

**Site Usage**

**26,457** Visits

**57.67%** Bounce Rate

**60,512** Pageviews

**00:03:01** Avg. Time on Site

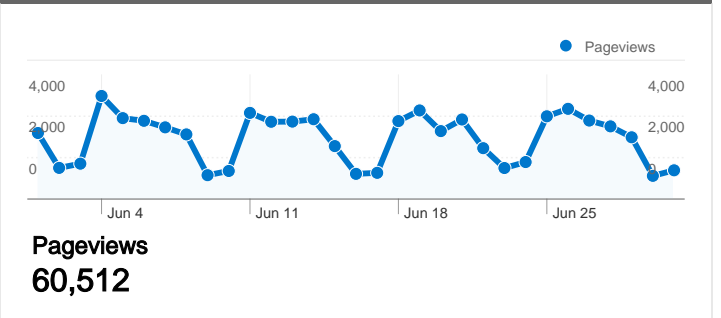
**2.29** Pages/Visit

**39.58%** % New Visits

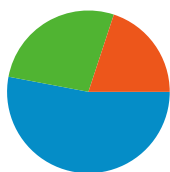
**Top Content**

Page	Pageviews	% visits
/default.asp	26,090	43.12%
/ejournals/default.asp	4,479	7.40%
/indexesdb/Indexes.asp	4,118	6.81%
/default_ursus.asp	3,213	5.31%
/default_idb.asp	2,564	4.24%

**Pageviews for all visitors**

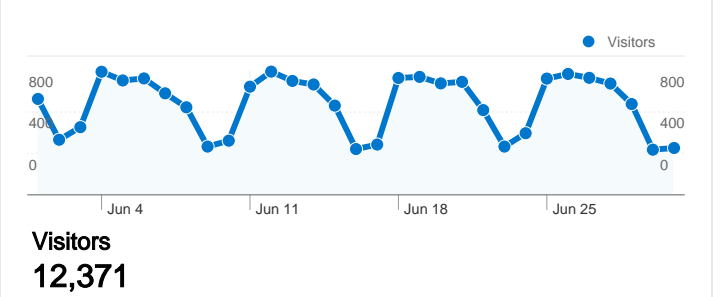


**Traffic Sources Overview**

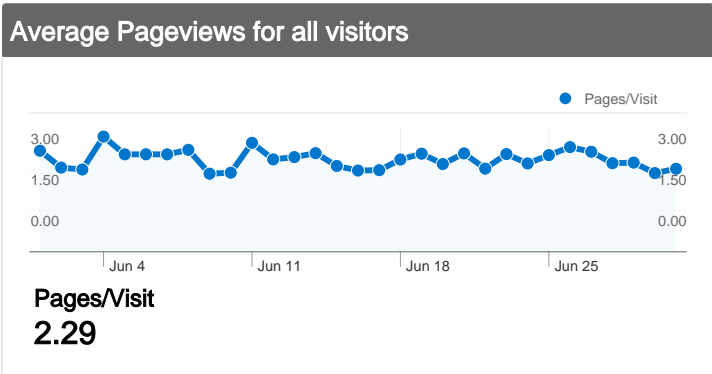


- **Direct Traffic**  
14,016.00 (52.98%)
- **Search Engines**  
7,166.00 (27.09%)
- **Referring Sites**  
5,275.00 (19.94%)

**Visitors Overview**



Depth of Visit	
Pageviews in the visit	Visits with this many pageviews
1 pageviews	57.67%
2 pageviews	19.65%
3 pageviews	10.11%
4 pageviews	4.18%
5 pageviews	2.08%
6 pageviews	1.66%
7 pageviews	0.95%
8 pageviews	0.70%
9 pageviews	0.53%
10 pageviews	0.41%
11 pageviews	0.31%
12 pageviews	0.26%
13 pageviews	0.20%
14 pageviews	0.17%
15 pageviews	0.14%
16 pageviews	0.12%
17 pageviews	0.08%
18 pageviews	0.06%
19 pageviews	0.07%
20+ pageviews	0.62%

















