

### Site Usage

**3,353** Visits

**12,520** Pageviews

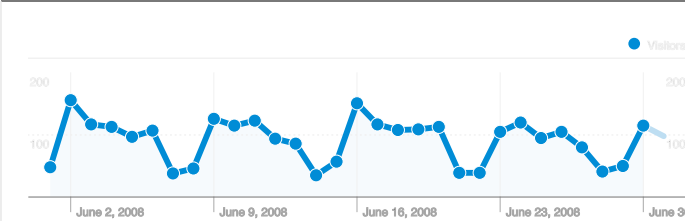
**3.73** Pages/Visit

**35.52%** Bounce Rate

**00:02:37** Avg. Time on Site

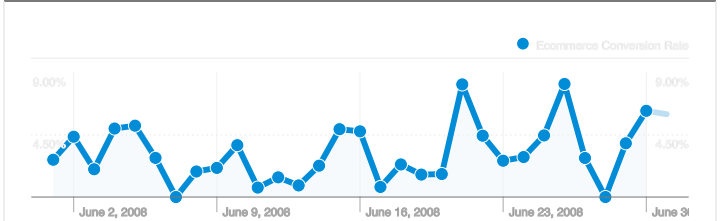
**69.61%** % New Visits

### Visitors Overview



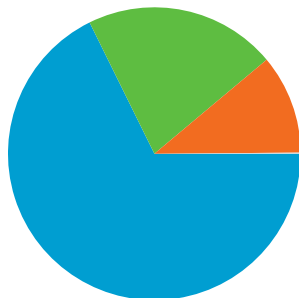
**Visitors**  
**2,527**

### Ecommerce Overview



**Ecommerce Conversion Rate**  
**3.16%**

### Traffic Sources Overview



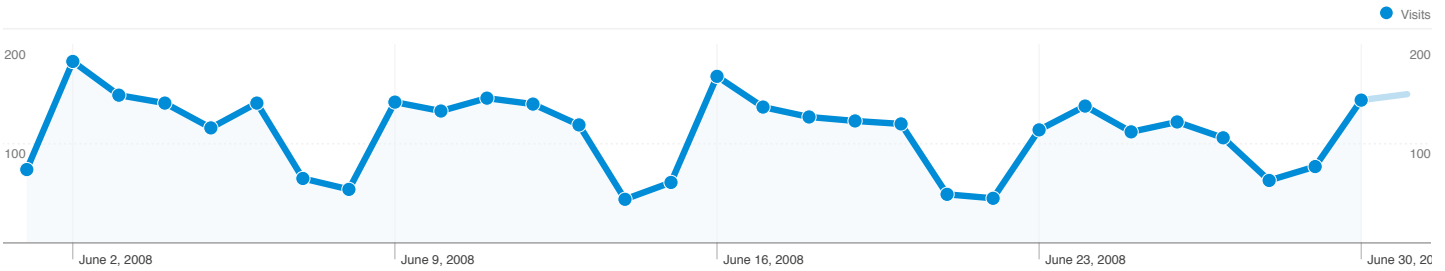
- **Search Engines**  
2,270 (67.70%)
- **Direct Traffic**  
711 (21.20%)
- **Referring Sites**  
368 (10.98%)
- **Other**  
4 (0.12%)

### Content Overview

Pages	Pageviews	% Pageviews
/home.aspx	3,556	28.40%
/reservations.aspx	1,979	15.81%
/accommodations.aspx	1,126	8.99%
/onescreen.cfm?hotelid=13414	1,037	8.28%
/amenities.aspx	798	6.37%

SAMPLE REPORT  
**All Traffic Sources**

Jun 1, 2008 - Jun 30, 2008  
 Comparing to: Site



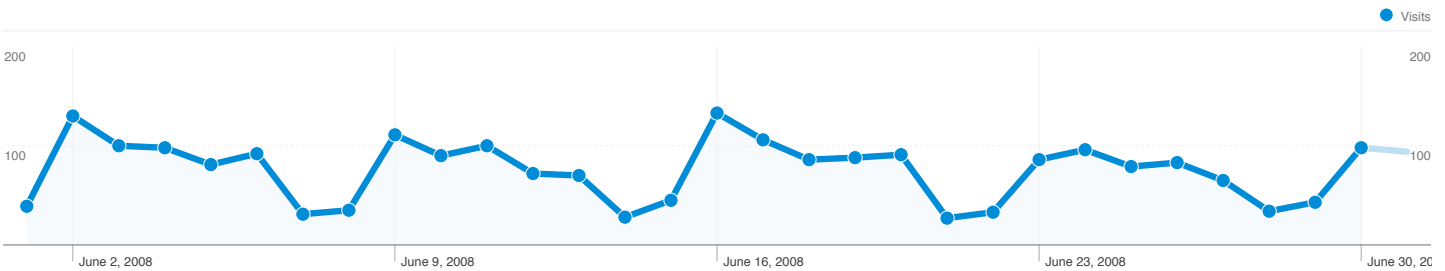
**All traffic sources sent 3,353 visits via 100 sources and mediums**

