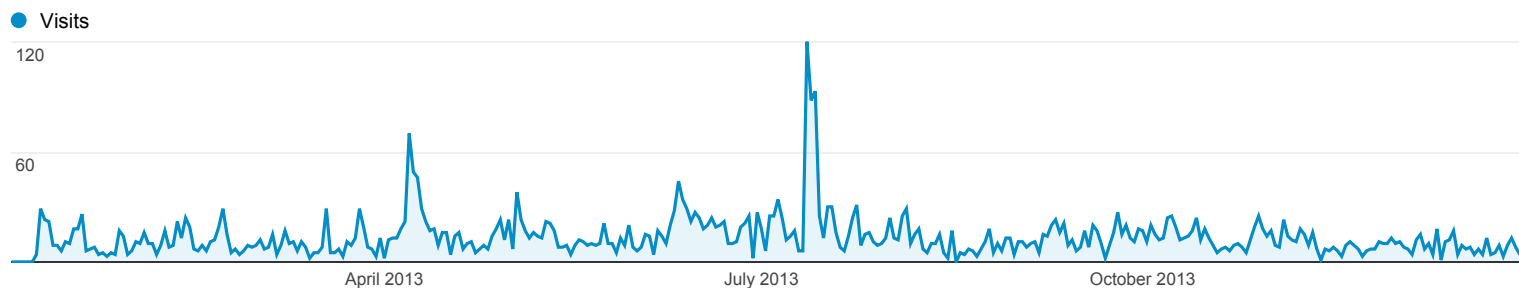


Jan 1, 2013 - Dec 31, 2013

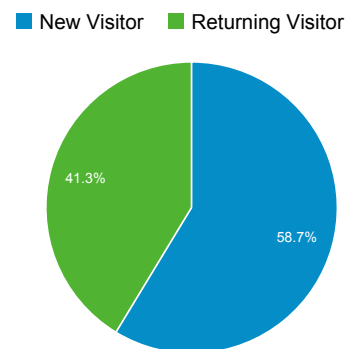
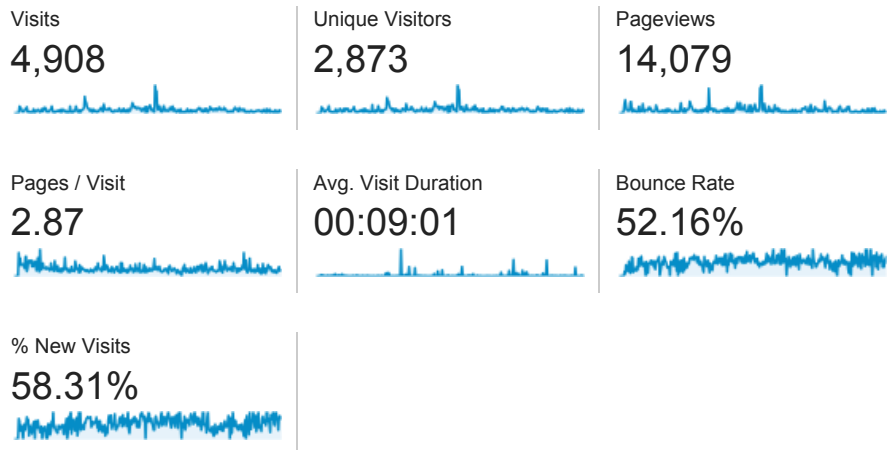
## Audience Overview



### Overview



## 2,873 people visited this site



Language	Visits	% Visits
1. en-us	4,709	95.95%
2. en	111	2.26%
3. fr	21	0.43%
4. en-gb	8	0.16%
5. nl	7	0.14%
6. de-de	6	0.12%
7. fr-fr	6	0.12%
8. nl-nl	5	0.10%
9. c	4	0.08%
10. de	4	0.08%

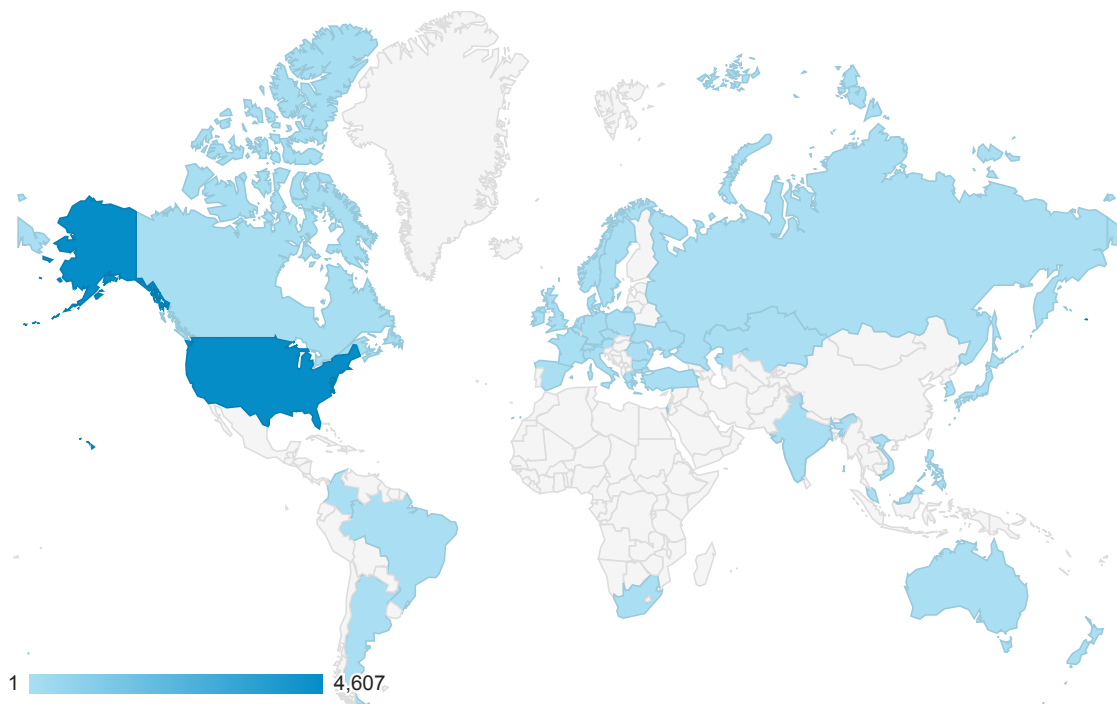
Jan 1, 2013 - Dec 31, 2013

Location



Map Overlay

Summary



Country / Territory	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>4,908</b> % of Total: 100.00% (4,908)	<b>58.68%</b> Site Avg: 58.31% (0.63%)	<b>2,880</b> % of Total: 100.63% (2,862)	<b>52.16%</b> Site Avg: 52.16% (0.00%)	<b>2.87</b> Site Avg: 2.87 (0.00%)	<b>00:09:01</b> Site Avg: 00:09:01 (0.00%)	<b>0.00%</b> Site Avg: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">United States</a>	<b>4,607</b>	57.07%	2,629	50.42%	2.96	00:09:28	0.00%	0	\$0.00
2. <a href="#">(not set)</a>	<b>80</b>	65.00%	52	76.25%	1.98	00:07:00	0.00%	0	\$0.00
3. <a href="#">Canada</a>	<b>56</b>	92.86%	52	76.79%	1.43	00:01:01	0.00%	0	\$0.00
4. <a href="#">Germany</a>	<b>54</b>	98.15%	53	96.30%	1.06	00:00:01	0.00%	0	\$0.00
5. <a href="#">France</a>	<b>15</b>	93.33%	14	33.33%	2.60	00:00:25	0.00%	0	\$0.00
6. <a href="#">United Kingdom</a>	<b>14</b>	100.00%	14	85.71%	1.14	00:00:23	0.00%	0	\$0.00
7. <a href="#">Netherlands</a>	<b>8</b>	87.50%	7	75.00%	1.25	00:00:14	0.00%	0	\$0.00
8. <a href="#">New Zealand</a>	<b>8</b>	100.00%	8	100.00%	1.00	00:00:00	0.00%	0	\$0.00
9. <a href="#">Belgium</a>	<b>6</b>	100.00%	6	16.67%	4.00	00:01:03	0.00%	0	\$0.00
10. <a href="#">Ukraine</a>	<b>6</b>	16.67%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00

