

Site Usage

31,526 Visits

59.19% Bounce Rate

69,018 Pageviews

00:02:53 Avg. Time on Site

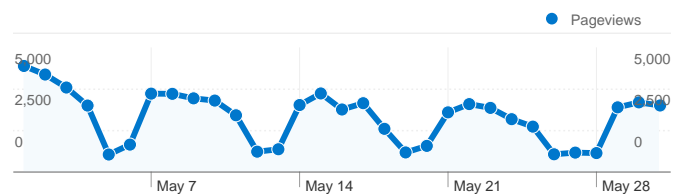
2.19 Pages/Visit

40.24% % New Visits

Top Content

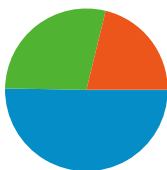
Page	Pageviews	% visits
/default.asp	30,517	44.22%
/ejournals/default.asp	4,212	6.10%
/indexesdb/Indexes.asp	4,139	6.00%
/default_ursus.asp	3,627	5.26%
/default_idb.asp	2,555	3.70%

Pageviews for all visitors



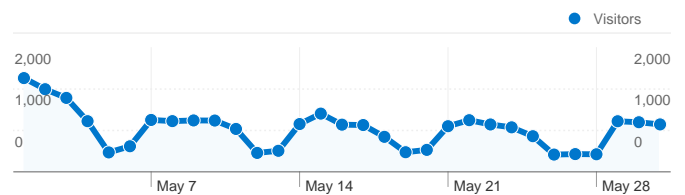
Pageviews
69,018

Traffic Sources Overview



- **Direct Traffic**
15,850.00 (50.28%)
- **Search Engines**
8,995.00 (28.53%)
- **Referring Sites**
6,680.00 (21.19%)
- **Other**
1 (> 0.00%)

Visitors Overview



Visitors
15,454

Depth of Visit	
Pageviews in the visit	Visits with this many pageviews
1 pageviews	59.19%
2 pageviews	19.13%
3 pageviews	9.71%
4 pageviews	3.99%
5 pageviews	2.14%
6 pageviews	1.48%
7 pageviews	0.98%
8 pageviews	0.70%
9 pageviews	0.54%
10 pageviews	0.36%
11 pageviews	0.23%
12 pageviews	0.21%
13 pageviews	0.21%
14 pageviews	0.16%
15 pageviews	0.10%
16 pageviews	0.13%
17 pageviews	0.11%
18 pageviews	0.05%
19 pageviews	0.06%
20+ pageviews	0.52%

Keywords		
Keyword	Visits	% visits
(not provided)	2,650	29.46%
fogler library	1,083	12.04%
fogler	380	4.22%
umaine library	253	2.81%
university of maine library	221	2.46%

Top Landing Pages		
Page	Entrances	% visits
/default.asp	22,324	70.81%
/ejournals/default.asp	930	2.95%
/indexesdb/Indexes.asp	745	2.36%
/default_idb.asp	602	1.91%
/default_ursus.asp	566	1.80%

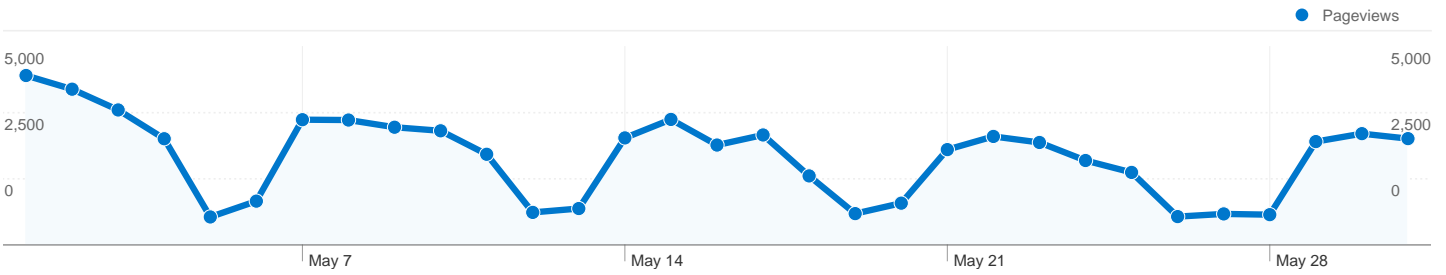
Top Exit Pages		
Page	Exits	% visits
/default.asp	15,568	49.38%
/default_ursus.asp	2,282	7.24%
/ejournals/default.asp	1,533	4.86%
/indexesdb/Indexes.asp	1,419	4.50%
/indexesdb/Indexes.asp?search	1,234	3.91%