**Ecommerce**

<b>Visits</b> <b>3,353</b> % of Site Total: 100.00%	<b>Revenue</b> <b>\$15,969.00</b> % of Site Total: 100.00%	<b>Transactions</b> <b>106</b> % of Site Total: 100.00%	<b>Average Value</b> <b>\$150.65</b> Site Avg: \$150.65 (0.00%)	<b>Ecommerce Conversion Rate</b> <b>3.16%</b> Site Avg: 3.16% (0.00%)	<b>Per Visit Value</b> <b>\$4.76</b> Site Avg: \$4.76 (0.00%)
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Source/Medium	Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
google / organic	1,346	\$9,462.00	58	\$163.14	4.31%	\$7.03
google / cpc	397	\$1,882.00	14	\$134.43	3.53%	\$4.74
(direct) / (none)	711	\$1,182.00	9	\$131.33	1.27%	\$1.66
msn / organic	98	\$861.00	5	\$172.20	5.10%	\$8.79
live / organic	81	\$844.00	6	\$140.67	7.41%	\$10.42
yahoo / organic	292	\$760.00	8	\$95.00	2.74%	\$2.60
mufrti.org / referral	20	\$315.00	1	\$315.00	5.00%	\$15.75
my.att.net / referral	1	\$210.00	1	\$210.00	100.00%	\$210.00
google.com / referral	9	\$164.00	1	\$164.00	11.11%	\$18.22
hotel.com / referral	9	\$105.00	1	\$105.00	11.11%	\$11.67
[REDACTED] / referral	81	\$105.00	1	\$105.00	1.23%	\$1.30
yahoo mail / referral	10	\$79.00	1	\$79.00	10.00%	\$7.90
altavista / organic	3	\$0.00	0	\$0.00	0.00%	\$0.00
alwar.com / referral	1	\$0.00	0	\$0.00	0.00%	\$0.00
aol / organic	23	\$0.00	0	\$0.00	0.00%	\$0.00
asae.multiview.com / referral	1	\$0.00	0	\$0.00	0.00%	\$0.00
ask / organic	10	\$0.00	0	\$0.00	0.00%	\$0.00
baymonthotels.com / referral	1	\$0.00	0	\$0.00	0.00%	\$0.00
bingo.com / referral	2	\$0.00	0	\$0.00	0.00%	\$0.00
campustravel.com / referral	4	\$0.00	0	\$0.00	0.00%	\$0.00

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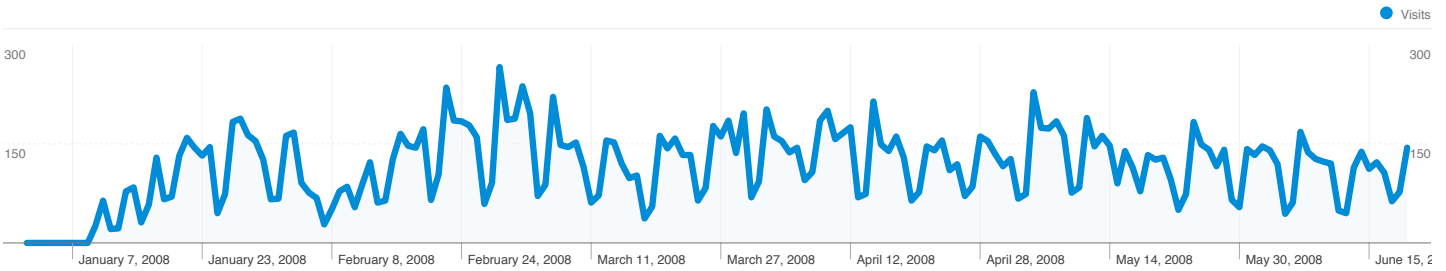
**Search sent 2,270 total visits via 616 keywords**