Jan 1, 2013 - Dec 31, 2013

## Location

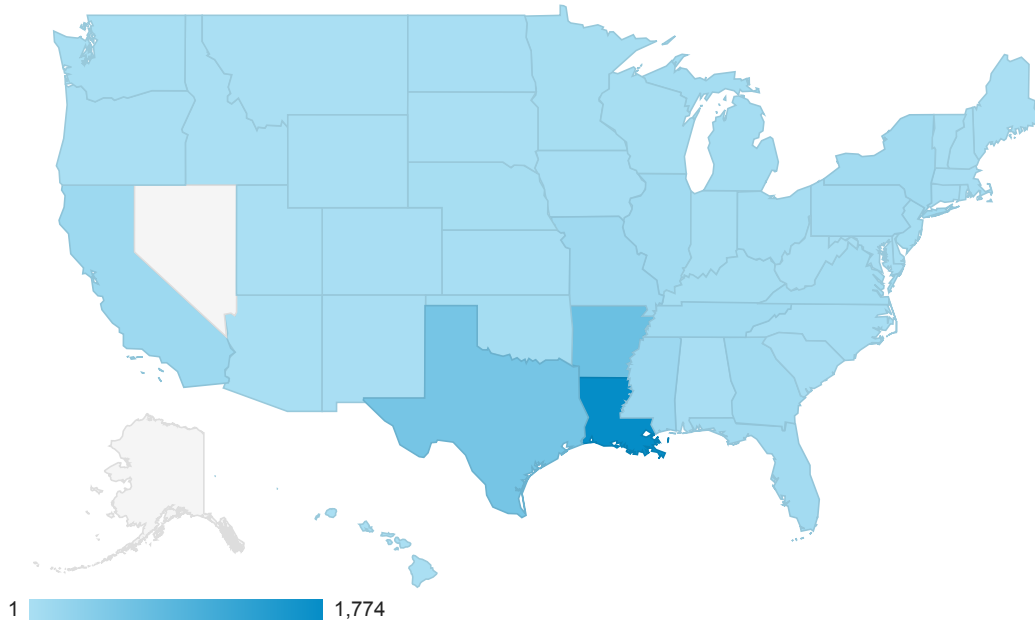
ALL » COUNTRY / TERRITORY: United States



All Visits  
93.87%

### Map Overlay

Summary



Region	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>4,607</b> <small>% of Total: 93.87% (4,908)</small>	<b>57.07%</b> <small>Site Avg: 58.31% (-2.14%)</small>	<b>2,629</b> <small>% of Total: 91.86% (2,862)</small>	<b>50.42%</b> <small>Site Avg: 52.16% (-3.33%)</small>	<b>2.96</b> <small>Site Avg: 2.87 (3.03%)</small>	<b>00:09:28</b> <small>Site Avg: 00:09:01 (4.92%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. Louisiana	<b>1,774</b>	49.72%	882	40.08%	3.49	00:03:49	0.00%	0	\$0.00
2. Arkansas	<b>682</b>	48.97%	334	50.15%	2.98	00:34:47	0.00%	0	\$0.00
3. Texas	<b>557</b>	53.32%	297	46.68%	2.79	00:02:45	0.00%	0	\$0.00
4. Mississippi	<b>142</b>	42.25%	60	47.89%	3.98	00:10:44	0.00%	0	\$0.00
5. California	<b>139</b>	71.22%	99	79.14%	2.14	00:01:39	0.00%	0	\$0.00
6. Missouri	<b>120</b>	52.50%	63	50.83%	2.77	00:28:13	0.00%	0	\$0.00
7. Illinois	<b>92</b>	60.87%	56	50.00%	4.17	00:24:01	0.00%	0	\$0.00
8. Georgia	<b>90</b>	38.89%	35	43.33%	2.53	00:02:13	0.00%	0	\$0.00
9. (not set)	<b>88</b>	100.00%	88	100.00%	1.00	00:00:00	0.00%	0	\$0.00
10. New York	<b>86</b>	74.42%	64	65.12%	2.05	00:02:03	0.00%	0	\$0.00
11. Tennessee	<b>84</b>	54.76%	46	41.67%	3.02	00:22:13	0.00%	0	\$0.00
12. Florida	<b>81</b>	69.14%	56	55.56%	2.52	00:01:18	0.00%	0	\$0.00
13. Pennsylvania	<b>60</b>	80.00%	48	65.00%	2.13	00:01:09	0.00%	0	\$0.00

14.	Michigan	52	71.15%	37	67.31%	2.06	00:16:32	0.00%	0	\$0.00
15.	Oklahoma	51	52.94%	27	54.90%	2.33	00:01:51	0.00%	0	\$0.00
16.	Virginia	50	52.00%	26	52.00%	2.34	00:02:23	0.00%	0	\$0.00
17.	Ohio	44	95.45%	42	61.36%	2.89	00:02:59	0.00%	0	\$0.00
18.	Minnesota	33	87.88%	29	81.82%	1.42	00:00:30	0.00%	0	\$0.00
19.	Kentucky	30	66.67%	20	53.33%	2.27	00:03:40	0.00%	0	\$0.00
20.	Nebraska	30	100.00%	30	86.67%	1.23	00:00:09	0.00%	0	\$0.00
21.	New Jersey	29	100.00%	29	89.66%	1.24	00:00:12	0.00%	0	\$0.00
22.	Wisconsin	29	89.66%	26	79.31%	1.28	00:00:29	0.00%	0	\$0.00
23.	Indiana	26	92.31%	24	76.92%	1.88	00:01:38	0.00%	0	\$0.00
24.	North Dakota	20	90.00%	18	85.00%	1.50	00:00:28	0.00%	0	\$0.00
25.	North Carolina	19	100.00%	19	78.95%	1.26	00:00:14	0.00%	0	\$0.00
26.	Iowa	18	100.00%	18	83.33%	1.50	00:00:54	0.00%	0	\$0.00
27.	Kansas	18	88.89%	16	66.67%	2.22	00:06:51	0.00%	0	\$0.00
28.	Colorado	16	56.25%	9	56.25%	2.81	00:01:08	0.00%	0	\$0.00
29.	Massachusetts	15	93.33%	14	86.67%	1.13	00:00:01	0.00%	0	\$0.00
30.	South Carolina	15	66.67%	10	60.00%	1.67	00:01:00	0.00%	0	\$0.00
31.	Alabama	13	100.00%	13	61.54%	2.38	00:01:42	0.00%	0	\$0.00
32.	Connecticut	13	100.00%	13	92.31%	1.31	00:00:30	0.00%	0	\$0.00
33.	Maryland	12	100.00%	12	75.00%	1.50	00:00:53	0.00%	0	\$0.00
34.	New Mexico	12	50.00%	6	41.67%	2.58	00:05:43	0.00%	0	\$0.00
35.	Arizona	11	90.91%	10	72.73%	2.09	00:01:45	0.00%	0	\$0.00
36.	Washington	7	100.00%	7	57.14%	1.71	00:01:10	0.00%	0	\$0.00
37.	Idaho	6	83.33%	5	50.00%	1.67	00:01:07	0.00%	0	\$0.00
38.	Maine	6	100.00%	6	100.00%	1.00	00:00:00	0.00%	0	\$0.00
39.	Oregon	6	100.00%	6	66.67%	1.50	00:00:55	0.00%	0	\$0.00
40.	West Virginia	6	83.33%	5	33.33%	5.17	00:02:41	0.00%	0	\$0.00
41.	District of Columbia	4	100.00%	4	75.00%	1.50	00:00:50	0.00%	0	\$0.00
42.	South Dakota	4	100.00%	4	75.00%	1.25	00:03:04	0.00%	0	\$0.00
43.	Vermont	4	100.00%	4	100.00%	1.00	00:00:00	0.00%	0	\$0.00
44.	Utah	3	100.00%	3	66.67%	1.33	00:04:20	0.00%	0	\$0.00
45.	Hawaii	2	50.00%	1	0.00%	8.50	00:09:06	0.00%	0	\$0.00
46.	Montana	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
47.	New Hampshire	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
48.	Rhode Island	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
49.	Delaware	1	100.00%	1	0.00%	3.00	00:00:16	0.00%	0	\$0.00
50.	Wyoming	1	100.00%	1	0.00%	3.00	00:03:42	0.00%	0	\$0.00

