

 **Print Page**

Report: Summary - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Total Sessions	65,156.00
Total Pageviews	360,803.00
Total Hits	5,178,881.00
Total Bytes Transferred	85.35 GB
Average Sessions Per Day	2,171.87
Average Pageviews Per Day	12,026.77
Average Hits Per Day	172,629.37
Average Bytes Transferred Per Day	2.84 GB
Average Pageviews Per Session	5.54
Average Hits Per Session	79.48
Average Bytes Per Session	1.34 MB
Average Length of Session	00:07:27

Help Information:

Summary

The Summary shows totals and averages for Sessions, Pageviews, Hits, and Bytes for the currently selected Date Range. Visitors information is not shown here because it is only available when UTM visitor tracking is employed.

Calculation Methodology

- Session: A series of Hits to your site over a specific period of time by one visitor.
- Pageview: A request to the web server by a visitor's browser for any web page; this excludes images, javascript, and other generally embedded file types.
- Hit: Any successful request to a webserver from a visitor's browser.
- Bytes: The quantity of network bandwidth used by the files requested during the selected Date Range.

Note

Because Bytes numbers can be very large, abbreviations are used as appropriate, such as MB for megabytes (~millions of bytes). The average length of Session is displayed as hours:minutes:seconds.

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Report: Summary - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

First Time Unique Visitors	47,640.00
Prior Unique Visitors	4,994.00
Total Unique Visitors	52,634.00
Average First Time Unique Visitors Per Day	1,588.00
Average Prior Unique Visitors Per Day	166.47
Average Unique Visitors Per Day	1,754.47
Initial Sessions	52,634.00
Repeat Sessions	12,511.00
Total Unique Visitor Sessions	65,145.00
Average Initial Session Per Day	1,754.47
Average Repeat Sessions Per Day	417.03
Average Unique Visitor Sessions Per Day	2,171.50



Help Information:

Visitors & Sessions Summary

This report is broken down into four sections: Visitor Totals, Visitor Averages, Session Totals, and Session Averages. Totals are calculated for the selected Date Range and averages are computed by dividing the totals by the number of non-zero days in the selected Date Range.

- **First Time Unique Visitors:** Visitors that have not been on your site at any time prior to the current Date Range.
- **Prior Unique Visitors:** Visitors that have been on your site at least once prior to the Date Range.
- **Total Unique Visitors:** A Unique Visitor may have more than one session during the Date Range, but is only counted once for the current Date Range, either as a First Time Unique Visitor or a Prior Unique Visitor.
- **Initial Sessions:** Only a Visitor's first Session during the current Date Range is counted as the Initial Session. This number is equivalent to the number of Unique Visitors for the Date Range since each is counted once.
- **Repeat Sessions:** If a Visitor has more than one session during the Date Range, all but the first are counted as repeat sessions.
- **Total Unique Visitor Sessions:** A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions are tracked for each Unique Visitor and classified as either an Initial Session or a Repeat Session.



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Report: Requested Pages - visitpensacola.com

Date Range: 06/01/2008 - 06/30/2008

Pages	Pageviews	Percent
1. /listings/index.cfm	110,128	30.52%
2. /static/index.cfm	66,890	18.54%
3. /index.cfm	55,923	15.50%
4. /calendar/index.cfm	25,746	7.14%
5. /forms/index.cfm	25,511	7.07%
6. /coupons/index.cfm	24,225	6.71%
7. /visitors/index.cfm	11,624	3.22%
8. /webcams/index.cfm	6,488	1.80%
9. /phototour/phototour/index.cfm	4,399	1.22%
10. /mainsearch/index.cfm	3,346	0.93%
View Total:	334,280	92.65%
Total:	360,803	100.00%


Help Information:
Requested Pages

This report ranks the popularity of the Pages (HTML files, generally) visited on your site by number of Pageviews and relative percentage. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews.

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Report: Entrance Pages - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Entrance Pages	Pageviews	Percent
1. /index.cfm	37,222	57.13%
2. /static/index.cfm	6,334	9.72%
3. /calendar/index.cfm	4,989	7.66%
4. /listings/index.cfm	3,955	6.07%
5. /forms/index.cfm	2,412	3.70%
6. /webcams/index.cfm	1,401	2.15%
7. /coupons/index.cfm	1,194	1.83%
8. /visitors/index.cfm	1,173	1.80%
9. /the-mighty-oriskany/index.cfm	794	1.22%
10. /articles/index.cfm	531	0.81%
View Total:	60,005	92.09%
Total:	65,156	100.00%



Help Information:

Entrance Pages

This report shows the first Page viewed for each Session in the currently selected Date Range. This is where Visitors entered your website. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.

