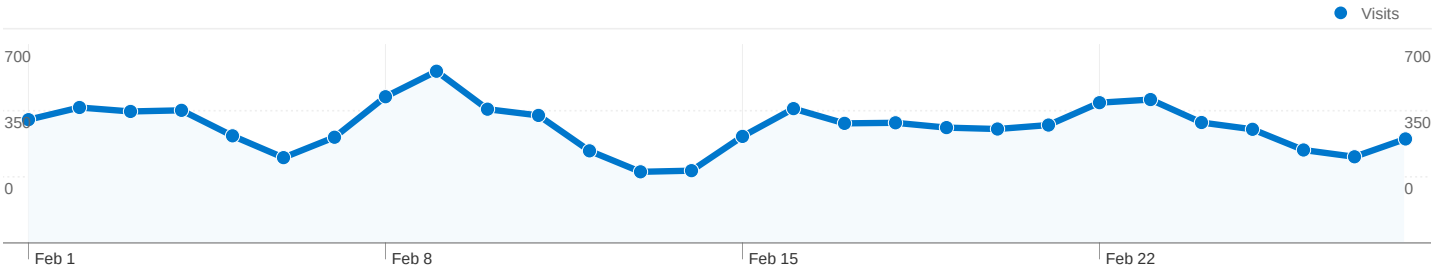
Doe/Moffitt Overall

Dashboard

Feb 1, 2010 - Feb 28, 2010

Comparing to: Site



Site Usage

11,519 Visits

63.18% Bounce Rate

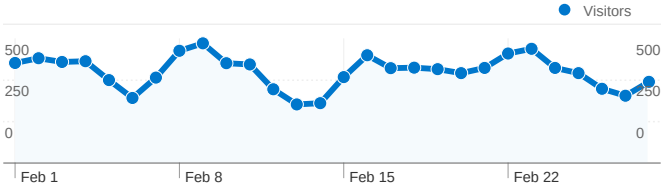
22,622 Pageviews

00:01:46 Avg. Time on Site

1.96 Pages/Visit

43.68% % New Visits

Visitors Overview

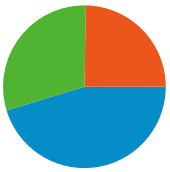


Visitors
6,594

Content Overview

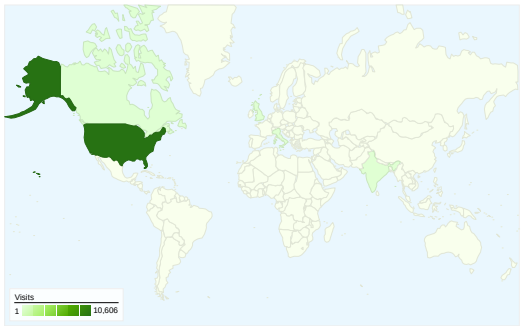
Pages	Pageviews	% Pageviews
/doemoff/	3,874	17.12%
/doemoff/floorplans.html	2,546	11.25%
/doemoff/studyspaces.html	1,747	7.72%
/doemoff/about.html	987	4.36%
/doemoff/locations.html	851	3.76%

Traffic Sources Overview



- **Search Engines**
  5,218.00 (45.30%)
- **Referring Sites**
  3,456.00 (30.00%)
- **Direct Traffic**
  2,844.00 (24.69%)
- **Other**
  1 (0.01%)

Map Overlay



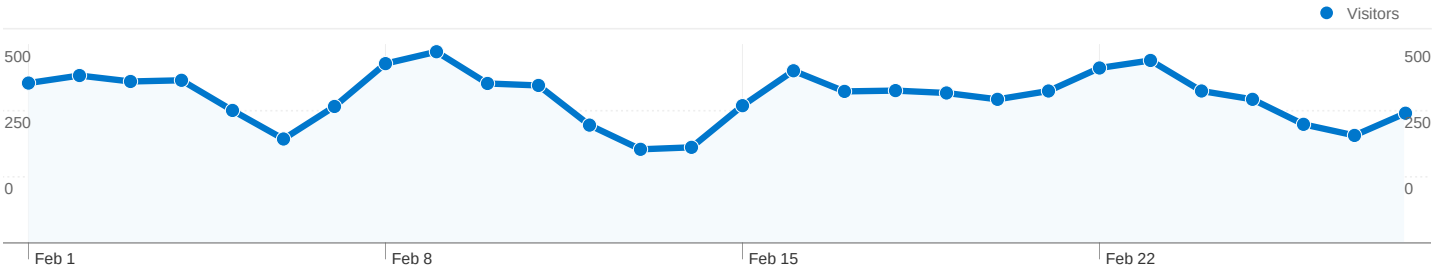
Entrance Sources: /doemoff/tours.html		
Source	**Pageviews**	**% visits**
google	48	36.64%
(direct)	31	23.66%
berkeley.edu	28	21.37%
bancroft.berkeley.edu	9	6.87%
oskicat.berkeley.edu	6	4.58%

