

Daily multisite monitoring report

Last 14 days traffic

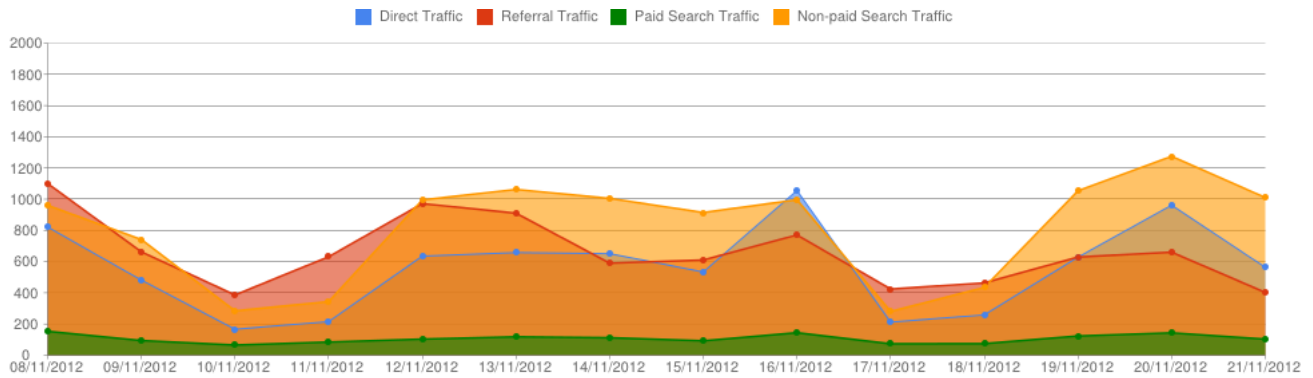
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Monitoring report

Analyzed period: 08/11/2012 - 21/11/2012

Traffic Sources Trend



Key Traffic Indicators

KPI	Value
Visits	29,937
Page views	112,157
Total Goal Conversion Rate	20.18%
Total Goal Conversions	6,040

Traffic Sources Distribution

- Direct Traffic: 7,837 (26.18%)
- Referral Traffic: 9,208 (30.76%)
- Non-paid Search Traffic: 11,351 (37.92%)
- Paid Search Traffic: 1,481 (4.95%)
- Others: 60 (0.20%)



Traffic Percentages and Bounce Rates

KPI	25/10/2012 - 07/11/2012	08/11/2012 - 21/11/2012	% Change
Direct Traffic Percentage	17.38%	26.18%	50.63%
Direct Traffic Bounce Rate	46.97%	41.31%	-12.06%
Referral Traffic Percentage	55.66%	30.76%	-44.74%
Referral Traffic Bounce Rate	16.66%	23.39%	40.39%
Organic Traffic Percentage	22.87%	37.92%	65.81%
Organic Traffic Bounce Rate	49.92%	48.46%	-2.91%
Paid Traffic Percentage	3.97%	4.95%	24.69%
Paid Traffic Bounce Rate	64.81%	60.03%	-7.38%

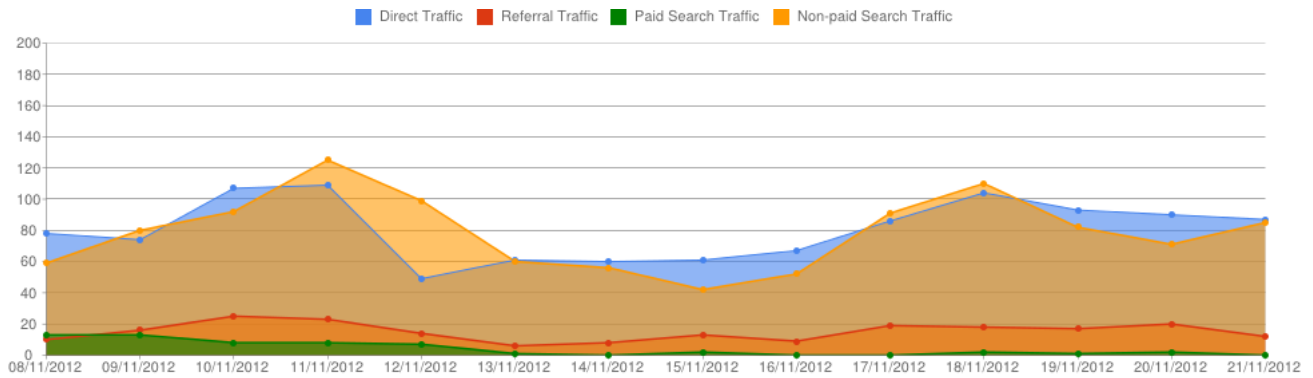
Comments

These are the comments for the report

Monitoring report

Analyzed period: 08/11/2012 - 21/11/2012

Traffic Sources Trend

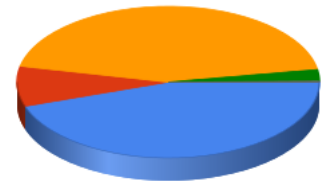


Key Traffic Indicators

KPI	Value
Visits	2,497
Page views	15,970
Total Goal Conversion Rate	0.00%
Total Goal Conversions	0