Jan 1, 2013 - Dec 31, 2013

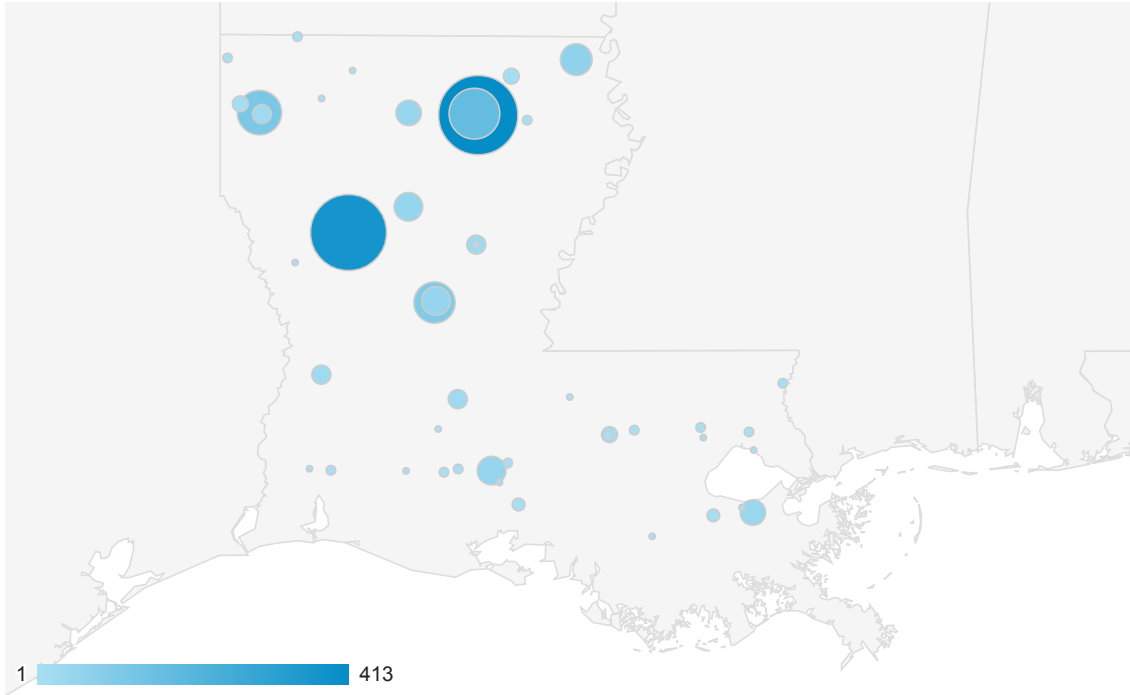
Location

ALL » COUNTRY / TERRITORY: United States » REGION: Louisiana



Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>1,774</b> <small>% of Total: 36.15% (4,908)</small>	<b>49.72%</b> <small>Site Avg: 58.31% (-14.74%)</small>	<b>882</b> <small>% of Total: 30.82% (2,862)</small>	<b>40.08%</b> <small>Site Avg: 52.16% (-23.16%)</small>	<b>3.49</b> <small>Site Avg: 2.87 (21.62%)</small>	<b>00:03:49</b> <small>Site Avg: 00:09:01 (-57.64%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">Monroe</a>	<b>413</b>	<b>57.63%</b>	238	46.49%	2.96	00:03:36	0.00%	0	\$0.00
2. <a href="#">Natchitoches</a>	<b>372</b>	<b>13.44%</b>	50	27.42%	4.10	00:03:08	0.00%	0	\$0.00
3. <a href="#">West Monroe</a>	<b>177</b>	<b>38.98%</b>	69	35.03%	3.81	00:06:03	0.00%	0	\$0.00
4. <a href="#">Shreveport</a>	<b>120</b>	<b>71.67%</b>	86	45.00%	3.22	00:03:31	0.00%	0	\$0.00
5. <a href="#">Alexandria</a>	<b>104</b>	<b>40.38%</b>	42	32.69%	3.35	00:03:28	0.00%	0	\$0.00
6. <a href="#">Oak Grove</a>	<b>66</b>	<b>90.91%</b>	60	60.61%	2.35	00:01:40	0.00%	0	\$0.00
7. <a href="#">(not set)</a>	<b>59</b>	<b>62.71%</b>	37	57.63%	2.34	00:02:53	0.00%	0	\$0.00
8. <a href="#">Winnfield</a>	<b>52</b>	<b>28.85%</b>	15	26.92%	3.65	00:03:49	0.00%	0	\$0.00
9. <a href="#">Lafayette</a>	<b>49</b>	<b>81.63%</b>	40	26.53%	5.43	00:07:16	0.00%	0	\$0.00
10. <a href="#">Pineville</a>	<b>49</b>	<b>75.51%</b>	37	38.78%	4.02	00:04:12	0.00%	0	\$0.00
11. <a href="#">Ruston</a>	<b>45</b>	<b>51.11%</b>	23	40.00%	2.98	00:02:01	0.00%	0	\$0.00
12. <a href="#">New Orleans</a>	<b>41</b>	<b>39.02%</b>	16	48.78%	4.34	00:07:52	0.00%	0	\$0.00
13. <a href="#">Jena</a>	<b>28</b>	<b>57.14%</b>	16	39.29%	3.18	00:03:19	0.00%	0	\$0.00

14.	Bossier City	26	73.08%	19	42.31%	2.85	00:02:56	0.00%	0	\$0.00
15.	DeRidder	26	46.15%	12	34.62%	5.81	00:05:14	0.00%	0	\$0.00
16.	Ville Platte	26	96.15%	25	65.38%	2.04	00:01:28	0.00%	0	\$0.00
17.	Baton Rouge	19	94.74%	18	42.11%	2.42	00:02:39	0.00%	0	\$0.00
18.	Bastrop	13	100.00%	13	84.62%	1.15	00:00:16	0.00%	0	\$0.00
19.	Blanchard	12	75.00%	9	41.67%	5.25	00:04:12	0.00%	0	\$0.00
20.	Luling	8	37.50%	3	37.50%	5.00	00:02:22	0.00%	0	\$0.00
21.	New Iberia	8	50.00%	4	87.50%	1.75	00:01:19	0.00%	0	\$0.00
22.	Bogalusa	5	0.00%	0	0.00%	11.60	00:12:01	0.00%	0	\$0.00
23.	Breaux Bridge	5	80.00%	4	60.00%	1.60	00:00:24	0.00%	0	\$0.00
24.	Springhill	5	80.00%	4	80.00%	1.80	00:01:55	0.00%	0	\$0.00
25.	Covington	4	100.00%	4	25.00%	8.50	00:08:19	0.00%	0	\$0.00
26.	Crowley	4	100.00%	4	50.00%	2.00	00:01:56	0.00%	0	\$0.00
27.	Hammond	4	100.00%	4	0.00%	3.50	00:02:46	0.00%	0	\$0.00
28.	Lake Charles	4	100.00%	4	75.00%	1.75	00:03:05	0.00%	0	\$0.00
29.	Rayne	4	100.00%	4	50.00%	2.50	00:00:14	0.00%	0	\$0.00
30.	Rayville	4	100.00%	4	75.00%	2.75	00:03:03	0.00%	0	\$0.00
31.	Vivian	4	50.00%	2	25.00%	6.50	00:28:55	0.00%	0	\$0.00
32.	Denham Springs	3	66.67%	2	0.00%	2.33	00:01:28	0.00%	0	\$0.00
33.	Homer	2	100.00%	2	0.00%	5.50	00:06:23	0.00%	0	\$0.00
34.	Sulphur	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
35.	Thibodaux	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
36.	Broussard	1	100.00%	1	0.00%	6.00	00:09:04	0.00%	0	\$0.00
37.	Eunice	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
38.	Jennings	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
39.	Mandeville	1	100.00%	1	0.00%	2.00	00:00:04	0.00%	0	\$0.00
40.	Many	1	100.00%	1	0.00%	3.00	00:01:18	0.00%	0	\$0.00
41.	Metairie	1	0.00%	0	0.00%	5.00	00:39:38	0.00%	0	\$0.00
42.	Minden	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
43.	New Roads	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
44.	Ponchatoula	1	100.00%	1	0.00%	3.00	00:02:22	0.00%	0	\$0.00

Rows 1 - 44 of 44

Jan 1, 2013 - Dec 31, 2013

## Frequency & Recency



### Distribution

Count of Visits

Visits

**4,908**

% of Total: 100.00% (4,908)

Pageviews

**14,079**

% of Total: 100.00% (14,079)