Doe/Moffitt Overall

Visitors Overview

Feb 1, 2010 - Feb 28, 2010

Comparing to: Site



6,594 people visited this site

11,519 Visits

6,594 Absolute Unique Visitors

22,622 Pageviews

1.96 Average Pageviews

00:01:46 Time on Site

63.18% Bounce Rate

43.68% New Visits

Technical Profile

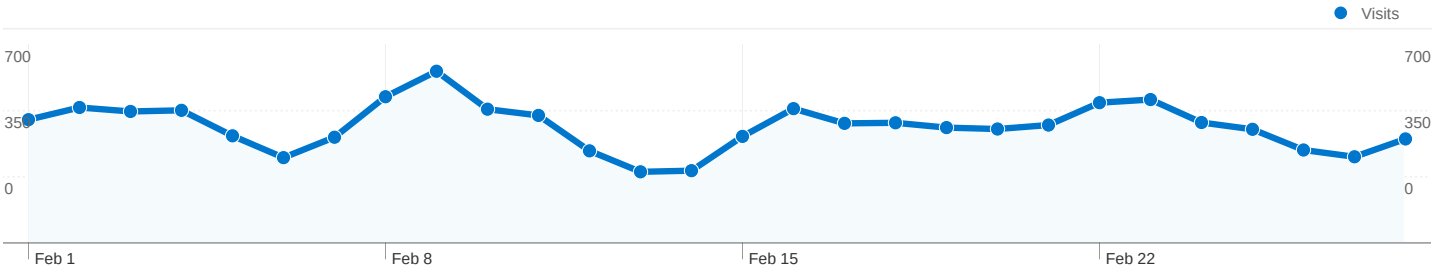
Browser	Visits	% visits
Firefox	4,904	42.57%
Internet Explorer	3,305	28.69%
Safari	2,029	17.61%
Chrome	1,105	9.59%
Mozilla	67	0.58%

Connection Speed	Visits	% visits
T1	5,610	48.70%
Cable	2,711	23.54%
DSL	2,278	19.78%
Unknown	852	7.40%
Dialup	47	0.41%

Doe/Moffitt Overall

Traffic Sources Overview

Feb 1, 2010 - Feb 28, 2010
Comparing to: Site

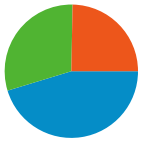


All traffic sources sent a total of 11,519 visits

24.69% Direct Traffic

30.00% Referring Sites

45.30% Search Engines



Search Engines
5,218.00 (45.30%)

Referring Sites
3,456.00 (30.00%)

Direct Traffic
2,844.00 (24.69%)

Other
1 (0.01%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	4,931	42.81%
(direct) ((none))	2,844	24.69%
berkeley.edu (referral)	1,032	8.96%
oskicat.berkeley.edu (referral)	922	8.00%
ucblibrary3.berkeley.edu	511	4.44%

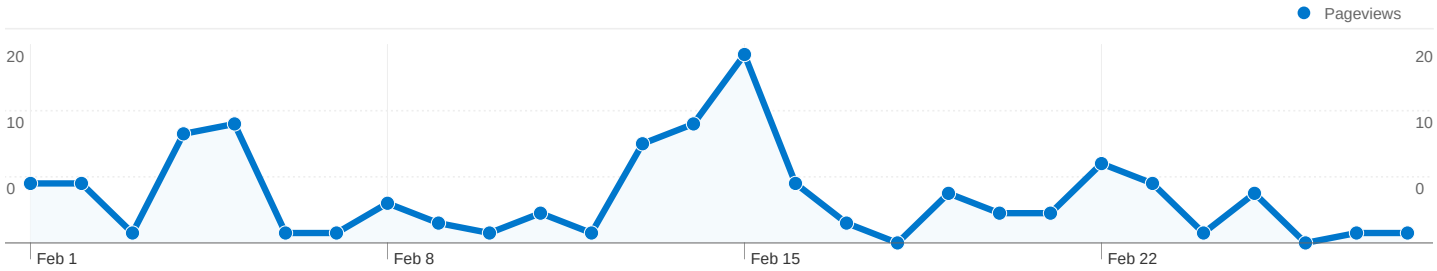
Keywords	Visits	% visits
uc berkeley library	328	6.29%
berkeley library	261	5.00%
doe library	160	3.07%
norma alarcon	131	2.51%
moffitt library	118	2.26%

