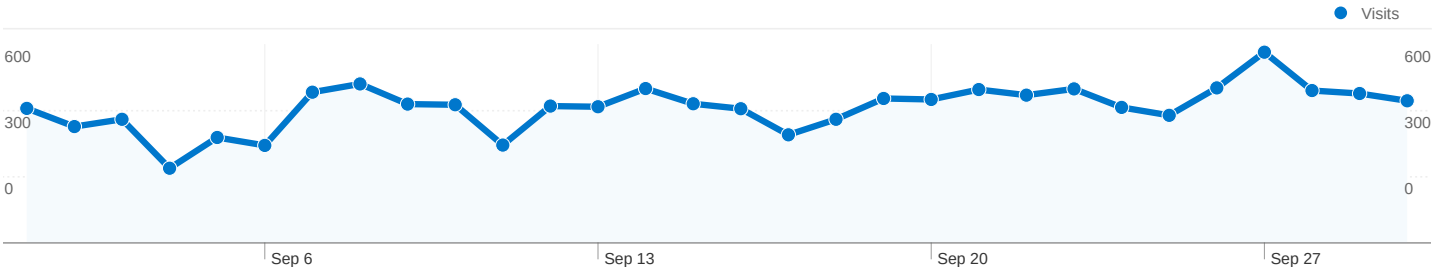
Doe/Moffitt Overall

Dashboard

Sep 1, 2010 - Sep 30, 2010

Comparing to: Site



Site Usage

12,298 Visits

61.55% Bounce Rate

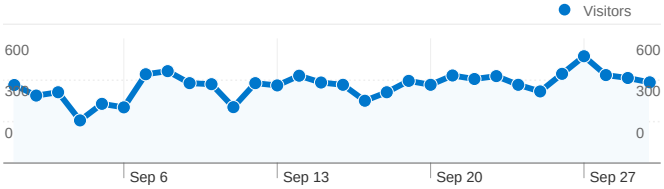
24,356 Pageviews

00:01:24 Avg. Time on Site

1.98 Pages/Visit

48.10% % New Visits

Visitors Overview

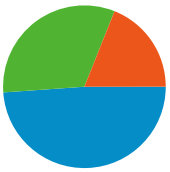


Visitors
7,404

Content Overview

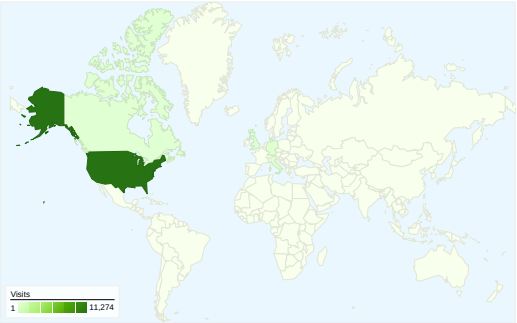
Pages	Pageviews	% Pageviews
/doemoff/	5,326	21.87%
/doemoff/floorplans.html	3,221	13.22%
/doemoff/studyspaces.html	2,293	9.41%
/doemoff/about.html	1,375	5.65%
/doemoff/locations.html	1,151	4.73%

Traffic Sources Overview



- **Search Engines**
  6,011.00 (48.88%)
- **Referring Sites**
  3,956.00 (32.17%)
- **Direct Traffic**
  2,330.00 (18.95%)
- **Other**
  1 (0.01%)