Mobile Devices		
Operating System	Visits	% visits
iOS	408	77.42%
Android	112	21.25%
BlackBerry	6	1.14%
SymbianOS	1	0.19%

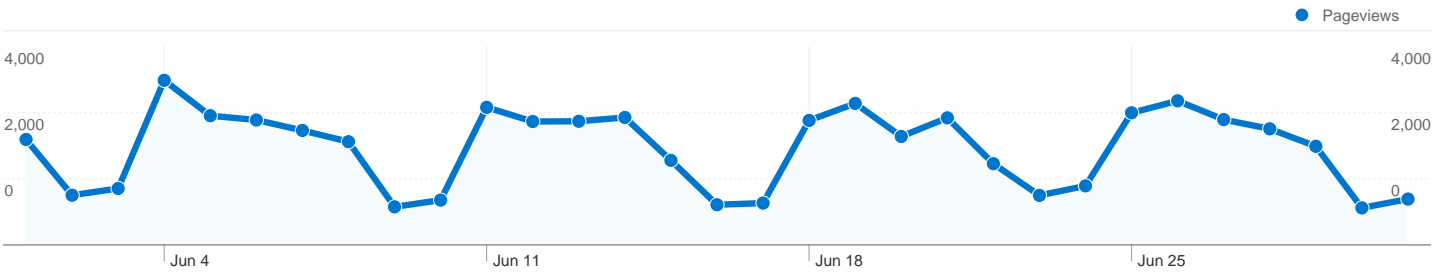
Keywords		
Keyword	Visits	% visits
(not provided)	2,241	31.27%
fogler library	865	12.07%
fogler	369	5.15%
umaine library	234	3.27%
university of maine library	161	2.25%

Top Landing Pages		
Page	Entrances	% visits
/default.asp	18,684	70.62%
/ejournals/default.asp	866	3.27%
/default_idb.asp	759	2.87%
/indexesdb/Indexes.asp	591	2.23%
/default_ursus.asp	497	1.88%

Top Exit Pages		
Page	Exits	% visits
/default.asp	12,737	48.14%
/default_ursus.asp	2,078	7.85%
/ejournals/default.asp	1,435	5.42%
/indexesdb/Indexes.asp	1,208	4.57%
/indexesdb/Indexes.asp?search	1,130	4.27%

Visitor Loyalty	
Count of visits from this visitor including current	Visits that were the visitor's nth visit
1 times	 39.59%
2 times	 6.09%
3 times	 3.03%
4 times	 2.77%
5 times	 2.21%
6 times	 1.54%
7 times	 1.34%
8 times	 2.07%
9-14 times	 5.95%
15-25 times	 5.79%
26-50 times	 6.69%
51-100 times	 5.95%
101-200 times	 4.92%
201+ times	 12.06%

Mobile Carriers		
Service Provider	Visits	% visits
road runner holdco llc	103	19.54%
cellco partnership dba verizon	78	14.80%
service provider corporation	55	10.44%
state of maine	55	10.44%
fairpoint communications inc.	40	7.59%

