

Site Usage

49,707 Visits

59.92% Bounce Rate

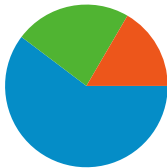
108,809 Pageviews

00:02:44 Avg. Time on Site

2.19 Pages/Visit

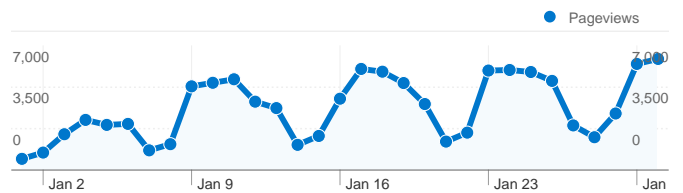
47.12% % New Visits

Traffic Sources Overview



- **Direct Traffic**
29,968.00 (60.29%)
- **Search Engines**
11,499.00 (23.13%)
- **Referring Sites**
8,240.00 (16.58%)

Pageviews for all visitors

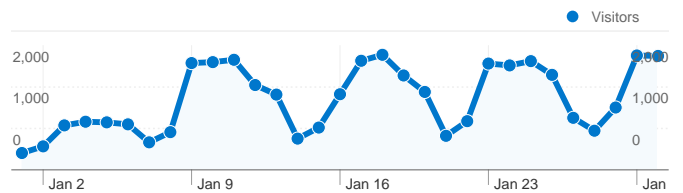


Pageviews
108,809

Top Content

Page	Pageviews	% visits
/	52,426	48.18%
/ejournals/	6,109	5.61%
/indexesdb/Indexes.asp	6,095	5.60%
/default_ursus.asp	5,830	5.36%
/default_idb.asp	4,518	4.15%

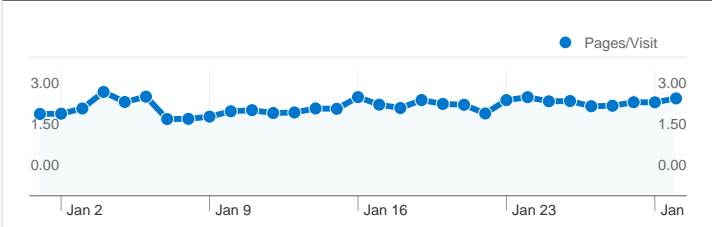
Visitors Overview



Visitors
27,989

Depth of Visit	
Pageviews in the visit	Visits with this many pageviews
1 pageviews	59.92%
2 pageviews	18.87%
3 pageviews	9.32%
4 pageviews	3.88%
5 pageviews	1.99%
6 pageviews	1.63%
7 pageviews	1.02%
8 pageviews	0.64%
9 pageviews	0.47%
10 pageviews	0.38%
11 pageviews	0.25%
12 pageviews	0.23%
13 pageviews	0.18%
14 pageviews	0.15%
15 pageviews	0.09%
16 pageviews	0.10%
17 pageviews	0.08%
18 pageviews	0.09%
19 pageviews	0.07%
20+ pageviews	0.63%

Average Pageviews for all visitors



Pages/Visit
2.19

Top Landing Pages		
Page	Entrances	% visits
/	39,902	80.27%
/ejournals/	942	1.90%
/indexesdb/Indexes.asp	613	1.23%
/default_ursus.asp	470	0.95%
/default_idb.asp	417	0.84%

