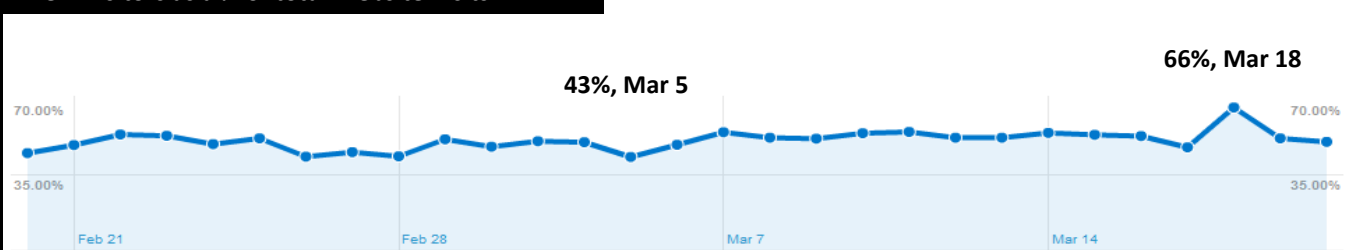
Website Visitors by Location:

Country:	# Visits:	Visitors:	Avg Pages p/Visit:	Avg Time p/Visit:
Country Name	2833	1292	7.04	03:18
Country Name	1836	1099	6.47	03:10
Country Name	1436	960	6.31	02:40
Country Name	905	488	6.22	02:24
Country Name	780	483	5.82	02:13
Country Name	749	547	6.50	01:58
Country Name	626	414	6.05	02:43
Country Name	615	348	5.59	01:53
Country Name	515	297	6.20	01:44
98 Other Countries	6323	4055	6.28	02:12
Totals:	16618	9983	6.38	02:32

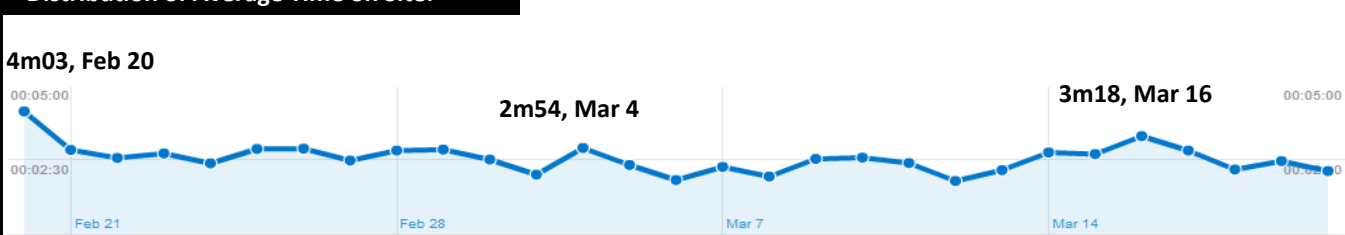
Distribution of Website Visits:



New Visitors as a % of total Website Visits:



Distribution of Average Time on Site:



Visitor Source Overview:

Visitor Sources:			Last Month:	
	# Visits	% Total:	# Visits	% Total:
Search Engines:	7758	47%	6535	39%
Direct Traffic:	4901	29%	4658	28%
Referring Sites:	3959	24%	4732	28%

This Month:

- Search Engines
- Referring Sites
- Direct Traffic
- Other



Top Traffic Sources:

Website:	# Visits	% Total
Traffic Source	7584	46%
Traffic Source	3959	24%
Traffic Source	904	5%
Traffic Source	858	5%
Traffic Source	343	2%
Traffic Source	245	1%
Traffic Source	171	1%
Traffic Source	159	1%
Traffic Source	149	1%
All Others	2246	14%
Totals:	16618	100%

Top Keywords:

Word/Phrase:	# Visits	% Total
Keyword	3559	46%
Keyword	183	2%
Keyword	112	1%
Keyword	108	1%
Keyword	89	1%
Keyword	89	1%
Keyword	68	1%
Keyword	57	1%
Keyword	56	1%
All Others	3437	44%
Totals:	7758	100%

Most Popular Pages:

Page Name:	Page Views:	% Total:	Avg Time on Page:
Page Name	28740	27%	00:31
Page Name	7681	7%	00:44
Page Name	6044	6%	00:14
Page Name	3444	3%	00:12
Page Name	2459	2%	00:11
Page Name	2333	2%	00:10
Page Name	2154	2%	00:21
Page Name	1876	2%	00:23
Page Name	1733	2%	00:39
All Other Pages:	49614	47%	-
Totals:	106078	100%	-

Terms / Abbreviations:

- # - Number
- p/Visit** - Per Visit
- Direct Traffic** - Visitor typed your web address into their browser
- Referring Site** - Visitor clicked a link on another to yours
- Search Engines** - Visitor found your website using Google, Yahoo etc. (Paid & Unpaid)
- CPC** - Visitor came via a paid advert (Cost per Click)

Analysis Information:

Author: Paul Grosvenor
Statistics Collected with: Google Analytics
Date Compiled: Date

Contact Information

Website: www.web-Presence.co.uk
Email: paul@web-presence.co.uk
Phone: 07859 140539 (Skype: pcgrosvenor)