

Site Usage

14,830 Visits

29,804 Pageviews

2.01 Pages/Visit

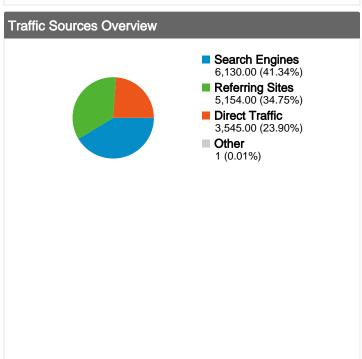
60.92% Bounce Rate

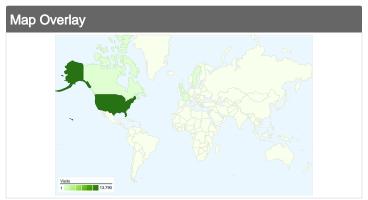
~~~~ 00:01:30 Avg. Time on Site

45.31% % New Visits

|     |         |        |        | <ul><li>Visitors</li></ul> |
|-----|---------|--------|--------|----------------------------|
| 600 | 9-0-0-0 | -0-0-0 |        | 600                        |
| 300 |         |        |        | 300                        |
| 0   | Sep 7   |        |        | 0                          |
|     |         | Sep 14 | Sep 21 | Sep 28                     |

| Content Overview          |           |             |
|---------------------------|-----------|-------------|
| Pages                     | Pageviews | % Pageviews |
| /doemoff/                 | 5,698     | 19.12%      |
| /doemoff/floorplans.html  | 3,956     | 13.27%      |
| /doemoff/nrlf.html        | 1,967     | 6.60%       |
| /doemoff/about.html       | 1,678     | 5.63%       |
| /doemoff/studyspaces.html | 1,516     | 5.09%       |





| Entrance Sources: /doemoff/tours.html |           |          |  |  |  |  |  |  |
|---------------------------------------|-----------|----------|--|--|--|--|--|--|
| Source                                | Pageviews | % visits |  |  |  |  |  |  |
| (direct)                              | 106       | 43.09%   |  |  |  |  |  |  |
| google                                | 69        | 28.05%   |  |  |  |  |  |  |
| berkeley.edu                          | 40        | 16.26%   |  |  |  |  |  |  |
| portal.haas.berkeley.edu              | 6         | 2.44%    |  |  |  |  |  |  |
| sunsite3.berkeley.edu                 | 5         | 2.03%    |  |  |  |  |  |  |

Comparing to: Site



### 8,393 people visited this site



8,393 Absolute Unique Visitors

29,804 Pageviews

2.01 Average Pageviews

00:01:30 Time on Site

60.92% Bounce Rate

45.31% New Visits

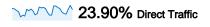
### **Technical Profile**

| Browser           | Visits | % visits | Connection Speed | Visits | % visits |
|-------------------|--------|----------|------------------|--------|----------|
| Firefox           | 6,387  | 43.07%   | T1               | 7,854  | 52.96%   |
| Internet Explorer | 5,043  | 34.01%   | Cable            | 3,121  | 21.05%   |
| Safari            | 2,570  | 17.33%   | DSL              | 2,723  | 18.36%   |
| Chrome            | 650    | 4.38%    | Unknown          | 1,027  | 6.93%    |
| Mozilla           | 75     | 0.51%    | Dialup           | 75     | 0.51%    |

Comparing to: Site

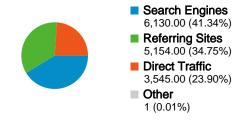


#### All traffic sources sent a total of 14,830 visits



34.75% Referring Sites

41.34% Search Engines

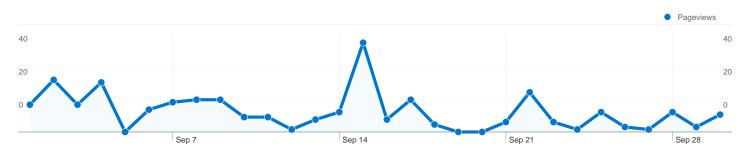


### **Top Traffic Sources**

| Sources                         | Visits | % visits |
|---------------------------------|--------|----------|
| google (organic)                | 5,829  | 39.31%   |
| (direct) ((none))               | 3,545  | 23.90%   |
| berkeley.edu (referral)         | 1,764  | 11.89%   |
| oskicat.berkeley.edu (referral) | 1,683  | 11.35%   |
| sunsite3.berkeley.edu:8080      | 526    | 3.55%    |

| Keywords            | Visits | % visits |
|---------------------|--------|----------|
| uc berkeley library | 548    | 8.94%    |
| berkeley library    | 289    | 4.71%    |
| doe library         | 249    | 4.06%    |
| moffitt library     | 232    | 3.78%    |
| moffit library      | 114    | 1.86%    |

/doemoff/tours.html



## This page was viewed 246 times via 16 sources

| Content Performan                             | nce                                                     |                                                                                           |      |                                     |    |                   |   |            |     |       |              |
|-----------------------------------------------|---------------------------------------------------------|-------------------------------------------------------------------------------------------|------|-------------------------------------|----|-------------------|---|------------|-----|-------|--------------|
| Pageviews<br>246<br>% of Site Total:<br>0.83% | Unique<br>Pageviews<br>201<br>% of Site Total:<br>0.87% | Avg. Time on Page 66.67% Site Avg: 60.92% (9.44%) % Exit 46.34% Site Avg: 49.76% (-6.87%) |      | \$ Ind<br>\$0.0<br>Site Av<br>\$0.0 | 0  |                   |   |            |     |       |              |
| Source                                        |                                                         | Pagevi                                                                                    | iews | Unique<br>Pageview                  |    | Avg. Time on Page | В | ounce Rate | % E | xit   | \$ Index     |
| (direct)                                      |                                                         |                                                                                           | 106  |                                     | 71 | 00:03:07          |   | 64.10%     | 36  | 6.79% | \$0.00       |
| google                                        |                                                         |                                                                                           | 69   |                                     | 62 | 00:01:38          |   | 46.43%     | 40  | ).58% | \$0.00       |
| berkeley.edu                                  |                                                         |                                                                                           | 40   |                                     | 37 | 00:01:25          |   | 75.00%     | 60  | 0.00% | \$0.00       |
| portal.haas.berkeley                          | /.edu                                                   |                                                                                           | 6    |                                     | 6  | 00:00:07          |   | 0.00%      | 16  | 6.67% | \$0.00       |