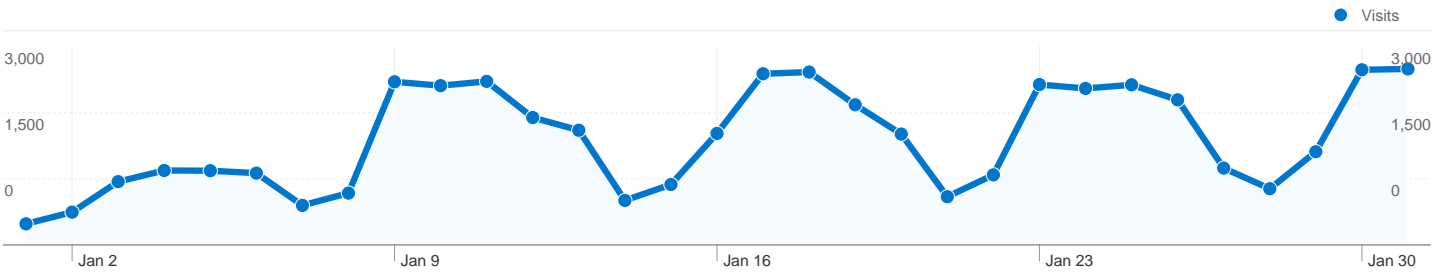
Top Exit Pages		
Page	Exits	% visits
/	27,261	54.84%
/default_ursus.asp	3,394	6.83%
/default_res.htm	2,191	4.41%
/indexesdb/Indexes.asp	1,914	3.85%
/ejournals/	1,821	3.66%

Visitor Loyalty	
Count of visits from this visitor including current	Visits that were the visitor's nth visit
1 times	46.48%
2 times	6.38%
3 times	3.46%
4 times	3.46%
5 times	3.05%
6 times	2.40%
7 times	1.96%
8 times	1.69%
9-14 times	5.76%
15-25 times	4.78%
26-50 times	5.09%
51-100 times	4.24%
101-200 times	4.13%
201+ times	7.12%

Mobile Devices		
Operating System	Visits	% visits
iPad	273	36.89%
iPhone	216	29.19%
Android	185	25.00%
iPod	57	7.70%
BlackBerry	8	1.08%

Mobile Carriers		
Service Provider	Visits	% visits
road runner holdco llc	166	22.43%
state of maine	132	17.84%
cellco partnership dba verizon	119	16.08%
service provider corporation	94	12.70%
fairpoint communications inc.	45	6.08%

Keywords		
Keyword	Visits	% visits
(not provided)	2,871	24.97%
fogler library	1,989	17.30%
umaine library	774	6.73%
fogler	667	5.80%
umaine fogler	275	2.39%



All traffic sources sent a total of 49,707 visits

60.29% Direct Traffic

16.58% Referring Sites

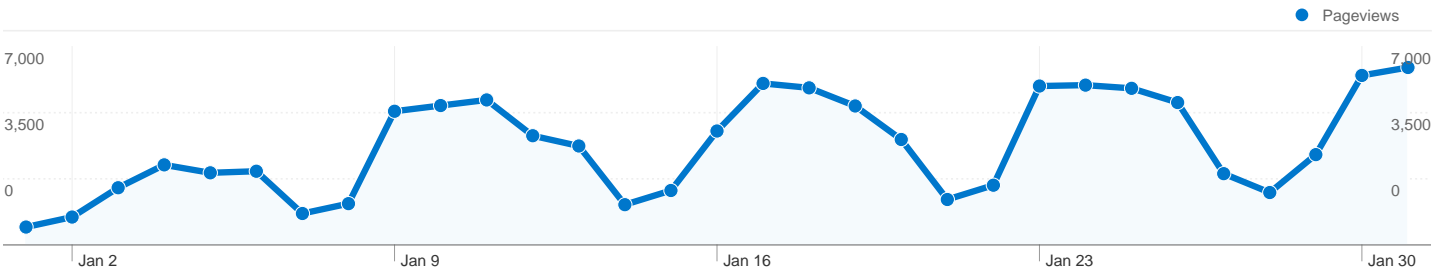
23.13% Search Engines



- **Direct Traffic**
29,968.00 (60.29%)
- **Search Engines**
11,499.00 (23.13%)
- **Referring Sites**
8,240.00 (16.58%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	29,968	60.29%	(not provided)	2,871	24.97%
google (organic)	10,458	21.04%	fogler library	1,989	17.30%
umaine.edu (referral)	5,321	10.70%	umaine library	774	6.73%
bing (organic)	596	1.20%	fogler	667	5.80%
libraries.maine.edu (referral)	572	1.15%	umaine fogler	275	2.39%