Map Overlay

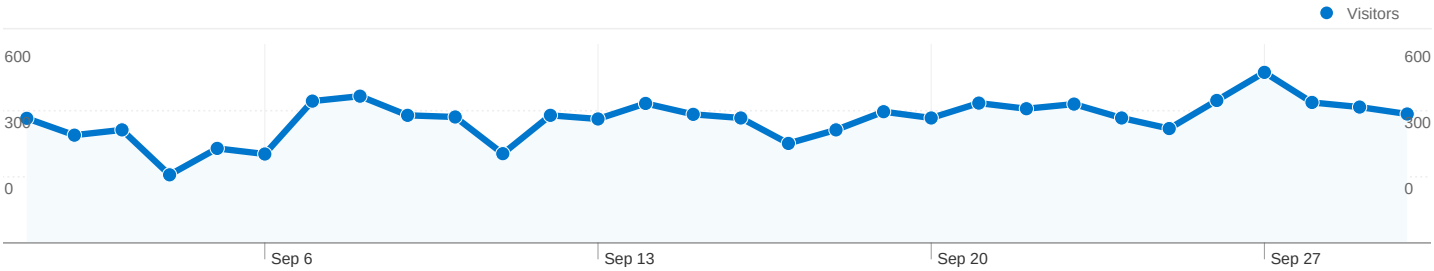


Entrance Sources: /doemoff/tours.html		
Source	Pageviews	% visits
(direct)	61	45.86%
google	28	21.05%
calparents.berkeley.edu	12	9.02%
link.ixs1.net	9	6.77%
berkeley.edu	6	4.51%

Doe/Moffitt Overall

Visitors Overview

Sep 1, 2010 - Sep 30, 2010
Comparing to: Site



7,404 people visited this site

12,298 Visits

7,404 Absolute Unique Visitors

24,356 Pageviews

1.98 Average Pageviews

00:01:24 Time on Site

61.55% Bounce Rate

48.10% New Visits

Technical Profile

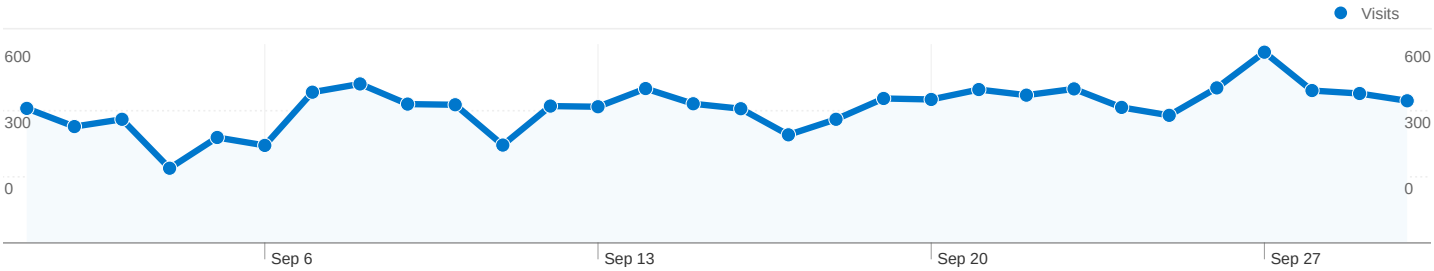
Browser	Visits	% visits
Firefox	4,695	38.18%
Internet Explorer	3,303	26.86%
Safari	2,230	18.13%
Chrome	1,922	15.63%
Opera	68	0.55%

Connection Speed	Visits	% visits
T1	6,364	51.75%
Cable	2,999	24.39%
DSL	1,651	13.42%
Unknown	1,217	9.90%
Dialup	49	0.40%

Doe/Moffitt Overall

Traffic Sources Overview

Sep 1, 2010 - Sep 30, 2010
Comparing to: Site



All traffic sources sent a total of 12,298 visits

18.95% Direct Traffic

32.17% Referring Sites

48.88% Search Engines

- **Search Engines** 6,011.00 (48.88%)
- **Referring Sites** 3,956.00 (32.17%)
- **Direct Traffic** 2,330.00 (18.95%)
- **Other** 1 (0.01%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	5,668	46.09%
(direct) ((none))	2,330	18.95%
oskicat.berkeley.edu (referral)	1,149	9.34%
berkeley.edu (referral)	1,005	8.17%
ucblibrary3.berkeley.edu	723	5.88%

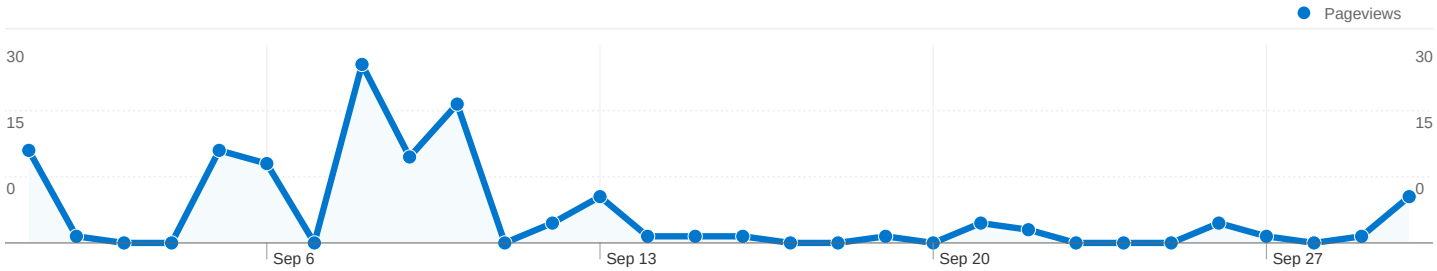
Keywords	Visits	% visits
uc berkeley library	326	5.42%
doe library	300	4.99%
moffitt library	282	4.69%
berkeley library	254	4.23%
moffit library	105	1.75%

