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Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

**Pages**

- Visits: 19,332,339
- Average per Day: 52,965
- Average Visit Duration: 00:07:29
- Median Visit Duration: 00:02:38
- International Visits: 10.37%
- Visits of Unknown Origin: 0.00%
- Visits from Your Country: United States (US)

**Exit Pages**

- Visits: 19,332,339

**Referring Site**

- www.archives.gov/
- /veterans/evetrecs/
- /veterans/military-se...
- /exhibits/charters/co...
- /veterans/evetrecs/i...

**Visit Summary**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>19,332,339</td>
</tr>
<tr>
<td>Average per Day</td>
<td>52,965</td>
</tr>
<tr>
<td>Average Visit Duration</td>
<td>00:07:29</td>
</tr>
<tr>
<td>Median Visit Duration</td>
<td>00:02:38</td>
</tr>
<tr>
<td>International Visits</td>
<td>10.37%</td>
</tr>
<tr>
<td>Visits of Unknown Origin</td>
<td>0.00%</td>
</tr>
<tr>
<td>Visits from Your Country:</td>
<td></td>
</tr>
<tr>
<td>United States (US)</td>
<td>89.63%</td>
</tr>
</tbody>
</table>
Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

**Referring Site**

Visits

![Referring Site Chart]

- www.google.com/
- search.yahoo.com/
- Direct Traffic
- images.google.com/
- www.archives.gov/

**Onsite Ad Impressions Trend**

No data is available for this graph.

**Active Visits Trend**

![Active Visits Chart]

- Active Visits
Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

Visitor Summary

<table>
<thead>
<tr>
<th>Visitors</th>
<th>14,649,697</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors Who Visited Once</td>
<td>12,624,267</td>
</tr>
<tr>
<td>Visitors Who Visited More Than Once</td>
<td>2,025,430</td>
</tr>
<tr>
<td>Average Visits per Visitor</td>
<td>1.32</td>
</tr>
</tbody>
</table>

Visit Summary

<table>
<thead>
<tr>
<th>Visits</th>
<th>19,332,339</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average per Day</td>
<td>52,965</td>
</tr>
<tr>
<td>Average Visit Duration</td>
<td>00:07:29</td>
</tr>
<tr>
<td>Median Visit Duration</td>
<td>00:02:38</td>
</tr>
<tr>
<td>International Visits</td>
<td>10.37%</td>
</tr>
<tr>
<td>Visits of Unknown Origin</td>
<td>0.00%</td>
</tr>
<tr>
<td>Visits from Your Country: United States (US)</td>
<td>89.63%</td>
</tr>
</tbody>
</table>
Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

Page Views Trend

Pages Trend

Content Groups

Entry Pages

Page View Summary

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>80,390,860</td>
</tr>
<tr>
<td>Average per Day</td>
<td>220,248</td>
</tr>
<tr>
<td>Average Page Views per Visit</td>
<td>4.16</td>
</tr>
</tbody>
</table>
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

**Entry Pages**

- Visits

**Single-Page Visits**

- Visits

**Exit Pages**

- Visits

Legend:
- www.archives.gov/
- veterans/military-se...
- /veterans/evetrecs/...
- /research/ww2/phot...
- /exhibits/charters/co...
- www.archives.gov/
- /veterans/evetrecs/
- /veterans/evetrecs/
- /exhibits/charters/bl...
- /research/ww2/phot...
Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Average Time to Serve Pages

Browsers by Version

Bandwidth: Kbytes Transferred Trend

Technical Summary

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hits</td>
<td>80,414,460</td>
</tr>
<tr>
<td>Successful Hits</td>
<td>80,414,460</td>
</tr>
<tr>
<td>Successful Hits (as Percent)</td>
<td>100.00%</td>
</tr>
<tr>
<td>Failed Hits</td>
<td>0</td>
</tr>
<tr>
<td>Failed Hits (as Percent)</td>
<td>0.00%</td>
</tr>
<tr>
<td>Cached Hits</td>
<td>0</td>
</tr>
<tr>
<td>Cached Hits (as Percent)</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Hits Trend

![Chart showing hits trend from 01/10/06 to 12/03/06. The x-axis represents dates, and the y-axis represents hits count from 0 to 10,000,000.]
**Activity Dashboard**

This dashboard displays key graphs and tables that provide an overview of the Activity chapter. You can click on a graph title to navigate to the corresponding report page.

### Hits by Hour of the Day

- **Most Active Summary**
  - **Most Active Date**: 9/17/09
  - **Number of Hits on Most Active Date**: 472,467
  - **Most Active Day of the Week**: Tuesday
  - **Most Active Hour of the Day**: 14:00-14:59

- **Least Active Summary**
  - **Least Active Date**: 9/17/09
  - **Number of Hits on Least Active Date**: 0
  - **Least Active Day of the Week**: Saturday
  - **Least Active Hour of the Day**: 05:00-05:59

### Hits by Day of the Week

- **Activity on Weekdays Summary**
  - **Total Hits Weekdays**: 64,318,668
  - **Total Visits Weekdays**: 15,455,917
  - **Average Number of Visits per day on Weekdays**: 59,218
  - **Average Number of Hits per day on Weekdays**: 246,431

- **Activity on Weekends Summary**
  - **Total Hits Weekend**: 16,095,792
  - **Total Visits Weekend**: 3,876,422
  - **Average Number of Visits per Weekend**: 74,546
  - **Average Number of Hits per Weekend**: 309,534
Browsers and Platforms Dashboard

This dashboard displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. You can click on a graph title to navigate to the corresponding report page.
Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site

Visits

Onsite Ad Impressions Trend

No data is available for this graph.