1,058 pages were viewed a total of 108,809 times





















Content Performance

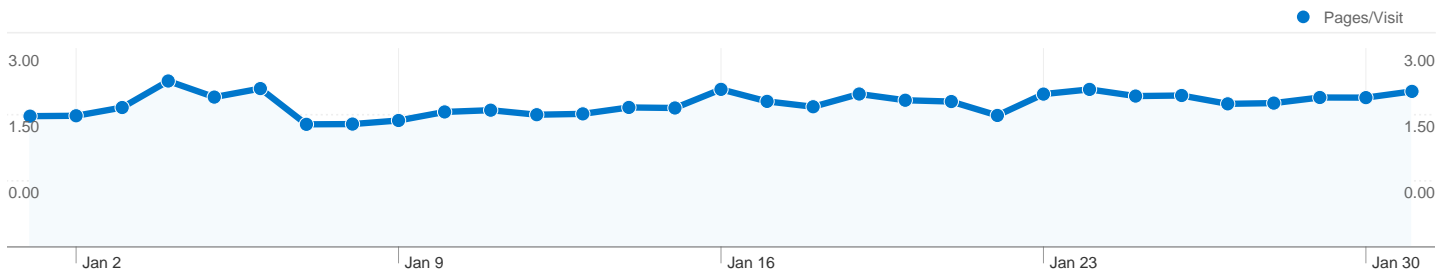
Pageviews 108,809 % of Site Total: 100.00%	Unique Pageviews 79,148 % of Site Total: 100.00%	Avg. Time on Page 00:02:18 Site Avg: 00:02:18 (0.00%)	Bounce Rate 59.92% Site Avg: 59.92% (0.00%)	% Exit 45.68% Site Avg: 45.68% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	52,426	40,425	00:02:23	59.36%	52.00%	\$0.00
/ejournals/	6,109	2,227	00:03:19	60.40%	29.81%	\$0.00
/indexesdb/Indexes.asp	6,095	4,558	00:01:32	45.35%	31.40%	\$0.00
/default_ursus.asp	5,830	4,777	00:04:26	70.85%	58.22%	\$0.00
/default_idb.asp	4,518	3,167	00:00:40	56.12%	15.52%	\$0.00
/default_res.htm	3,603	2,857	00:02:58	72.30%	60.81%	\$0.00
/indexesdb/Indexes.asp?search=A&range=SZ	2,335	1,821	00:05:08	76.47%	59.44%	\$0.00
/about/hours.htm	1,849	889	00:00:29	0.73%	40.13%	\$0.00
/indexesdb/Indexes.asp?search=A&range=AD	1,263	927	00:03:21	41.94%	47.19%	\$0.00
/default.asp	1,260	914	00:01:22	30.98%	26.03%	\$0.00

