

Site Usage

1,678 Visits

49.17% Bounce Rate

4,937 Pageviews

00:01:05 Avg. Time on Site

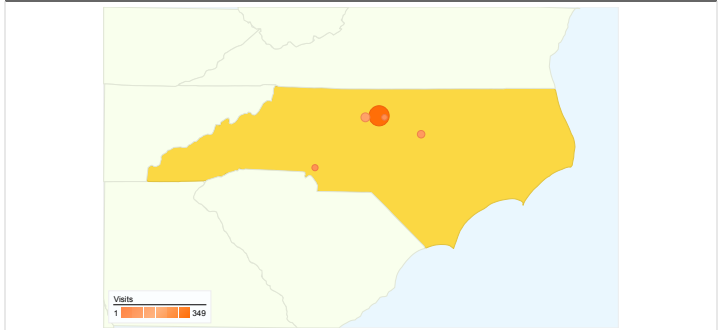
2.94 Pages/Visit

80.99% % New Visits

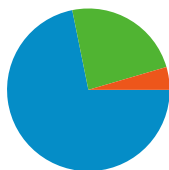
Content Overview

Pages	Pageviews	% Pageviews
/phanatics/index.php	1,563	31.66%
/phanatics/photos/index.php	497	10.07%
/phanatics/students/index.php	440	8.91%
/phanatics/events/index.php	248	5.02%
/phanatics/alumni/index.php	239	4.84%

Map Overlay 21160



Traffic Sources Overview



- **Referring Sites**
1,205.00 (71.81%)
- **Search Engines**
397.00 (23.66%)
- **Direct Traffic**
76.00 (4.53%)

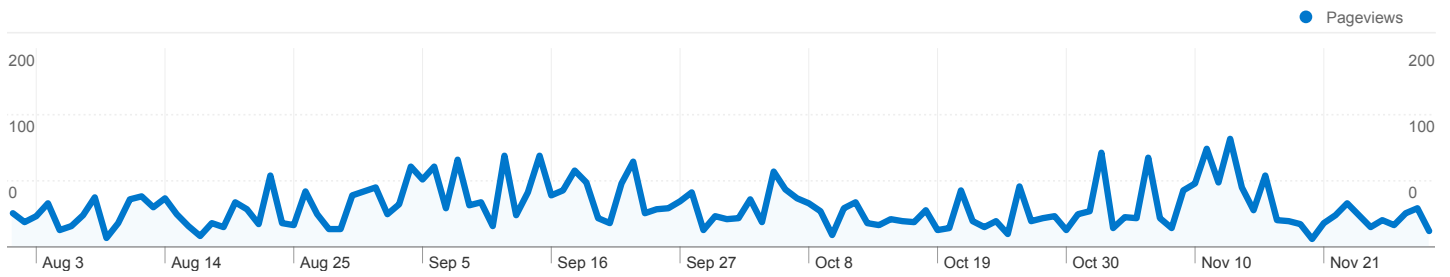
All Traffic Sources

Source/Medium	Visits	% visits
elonphoenix.com / referral	1,033	61.56%
google / organic	361	21.51%
elon.edu / referral	83	4.95%
(direct) / (none)	76	4.53%
images.google.com / referral	54	3.22%

New vs. Returning

Visitor Type	Visits	% visits
New Visitor	1,362	81.17%
Returning Visitor	316	18.83%

Keywords		
Keyword	Visits	% visits
photos	48	12.09%
phoenix phanatics	26	6.55%
pictures	25	6.30%
organization fair	14	3.53%
dr. danieley	10	2.52%