Active Visits Trend

Active Visits
Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.
Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

<table>
<thead>
<tr>
<th>Site</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <a href="http://www.google.com/">http://www.google.com/</a></td>
<td>6,314,329</td>
<td>32.66%</td>
</tr>
<tr>
<td>2. Direct Traffic</td>
<td>3,606,383</td>
<td>18.65%</td>
</tr>
<tr>
<td>3. <a href="http://www.archives.gov/">http://www.archives.gov/</a></td>
<td>1,364,751</td>
<td>7.06%</td>
</tr>
<tr>
<td>7. <a href="http://en.wikipedia.org/">http://en.wikipedia.org/</a></td>
<td>171,673</td>
<td>0.89%</td>
</tr>
<tr>
<td>8. <a href="http://search.aol.com/">http://search.aol.com/</a></td>
<td>155,125</td>
<td>0.80%</td>
</tr>
<tr>
<td>9. <a href="http://www.google.co.uk/">http://www.google.co.uk/</a></td>
<td>153,768</td>
<td>0.80%</td>
</tr>
<tr>
<td>10. <a href="http://search.msn.com/">http://search.msn.com/</a></td>
<td>146,940</td>
<td>0.76%</td>
</tr>
<tr>
<td>11. <a href="http://www.ask.com/">http://www.ask.com/</a></td>
<td>133,056</td>
<td>0.69%</td>
</tr>
<tr>
<td>12. <a href="http://www1.va.gov/">http://www1.va.gov/</a></td>
<td>127,062</td>
<td>0.66%</td>
</tr>
<tr>
<td>13. <a href="http://www.stumbleupon.com/">http://www.stumbleupon.com/</a></td>
<td>103,030</td>
<td>0.53%</td>
</tr>
<tr>
<td>14. <a href="http://www.google.ca/">http://www.google.ca/</a></td>
<td>91,038</td>
<td>0.47%</td>
</tr>
<tr>
<td>15. <a href="http://search.live.com/">http://search.live.com/</a></td>
<td>90,329</td>
<td>0.47%</td>
</tr>
<tr>
<td>16. <a href="http://www.house.gov/">http://www.house.gov/</a></td>
<td>87,554</td>
<td>0.45%</td>
</tr>
<tr>
<td>17. <a href="http://www.usa.gov/">http://www.usa.gov/</a></td>
<td>84,531</td>
<td>0.44%</td>
</tr>
<tr>
<td>Site</td>
<td>Visits</td>
<td>% Visits</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>---------</td>
<td>----------</td>
</tr>
<tr>
<td>18. <a href="http://www.cem.va.gov/">http://www.cem.va.gov/</a></td>
<td>70,967</td>
<td>0.37%</td>
</tr>
<tr>
<td>19. <a href="http://vetrecs.archives.gov/">http://vetrecs.archives.gov/</a></td>
<td>68,454</td>
<td>0.35%</td>
</tr>
<tr>
<td>20. <a href="http://www.supremecourtus.gov/">http://www.supremecourtus.gov/</a></td>
<td>65,392</td>
<td>0.34%</td>
</tr>
<tr>
<td><strong>Subtotal for rows 1–20</strong></td>
<td><strong>14,793,684</strong></td>
<td><strong>76.52%</strong></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td><strong>4,538,655</strong></td>
<td><strong>23.48%</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19,332,339</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Items 1–20 of 1,000

Report Descriptions

You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.
Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.

