

Site Usage

53,982 Visits

57.23% Bounce Rate

125,527 Pageviews

00:02:44 Avg. Time on Site

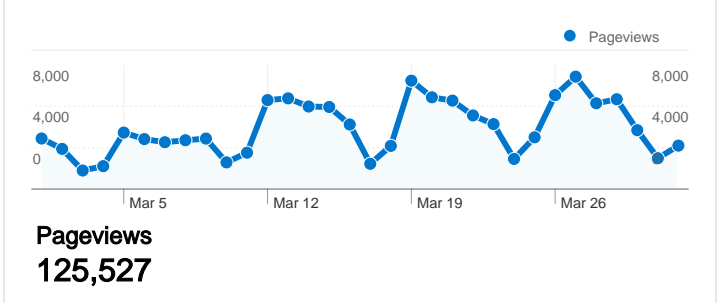
2.33 Pages/Visit

42.05% % New Visits

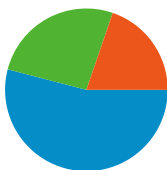
Top Content

Page	Pageviews	% visits
/default.asp	55,932	44.56%
/indexesdb/Indexes.asp	9,174	7.31%
/default_ursus.asp	6,657	5.30%
/ejournals/default.asp	6,517	5.19%
/default_idb.asp	6,216	4.95%

Pageviews for all visitors

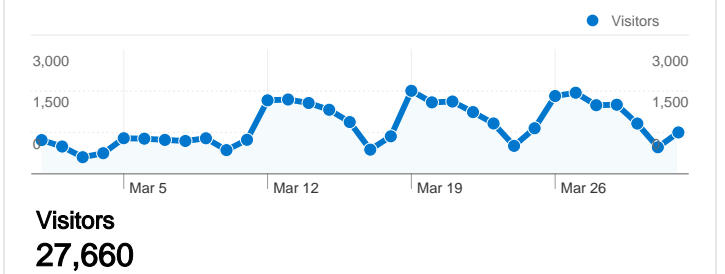


Traffic Sources Overview



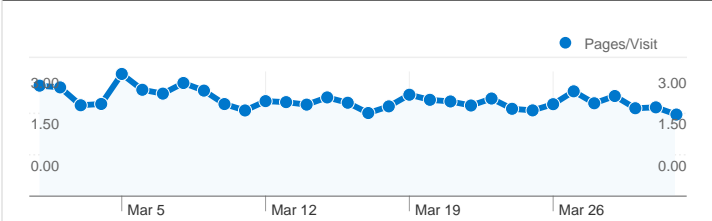
- **Direct Traffic**
29,182.00 (54.06%)
- **Search Engines**
14,140.00 (26.19%)
- **Referring Sites**
10,660.00 (19.75%)

Visitors Overview



Depth of Visit	
Pageviews in the visit	Visits with this many pageviews
<1 pageviews	> 0.00%
1 pageviews	57.24%
2 pageviews	19.70%
3 pageviews	10.31%
4 pageviews	4.06%
5 pageviews	2.26%
6 pageviews	1.73%
7 pageviews	1.06%
8 pageviews	0.79%
9 pageviews	0.56%
10 pageviews	0.38%
11 pageviews	0.27%
12 pageviews	0.21%
13 pageviews	0.20%
14 pageviews	0.16%
15 pageviews	0.11%
16 pageviews	0.10%
17 pageviews	0.09%
18 pageviews	0.08%
19 pageviews	0.06%
20+ pageviews	0.64%

Average Pageviews for all visitors

















Pages/Visit
2.33

Keywords		
Keyword	Visits	% visits
(not provided)	3,694	26.12%
fogler library	2,261	15.99%
fogler	880	6.22%
umaine library	835	5.91%
umaine fogler	233	1.65%