Pages on this site were viewed a total of 4,937 times

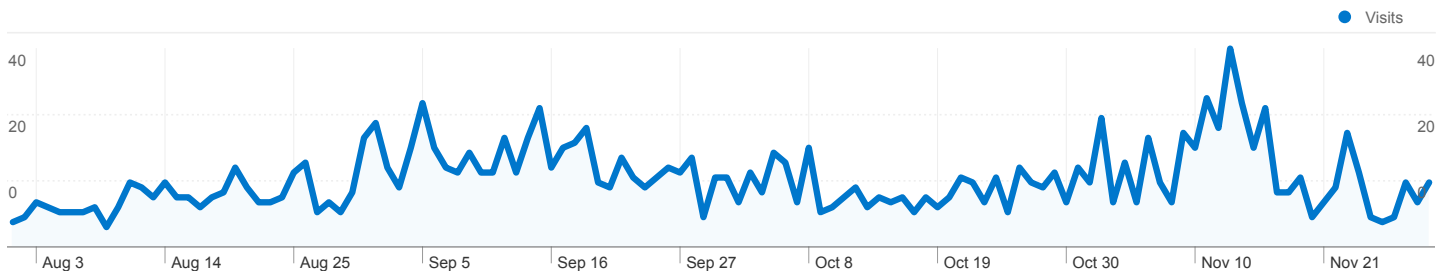
 **4,937** Pageviews

 **3,908** Unique Views

 **49.17%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/phanatics/index.php	1,563	31.66%
/phanatics/photos/index.php	497	10.07%
/phanatics/students/index.php	440	8.91%
/phanatics/events/index.php	248	5.02%
/phanatics/alumni/index.php	239	4.84%

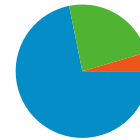


All traffic sources sent a total of 1,678 visits

4.53% Direct Traffic

71.81% Referring Sites

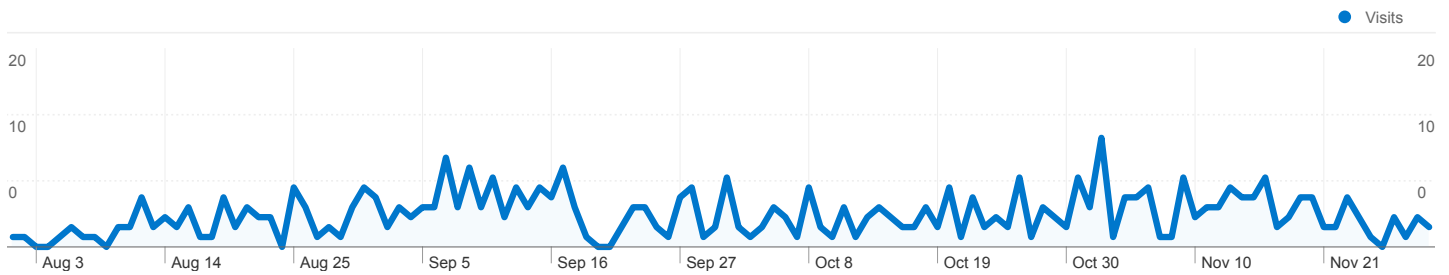
23.66% Search Engines



- Referring Sites
1,205.00 (71.81%)
- Search Engines
397.00 (23.66%)
- Direct Traffic
76.00 (4.53%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
elonphoenix.com (referral)	1,033	61.56%	photos	48	12.09%
google (organic)	361	21.51%	phoenix phanatics	26	6.55%
elon.edu (referral)	83	4.95%	pictures	25	6.30%
(direct) ((none))	76	4.53%	organization fair	14	3.53%
images.google.com (referral)	54	3.22%	dr. danieley	10	2.52%

