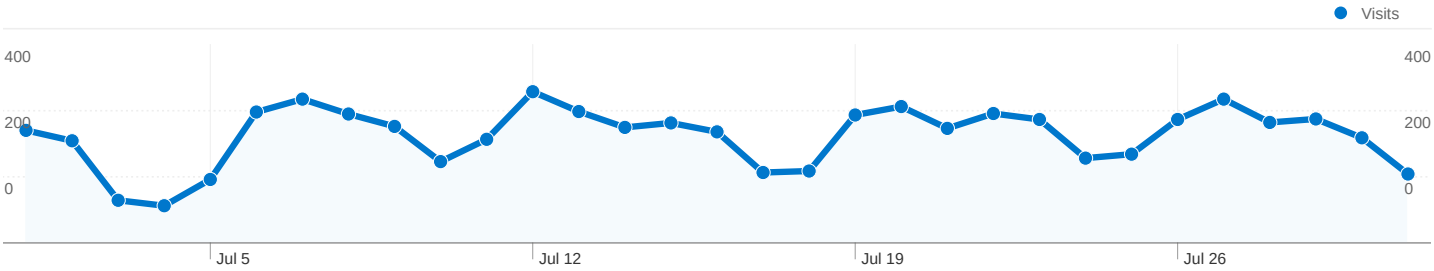
Doe/Moffitt Overall

Dashboard

Jul 1, 2010 - Jul 31, 2010

Comparing to: Site



Site Usage

6,707 Visits

62.95% Bounce Rate

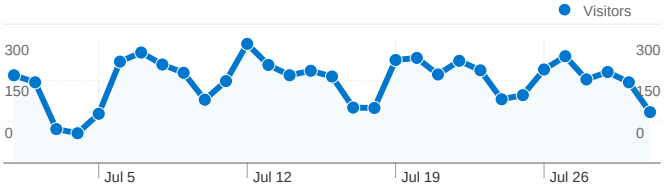
13,552 Pageviews

00:01:23 Avg. Time on Site

2.02 Pages/Visit

51.10% % New Visits

Visitors Overview



Visitors
4,251

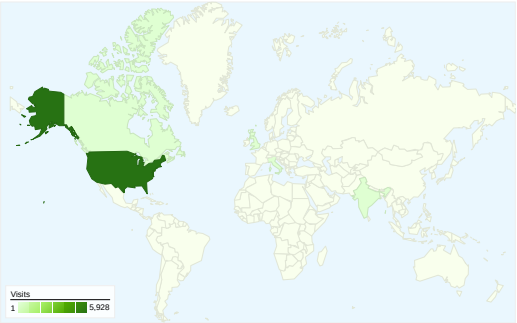
Content Overview

Pages	Pageviews	% Pageviews
/doemoff/	2,822	20.82%
/doemoff/floorplans.html	1,728	12.75%
/doemoff/about.html	776	5.73%
/doemoff/locations.html	644	4.75%
/instruct/guides/librarymap.html	561	4.14%

Traffic Sources Overview

- **Search Engines**
  2,865.00 (42.72%)
- **Referring Sites**
  2,325.00 (34.67%)
- **Direct Traffic**
  1,515.00 (22.59%)
- **Other**
  2 (0.03%)

Map Overlay



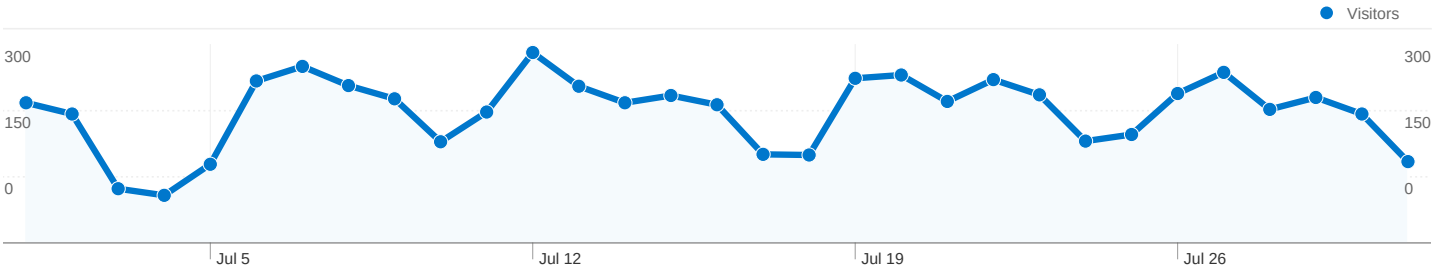
Entrance Sources: /doemoff/tours.html		
Source	Pageviews	% visits
(direct)	33	27.73%
google	31	26.05%
sfbay.craigslist.org	16	13.45%
berkeley.edu	15	12.61%
welcome.berkeley.edu	11	9.24%

