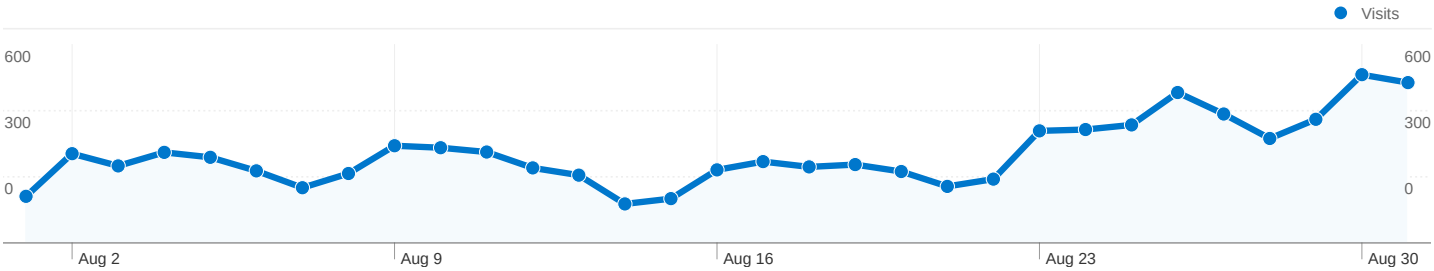
Doe/Moffitt Overall

Dashboard

Aug 1, 2010 - Aug 31, 2010

Comparing to: Site



Site Usage

8,395 Visits

62.67% Bounce Rate

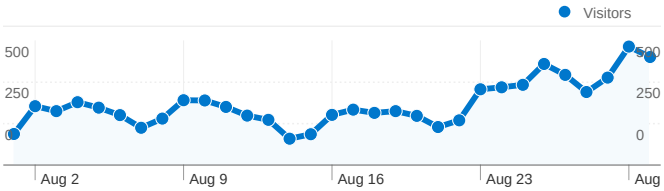
16,876 Pageviews

00:01:37 Avg. Time on Site

2.01 Pages/Visit

49.61% % New Visits

Visitors Overview



Visitors
5,229

Content Overview

Pages	Pageviews	% Pageviews
/doemoff/	3,686	21.84%
/doemoff/floorplans.html	2,262	13.40%
/doemoff/about.html	955	5.66%
/doemoff/locations.html	820	4.86%
/instruct/guides/librarymap.html	756	4.48%

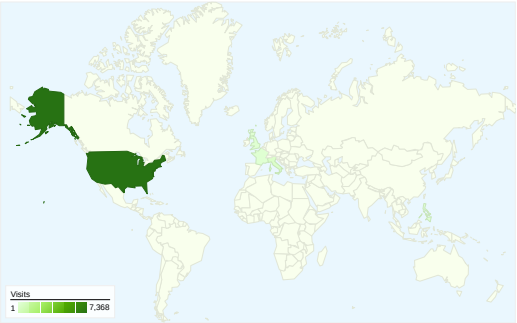
Traffic Sources Overview

Search Engines
3,655.00 (43.54%)

Referring Sites
2,923.00 (34.82%)

Direct Traffic
1,817.00 (21.64%)

Map Overlay

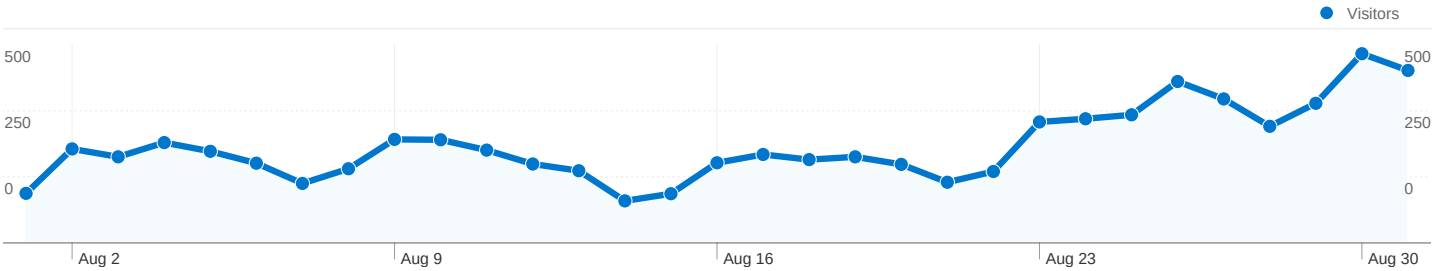


Entrance Sources: /doemoff/tours.html		
Source	Pageviews	% visits
welcome.berkeley.edu	89	46.60%
google	43	22.51%
(direct)	25	13.09%
berkeley.edu	18	9.42%
events.berkeley.edu	5	2.62%