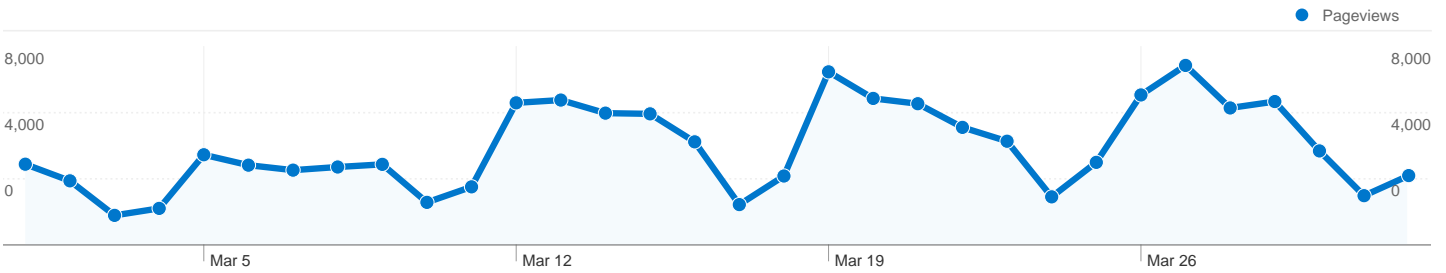
Top Landing Pages		
Page	Entrances	% visits
/default.asp	41,568	77.00%
/default_idb.asp	1,244	2.30%
/ejournals/default.asp	1,044	1.93%
/indexesdb/Indexes.asp	971	1.80%
/default_res.htm	763	1.41%

Top Exit Pages		
Page	Exits	% visits
/default.asp	26,916	49.86%
/default_ursus.asp	3,832	7.10%
/indexesdb/Indexes.asp	3,133	5.80%
/indexesdb/Indexes.asp?search	1,739	3.22%
/default_res.htm	1,724	3.19%

Mobile Devices		
Operating System	Visits	% visits
iPad	290	38.87%
iPhone	206	27.61%
Android	193	25.87%
iPod	40	5.36%
BlackBerry	12	1.61%

Visitor Loyalty	
Count of visits from this visitor including current	Visits that were the visitor's nth visit
1 times	 42.03%
2 times	 5.79%
3 times	 3.21%
4 times	 3.30%
5 times	 2.97%
6 times	 2.45%
7 times	 2.06%
8 times	 1.74%
9-14 times	 6.40%
15-25 times	 5.53%
26-50 times	 6.28%
51-100 times	 5.04%
101-200 times	 5.01%
201+ times	 8.20%

Mobile Carriers		
Service Provider	Visits	% visits
road runner holdco llc	204	27.35%
state of maine	123	16.49%
cellco partnership dba verizon	113	15.15%
service provider corporation	88	11.80%
fairpoint communications inc.	36	4.83%



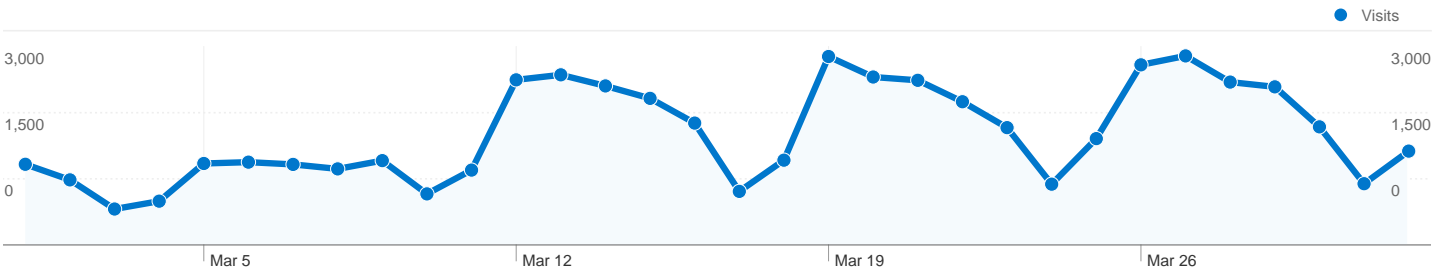
1,313 pages were viewed a total of 125,527 times