Doe/Moffitt Overall

Visitors Overview

Jul 1, 2010 - Jul 31, 2010

Comparing to: Site



4,251 people visited this site

6,707 Visits

4,251 Absolute Unique Visitors

13,552 Pageviews

2.02 Average Pageviews

00:01:23 Time on Site

62.95% Bounce Rate

51.10% New Visits

Technical Profile

Browser	Visits	% visits
Firefox	2,648	39.48%
Internet Explorer	2,269	33.83%
Safari	884	13.18%
Chrome	773	11.53%
Mozilla	56	0.83%

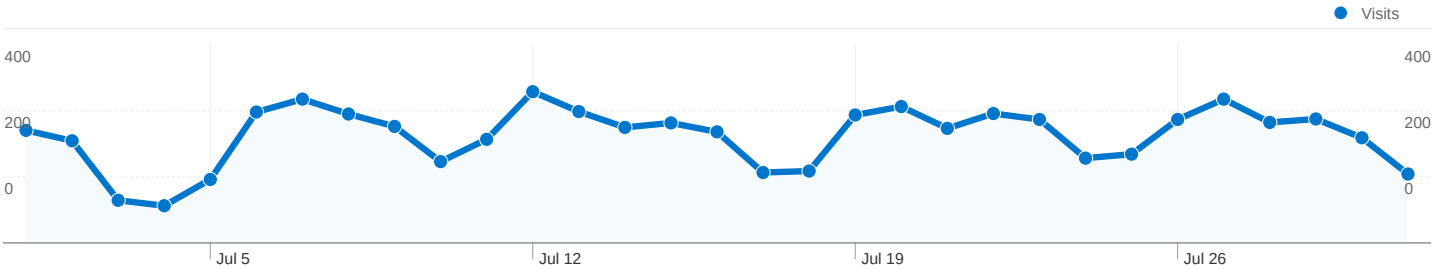
Connection Speed	Visits	% visits
T1	2,845	42.42%
Cable	1,687	25.15%
DSL	1,400	20.87%
Unknown	734	10.94%
Dialup	30	0.45%

Doe/Moffitt Overall

Traffic Sources Overview

Jul 1, 2010 - Jul 31, 2010

Comparing to: Site



All traffic sources sent a total of 6,707 visits

22.59% Direct Traffic

34.67% Referring Sites

42.72% Search Engines

Search Engines
2,865.00 (42.72%)

Referring Sites
2,325.00 (34.67%)

Direct Traffic
1,515.00 (22.59%)

Other
2 (0.03%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	2,662	39.69%
(direct) ((none))	1,515	22.59%
berkeley.edu (referral)	572	8.53%
oskicat.berkeley.edu (referral)	557	8.30%
ucblibrary3.berkeley.edu	432	6.44%

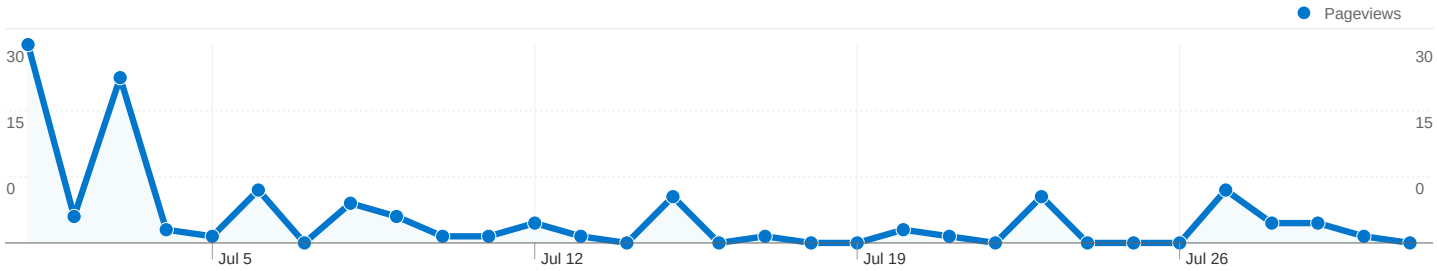
Keywords	Visits	% visits
uc berkeley library	186	6.49%
berkeley library	134	4.68%
doe library	128	4.47%
moffitt library	80	2.79%
doe library floor map	53	1.85%

