

# NLVTC.net Website

## 2013 Site Statistics

### Audience Overview (Jan 1-Dec. 31)

- Total visits (hits) – 4,908
- Unique visitors – 2,873
- Total number of pages view – 14,079
- Average time on the website – 9:01 minutes
- Average number of pages viewed per visit – 2.87
- Bounce rate – 52.16%

### Location of site visitors (country)

- United States – 93.9% (4,607)
- 36 other countries
- Canada – (56), Germany – (54)

### Location of site visitors (state)

- Louisiana – 38.5% (1,774)
- Arkansas – 14.8% (682)
- Texas – 12.1% (557)
- Mississippi – 3.1% (142)
- California – 3% (139)
- Missouri – 2.6% (120)

### Location of site visitors (city)

- Monroe – 23.3% (413)
- Natchitoches – 21% (372)
- West Monroe – 10% (177)
- Shreveport – 6.8% (120)
- Alexandria – 5.9% (104)

### Engagement (Number of pages viewed per visit)

- 1 page – 52.2% (2,560)
- 2-4 pages – 31.4% (1,543)
- 5-8 pages – 10.1% (498)
- 9-14 pages – 4.3% (213)
- 15 or more pages – 3.9% (94)

### Frequency of visits

- 1 visit – 58.7% (2,880)
- 2-4 visits – 13.9% (680)
- 5-8 visits – 6.2% (305)
- 9-14 visits – 5.7% (281)
- 15-25 visits – 6.1% (300)
- 26 or more visits – 9.4% (462)

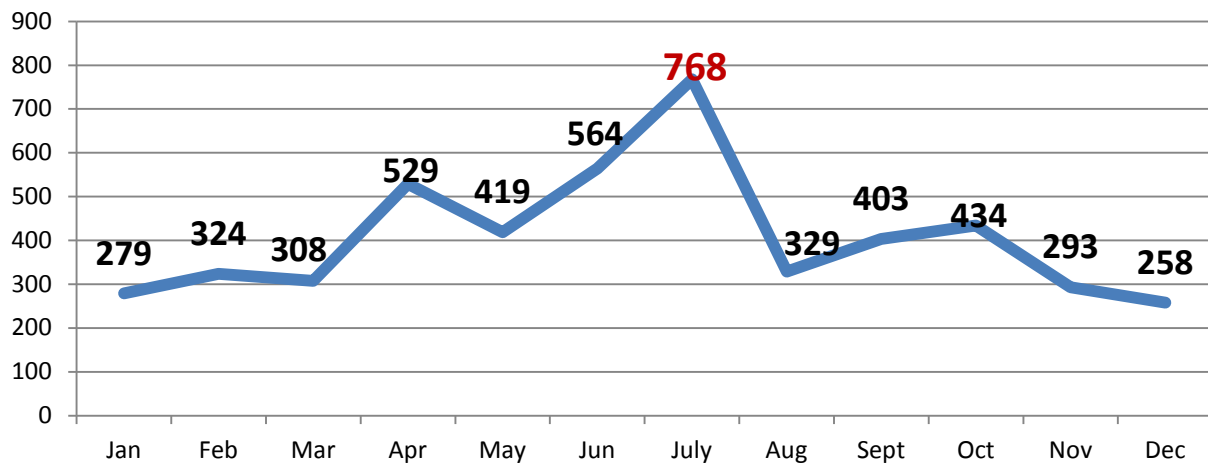
### Most Viewed Pages

- NLVTC main page – 3,982 (28.3%)
- Event photos page – 1,460 (10.4%)
- Events page – 855 (6.1%)
- Marketplace – 515 (3.7%)
- Links page – 492 (3.5%)
- Oak Grove photos – 380 (2.7%)
- Club meetings page – 375 (2.7%)
- Members page – 361 (2.6%)
- Tractor history page – 336 (2.4%)

### Traffic

- Direct visits – 44.4% (2,178)
- Google organic – 18.2% (894)
- Bing organic – 4.4% (216)
- Yahoo organic – 3.1% (154)
- BRATP referral – 11% (538)
- Facebook referral – 1.4% (67)
- LATC referral – 0.6% (29)

### 2013 Visits (Hits) by Month



Full report is available at the [NLVTC.net](http://NLVTC.net) website.