Referring Domain

<table>
<thead>
<tr>
<th>Domain</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. google.com</td>
<td>6,949,625</td>
<td>35.95%</td>
</tr>
<tr>
<td>2. Direct Traffic</td>
<td>3,614,321</td>
<td>18.70%</td>
</tr>
<tr>
<td>3. archives.gov</td>
<td>1,597,309</td>
<td>8.26%</td>
</tr>
<tr>
<td>4. yahoo.com</td>
<td>1,129,991</td>
<td>5.85%</td>
</tr>
<tr>
<td>5. va.gov</td>
<td>303,346</td>
<td>1.57%</td>
</tr>
<tr>
<td>6. aol.com</td>
<td>235,530</td>
<td>1.22%</td>
</tr>
<tr>
<td>7. wikipedia.org</td>
<td>220,050</td>
<td>1.14%</td>
</tr>
<tr>
<td>8. google.co.uk</td>
<td>187,146</td>
<td>0.97%</td>
</tr>
<tr>
<td>9. msn.com</td>
<td>149,917</td>
<td>0.78%</td>
</tr>
<tr>
<td>10. ask.com</td>
<td>145,317</td>
<td>0.75%</td>
</tr>
<tr>
<td>11. google.ca</td>
<td>116,931</td>
<td>0.60%</td>
</tr>
<tr>
<td>12. live.com</td>
<td>115,225</td>
<td>0.60%</td>
</tr>
<tr>
<td>13. stumbleupon.com</td>
<td>103,178</td>
<td>0.53%</td>
</tr>
<tr>
<td>14. house.gov</td>
<td>90,751</td>
<td>0.47%</td>
</tr>
<tr>
<td>15. usa.gov</td>
<td>89,460</td>
<td>0.46%</td>
</tr>
<tr>
<td>16. supremecourtus.gov</td>
<td>66,381</td>
<td>0.34%</td>
</tr>
<tr>
<td>17. google.com.au</td>
<td>60,301</td>
<td>0.31%</td>
</tr>
<tr>
<td>Domain</td>
<td>Visits</td>
<td>% Visits</td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td>18. army.mil</td>
<td>59,672</td>
<td>0.31%</td>
</tr>
<tr>
<td>19. about.com</td>
<td>50,808</td>
<td>0.26%</td>
</tr>
<tr>
<td>20. comcast.net</td>
<td>46,839</td>
<td>0.24%</td>
</tr>
<tr>
<td><strong>Subtotal for rows 1–20</strong></td>
<td><strong>15,332,098</strong></td>
<td><strong>79.31%</strong></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>4,000,241</td>
<td>20.69%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>19,332,339</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Items 1–20 of 1,000

---

**Referring Domain - Help Card**

**Column Definitions**

**Referring Domain**

A web site that refers a visitor to your site by linking to it.

**Domain**

Top-level domains to which belong the web sites which refer visitors to your site by linking to it.

**Visits**

Number of times the specified domain referred visitors to your site.

**%**

Percentage of referrals that came from the specified domain.

**Direct Traffic**

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

**Hidden-Referrer**

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.

**Unknown**

Represents traffic for which a referrer was logged, but the referring domain was blocked or otherwise could not be resolved to a valid domain.
Report Descriptions

You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.
This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

<table>
<thead>
<tr>
<th>Page</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <a href="http://www.google.com/search">http://www.google.com/search</a></td>
<td>5,867,293</td>
<td>30.35%</td>
</tr>
<tr>
<td>2. Direct Traffic</td>
<td>3,606,383</td>
<td>18.65%</td>
</tr>
<tr>
<td>3. <a href="http://search.yahoo.com/search">http://search.yahoo.com/search</a></td>
<td>671,238</td>
<td>3.47%</td>
</tr>
<tr>
<td>5. <a href="http://www.google.com/url">http://www.google.com/url</a></td>
<td>251,518</td>
<td>1.30%</td>
</tr>
<tr>
<td>6. <a href="http://search.aol.com/aol/search">http://search.aol.com/aol/search</a></td>
<td>150,462</td>
<td>0.78%</td>
</tr>
<tr>
<td>7. <a href="http://www.google.co.uk/search">http://www.google.co.uk/search</a></td>
<td>146,047</td>
<td>0.76%</td>
</tr>
<tr>
<td>8. <a href="http://search.msn.com/results.aspx">http://search.msn.com/results.aspx</a></td>
<td>139,308</td>
<td>0.72%</td>
</tr>
<tr>
<td>10. <a href="http://www.house.gov/h/bin/leave_site">http://www.house.gov/h/bin/leave_site</a></td>
<td>87,349</td>
<td>0.45%</td>
</tr>
<tr>
<td>11. <a href="http://www.archives.gov/">http://www.archives.gov/</a></td>
<td>85,754</td>
<td>0.44%</td>
</tr>
<tr>
<td>12. <a href="http://www.google.ca/search">http://www.google.ca/search</a></td>
<td>85,267</td>
<td>0.44%</td>
</tr>
<tr>
<td>14. <a href="http://search.live.com/results.aspx">http://search.live.com/results.aspx</a></td>
<td>85,080</td>
<td>0.44%</td>
</tr>
<tr>
<td>15. <a href="http://www.stumbleupon.com/refer.php">http://www.stumbleupon.com/refer.php</a></td>
<td>80,271</td>
<td>0.42%</td>
</tr>
<tr>
<td>Page</td>
<td>Visits</td>
<td>% Visits</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td>17. <a href="http://vetrecs.archives.gov/">http://vetrecs.archives.gov/</a></td>
<td>68,419</td>
<td>0.35%</td>
</tr>
<tr>
<td>18. <a href="http://www.archives.gov/veterans/evetrecs/index.html">http://www.archives.gov/veterans/evetrecs/index.html</a></td>
<td>61,486</td>
<td>0.32%</td>
</tr>
<tr>
<td>19. <a href="http://www.ask.com/bar">http://www.ask.com/bar</a></td>
<td>56,295</td>
<td>0.29%</td>
</tr>
</tbody>
</table>

Subtotal for rows 1–20 12,388,319 64.08%
Other 6,944,020 35.92%
Total 19,332,339 100.00%

Items 1–20 of 1,000

**Referring Page - Help Card**

### Column Definitions

**Pages**

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

**Visits**

Number of visitors referred from the specified URL.