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Report: Exit Pages - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Exit Pages	Pageviews	Percent
1. /listings/index.cfm	19,852	30.47%
2. /index.cfm	13,653	20.95%
3. /static/index.cfm	10,305	15.82%
4. /calendar/index.cfm	5,840	8.96%
5. /forms/index.cfm	2,640	4.05%
6. /coupons/index.cfm	2,465	3.78%
7. /webcams/index.cfm	1,689	2.59%
8. /visitors/index.cfm	939	1.44%
9. /the-mighty-oriskany/index.cfm	750	1.15%
10. /articles/index.cfm	575	0.88%
View Total:	58,708	90.10%
Total:	65,156	100.00%

Help Information:

Exit Pages

This report lists the last Page visited in each Session by your site's visitors over the currently selected Date Range. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.

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Report: Click Paths - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Click Paths	Sessions	Percent
1. /index.cfm	6,927	10.63%
2. /index.cfm → /forms/index.cfm → /listings/index.cfm	4,239	6.51%
3. /index.cfm → /forms/index.cfm → /static/index.cfm	3,518	5.40%
4. /static/index.cfm	2,675	4.11%
5. /index.cfm → /visitors/index.cfm → /listings/index.cfm	2,572	3.95%
6. /calendar/index.cfm	2,319	3.56%
7. /index.cfm → /coupons/index.cfm → /coupons/index.cfm	1,792	2.75%
8. /index.cfm → /visitors/index.cfm → /static/index.cfm	1,746	2.68%
9. /listings/index.cfm	1,603	2.46%
10. /index.cfm → /coupons/index.cfm → /listings/index.cfm	1,579	2.42%
View Total:	28,970	44.46%
Total:	65,156	100.00%

Help Information:

Click Paths

This report shows the most popular paths traveled by your site's visitors starting with their Entrance Page. Each entry lists one or more Pages in the order they were viewed separated by arrows. This report is compiled for all Sessions during the current Date Range. Because Path data can get very large, by default Urchin only stores 3 levels of Paths (3 Pages). To change this behavior, it is necessary to log-in to the Urchin administrative system and adjust the Path Level setting under the Reporting tab for the Profile in question.



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Report: Bounce Rate - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Bounce Pages	Bounces	Entrances	Bounce Rate
1. /index.cfm	6,927	37,222	18.61%
2. /static/index.cfm	2,675	6,334	42.23%
3. /calendar/index.cfm	2,319	4,989	46.48%
4. /listings/index.cfm	1,603	3,955	40.53%
5. /webcams/index.cfm	790	1,401	56.39%
6. /the-mighty-oriskany/index.cfm	510	794	64.23%
7. /coupons/index.cfm	448	1,194	37.52%
8. /articles/index.cfm	346	531	65.16%
9. /forms/index.cfm	327	2,412	13.56%
10. /Calendar/index.cfm	150	304	49.34%
View Total:	16,095	59,136	27.22%
Total:	18,160	65,156	27.87%

Help Information:

Bounce Rate

This report lists the pages on which visitors entered and then exited without viewing any other pages on the site (Bounce Pages).

- **Bounces** is the number of times visitors exited from the page without visiting any other pages on the site.
- **Entrances** is the total number of entrances on the page.
- **Bounce Rate** is the percentage of entrances on the page that resulted in exits without viewing any other page on the site. It is calculated as Bounces divided by Entrances.



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Report: Referrals - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Referrals	Sessions	Percent
1. www.google.com/search	29,487	45.26%
2. (no referral)	9,227	14.16%
3. search.yahoo.com/search	8,425	12.93%
4. search.msn.com/results.aspx	1,966	3.02%
5. search.live.com/results.aspx	1,294	1.99%
6. aolsearch.aol.com/aol/search	685	1.05%
7. my.att.net/s/s.dll	538	0.83%
8. pensacola.fl.us/live/pages.asp	458	0.70%
9. search.aol.com/aol/search	386	0.59%
10. www.ask.com/web	382	0.59%
View Total:	52,848	81.11%
Total:	65,156	100.00%



Help Information:

Referrals

This report ranks referring URLs (external web pages) that brought traffic to your site. For Sessions without an external referral, which occurs when a Visitor goes directly to your site via a bookmark/favorite or by typing in the URL directly, the (no referral) entry is incremented. This allows you to compare the percentage of traffic from external links versus Visitors that already know about your site. Click any referring page to view it in a new browser window.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the base-URL of the referral is entered and incremented. The base-URL does not include query parameters (after the ? query token) which would cause extreme granularity. If no external referral is detected then '(no referral)' is incremented.

