



## **Internet Visitor Activity - 1 March to 31 March 2008**

### **Table of Contents**

<b>Summary of visitors and page views .....</b>	<b>1</b>
<b>Visits Trend .....</b>	<b>2</b>
<b>Page Views Trend .....</b>	<b>3</b>
<b>Pages .....</b>	<b>4</b>

## Summary of visitors and page views

The following tables provide a summary of the number of visitors and visits to to the internet and how many pages were viewed.

### Visitor Summary

Visitors	117,442
Visitors Who Visited Once	93,491
Visitors Who Visited More Than Once	23,951
Average Visits per Visitor	1.8

### Visit Summary

Visits	211,724
Average per Day	6,829
Average Visit Duration	00:10:25
Median Visit Duration	00:01:28
International Visits	19.68%
Visits of Unknown Origin	5.23%
Visits from Your Country: United Kingdom (UK)	75.09%

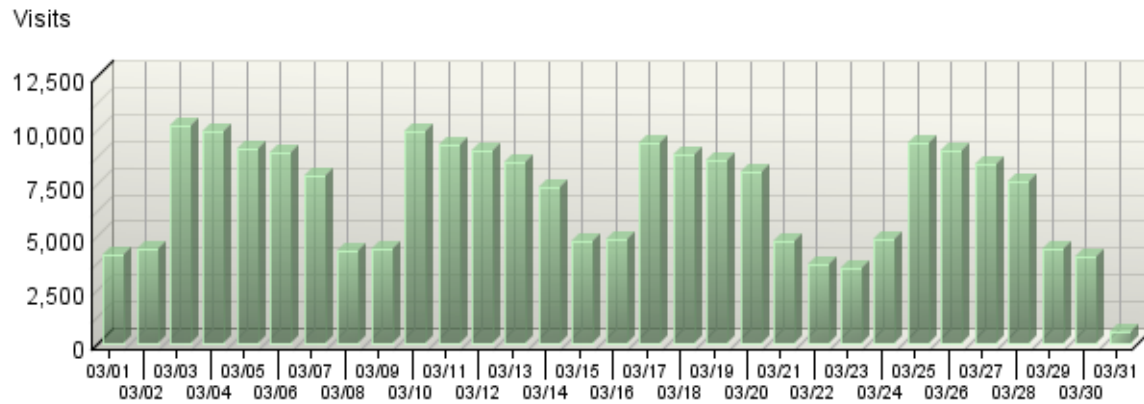
### Page View Summary

Page Views	1,664,421
Average per Day	53,691
Average Page Views per Visit	7.86

# Visits Trend

This report helps you determine traffic patterns within the day, week, or month so you can adjust your web site strategy to anticipate peaks and times of low activity. The trend intervals displayed depend on the selected report period.

**Visits Trend**



# Page Views Trend

This report shows activity trends on your site based on the total page view volume for the report period. You can use this information to determine high and low points of visitor activity.

## Page Views Trend

