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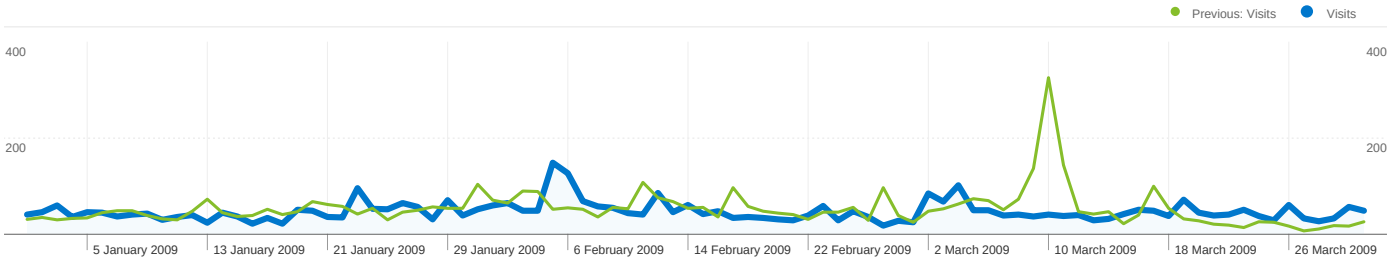
Dashboard

1 Jan 2009 - 31 Mar 2009

Comparing to: 1 Oct 2008 - 31 Dec 2008



Site Usage

4,274 Visits

Previous: 4,883 (-12.47%)

48.39% Bounce Rate

Previous: 40.67% (18.97%)

13,640 Page Views

Previous: 22,235 (-38.66%)

00:02:39 Avg. Time on Site

Previous: 00:02:59 (-10.90%)

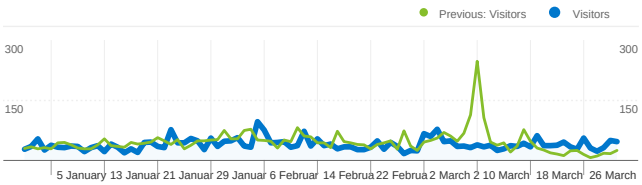
3.19 Pages/Visit

Previous: 4.55 (-29.91%)

50.94% % New Visits

Previous: 56.71% (-10.18%)

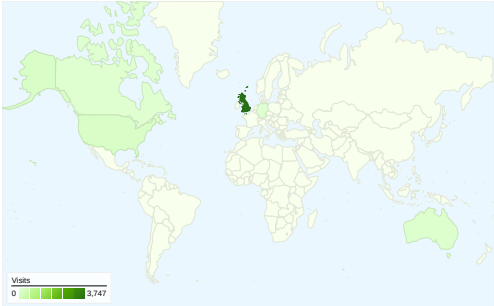
Visitors Overview



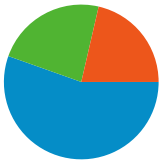
Visitors

2,357

Map Overlay world



Traffic Sources Overview



Search Engines
2,369.00 (55.43%)

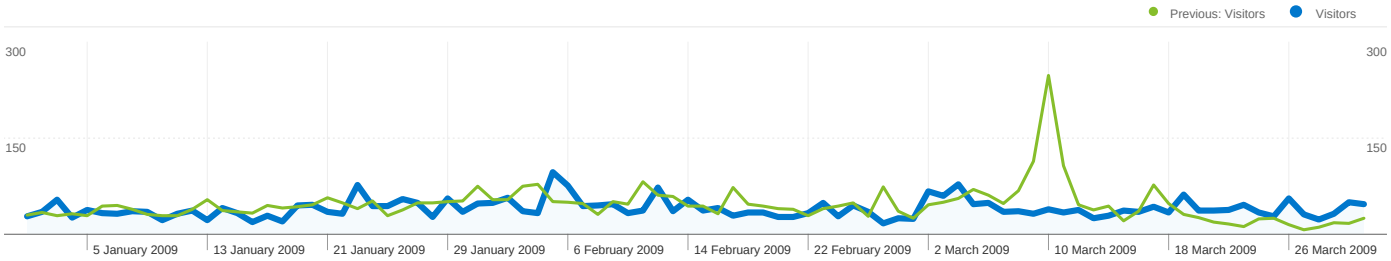
Referring Sites
991.00 (23.19%)