**Ecommerce**


<b>Visits</b> <b>2,270</b> % of Site Total: 67.70%	<b>Revenue</b> <b>\$13,809.00</b> % of Site Total: 86.47%	<b>Transactions</b> <b>91</b> % of Site Total: 85.85%	<b>Average Value</b> <b>\$151.75</b> Site Avg: \$150.65 (0.73%)	<b>Ecommerce Conversion Rate</b> <b>4.01%</b> Site Avg: 3.16% (26.81%)	<b>Per Visit Value</b> <b>\$6.08</b> Site Avg: \$4.76 (27.73%)
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Keyword	Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
hotel	93	\$827.00	7	\$118.14	7.53%	\$8.89
hotel jefferson city mo	75	\$794.00	5	\$158.80	6.67%	\$10.59
hotel jefferson city	99	\$618.00	5	\$123.60	5.05%	\$6.24
jefferson city hotels	118	\$526.00	4	\$131.50	3.39%	\$4.46
jefferson city, mo	11	\$525.00	1	\$525.00	9.09%	\$47.73
jefferson city missouri	13	\$525.00	2	\$262.50	15.38%	\$40.38
hotels in jefferson city	16	\$525.00	1	\$525.00	6.25%	\$32.81
jefferson city mo hotel	40	\$479.00	4	\$119.75	10.00%	\$11.98
hotel & convention center	14	\$455.00	3	\$151.67	21.43%	\$32.50
hotels jefferson city missour	2	\$420.00	1	\$420.00	50.00%	\$210.00
hotel jefferson city	42	\$417.00	1	\$417.00	2.38%	\$9.93
hotel "jefferson city" mo	1	\$417.00	1	\$417.00	100.00%	\$417.00
jefferson city mo	28	\$385.00	2	\$192.50	7.14%	\$13.75
jefferson city mo	16	\$385.00	2	\$192.50	12.50%	\$24.06
plaza hotel	84	\$362.00	3	\$120.67	3.57%	\$4.31
jefferson city mo hotel in	14	\$318.00	3	\$106.00	21.43%	\$22.71
jefferson city, mo, usa	2	\$315.00	1	\$315.00	50.00%	\$157.50
plaza jefferson city	95	\$280.00	3	\$93.33	3.16%	\$2.95
plaza hotel mo	4	\$278.00	1	\$278.00	25.00%	\$69.50
plaza hotel jefferson city mo	48	\$269.00	2	\$134.50	4.17%	\$5.60

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Site Usage

 **21,048** Visits

 **31.97%** Bounce Rate

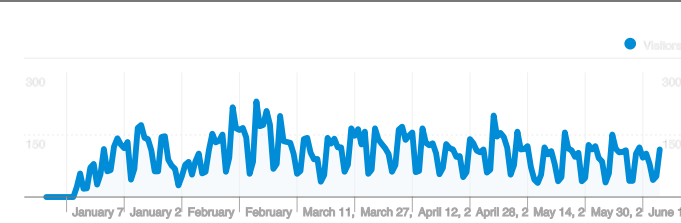
 **80,584** Pageviews

 **00:02:56** Avg. Time on Site

 **3.83** Pages/Visit

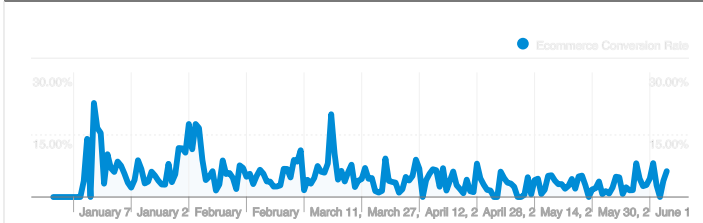
 **74.95%** % New Visits

Visitors Overview



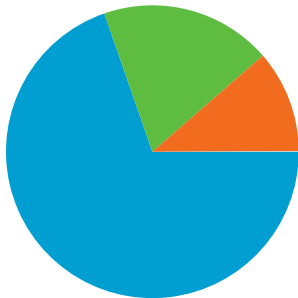
**Visitors**  
**15,780**

Ecommerce Overview



**Ecommerce Conversion Rate**  
**4.76%**

Traffic Sources Overview



- **Search Engines**  
14,664.00 (69.67%)
- **Direct Traffic**  
3,985.00 (18.93%)
- **Referring Sites**  
2,385.00 (11.33%)
- **Other**  
14 (0.07%)

Content Overview

Pages	Pageviews	% Pageviews
/home.aspx	21,294	26.42%
/reservations.aspx	14,337	17.79%
/onescreen.cfm?hotelid=13414	8,744	10.85%
/accommodations.aspx	6,903	8.57%
/contactus.aspx	5,159	6.40%