1 - 10 of 1,058

Most visits tracked: 1 pageviews

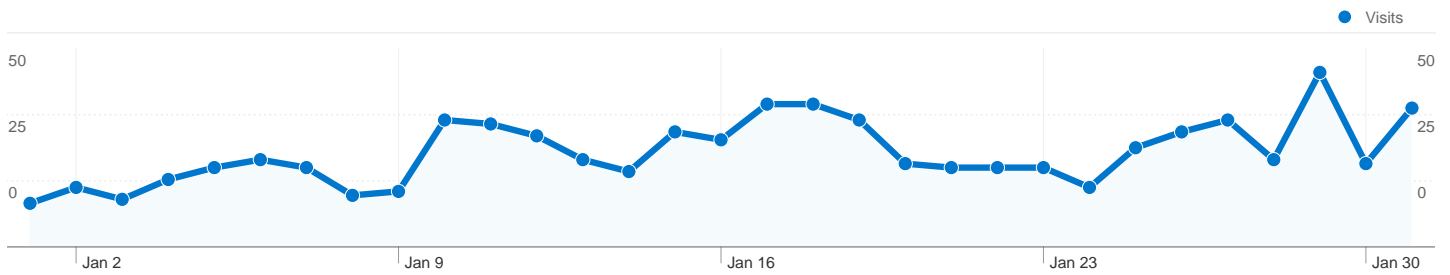
Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
1 pageviews	29,784.00	 59.92%
2 pageviews	9,380.00	 18.87%
3 pageviews	4,635.00	 9.32%
4 pageviews	1,930.00	 3.88%
5 pageviews	989.00	 1.99%
6 pageviews	809.00	 1.63%
7 pageviews	507.00	 1.02%
8 pageviews	320.00	 0.64%
9 pageviews	236.00	 0.47%
10 pageviews	191.00	 0.38%
11 pageviews	123.00	 0.25%
12 pageviews	113.00	 0.23%
13 pageviews	88.00	 0.18%
14 pageviews	76.00	 0.15%
15 pageviews	43.00	 0.09%
16 pageviews	51.00	 0.10%
17 pageviews	42.00	 0.08%
18 pageviews	46.00	 0.09%
19 pageviews	33.00	 0.07%
20+ pageviews	311.00	 0.63%



2.19 Pages/Visit

Sunday, January 1, 2012	1.98
Monday, January 2, 2012	1.98
Tuesday, January 3, 2012	2.11
Wednesday, January 4, 2012	2.51
Thursday, January 5, 2012	2.27
Friday, January 6, 2012	2.40
Saturday, January 7, 2012	1.85
Sunday, January 8, 2012	1.86
Monday, January 9, 2012	1.91
Tuesday, January 10, 2012	2.04
Wednesday, January 11, 2012	2.07
Thursday, January 12, 2012	2.00
Friday, January 13, 2012	2.01
Saturday, January 14, 2012	2.11
Sunday, January 15, 2012	2.10
Monday, January 16, 2012	2.38
Tuesday, January 17, 2012	2.20
Wednesday, January 18, 2012	2.12
Thursday, January 19, 2012	2.31
Friday, January 20, 2012	2.22
Saturday, January 21, 2012	2.20
Sunday, January 22, 2012	1.99
Monday, January 23, 2012	2.31
Tuesday, January 24, 2012	2.38
Wednesday, January 25, 2012	2.28
Thursday, January 26, 2012	2.29

Friday, January 27, 2012	2.16
Saturday, January 28, 2012	2.18
Sunday, January 29, 2012	2.26
Monday, January 30, 2012	2.26
Tuesday, January 31, 2012	2.35

