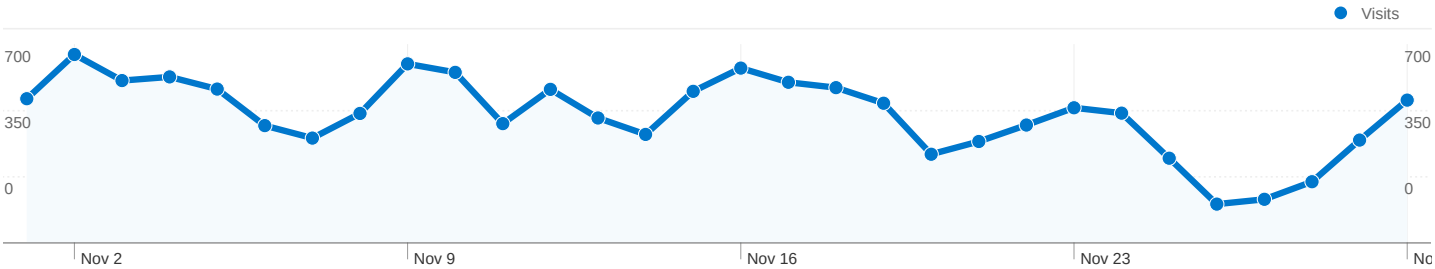
Doe/Moffitt Overall

Dashboard

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site



Site Usage

13,593 Visits

64.98% Bounce Rate

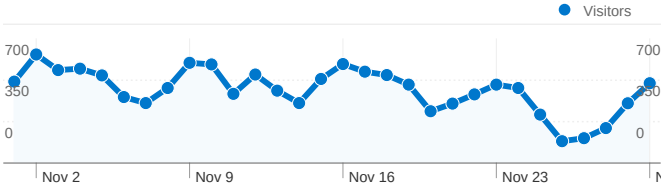
25,376 Pageviews

00:01:13 Avg. Time on Site

1.87 Pages/Visit

43.74% % New Visits

Visitors Overview



Visitors
7,909

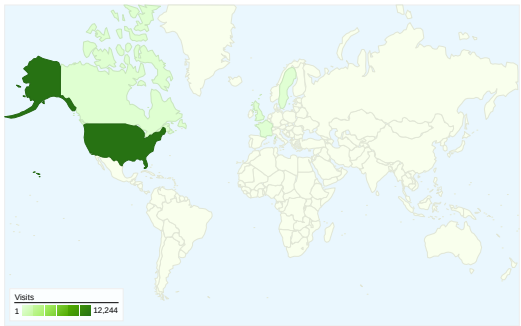
Content Overview

Pages	Pageviews	% Pageviews
/doemoff/	4,688	18.47%
/doemoff/floorplans.html	3,401	13.40%
/doemoff/studyspaces.html	1,681	6.62%
/doemoff/nrlf.html	1,455	5.73%
/doemoff/about.html	1,082	4.26%

Traffic Sources Overview

- **Search Engines** 6,345.00 (46.68%)
- **Referring Sites** 4,618.00 (33.97%)
- **Direct Traffic** 2,630.00 (19.35%)

Map Overlay



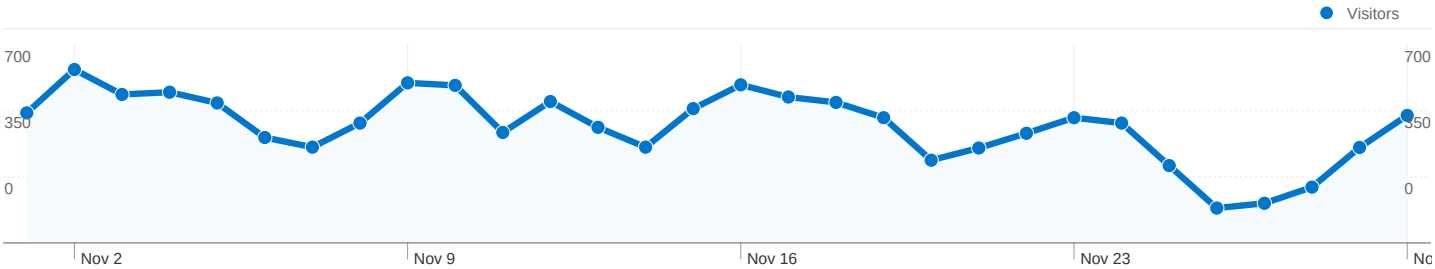
Entrance Sources: /doemoff/tours.html		
Source	Pageviews	% visits
berkeley.edu	42	38.53%
(direct)	24	22.02%
google	18	16.51%
library.berkeley.edu	9	8.26%
oskicat.berkeley.edu	4	3.67%