Content Performance

Pageviews 125,527 % of Site Total: 100.00%	Unique Pageviews 89,458 % of Site Total: 100.00%	Avg. Time on Page 00:02:04 Site Avg: 00:02:04 (0.00%)	Bounce Rate 57.23% Site Avg: 57.23% (0.00%)	% Exit 43.00% Site Avg: 43.00% (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
/default.asp	55,932	42,360	00:02:04	56.10%	48.12%	\$0.00
/indexesdb/Indexes.asp	9,174	6,622	00:01:36	56.13%	34.15%	\$0.00
/default_ursus.asp	6,657	5,425	00:04:05	59.52%	57.56%	\$0.00
/ejournals/default.asp	6,517	2,115	00:03:22	60.63%	26.39%	\$0.00
/default_idb.asp	6,216	4,690	00:00:38	37.46%	17.73%	\$0.00
/default_res.htm	2,799	2,346	00:02:25	78.11%	61.59%	\$0.00
/indexesdb/Indexes.asp?search=A&range=SZ	2,796	2,229	00:04:57	77.96%	62.20%	\$0.00
/about/hours.htm	2,070	999	00:00:27	0.00%	41.40%	\$0.00
/indexesdb/Indexes.asp?search=A&range=AD	1,820	1,319	00:03:58	59.52%	50.33%	\$0.00
/indexesdb/Indexes.asp?search=A&range=HN	1,765	1,385	00:03:48	63.18%	54.22%	\$0.00

1 - 10 of 1,313

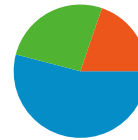


All traffic sources sent a total of 53,982 visits

54.06% Direct Traffic

19.75% Referring Sites

26.19% Search Engines























- **Direct Traffic**
29,182.00 (54.06%)
- **Search Engines**
14,140.00 (26.19%)
- **Referring Sites**
10,660.00 (19.75%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	29,182	54.06%	(not provided)	3,694	26.12%
google (organic)	13,069	24.21%	fogler library	2,261	15.99%
umaine.edu (referral)	6,927	12.83%	fogler	880	6.22%
libraries.maine.edu (referral)	908	1.68%	umaine library	835	5.91%
bing (organic)	539	1.00%	umaine fogler	233	1.65%

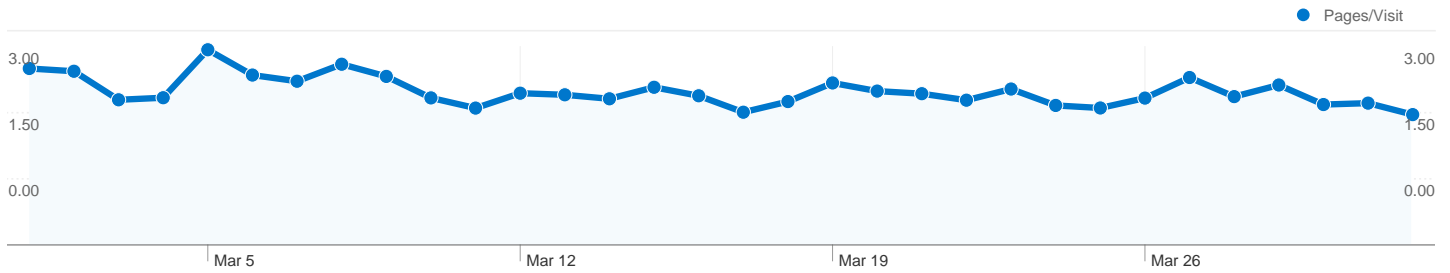
Most visits tracked: 1 pageviews

Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
<1 pageviews	1.00	> 0.00%
1 pageviews	30,897.00	 57.24%
2 pageviews	10,636.00	 19.70%
3 pageviews	5,563.00	 10.31%
4 pageviews	2,194.00	 4.06%
5 pageviews	1,219.00	 2.26%
6 pageviews	932.00	 1.73%
7 pageviews	572.00	 1.06%
8 pageviews	429.00	 0.79%
9 pageviews	304.00	 0.56%
10 pageviews	203.00	 0.38%
11 pageviews	144.00	 0.27%
12 pageviews	112.00	 0.21%
13 pageviews	107.00	 0.20%
14 pageviews	87.00	 0.16%
15 pageviews	60.00	 0.11%
16 pageviews	52.00	 0.10%
17 pageviews	47.00	 0.09%
18 pageviews	45.00	 0.08%
19 pageviews	32.00	 0.06%
20+ pageviews	346.00	 0.64%