Mobile Devices		
Operating System	Visits	% visits
iPad	240	39.67%
iPhone	160	26.45%
Android	125	20.66%
iOS	34	5.62%
iPod	28	4.63%

Visitor Loyalty	
Count of visits from this visitor including current	Visits that were the visitor's nth visit
1 times	40.26%
2 times	5.83%
3 times	2.96%
4 times	3.08%
5 times	2.60%
6 times	1.86%
7 times	1.43%
8 times	1.34%
9-14 times	4.79%
15-25 times	4.47%
26-50 times	6.00%
51-100 times	6.20%
101-200 times	5.33%
201+ times	13.86%

Mobile Carriers		
Service Provider	Visits	% visits
road runner holdco llc	145	23.97%
service provider corporation	99	16.36%
cellco partnership dba verizon	74	12.23%
state of maine	66	10.91%
fairpoint communications inc.	41	6.78%



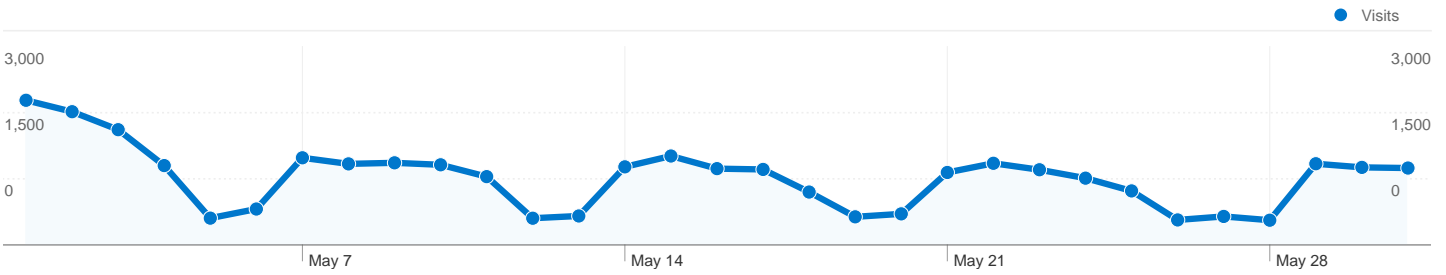
1,064 pages were viewed a total of 69,018 times

Content Performance

Pageviews 69,018 % of Site Total: 100.00%	Unique Pageviews 49,128 % of Site Total: 100.00%	Avg. Time on Page 00:02:25 Site Avg: 00:02:25 (0.00%)	Bounce Rate 59.19% Site Avg: 59.19% (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
/default.asp	30,517	22,876	00:02:42	58.43%	51.01%	\$0.00
/ejournals/default.asp	4,212	1,793	00:04:26	58.60%	36.40%	\$0.00
/indexesdb/Indexes.asp	4,139	3,266	00:01:17	50.60%	34.28%	\$0.00
/default_ursus.asp	3,627	3,117	00:05:09	53.71%	62.92%	\$0.00
/default_idb.asp	2,555	1,979	00:00:27	50.83%	18.71%	\$0.00
/indexesdb/Indexes.asp?search=A&range=SZ	1,956	1,553	00:05:36	71.43%	63.09%	\$0.00
/about/hours.htm	1,646	791	00:00:25	0.00%	41.86%	\$0.00
/indexesdb/Indexes.asp?search=A&range=HN	905	709	00:03:38	70.91%	55.14%	\$0.00
/default_res.htm	711	591	00:01:48	71.43%	53.59%	\$0.00
/indexesdb/Indexes.asp?search=A&range=NS	647	544	00:04:39	80.56%	61.67%	\$0.00