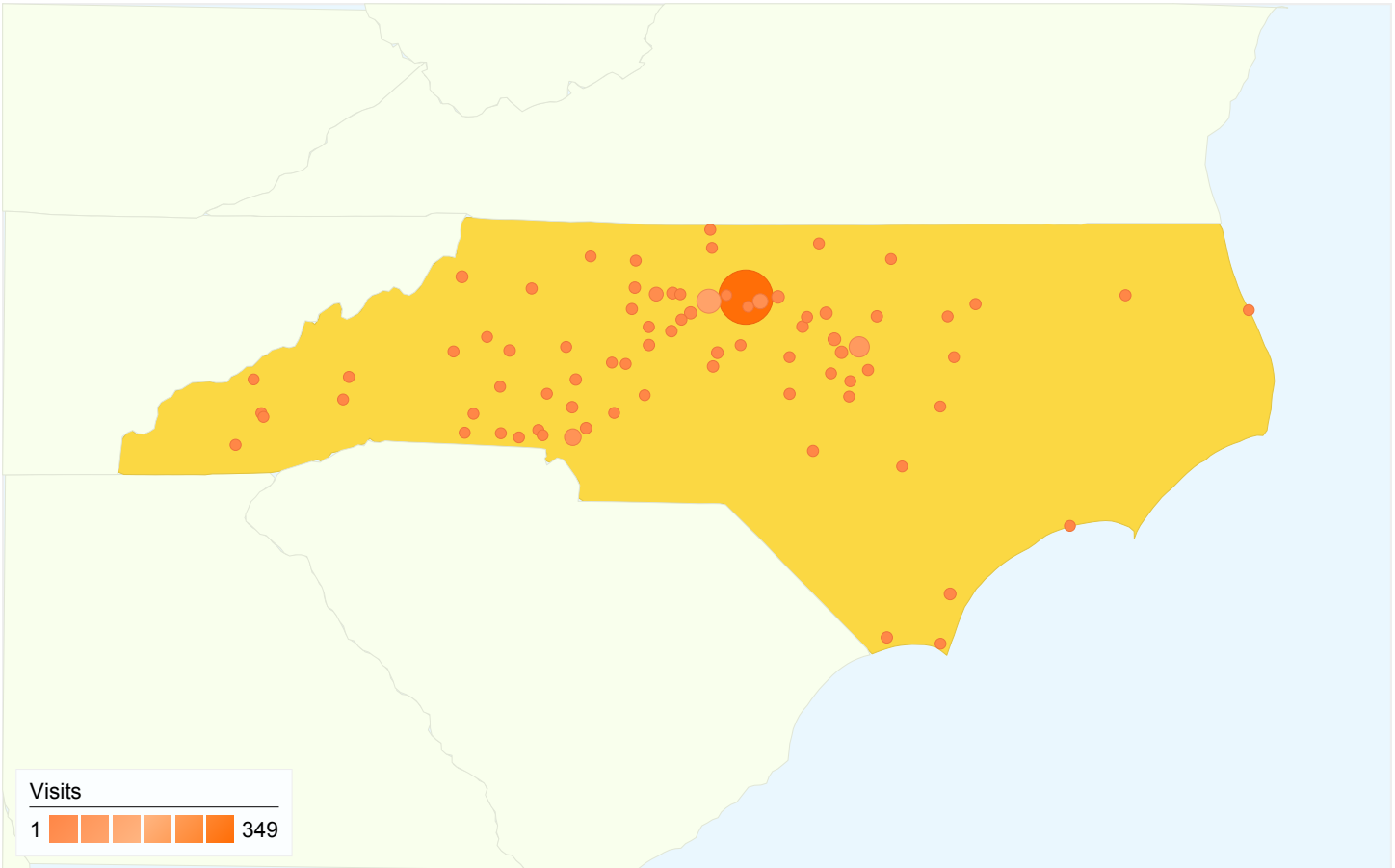


Search sent 397 total visits via 226 keywords

Site Usage

Visits 397 % of Site Total: 23.66%	Pages/Visit 2.47 Site Avg: 2.94 (-15.93%)	Avg. Time on Site 00:00:59 Site Avg: 00:01:05 (-9.10%)	% New Visits 84.63% Site Avg: 80.99% (4.50%)	Bounce Rate 62.97% Site Avg: 49.17% (28.08%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
photos	48	2.88	00:01:22	68.75%	50.00%
phoenix phanatics	26	5.69	00:03:14	69.23%	19.23%
pictures	25	2.80	00:00:50	96.00%	32.00%
organization fair	14	1.14	00:00:20	78.57%	85.71%
dr. danielley	10	2.00	00:00:29	80.00%	80.00%
elon college fighting christians	8	1.50	00:00:06	87.50%	87.50%
elon university mascot	8	1.62	00:00:27	100.00%	62.50%
phanatics	6	2.50	00:00:54	83.33%	50.00%
phoenix 14	6	1.17	00:00:01	83.33%	83.33%
elon motto	5	1.00	00:00:00	100.00%	100.00%

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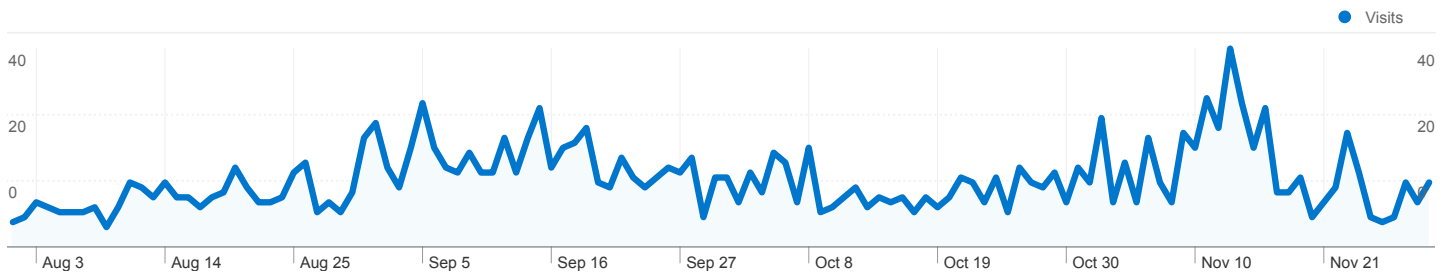


