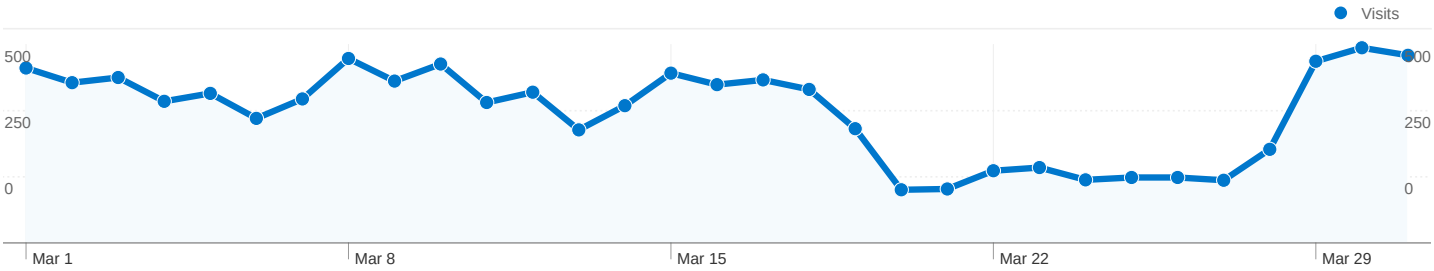
Doe/Moffitt Overall

Dashboard

Mar 1, 2010 - Mar 31, 2010

Comparing to: Site



Site Usage

10,223 Visits

65.82% Bounce Rate

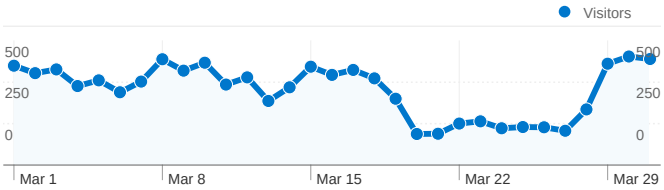
18,974 Pageviews

00:01:13 Avg. Time on Site

1.86 Pages/Visit

45.63% % New Visits

Visitors Overview

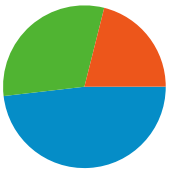


Visitors
6,400

Content Overview

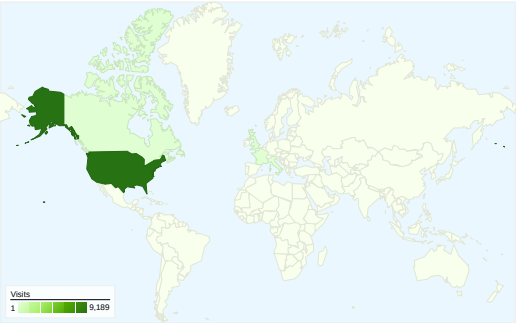
Pages	Pageviews	% Pageviews
/doemoff/	3,344	17.62%
/doemoff/floorplans.html	2,589	13.64%
/doemoff/studyspaces.html	1,550	8.17%
/doemoff/about.html	888	4.68%
/doemoff/locations.html	758	3.99%

Traffic Sources Overview



- **Search Engines**
  4,924.00 (48.17%)
- **Referring Sites**
  3,144.00 (30.75%)
- **Direct Traffic**
  2,154.00 (21.07%)
- **Other**
  1 (0.01%)