Average Pageviews for all visitors

Mar 1, 2012 - Apr 1, 2012

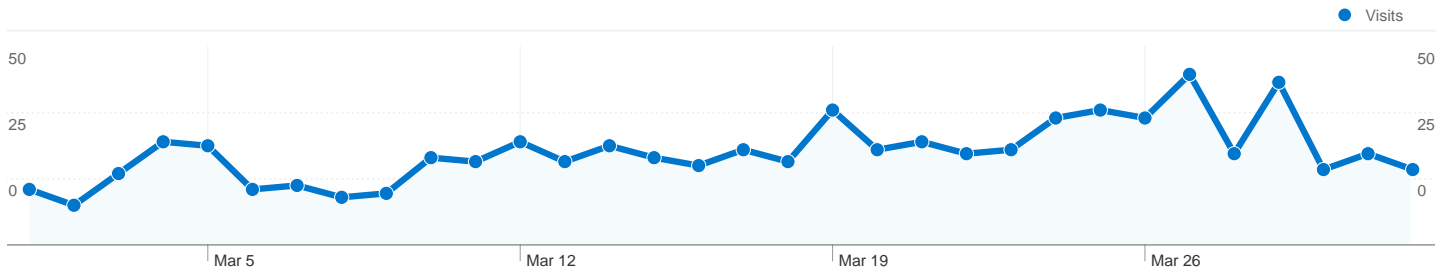
Comparing to: Site



2.33 Pages/Visit

Thursday, March 1, 2012	2.67
Friday, March 2, 2012	2.63
Saturday, March 3, 2012	2.20
Sunday, March 4, 2012	2.23
Monday, March 5, 2012	2.95
Tuesday, March 6, 2012	2.57
Wednesday, March 7, 2012	2.48
Thursday, March 8, 2012	2.73
Friday, March 9, 2012	2.55
Saturday, March 10, 2012	2.22
Sunday, March 11, 2012	2.07
Monday, March 12, 2012	2.30
Tuesday, March 13, 2012	2.27
Wednesday, March 14, 2012	2.21
Thursday, March 15, 2012	2.38
Friday, March 16, 2012	2.26
Saturday, March 17, 2012	2.01
Sunday, March 18, 2012	2.17
Monday, March 19, 2012	2.45
Tuesday, March 20, 2012	2.33
Wednesday, March 21, 2012	2.29
Thursday, March 22, 2012	2.19
Friday, March 23, 2012	2.36
Saturday, March 24, 2012	2.11
Sunday, March 25, 2012	2.07
Monday, March 26, 2012	2.22



