

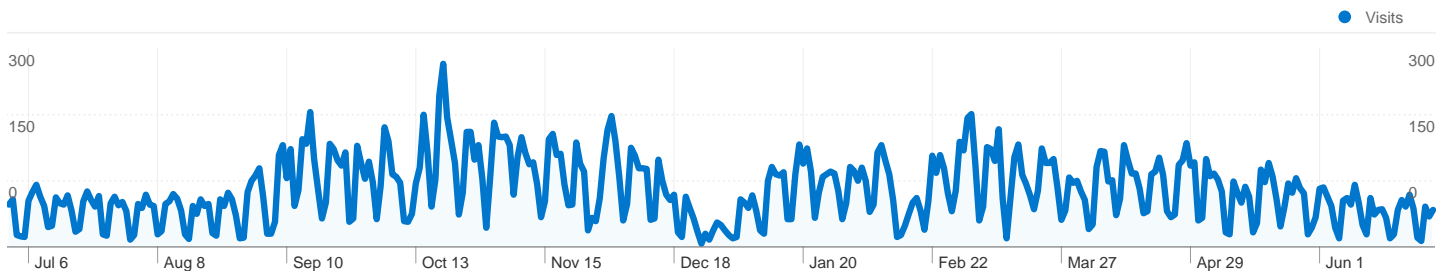
Appendix E: Web Report

www.umfk.maine.edu/infoserv/library/

Jul 1, 2009 - Jun 30, 2010

Dashboard

Comparing to: Site



Site Usage

31,207 Visits

61.29% Bounce Rate

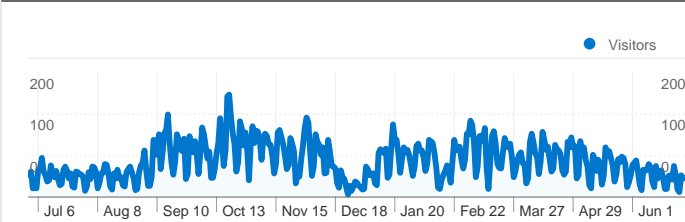
62,705 Pageviews

00:03:23 Avg. Time on Site

2.01 Pages/Visit

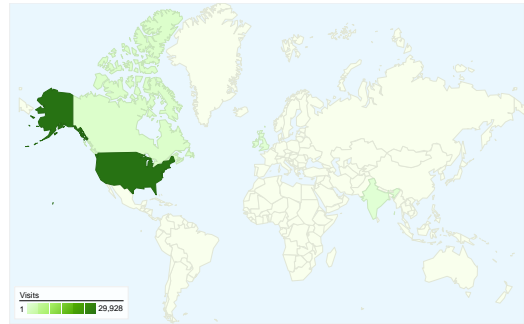
26.30% % New Visits

Visitors Overview

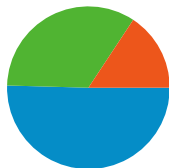


Visitors
8,622

Map Overlay



Traffic Sources Overview



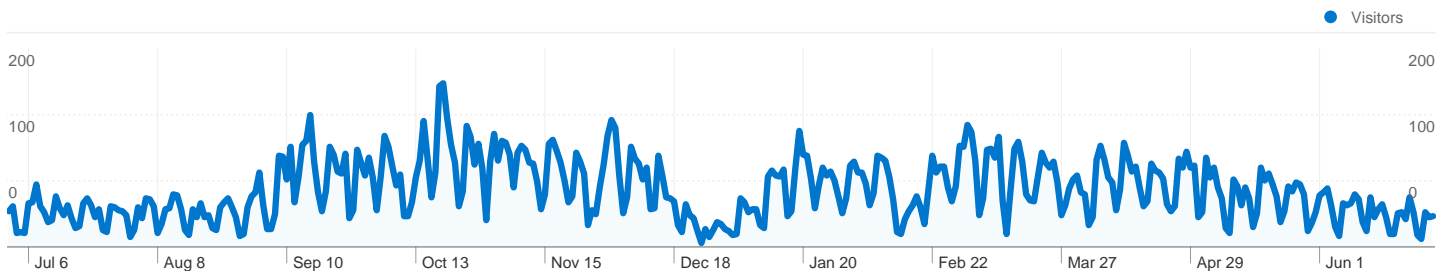
- **Direct Traffic**
15,740.00 (50.44%)
- **Search Engines**
10,565.00 (33.85%)
- **Referring Sites**
4,900.00 (15.70%)
- **Other**
2 (0.01%)