Map Overlay

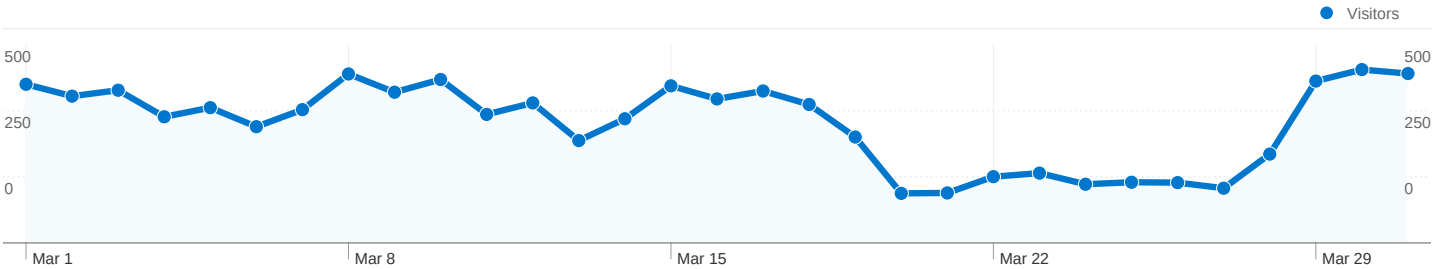


Entrance Sources: /doemoff/tours.html		
Source	Pageviews	% visits
(direct)	63	52.94%
google	27	22.69%
berkeley.edu	17	14.29%
library.berkeley.edu	8	6.72%
aol	1	0.84%

Doe/Moffitt Overall

Visitors Overview

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



6,400 people visited this site

10,223 Visits

6,400 Absolute Unique Visitors

18,974 Pageviews

1.86 Average Pageviews

00:01:13 Time on Site

65.82% Bounce Rate

45.63% New Visits

Technical Profile

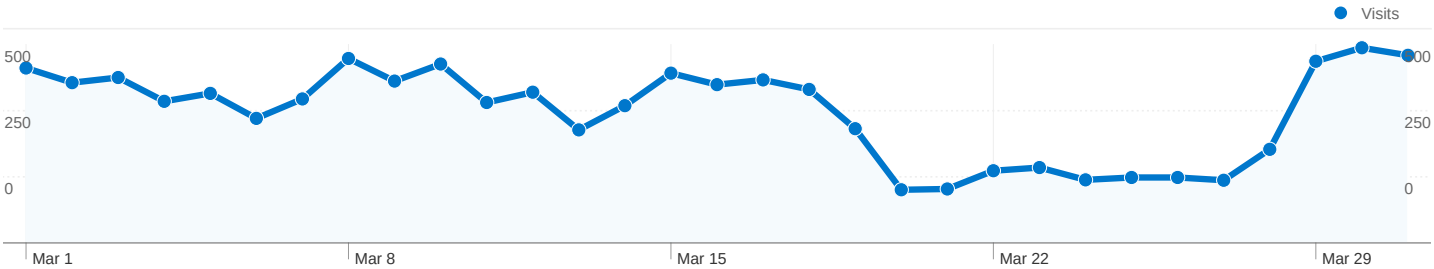
Browser	Visits	% visits
Firefox	4,193	41.02%
Internet Explorer	3,034	29.68%
Safari	1,752	17.14%
Chrome	1,068	10.45%
Mozilla	77	0.75%

Connection Speed	Visits	% visits
T1	4,847	47.41%
Cable	2,450	23.97%
DSL	1,976	19.33%
Unknown	882	8.63%
Dialup	57	0.56%

Doe/Moffitt Overall

Traffic Sources Overview

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

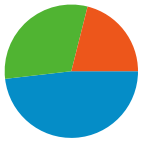


All traffic sources sent a total of 10,223 visits

21.07% Direct Traffic

30.75% Referring Sites

48.17% Search Engines



- **Search Engines** 4,924.00 (48.17%)
- **Referring Sites** 3,144.00 (30.75%)
- **Direct Traffic** 2,154.00 (21.07%)
- **Other** 1 (0.01%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	4,648	45.47%
(direct) ((none))	2,154	21.07%
berkeley.edu (referral)	927	9.07%
oskicat.berkeley.edu (referral)	924	9.04%
ucblibrary3.berkeley.edu	410	4.01%

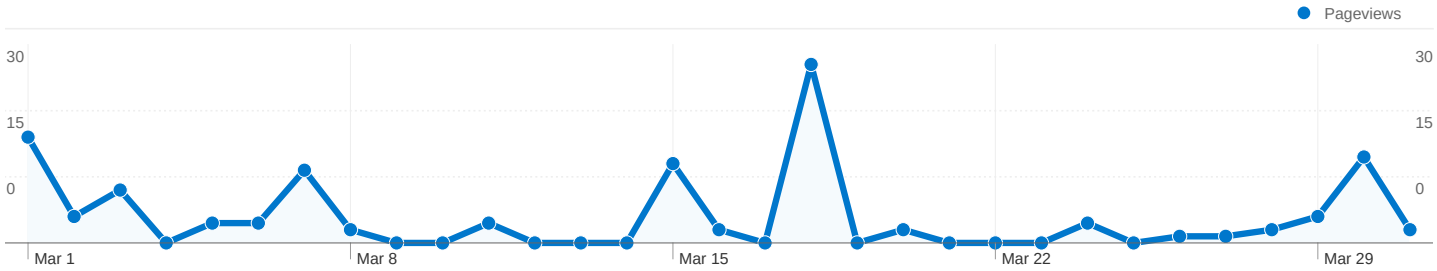
Keywords	Visits	% visits
uc berkeley library	237	4.81%
berkeley library	188	3.82%
doe library	161	3.27%
norma alarcon	152	3.09%
moffitt library	109	2.21%