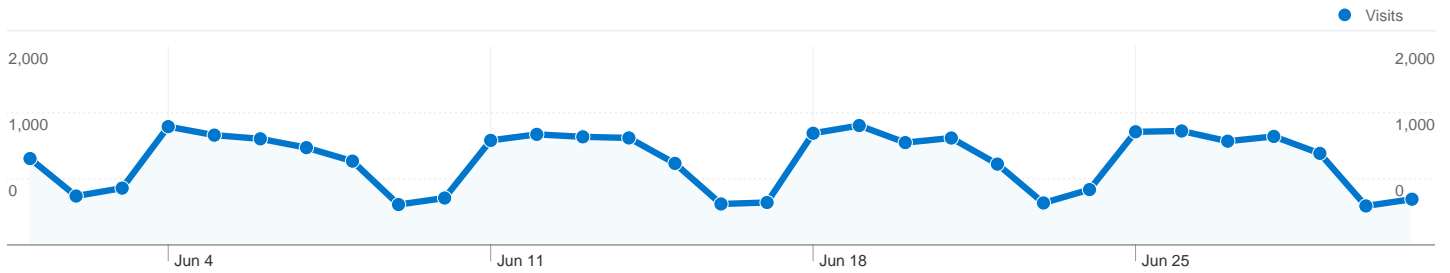


**967 pages were viewed a total of 60,512 times**




**Content Performance**

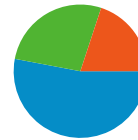
<b>Pageviews</b> <b>60,512</b> % of Site Total: 100.00%	<b>Unique Pageviews</b> <b>42,300</b> % of Site Total: 100.00%	<b>Avg. Time on Page</b> <b>00:02:21</b> Site Avg: 00:02:21 (0.00%)	<b>Bounce Rate</b> <b>57.67%</b> Site Avg: 57.67% (0.00%)	<b>% Exit</b> <b>43.72%</b> Site Avg: 43.72% (0.00%)	<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/default.asp	26,090	19,132	00:02:31	56.42%	48.82%	\$0.00
/ejournals/default.asp	4,479	1,691	00:03:56	56.70%	32.04%	\$0.00
/indexesdb/Indexes.asp	4,118	3,069	00:01:19	43.82%	29.33%	\$0.00
/default_ursus.asp	3,213	2,772	00:04:18	62.58%	64.67%	\$0.00
/default_idb.asp	2,564	2,001	00:00:29	42.56%	19.11%	\$0.00
/indexesdb/Indexes.asp?search=A&range=SZ	1,818	1,454	00:05:15	75.26%	62.16%	\$0.00
/about/hours.htm	1,108	541	00:00:27	0.00%	41.97%	\$0.00
/indexesdb/Indexes.asp?search=A&range=HN	703	547	00:03:55	74.60%	52.06%	\$0.00
/indexesdb/Indexes.asp?search=A&range=NS	693	579	00:05:14	64.71%	61.47%	\$0.00
/indexesdb/Indexes.asp?search=A&range=DH	661	498	00:03:58	33.33%	47.05%	\$0.00

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All traffic sources sent a total of 26,457 visits

-  **52.98%** Direct Traffic
-  **19.94%** Referring Sites
-  **27.09%** Search Engines























- **Direct Traffic**  
14,016.00 (52.98%)
- **Search Engines**  
7,166.00 (27.09%)
- **Referring Sites**  
5,275.00 (19.94%)

## Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	14,016	52.98%
google (organic)	6,572	24.84%
umaine.edu (referral)	2,706	10.23%
libraries.maine.edu (referral)	499	1.89%
qq4nm4zz3u.search.serialssolu	390	1.47%

Keywords	Visits	% visits
(not provided)	2,241	31.27%
fogler library	865	12.07%
fogler	369	5.15%
umaine library	234	3.27%
university of maine library	161	2.25%