Direct Traffic
914.00 (21.39%)

Content Overview		
Pages	**Page Views**	**% Page Views**
/		
1 Jan 2009 - 31 Mar 2009	2,900	21.26%
1 Oct 2008 - 31 Dec 2008	2,975	13.38%
% Change	-2.52%	58.90%
/page/Community-Information.aspx		
1 Jan 2009 - 31 Mar 2009	407	2.98%
1 Oct 2008 - 31 Dec 2008	473	2.13%
% Change	-13.95%	40.27%
/page/Weather.aspx		
1 Jan 2009 - 31 Mar 2009	386	2.83%
1 Oct 2008 - 31 Dec 2008	62	0.28%
% Change	522.58%	914.89%
/category/News.aspx		
1 Jan 2009 - 31 Mar 2009	376	2.76%
1 Oct 2008 - 31 Dec 2008	507	2.28%
% Change	-25.84%	20.89%
/page/Local-Trades.aspx		
1 Jan 2009 - 31 Mar 2009	372	2.73%
1 Oct 2008 - 31 Dec 2008	424	1.91%
% Change	-12.26%	43.02%

Visitors Overview

1 Jan 2009 - 31 Mar 2009
Comparing to: 1 Oct 2008 - 31 Dec 2008



2,357 people visited this site

4,274 Visits

Previous: 4,883 (-12.47%)

2,357 Absolute Unique Visitors

Previous: 2,941 (-19.86%)

13,640 Page Views

Previous: 22,235 (-38.66%)

3.19 Average Page Views

Previous: 4.55 (-29.91%)

00:02:39 Time on Site

Previous: 00:02:59 (-10.90%)

48.39% Bounce Rate

Previous: 40.67% (18.97%)

50.94% New Visits

Previous: 56.71% (-10.18%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
1 Jan 2009 - 31 Mar 2009	3,116	72.91%
1 Oct 2008 - 31 Dec 2008	3,719	76.16%
% Change	-16.21%	-4.28%
Firefox		
1 Jan 2009 - 31 Mar 2009	771	18.04%
1 Oct 2008 - 31 Dec 2008	741	15.18%
% Change	4.05%	18.87%
Chrome		
1 Jan 2009 - 31 Mar 2009	216	5.05%
1 Oct 2008 - 31 Dec 2008	242	4.96%

Connection Speed	Visits	% visits
DSL		
1 Jan 2009 - 31 Mar 2009	2,512	58.77%
1 Oct 2008 - 31 Dec 2008	2,817	57.69%
% Change	-10.83%	1.88%
Unknown		
1 Jan 2009 - 31 Mar 2009	1,056	24.71%
1 Oct 2008 - 31 Dec 2008	1,063	21.77%
% Change	-0.66%	13.50%
Cable		
1 Jan 2009 - 31 Mar 2009	357	8.35%
1 Oct 2008 - 31 Dec 2008	481	9.85%

% Change	-10.74%	1.97%
Safari		
1 Jan 2009 - 31 Mar 2009	115	2.69%
1 Oct 2008 - 31 Dec 2008	130	2.66%
% Change	-11.54%	1.07%
Mozilla		
1 Jan 2009 - 31 Mar 2009	35	0.82%
1 Oct 2008 - 31 Dec 2008	34	0.70%
% Change	2.94%	17.61%

% Change	-25.78%	-15.20%
T1		
1 Jan 2009 - 31 Mar 2009	164	3.84%
1 Oct 2008 - 31 Dec 2008	306	6.27%
% Change	-46.41%	-38.77%
OC3		
1 Jan 2009 - 31 Mar 2009	108	2.53%
1 Oct 2008 - 31 Dec 2008	156	3.19%
% Change	-30.77%	-20.90%

