Comparing to: Site

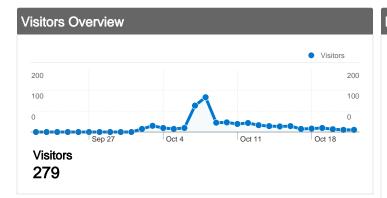


_____ **8,237** Pageviews

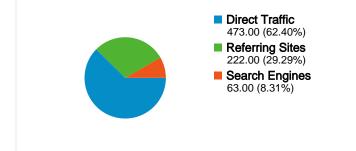
_____ 10.87 Pages/Visit

_____ 36.15% % New Visits

~~~/ 00:08:53 Avg. Time on Site



Traffic Sources Overview



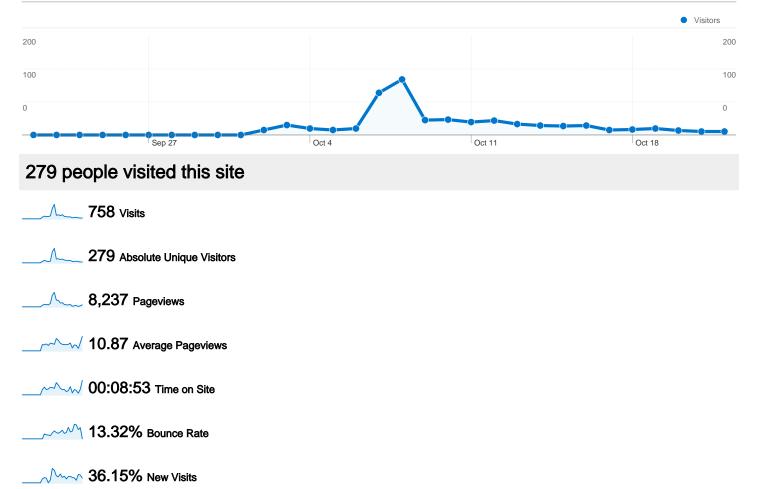
| Map Overlay |  |  |  |  |
|-------------|--|--|--|--|
|             |  |  |  |  |

| Content Overview   |           |             |
|--------------------|-----------|-------------|
| Pages              | Pageviews | % Pageviews |
| /reunionphotos.htm | 3,661     | 44.45%      |
| /home.htm          | 964       | 11.70%      |
| /                  | 855       | 10.38%      |
| /news.htm          | 563       | 6.84%       |
| /newsletters.htm   | 267       | 3.24%       |

### www.bhs1960class.com Visitors Overview

### Sep 22, 2010 - Oct 22, 2010

Comparing to: Site



**Technical Profile** 

| Browser           | Visits | % visits |
|-------------------|--------|----------|
| Internet Explorer | 626    | 82.59%   |
| Firefox           | 62     | 8.18%    |
| Safari            | 59     | 7.78%    |
| Chrome            | 11     | 1.45%    |

| Connection Speed | Visits | % visits |
|------------------|--------|----------|
| Cable            | 399    | 52.64%   |
| DSL              | 162    | 21.37%   |
| Dialup           | 103    | 13.59%   |
| Unknown          | 58     | 7.65%    |
| T1               | 36     | 4.75%    |

### www.bhs1960class.com Traffic Sources Overview

### Sep 22, 2010 - Oct 22, 2010

Comparing to: Site

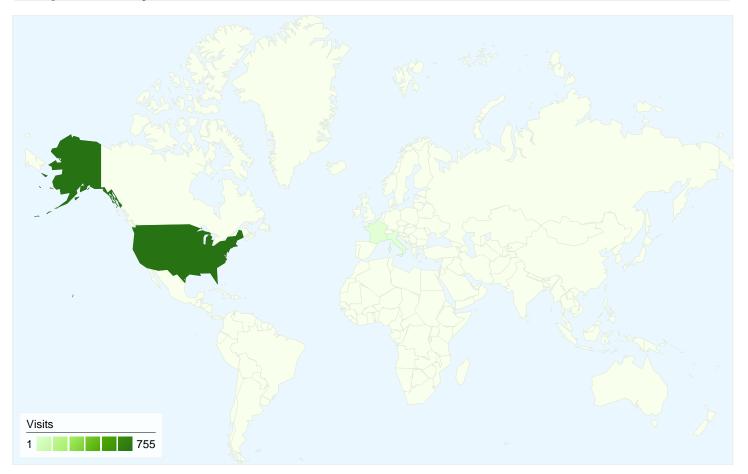


### **Top Traffic Sources**

| Sources                        | Visits | % visits | Keywords                    | Visits | % visits |
|--------------------------------|--------|----------|-----------------------------|--------|----------|
| (direct) ((none))              | 473    | 62.40%   | www.bhs1960class.com        | 19     | 30.16%   |
| google (organic)               | 62     | 8.18%    | brockton high class of 1960 | 15     | 23.81%   |
| mail.aol.com (referral)        | 48     | 6.33%    | bhs1960class.com            | 12     | 19.05%   |
| webmail.verizon.com (referral) | 17     | 2.24%    | bhs class 1960 brockton     | 4      | 6.35%    |
| sn143w.snt143.mail.live.com    | 9      | 1.19%    | bhs 1960 class              | 3      | 4.76%    |

# www.bhs1960class.com

## Sep 22, 2010 - Oct 22, 2010 Comparing to: Site



### 758 visits came from 4 countries/territories

Site Usage

| Visits<br>758<br>% of Site Total:<br>100.00% | Pages/Visit<br>10.87<br>Site Avg:<br>10.87 (0.00%) | Avg. Time on Site<br>00:08:53<br>Site Avg:<br>00:08:53 (0.00%) |             | % New Visits<br>36.02%<br>Site Avg:<br>36.15% (-0.36%) | <b>13.32</b><br>Site Avg | Bounce Rate<br>13.32%<br>Site Avg:<br>13.32% (0.00%) |  |
|----------------------------------------------|----------------------------------------------------|----------------------------------------------------------------|-------------|--------------------------------------------------------|--------------------------|------------------------------------------------------|--|
| Country/Territory                            |                                                    | Visits                                                         | Pages/Visit | Avg. Time on<br>Site                                   | % New Visits             | Bounce Rate                                          |  |
| United States                                |                                                    | 755                                                            | 10.90       | 00:08:54                                               | 35.76%                   | 13.25%                                               |  |
| France                                       |                                                    | 1                                                              | 1.00        | 00:00:00                                               | 100.00%                  | 100.00%                                              |  |
| Hong Kong                                    |                                                    | 1                                                              | 2.00        | 00:02:23                                               | 100.00%                  | 0.00%                                                |  |
| Italy                                        |                                                    | 1                                                              | 4.00        | 00:05:35                                               | 100.00%                  | 0.00%                                                |  |
|                                              |                                                    |                                                                |             |                                                        |                          | 1 - 4 of 4                                           |  |

#### www.bhs1960class.com Sep 22, 2010 - Oct 22, 2010 **Content Overview** Comparing to: Site Pageviews 2,000 2,000 1,000 1,000 0 0 Sep 27 Oct 11 Oct 18 Oct 4 Pages on this site were viewed a total of 8,237 times 8,237 Pageviews

\_\_\_\_\_ 13.32% Bounce Rate

### **Top Content**

| Pages              | Pageviews | % Pageviews |
|--------------------|-----------|-------------|
| /reunionphotos.htm | 3,661     | 44.45%      |
| /home.htm          | 964       | 11.70%      |
| /                  | 855       | 10.38%      |
| /news.htm          | 563       | 6.84%       |
| /newsletters.htm   | 267       | 3.24%       |