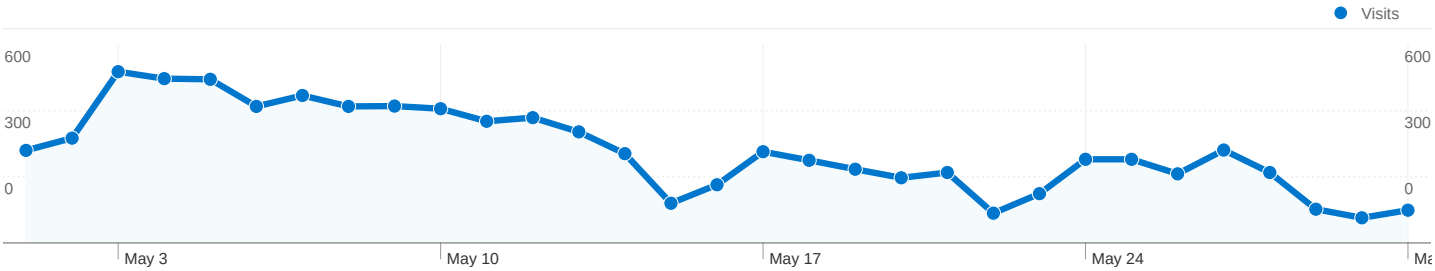
Doe/Moffitt Overall

Dashboard

May 1, 2010 - May 31, 2010

Comparing to: Site



Site Usage

8,732 Visits

65.09% Bounce Rate

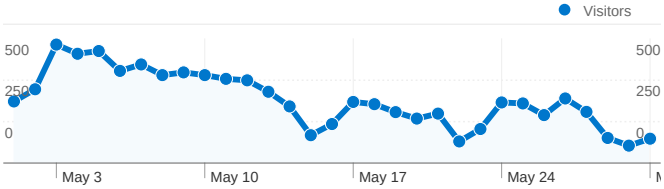
17,273 Pageviews

00:01:17 Avg. Time on Site

1.98 Pages/Visit

44.26% % New Visits

Visitors Overview

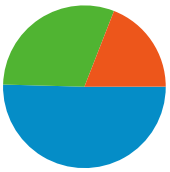


Visitors
5,437

Content Overview

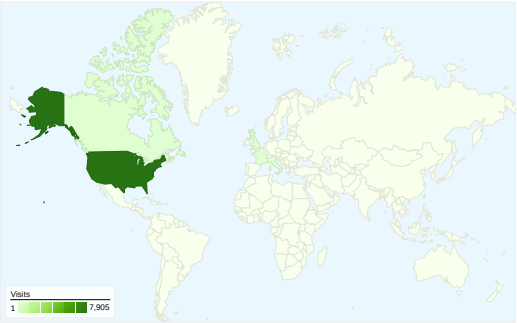
Pages	Pageviews	% Pageviews
/doemoff/	3,326	19.26%
/doemoff/studyspaces.html	2,096	12.13%
/doemoff/floorplans.html	1,708	9.89%
/doemoff/about.html	860	4.98%
/doemoff/locations.html	715	4.14%

Traffic Sources Overview



- **Search Engines**
  4,403.00 (50.42%)
- **Referring Sites**
  2,664.00 (30.51%)
- **Direct Traffic**
  1,664.00 (19.06%)
- **Other**
  1 (0.01%)

Map Overlay



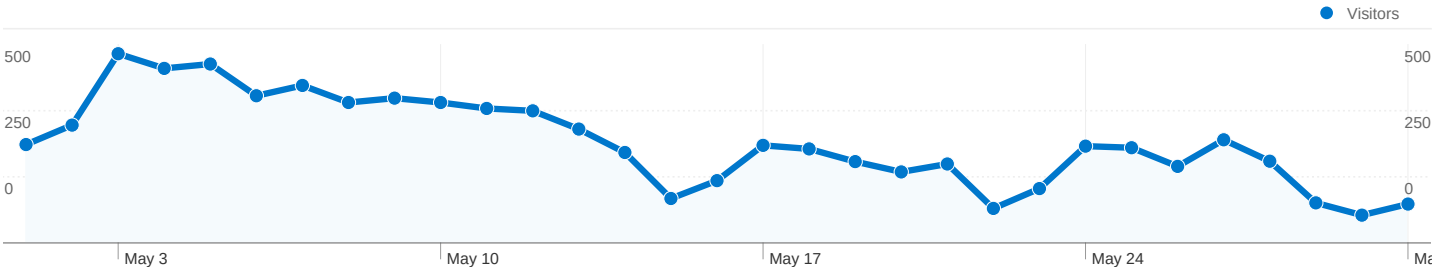
Entrance Sources: /doemoff/tours.html		
Source	Pageviews	% visits
google	45	30.20%
(direct)	39	26.17%
berkeley.edu	39	26.17%
students.berkeley.edu	17	11.41%
ls-orientation.berkeley.edu	3	2.01%