Doe/Moffitt Overall

Visitors Overview

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site



7,909 people visited this site

13,593 Visits

7,909 Absolute Unique Visitors

25,376 Pageviews

1.87 Average Pageviews

00:01:13 Time on Site

64.98% Bounce Rate

43.74% New Visits

Technical Profile

Browser	Visits	% visits
Firefox	5,802	42.68%
Internet Explorer	4,373	32.17%
Safari	2,502	18.41%
Chrome	712	5.24%
Opera	101	0.74%

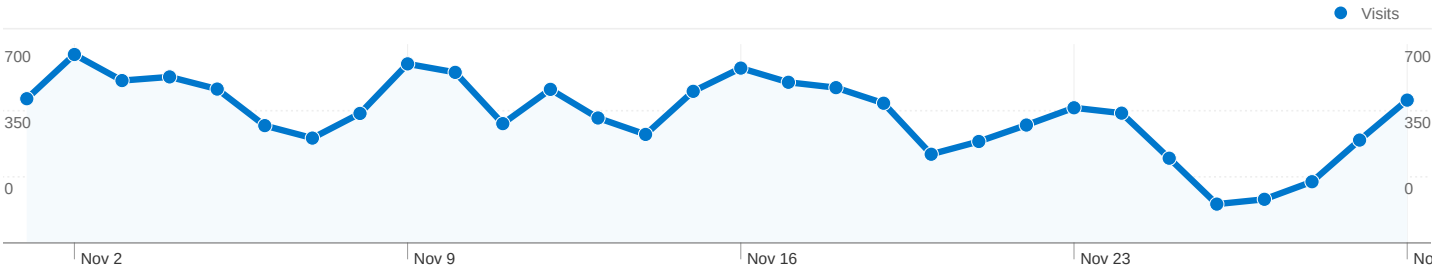
Connection Speed	Visits	% visits
T1	6,603	48.58%
Cable	3,089	22.72%
DSL	2,664	19.60%
Unknown	1,140	8.39%
Dialup	67	0.49%

Doe/Moffitt Overall

Traffic Sources Overview

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site

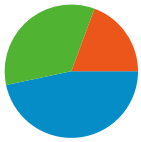


All traffic sources sent a total of 13,593 visits

19.35% Direct Traffic

33.97% Referring Sites

46.68% Search Engines



Search Engines
6,345.00 (46.68%)

Referring Sites
4,618.00 (33.97%)

Direct Traffic
2,630.00 (19.35%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	5,983	44.02%
(direct) ((none))	2,630	19.35%
oskicat.berkeley.edu (referral)	1,639	12.06%
berkeley.edu (referral)	1,383	10.17%
ucblibrary3.berkeley.edu	548	4.03%

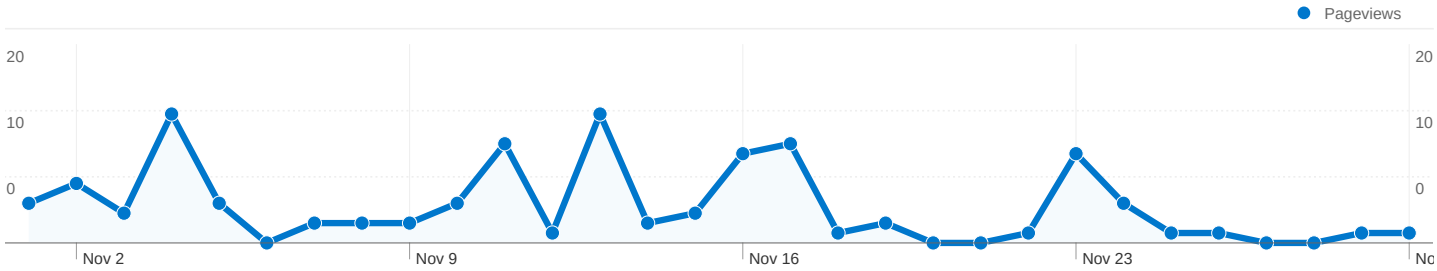
Keywords	Visits	% visits
uc berkeley library	431	6.79%
doe library	241	3.80%
berkeley library	199	3.14%
moffitt library	157	2.47%
comparative literature berkeley	138	2.17%