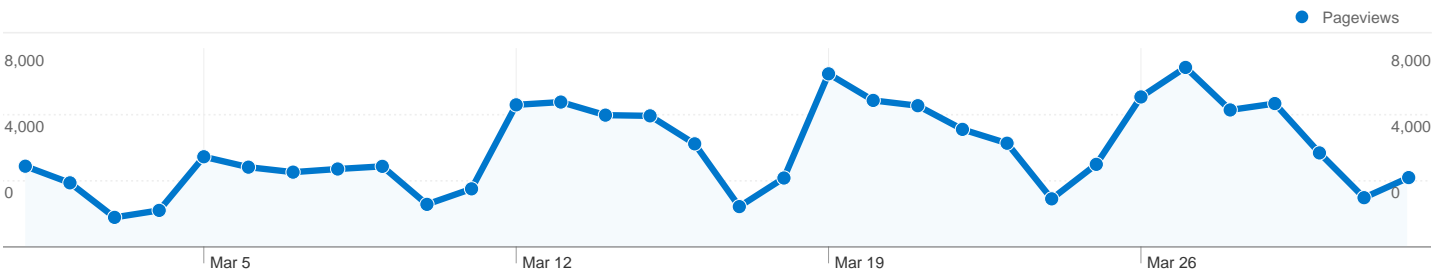


These mobile devices sent 746 visits via 8 operating systems

Site Usage

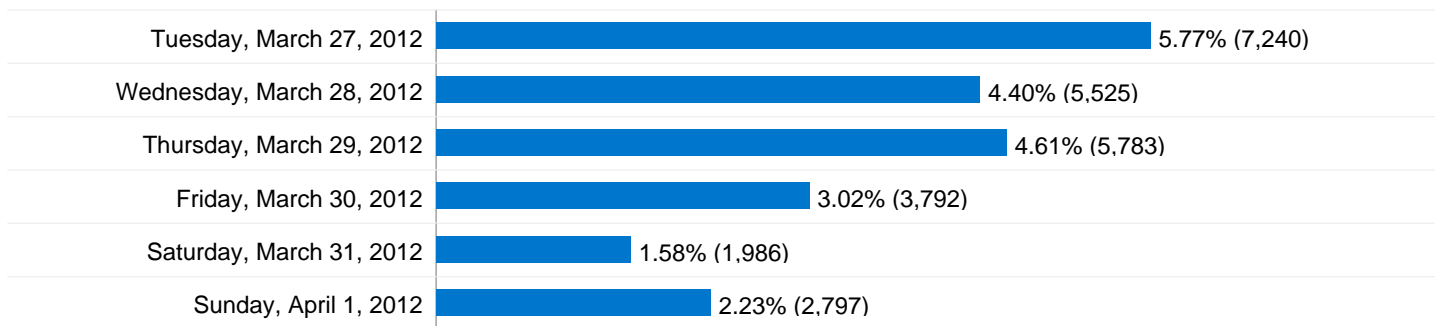
Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
iPad	290	2.18	00:01:27	51.72%	47.93%
iPhone	206	2.04	00:00:45	56.31%	42.23%
Android	193	2.03	00:00:47	61.66%	39.38%
iPod	40	1.85	00:00:37	57.50%	37.50%
BlackBerry	12	2.17	00:00:38	91.67%	58.33%
Nokia	2	1.50	00:00:26	100.00%	50.00%
SymbianOS	2	1.00	00:00:00	100.00%	100.00%
Windows Phone	1	1.00	00:00:00	100.00%	100.00%