Count of Visits	Visits	Pageviews
1	2,880	6,426
2	355	1,150
3	191	714
4	134	471
5	94	298
6	81	261
7	70	228
8	60	343
9-14	281	1,102
15-25	300	1,392
26-50	268	1,075
51-100	169	543
101-200	25	76

Jan 1, 2013 - Dec 31, 2013

## Engagement



### Distribution

Visit Duration

Visits

**4,908**

% of Total: 100.00% (4,908)

Pageviews

**14,079**

% of Total: 100.00% (14,079)

Visit Duration	Visits	Pageviews
<b>0-10 seconds</b>	<b>2,796</b>	<b>3,054</b>
<b>11-30 seconds</b>	<b>206</b>	<b>506</b>
<b>31-60 seconds</b>	<b>275</b>	<b>747</b>
<b>61-180 seconds</b>	<b>523</b>	<b>1,824</b>
<b>181-600 seconds</b>	<b>599</b>	<b>3,302</b>
<b>601-1800 seconds</b>	<b>360</b>	<b>3,001</b>
<b>1801+ seconds</b>	<b>149</b>	<b>1,645</b>



Jan 1, 2013 - Dec 31, 2013

# Engagement



## Distribution

Page Depth

Visits

**4,908**

% of Total: 100.00% (4,908)

Pageviews

**14,079**

% of Total: 100.00% (14,079)

Page Depth	Visits	Pageviews
1	2,560	2,560
2	858	1,716
3	408	1,224
4	277	1,108
5	208	1,040
6	122	732
7	97	679
8	71	568
9	59	531
10	55	550
11	37	407
12	30	360
13	21	273
14	11	154
15	14	210
16	12	192
17	16	272
18	5	90
19	7	133
20+	40	1,280

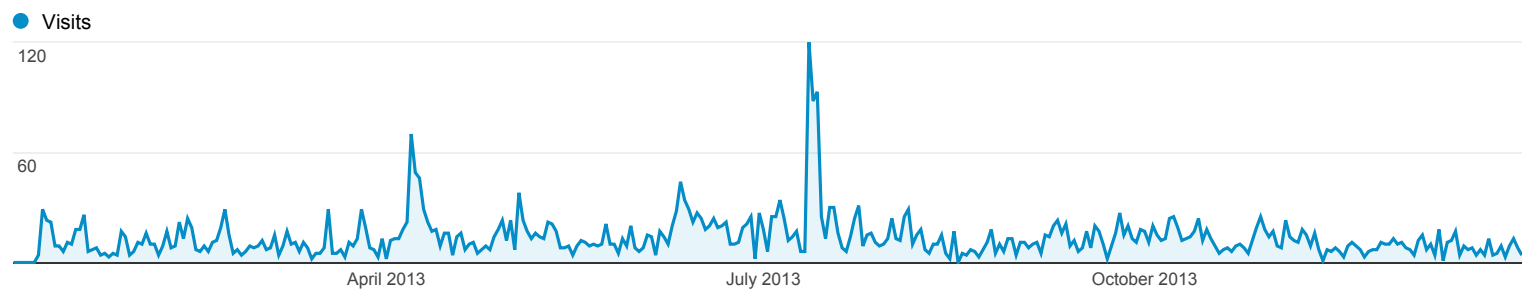
## Overview

Jan 1, 2013 - Dec 31, 2013



### Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>4,908</b> <small>% of Total: 100.00% (4,908)</small>	<b>58.68%</b> <small>Site Avg: 58.31% (0.63%)</small>	<b>2,880</b> <small>% of Total: 100.63% (2,862)</small>	<b>52.16%</b> <small>Site Avg: 52.16% (0.00%)</small>	<b>2.87</b> <small>Site Avg: 2.87 (0.00%)</small>	<b>00:09:01</b> <small>Site Avg: 00:09:01 (0.00%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. desktop	<b>4,066</b>	57.82%	2,351	49.85%	3.04	00:10:20	0.00%	0	\$0.00
2. mobile	<b>538</b>	67.66%	364	65.06%	1.85	00:02:48	0.00%	0	\$0.00
3. tablet	<b>304</b>	54.28%	165	60.20%	2.34	00:02:29	0.00%	0	\$0.00

Rows 1 - 3 of 3

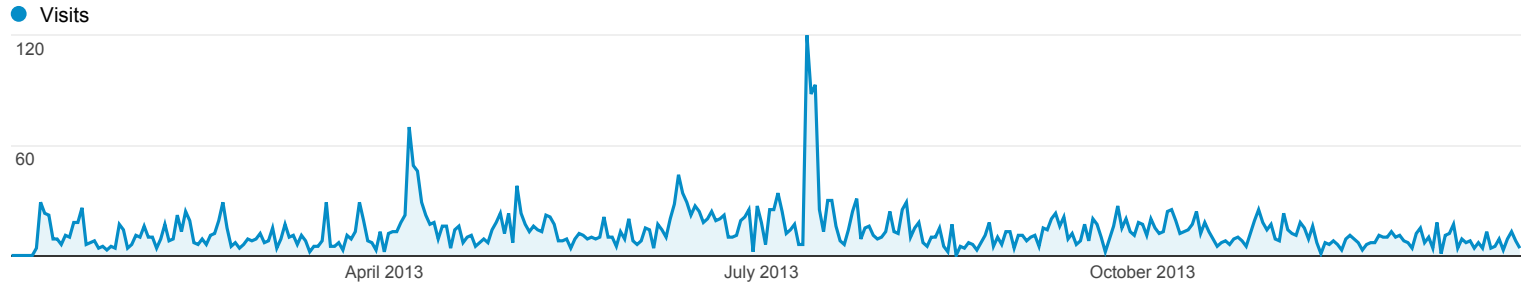
# All Traffic

Jan 1, 2013 - Dec 31, 2013

 All Visits  
100.00%

**Explorer**

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>4,908</b> <small>% of Total: 100.00% (4,908)</small>	<b>58.68%</b> <small>Site Avg: 58.31% (0.63%)</small>	<b>2,880</b> <small>% of Total: 100.63% (2,862)</small>	<b>52.16%</b> <small>Site Avg: 52.16% (0.00%)</small>	<b>2.87</b> <small>Site Avg: 2.87 (0.00%)</small>	<b>00:09:01</b> <small>Site Avg: 00:09:01 (0.00%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">(direct) / (none)</a>	<b>2,178</b>	68.87%	1,500	57.53%	2.59	00:06:17	0.00%	0	\$0.00
2. <a href="#">google / organic</a>	<b>894</b>	68.68%	614	56.38%	2.63	00:02:38	0.00%	0	\$0.00
3. <a href="#">nlvtc.net / referral</a>	<b>666</b>	47.00%	313	52.70%	2.50	00:10:22	0.00%	0	\$0.00
4. <a href="#">bratp.net / referral</a>	<b>538</b>	36.06%	194	37.17%	4.19	00:27:16	0.00%	0	\$0.00
5. <a href="#">bing / organic</a>	<b>216</b>	18.98%	41	34.26%	3.93	00:19:13	0.00%	0	\$0.00
6. <a href="#">yahoo / organic</a>	<b>154</b>	53.25%	82	35.71%	4.23	00:11:53	0.00%	0	\$0.00
7. <a href="#">facebook.com / referral</a>	<b>67</b>	13.43%	9	25.37%	2.91	00:02:39	0.00%	0	\$0.00
8. <a href="#">google.com / referral</a>	<b>48</b>	91.67%	44	54.17%	1.98	00:01:48	0.00%	0	\$0.00
9. <a href="#">latc.us / referral</a>	<b>29</b>	13.79%	4	24.14%	2.86	00:03:18	0.00%	0	\$0.00
10. <a href="#">aol / organic</a>	<b>14</b>	100.00%	14	71.43%	1.57	00:01:25	0.00%	0	\$0.00