Entrance Sources:

/doemoff/tours.html

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site



This page was viewed 109 times via 10 sources

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
109 % of Site Total: 0.43%	84 % of Site Total: 0.42%	00:01:20 Site Avg: 00:01:24 (-5.35%)	71.67% Site Avg: 64.98% (10.29%)	55.05% Site Avg: 53.57% (2.76%)	$0.00 Site Avg: $0.00 (0.00%)

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
berkeley.edu	42	26	00:00:56	66.67%	40.48%	$0.00
(direct)	24	23	00:01:06	85.00%	83.33%	$0.00
google	18	15	00:02:24	70.00%	61.11%	$0.00
library.berkeley.edu	9	7	00:00:50	50.00%	22.22%	$0.00
oskicat.berkeley.edu	4	3	00:00:08	50.00%	50.00%	$0.00
students.berkeley.edu	4	4	00:00:58	66.67%	75.00%	$0.00
events.berkeley.edu	3	3	00:01:24	50.00%	66.67%	$0.00
facebook.com	3	1	00:06:14	0.00%	33.33%	$0.00
chemistry.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

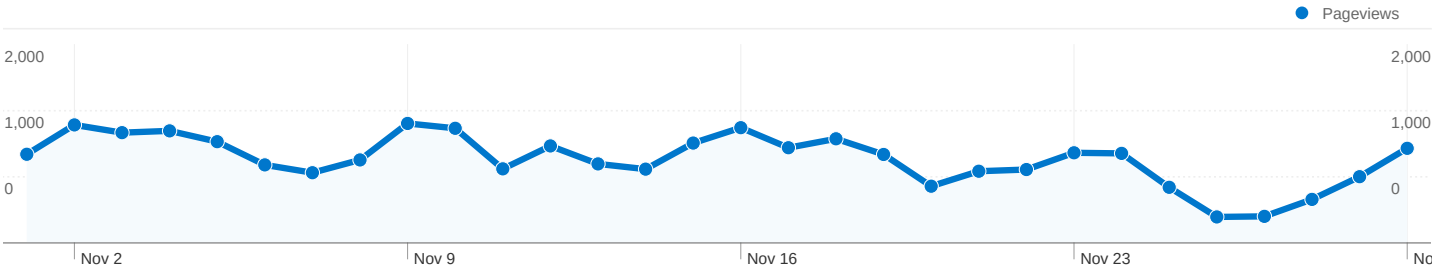
1 - 10 of 10

Doe/Moffitt Overall

Content Overview

Nov 1, 2009 - Nov 30, 2009