1 - 10 of 1,064



All traffic sources sent a total of 31,526 visits

50.28% Direct Traffic

21.19% Referring Sites

28.53% Search Engines























- Direct Traffic
15,850.00 (50.28%)
- Search Engines
8,995.00 (28.53%)
- Referring Sites
6,680.00 (21.19%)
- Other
1 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	15,850	50.28%	(not provided)	2,650	29.46%
google (organic)	8,317	26.38%	fogler library	1,083	12.04%
umaine.edu (referral)	3,333	10.57%	fogler	380	4.22%
libraries.maine.edu (referral)	594	1.88%	umaine library	253	2.81%
qq4nm4zz3u.search.serialssolu	451	1.43%	university of maine library	221	2.46%

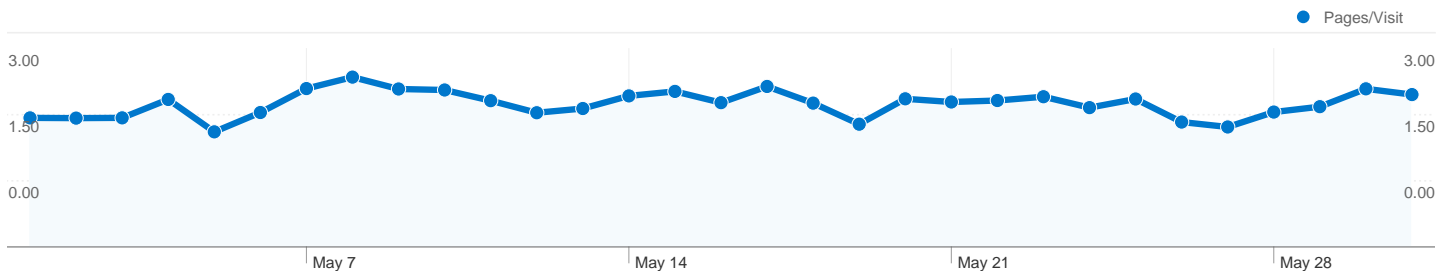
Most visits tracked: 1 pageviews

Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
1 pageviews	18,659.00	 59.19%
2 pageviews	6,030.00	 19.13%
3 pageviews	3,062.00	 9.71%
4 pageviews	1,257.00	 3.99%
5 pageviews	674.00	 2.14%
6 pageviews	467.00	 1.48%
7 pageviews	310.00	 0.98%
8 pageviews	221.00	 0.70%
9 pageviews	171.00	 0.54%
10 pageviews	112.00	 0.36%
11 pageviews	73.00	 0.23%
12 pageviews	67.00	 0.21%
13 pageviews	67.00	 0.21%
14 pageviews	49.00	 0.16%
15 pageviews	30.00	 0.10%
16 pageviews	42.00	 0.13%
17 pageviews	36.00	 0.11%
18 pageviews	16.00	 0.05%
19 pageviews	18.00	 0.06%
20+ pageviews	165.00	 0.52%