Rows 1 - 10 of 47

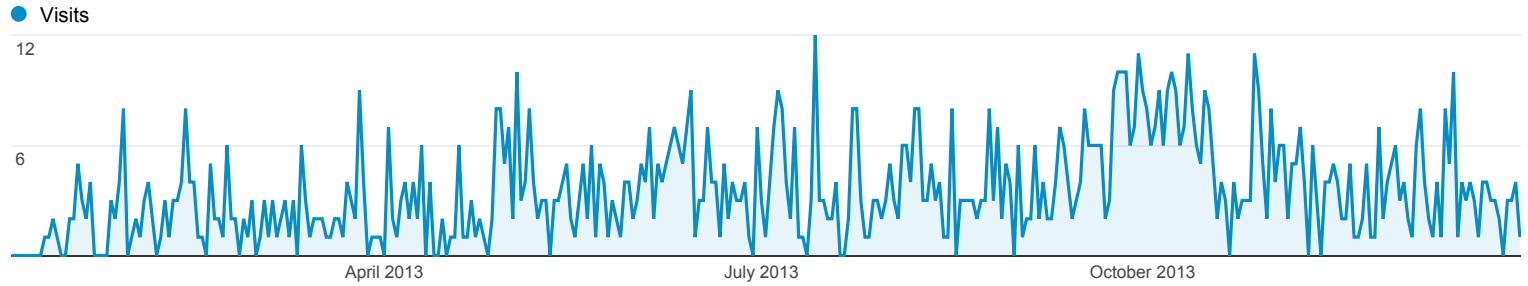
Jan 1, 2013 - Dec 31, 2013

## Organic Search Traffic

All Visits  
26.14%

### Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,283 <small>% of Total: 26.14% (4,908)</small>	58.92% <small>Site Avg: 58.31% (1.05%)</small>	756 <small>% of Total: 26.42% (2,862)</small>	50.35% <small>Site Avg: 52.16% (-3.47%)</small>	3.03 <small>Site Avg: 2.87 (5.53%)</small>	00:06:31 <small>Site Avg: 00:09:01 (-27.78%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. (not provided)	439	75.17%	330	57.63%	2.58	00:02:46	0.00%	0	\$0.00
2. north louisiana antique tractor club.net	118	1.69%	2	41.53%	3.20	00:30:46	0.00%	0	\$0.00
3. north louisiana vintage tractor club	73	27.40%	20	17.81%	5.26	00:06:12	0.00%	0	\$0.00
4. north la vintage tractor club	71	12.68%	9	52.11%	3.68	00:04:27	0.00%	0	\$0.00
5. nlvtc.net	42	28.57%	12	16.67%	4.93	00:05:38	0.00%	0	\$0.00
6. antique tractor clubs louisiana	36	5.56%	2	19.44%	4.94	00:03:44	0.00%	0	\$0.00
7. www.nlvtc.net	17	29.41%	5	41.18%	3.41	00:03:08	0.00%	0	\$0.00
8. nlvtc	14	35.71%	5	14.29%	2.93	00:02:44	0.00%	0	\$0.00
9. oliver 88	13	100.00%	13	100.00%	1.00	00:00:00	0.00%	0	\$0.00
10. bratp	12	66.67%	8	58.33%	1.75	00:00:26	0.00%	0	\$0.00
11. bratp.net	11	27.27%	3	54.55%	3.00	00:02:56	0.00%	0	\$0.00
12. farmall tractors	10	100.00%	10	80.00%	1.30	00:01:19	0.00%	0	\$0.00
13. north la tractor club	9	33.33%	3	11.11%	4.89	00:03:25	0.00%	0	\$0.00
14. sabine crossing	9	33.33%	3	44.44%	4.33	00:04:24	0.00%	0	\$0.00
15. antique tractors	7	100.00%	7	57.14%	1.57	00:00:26	0.00%	0	\$0.00
16. north central tractor club	7	14.29%	1	85.71%	1.71	00:00:43	0.00%	0	\$0.00
17. 1939 farmall a	6	66.67%	4	66.67%	2.17	00:01:12	0.00%	0	\$0.00
18. lasalle antique tractor club	6	100.00%	6	16.67%	4.17	00:05:40	0.00%	0	\$0.00

19.	<a href="#">louisiana tractor clubs</a>	5	20.00%	1	0.00%	6.00	00:24:19	0.00%	0	\$0.00
20.	<a href="#">north louisiana antique tractor club</a>	5	80.00%	4	20.00%	8.20	00:21:22	0.00%	0	\$0.00
21.	<a href="#">northlavintagetractorclub</a>	5	0.00%	0	40.00%	3.40	00:01:27	0.00%	0	\$0.00
22.	<a href="#">tractor clubs in louisiana</a>	5	20.00%	1	20.00%	14.40	00:45:55	0.00%	0	\$0.00
23.	<a href="#">antique farmall tractors</a>	4	100.00%	4	75.00%	1.25	00:00:20	0.00%	0	\$0.00
24.	<a href="#">farmall b</a>	4	100.00%	4	50.00%	3.50	00:04:43	0.00%	0	\$0.00
25.	<a href="#">north louisiana tractor club</a>	4	50.00%	2	0.00%	4.00	00:02:23	0.00%	0	\$0.00
26.	<a href="#">old tractors</a>	4	100.00%	4	75.00%	1.25	00:00:03	0.00%	0	\$0.00
27.	<a href="#">old tractors in louisiana</a>	4	25.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
28.	<a href="#">2013 oak grove tractor pull fiske union louisiana</a>	3	0.00%	0	33.33%	1.67	00:00:04	0.00%	0	\$0.00
29.	<a href="#">allis chalmers b torque tube</a>	3	100.00%	3	100.00%	1.00	00:00:00	0.00%	0	\$0.00
30.	<a href="#">antique tractor</a>	3	100.00%	3	33.33%	1.67	00:00:05	0.00%	0	\$0.00
31.	<a href="#">antique tractor club louisiana</a>	3	100.00%	3	66.67%	1.67	00:02:03	0.00%	0	\$0.00
32.	<a href="#">antique tractors louisiana</a>	3	33.33%	1	0.00%	11.33	00:13:20	0.00%	0	\$0.00
33.	<a href="#">farmall tractor</a>	3	100.00%	3	100.00%	1.00	00:00:00	0.00%	0	\$0.00
34.	<a href="#">john deere model r</a>	3	100.00%	3	100.00%	1.00	00:00:00	0.00%	0	\$0.00
35.	<a href="#">john deere r</a>	3	100.00%	3	100.00%	1.00	00:00:00	0.00%	0	\$0.00
36.	<a href="#">john deere r diesel</a>	3	100.00%	3	100.00%	1.00	00:00:00	0.00%	0	\$0.00
37.	<a href="#">louisiana vintage tractor clubs</a>	3	33.33%	1	33.33%	3.67	00:11:30	0.00%	0	\$0.00
38.	<a href="#">nlvtc.com</a>	3	66.67%	2	0.00%	4.33	00:07:28	0.00%	0	\$0.00
39.	<a href="#">old tractor</a>	3	100.00%	3	66.67%	1.33	00:00:18	0.00%	0	\$0.00
40.	<a href="#">www.nlvtc.net</a>	3	100.00%	3	33.33%	2.00	00:03:33	0.00%	0	\$0.00
41.	<a href="#">www.nlvtc.net.</a>	3	33.33%	1	33.33%	2.33	00:01:41	0.00%	0	\$0.00
42.	<a href="#">"saline watermelons"</a>	2	50.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
43.	<a href="#">1937 allis chalmers b</a>	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
44.	<a href="#">1940 farmall b</a>	2	100.00%	2	50.00%	3.00	00:00:46	0.00%	0	\$0.00
45.	<a href="#">4000 pound class massey harris 44</a>	2	50.00%	1	0.00%	2.00	00:01:18	0.00%	0	\$0.00
46.	<a href="#">antique tractor clubs in arkansas</a>	2	50.00%	1	50.00%	1.50	00:00:19	0.00%	0	\$0.00
47.	<a href="#">antique tractor show louisiana</a>	2	100.00%	2	50.00%	2.00	00:01:11	0.00%	0	\$0.00
48.	<a href="#">arkansas tractor clubs</a>	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
49.	<a href="#">beouf river antique tractor club</a>	2	50.00%	1	50.00%	1.50	00:00:03	0.00%	0	\$0.00
50.	<a href="#">east texas ford tractor clubs</a>	2	50.00%	1	0.00%	4.50	00:23:32	0.00%	0	\$0.00