This state sent 884 visits via 78 cities

Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Elon College	349	3.01	00:01:05	73.07%	47.28%
Greensboro	106	3.10	00:01:12	80.19%	43.40%
Raleigh	76	3.45	00:01:14	69.74%	42.11%
Charlotte	47	3.19	00:01:18	80.85%	42.55%
Graham	36	2.81	00:01:17	94.44%	38.89%
Winston Salem	25	2.36	00:01:00	92.00%	56.00%
Morrisville	16	3.25	00:01:30	50.00%	12.50%
Mebane	15	2.47	00:00:21	93.33%	53.33%
Cary	13	5.00	00:01:36	76.92%	30.77%

Jamestown	12	1.83	00:02:41	91.67%	66.67%
					1 - 10 of 78

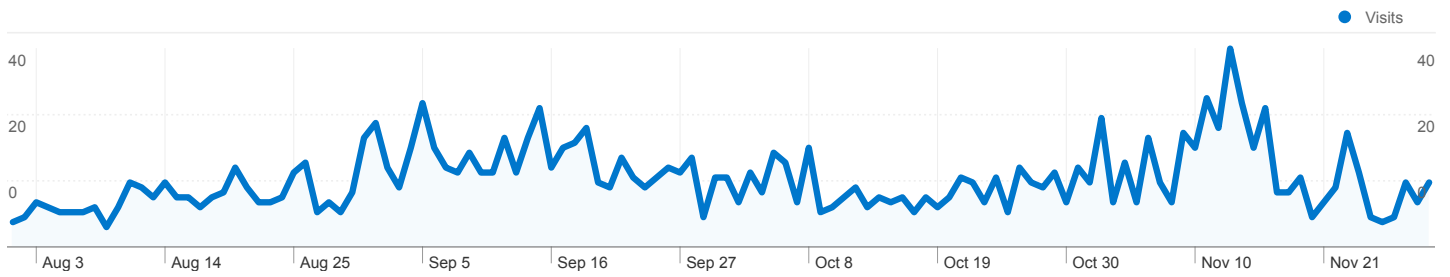


All traffic sources sent 1,678 visits via 23 sources and mediums

Site Usage

Visits 1,678 % of Site Total: 100.00%	Pages/Visit 2.94 Site Avg: 2.94 (0.00%)	Avg. Time on Site 00:01:05 Site Avg: 00:01:05 (0.00%)	% New Visits 81.17% Site Avg: 80.99% (0.22%)	Bounce Rate 49.17% Site Avg: 49.17% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
elonphoenix.com / referral	1,033	3.12	00:01:10	80.83%	43.27%
google / organic	361	2.55	00:01:04	84.21%	61.50%
elon.edu / referral	83	3.81	00:01:00	79.52%	43.37%
(direct) / (none)	76	3.14	00:01:04	55.26%	55.26%
images.google.com / referral	54	1.67	00:00:22	96.30%	61.11%
yahoo / organic	15	1.67	00:00:18	100.00%	80.00%
bing / organic	14	1.79	00:00:18	92.86%	71.43%
gallery.pictopia.com / referral	8	2.62	00:01:10	100.00%	37.50%
facebook.com / referral	7	4.14	00:01:39	85.71%	14.29%
aol / organic	6	1.50	00:00:11	50.00%	83.33%

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1,678 visits from 2 visitor types

Site Usage

Visits 1,678 % of Site Total: 100.00%	Pages/Visit 2.94 Site Avg: 2.94 (0.00%)	Avg. Time on Site 00:01:05 Site Avg: 00:01:05 (0.00%)	% New Visits 81.17% Site Avg: 80.99% (0.22%)	Bounce Rate 49.17% Site Avg: 49.17% (0.00%)	
Visitor Type	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
New Visitor	1,362	2.92	00:01:04	100.00%	51.47%
Returning Visitor	316	3.03	00:01:09	0.00%	39.24%