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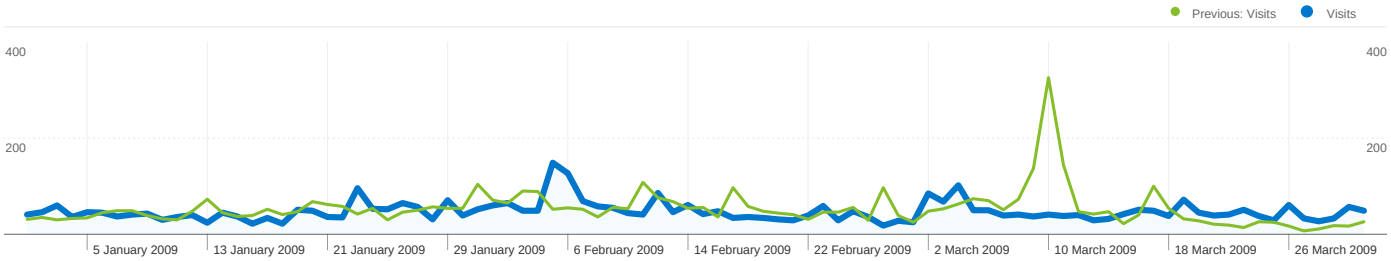
Traffic Sources Overview

1 Jan 2009 - 31 Mar 2009
Comparing to: 1 Oct 2008 - 31 Dec 2008



All traffic sources sent a total of 4,274 visits

21.39% Direct Traffic

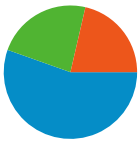
Previous: 21.52% (-0.64%)

23.19% Referring Sites

Previous: 20.89% (11.00%)

55.43% Search Engines

Previous: 57.59% (-3.75%)



- **Search Engines** 2,369.00 (55.43%)
- **Referring Sites** 991.00 (23.19%)
- **Direct Traffic** 914.00 (21.39%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
1 Jan 2009 - 31 Mar 2009	1,840	43.05%
1 Oct 2008 - 31 Dec 2008	2,468	50.54%
% Change	-25.45%	-14.82%
(direct) ((none))		
1 Jan 2009 - 31 Mar 2009	914	21.39%
1 Oct 2008 - 31 Dec 2008	1,051	21.52%
% Change	-13.04%	-0.64%
msn (organic)		
1 Jan 2009 - 31 Mar 2009	282	6.60%
1 Oct 2008 - 31 Dec 2008	33	0.68%
% Change	754.55%	876.31%
walkinginwiltshire.org.uk (referral)		
1 Jan 2009 - 31 Mar 2009	272	6.36%
1 Oct 2008 - 31 Dec 2008	0	0.00%
% Change	100.00%	100.00%
yahoo (organic)		
1 Jan 2009 - 31 Mar 2009	118	2.76%
1 Oct 2008 - 31 Dec 2008	134	2.74%