Traffic Sources Distribution

- Direct Traffic: 1,126 (45.09%)
- Referral Traffic: 210 (8.41%)
- Non-paid Search Traffic: 1,104 (44.21%)
- Paid Search Traffic: 57 (2.28%)
- Others: 0 (0.00%)



Traffic Percentages and Bounce Rates

KPI	25/10/2012 - 07/11/2012	08/11/2012 - 21/11/2012	% Change
Direct Traffic Percentage	44.30%	45.10%	1.81%
Direct Traffic Bounce Rate	32.37%	29.66%	-8.35%
Referral Traffic Percentage	9.44%	8.42%	-10.81%
Referral Traffic Bounce Rate	42.67%	29.52%	-30.81%
Organic Traffic Percentage	39.48%	44.22%	12.01%
Organic Traffic Bounce Rate	30.24%	25.91%	-14.33%
Paid Traffic Percentage	6.80%	2.29%	-66.32%
Paid Traffic Bounce Rate	41.43%	28.07%	-32.24%

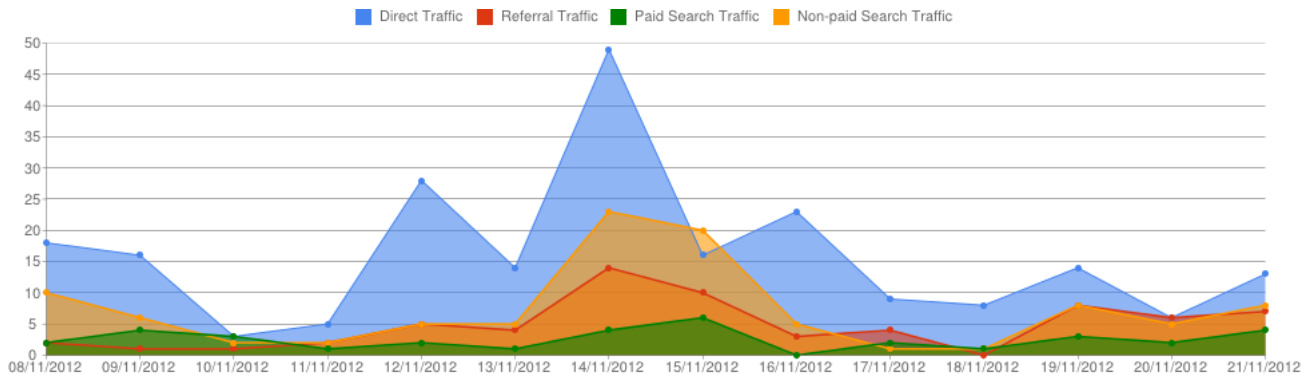
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Monitoring report

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Traffic Sources Trend

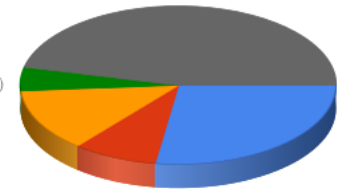


Key Traffic Indicators

KPI	Value
Visits	804
Page views	2,132
Total Goal Conversion Rate	10.95%
Total Goal Conversions	88

Traffic Sources Distribution

- Direct Traffic: 222 (27.61%)
- Referral Traffic: 67 (8.33%)
- Non-paid Search Traffic: 101 (12.56%)
- Paid Search Traffic: 35 (4.35%)
- Others: 379 (47.14%)



Traffic Percentages and Bounce Rates

KPI	25/10/2012 - 07/11/2012	08/11/2012 - 21/11/2012	% Change
Direct Traffic Percentage	28.80%	27.62%	-4.10%
Direct Traffic Bounce Rate	61.29%	65.32%	6.57%
Referral Traffic Percentage	6.04%	8.34%	38.08%
Referral Traffic Bounce Rate	69.23%	31.34%	-54.73%
Organic Traffic Percentage	11.61%	12.57%	8.27%
Organic Traffic Bounce Rate	49.33%	49.50%	0.35%
Paid Traffic Percentage	6.35%	4.36%	-31.34%
Paid Traffic Bounce Rate	63.41%	54.29%	-14.40%

Comments

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