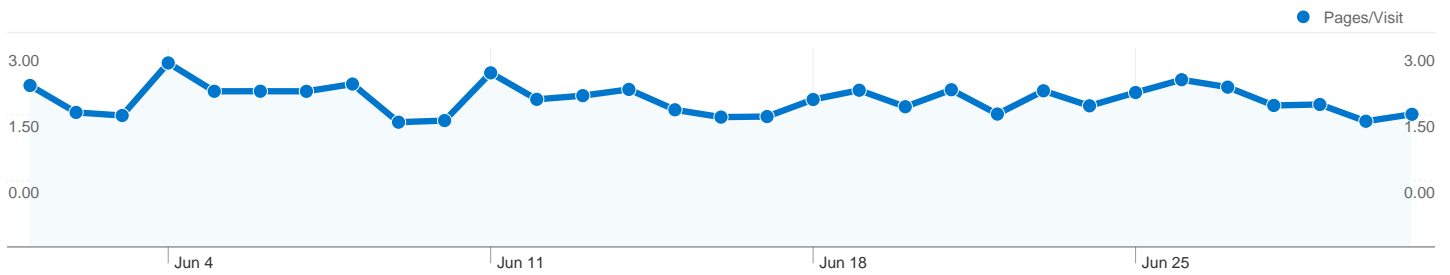
## Most visits tracked: 1 pageviews

Pageviews in the visit	Visits with this many pageviews	Percentage of all visits
1 pageviews	15,258.00	 57.67%
2 pageviews	5,200.00	 19.65%
3 pageviews	2,674.00	 10.11%
4 pageviews	1,107.00	 4.18%
5 pageviews	551.00	 2.08%
6 pageviews	440.00	 1.66%
7 pageviews	251.00	 0.95%
8 pageviews	184.00	 0.70%
9 pageviews	141.00	 0.53%
10 pageviews	109.00	 0.41%
11 pageviews	82.00	 0.31%
12 pageviews	69.00	 0.26%
13 pageviews	54.00	 0.20%
14 pageviews	46.00	 0.17%
15 pageviews	38.00	 0.14%
16 pageviews	31.00	 0.12%
17 pageviews	22.00	 0.08%
18 pageviews	17.00	 0.06%
19 pageviews	19.00	 0.07%
20+ pageviews	164.00	 0.62%

# Average Pageviews for all visitors

Jun 1, 2012 - Jul 1, 2012

Comparing to: Site

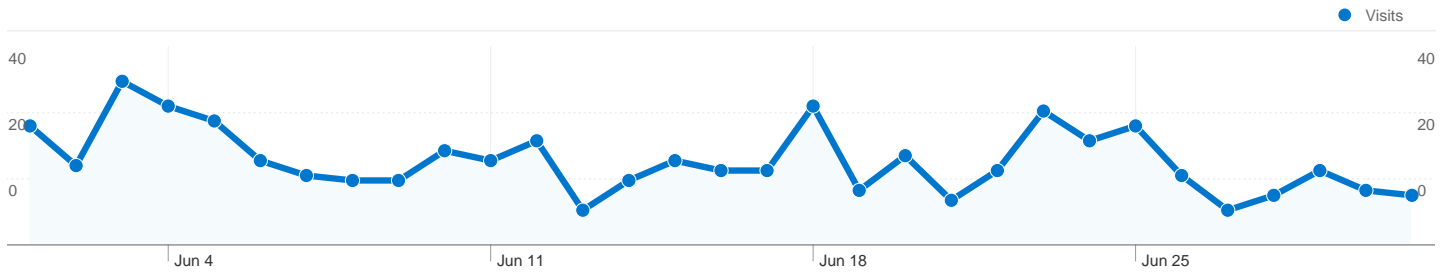


## 2.29 Pages/Visit

Friday, June 1, 2012	2.44
Saturday, June 2, 2012	2.03
Sunday, June 3, 2012	1.99
Monday, June 4, 2012	2.78
Tuesday, June 5, 2012	2.35
Wednesday, June 6, 2012	2.36
Thursday, June 7, 2012	2.35
Friday, June 8, 2012	2.46
Saturday, June 9, 2012	1.89
Sunday, June 10, 2012	1.91
Monday, June 11, 2012	2.63
Tuesday, June 12, 2012	2.23
Wednesday, June 13, 2012	2.29
Thursday, June 14, 2012	2.38
Friday, June 15, 2012	2.07
Saturday, June 16, 2012	1.96
Sunday, June 17, 2012	1.97
Monday, June 18, 2012	2.23
Tuesday, June 19, 2012	2.37
Wednesday, June 20, 2012	2.12
Thursday, June 21, 2012	2.38
Friday, June 22, 2012	2.01
Saturday, June 23, 2012	2.36
Sunday, June 24, 2012	2.13
Monday, June 25, 2012	2.34
Tuesday, June 26, 2012	2.53