Rows 1 - 50 of 307

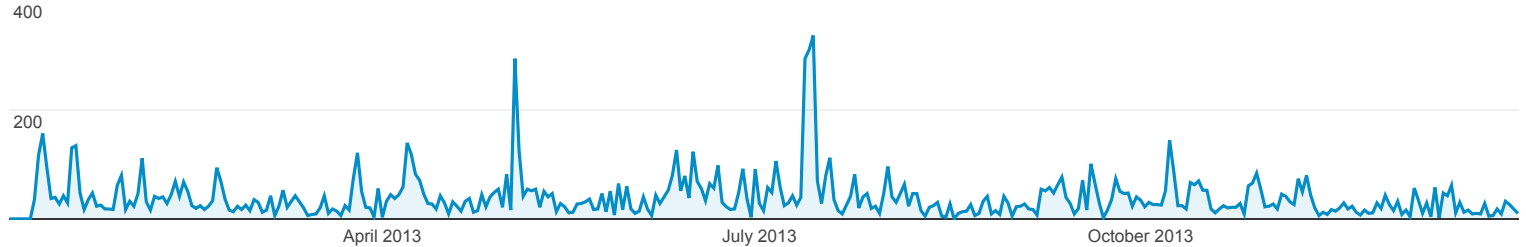
Jan 1, 2013 - Dec 31, 2013

Pages



Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	14,079 % of Total: 100.00% (14,079)	9,061 % of Total: 100.00% (9,061)	00:04:50 Site Avg: 00:04:50 (0.00%)	4,908 % of Total: 100.00% (4,908)	52.16% Site Avg: 52.16% (0.00%)	34.86% Site Avg: 34.86% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	3,982	2,118	00:05:01	2,062	29.63%	30.84%	\$0.00
2. /eventphotos/eventphotos.html	1,460	645	00:02:36	54	42.59%	14.32%	\$0.00
3. /nlvtcevents.html	855	576	00:07:24	95	53.68%	36.49%	\$0.00
4. /marketplace.html	515	405	00:19:34	356	66.29%	59.81%	\$0.00
5. /links.html	492	350	00:10:35	288	70.14%	65.85%	\$0.00
6. /eventphotos/oakgrove4-13a.html	380	325	00:18:42	248	85.89%	79.74%	\$0.00
7. /clubmeetings.html	375	254	00:09:01	21	38.10%	22.13%	\$0.00
8. /members.html	361	249	00:02:06	14	57.14%	22.99%	\$0.00
9. /tractorhistory.html	336	227	00:02:12	131	43.51%	36.01%	\$0.00
10. /eventphotos/sabine2013april.html	321	164	00:01:27	44	34.09%	15.58%	\$0.00
11. /eventphotos/Ruston7-13a.html	306	252	00:18:07	179	84.92%	77.12%	\$0.00
12. /eventphotos/jena2013march.html	279	233	00:02:28	128	90.62%	55.91%	\$0.00
13. /eventphotos/colfax2012a.html	223	139	00:01:28	48	70.83%	24.22%	\$0.00
14. /eventphotos/sabine2013aprilp2.html	207	118	00:01:20	1	0.00%	7.25%	\$0.00
15. /officers.html	206	148	00:01:28	4	75.00%	16.50%	\$0.00
16. /eventphotos/Ruston7-13b.html	199	140	00:00:59	133	8.27%	8.54%	\$0.00
17. /eventphotos/oakgrove6-13a.html	193	170	00:06:51	130	86.15%	79.79%	\$0.00
18. /eventphotos/oakgrove4-13b.html	175	151	00:02:03	127	50.39%	45.71%	\$0.00
19. /eventphotos/Ruston7-13c.html	172	123	00:02:42	2	50.00%	9.88%	\$0.00
20. /eventphotos/sabine2013aprilp3.html	161	109	00:01:51	5	40.00%	20.50%	\$0.00
21. /eventphotos/Ruston7-13d.html	140	104	00:01:03	2	50.00%	5.00%	\$0.00

22.	<a href="#">/events.html</a>	<b>134</b>	101	00:03:57	18	61.11%	35.07%	\$0.00
23.	<a href="#">/eventphotos/edgeta2013a.html</a>	<b>122</b>	70	00:12:31	2	100.00%	9.84%	\$0.00
24.	<a href="#">/eventphotos/1940farmallb.html</a>	<b>117</b>	90	00:02:21	35	80.00%	39.32%	\$0.00
25.	<a href="#">/1948oliver88.html</a>	<b>115</b>	99	00:02:29	88	84.09%	74.78%	\$0.00
26.	<a href="#">/eventphotos/Ruston7-13e.html</a>	<b>115</b>	93	00:01:42	2	50.00%	33.91%	\$0.00
27.	<a href="#">/eventphotos/ruston2012aug.html</a>	<b>111</b>	104	00:05:37	92	80.43%	79.28%	\$0.00
28.	<a href="#">/eventphotos/Saline2013Watermelon.html</a>	<b>109</b>	81	00:01:34	19	84.21%	38.53%	\$0.00
29.	<a href="#">/eventphotos/colfax2012b.html</a>	<b>101</b>	79	00:02:12	14	100.00%	29.70%	\$0.00
30.	<a href="#">/1939Ford9N.html</a>	<b>98</b>	77	00:02:28	64	70.31%	64.29%	\$0.00
31.	<a href="#">/eventphotos/oakgrove6-13b.html</a>	<b>96</b>	80	00:02:13	75	41.33%	43.75%	\$0.00
32.	<a href="#">/eventphotos/LAPecan2013.html</a>	<b>94</b>	49	00:02:06	3	100.00%	18.09%	\$0.00
33.	<a href="#">/eventphotos/colfax2011.html</a>	<b>91</b>	86	00:02:53	15	86.67%	32.97%	\$0.00
34.	<a href="#">/eventphotos/winnfield2012parade.html</a>	<b>89</b>	77	00:01:33	11	90.91%	30.34%	\$0.00
35.	<a href="#">/1939farmalla.html</a>	<b>84</b>	51	00:02:30	42	61.90%	46.43%	\$0.00
36.	<a href="#">/eventphotos/2013FallRide.html</a>	<b>76</b>	48	00:08:58	4	75.00%	17.11%	\$0.00
37.	<a href="#">/eventphotos/winnfieldride2011.html</a>	<b>76</b>	64	00:03:07	7	85.71%	26.32%	\$0.00
38.	<a href="#">/bratpevents.html</a>	<b>75</b>	71	00:46:02	71	95.77%	94.67%	\$0.00
39.	<a href="#">/achudson.html</a>	<b>72</b>	52	00:00:55	8	100.00%	27.78%	\$0.00
40.	<a href="#">/eventphotos/2013BonDieu.html</a>	<b>72</b>	43	00:03:07	4	100.00%	20.83%	\$0.00
41.	<a href="#">/eventphotos/winnfest2013.html</a>	<b>68</b>	46	00:00:57	4	100.00%	14.71%	\$0.00
42.	<a href="#">/1939FarmallA.html</a>	<b>66</b>	46	00:02:04	37	67.57%	57.58%	\$0.00
43.	<a href="#">/1949johndeerer.html</a>	<b>66</b>	55	00:04:40	43	90.70%	72.73%	\$0.00
44.	<a href="#">/eventphotos/GoldenHarvest2013.html</a>	<b>66</b>	39	00:02:48	11	81.82%	30.30%	\$0.00
45.	<a href="#">/eventphotos/sabine2013aprilp4.html</a>	<b>66</b>	36	00:00:44	0	0.00%	3.03%	\$0.00
46.	<a href="#">/eventphotos/winnfield20124h.html</a>	<b>66</b>	61	00:02:15	12	91.67%	24.24%	\$0.00
47.	<a href="#">/1948Oliver88.html</a>	<b>63</b>	50	00:01:44	45	73.33%	71.43%	\$0.00
48.	<a href="#">/eventphotos/Hemphill.html</a>	<b>57</b>	40	00:16:35	1	100.00%	17.54%	\$0.00
49.	<a href="#">/1949JohnDeereR.html</a>	<b>56</b>	42	00:04:52	31	70.97%	69.64%	\$0.00
50.	<a href="#">/eventphotos/edgeta2013b.html</a>	<b>54</b>	34	00:01:23	0	0.00%	20.37%	\$0.00
51.	<a href="#">/eventphotos/Sikes2013.html</a>	<b>49</b>	35	00:13:16	5	60.00%	16.33%	\$0.00
52.	<a href="#">/eventphotos/LAPecan2013B.html</a>	<b>43</b>	32	00:13:13	1	100.00%	11.63%	\$0.00
53.	<a href="#">/1937AllisChalmerB.html</a>	<b>38</b>	30	00:11:46	18	88.89%	60.53%	\$0.00
54.	<a href="#">/1937allischalmerb.html</a>	<b>33</b>	32	00:03:46	19	100.00%	60.61%	\$0.00
55.	<a href="#">/eventphotos/1940FarmallB.html</a>	<b>20</b>	19	00:04:40	8	100.00%	50.00%	\$0.00
56.	<a href="#">/Tractorhistory.html</a>	<b>16</b>	9	00:05:57	2	0.00%	12.50%	\$0.00
57.	<a href="#">/eventphotos/OakGrove6-13a.html</a>	<b>13</b>	10	01:58:43	10	50.00%	53.85%	\$0.00
58.	<a href="#">/eventphotos/Sabine2013April.html</a>	<b>13</b>	2	00:01:09	0	0.00%	0.00%	\$0.00
59.	<a href="#">/Links.html</a>	<b>12</b>	8	00:01:36	4	0.00%	25.00%	\$0.00
60.	<a href="#">/eventphotos/PlowDay10-13a.html</a>	<b>9</b>	7	00:00:59	4	50.00%	77.78%	\$0.00
61.	<a href="#">/eventphotos/OakGrove4-13a.html</a>	<b>6</b>	5	00:22:49	2	100.00%	83.33%	\$0.00

