



## Site Usage

 **296,980** Visits

 **28.11%** Bounce Rate

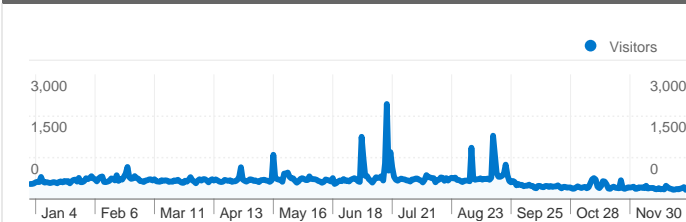
 **3,124,745** Pageviews

 **00:10:42** Avg. Time on Site

 **10.52** Pages/Visit

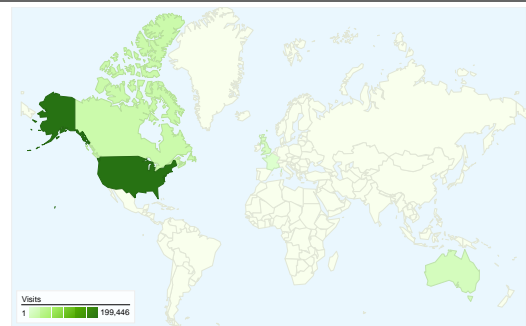
 **25.29%** % New Visits

## Visitors Overview



**Visitors**  
**76,719**

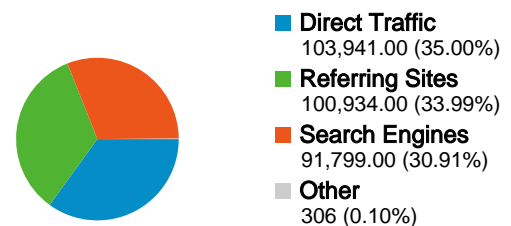
## Map Overlay



## Operating Systems

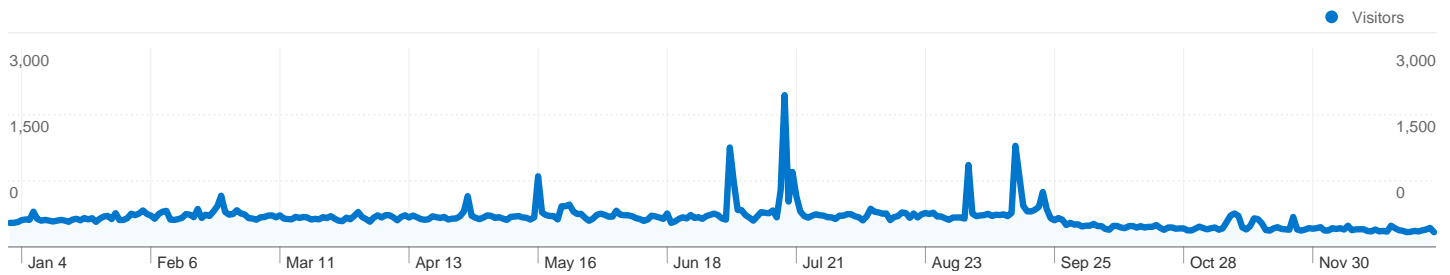
Operating System	Visits	% visits
Windows	243,673	82.05%
Macintosh	33,496	11.28%
iPhone	5,693	1.92%
iPod	4,956	1.67%
Linux	4,152	1.40%