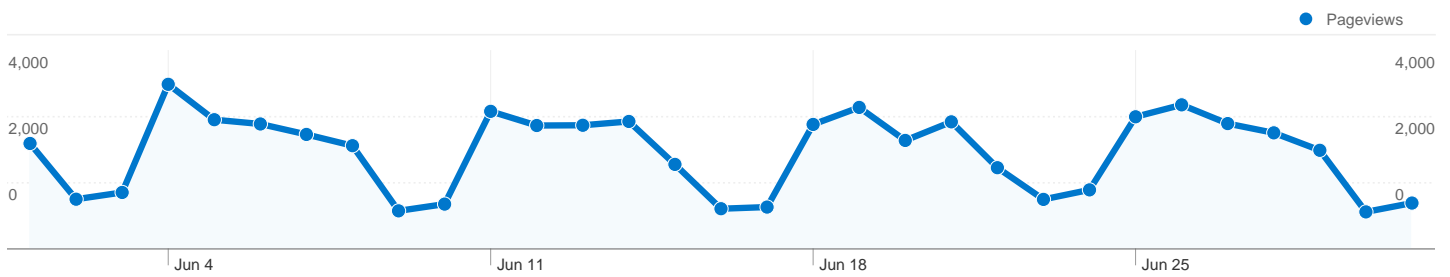




**These mobile devices sent 527 visits via 4 operating systems**






Site Usage

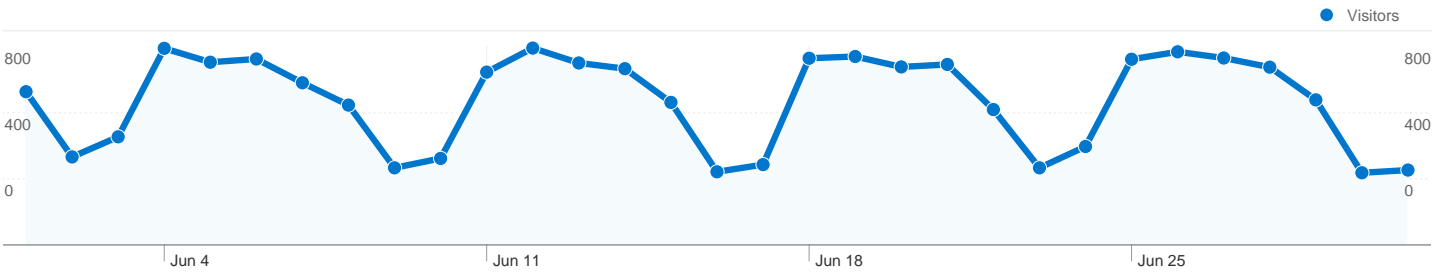
<b>Visits</b> <b>527</b> % of Site Total: 1.99%	<b>Pages/Visit</b> <b>2.07</b> Site Avg: 2.29 (-9.49%)	<b>Avg. Time on Site</b> <b>00:01:16</b> Site Avg: 00:03:01 (-58.25%)	<b>% New Visits</b> <b>65.65%</b> Site Avg: 39.58% (65.87%)	<b>Bounce Rate</b> <b>46.68%</b> Site Avg: 57.67% (-19.06%)	
Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
iOS	408	2.06	00:01:16	66.42%	46.32%
Android	112	2.16	00:01:13	61.61%	45.54%
BlackBerry	6	1.17	00:01:44	83.33%	83.33%
SymbianOS	1	1.00	00:00:00	100.00%	100.00%