Average Pageviews for all visitors

May 1, 2012 - May 31, 2012

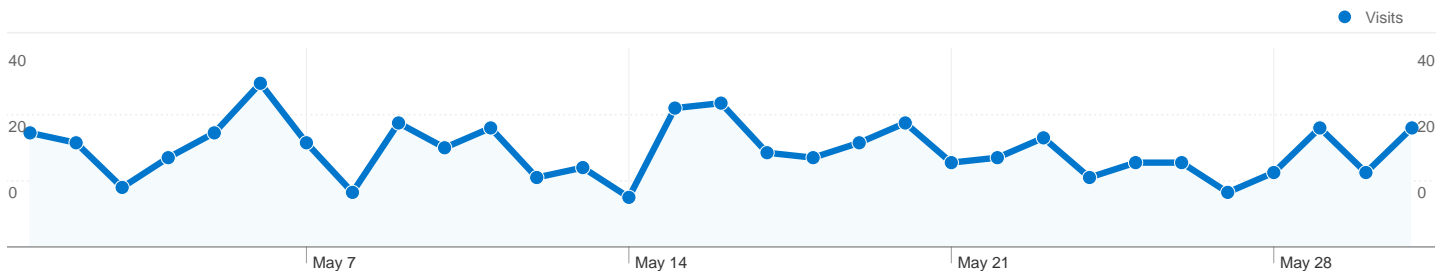
Comparing to: Site



2.19 Pages/Visit

Tuesday, May 1, 2012	1.95
Wednesday, May 2, 2012	1.95
Thursday, May 3, 2012	1.95
Friday, May 4, 2012	2.23
Saturday, May 5, 2012	1.74
Sunday, May 6, 2012	2.03
Monday, May 7, 2012	2.40
Tuesday, May 8, 2012	2.57
Wednesday, May 9, 2012	2.39
Thursday, May 10, 2012	2.37
Friday, May 11, 2012	2.21
Saturday, May 12, 2012	2.03
Sunday, May 13, 2012	2.09
Monday, May 14, 2012	2.28
Tuesday, May 15, 2012	2.35
Wednesday, May 16, 2012	2.18
Thursday, May 17, 2012	2.43
Friday, May 18, 2012	2.18
Saturday, May 19, 2012	1.86
Sunday, May 20, 2012	2.24
Monday, May 21, 2012	2.19
Tuesday, May 22, 2012	2.21
Wednesday, May 23, 2012	2.27
Thursday, May 24, 2012	2.11
Friday, May 25, 2012	2.24
Saturday, May 26, 2012	1.89



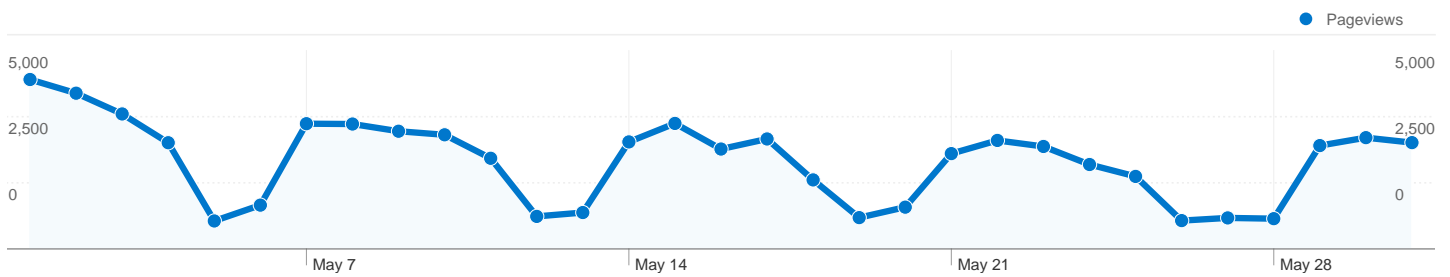


These mobile devices sent 605 visits via 10 operating systems

Site Usage






Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 605 % of Site Total: 1.92%	Pages/Visit 1.95 Site Avg: 2.19 (-11.14%)	Avg. Time on Site 00:01:03 Site Avg: 00:02:53 (-63.32%)	% New Visits 62.31% Site Avg: 40.24% (54.84%)	Bounce Rate 44.30% Site Avg: 59.19% (-25.16%)	
iPad	240	2.00	00:01:14	57.08%	46.25%
iPhone	160	1.81	00:00:40	64.38%	43.75%
Android	125	1.94	00:00:57	67.20%	47.20%
iOS	34	2.09	00:01:50	61.76%	20.59%
iPod	28	2.32	00:01:05	67.86%	39.29%
BlackBerry	12	1.83	00:01:52	83.33%	41.67%
Windows Phone	3	1.33	00:01:21	0.00%	66.67%
Nokia	1	1.00	00:00:00	100.00%	100.00%
Samsung	1	1.00	00:00:00	100.00%	100.00%
SymbianOS	1	1.00	00:00:00	100.00%	100.00%