Entrance Sources:

/doemoff/tours.html

Feb 1, 2010 - Feb 28, 2010

Comparing to: Site



This page was viewed 131 times via 12 sources

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
131 % of Site Total: 0.58%	110 % of Site Total: 0.64%	00:02:48 Site Avg: 00:01:50 (53.11%)	60.94% Site Avg: 63.18% (-3.55%)	48.85% Site Avg: 50.92% (-4.05%)	$0.00 Site Avg: $0.00 (0.00%)

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
google	48	45	00:03:49	50.00%	45.83%	$0.00
(direct)	31	26	00:02:27	70.59%	54.84%	$0.00
berkeley.edu	28	18	00:02:02	57.14%	50.00%	$0.00
bancroft.berkeley.edu	9	7	00:01:43	50.00%	22.22%	$0.00
oskicat.berkeley.edu	6	5	00:00:11	0.00%	16.67%	$0.00
UC Berkeley Library	2	2	00:13:08	0.00%	50.00%	$0.00
events.berkeley.edu	2	2	00:00:00	100.00%	100.00%	$0.00
bing	1	1	00:00:00	100.00%	100.00%	$0.00
bl149w.blu149.mail.live.com	1	1	00:00:00	100.00%	100.00%	$0.00
by118w.bay118.mail.live.com	1	1	00:00:00	100.00%	100.00%	$0.00

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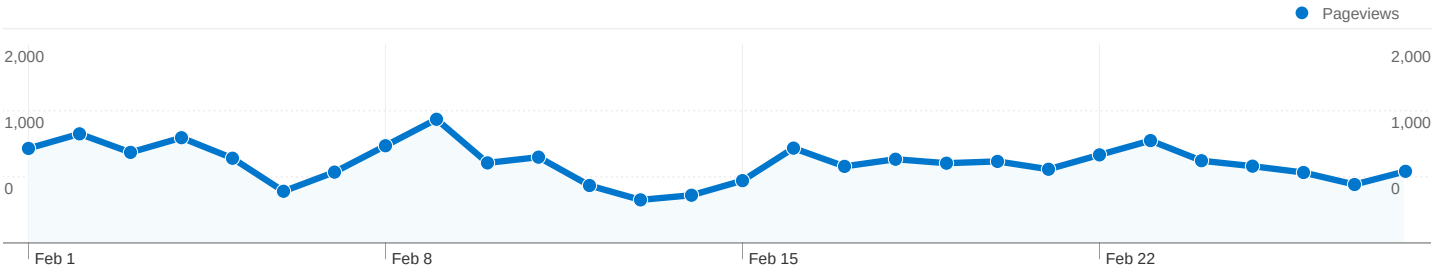
Content Overview

