



Internet Visitor Activity - 1 February to 29 February 2008

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Summary of visitors and page views

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

Visitor Summary

Visitors	113,078
Visitors Who Visited Once	90,223
Visitors Who Visited More Than Once	22,855
Average Visits per Visitor	1.79

Visit Summary

Visits	201,981
Average per Day	6,964
Average Visit Duration	00:10:17
Median Visit Duration	00:01:30
International Visits	18.27%
Visits of Unknown Origin	5.61%
Visits from Your Country: United Kingdom (UK)	76.13%

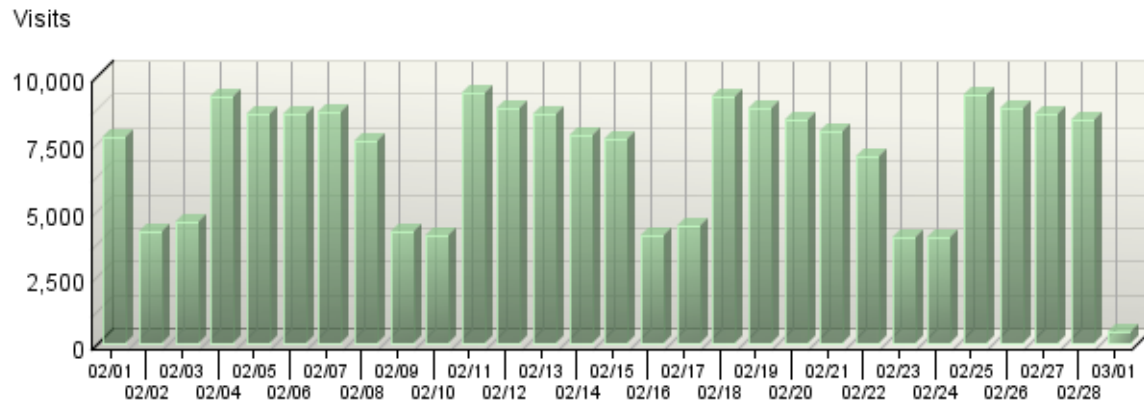
Page View Summary

Page Views	1,485,643
Average per Day	51,229
Average Page Views per Visit	7.36

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

