

Site Usage

5,090 Visits

37.09% Bounce Rate

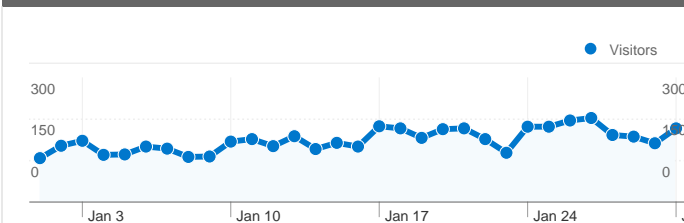
17,346 Pageviews

00:04:00 Avg. Time on Site

3.41 Pages/Visit

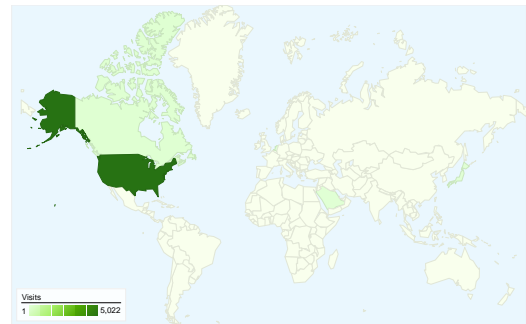
61.81% % New Visits

Visitors Overview

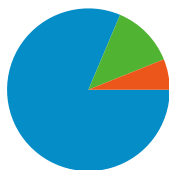


Visitors
3,673

Map Overlay



Traffic Sources Overview

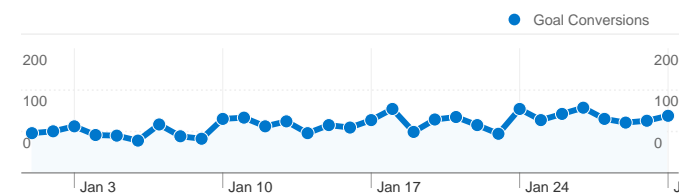


- **Direct Traffic**
4,142.00 (81.38%)
- **Search Engines**
638.00 (12.53%)
- **Referring Sites**
310.00 (6.09%)

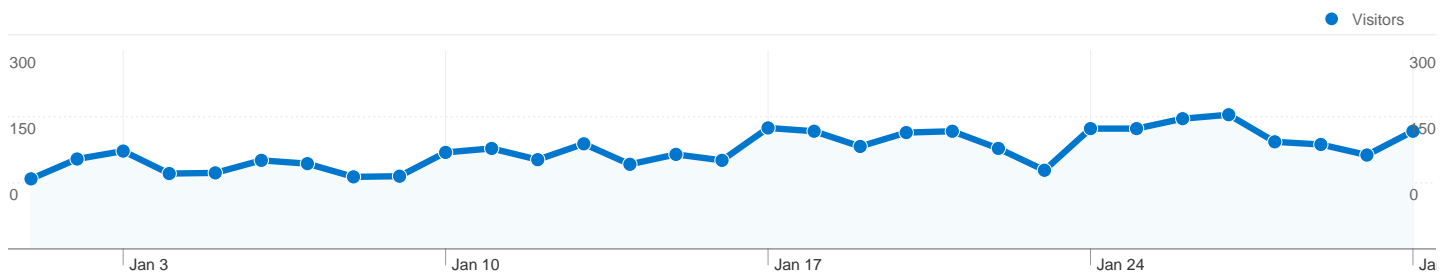
Content Overview

Pages	Pageviews	% Pageviews
/VehicleSearchResults?certified	2,304	13.28%
/VehicleSearchResults?search	1,211	6.98%
/VehicleSearchResults?search	987	5.69%
/VehicleSearchResults?search	607	3.50%
/PreOwnedVehicleSearch	605	3.49%

Goals Overview



Goal Conversions
2,421



3,673 people visited this site

5,090 Visits

3,673 Absolute Unique Visitors

17,346 Pageviews

3.41 Average Pageviews

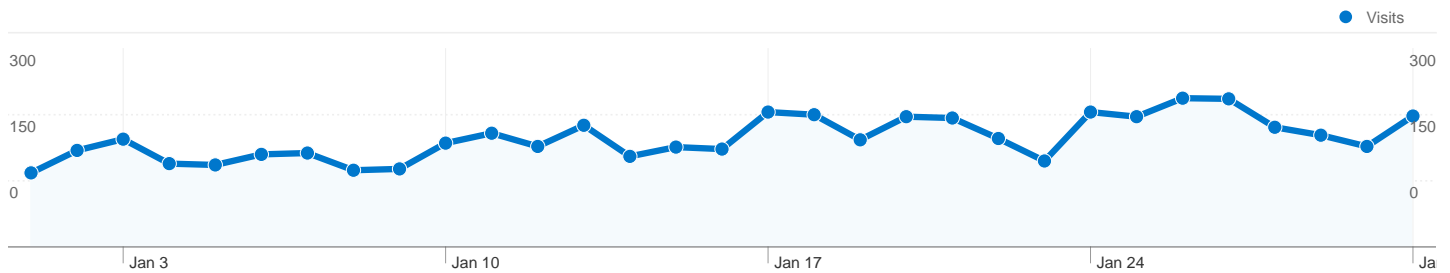
00:04:00 Time on Site

37.09% Bounce Rate

61.81% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	3,598	70.69%	Cable	1,935	38.02%
Safari	788	15.48%	Unknown	1,422	27.94%
Firefox	435	8.55%	DSL	1,314	25.82%
Chrome	221	4.34%	T1	331	6.50%
Opera	10	0.20%	Dialup	80	1.57%