Feb 1, 2010 - Feb 28, 2010
Comparing to: Site



Pages on this site were viewed a total of 22,622 times

22,622 Pageviews

17,306 Unique Views

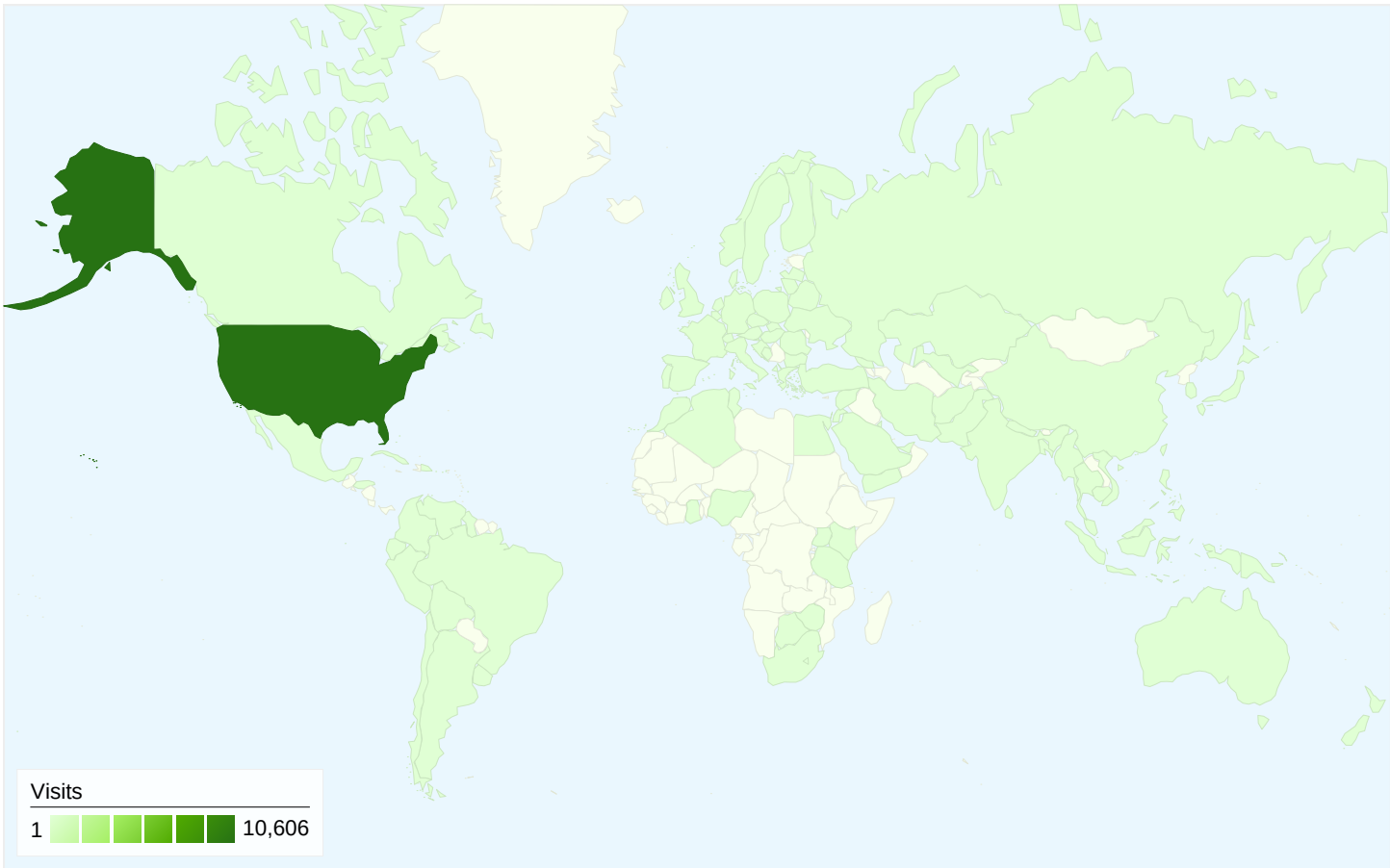
63.18% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/doemoff/	3,874	17.12%
/doemoff/floorplans.html	2,546	11.25%
/doemoff/studyspaces.html	1,747	7.72%
/doemoff/about.html	987	4.36%
/doemoff/locations.html	851	3.76%

Map Overlay

Feb 1, 2010 - Feb 28, 2010
Comparing to: Site



11,519 visits came from 105 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
11,519 % of Site Total: 100.00%	1.96 Site Avg: 1.96 (0.00%)	00:01:46 Site Avg: 00:01:46 (0.00%)	43.68% Site Avg: 43.68% (0.02%)	63.18% Site Avg: 63.18% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	10,606	1.99	00:01:48	40.08%	62.20%
United Kingdom	89	1.37	00:00:51	82.02%	80.90%
Canada	62	1.53	00:00:28	93.55%	80.65%
India	53	1.38	00:00:48	92.45%	81.13%
Italy	48	1.23	00:00:32	75.00%	83.33%
France	43	1.65	00:01:13	83.72%	65.12%
Philippines	41	1.20	00:00:33	95.12%	87.80%
Germany	40	1.98	00:01:05	92.50%	67.50%
Spain	29	2.31	00:02:20	79.31%	72.41%

Russia	**24**	1.08	00:01:11	87.50%	91.67%
					1 - 10 of 105