Content Overview

Pages	Pageviews	% Pageviews
/infoserv/library/	16,066	25.62%
/infoserv/library/default.cfm?ref	11,842	18.89%
/infoserv/library/resources/data	5,799	9.25%
/infoserv/library/default.cfm?ref	4,737	7.55%
/infoserv/library/resources/tutori	1,666	2.66%

Visitors Overview


Comparing to: Site




8,622 people visited this site

 **31,207** Visits


 **8,622** Absolute Unique Visitors

 **62,705** Pageviews

 **2.01** Average Pageviews

 **00:03:23** Time on Site

 **61.29%** Bounce Rate

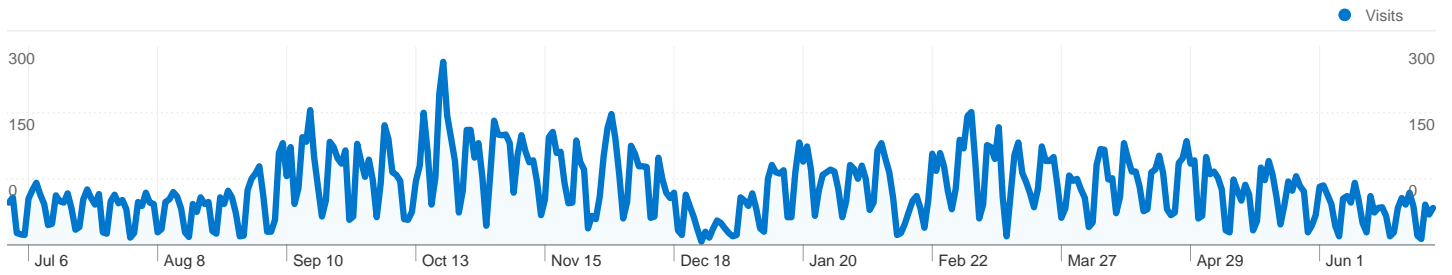
 **26.30%** New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	14,690	47.07%	T1	18,033	57.79%
Firefox	14,636	46.90%	Cable	5,184	16.61%
Safari	965	3.09%	Unknown	4,394	14.08%
Chrome	704	2.26%	DSL	3,401	10.90%
Opera	79	0.25%	Dialup	142	0.46%

New vs. Returning

Comparing to: Site



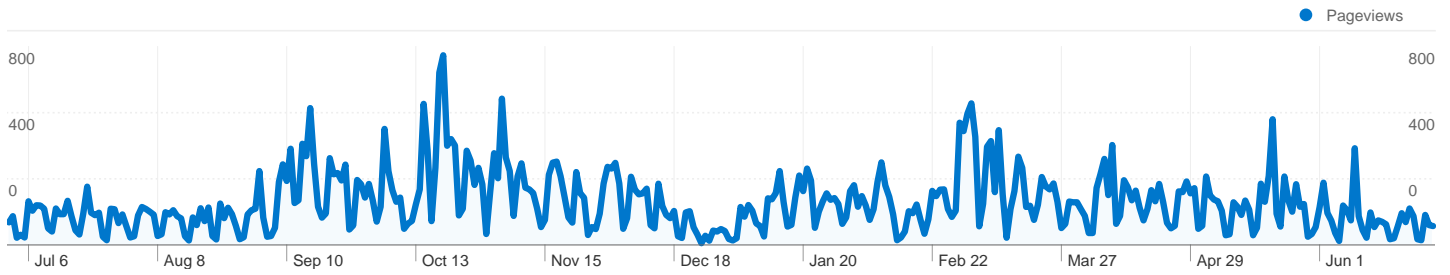
31,207 visits from 2 visitor types

Site Usage


Visits 31,207 % of Site Total: 100.00%	Pages/Visit 2.01 Site Avg: 2.01 (0.00%)	Avg. Time on Site 00:03:23 Site Avg: 00:03:23 (0.00%)	% New Visits 26.27% Site Avg: 26.30% (-0.15%)	Bounce Rate 61.29% Site Avg: 61.29% (0.00%)
Visitor Type	Visits	Visits	Visits	
■ Returning Visitor	23,010	73.73%		
■ New Visitor	8,197	26.27%		