Entrance Sources:

/doemoff/tours.html

Sep 1, 2010 - Sep 30, 2010

Comparing to: Site



This page was viewed 133 times via 13 sources

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
133 % of Site Total: 0.55%	113 % of Site Total: 0.60%	00:01:09 Site Avg: 00:01:26 (-20.24%)	69.35% Site Avg: 61.55% (12.67%)	46.62% Site Avg: 50.49% (-7.68%)	$0.00 Site Avg: $0.00 (0.00%)

Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	$ Index
(direct)	61	49	00:00:47	67.86%	45.90%	$0.00
google	28	24	00:01:51	63.64%	39.29%	$0.00
calparents.berkeley.edu	12	10	00:01:06	0.00%	8.33%	$0.00
link.ixs1.net	9	9	00:02:11	87.50%	88.89%	$0.00
berkeley.edu	6	6	00:04:17	80.00%	83.33%	$0.00
extension.berkeley.edu	5	4	00:00:32	0.00%	20.00%	$0.00
facebook.com	4	4	00:00:24	0.00%	25.00%	$0.00
us.mc539.mail.yahoo.com	3	2	00:01:59	50.00%	66.67%	$0.00
bing	1	1	00:00:00	100.00%	100.00%	$0.00
jkup.net	1	1	00:00:00	100.00%	100.00%	$0.00

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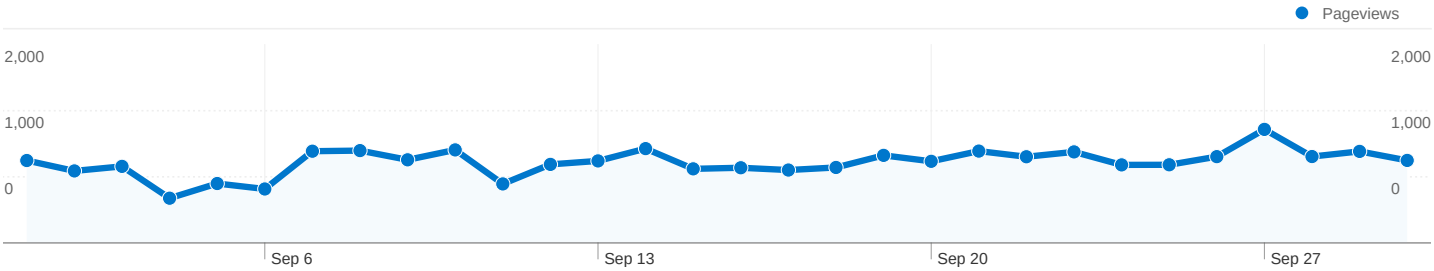
Doe/Moffitt Overall