**60,512** Pageviews

Friday, June 1, 2012	3.52% (2,127)
Saturday, June 2, 2012	1.66% (1,003)
Sunday, June 3, 2012	1.88% (1,139)
Monday, June 4, 2012	5.49% (3,320)
Tuesday, June 5, 2012	4.31% (2,606)
Wednesday, June 6, 2012	4.16% (2,520)
Thursday, June 7, 2012	3.82% (2,309)
Friday, June 8, 2012	3.44% (2,082)
Saturday, June 9, 2012	1.27% (768)
Sunday, June 10, 2012	1.49% (904)
Monday, June 11, 2012	4.59% (2,775)
Tuesday, June 12, 2012	4.11% (2,489)
Wednesday, June 13, 2012	4.12% (2,494)
Thursday, June 14, 2012	4.25% (2,571)
Friday, June 15, 2012	2.82% (1,705)
Saturday, June 16, 2012	1.34% (811)
Sunday, June 17, 2012	1.39% (844)
Monday, June 18, 2012	4.15% (2,511)
Tuesday, June 19, 2012	4.72% (2,854)
Wednesday, June 20, 2012	3.62% (2,188)
Thursday, June 21, 2012	4.24% (2,563)
Friday, June 22, 2012	2.71% (1,638)
Saturday, June 23, 2012	1.65% (999)
Sunday, June 24, 2012	1.97% (1,191)
Monday, June 25, 2012	4.40% (2,665)
Tuesday, June 26, 2012	4.80% (2,906)

Wednesday, June 27, 2012		4.18% (2,528)
Thursday, June 28, 2012		3.87% (2,341)
Friday, June 29, 2012		3.29% (1,989)
Saturday, June 30, 2012		1.23% (747)
Sunday, July 1, 2012		1.53% (925)



**12,371 people visited this site**

**26,457** Visits

**12,371** Absolute Unique Visitors

**60,512** Pageviews

**2.29** Average Pageviews

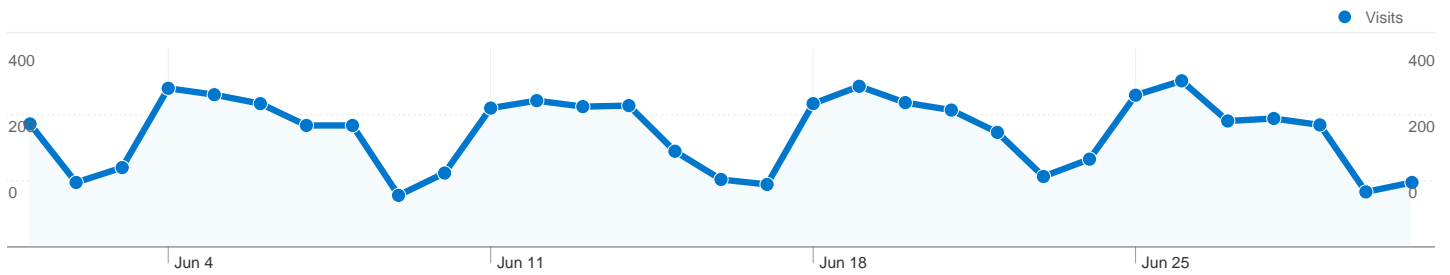
**00:03:01** Time on Site

**57.67%** Bounce Rate

**39.58%** New Visits

**Technical Profile**

Browser	Visits	% visits
Firefox	12,548	47.43%
Internet Explorer	6,014	22.73%
Safari	4,086	15.44%
Chrome	3,323	12.56%
Mozilla Compatible Agent	183	0.69%