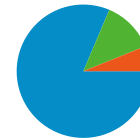


All traffic sources sent a total of 5,090 visits

81.38% Direct Traffic

6.09% Referring Sites

12.53% Search Engines



Direct Traffic
 4,142.00 (81.38%)
Search Engines
 638.00 (12.53%)
Referring Sites
 310.00 (6.09%)

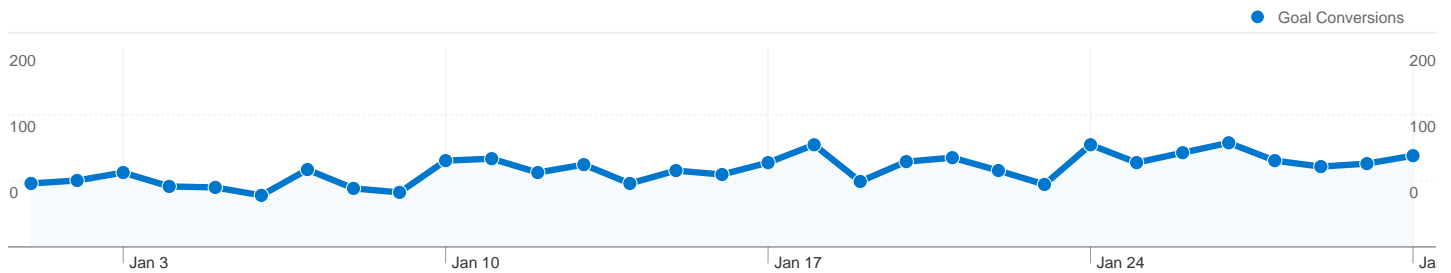
Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	4,142	81.38%	classic chevrolet beaumont	217	34.01%
google (organic)	494	9.71%	classic chevrolet beaumont	67	10.50%
classicsoutheasttexas.com	192	3.77%	classic chevrolet	42	6.58%
bing (organic)	60	1.18%	classic chevrolet beaumont tx	32	5.02%
yahoo (organic)	52	1.02%	chevrolet beaumont tx	20	3.13%