Doe/Moffitt Overall

Visitors Overview

Aug 1, 2010 - Aug 31, 2010
Comparing to: Site



5,229 people visited this site

8,395 Visits

5,229 Absolute Unique Visitors

16,876 Pageviews

2.01 Average Pageviews

00:01:37 Time on Site

62.67% Bounce Rate

49.61% New Visits

Technical Profile

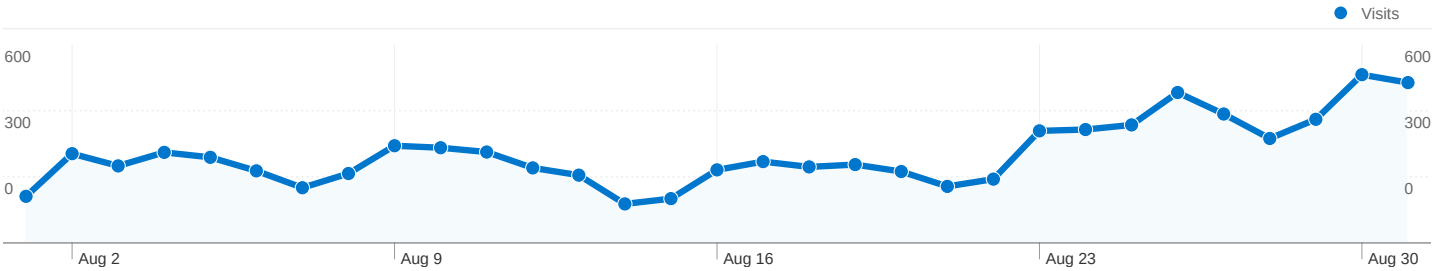
Browser	Visits	% visits
Firefox	3,462	41.24%
Internet Explorer	2,527	30.10%
Safari	1,279	15.24%
Chrome	984	11.72%
Opera	57	0.68%

Connection Speed	Visits	% visits
T1	3,725	44.37%
Cable	2,063	24.57%
DSL	1,638	19.51%
Unknown	916	10.91%
Dialup	45	0.54%

Doe/Moffitt Overall

Traffic Sources Overview

Aug 1, 2010 - Aug 31, 2010
Comparing to: Site



All traffic sources sent a total of 8,395 visits

21.64% Direct Traffic

34.82% Referring Sites

43.54% Search Engines

- **Search Engines** 3,655.00 (43.54%)
- **Referring Sites** 2,923.00 (34.82%)
- **Direct Traffic** 1,817.00 (21.64%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	3,420	40.74%
(direct) ((none))	1,817	21.64%
berkeley.edu (referral)	772	9.20%
oskicat.berkeley.edu (referral)	696	8.29%
ucblibrary3.berkeley.edu	499	5.94%

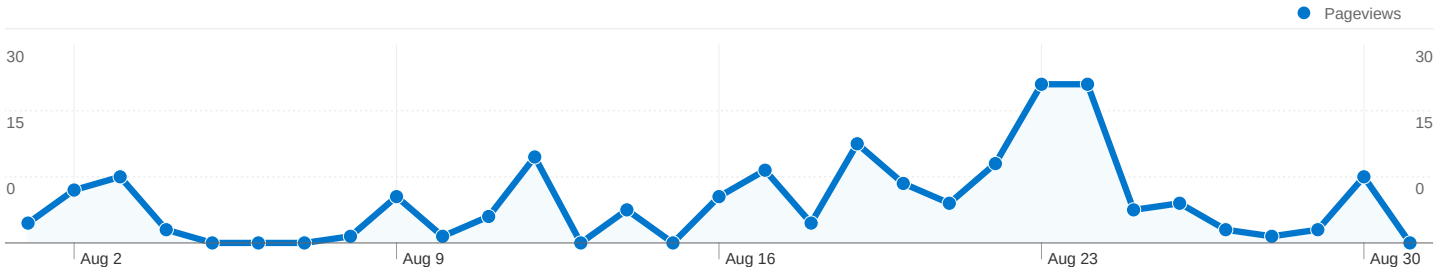
Keywords	Visits	% visits
uc berkeley library	237	6.48%
doe library	200	5.47%
berkeley library	180	4.92%
moffitt library	116	3.17%
doe library berkeley	55	1.50%