Doe/Moffitt Overall

Visitors Overview

May 1, 2010 - May 31, 2010

Comparing to: Site



5,437 people visited this site

8,732 Visits

5,437 Absolute Unique Visitors

17,273 Pageviews

1.98 Average Pageviews

00:01:17 Time on Site

65.09% Bounce Rate

44.26% New Visits

Technical Profile

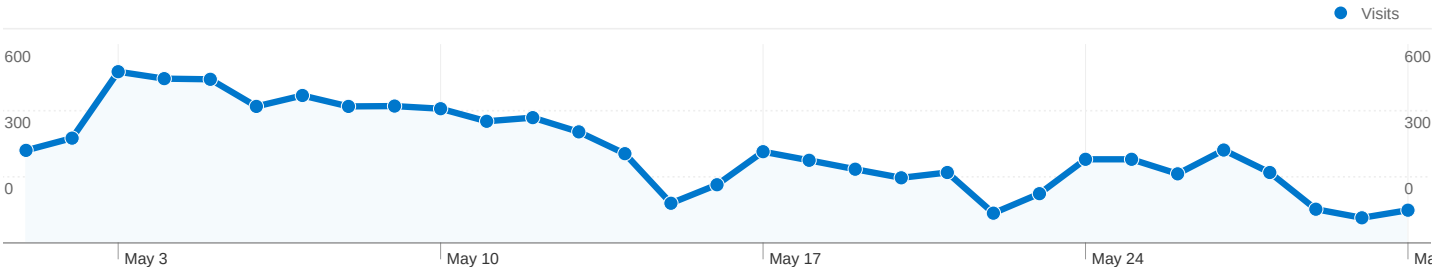
Browser	Visits	% visits
Firefox	3,492	39.99%
Internet Explorer	2,174	24.90%
Safari	1,676	19.19%
Chrome	1,196	13.70%
Mozilla	71	0.81%

Connection Speed	Visits	% visits
T1	4,012	45.95%
Cable	2,115	24.22%
DSL	1,799	20.60%
Unknown	738	8.45%
Dialup	53	0.61%

Doe/Moffitt Overall

Traffic Sources Overview

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



All traffic sources sent a total of 8,732 visits

19.06% Direct Traffic

30.51% Referring Sites

50.42% Search Engines

- **Search Engines** 4,403.00 (50.42%)
- **Referring Sites** 2,664.00 (30.51%)
- **Direct Traffic** 1,664.00 (19.06%)
- **Other** 1 (0.01%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	4,172	47.78%
(direct) ((none))	1,664	19.06%
berkeley.edu (referral)	725	8.30%
oskicat.berkeley.edu (referral)	563	6.45%
ucblibrary3.berkeley.edu	493	5.65%

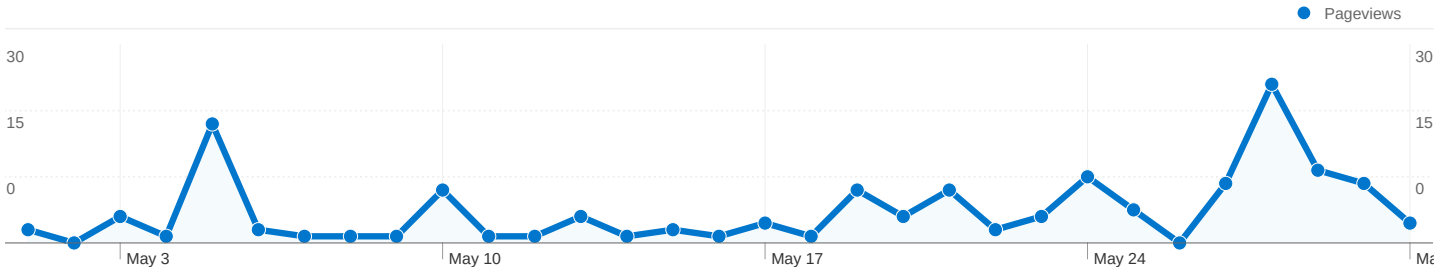
Keywords	Visits	% visits
uc berkeley library	221	5.02%
doe library	153	3.47%
berkeley library	130	2.95%
moffitt library	84	1.91%
norma alarcon	71	1.61%