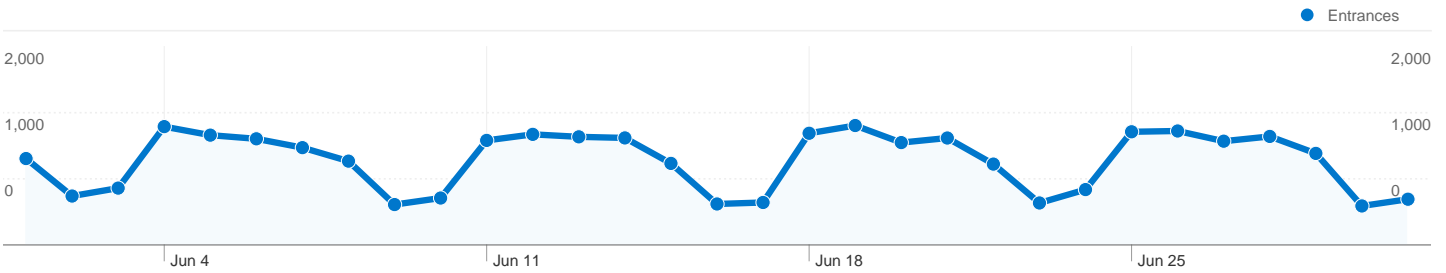


**Search sent 7,166 total visits via 1,532 keywords**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>7,166</b> % of Site Total: 27.09%	<b>2.25</b> Site Avg: 2.29 (-1.83%)	<b>00:02:21</b> Site Avg: 00:03:01 (-22.18%)	<b>29.43%</b> Site Avg: 39.58% (-25.64%)	<b>51.14%</b> Site Avg: 57.67% (-11.32%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(not provided)	2,241	2.29	00:02:19	18.38%	45.69%
fogler library	865	2.15	00:01:34	16.30%	47.05%
fogler	369	2.25	00:02:11	14.63%	44.99%
umaine library	234	2.37	00:02:31	26.07%	47.86%
university of maine library	161	2.12	00:02:32	26.09%	55.28%
umaine fogler	157	1.68	00:01:28	14.65%	52.87%
holiday schedule	129	1.71	00:05:17	0.00%	63.57%
raymond h. fogler	111	2.59	00:02:17	0.00%	0.90%
umaine fogler library	79	1.86	00:04:51	13.92%	54.43%
(not set)	71	5.77	00:04:44	0.00%	29.58%

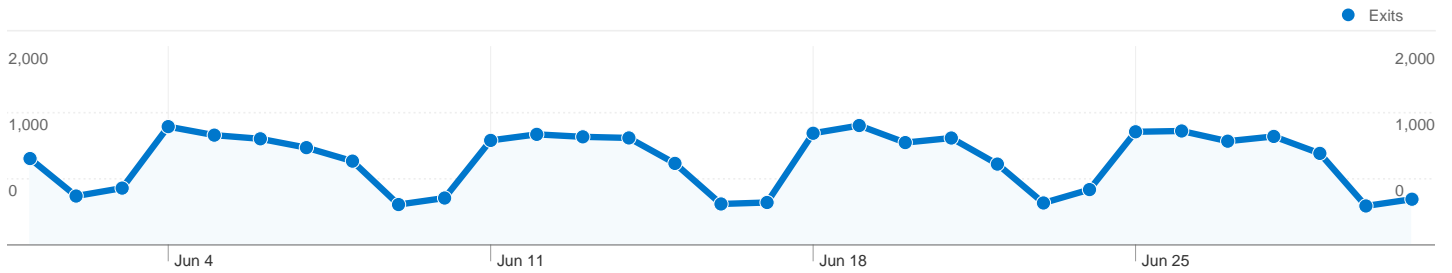
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**26,457 visits entered the site through 667 pages**

**Landing Pages**

<b>Entrances</b> <b>26,457</b> % of Site Total: 100.00%	<b>Bounces</b> <b>15,258</b> % of Site Total: 100.00%	<b>Bounce Rate</b> <b>57.67%</b> Site Avg: 57.67% (0.00%)	
Page	Entrances	Bounces	Bounce Rate
/default.asp	18,684	10,542	56.42%
/ejournals/default.asp	866	491	56.70%
/default_idb.asp	759	323	42.56%
/indexesdb/Indexes.asp	591	259	43.82%
/default_ursus.asp	497	311	62.58%
/about/hours.htm	269	0	0.00%
/census/default.asp	218	43	19.72%
/yearbooks/default.asp	191	27	14.14%
/indexesdb/Indexes.asp?search=A&range=SZ	190	143	75.26%
/um/pagepush/http_//library.umaine.edu	168	159	94.64%
			1 - 10 of 667



