



Internet Visitor Activity - 1 July to 31 July 2008

Table of Contents

Summary of visitors and page views	1
Visits Trend	2
Page Views Trend	3
Pages	4

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	136,504
Visitors Who Visited Once	108,859
Visitors Who Visited More Than Once	27,645
Average Visits per Visitor	1.79

Visit Summary

Visits	244,669
Average per Day	7,892
Average Visit Duration	00:07:29
Median Visit Duration	00:01:19
International Visits	21.97%
Visits of Unknown Origin	6.11%
Visits from Your Country: United Kingdom (UK)	71.92%

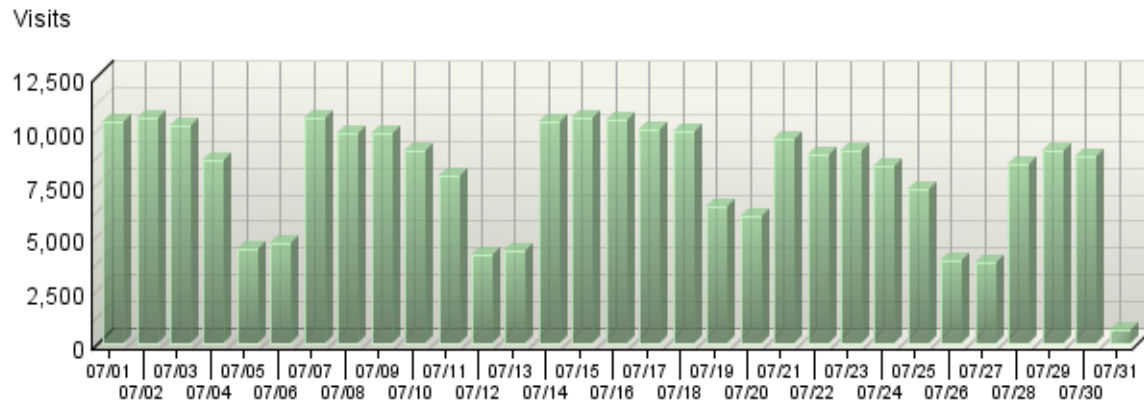
Page View Summary

Page Views	4,516,377
Average per Day	145,689
Average Page Views per Visit	18.46

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