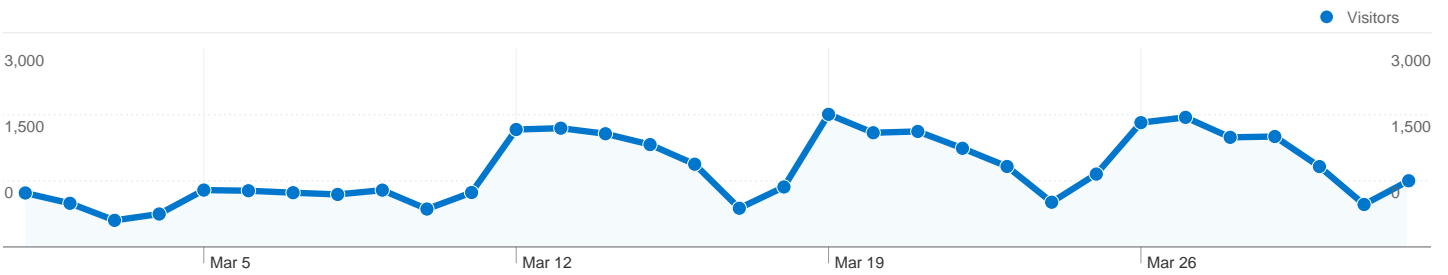
1 - 8 of 8



125,527 Pageviews

Thursday, March 1, 2012	2.59% (3,256)
Friday, March 2, 2012	2.06% (2,585)
Saturday, March 3, 2012	0.95% (1,192)
Sunday, March 4, 2012	1.17% (1,474)
Monday, March 5, 2012	2.90% (3,637)
Tuesday, March 6, 2012	2.56% (3,217)
Wednesday, March 7, 2012	2.40% (3,016)
Thursday, March 8, 2012	2.50% (3,143)
Friday, March 9, 2012	2.59% (3,250)
Saturday, March 10, 2012	1.37% (1,717)
Sunday, March 11, 2012	1.87% (2,343)
Monday, March 12, 2012	4.57% (5,731)
Tuesday, March 13, 2012	4.65% (5,843)
Wednesday, March 14, 2012	4.23% (5,316)
Thursday, March 15, 2012	4.21% (5,287)
Friday, March 16, 2012	3.31% (4,158)
Saturday, March 17, 2012	1.30% (1,626)
Sunday, March 18, 2012	2.21% (2,780)
Monday, March 19, 2012	5.56% (6,982)
Tuesday, March 20, 2012	4.71% (5,910)
Wednesday, March 21, 2012	4.54% (5,696)
Thursday, March 22, 2012	3.78% (4,742)
Friday, March 23, 2012	3.33% (4,183)
Saturday, March 24, 2012	1.54% (1,939)
Sunday, March 25, 2012	2.65% (3,331)
Monday, March 26, 2012	4.82% (6,050)






27,660 people visited this site


 **53,982** Visits

 **27,660** Absolute Unique Visitors

 **125,527** Pageviews

 **2.33** Average Pageviews

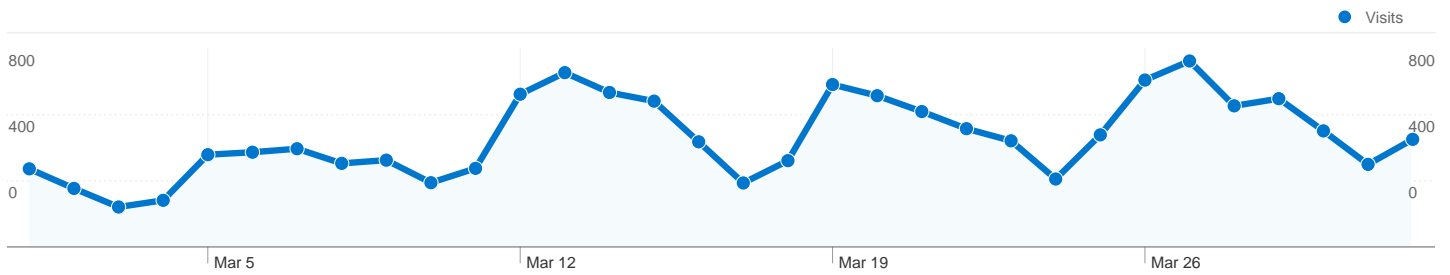
 **00:02:44** Time on Site

 **57.23%** Bounce Rate

 **42.05%** New Visits

Technical Profile

Browser	Visits	% visits
Firefox	26,196	48.53%
Internet Explorer	10,592	19.62%
Safari	10,206	18.91%
Chrome	6,424	11.90%
Android Browser	191	0.35%