Entrance Sources:

/doemoff/tours.html

Mar 1, 2010 - Mar 31, 2010

Comparing to: Site



This page was viewed 119 times via 8 sources

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
119 % of Site Total: 0.63%	88 % of Site Total: 0.59%	00:00:39 Site Avg: 00:01:26 (-54.57%)	68.63% Site Avg: 65.82% (4.26%)	42.86% Site Avg: 53.88% (-20.46%)	$0.00 Site Avg: $0.00 (0.00%)

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
(direct)	63	47	00:00:41	68.42%	30.16%	$0.00
google	27	22	00:00:35	68.42%	70.37%	$0.00
berkeley.edu	17	11	00:00:59	62.50%	47.06%	$0.00
library.berkeley.edu	8	4	00:00:02	0.00%	12.50%	$0.00
aol	1	1	00:00:00	100.00%	100.00%	$0.00
libraries.universityofcalifornia.edu	1	1	00:00:00	100.00%	100.00%	$0.00
ucblibrary3.berkeley.edu	1	1	00:00:00	100.00%	100.00%	$0.00
welcome.berkeley.edu	1	1	00:00:00	100.00%	100.00%	$0.00

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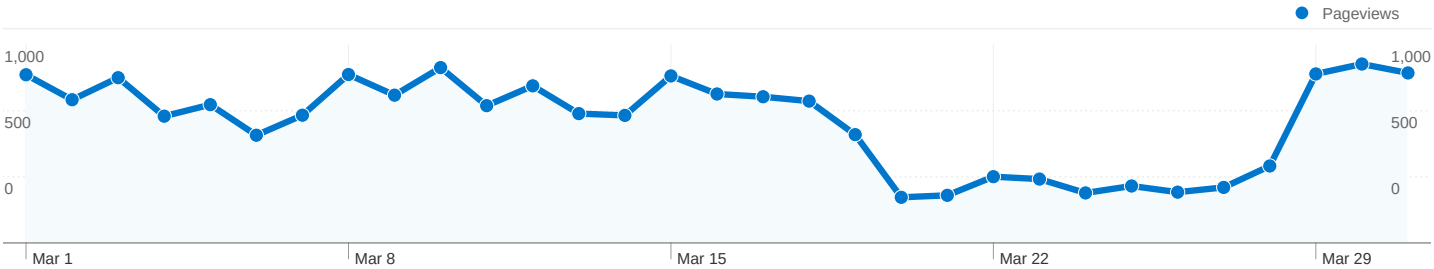
Doe/Moffitt Overall