Entrance Sources:

/doemoff/tours.html

May 1, 2010 - May 31, 2010

Comparing to: Site



This page was viewed 149 times via 10 sources

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
149 % of Site Total: 0.86%	111 % of Site Total: 0.85%	00:02:21 Site Avg: 00:01:18 (79.05%)	59.70% Site Avg: 65.09% (-8.28%)	44.97% Site Avg: 50.55% (-11.05%)	$0.00 Site Avg: $0.00 (0.00%)

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
google	45	30	00:02:22	68.42%	44.44%	$0.00
(direct)	39	30	00:04:42	59.09%	56.41%	$0.00
berkeley.edu	39	33	00:01:04	53.33%	35.90%	$0.00
students.berkeley.edu	17	9	00:01:52	25.00%	23.53%	$0.00
ls-orientation.berkeley.edu	3	3	00:01:03	50.00%	66.67%	$0.00
search	2	2	00:00:56	0.00%	50.00%	$0.00
169.229.32.116	1	1	00:00:00	100.00%	100.00%	$0.00
oskicat.berkeley.edu	1	1	00:00:00	100.00%	100.00%	$0.00
summer.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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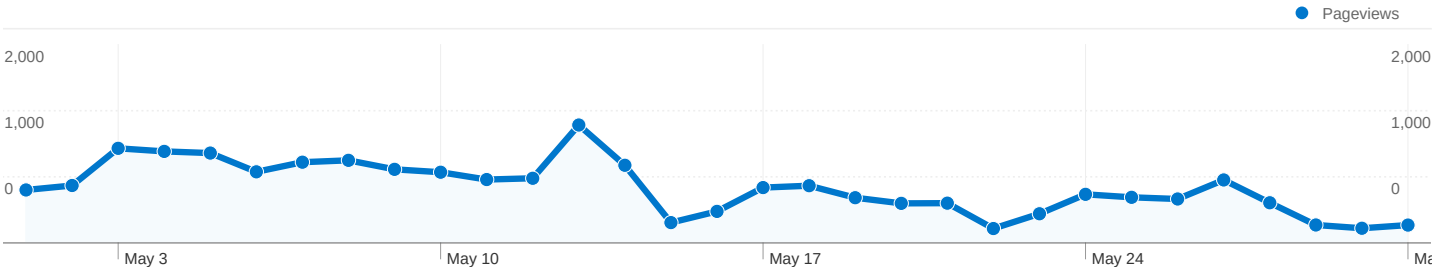
Doe/Moffitt Overall