Content Overview

Comparing to: Site



Pages on this site were viewed a total of 62,705 times

 62,705 Pageviews

 48,831 Unique Views

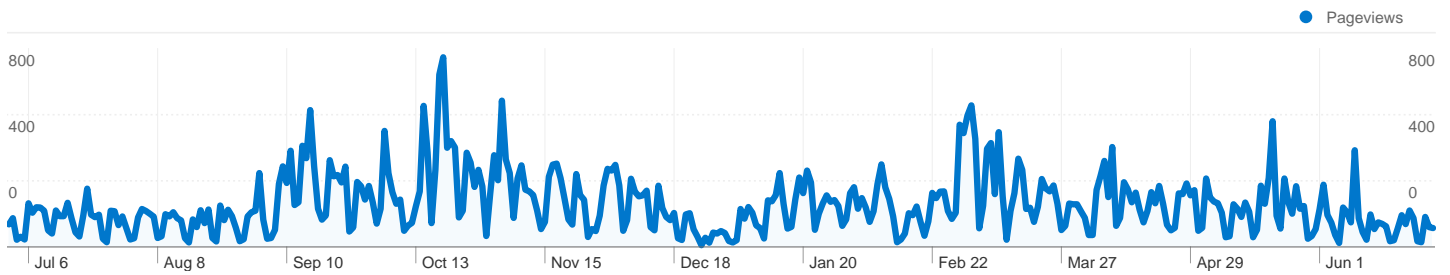
 61.29% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/infoserv/library/	16,066	25.62%
/infoserv/library/default.cfm?ref=2	11,842	18.89%
/infoserv/library/resources/databases/alphalist.cfm	5,799	9.25%
/infoserv/library/default.cfm?ref=4	4,737	7.55%
/infoserv/library/resources/tutorials/default.cfm	1,666	2.66%

Top Content

Comparing to: Site



5,265 pages were viewed a total of 62,705 times

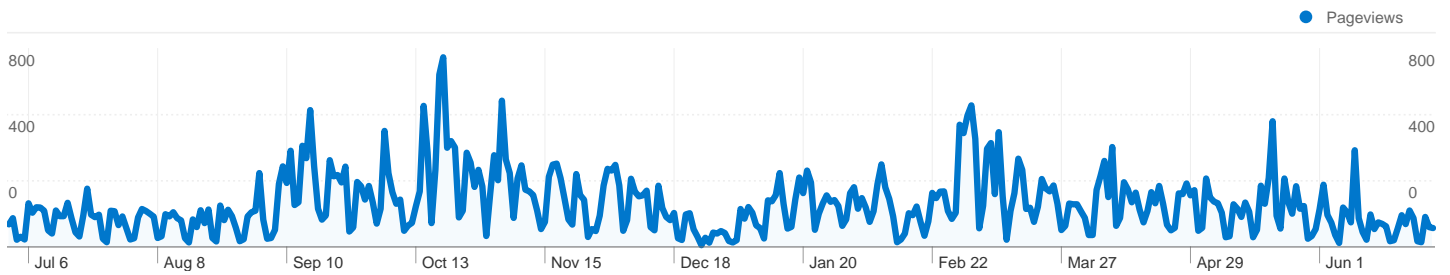
Content Performance

Pageviews 62,705 % of Site Total: 100.00%	Unique Pageviews 48,831 % of Site Total: 100.00%	Avg. Time on Page 00:03:21 Site Avg: 00:03:21 (0.00%)	Bounce Rate 61.29% Site Avg: 61.29% (0.00%)	% Exit 49.77% Site Avg: 49.77% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/infoserv/library/	16,066	11,329	00:06:04	65.37%	60.53%	\$0.00
/infoserv/library/default.cfm?ref=2	11,842	9,975	00:02:14	52.03%	48.74%	\$0.00
/infoserv/library/resources/databases/alphaist.cfm	5,799	4,446	00:03:42	55.58%	51.01%	\$0.00
/infoserv/library/default.cfm?ref=4	4,737	3,874	00:03:53	67.37%	63.92%	\$0.00
/infoserv/library/resources/tutorials/default.cfm	1,666	779	00:05:07	59.40%	31.63%	\$0.00
/infoserv/library/resources/serials/bysubject.cfm	1,494	1,127	00:03:39	46.15%	46.39%	\$0.00
/infoserv/library/resources/databases/test.cfm	1,155	959	00:04:56	64.00%	55.67%	\$0.00
/infoserv/library/resources/citation/default.cfm	989	954	00:06:10	88.43%	86.86%	\$0.00
/infoserv/library/default.cfm	977	738	00:01:56	75.91%	45.14%	\$0.00
/infoserv/library/resources/biblio/serialkiller.cfm	762	632	00:02:01	82.83%	82.55%	\$0.00

1 - 10 of 5,265

Content by Title

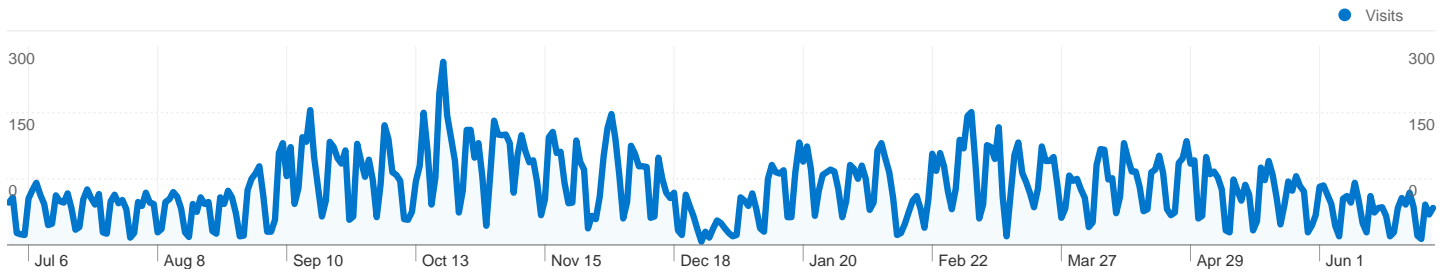
Comparing to: Site



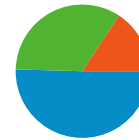
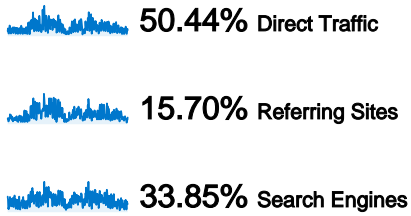
133 page titles were viewed a total of 62,705 times

Content Performance

Pageviews 62,705 % of Site Total: 100.00%	Unique Pageviews 48,831 % of Site Total: 100.00%	Avg. Time on Page 00:03:21 Site Avg: 00:03:21 (0.00%)	Bounce Rate 61.29% Site Avg: 61.29% (0.00%)	% Exit 49.77% Site Avg: 49.77% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Blake Library - University of Maine at Fort Kent	41,547	32,167	00:03:28	60.04%	51.15%	\$0.00
Blake Library Databases - University of Maine at Fort Kent	6,954	5,405	00:03:53	55.93%	51.78%	\$0.00
ArticleLinker for University of Maine System Libraries	2,861	2,615	00:04:19	66.72%	48.44%	\$0.00
Blake Library Tutorials - University of Maine at Fort Kent	1,691	796	00:05:07	59.34%	31.93%	\$0.00
Blake Library Staff and Hours - University of Maine at Fort Kent	1,212	1,077	00:02:27	77.48%	64.44%	\$0.00
Blake Library Citation Guides - University of Maine at Fort Kent	997	962	00:06:07	88.28%	86.86%	\$0.00
Blake Library Serial Killer Bibliography - University of Maine at Fort Kent	763	633	00:02:01	82.86%	82.57%	\$0.00
Blake Library General Information - University of Maine at Fort Kent	694	523	00:00:24	7.02%	5.91%	\$0.00
Blake Library Exhibit - University of Maine at Fort Kent	445	348	00:02:08	62.50%	40.67%	\$0.00
Blake Library Resources - University of Maine at Fort Kent	309	266	00:00:29	11.43%	11.33%	\$0.00
1 - 10 of 133						