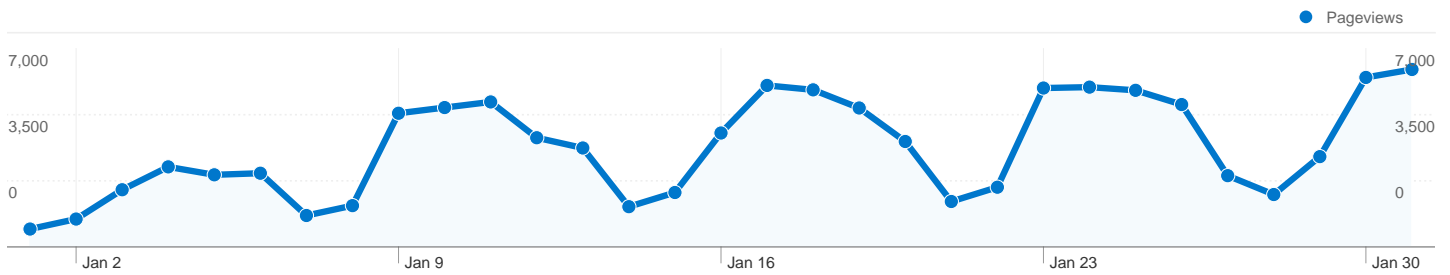


These mobile devices sent 740 visits via 6 operating systems

Site Usage

Visits 740 % of Site Total: 1.49%	Pages/Visit 2.14 Site Avg: 2.19 (-2.21%)	Avg. Time on Site 00:01:31 Site Avg: 00:02:44 (-44.41%)	% New Visits 63.38% Site Avg: 47.12% (34.50%)	Bounce Rate 44.46% Site Avg: 59.92% (-25.80%)	
Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
iPad	273	2.41	00:02:04	58.97%	43.59%
iPhone	216	1.96	00:00:55	64.81%	41.67%
Android	185	2.02	00:01:40	67.57%	49.19%
iPod	57	1.98	00:00:45	61.40%	43.86%
BlackBerry	8	1.62	00:00:04	87.50%	50.00%
SymbianOS	1	3.00	00:07:58	100.00%	0.00%

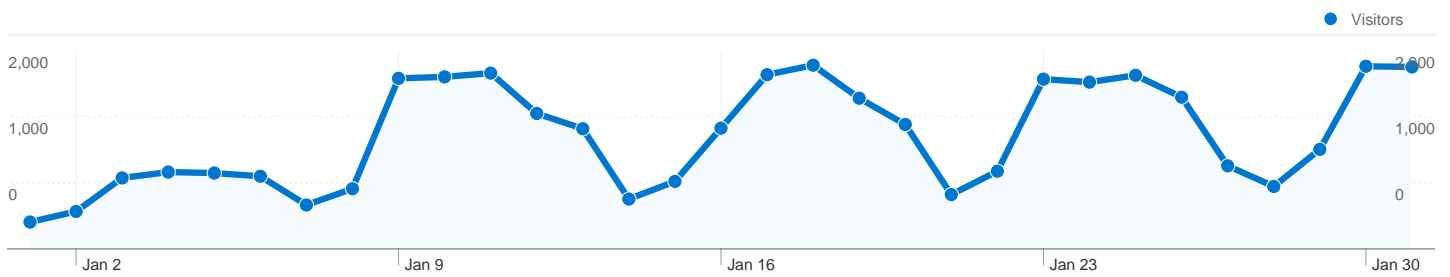
1 - 6 of 6



108,809 Pageviews

Sunday, January 1, 2012	0.58% (631)
Monday, January 2, 2012	0.90% (984)
Tuesday, January 3, 2012	1.85% (2,018)
Wednesday, January 4, 2012	2.60% (2,826)
Thursday, January 5, 2012	2.34% (2,545)
Friday, January 6, 2012	2.39% (2,601)
Saturday, January 7, 2012	1.02% (1,109)
Sunday, January 8, 2012	1.34% (1,457)
Monday, January 9, 2012	4.34% (4,718)
Tuesday, January 10, 2012	4.52% (4,919)
Wednesday, January 11, 2012	4.70% (5,117)
Thursday, January 12, 2012	3.54% (3,854)
Friday, January 13, 2012	3.21% (3,492)
Saturday, January 14, 2012	1.31% (1,420)
Sunday, January 15, 2012	1.77% (1,921)
Monday, January 16, 2012	3.70% (4,021)
Tuesday, January 17, 2012	5.24% (5,700)
Wednesday, January 18, 2012	5.10% (5,544)
Thursday, January 19, 2012	4.51% (4,904)
Friday, January 20, 2012	3.42% (3,721)
Saturday, January 21, 2012	1.47% (1,603)
Sunday, January 22, 2012	1.94% (2,108)
Monday, January 23, 2012	5.15% (5,608)
Tuesday, January 24, 2012	5.18% (5,640)
Wednesday, January 25, 2012	5.08% (5,527)
Thursday, January 26, 2012	4.62% (5,025)

Friday, January 27, 2012	2.31% (2,515)
Saturday, January 28, 2012	1.70% (1,849)
Sunday, January 29, 2012	2.93% (3,187)
Monday, January 30, 2012	5.50% (5,982)
Tuesday, January 31, 2012	5.76% (6,263)