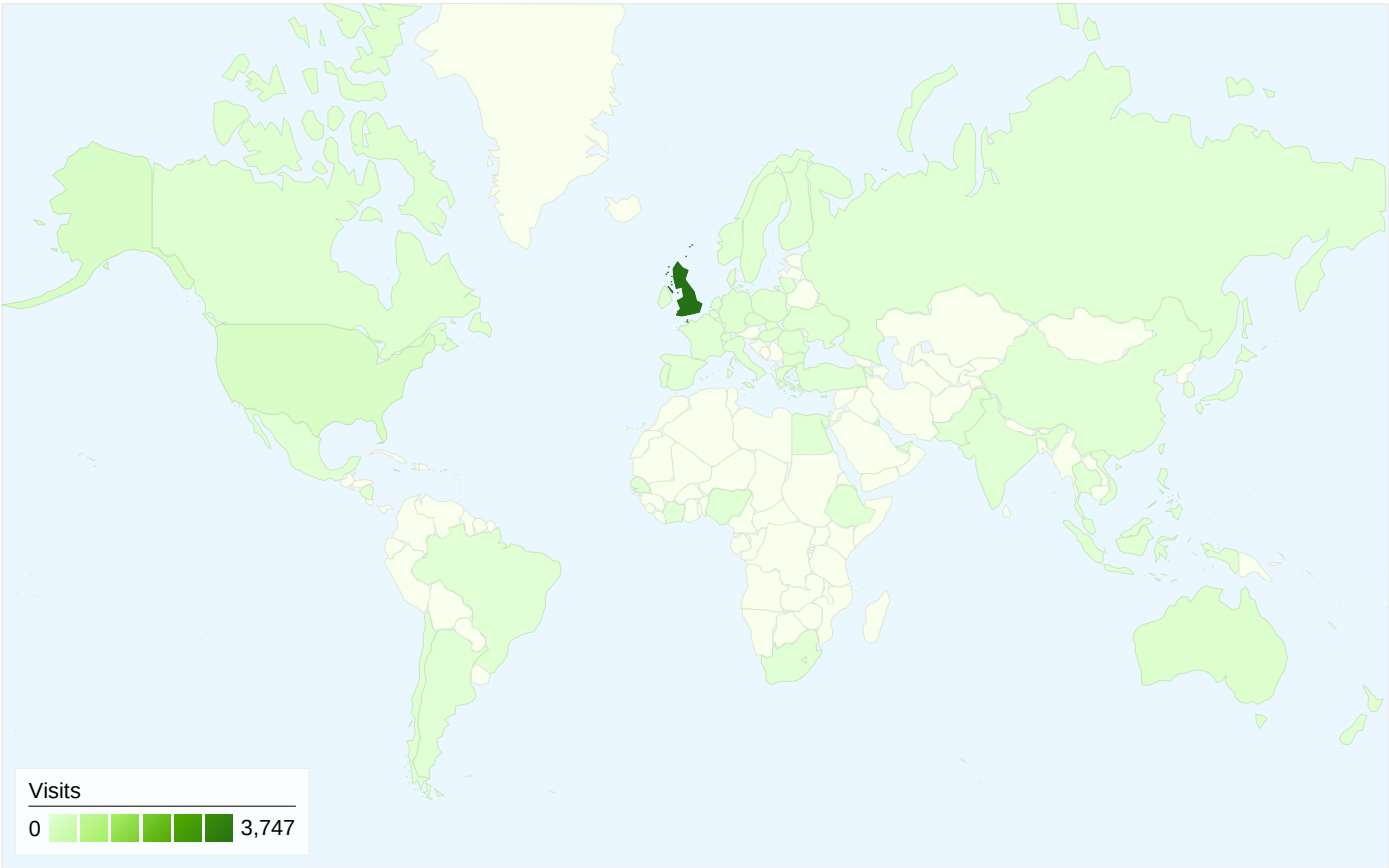
Keywords	Visits	% visits
bromham		
1 Jan 2009 - 31 Mar 2009	779	32.88%
1 Oct 2008 - 31 Dec 2008	397	14.12%
% Change	96.22%	132.91%
bromham wiltshire		
1 Jan 2009 - 31 Mar 2009	146	6.16%
1 Oct 2008 - 31 Dec 2008	106	3.77%
% Change	37.74%	63.49%
chippenham rugby club		
1 Jan 2009 - 31 Mar 2009	51	2.15%
1 Oct 2008 - 31 Dec 2008	10	0.36%
% Change	410.00%	505.37%
the greyhound bromham		
1 Jan 2009 - 31 Mar 2009	40	1.69%
1 Oct 2008 - 31 Dec 2008	19	0.68%
% Change	110.53%	149.89%
bromham pudding run 2008 results		
1 Jan 2009 - 31 Mar 2009	33	1.39%
1 Oct 2008 - 31 Dec 2008	7	0.25%