**26,457 visits exited from 752 pages**

**Exit Pages**

Page	Exits	Pageviews	% Exit
/default.asp	12,737	26,090	48.82%
/default_ursus.asp	2,078	3,213	64.67%
/ejournals/default.asp	1,435	4,479	32.04%
/indexesdb/Indexes.asp	1,208	4,118	29.33%
/indexesdb/Indexes.asp?search=A&range=SZ	1,130	1,818	62.16%
/default_idb.asp	490	2,564	19.11%
/about/hours.htm	465	1,108	41.97%
/indexesdb/Indexes.asp?search=A&range=NS	426	693	61.47%
/indexesdb/Indexes.asp?search=A&range=HN	366	703	52.06%
/indexesdb/Indexes.asp?search=A&range=DH	311	661	47.05%















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**Exits**  
**26,457**  
 % of Site Total:  
 100.00%

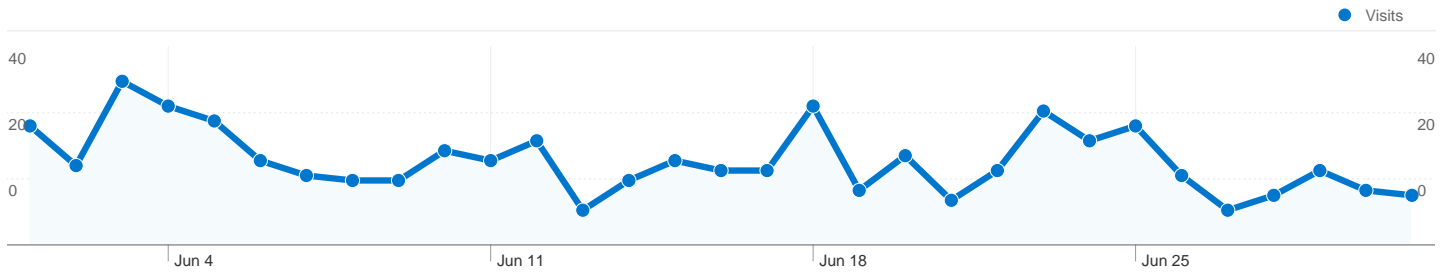
**Pageviews**  
**59,922**  
 % of Site Total:  
 99.02%

**% Exit**  
**44.15%**  
 Site Avg:  
 43.72% (0.98%)

## 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	10,475.00	 39.59%
2 times	1,612.00	 6.09%
3 times	801.00	 3.03%
4 times	732.00	 2.77%
5 times	584.00	 2.21%
6 times	407.00	 1.54%
7 times	354.00	 1.34%
8 times	548.00	 2.07%
9-14 times	1,575.00	 5.95%
15-25 times	1,533.00	 5.79%
26-50 times	1,769.00	 6.69%
51-100 times	1,574.00	 5.95%
101-200 times	1,302.00	 4.92%
201+ times	3,191.00	 12.06%





**These mobile carriers sent 527 visits via 83 service providers**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>527</b> % of Site Total: 1.99%	<b>2.07</b> Site Avg: 2.29 (-9.49%)	<b>00:01:16</b> Site Avg: 00:03:01 (-58.25%)	<b>65.65%</b> Site Avg: 39.58% (65.87%)	<b>46.68%</b> Site Avg: 57.67% (-19.06%)	
Service Provider	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
road runner holdco llc	103	2.31	00:01:28	66.02%	32.04%
cellco partnership dba verizon wireless	78	2.31	00:01:31	67.95%	35.90%
service provider corporation	55	1.75	00:00:53	76.36%	47.27%
state of maine	55	2.35	00:01:25	43.64%	34.55%
fairpoint communications inc.	40	2.25	00:01:08	47.50%	35.00%
comcast cable communications inc.	19	1.58	00:00:08	73.68%	73.68%
verizon online llc	16	1.75	00:02:29	75.00%	62.50%
comcast cable communications holdings inc	9	1.44	00:00:03	77.78%	55.56%
sprint nextel corporation	9	1.67	00:00:19	77.78%	66.67%
tds telecom	7	2.71	00:02:07	57.14%	57.14%

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