27,989 people visited this site

49,707 Visits

27,989 Absolute Unique Visitors

108,809 Pageviews

2.19 Average Pageviews

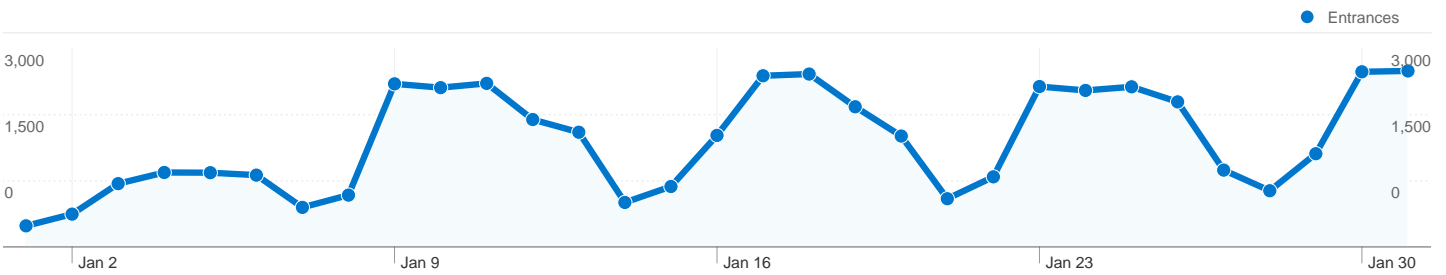
00:02:44 Time on Site

59.92% Bounce Rate

47.12% New Visits

Technical Profile

Browser	Visits	% visits
Firefox	26,173	52.65%
Internet Explorer	10,386	20.89%
Safari	7,422	14.93%
Chrome	5,147	10.35%
Opera	209	0.42%