62.	<a href="#">/eventphotos/Ruston2012Aug.html</a>	6	4	00:03:28	3	66.67%	66.67%	\$0.00
63.	<a href="#">/eventphotos/Jena2013March.html</a>	4	1	00:17:27	0	0.00%	25.00%	\$0.00
64.	<a href="#">/eventphotos/PlowDay10-13b.html</a>	3	2	00:00:59	2	50.00%	66.67%	\$0.00
65.	<a href="#">/?MCORE_SHORTCUTTEXT=Bookmark Added&amp;MCORE_SHORTCUTSTATUS=success</a>	1	1	00:00:00	0	0.00%	100.00%	\$0.00

Rows 1 - 65 of 65



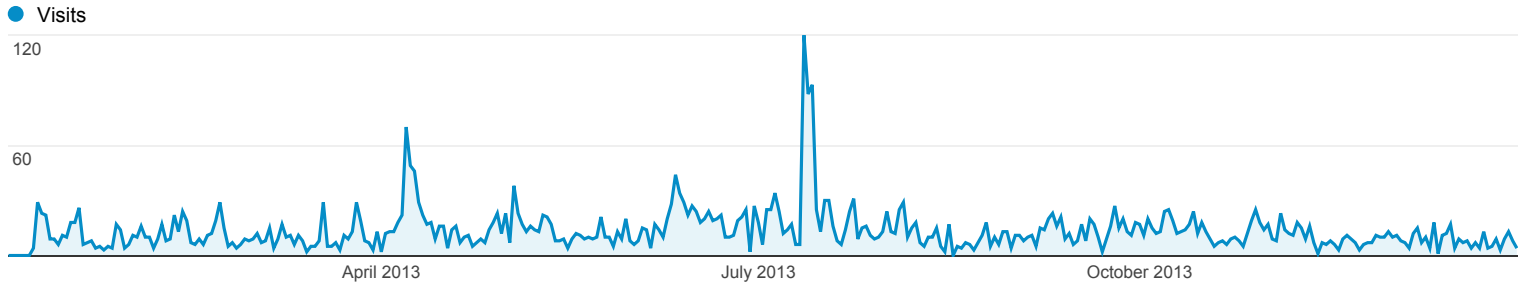
Jan 1, 2013 - Dec 31, 2013

## Landing Pages

 All Visits  
100.00%

**Explorer**

Summary



Landing Page	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>4,908</b> % of Total: 100.00% (4,908)	<b>58.68%</b> Site Avg: 58.31% (0.63%)	<b>2,880</b> % of Total: 100.63% (2,862)	<b>52.16%</b> Site Avg: 52.16% (0.00%)	<b>2.87</b> Site Avg: 2.87 (0.00%)	<b>00:09:01</b> Site Avg: 00:09:01 (0.00%)	<b>0.00%</b> Site Avg: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /	<b>2,062</b>	30.26%	624	29.63%	4.18	00:13:48	0.00%	0	\$0.00
2. /marketplace.html	<b>356</b>	49.16%	175	66.29%	1.80	00:11:29	0.00%	0	\$0.00
3. /links.html	<b>288</b>	81.94%	236	70.14%	1.52	00:05:04	0.00%	0	\$0.00
4. /eventphotos/oakgrove4-13a.html	<b>248</b>	99.19%	246	85.89%	1.24	00:05:40	0.00%	0	\$0.00
5. /eventphotos/Ruston7-13a.html	<b>179</b>	99.44%	178	84.92%	1.37	00:07:08	0.00%	0	\$0.00
6. /eventphotos/Ruston7-13b.html	<b>133</b>	90.98%	121	8.27%	5.07	00:06:30	0.00%	0	\$0.00
7. /tractorhistory.html	<b>131</b>	52.67%	69	43.51%	2.79	00:08:10	0.00%	0	\$0.00
8. /eventphotos/oakgrove6-13a.html	<b>130</b>	100.00%	130	86.15%	1.19	00:01:57	0.00%	0	\$0.00
9. /eventphotos/jena2013march.html	<b>128</b>	91.41%	117	90.62%	1.22	00:00:32	0.00%	0	\$0.00
10. /eventphotos/oakgrove4-13b.html	<b>127</b>	95.28%	121	50.39%	1.83	00:01:31	0.00%	0	\$0.00
11. /nlvtcevents.html	<b>95</b>	40.00%	38	53.68%	2.63	00:08:19	0.00%	0	\$0.00
12. /eventphotos/ruston2012aug.html	<b>92</b>	70.65%	65	80.43%	1.53	00:01:52	0.00%	0	\$0.00
13. /1948oliver88.html	<b>88</b>	82.95%	73	84.09%	1.40	00:00:34	0.00%	0	\$0.00
14. /eventphotos/oakgrove6-13b.html	<b>75</b>	100.00%	75	41.33%	2.01	00:02:05	0.00%	0	\$0.00
15. /bratpevents.html	<b>71</b>	100.00%	71	95.77%	1.06	00:02:36	0.00%	0	\$0.00
16. /1939Ford9N.html	<b>64</b>	67.19%	43	70.31%	1.53	00:01:16	0.00%	0	\$0.00
17. /eventphotos/eventphotos.html	<b>54</b>	55.56%	30	42.59%	4.56	00:22:53	0.00%	0	\$0.00
18. /eventphotos/colfax2012a.html	<b>48</b>	93.75%	45	70.83%	1.40	00:00:36	0.00%	0	\$0.00
19. /1948Oliver88.html	<b>45</b>	93.33%	42	73.33%	1.38	00:00:46	0.00%	0	\$0.00