## Traffic Sources Overview



# RAF Visitors Overview


Jan 1, 2010 - Dec 31, 2010  
Comparing to: Site





**76,719 people visited this site**

 **296,980 Visits**


 **76,719 Absolute Unique Visitors**

 **3,124,745 Pageviews**

 **10.52 Average Pageviews**

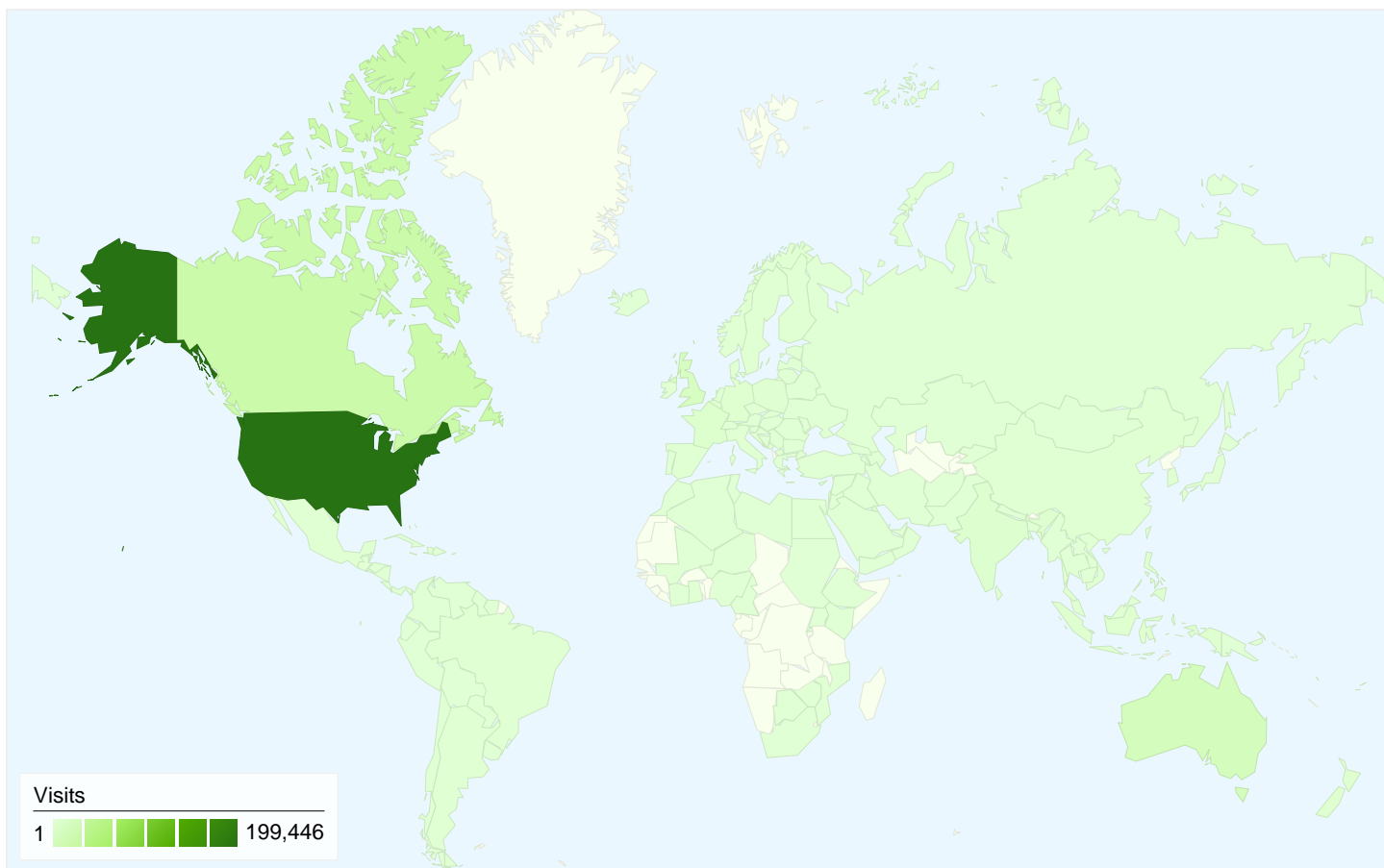
 **00:10:42 Time on Site**

 **28.11% Bounce Rate**

 **25.29% New Visits**

## Technical Profile

Browser			Connection Speed		
Visits	% visits		Visits	% visits	
Firefox	132,538	44.63%	Cable	119,589	40.27%
Internet Explorer	74,599	25.12%	DSL	82,701	27.85%
Chrome	44,196	14.88%	Unknown	56,858	19.15%
Safari	37,075	12.48%	T1	33,058	11.13%
Opera	5,568	1.87%	Dialup	4,360	1.47%