Entrance Sources:

/doemoff/tours.html

Aug 1, 2010 - Aug 31, 2010

Comparing to: Site



This page was viewed 191 times via 10 sources

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
191 % of Site Total: 1.13%	162 % of Site Total: 1.25%	00:03:59 Site Avg: 00:01:36 (148.93%)	76.67% Site Avg: 62.67% (22.34%)	62.83% Site Avg: 49.75% (26.30%)	$0.00 Site Avg: $0.00 (0.00%)

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
welcome.berkeley.edu	89	78	00:05:32	86.76%	76.40%	$0.00
google	43	30	00:01:43	65.00%	46.51%	$0.00
(direct)	25	23	00:03:17	82.35%	68.00%	$0.00
berkeley.edu	18	15	00:01:05	42.86%	38.89%	$0.00
events.berkeley.edu	5	5	00:03:55	33.33%	60.00%	$0.00
facebook.com	4	4	00:00:20	0.00%	25.00%	$0.00
questionpoint.org	3	3	00:00:20	0.00%	33.33%	$0.00
jkup.net	2	2	01:19:52	0.00%	50.00%	$0.00
en.wikipedia.org	1	1	00:00:00	100.00%	100.00%	$0.00
library.berkeley.edu	1	1	00:00:00	100.00%	100.00%	$0.00

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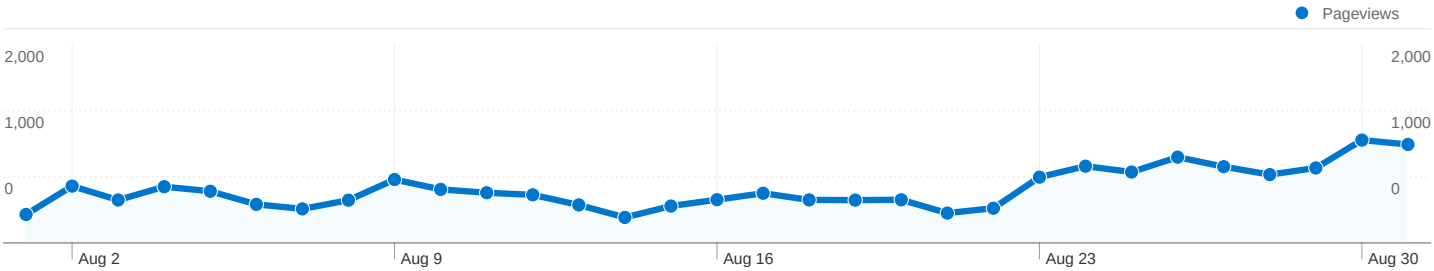
Doe/Moffitt Overall

Content Overview

Aug 1, 2010 - Aug 31, 2010

Comparing to: Site



Pages on this site were viewed a total of 16,876 times

16,876 Pageviews

12,984 Unique Views

62.67% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
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Map Overlay

