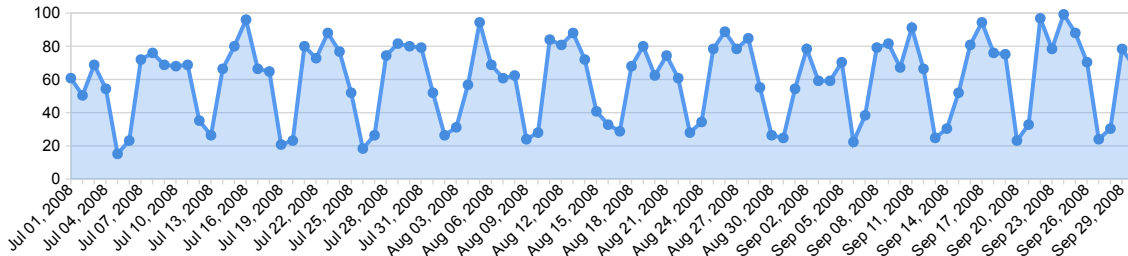


Total Non-branded Organic Traffic



Key Performance Indicators

5,494

Total Organic Traffic

100%

Non-branded Organic Traffic Percentage

0.22%

Goal Conversion Rate from Non-branded Organic Traffic

Non-branded Organic Keywords sorted by Visits

urchintracker	244
google analytics intranet	79
google analytics setup	77
__utmcc	75
__utmb	70
urchin tracker	62
urchintracker()	45
__utma	37
analytics authorized consultant	35
google analytics	33

Data	Baseline	Historical 1	Historical 2	Historical 3	Current	Change	
	Jan01,08 - Mar31,08	Sep29,07 - Dec29,07	Dec30,07 - Mar30,08	Mar31,08 - Jun30,08	Jul01,08 - Sep30,08	Baseline/Current	
Visits	11,448	2,460	11,361	12,961	15,359	▲	34.16%
Bounce Rate	63.49%	56.67%	63.56%	64.89%	65.55%	▼	3.24%
Percent New Visits	82.6%	81.83%	82.69%	83.86%	79.73%	▼	-3.47%
Total Organic Traffic	3,579	732	3,563	4,874	5,494	▲	53.51%
Pageviews	26,104	6,498	25,900	27,965	32,538	▲	24.65%
Organic Traffic Percentage	31.26%	29.76%	31.36%	37.61%	35.77%	▲	14.43%
Non-branded Organic Traffic	3,579	732	3,563	4,874	5,494	▲	53.51%
Non-branded Organic Traffic Percentage	100%	100%	100%	100%	100%		0.0%
Goal Conversion Rate from Non-branded Organic Traffic	0.03%	0.27%	0.03%	0.08%	0.22%	▲	633.33%

KPI Legend

Pageviews : Total number of pages viewed during the selected time period

Bounce Rate : The percentage of visits that viewed only one page and left

Visits : The most basic measure of traffic to your site

Percent New Visits : The percentage of visits by people who had never visited your site before

Organic Traffic Percentage : The percentage of visits to your site by people who found your site via the organic results of a web search

Total Organic Traffic : The number of visits to your site by people who found your site via the organic results of a web search

N/B Organic Keywords sorted by Visits : Top Ten keywords that drove people to your site via the organic results of a web search with the following terms filtered out: (ordered by visits)

N/B Organic Traffic Percentage : The percent of visits by people who found your site via the organic results of a web search with the following terms filtered out:

N/B Organic Traffic : The number of visits by people who found your site via the organic results of a web search with the following terms filtered out: