

	Website Statistics 2010_2011			
	2010		2011	
	Nov.	Dec.	Jan.	Feb.
Total Page Views inc. revisits	9288	9052	11,035	9170
New Visitor Page Views	3874	3176	4,591	3900
Unique Pages Viewed	2026	1906	6,949	5538
Total Site Visits	1174	828	782	780
Site Visits by new visitors	471	346	346	315
Avg. Time on Site total	6.4 min	16 min	16.4 min	15.5min
Avg. Time on Site for new visitors	6.1 min	8.25 min	7.36 min	14.5 min
Pages per visit total	9.1	11.6	14.11	11.8
Pages per visit for new visitors	8.2	10.1	13.27	12.4
Bounce Rate*	34%	32%	28.77%	40.5%
Destination				
Shapes Index (all)	83%	81%	85.3%	86%
Membership	0.5%	12%	0.8%	0.25%
About Us	1.3%	0.5%	1.7%	2.2%
Gazette	2.7%	5.4%	0.78%	2.8%
Home Page	10%	2%	9.1%	3%
Visits From				
USA	981 (83.6%)	780 (94%)	732 (94%)	712(91.3%)
Canada	16 (1.4%)	17 (1.9%)	20 (2.6%)	24(3.1%)
UK	8 (0.7%)	4 (0.5%)	18 (2.3%)	3(0.5%)
Russia			2 (0.3%)	11(1.4%)
China		3 (0.3%)		
Source of Visits				
Direct Traffic	55%	44%	41%	40%
Referring Site	36%	36%	38%	33.8%
Search Engine	8.4%	20%	21%	20.1%
Referring Site				
Brokenshards (% of total)	7.8	10	12.4	8.2
Mail (% of total)	12	19	5.5	7.3
Ebay chat (% of total)		1	5.5	3.1

*Bounce Rate is the percentage of single page visits compared with the total number of visits. A website that is considered to be mostly useless would have a bounce rate near 100%.