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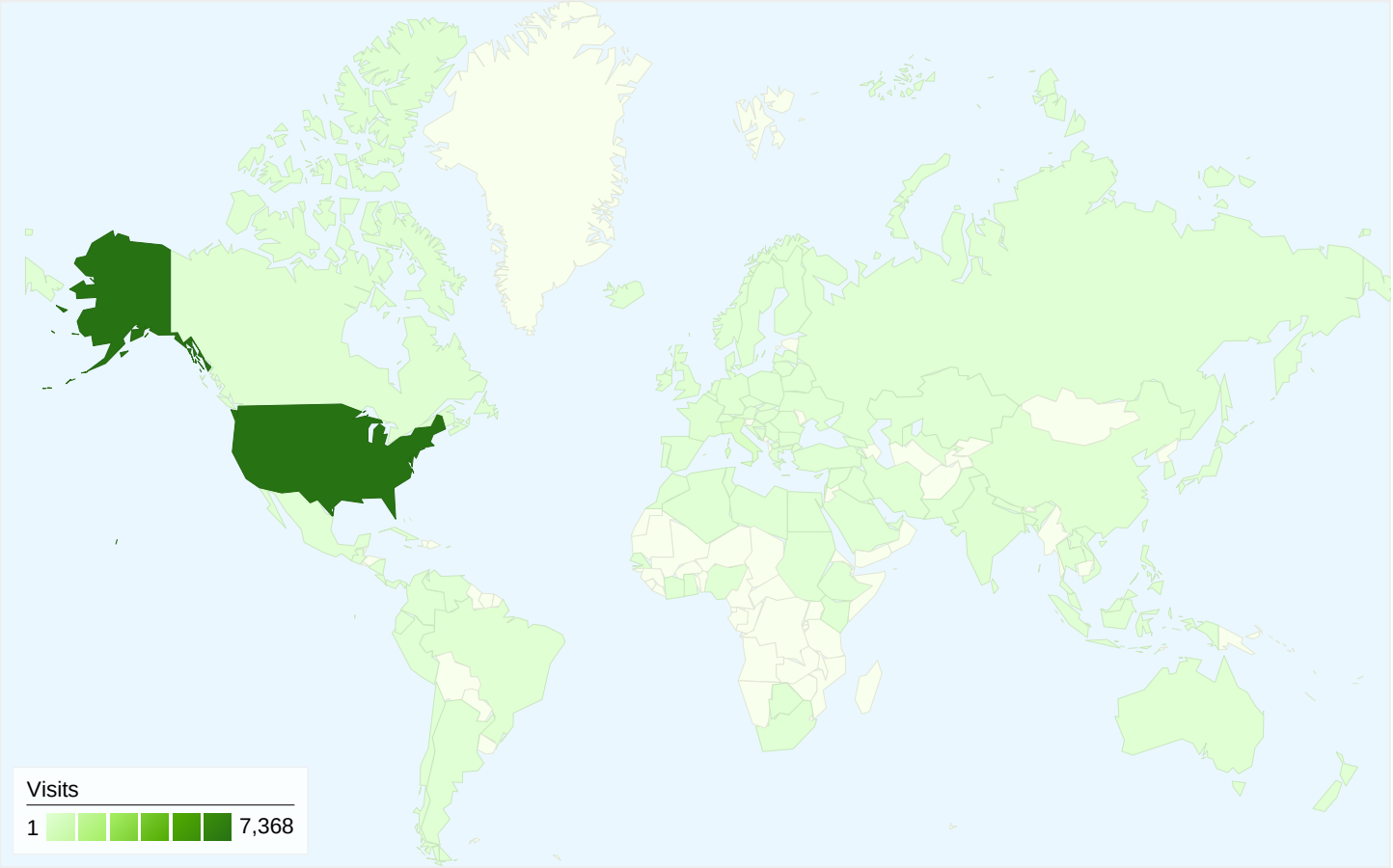

8,395 visits came from 102 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
8,395 % of Site Total: 100.00%	2.01 Site Avg: 2.01 (0.00%)	00:01:37 Site Avg: 00:01:37 (0.00%)	49.66% Site Avg: 49.61% (0.10%)	62.67% Site Avg: 62.67% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	7,368	2.03	00:01:23	47.76%	61.93%
Italy	241	1.94	00:07:18	10.37%	56.43%
United Kingdom	62	1.94	00:01:05	90.32%	66.13%
France	47	1.34	00:00:34	95.74%	85.11%
Philippines	45	1.76	00:01:18	88.89%	66.67%
India	44	1.52	00:01:08	86.36%	68.18%
Canada	44	1.66	00:00:58	84.09%	75.00%
Germany	39	1.44	00:00:14	76.92%	76.92%
China	30	4.03	00:06:37	63.33%	56.67%

Brazil	**26**	1.50	00:00:23	46.15%	76.92%
					1 - 10 of 102