Content Overview

Mar 1, 2010 - Mar 31, 2010

Comparing to: Site



Pages on this site were viewed a total of 18,974 times

18,974 Pageviews

14,868 Unique Views

65.82% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/doemoff/	3,344	17.62%
/doemoff/floorplans.html	2,589	13.64%
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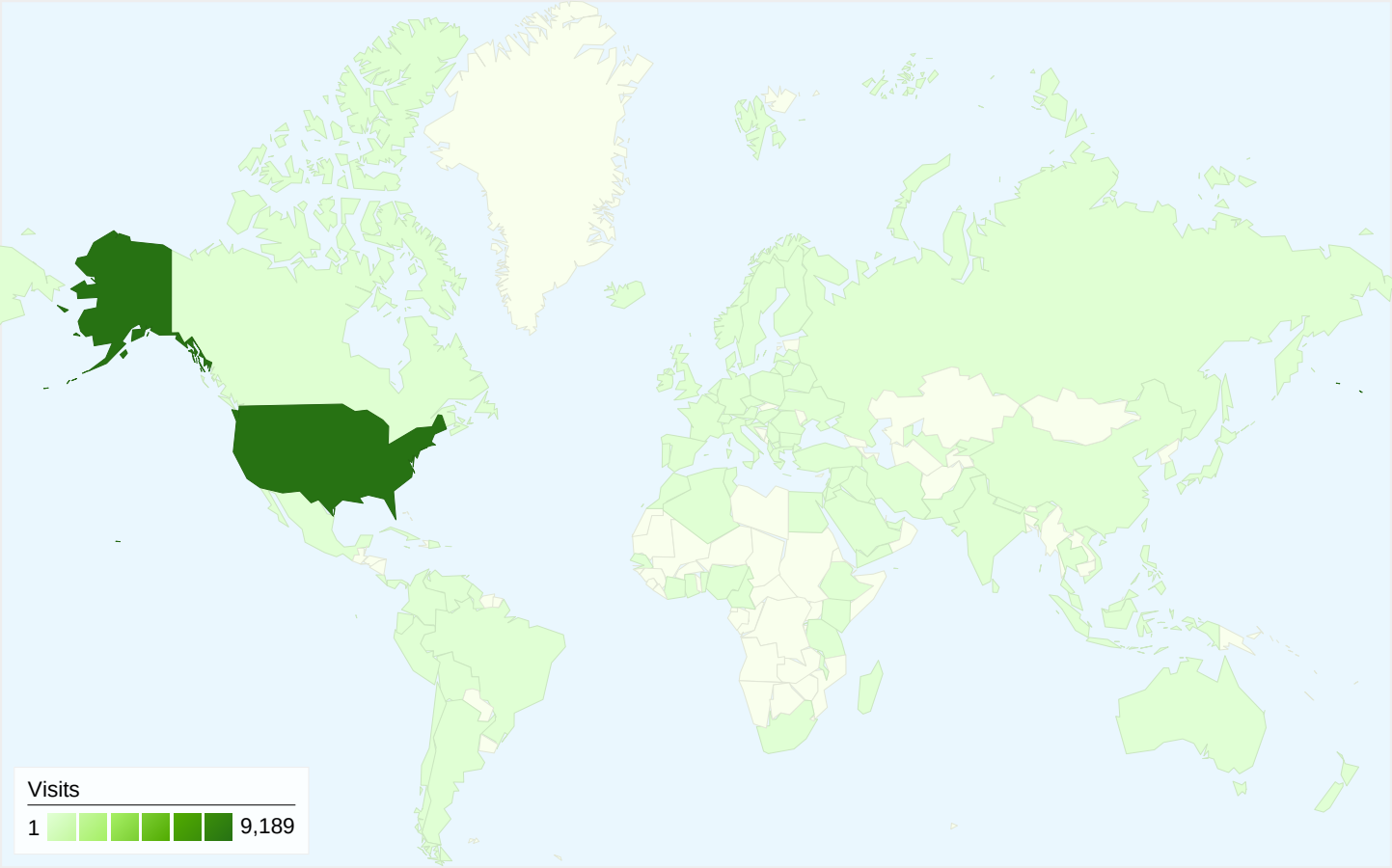
/doemoff/about.html	888	4.68%
/doemoff/locations.html	758	3.99%

Map Overlay

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



10,223 visits came from 105 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
10,223 % of Site Total: 100.00%	1.86 Site Avg: 1.86 (0.00%)	00:01:13 Site Avg: 00:01:13 (0.00%)	45.65% Site Avg: 45.63% (0.04%)	65.82% Site Avg: 65.82% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	9,189	1.88	00:01:14	41.19%	65.15%
United Kingdom	94	1.62	00:00:53	91.49%	69.15%
Canada	82	1.68	00:00:34	82.93%	70.73%
France	51	1.20	00:00:30	90.20%	88.24%
Italy	49	2.18	00:01:29	77.55%	63.27%
Germany	42	2.00	00:01:56	85.71%	61.90%
India	42	1.33	00:00:53	92.86%	78.57%
China	35	1.57	00:00:36	80.00%	68.57%
Spain	34	1.91	00:02:21	88.24%	67.65%

Philippines	**32**	1.25	00:00:50	93.75%	78.12%
					1 - 10 of 105