**%**

Percentage of referred visitors who came from the specified site.

**Direct Traffic**

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash ".-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

**Hidden-Referrer**

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.

### Report Descriptions

You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.
Search Phrases

This report identifies search phrases that led the most visitors to your site, and for each phrase, which search engines led visitors to the site.

### Search Phrases

<table>
<thead>
<tr>
<th>Phrases</th>
<th>Referrals</th>
<th>% Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. national archives</td>
<td>409,539</td>
<td>2.52%</td>
</tr>
<tr>
<td>Google</td>
<td>336,024</td>
<td>2.07%</td>
</tr>
<tr>
<td>Yahoo</td>
<td>43,631</td>
<td>0.27%</td>
</tr>
<tr>
<td>MSN</td>
<td>7,267</td>
<td>0.04%</td>
</tr>
<tr>
<td>AOL NetFind</td>
<td>6,887</td>
<td>0.04%</td>
</tr>
<tr>
<td>search.live.com</td>
<td>4,641</td>
<td>0.03%</td>
</tr>
<tr>
<td>2. bill of rights</td>
<td>384,721</td>
<td>2.37%</td>
</tr>
<tr>
<td>Google</td>
<td>327,690</td>
<td>2.02%</td>
</tr>
<tr>
<td>Yahoo</td>
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<td>The specific search engine being analyzed in conjunction with the phrase in the adjacent column.</td>
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<td><strong>Referrals</strong></td>
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<td>The number of visits to your site from visitors, who were referred by using the specified search engine and search phrases.</td>
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<tr>
<td>Percentage of visitors referred from search engines who used the specified search engine and phrase.</td>
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**Report Descriptions**

How are people getting to your site? Use this report to find out if your visitors are using the search phrases you expect. Do you need to use different phrases in page titles to make it easier for people to find your site with search engines?
Search Keywords

This report identifies keywords that led the most visitors to the site and, for each keyword, which search engines led visitors to the site.

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<td>8,017</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>5,437</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>12. rights</td>
<td>791,839</td>
<td>1.36%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>668,554</td>
<td>1.15%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>56,576</td>
<td>0.10%</td>
<td></td>
</tr>
<tr>
<td>Ask</td>
<td>16,055</td>
<td>0.03%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>11,167</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>AOL NetFind</td>
<td>8,614</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>13. photos</td>
<td>736,710</td>
<td>1.26%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>504,582</td>
<td>0.86%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>68,112</td>
<td>0.12%</td>
<td></td>
</tr>
<tr>
<td>Google UK</td>
<td>22,731</td>
<td>0.04%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>17,352</td>
<td>0.03%</td>
<td></td>
</tr>
<tr>
<td>Google Canada</td>
<td>16,151</td>
<td>0.03%</td>
<td></td>
</tr>
<tr>
<td>14. bill</td>
<td>614,277</td>
<td>1.05%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>510,403</td>
<td>0.87%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>48,877</td>
<td>0.08%</td>
<td></td>
</tr>
<tr>
<td>Ask</td>
<td>13,728</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>10,312</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>AOL NetFind</td>
<td>6,977</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>15. in</td>
<td>597,309</td>
<td>1.02%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>458,627</td>
<td>0.79%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>44,162</td>
<td>0.08%</td>
<td></td>
</tr>
<tr>
<td>Google UK</td>
<td>18,831</td>
<td>0.03%</td>
<td></td>
</tr>
<tr>
<td>Ask</td>
<td>16,433</td>
<td>0.03%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>9,447</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>16. us</td>
<td>573,574</td>
<td>0.98%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>354,609</td>
<td>0.61%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>151,618</td>
<td>0.26%</td>
<td></td>
</tr>
<tr>
<td>Google UK</td>
<td>10,446</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>AOL NetFind</td>
<td>8,152</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>7,957</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>Keywords</td>
<td>Referrals</td>
<td>% Referrals</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-----------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>military</td>
<td>562,163</td>
<td>0.96%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>413,885</td>
<td>0.71%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>76,178</td>
<td>0.13%</td>
<td></td>
</tr>
<tr>
<td>AOL NetFind</td>
<td>14,382</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>13,553</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>Ask</td>
<td>13,175</td>
<td>0.02%</td>
<td></td>
</tr>
<tr>
<td>declaration</td>
<td>549,570</td>
<td>0.94%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>344,067</td>
<td>0.59%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>130,167</td>
<td>0.22%</td>
<td></td>
</tr>
<tr>
<td>Ask</td>
<td>33,736</td>
<td>0.06%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>7,107</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>Google Canada</td>
<td>5,568</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>independence</td>
<td>524,204</td>
<td>0.90%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>327,508</td>
<td>0.56%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>125,097</td>
<td>0.21%</td>
<td></td>
</tr>
<tr>
<td>Ask</td>
<td>32,693</td>
<td>0.06%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>6,796</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>Google Canada</td>
<td>5,117</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>wii</td>
<td>440,395</td>
<td>0.75%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>349,454</td>
<td>0.60%</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>24,583</td>
<td>0.04%</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>7,874</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>Google Canada</td>
<td>6,381</td>
<td>0.01%</td>
<td></td>
</tr>
<tr>
<td>AOL NetFind</td>
<td>5,768</td>
<td>0.01%</td>
<td></td>
</tr>
</tbody>
</table>