Entrance Sources:

/doemoff/tours.html

Jul 1, 2010 - Jul 31, 2010

Comparing to: Site



This page was viewed 119 times via 9 sources

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
119 % of Site Total: 0.88%	82 % of Site Total: 0.80%	00:01:19 Site Avg: 00:01:22 (-3.27%)	55.81% Site Avg: 62.95% (-11.33%)	36.13% Site Avg: 49.49% (-26.99%)	$0.00 Site Avg: $0.00 (0.00%)

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
(direct)	33	20	00:02:30	36.36%	33.33%	$0.00
google	31	20	00:00:59	50.00%	35.48%	$0.00
sfbay.craigslist.org	16	10	00:00:41	0.00%	0.00%	$0.00
berkeley.edu	15	12	00:01:00	50.00%	53.33%	$0.00
welcome.berkeley.edu	11	10	00:00:25	88.89%	81.82%	$0.00
resource.berkeley.edu	10	7	00:00:44	0.00%	10.00%	$0.00
bing	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
yahoo	1	1	00:00:00	100.00%	100.00%	$0.00

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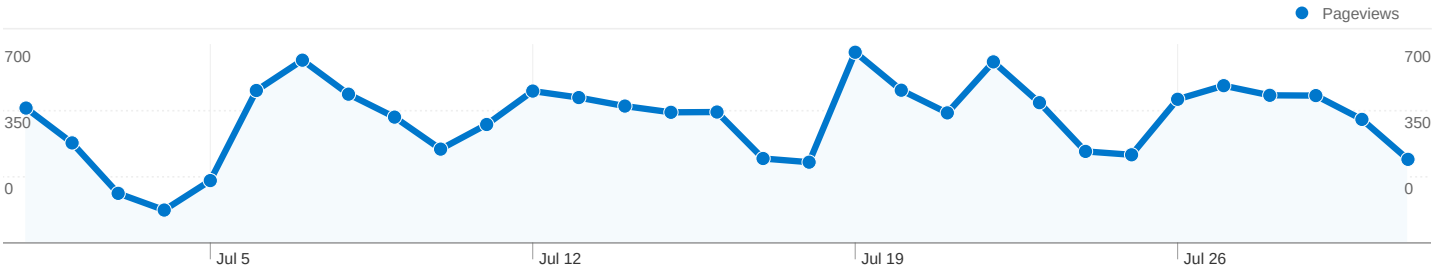
Content Overview