20.	<a href="#">/eventphotos/sabine2013april.htm</a>	44	50.00%	22	34.09%	4.66	00:04:36	0.00%	0	\$0.00
21.	<a href="#">/1949Johndeerer.html</a>	43	88.37%	38	90.70%	1.12	00:00:43	0.00%	0	\$0.00
22.	<a href="#">/1939farmalla.html</a>	42	78.57%	33	61.90%	1.98	00:02:05	0.00%	0	\$0.00
23.	<a href="#">/1939FarmallA.html</a>	37	89.19%	33	67.57%	1.68	00:02:20	0.00%	0	\$0.00
24.	<a href="#">/eventphotos/1940farmallb.html</a>	35	80.00%	28	80.00%	1.63	00:01:13	0.00%	0	\$0.00
25.	<a href="#">/1949JohnDeereR.html</a>	31	100.00%	31	70.97%	1.39	00:02:34	0.00%	0	\$0.00
26.	<a href="#">/clubmeetings.html</a>	21	28.57%	6	38.10%	3.29	00:03:26	0.00%	0	\$0.00
27.	<a href="#">/1937allischalmerb.html</a>	19	100.00%	19	100.00%	1.00	00:00:00	0.00%	0	\$0.00
28.	<a href="#">/eventphotos/Saline2013Watermelon.html</a>	19	84.21%	16	84.21%	1.21	00:00:10	0.00%	0	\$0.00
29.	<a href="#">/1937AllisChalmerB.html</a>	18	100.00%	18	88.89%	1.11	00:00:32	0.00%	0	\$0.00
30.	<a href="#">/events.html</a>	18	61.11%	11	61.11%	4.11	00:15:02	0.00%	0	\$0.00
31.	<a href="#">/eventphotos/colfax2011.html</a>	15	86.67%	13	86.67%	1.47	00:00:19	0.00%	0	\$0.00
32.	<a href="#">/eventphotos/colfax2012b.html</a>	14	92.86%	13	100.00%	1.00	00:00:00	0.00%	0	\$0.00
33.	<a href="#">/members.html</a>	14	50.00%	7	57.14%	2.57	00:01:08	0.00%	0	\$0.00
34.	<a href="#">/eventphotos/winnfield20124h.html</a>	12	100.00%	12	91.67%	1.08	00:00:08	0.00%	0	\$0.00
35.	<a href="#">/eventphotos/GoldenHarvest2013.html</a>	11	36.36%	4	81.82%	2.27	00:01:43	0.00%	0	\$0.00
36.	<a href="#">/eventphotos/winnfield2012parade.html</a>	11	63.64%	7	90.91%	1.64	00:01:21	0.00%	0	\$0.00
37.	<a href="#">/eventphotos/OakGrove6-13a.html</a>	10	100.00%	10	50.00%	1.70	01:13:31	0.00%	0	\$0.00
38.	<a href="#">/achudson.html</a>	8	87.50%	7	100.00%	1.00	00:00:00	0.00%	0	\$0.00
39.	<a href="#">/eventphotos/1940FarmallB.html</a>	8	100.00%	8	100.00%	1.00	00:00:00	0.00%	0	\$0.00
40.	<a href="#">/eventphotos/winnfieldride2011.html</a>	7	100.00%	7	85.71%	1.57	00:02:42	0.00%	0	\$0.00
41.	<a href="#">/eventphotos/sabine2013aprilp3.html</a>	5	60.00%	3	40.00%	6.20	00:10:36	0.00%	0	\$0.00
42.	<a href="#">/eventphotos/Sikes2013.html</a>	5	20.00%	1	60.00%	8.60	01:37:58	0.00%	0	\$0.00
43.	<a href="#">/eventphotos/2013BonDieu.html</a>	4	100.00%	4	100.00%	1.00	00:00:00	0.00%	0	\$0.00
44.	<a href="#">/eventphotos/2013FallRide.html</a>	4	75.00%	3	75.00%	1.25	00:00:45	0.00%	0	\$0.00
45.	<a href="#">/eventphotos/PlowDay10-13a.html</a>	4	100.00%	4	50.00%	1.50	00:00:30	0.00%	0	\$0.00
46.	<a href="#">/eventphotos/winnfest2013.html</a>	4	75.00%	3	100.00%	1.00	00:00:00	0.00%	0	\$0.00
47.	<a href="#">/Links.html</a>	4	100.00%	4	0.00%	5.00	00:21:17	0.00%	0	\$0.00
48.	<a href="#">/officers.html</a>	4	0.00%	0	75.00%	1.75	00:09:48	0.00%	0	\$0.00
49.	<a href="#">/eventphotos/LAPecan2013.html</a>	3	66.67%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
50.	<a href="#">/eventphotos/Ruston2012Aug.html</a>	3	100.00%	3	66.67%	1.33	00:01:42	0.00%	0	\$0.00

# Google Definitions

## Pageviews

This is the number of times users view a page that has the Google Analytics tracking code inserted. This covers all page views; so if a user refreshes the page, or navigates away from the page and returns, these are all counted as additional page views.

## Unique Pageviews

The unique pageview number counts all the times the page was viewed in an individual session as a single event; so whether a visitor viewed the page once in their visit or five times, the number of unique pageviews will be recorded as just one.

## Time on Page

Time on page is measured by subtracting the time a visitor hit a page from the time they hit the next page. (e.g. If they hit Page 1 at 12:00 and hit Page 2 at 12:03, time on Page 1 is three minutes.) This means that the time on page for the last page in a visit is always zero because Google Analytics doesn't track pages being closed.

## Time on Site

This is the sum of the time on page for all pageviews in a visit. Or, more accurately, it is the difference between the time they viewed the first page and last page in a visit. Note that viewing pages in different tabs doesn't affect this. Google Analytics simply sees a string of pages being viewed in chronological order, without any reference to multiple tabs or windows.

## Visits

Visits are the individual periods of time (also known as “sessions”) that visitors spend on your site. A visit is ended either after 30 minutes of inactivity or if the user leaves your site for more than 30 minutes (if a user leaves your site and returns *within* 30 minutes, this is counted as part of the original visit).

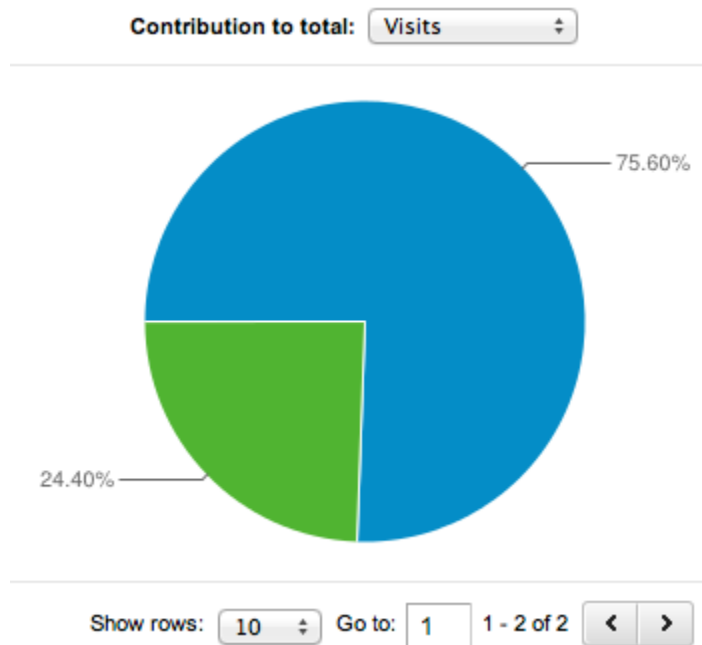
## Unique Visitors

When a user visits your site for the first time, a new visit and unique visitor are both recorded. If the same user returns to the site after their initial visit, only a new visit is added.

Google Analytics is able to recognise whether a user has been to the site before through the use of [cookies](#). This means that if a user deletes their cookies, or accesses the site through a different browser or machine, then they may be mistakenly added as a new unique visitor; for this reason Google Analytics tends to place more prominence on the visits data.

## New vs. Returning Visitors

New visitors are those users that have not visited your site before the time period specified, while returning visitors will have made at least one visit to at least one page on your site previously. This is again determined by whether Google Analytics can detect cookies, which indicate previous visits. If Google cannot detect a cookie one will be set for future recording, unless the user has disabled cookies in their personal browser preferences.



*Pie chart showing breakdown of new vs. returning visitors*

## Landing Page

The page your user begins their visit to your site on; quite simply, how they 'land' on your site.

## Bounce Rate

Bounce rate is given as a percentage, and represents the number of visits when users leave your site after just one page; regardless of how they got to your site or how long they stayed on that page.

## **Traffic Sources: Direct vs. Referral**

Traffic sources show you how users got to your site, and in Google Analytics are split into direct and referral traffic.

Direct traffic is made up of visitors that type a URL directly into the address bar, select an auto-complete option when typing the URL, or click on a bookmark to get to your site (however, instances when Google Analytics cannot determine a source also get automatically assigned as direct).

Referral traffic is when a user has landed on your site by clicking on a link from somewhere else; this could be another site, a social media profile, or a search engine.

## **Search Traffic: Organic vs. Paid**

Google Analytics also lets you see what percentage of your traffic came from search engines, and this is further broken down into organic and paid search.

Organic search shows the users who came to your site by clicking on the organic links on the search engine results page (SERP); these results appear below that adverts and are determined by how well the page is [optimised for search engines](#).

The paid search results show users who clicked on one of your [paid search engine adverts](#); these typically appear at the top and side of the SERPs and are managed via an advertising account such as Google AdWords or Bing Ads.

## **Keyword**

For both organic and paid search channels, Google Analytics records the keyword: the word or phrase a user entered into the search box that led them to click on one of your links.

## **Keyword: (not provided)**

If a user is searching via Google Secure Search over SSL (ie. using <https://www.google.com> instead of <http://www.google.com>), their keywords are not passed on to your Google Analytics account; instead, a (not provided) result is displayed. Some browsers, such as FireFox, have the <https://> version of Google set as a default, and Google itself caused controversy last year when it revealed that users signed in to a Google account will also be automatically redirected to this URL. It's worth noting that keywords are still provided when users click on paid search results, even if they are using the secure search (a move that has led [some commentators](#) to accuse Google of bias towards those clients who advertise with them).