Comparing to: Site



Pages on this site were viewed a total of 25,376 times

25,376 Pageviews

19,816 Unique Views

64.98% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
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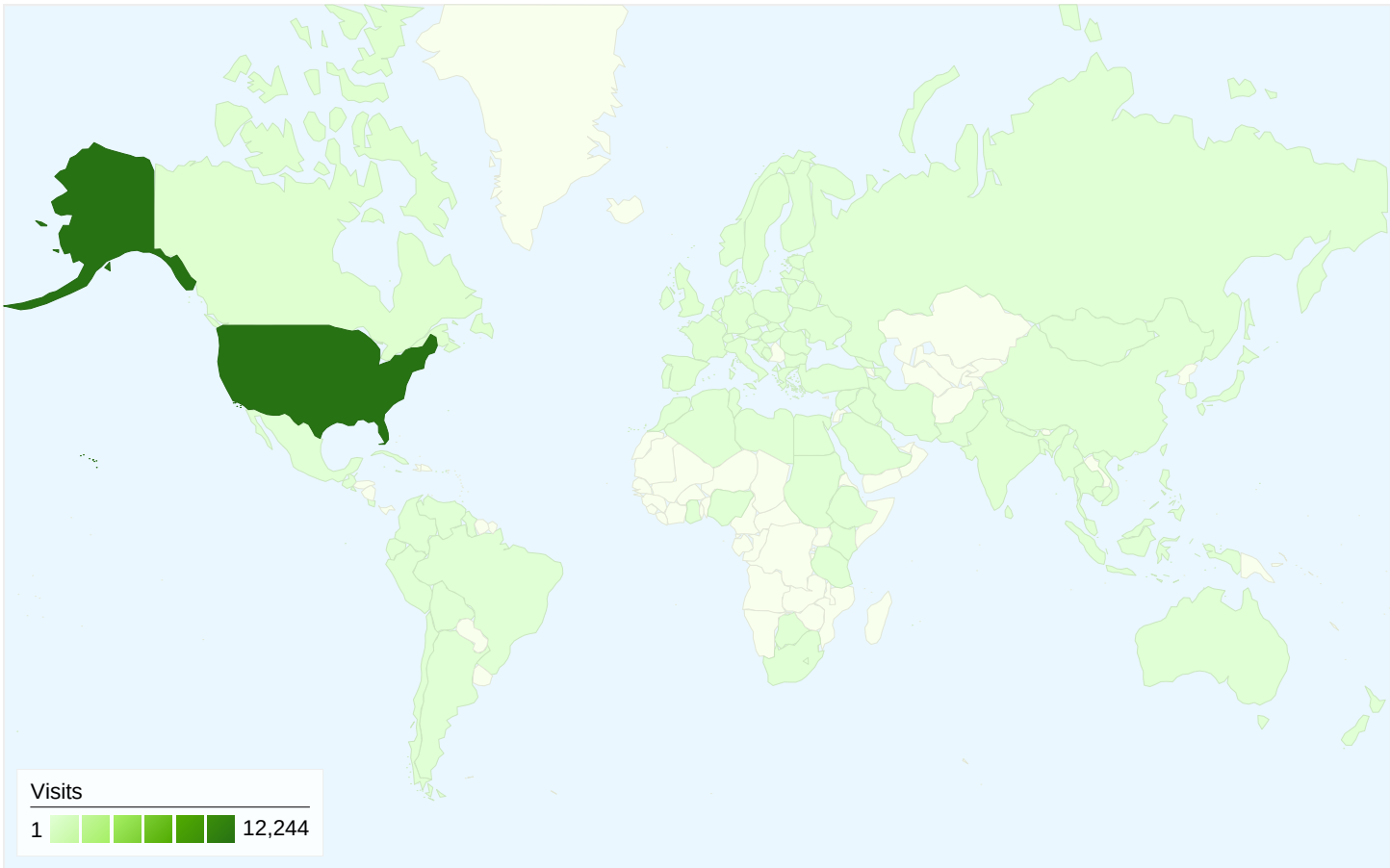
Map Overlay

Nov 1, 2009 - Nov 30, 2009
Comparing to: Site



13,593 visits came from 109 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
13,593 % of Site Total: 100.00%	1.87 Site Avg: 1.87 (0.00%)	00:01:13 Site Avg: 00:01:13 (0.00%)	43.74% Site Avg: 43.74% (0.02%)	64.98% Site Avg: 64.98% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	12,244	1.89	00:01:14	39.59%	64.15%
United Kingdom	136	1.50	00:00:25	92.65%	79.41%
Canada	111	1.82	00:00:49	89.19%	67.57%
France	71	1.37	00:00:49	83.10%	76.06%
Sweden	63	1.08	00:00:18	17.46%	96.83%
Germany	60	1.83	00:01:39	86.67%	56.67%
Spain	59	1.29	00:01:20	54.24%	81.36%
India	57	1.79	00:00:57	87.72%	66.67%
Italy	43	1.79	00:01:38	79.07%	72.09%

Philippines	**37**	1.70	00:00:42	94.59%	86.49%
					1 - 10 of 109