**Subtotal for rows 1–20** | **21,777,876** | **37.32%** |
**Other** | **36,575,809** | **62.68%** |
**Total** | **58,353,685** | **100.00%** |

Items 1–20 of 200
Search Keywords - Help Card

Column Definitions

Keywords
The specific keywords being analyzed. To see the entire search strings entered by visitors, see the Search Phrases report.

Engines
The specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Referrals
The number of hits from visitors referred to your site with the specified keywords.

% Percentage of referred visitors who used the specified search engine and keyword.

Report Descriptions

At the most basic level, this section tells you which search keywords are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the words you expect and that other search engines are not.
Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

**Visitor Summary**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>14,649,697</td>
</tr>
<tr>
<td>Visitors Who Visited Once</td>
<td>12,624,267</td>
</tr>
<tr>
<td>Visitors Who Visited More Than Once</td>
<td>2,025,430</td>
</tr>
<tr>
<td>Average Visits per Visitor</td>
<td>1.32</td>
</tr>
</tbody>
</table>

**Visit Summary**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>19,332,339</td>
</tr>
<tr>
<td>Average per Day</td>
<td>52,965</td>
</tr>
<tr>
<td>Average Visit Duration</td>
<td>00:07:29</td>
</tr>
<tr>
<td>Median Visit Duration</td>
<td>00:02:38</td>
</tr>
<tr>
<td>International Visits</td>
<td>10.37%</td>
</tr>
<tr>
<td>Visits of Unknown Origin</td>
<td>0.00%</td>
</tr>
<tr>
<td>Visits from Your Country: United States (US)</td>
<td>89.63%</td>
</tr>
</tbody>
</table>
Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.

<table>
<thead>
<tr>
<th>Number of Visits</th>
<th>Visitors</th>
<th>% Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 visit</td>
<td>12,624,267</td>
<td>86.17%</td>
</tr>
<tr>
<td>2 visits</td>
<td>1,290,775</td>
<td>8.81%</td>
</tr>
<tr>
<td>3 visits</td>
<td>344,186</td>
<td>2.35%</td>
</tr>
<tr>
<td>4 visits</td>
<td>141,379</td>
<td>0.97%</td>
</tr>
<tr>
<td>5 visits</td>
<td>72,643</td>
<td>0.50%</td>
</tr>
<tr>
<td>6 visits</td>
<td>43,169</td>
<td>0.29%</td>
</tr>
<tr>
<td>7 visits</td>
<td>28,107</td>
<td>0.19%</td>
</tr>
<tr>
<td>8 visits</td>
<td>19,575</td>
<td>0.13%</td>
</tr>
<tr>
<td>9 visits</td>
<td>14,015</td>
<td>0.10%</td>
</tr>
<tr>
<td>Other</td>
<td>71,581</td>
<td>0.49%</td>
</tr>
<tr>
<td>Total</td>
<td>14,649,697</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
## Column Definitions

**Number of Visits**

The number of visits by each visitor during the period of the report.

**Visitors**

Number of individuals who came to your site the amount of times specified in the Number of Visits column.

**%**

Percentage of visitors who came to your site the amount of times specified in the Number of Visits column.

## Report Descriptions

This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.
Visits Trend

This report shows how the number of visits to your site changes over the course of the report period.

Visits Trend

<table>
<thead>
<tr>
<th>Time Interval</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/01/09</td>
<td>1,616,996</td>
<td>8.36%</td>
</tr>
<tr>
<td>01/29/09</td>
<td>1,742,140</td>
<td>9.01%</td>
</tr>
<tr>
<td>02/26/09</td>
<td>1,642,959</td>
<td>8.50%</td>
</tr>
<tr>
<td>03/26/09</td>
<td>1,572,209</td>
<td>8.13%</td>
</tr>
<tr>
<td>04/23/09</td>
<td>1,333,957</td>
<td>6.90%</td>
</tr>
<tr>
<td>05/21/09</td>
<td>1,285,823</td>
<td>6.65%</td>
</tr>
<tr>
<td>06/18/09</td>
<td>1,250,427</td>
<td>6.47%</td>
</tr>
<tr>
<td>07/16/09</td>
<td>1,145,023</td>
<td>5.92%</td>
</tr>
<tr>
<td>08/13/09</td>
<td>1,304,365</td>
<td>6.75%</td>
</tr>
<tr>
<td>09/10/09</td>
<td>1,711,236</td>
<td>8.85%</td>
</tr>
<tr>
<td>10/08/09</td>
<td>1,681,514</td>
<td>8.70%</td>
</tr>
<tr>
<td>11/05/09</td>
<td>1,658,920</td>
<td>8.58%</td>
</tr>
<tr>
<td>12/03/09</td>
<td>1,353,245</td>
<td>7.00%</td>
</tr>
<tr>
<td>12/31/09</td>
<td>33,525</td>
<td>0.17%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19,332,339</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>
# Column Definitions

## Time Interval (hour, day, etc.)

A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

## Visits

Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

## %

Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.