| sunsite3.berkeley.ee                          | du                                                      |                                                                                           | 5    |                                     | 5  | 00:07:29          |   | 75.00%     | 80  | 0.00% | \$0.00       |
| welcome.berkeley.e                            | du                                                      |                                                                                           | 4    |                                     | 4  | 00:00:12          |   | 50.00%     | 50  | 0.00% | \$0.00       |
| library.berkeley.edu                          |                                                         |                                                                                           | 3    |                                     | 3  | 00:00:00          |   | 100.00%    | 100 | 0.00% | \$0.00       |
| oskicat.berkeley.edu                          | J                                                       |                                                                                           | 3    |                                     | 3  | 00:00:00          |   | 100.00%    | 100 | 0.00% | \$0.00       |
| aol                                           |                                                         |                                                                                           | 2    |                                     | 2  | 00:00:00          |   | 100.00%    | 100 | 0.00% | \$0.00       |
| blogs.lib.berkeley.ed                         | du                                                      |                                                                                           | 2    |                                     | 2  | 00:00:00          |   | 100.00%    | 100 | 0.00% | \$0.00       |
|                                               |                                                         |                                                                                           |      |                                     |    |                   |   |            |     |       | 1 - 10 of 16 |

Comparing to: Site



## Pages on this site were viewed a total of 29,804 times

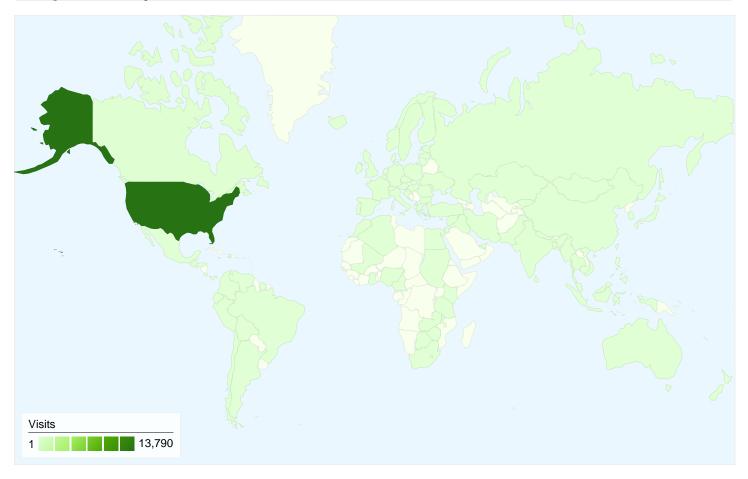
29,804 Pageviews

23,143 Unique Views

60.92% Bounce Rate

## **Top Content**

| Pages                     | Pageviews | % Pageviews |
|---------------------------|-----------|-------------|
| /doemoff/                 | 5,698     | 19.12%      |
| /doemoff/floorplans.html  | 3,956     | 13.27%      |
| /doemoff/nrlf.html        | 1,967     | 6.60%       |
| /doemoff/about.html       | 1,678     | 5.63%       |
| /doemoff/studyspaces.html | 1,516     | 5.09%       |



# 14,830 visits came from 108 countries/territories

| Site Usage                                      |                                         |                         |             |                      |                                            |             |
|-------------------------------------------------|-----------------------------------------|-------------------------|-------------|----------------------|--------------------------------------------|-------------|
| Visits<br>14,830<br>% of Site Total:<br>100.00% | Pages/Visit 2.01 Site Avg: 2.01 (0.00%) | <b>00:01:</b> Site Avg: |             |                      | <b>Bounce 60.92</b> Site Avg: <b>60.92</b> | %           |
| Country/Territory                               |                                         | Visits                  | Pages/Visit | Avg. Time on<br>Site | % New Visits                               | Bounce Rate |
| United States                                   |                                         | 13,790                  | 2.03        | 00:01:33             | 42.86%                                     | 60.00%      |
| Sweden                                          |                                         | 87                      | 1.23        | 00:00:11             | 11.49%                                     | 94.25%      |
| Canada                                          |                                         | 83                      | 1.93        | 00:00:40             | 89.16%                                     | 71.08%      |
| United Kingdom                                  |                                         | 54                      | 1.50        | 00:01:26             | 85.19%                                     | 75.93%      |
| France                                          |                                         | 48                      | 1.67        | 00:00:57             | 89.58%                                     | 70.83%      |
| India                                           |                                         | 45                      | 1.89        | 00:00:50             | 93.33%                                     | 66.67%      |
| Philippines                                     |                                         | 39                      | 1.36        | 00:00:20             | 94.87%                                     | 82.05%      |
| Italy                                           |                                         | 36                      | 1.67        | 00:00:25             | 80.56%                                     | 69.44%      |
| Germany                                         |                                         | 34                      | 1.59        | 00:00:19             | 97.06%                                     | 76.47%      |

| Japan | 34 | 4.74 | 00:03:45 | 58.82% | 50.00%        |
|-------|----|------|----------|--------|---------------|
|       |    |      |          |        | 1 - 10 of 108 |