Content Overview

Sep 1, 2010 - Sep 30, 2010

Comparing to: Site



Pages on this site were viewed a total of 24,356 times

24,356 Pageviews

18,848 Unique Views

61.55% Bounce Rate

Top Content

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Map Overlay

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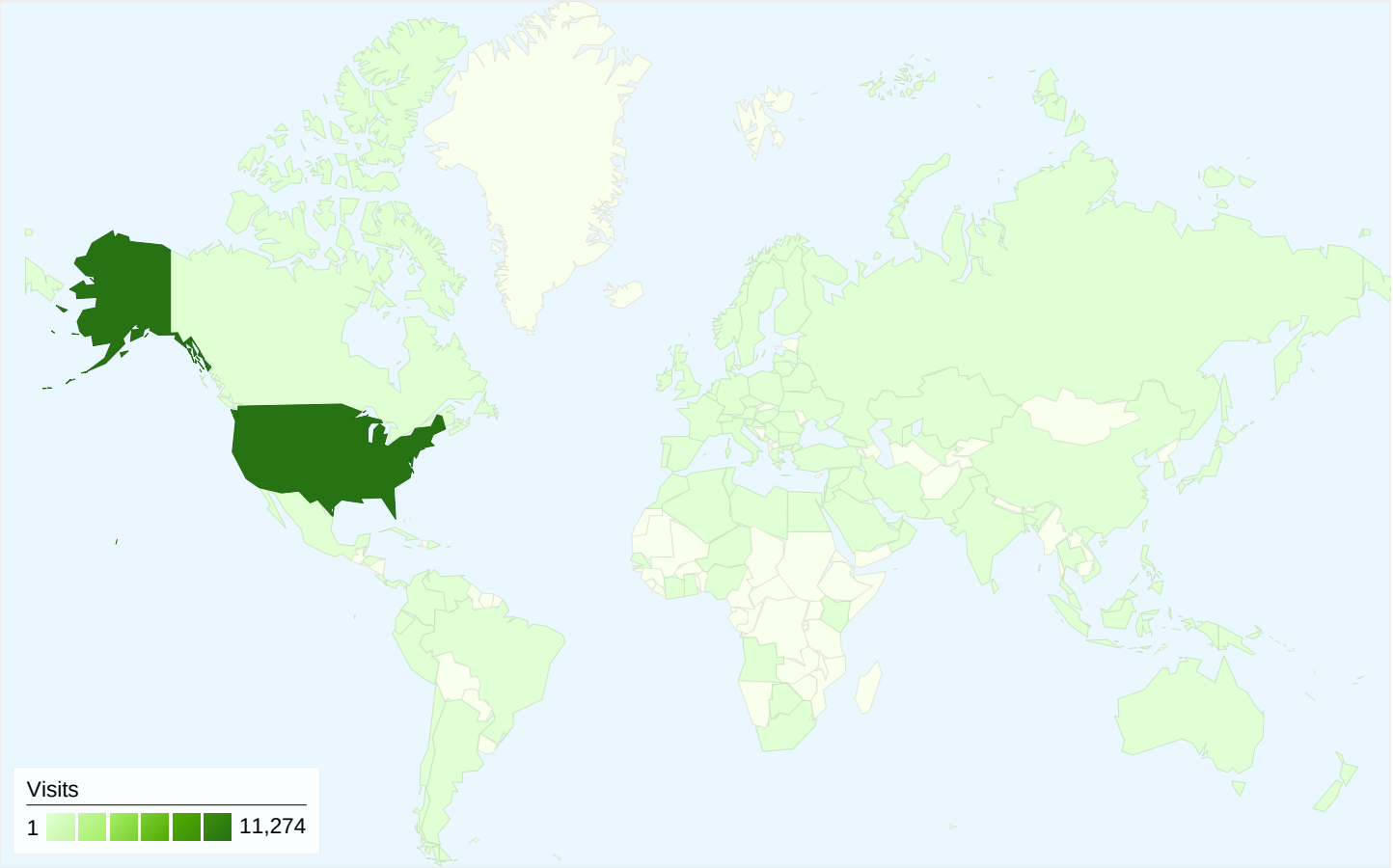
Comparing to: Site



12,298 visits came from 102 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
12,298 % of Site Total: 100.00%	1.98 Site Avg: 1.98 (0.00%)	00:01:24 Site Avg: 00:01:24 (0.00%)	48.12% Site Avg: 48.10% (0.05%)	61.55% Site Avg: 61.55% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	11,274	2.01	00:01:19	45.86%	60.71%
Italy	173	1.85	00:08:46	10.98%	56.07%
United Kingdom	62	1.87	00:01:20	88.71%	62.90%
Canada	60	1.55	00:00:20	81.67%	73.33%
Germany	46	2.52	00:02:36	89.13%	56.52%
France	42	1.24	00:00:26	90.48%	83.33%
India	38	1.42	00:00:23	100.00%	78.95%
Mexico	36	1.33	00:01:36	69.44%	77.78%
Philippines	33	1.33	00:00:36	96.97%	75.76%

China	**32**	2.44	00:02:55	78.12%	59.38%
					1 - 10 of 102