---

# Report Descriptions

Periods of less activity can be considered good times for maintenance and content improvement.
Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The data for this report is obtained from GeoTrends and DNS lookup. Therefore, the data presented in this report can differ from the data presented in the Domain Names report, which is based on DNS lookup.

Organizations

<table>
<thead>
<tr>
<th>Organization</th>
<th>Visits</th>
<th>% Visits</th>
<th>Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Internet Assigned Numbers Authority</td>
<td>2,186,336</td>
<td>11.38%</td>
<td>9,445,821</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>2,186,336</td>
<td>11.38%</td>
<td>9,445,821</td>
</tr>
<tr>
<td>2. America Online, Inc.</td>
<td>1,358,346</td>
<td>7.07%</td>
<td>1,532,954</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>1,358,346</td>
<td>7.07%</td>
<td>1,532,954</td>
</tr>
<tr>
<td>3. EXCALIBUR Group, A Time Warner Company</td>
<td>1,058,579</td>
<td>5.51%</td>
<td>4,712,298</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>1,058,579</td>
<td>5.51%</td>
<td>4,712,298</td>
</tr>
<tr>
<td>4. Bell South Intellectual Property Corporation</td>
<td>640,734</td>
<td>3.34%</td>
<td>2,967,443</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>640,734</td>
<td>3.34%</td>
<td>2,967,443</td>
</tr>
<tr>
<td>5. Comcast Cable Communications, Inc.</td>
<td>628,166</td>
<td>3.27%</td>
<td>2,759,922</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>628,166</td>
<td>3.27%</td>
<td>2,759,922</td>
</tr>
<tr>
<td>6. Verizon Internet Services Inc.</td>
<td>389,665</td>
<td>2.03%</td>
<td>1,758,567</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>389,665</td>
<td>2.03%</td>
<td>1,758,567</td>
</tr>
<tr>
<td>7. Road Runner HoldCo LLC</td>
<td>383,665</td>
<td>2.00%</td>
<td>1,687,465</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>383,665</td>
<td>2.00%</td>
<td>1,687,465</td>
</tr>
<tr>
<td>Organization Domain Name</td>
<td>Visits</td>
<td>% Visits</td>
<td>Hits</td>
</tr>
<tr>
<td>-------------------------</td>
<td>--------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>8. SBC Internet</td>
<td>347,850</td>
<td>1.81%</td>
<td>1,606,939</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>347,850</td>
<td>1.81%</td>
<td>1,606,939</td>
</tr>
<tr>
<td>9. CHARTER COMMUNICATIONS</td>
<td>314,518</td>
<td>1.64%</td>
<td>1,469,899</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>314,518</td>
<td>1.64%</td>
<td>1,469,899</td>
</tr>
<tr>
<td>10. COX COMMUNICATIONS</td>
<td>290,874</td>
<td>1.51%</td>
<td>1,330,936</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>290,874</td>
<td>1.51%</td>
<td>1,330,936</td>
</tr>
<tr>
<td>11. Verizon Trademark Services LLC</td>
<td>285,947</td>
<td>1.49%</td>
<td>1,508,280</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>285,947</td>
<td>1.49%</td>
<td>1,508,280</td>
</tr>
<tr>
<td>12. American Registry for Internet Numbers</td>
<td>266,728</td>
<td>1.39%</td>
<td>1,171,479</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>266,728</td>
<td>1.39%</td>
<td>1,171,479</td>
</tr>
<tr>
<td>13. CSC Holdings, Inc.</td>
<td>238,586</td>
<td>1.24%</td>
<td>930,366</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>238,586</td>
<td>1.24%</td>
<td>930,366</td>
</tr>
<tr>
<td>14. Cox Communications Inc.</td>
<td>198,178</td>
<td>1.03%</td>
<td>894,320</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>198,178</td>
<td>1.03%</td>
<td>894,320</td>
</tr>
<tr>
<td>15. SBC Internet Services</td>
<td>175,645</td>
<td>0.91%</td>
<td>790,290</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>175,645</td>
<td>0.91%</td>
<td>790,290</td>
</tr>
<tr>
<td>16. Qwest Communications International Inc.</td>
<td>174,413</td>
<td>0.91%</td>
<td>803,793</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>174,413</td>
<td>0.91%</td>
<td>803,793</td>
</tr>
<tr>
<td>17. Comcast Cable Communications Holdings, Inc</td>
<td>171,945</td>
<td>0.90%</td>
<td>746,819</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>171,945</td>
<td>0.90%</td>
<td>746,819</td>
</tr>
<tr>
<td>18. Comcast Cable Communications Holdings, Inc.</td>
<td>153,574</td>
<td>0.80%</td>
<td>664,373</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>153,574</td>
<td>0.80%</td>
<td>664,373</td>
</tr>
<tr>
<td>19. Comcast Cable Communications</td>
<td>149,176</td>
<td>0.78%</td>
<td>643,082</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>149,176</td>
<td>0.78%</td>
<td>643,082</td>
</tr>
<tr>
<td>20. RIPE NCC</td>
<td>146,234</td>
<td>0.76%</td>
<td>587,021</td>
</tr>
<tr>
<td>Unresolved IP Address</td>
<td>146,234</td>
<td>0.76%</td>
<td>587,021</td>
</tr>
<tr>
<td><strong>Subtotal for rows 1–20</strong></td>
<td>9,559,159</td>
<td>49.77%</td>
<td>38,012,067</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>9,648,381</td>
<td>50.23%</td>
<td>42,123,760</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>19,207,540</td>
<td>100.00%</td>
<td>80,135,827</td>
</tr>
</tbody>
</table>