All traffic sources sent a total of 31,207 visits



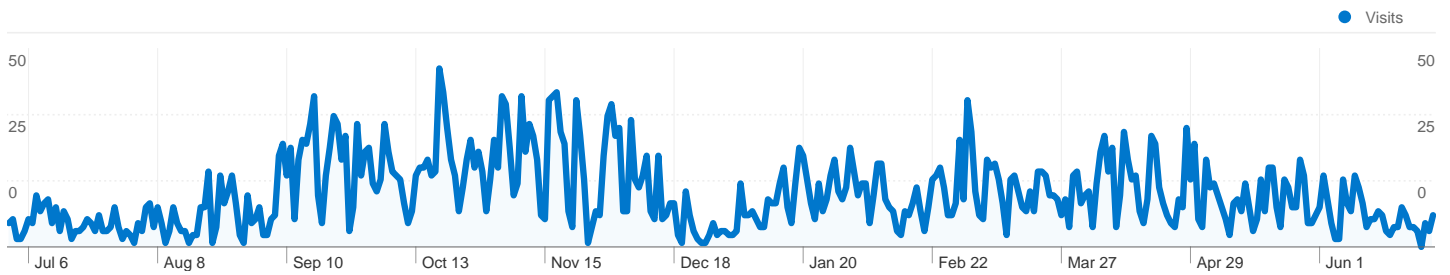
- Direct Traffic
15,740.00 (50.44%)
- Search Engines
10,565.00 (33.85%)
- Referring Sites
4,900.00 (15.70%)
- Other
2 (0.01%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	15,740	50.44%	umfk	1,894	17.93%
google (organic)	8,956	28.70%	university of maine at fort kent	543	5.14%
libraries.maine.edu (referral)	824	2.64%	umfk.maine.edu	513	4.86%
umfk.maine.edu (referral)	818	2.62%	le journal le madawaska 1906	352	3.33%
bing (organic)	663	2.12%	www.umfk.maine.edu	323	3.06%

Referring Sites

Comparing to: Site



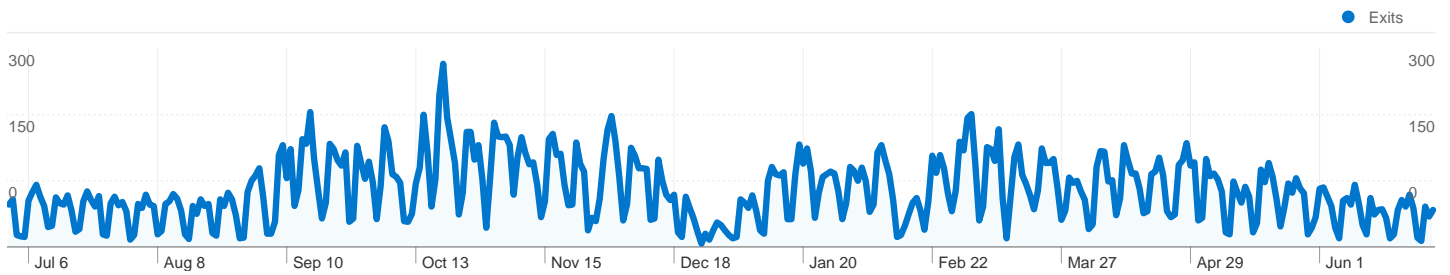
Referring sites sent 4,900 visits via 180 sources

Site Usage

Visits 4,900 % of Site Total: 15.70%	Pages/Visit 2.51 Site Avg: 2.01 (25.13%)	Avg. Time on Site 00:04:00 Site Avg: 00:03:23 (18.32%)	% New Visits 35.39% Site Avg: 26.30% (34.53%)	Bounce Rate 55.76% Site Avg: 61.29% (-9.03%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
us.mc385.mail.yahoo.com	21	2.00	00:01:11	0.00%	47.62%
images.google.com	19	1.47	00:01:09	42.11%	57.89%
66.252.40.1	18	1.56	00:01:13	0.00%	66.67%
search.mywebsearch.com	18	1.67	00:01:13	27.78%	61.11%
by123w.bay123.mail.live.com	16	2.06	00:03:23	0.00%	12.50%
athletics.umfk.maine.edu	15	1.33	00:00:19	6.67%	73.33%
chronicle.com	15	2.60	00:01:50	0.00%	73.33%
peterbehrens.org	15	1.73	00:01:29	0.00%	46.67%
fortkent.org	13	1.85	00:00:56	53.85%	69.23%
maine.gov	13	2.92	00:00:50	69.23%	30.77%
21 - 30 of 180					