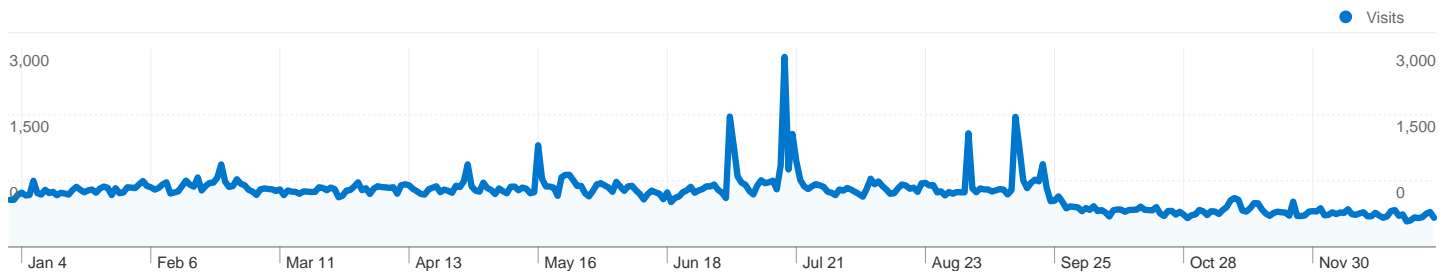


## 296,980 visits came from 160 countries/territories

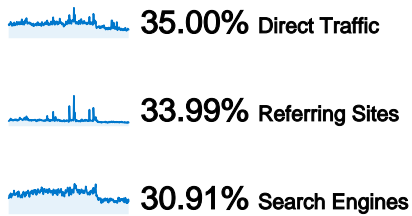
### Site Usage

Visits 296,980 % of Site Total: 100.00%	Pages/Visit 10.52 Site Avg: 10.52 (0.00%)	Avg. Time on Site 00:10:42 Site Avg: 00:10:42 (0.00%)	% New Visits 25.45% Site Avg: 25.29% (0.64%)	Bounce Rate 28.11% Site Avg: 28.11% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	199,446	11.99	00:12:10	23.94%	26.31%
Canada	24,470	7.01	00:06:10	19.62%	27.96%
Australia	13,830	8.05	00:09:38	24.36%	25.99%
United Kingdom	11,092	9.79	00:10:03	26.52%	32.88%
France	3,637	12.78	00:14:07	17.95%	19.66%
India	3,518	6.40	00:04:42	44.00%	34.59%
Singapore	3,417	6.59	00:06:46	26.95%	33.19%
Indonesia	2,194	8.31	00:12:25	44.58%	30.77%
Germany	2,148	4.57	00:03:48	34.87%	50.42%

New Zealand	2,023	5.83	00:05:40	28.47%	41.18%
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All traffic sources sent a total of 296,980 visits



■ **Direct Traffic**  
103,941.00 (35.00%)

■ **Referring Sites**  
100,934.00 (33.99%)

■ **Search Engines**  
91,799.00 (30.91%)

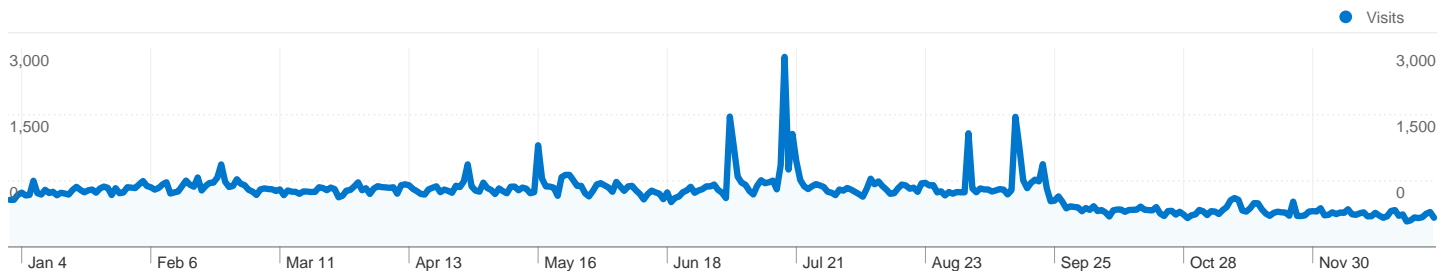
■ **Other**  
306 (0.10%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	103,941	35.00%	animorphs ebooks	8,027	8.74%
google (organic)	83,155	28.00%	raf animorphs	7,825	8.52%
answers.yahoo.com (referral)	16,508	5.56%	animorphs	6,231	6.79%
reddit.com (referral)	9,011	3.03%	animorphs forum	4,747	5.17%
animorphsforum.com (referral)	7,875	2.65%	richards animorph forum	4,632	5.05%

# RAF Operating Systems

Jan 1, 2010 - Dec 31, 2010  
Comparing to: Site



296,980 visits used 22 operating systems

## Site Usage

<b>Visits</b> <b>296,980</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>10.52</b> Site Avg: 10.52 (0.00%)	<b>Avg. Time on Site</b> <b>00:10:42</b> Site Avg: 00:10:42 (0.00%)	<b>% New Visits</b> <b>25.45%</b> Site Avg: 25.29% (0.64%)	<b>Bounce Rate</b> <b>28.11%</b> Site Avg: 28.11% (0.00%)	
Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Windows	243,673	11.38	00:11:38	25.60%	25.54%
Macintosh	33,496	7.50	00:06:45	22.81%	41.93%
iPhone	5,693	3.46	00:02:48	16.51%	38.26%
iPod	4,956	6.54	00:08:29	16.12%	31.19%
Linux	4,152	5.60	00:05:30	40.10%	41.11%
Android	1,749	4.87	00:07:31	22.98%	28.13%
(not set)	727	4.61	00:06:09	55.43%	27.92%
iPad	627	5.56	00:03:27	36.52%	32.70%
Danger Hiptop	425	1.00	00:00:00	98.82%	100.00%
SymbianOS	293	3.63	00:24:54	98.29%	25.26%

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