Items 1–20 of 1,000
### Organizations - Help Card

#### Column Definitions

**Organization**
The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by either of the following methods:

- The visitor's IP address matched an Intranet Domain configuration within the Admin Console.
- Looking up the visitor's IP address in the WebTrends GeoTrends Database.

**Unknown**
The organization could not be determined.

**Domain Name**
The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, anycompany.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at [www.networksolutions.com](http://www.networksolutions.com).

**Visits**
Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**Hits**
Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of
server traffic, it is not an accurate reflection of the number of pages viewed.

---

**Report Descriptions**

Use this information when you are interested in an organization as a whole, such as Webtrends Inc. You can identify the major domain names from each company, such as webtrends.com from WebTrends Inc.
Domain Names

This report lists the domain name that generates the most activity to your web site. The data for this report is obtained from DNS lookups, which is not available with Express Analysis. Therefore, the data presented in this report can differ from the data presented in the Organizations report, which is based on GeoTrends and DNS lookup.

### Domain Names

<table>
<thead>
<tr>
<th>Domain Name</th>
<th>Visits</th>
<th>% Visits</th>
<th>Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Unresolved IP Address</td>
<td>19,332,339</td>
<td>100.00%</td>
<td>80,414,460</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19,332,339</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>80,414,460</strong></td>
</tr>
</tbody>
</table>

Items 1–1 of 1
Column Definitions

Domain Name

The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, anycompany.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at www.networksolutions.com.

Visits

Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Report Descriptions

Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.
Top-Level Domain Types

This report provides a breakdown of top-level domain types.

<table>
<thead>
<tr>
<th>Top-Level Domain Types</th>
<th>Visits</th>
<th>% Visits</th>
<th>Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unresolved IP Address</td>
<td>19,332,339</td>
<td>100.00%</td>
<td>80,414,460</td>
</tr>
<tr>
<td>Total</td>
<td>19,332,339</td>
<td>100.00%</td>
<td>80,414,460</td>
</tr>
</tbody>
</table>

Top-Level Domain Types
### Column Definitions

#### Reserved IP Address
The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.

#### Unresolved IP Address
Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

#### Unknown
The domain suffix did not match any of the top-level domain categories.

#### Top-Level Domain
The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

- **ARPANET**: .arpa
- **Commercial**: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz
- **Education**: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn
- **International**: .int .int.co .int.ve .intl.tn
- **Government**: .gov .gov.[country code] .gove.[country code] .go.[country code]
- **Military**: .mil .mil.[country code]
- **Network**: .net .ad.jp .ne.kr .net.[country code]
- **Organization**: .org .or .org.[country code] .or.[country code]
- **Personal**: .name

#### Visits
Number of visits to your site from the specified top-level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

#### Hits
Number of hits to your site from the specified top-level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Report Descriptions

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

Total - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.
Geography Dashboard

This page contains key graphs and tables that provide an overview of this chapter. You can click on a graph title to navigate to the corresponding report page.

Regions

North American States and Provinces

Countries

Cities

Visits

Visits

Visits

Visits

0 5,000,000 10,000,000 15,000,000 20,000,000 25,000,000 30,000,000 35,000,000 40,000,000

0 500,000 1,000,000 1,500,000 2,000,000 2,500,000

Visits

Visits

Visits
This report identifies the top geographic regions of the visitors to your site.

