

Observations and Highlights

1) <Observation 1>

2) <Observation 2>

3) <Highlight 1>

4) <Highlight 2>

5) <Observation 3>

Highlight key insight here using data, charts and additional commentary. For example, use this area to highlight conversions.

Visit Overview

Visit KPI Summary	Jan-08	Feb-08	Change	2008 Monthly Average
Visits	4,435	5,407	22%	4,921
Average Per Day	143	193	35%	168
Unique Visitors	3,098	2,546	-18%	2,822
Repeat Visits	1,337	2,861	114%	2,099
Average Time on Site	02:33	03:44	46%	03:09

Page View Overview

Page View Summary	Jan-08	Feb-08	Change	2008 Monthly Average
Page Views	18,097	23,778	31%	20,938
Average Per Day	584	849	45%	119
Average Page Views Per Visit	2.60	2.84	9%	2.72

Top Content / Downloads

TOP CONTENT AREAS

Page Title	Views	%
Home Page	9,543	51%
Page Name 1	4,326	23%
Page Name 2	1,276	7%
Page Name 3	2,789	15%
Page Name 4	909	5%
Total	18,843	100%

TOP DOWNLOADS

Name	Downloads	%
Download Name 1	675	44%
Download Name 2	243	16%
Download Name 3	599	39%
Total	1517	100%

Referring Sources Overview

REFERRING URLS

Top 5 Sources	Jan-08	Feb-08	Change	2008 Monthly Average
Direct to home page	1,256	1,254	0%	1,255
Referring URL 1	576	452	-22%	514
Referring URL 2	356	331	-7%	344
Referring URL 3	245	266	9%	256
Referring URL 4	200	354	77%	277
Other sources	1,802	2,750	53%	582

ORGANIC SEARCH

Top 5 Search Engines	Jan-08	Feb-08	Change	2008 Monthly Average
Search Engine Name 1	400	600	50%	500
Search Engine Name 2	325	56	-83%	191
Search Engine Name 3	44	32	-27%	38
Search Engine Name 4	10	9	-10%	10
Search Engine Name 5	4	2	-50%	3