% Change	-11.94%	0.61%

% Change	371.43%	459.59%

Map Overlay

1 Jan 2009 - 31 Mar 2009
Comparing to: 1 Oct 2008 - 31 Dec 2008



4,274 visits came from 67 countries/territories

Site Usage

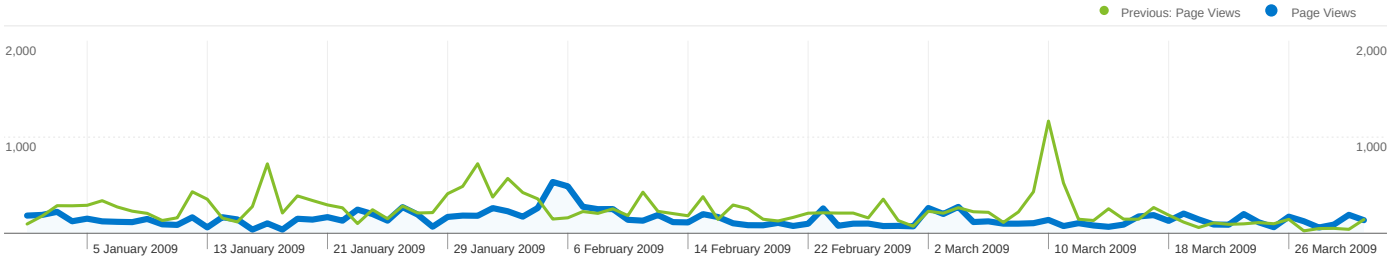
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
4,274	3.19	00:02:39	51.03%	48.39%
Previous: 4,883 (-12.47%)	Previous: 4.55 (-29.91%)	Previous: 00:02:59 (-10.90%)	Previous: 56.79% (-10.14%)	Previous: 40.67% (18.97%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom					
1 January 2009 - 31 March 2009	3,747	3.29	00:02:38	47.37%	46.70%
1 October 2008 - 31 December 2008	4,405	4.59	00:02:58	55.62%	39.48%
% Change	-14.94%	-28.45%	-10.92%	-14.83%	18.30%
United States					
1 January 2009 - 31 March 2009	164	2.38	00:04:41	76.22%	65.24%
1 October 2008 - 31 December 2008	169	3.95	00:02:46	66.27%	59.76%
% Change	-2.96%	-39.75%	68.62%	15.01%	9.17%
Australia					
1 January 2009 - 31 March 2009	75	2.40	00:02:43	56.00%	48.00%
1 October 2008 - 31 December 2008	78	3.47	00:03:45	65.38%	48.72%
% Change	-3.85%	-30.92%	-27.74%	-14.35%	-1.47%
Canada					

1 January 2009 - 31 March 2009	**41**	4.54	00:03:06	80.49%	43.90%
1 October 2008 - 31 December 2008	**28**	4.29	00:03:32	82.14%	35.71%
% Change	46.43%	5.85%	-12.16%	-2.01%	22.93%
Germany					
1 January 2009 - 31 March 2009	**32**	2.19	00:01:39	65.62%	71.88%
1 October 2008 - 31 December 2008	**42**	6.00	00:03:16	40.48%	42.86%
% Change	**-23.81%**	-63.54%	-49.77%	62.13%	67.71%
Ireland					
1 January 2009 - 31 March 2009	**23**	1.17	00:00:04	100.00%	91.30%
1 October 2008 - 31 December 2008	**18**	1.94	00:01:22	88.89%	66.67%
% Change	27.78%	-39.63%	-94.84%	12.50%	36.96%
Sweden					
1 January 2009 - 31 March 2009	**16**	1.62	00:01:10	37.50%	75.00%
1 October 2008 - 31 December 2008	**14**	4.14	00:06:12	7.14%	21.43%
% Change	14.29%	-60.78%	-81.23%	425.00%	250.00%
Poland					
1 January 2009 - 31 March 2009	**13**	4.85	00:01:48	61.54%	23.08%
1 October 2008 - 31 December 2008	**4**	22.75	00:05:11	100.00%	50.00%
% Change	225.00%	-78.70%	-65.27%	-38.46%	-53.85%
Denmark					
1 January 2009 - 31 March 2009	**11**	2.00	00:01:34	63.64%	45.45%
1 October 2008 - 31 December 2008	**2**	12.00	00:06:54	50.00%	0.00%
% Change	450.00%	-83.33%	-77.38%	27.27%	100.00%
Spain					
1 January 2009 - 31 March 2009	**11**	2.36	00:02:30	100.00%	54.55%
1 October 2008 - 31 December 2008	**3**	1.67	00:00:42	100.00%	66.67%
% Change	266.67%	41.82%	256.93%	0.00%	-18.18%
					1 - 10 of 67

Content Overview

1 Jan 2009 - 31 Mar 2009
Comparing to: 1 Oct 2008 - 31 Dec 2008



Pages on this site were viewed a total of 13,640 times

13,640 Page Views

Previous: 22,235 (-38.66%)

9,922 Unique Views

Previous: 13,760 (-27.89%)

48.39% Bounce Rate

Previous: 40.67% (18.97%)

Top Content

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/page/Local-Trades.aspx		
1 Jan 2009 - 31 Mar 2009	372	2.73%
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% Change	-12.26%	43.02%