### Regions

<table>
<thead>
<tr>
<th>Regions</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. North America</td>
<td>17,633,831</td>
<td>91.21%</td>
</tr>
<tr>
<td>2. Western Europe</td>
<td>860,091</td>
<td>4.45%</td>
</tr>
<tr>
<td>3. Asia</td>
<td>242,170</td>
<td>1.25%</td>
</tr>
<tr>
<td>4. Australia</td>
<td>168,156</td>
<td>0.87%</td>
</tr>
<tr>
<td>5. South America</td>
<td>96,416</td>
<td>0.50%</td>
</tr>
<tr>
<td>6. Eastern Europe</td>
<td>88,276</td>
<td>0.46%</td>
</tr>
<tr>
<td>7. Northern Europe</td>
<td>63,838</td>
<td>0.33%</td>
</tr>
<tr>
<td>8. Middle East</td>
<td>51,096</td>
<td>0.26%</td>
</tr>
<tr>
<td>9. Eastern Africa</td>
<td>30,720</td>
<td>0.16%</td>
</tr>
<tr>
<td>10. Caribbean Islands</td>
<td>30,057</td>
<td>0.16%</td>
</tr>
<tr>
<td>11. Southern Africa</td>
<td>24,876</td>
<td>0.13%</td>
</tr>
<tr>
<td>12. Pacific Islands</td>
<td>23,243</td>
<td>0.12%</td>
</tr>
<tr>
<td>13. Central America</td>
<td>8,448</td>
<td>0.04%</td>
</tr>
<tr>
<td>14. Northern Africa</td>
<td>5,813</td>
<td>0.03%</td>
</tr>
<tr>
<td>15. Western Africa</td>
<td>4,969</td>
<td>0.03%</td>
</tr>
<tr>
<td>16. Central Africa</td>
<td>307</td>
<td>0.00%</td>
</tr>
<tr>
<td>17. Unknown Region</td>
<td>31</td>
<td>0.00%</td>
</tr>
<tr>
<td>18. Unspecified Region</td>
<td>1</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Regions - Help Card

Column Definitions

Regions

The geographic part of the world where visitors to your web site are located. "Unspecified Region" represents visitors whose geographic region could not be determined. "Unknown Region" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name or the Intranet Domains definition in the Administration Console.

Visits

Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%  

Percentage of total visits that were from this geographic region.

Report Descriptions

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for which the IP address does not match an entry in GeoTrends database. This is the case for countries that do not have states or simply entries for which this information was not provided in the GeoTrends database.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.
This report identifies the top countries of the visitors to your site.

### Countries

<table>
<thead>
<tr>
<th>Countries</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States (US)</td>
<td>17,328,024</td>
<td>89.63%</td>
</tr>
<tr>
<td>United Kingdom (UK)</td>
<td>338,918</td>
<td>1.75%</td>
</tr>
<tr>
<td>Canada (CA)</td>
<td>270,898</td>
<td>1.40%</td>
</tr>
<tr>
<td>Australia (AU)</td>
<td>168,156</td>
<td>0.87%</td>
</tr>
<tr>
<td>Western Europe -country unspecified (EU)</td>
<td>153,037</td>
<td>0.79%</td>
</tr>
<tr>
<td>Germany (DE)</td>
<td>109,700</td>
<td>0.57%</td>
</tr>
<tr>
<td>France (FR)</td>
<td>60,378</td>
<td>0.31%</td>
</tr>
<tr>
<td>Uruguay (UY)</td>
<td>60,136</td>
<td>0.31%</td>
</tr>
<tr>
<td>Netherlands (NL)</td>
<td>46,681</td>
<td>0.24%</td>
</tr>
<tr>
<td>Japan (JP)</td>
<td>42,180</td>
<td>0.22%</td>
</tr>
<tr>
<td>India (IN)</td>
<td>38,066</td>
<td>0.20%</td>
</tr>
<tr>
<td>Spain (ES)</td>
<td>37,479</td>
<td>0.19%</td>
</tr>
<tr>
<td>Mexico (MX)</td>
<td>34,909</td>
<td>0.18%</td>
</tr>
<tr>
<td>Italy (IT)</td>
<td>30,296</td>
<td>0.16%</td>
</tr>
<tr>
<td>Philippines (PH)</td>
<td>27,288</td>
<td>0.14%</td>
</tr>
<tr>
<td>China (CN)</td>
<td>25,378</td>
<td>0.13%</td>
</tr>
<tr>
<td>Ireland (IE)</td>
<td>24,793</td>
<td>0.13%</td>
</tr>
<tr>
<td>Sweden (SE)</td>
<td>22,692</td>
<td>0.12%</td>
</tr>
<tr>
<td>Countries</td>
<td>Visits</td>
<td>% Visits</td>
</tr>
<tr>
<td>--------------------</td>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td>South Africa (ZA)</td>
<td>22,611</td>
<td>0.12%</td>
</tr>
<tr>
<td>Poland (PL)</td>
<td>22,609</td>
<td>0.12%</td>
</tr>
</tbody>
</table>

Subtotal for rows 1–20: 18,864,229 (97.58%)
Other: 468,110 (2.42%)
Total: 19,332,339 (100.00%)

**Countries - Help Card**

**Column Definitions**

**Countries**
If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name or the Intranet Domains definition in the Administration Console.

**Visits**
Number of visits from the specified country. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%**
Percentage of total visits from the specified country.

**Unknown Country**
The country associated with the visitor's domain name could not be determined.

---

**Report Descriptions**

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

**Note:** Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.