Goals Overview

Jan 1, 2011 - Jan 31, 2011

Comparing to: Site



Visitors completed 2,421 goal conversions

30 conversions, Goal 1: new conversion

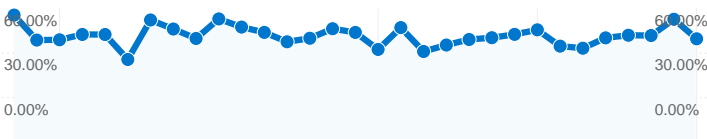
30 conversions, Goal 2: Used Conversion

0 conversions, Goal 6: DETAILS

2,361 conversions, Goal 11: vehicle search

Goal Performance

Goal Conversion Rate

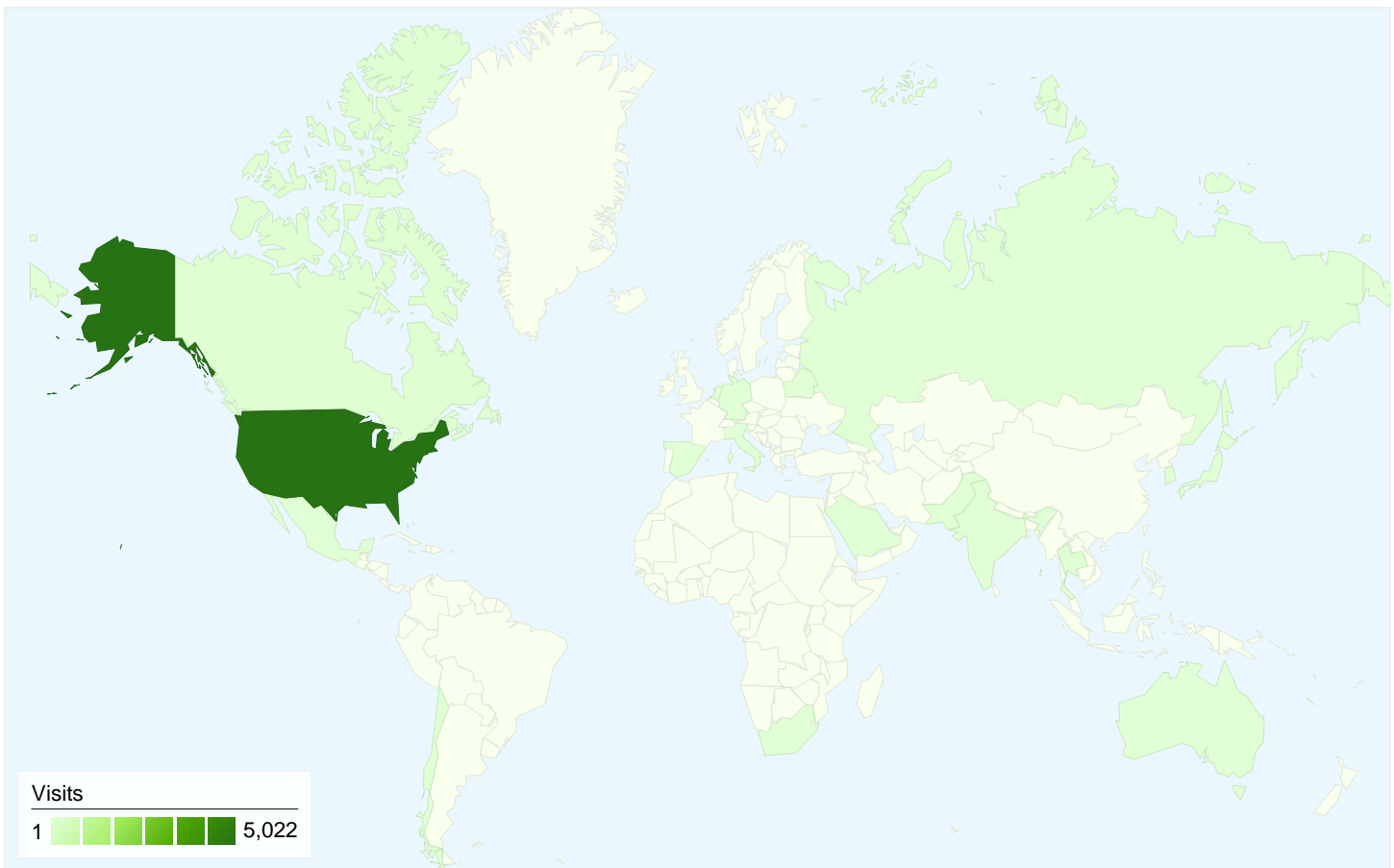


Goal Conversion Rate
47.56%

Total Goal Value



Total Goal Value
\$0.00

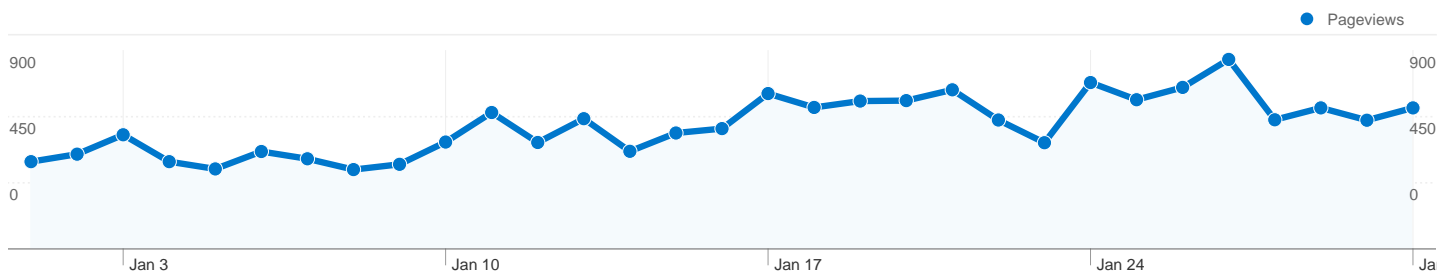


5,090 visits came from 21 countries/territories


Site Usage

Visits 5,090 % of Site Total: 100.00%	Pages/Visit 3.41 Site Avg: 3.41 (0.00%)	Avg. Time on Site 00:04:00 Site Avg: 00:04:00 (0.00%)	% New Visits 61.91% Site Avg: 61.81% (0.16%)	Bounce Rate 37.09% Site Avg: 37.09% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	5,022	3.41	00:04:01	61.71%	37.06%
Canada	31	4.03	00:04:32	80.65%	32.26%
Japan	5	3.80	00:01:54	20.00%	20.00%
Netherlands	4	2.50	00:01:05	100.00%	75.00%
Saudi Arabia	4	6.00	00:14:46	75.00%	25.00%
Germany	4	1.50	00:00:51	0.00%	50.00%
Chile	3	1.67	00:00:27	66.67%	66.67%
Italy	2	2.00	00:00:28	100.00%	50.00%
Lebanon	2	1.50	00:01:40	100.00%	50.00%


South Korea	2	2.00	00:00:55	100.00%	50.00%
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Pages on this site were viewed a total of 17,346 times

 17,346 Pageviews

 12,541 Unique Views

 37.09% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/VehicleSearchResults?certified=yes&search=preowned	2,304	13.28%
/VehicleSearchResults?search=new	1,211	6.98%
/VehicleSearchResults?search=new&make=Chevrolet	987	5.69%
/VehicleSearchResults?search=preowned&make=&model=&quick	607	3.50%
/PreOwnedVehicleSearch	605	3.49%