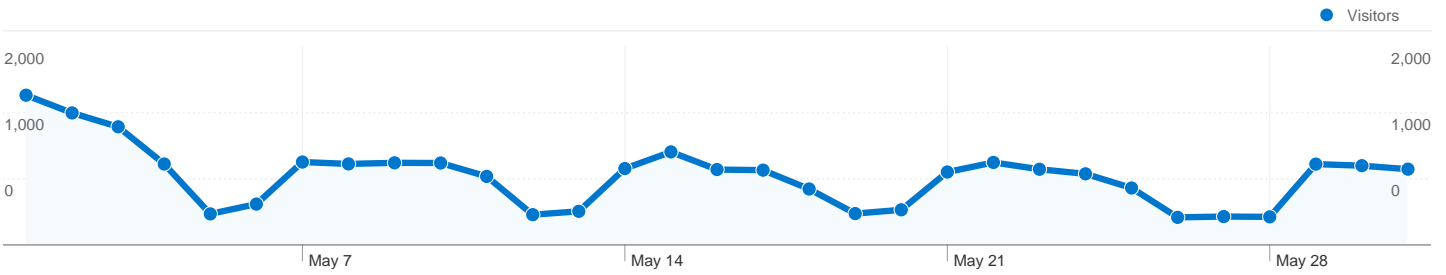
1 - 10 of 10



69,018 Pageviews

Tuesday, May 1, 2012	6.19% (4,271)
Wednesday, May 2, 2012	5.69% (3,926)
Thursday, May 3, 2012	4.93% (3,403)
Friday, May 4, 2012	3.88% (2,677)
Saturday, May 5, 2012	1.02% (705)
Sunday, May 6, 2012	1.60% (1,104)
Monday, May 7, 2012	4.57% (3,157)
Tuesday, May 8, 2012	4.56% (3,149)
Wednesday, May 9, 2012	4.30% (2,967)
Thursday, May 10, 2012	4.17% (2,877)
Friday, May 11, 2012	3.31% (2,285)
Saturday, May 12, 2012	1.19% (820)
Sunday, May 13, 2012	1.33% (917)
Monday, May 14, 2012	3.91% (2,698)
Tuesday, May 15, 2012	4.58% (3,164)
Wednesday, May 16, 2012	3.65% (2,518)
Thursday, May 17, 2012	4.02% (2,772)
Friday, May 18, 2012	2.52% (1,740)
Saturday, May 19, 2012	1.14% (789)
Sunday, May 20, 2012	1.53% (1,053)
Monday, May 21, 2012	3.48% (2,403)
Tuesday, May 22, 2012	3.96% (2,735)
Wednesday, May 23, 2012	3.74% (2,583)
Thursday, May 24, 2012	3.08% (2,128)
Friday, May 25, 2012	2.65% (1,828)
Saturday, May 26, 2012	1.03% (714)

Sunday, May 27, 2012	 1.13% (782)
Monday, May 28, 2012	 1.11% (763)
Tuesday, May 29, 2012	 3.77% (2,605)
Wednesday, May 30, 2012	 4.06% (2,805)
Thursday, May 31, 2012	 3.88% (2,680)