Content Overview

May 1, 2010 - May 31, 2010

Comparing to: Site



Pages on this site were viewed a total of 17,273 times

17,273 Pageviews

13,083 Unique Views

 65.09% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/doemoff/	3,326	19.26%
/doemoff/studyspaces.html	2,096	12.13%
/doemoff/floorplans.html	1,708	9.89%
/doemoff/about.html	860	4.98%
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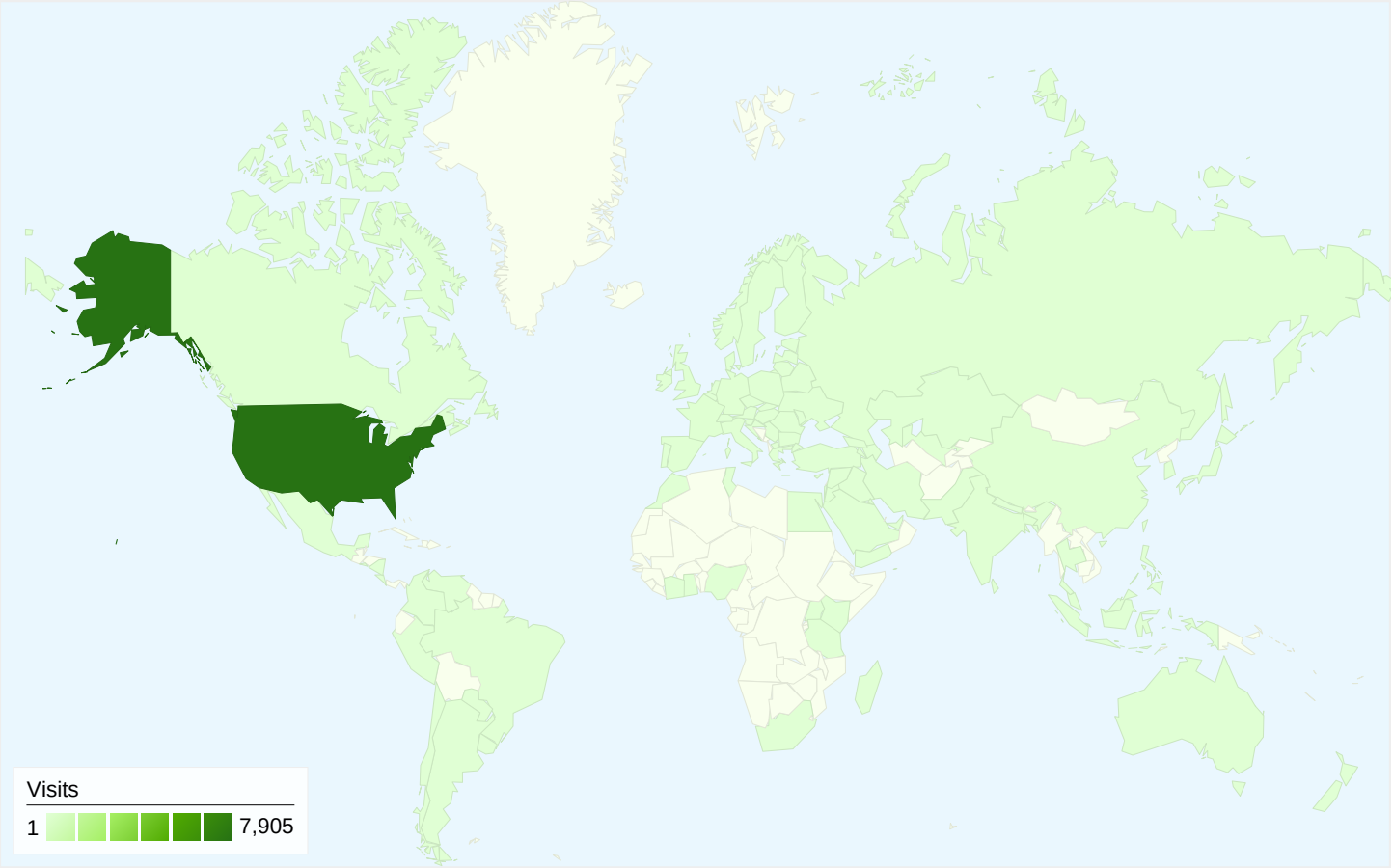
Map Overlay

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



8,732 visits came from 97 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
8,732 % of Site Total: 100.00%	1.98 Site Avg: 1.98 (0.00%)	00:01:17 Site Avg: 00:01:17 (0.00%)	44.30% Site Avg: 44.26% (0.08%)	65.09% Site Avg: 65.09% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	7,905	2.00	00:01:18	40.05%	64.39%
United Kingdom	56	1.52	00:00:39	91.07%	71.43%
Canada	52	1.63	00:01:08	76.92%	65.38%
France	50	1.32	00:00:41	84.00%	78.00%
Italy	44	1.98	00:01:02	79.55%	59.09%
Germany	41	1.59	00:00:40	92.68%	75.61%
India	34	1.71	00:00:48	94.12%	76.47%
Russia	31	1.26	00:01:40	83.87%	83.87%
China	27	2.74	00:02:49	85.19%	70.37%

Spain	**26**	1.96	00:01:53	96.15%	65.38%
					1 - 10 of 97