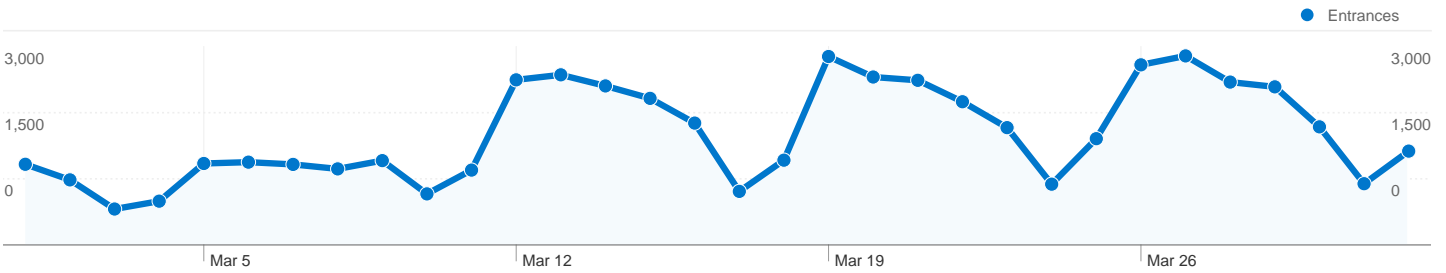


Search sent 14,140 total visits via 2,408 keywords

Site Usage

Visits 14,140 % of Site Total: 26.19%	Pages/Visit 2.48 Site Avg: 2.33 (6.83%)	Avg. Time on Site 00:02:17 Site Avg: 00:02:44 (-16.35%)	% New Visits 26.07% Site Avg: 42.05% (-38.00%)	Bounce Rate 45.77% Site Avg: 57.23% (-20.03%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(not provided)	3,694	2.35	00:01:52	15.21%	41.07%
fogler library	2,261	3.10	00:02:52	15.75%	41.26%
fogler	880	2.62	00:02:09	17.73%	37.39%
umaine library	835	2.54	00:02:19	21.44%	39.40%
umaine fogler	233	2.89	00:02:08	25.32%	23.61%
(not set)	195	4.54	00:03:37	0.00%	27.18%
folger library umaine	183	2.66	00:01:51	23.50%	33.88%
books on university of maine oro	181	2.78	00:03:54	0.00%	0.55%
fogler library hours	160	2.27	00:01:06	21.88%	12.50%
miniweb	148	2.05	00:01:33	0.00%	64.86%

1 - 10 of 2,408

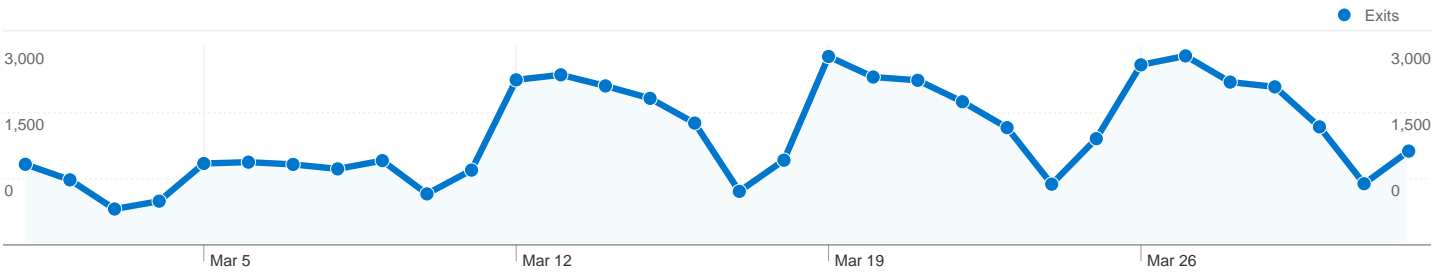


53,981 visits entered the site through 890 pages

Landing Pages

Page	Entrances	Bounces	Bounce Rate			
<table border="0" style="width:100%"> <tr> <td style="width:33%"> Entrances 53,981 % of Site Total: 100.00% </td> <td style="width:33%"> Bounces 30,896 % of Site Total: 100.00% </td> <td style="width:33%"> Bounce Rate 57.23% Site Avg: 57.23% (0.00%) </td> </tr> </table>				Entrances 53,981 % of Site Total: 100.00%	Bounces 30,896 % of Site Total: 100.00%	Bounce Rate 57.23% Site Avg: 57.23% (0.00%)
Entrances 53,981 % of Site Total: 100.00%	Bounces 30,896 % of Site Total: 100.00%	Bounce Rate 57.23% Site Avg: 57.23% (0.00%)				
/default.asp	41,568	23,318	56.10%			
/default_idb.asp	1,244	466	37.46%			
/ejournals/default.asp	1,044	633	60.63%			
/indexesdb/Indexes.asp	971	545	56.13%			
/default_res.htm	763	596	78.11%			
/default_ursus.asp	704	419	59.52%			
/about/hours.htm	503	0	0.00%			
/census/default.asp	257	56	21.79%			
/indexesdb/Indexes.asp?search=A&range=SZ	245	191	77.96%			
/yearbooks/default.asp	245	26	10.61%			