15,454 people visited this site

31,526 Visits

15,454 Absolute Unique Visitors

69,018 Pageviews

2.19 Average Pageviews

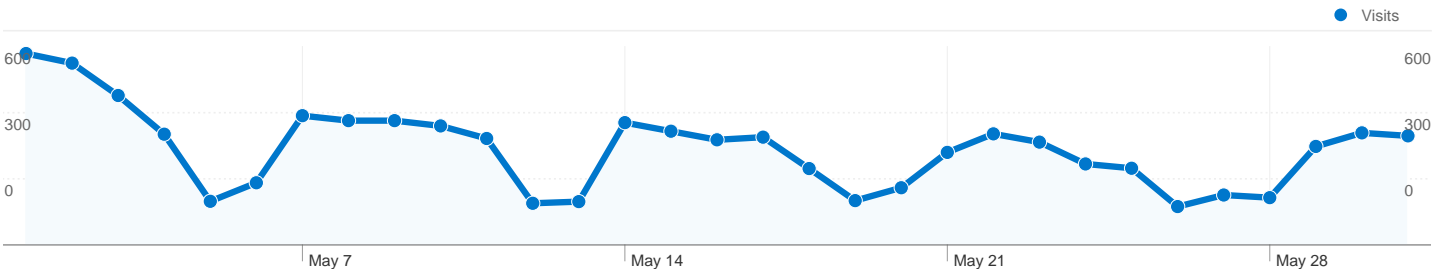
00:02:53 Time on Site

59.19% Bounce Rate

40.24% New Visits

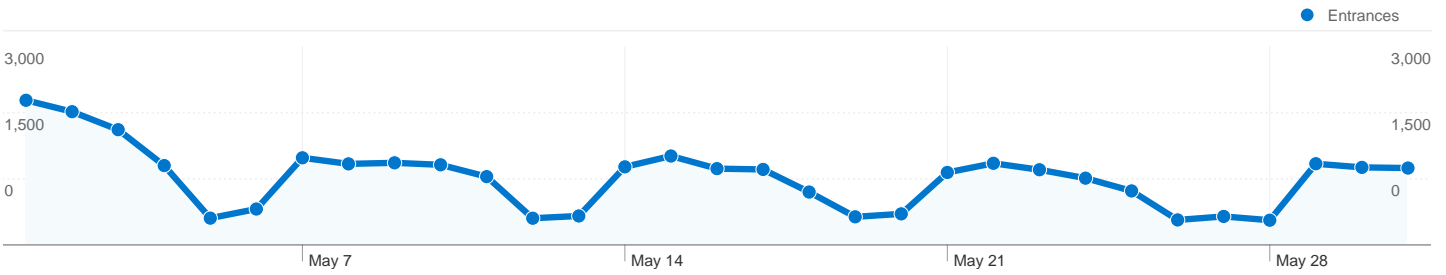
Technical Profile

Browser	Visits	% visits
Firefox	15,279	48.46%
Internet Explorer	6,942	22.02%
Safari	5,301	16.81%
Chrome	3,459	10.97%
Android Browser	121	0.38%



Search sent 8,995 total visits via 1,778 keywords

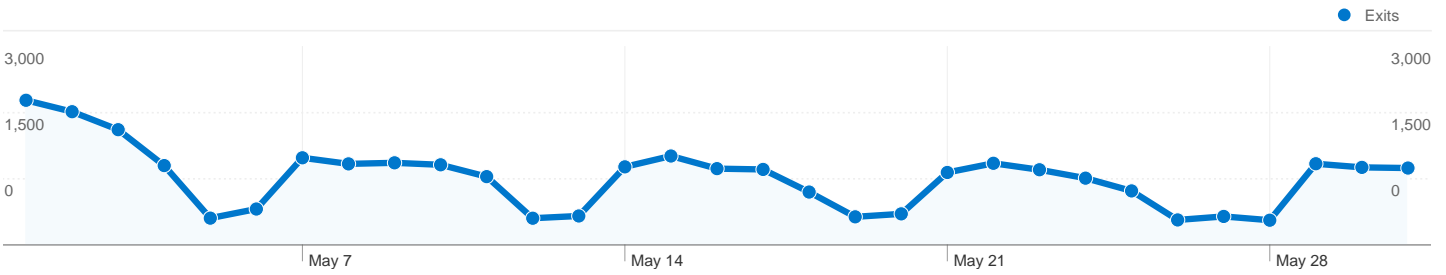
Site Usage						
Visits 8,995 % of Site Total: 28.53%	Pages/Visit 2.22 Site Avg: 2.19 (1.25%)	Avg. Time on Site 00:02:13 Site Avg: 00:02:53 (-23.05%)	% New Visits 29.68% Site Avg: 40.24% (-26.24%)	Bounce Rate 52.35% Site Avg: 59.19% (-11.55%)		
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
(not provided)	2,650	2.14	00:01:46	20.83%	45.74%	
fogler library	1,083	2.31	00:02:04	16.99%	47.37%	
fogler	380	2.32	00:01:34	18.95%	39.74%	
umaine library	253	2.18	00:01:34	29.25%	45.45%	
university of maine library	221	1.76	00:02:29	26.70%	63.35%	
umaine fogler	198	1.91	00:01:47	17.68%	53.03%	
fogler library hours	167	1.76	00:00:42	13.77%	49.70%	
holiday schedule	166	1.83	00:07:12	0.00%	59.64%	
fogler library umaine	118	1.36	00:01:16	8.47%	87.29%	
william tell club	107	2.48	00:01:29	0.00%	0.93%	
1 - 10 of 1,778						



31,526 visits entered the site through 720 pages

Landing Pages

Page	Entrances	Bounces	Bounce Rate
Entrances 31,526 % of Site Total: 100.00%	Bounces 18,659 % of Site Total: 100.00%	Bounce Rate 59.19% Site Avg: 59.19% (0.00%)	
/default.asp	22,324	13,043	58.43%
/ejournals/default.asp	930	545	58.60%
/indexesdb/Indexes.asp	745	377	50.60%
/default_idb.asp	602	306	50.83%
/default_ursus.asp	566	304	53.71%
/about/hours.htm	407	0	0.00%
/census/default.asp	273	59	21.61%
/yearbooks/default.asp	217	32	14.75%
/indexesdb/Indexes.asp?search=A&range=SZ	203	145	71.43%
/um/pagepush/http://library.umaine.edu	197	184	93.40%
			1 - 10 of 720

