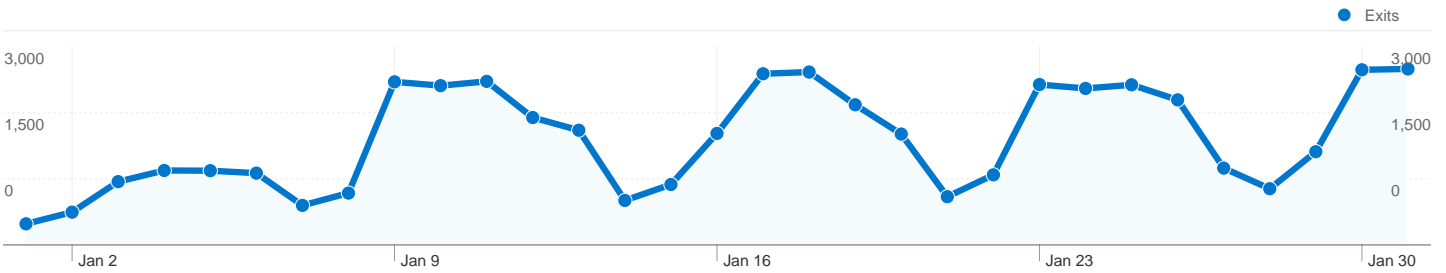


49,707 visits entered the site through 752 pages

Landing Pages

Page	Entrances	Bounces	Bounce Rate			
<table border="0" style="width:100%"> <tr> <td style="width:33%"> Entrances 49,707 % of Site Total: 100.00% </td> <td style="width:33%"> Bounces 29,784 % of Site Total: 100.00% </td> <td style="width:33%"> Bounce Rate 59.92% Site Avg: 59.92% (0.00%) </td> </tr> </table>				Entrances 49,707 % of Site Total: 100.00%	Bounces 29,784 % of Site Total: 100.00%	Bounce Rate 59.92% Site Avg: 59.92% (0.00%)
Entrances 49,707 % of Site Total: 100.00%	Bounces 29,784 % of Site Total: 100.00%	Bounce Rate 59.92% Site Avg: 59.92% (0.00%)				
Page	Entrances	Bounces	Bounce Rate			
/	39,902	23,686	59.36%			
/ejournals/	942	569	60.40%			
/indexesdb/Indexes.asp	613	278	45.35%			
/default_ursus.asp	470	333	70.85%			
/default_idb.asp	417	234	56.12%			
/about/hours.htm	413	3	0.73%			
/default_res.htm	408	295	72.30%			
/census/	241	51	21.16%			
/indexesdb/Indexes.asp?search=A&range=SZ	238	182	76.47%			
/theses/	216	138	63.89%			

1 - 10 of 752

















49,707 visits exited from 854 pages

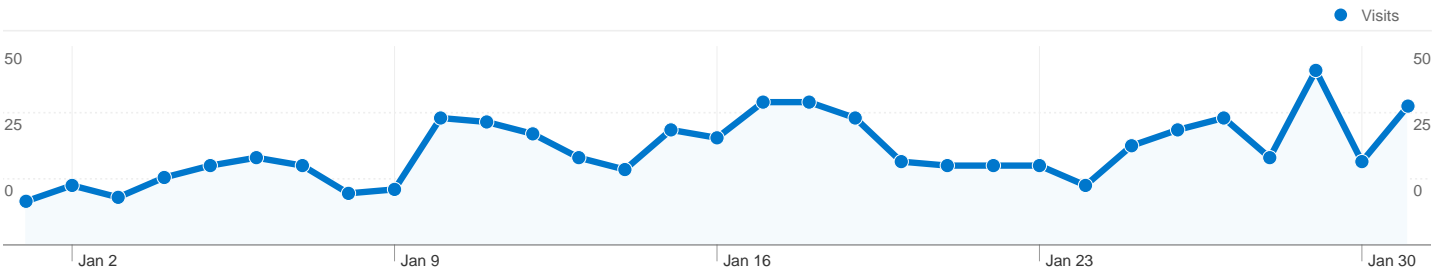
Exit Pages

Page	Exits	Pageviews	% Exit			
<table border="0" style="width:100%"> <tr> <td style="width:33%"> Exits 49,707 % of Site Total: 100.00% </td> <td style="width:33%"> Pageviews 108,376 % of Site Total: 99.60% </td> <td style="width:33%"> % Exit 45.87% Site Avg: 45.68% (0.40%) </td> </tr> </table>				Exits 49,707 % of Site Total: 100.00%	Pageviews 108,376 % of Site Total: 99.60%	% Exit 45.87% Site Avg: 45.68% (0.40%)
Exits 49,707 % of Site Total: 100.00%	Pageviews 108,376 % of Site Total: 99.60%	% Exit 45.87% Site Avg: 45.68% (0.40%)				
Page	Exits	Pageviews	% Exit			
/	27,261	52,426	52.00%			
/default_ursus.asp	3,394	5,830	58.22%			
/default_res.htm	2,191	3,603	60.81%			
/indexesdb/Indexes.asp	1,914	6,095	31.40%			
/ejournals/	1,821	6,109	29.81%			
/indexesdb/Indexes.asp?search=A&range=SZ	1,388	2,335	59.44%			
/about/hours.htm	742	1,849	40.13%			
/default_idb.asp	701	4,518	15.52%			
/indexesdb/Indexes.asp?search=A&range=HN	647	1,243	52.05%			
/indexesdb/Indexes.asp?search=A&range=AD	596	1,263	47.19%			

1 - 10 of 854

Most visits repeated: 1 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	23,103.00	 46.48%
2 times	3,170.00	 6.38%
3 times	1,721.00	 3.46%
4 times	1,719.00	 3.46%
5 times	1,515.00	 3.05%
6 times	1,193.00	 2.40%
7 times	973.00	 1.96%
8 times	842.00	 1.69%
9-14 times	2,865.00	 5.76%
15-25 times	2,376.00	 4.78%
26-50 times	2,528.00	 5.09%
51-100 times	2,109.00	 4.24%
101-200 times	2,055.00	 4.13%
201+ times	3,538.00	 7.12%