Top Exit Pages

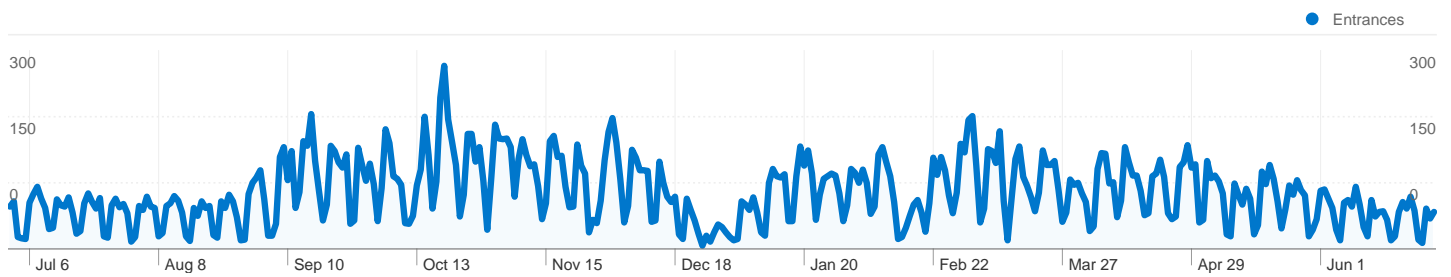
Comparing to: Site



31,207 visits exited from 2,494 pages

Exit Pages

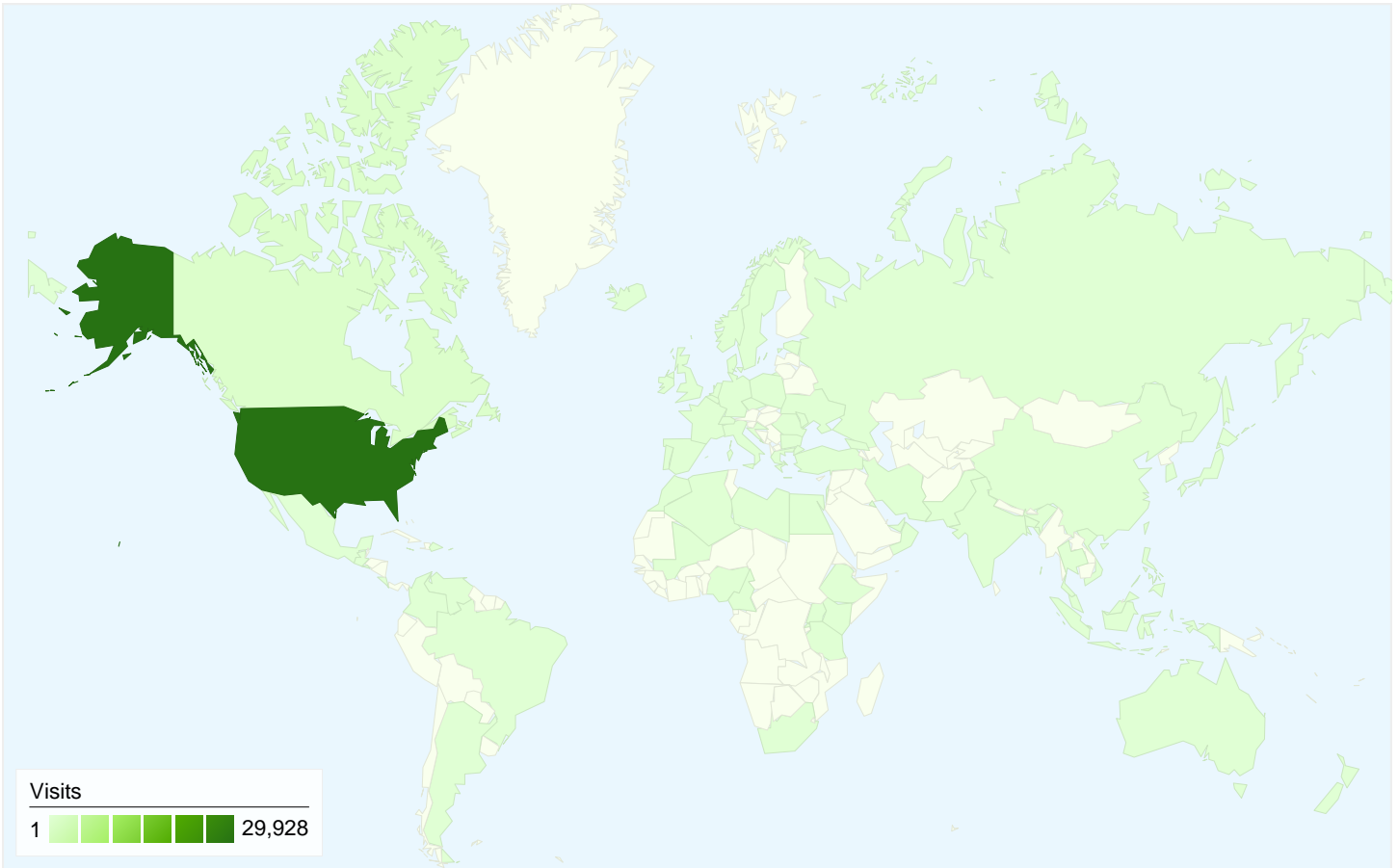
Exits 31,207 % of Site Total: 100.00%	Pageviews 58,807 % of Site Total: 93.78%	% Exit 53.07% Site Avg: 49.77% (6.63%)	
Page	Exits	Pageviews	% Exit
/infoserv/library/	9,725	16,066	60.53%
/infoserv/library/default.cfm?ref=2	5,772	11,842	48.74%
/infoserv/library/default.cfm?ref=4	3,028	4,737	63.92%
/infoserv/library/resources/databases/alphalist.cfm	2,958	5,799	51.01%
/infoserv/library/resources/citation/default.cfm	859	989	86.86%
/infoserv/library/resources/serials/bysubj.cfm	693	1,494	46.39%
/infoserv/library/resources/databases/test.cfm	643	1,155	55.67%
/infoserv/library/resources/biblio/serialkiller.cfm	629	762	82.55%
/infoserv/library/resources/tutorials/default.cfm	527	1,666	31.63%
/infoserv/library/about/staffhrs/default.cfm	459	735	62.45%
			1 - 10 of 2,494