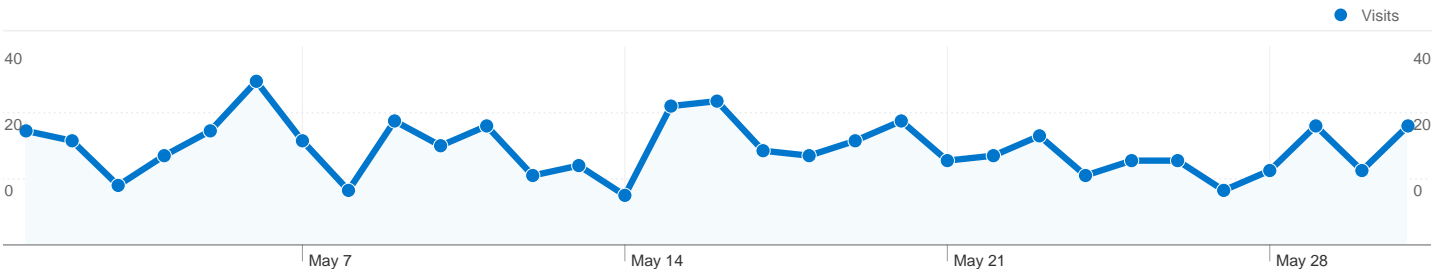
31,526 visits exited from 840 pages

Exit Pages

Page	Exits	Pageviews	% Exit
Exits 31,526 % of Site Total: 100.00%	Pageviews 68,116 % of Site Total: 98.69%	% Exit 46.28% Site Avg: 45.68% (1.32%)	
Page	Exits	Pageviews	% Exit
/default.asp	15,568	30,517	51.01%
/default_ursus.asp	2,282	3,627	62.92%
/ejournals/default.asp	1,533	4,212	36.40%
/indexesdb/Indexes.asp	1,419	4,139	34.28%
/indexesdb/Indexes.asp?search=A&range=SZ	1,234	1,956	63.09%
/about/hours.htm	689	1,646	41.86%
/indexesdb/Indexes.asp?search=A&range=HN	499	905	55.14%
/default_idb.asp	478	2,555	18.71%
/indexesdb/Indexes.asp?search=A&range=NS	399	647	61.67%
/default_res.htm	381	711	53.59%
			1 - 10 of 840

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	12,691.00	 40.26%
2 times	1,837.00	 5.83%
3 times	934.00	 2.96%
4 times	970.00	 3.08%
5 times	819.00	 2.60%
6 times	585.00	 1.86%
7 times	450.00	 1.43%
8 times	424.00	 1.34%
9-14 times	1,510.00	 4.79%
15-25 times	1,408.00	 4.47%
26-50 times	1,893.00	 6.00%
51-100 times	1,955.00	 6.20%
101-200 times	1,679.00	 5.33%
201+ times	4,371.00	 13.86%



These mobile carriers sent 605 visits via 89 service providers

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
605 % of Site Total: 1.92%	1.95 Site Avg: 2.19 (-11.14%)	00:01:03 Site Avg: 00:02:53 (-63.32%)	62.31% Site Avg: 40.24% (54.84%)	44.30% Site Avg: 59.19% (-25.16%)	
Service Provider	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
road runner holdco llc	145	1.99	00:00:51	55.86%	36.55%
service provider corporation	99	1.96	00:00:50	62.63%	40.40%
cellco partnership dba verizon wireless	74	1.93	00:01:12	62.16%	47.30%
state of maine	66	2.02	00:00:45	42.42%	33.33%
fairpoint communications inc.	41	1.88	00:00:55	39.02%	36.59%
comcast cable communications inc.	16	1.94	00:00:34	81.25%	68.75%
verizon online llc	16	2.44	00:04:02	87.50%	56.25%
comcast cable communications holdings inc	10	1.50	00:02:17	80.00%	60.00%
research in motion limited	9	2.00	00:00:07	77.78%	33.33%
great works internet	8	2.12	00:00:49	37.50%	50.00%

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