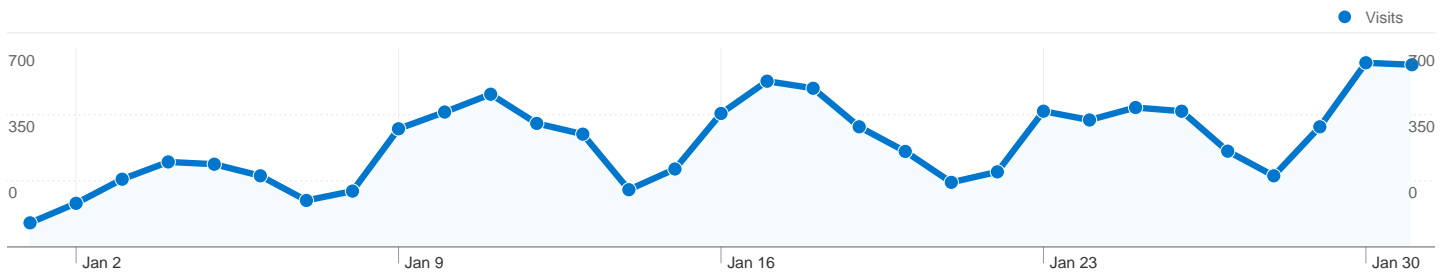


These mobile carriers sent 740 visits via 81 service providers

Site Usage

Visits 740 % of Site Total: 1.49%	Pages/Visit 2.14 Site Avg: 2.19 (-2.21%)	Avg. Time on Site 00:01:31 Site Avg: 00:02:44 (-44.41%)	% New Visits 63.38% Site Avg: 47.12% (34.50%)	Bounce Rate 44.46% Site Avg: 59.92% (-25.80%)	
Service Provider	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
road runner holdco llc	166	2.22	00:01:44	58.43%	40.36%
state of maine	132	2.60	00:01:58	51.52%	31.82%
cellco partnership dba verizon wireless	119	2.13	00:01:06	65.55%	40.34%
service provider corporation	94	1.79	00:01:36	68.09%	51.06%
fairpoint communications inc.	45	2.42	00:01:05	46.67%	26.67%
comcast cable communications inc.	15	2.73	00:04:38	80.00%	46.67%
t-mobile usa inc.	12	1.50	00:00:28	58.33%	58.33%
comcast cable communications holdings inc	11	1.55	00:01:06	63.64%	72.73%
sprint nextel corporation	11	2.00	00:01:10	72.73%	81.82%
verizon online llc	10	1.10	00:00:00	100.00%	90.00%

1 - 10 of 81



Search sent 11,499 total visits via 2,223 keywords

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
11,499 % of Site Total: 23.13%	2.33 Site Avg: 2.19 (6.34%)	00:02:18 Site Avg: 00:02:44 (-15.71%)	30.59% Site Avg: 47.12% (-35.09%)	48.67% Site Avg: 59.92% (-18.78%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(not provided)	2,871	2.18	00:01:43	16.86%	43.12%
fogler library	1,989	2.44	00:02:38	18.65%	45.65%
umaine library	774	2.63	00:02:07	25.32%	42.76%
fogler	667	2.70	00:02:08	20.39%	32.53%
umaine fogler	275	2.49	00:02:06	16.36%	39.27%
(not set)	197	4.46	00:04:20	0.51%	32.49%
umaine fogler library	190	2.11	00:02:57	15.26%	56.32%
library umaine	171	1.98	00:07:33	5.26%	49.12%
university of maine library	136	2.57	00:02:26	53.68%	48.53%
folger library umaine	99	2.86	00:02:20	25.25%	33.33%

1 - 10 of 2,223