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



Pages on this site were viewed a total of 13,552 times

13,552 Pageviews

10,197 Unique Views

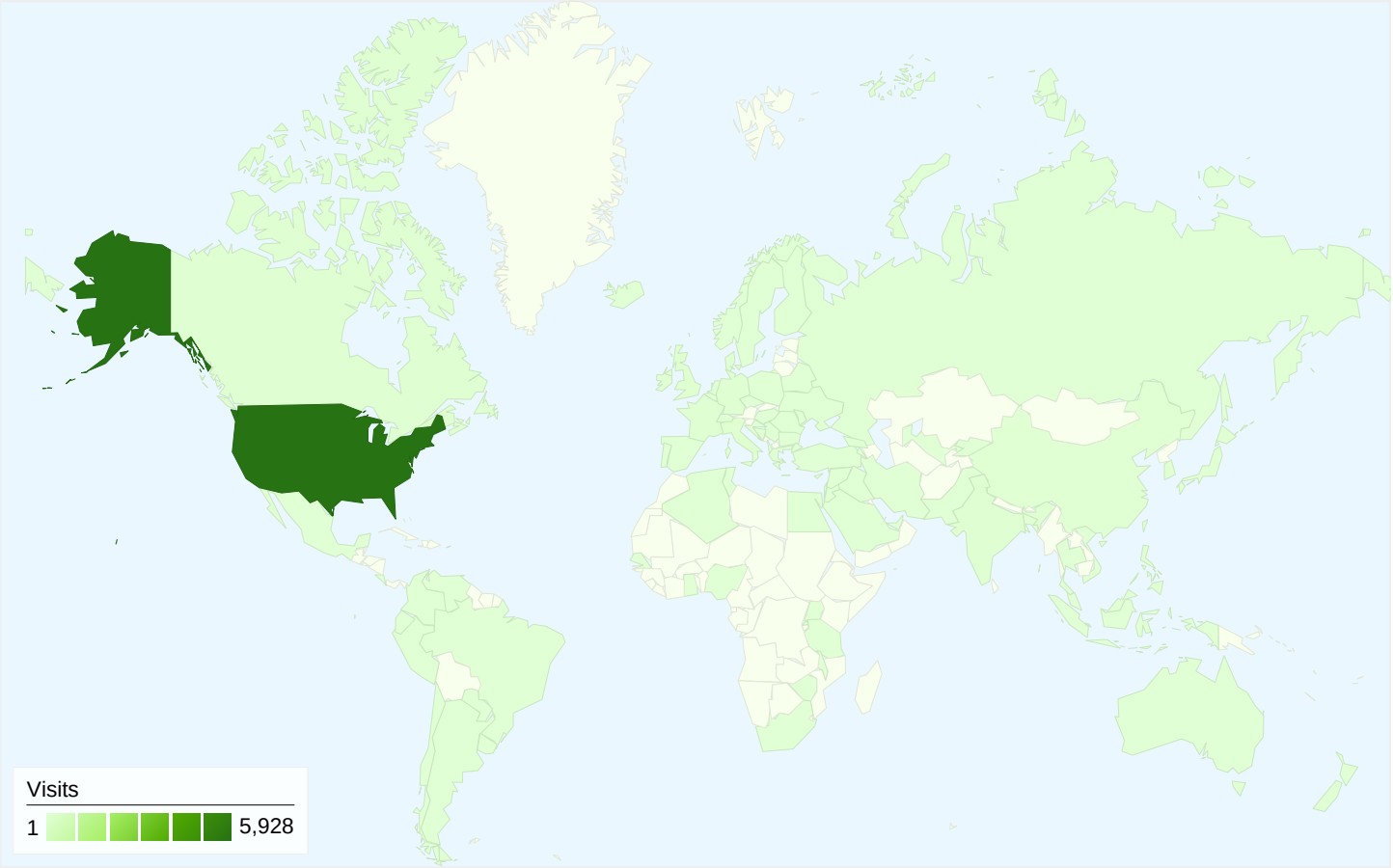
62.95% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/doemoff/	2,822	20.82%
/doemoff/floorplans.html	1,728	12.75%
/doemoff/about.html	776	5.73%
/doemoff/locations.html	644	4.75%
/instruct/guides/librarymap.html	561	4.14%

Map Overlay

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



6,707 visits came from 92 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
6,707 % of Site Total: 100.00%	2.02 Site Avg: 2.02 (0.00%)	00:01:23 Site Avg: 00:01:23 (0.00%)	51.11% Site Avg: 51.10% (0.03%)	62.95% Site Avg: 62.95% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	5,928	2.06	00:01:23	47.06%	62.06%
United Kingdom	57	2.11	00:02:56	85.96%	70.18%
Italy	55	2.00	00:04:02	36.36%	52.73%
India	52	1.62	00:01:00	86.54%	65.38%
Canada	40	1.62	00:01:07	82.50%	67.50%
Germany	40	1.58	00:00:42	75.00%	72.50%
Philippines	37	1.05	00:00:04	94.59%	94.59%
France	36	1.44	00:01:32	83.33%	83.33%
China	33	1.64	00:01:15	81.82%	69.70%

Japan	29	1.69	00:01:59	82.76%	65.52%
					1 - 10 of 92