1 - 10 of 890

















53,981 visits exited from 1,026 pages

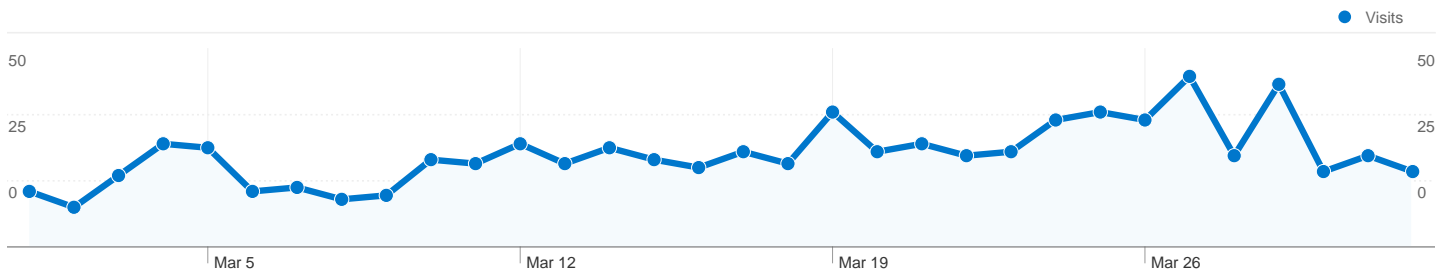
Exit Pages

Page	Exits	Pageviews	% Exit			
<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;"> Exits 53,981 % of Site Total: 100.00% </td> <td style="width: 33%;"> Pageviews 123,680 % of Site Total: 98.53% </td> <td style="width: 33%;"> % Exit 43.65% Site Avg: 43.00% (1.49%) </td> </tr> </table>				Exits 53,981 % of Site Total: 100.00%	Pageviews 123,680 % of Site Total: 98.53%	% Exit 43.65% Site Avg: 43.00% (1.49%)
Exits 53,981 % of Site Total: 100.00%	Pageviews 123,680 % of Site Total: 98.53%	% Exit 43.65% Site Avg: 43.00% (1.49%)				
/default.asp	26,916	55,932	48.12%			
/default_ursus.asp	3,832	6,657	57.56%			
/indexesdb/Indexes.asp	3,133	9,174	34.15%			
/indexesdb/Indexes.asp?search=A&range=SZ	1,739	2,796	62.20%			
/default_res.htm	1,724	2,799	61.59%			
/ejournals/default.asp	1,720	6,517	26.39%			
/default_idb.asp	1,102	6,216	17.73%			
/indexesdb/Indexes.asp?search=A&range=HN	957	1,765	54.22%			
/indexesdb/Indexes.asp?search=A&range=AD	916	1,820	50.33%			
/indexesdb/Indexes.asp?search=A&range=NS	884	1,525	57.97%			

1 - 10 of 1,026

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	22,686.00	 42.03%
2 times	3,125.00	 5.79%
3 times	1,731.00	 3.21%
4 times	1,782.00	 3.30%
5 times	1,601.00	 2.97%
6 times	1,323.00	 2.45%
7 times	1,112.00	 2.06%
8 times	939.00	 1.74%
9-14 times	3,456.00	 6.40%
15-25 times	2,985.00	 5.53%
26-50 times	3,391.00	 6.28%
51-100 times	2,721.00	 5.04%
101-200 times	2,706.00	 5.01%
201+ times	4,424.00	 8.20%



These mobile carriers sent 746 visits via 83 service providers

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
746 % of Site Total: 1.38%	2.08 Site Avg: 2.33 (-10.59%)	00:01:01 Site Avg: 00:02:44 (-62.81%)	56.84% Site Avg: 42.05% (35.18%)	43.97% Site Avg: 57.23% (-23.18%)	
Service Provider	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
road runner holdco llc	204	2.32	00:01:19	45.59%	40.69%
state of maine	123	2.22	00:00:49	43.09%	27.64%
cellco partnership dba verizon wireless	113	2.19	00:01:01	57.52%	37.17%
service provider corporation	88	1.76	00:00:33	63.64%	45.45%
fairpoint communications inc.	36	2.22	00:01:20	41.67%	38.89%
comcast cable communications inc.	17	1.94	00:03:44	76.47%	64.71%
verizon online llc	13	1.31	00:00:17	100.00%	76.92%
t-mobile usa inc.	12	2.42	00:00:50	50.00%	16.67%
sprint nextel corporation	11	1.55	00:00:06	72.73%	63.64%
charter communications	7	1.29	00:00:03	100.00%	71.43%

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