31,207 visits entered the site through 2,425 pages

Landing Pages

Page	Entrances	Bounces	Bounce Rate
Entrances 31,207 % of Site Total: 100.00%	Bounces 19,126 % of Site Total: 100.00%	Bounce Rate 61.29% Site Avg: 61.29% (0.00%)	
/infoserv/library/	11,045	7,220	65.37%
/infoserv/library/default.cfm?ref=2	9,685	5,039	52.03%
/infoserv/library/default.cfm?ref=4	3,773	2,542	67.37%
/infoserv/library/resources/biblio/serialkiller.cfm	629	521	82.83%
/infoserv/library/resources/databases/alphalist.cfm	565	314	55.58%
/infoserv/library/resources/tutorials/default.cfm	532	316	59.40%
/infoserv/library/default.cfm	386	293	75.91%
/infoserv/library/resources/citation/default.cfm	121	107	88.43%
/infoserv/library/about/exhibit/default.cfm	111	69	62.16%
/infoserv/library/resources/evaluating/default.cfm	87	67	77.01%
			1 - 10 of 2,425



31,207 visits came from 80 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
31,207 % of Site Total: 100.00%	2.01 Site Avg: 2.01 (0.00%)	00:03:23 Site Avg: 00:03:23 (0.00%)	26.27% Site Avg: 26.30% (-0.15%)	61.29% Site Avg: 61.29% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	29,928	2.01	00:03:27	25.17%	61.34%
Canada	811	2.09	00:02:07	30.21%	51.54%
United Kingdom	51	1.37	00:00:18	92.16%	76.47%
India	44	2.68	00:03:04	95.45%	40.91%
Ireland	25	1.04	00:00:02	96.00%	96.00%
Australia	23	1.26	00:01:13	100.00%	82.61%
(not set)	21	1.57	00:00:52	66.67%	80.95%
Philippines	21	1.14	00:01:43	100.00%	85.71%
China	20	2.40	00:06:33	80.00%	65.00%

France	14	1.57	00:00:08	100.00%	85.71%
					1 - 10 of 80