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Report: Search Engines - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Search Engines	Sessions	Percent
www.google.com	27,775	58.20%
search.yahoo.com	9,488	19.88%
(other)	4,762	9.98%
search.msn.com	1,767	3.70%
search.live.com	1,058	2.22%
search.aol.com	398	0.83%
aolsearch.aol.com	346	0.73%
www.ask.com	320	0.67%
maps.google.com	181	0.38%
google.co.uk	169	0.35%
View Total:	46,264	96.95%
Total:	47,720	100.00%

Help Information:

Search Engines

This report lists each Search Engine that referred traffic to your site using a keyword search. By clicking on the arrow next to each entry, you can see the actual Search Terms people typed in. Entries are ranked by the number of Sessions each Search Engine was responsible for.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the query of the referral is scanned for search variables. If a search variable and term is found, then the search domain and term are entered and incremented. The list of search variables can be controlled in Urchin's configuration.



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Report: Search Terms - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Search Terms	Sessions	Percent
1. pensacola	7,345	15.39%
2. pensacola florida	6,625	13.88%
3. (other)	4,762	9.98%
4. pensacola fl	4,076	8.54%
5. pensacola, fl	2,912	6.10%
6. pensacola beach	1,565	3.28%
7. pensacola, florida	1,124	2.36%
8. pensacola,fl	538	1.13%
9. pensacola beach florida	515	1.08%
10. pensacola events	358	0.75%
View Total:	29,820	62.49%
Total:	47,720	100.00%

Help Information:

Search Terms

This report lists the actual keywords/phrases people typed into search engines to find your site. Entries are ranked by the number of Sessions each was responsible for. To list all phrases with a particular word, enter the word in the Filter at the top and press Enter. The Total at the bottom of the report will now represent the total number of search phrases that contain that word.

Calculation Methodology

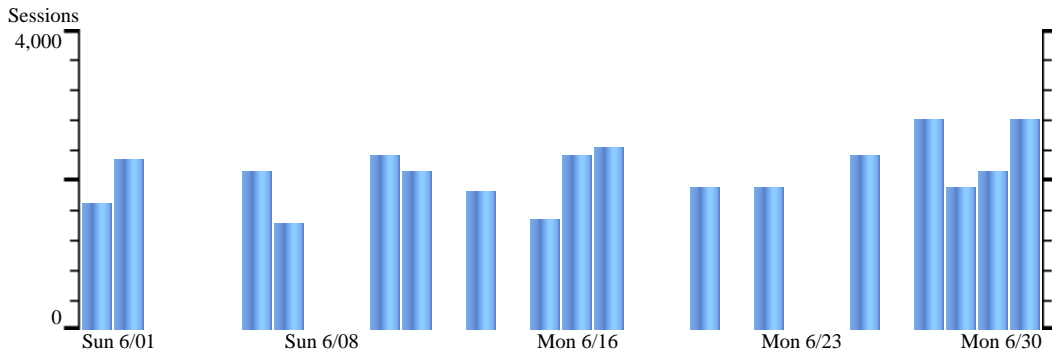
Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the query of the referral is scanned for search variables. If a search variable and term is found, then the term is entered and incremented. The list of search variables can be controlled in Urchin's configuration.



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Report: Sessions Graph - visitpensacola.com
Date Range: 06/01/2008 - 06/30/2008

Range Total: 65,156 **Daily Average:** 2,171.87



Help Information:

Sessions Graph

This report shows the trend of recent activity on your website in terms of Visitor Sessions over time. The default timeframe is one week, but this can easily be changed in the Date Range control area.

Calculation Methodology

A 'Session' is defined as a series of clicks on your site by an individual visitor during a specific period of time. A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions quantities will vary to some degree based on what type of visitor tracking method is employed. For the most accurate numbers, the Urchin Traffic Monitor (UTM) should be used.

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