

# NLVTC.net Website

## 2014 Site Statistics

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

- Total visits (hits) – 6,442
  - Visits in 2013 – 4,908
  - Increase – 1,534 (31.3%)
- Unique visitors – 4,571
- Total number of pages view – 13,237
- Average time on the website – 2:23 minutes
- Average number of pages viewed per visit – 2.05

### Location of site visitors (country)

- United States – 89.3% (5,753)
- 80 other countries
- Brazil (236), Canada (148), Germany (68)

### Location of site visitors (state)

- Louisiana – 36.4% (2,030)
- Texas – 14.8% (824)
- Arkansas – 4.7% (263)
- Tennessee – 3.5% (250)
- Georgia – 3.6% (202)

### Location of site visitors in Louisiana (city)

- Monroe – 18.7% (380)
- Natchitoches – 13.6% (276)
- West Monroe – 10.2% (207)
- Bossier City – 6.8% (139)
- Alexandria – 5.6% (112)

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

- 1 page – 65.8% (4,236)
- 2-4 pages – 25.9% (1,667)
- 5-9 pages – 6.3% (405)
- 10 or more pages – 2.0% (130)

### Engagement (Session duration, time on website)

- 1 minute or less – 77.2% (4,975)
- 1 to 3 minutes – 8.4% (541)
- 3 to 10 minutes – 8.2% (526)
- More than 10 minutes – 6.2% (400)

### Frequency of visits

- 1 visit – 70.1% (4,515)
- 2-4 visits – 11.3% (728)
- 5-8 visits – 4.5% (293)
- 9-25 visits – 5.9% (379)
- 26 or more visits – 8.2% (527)

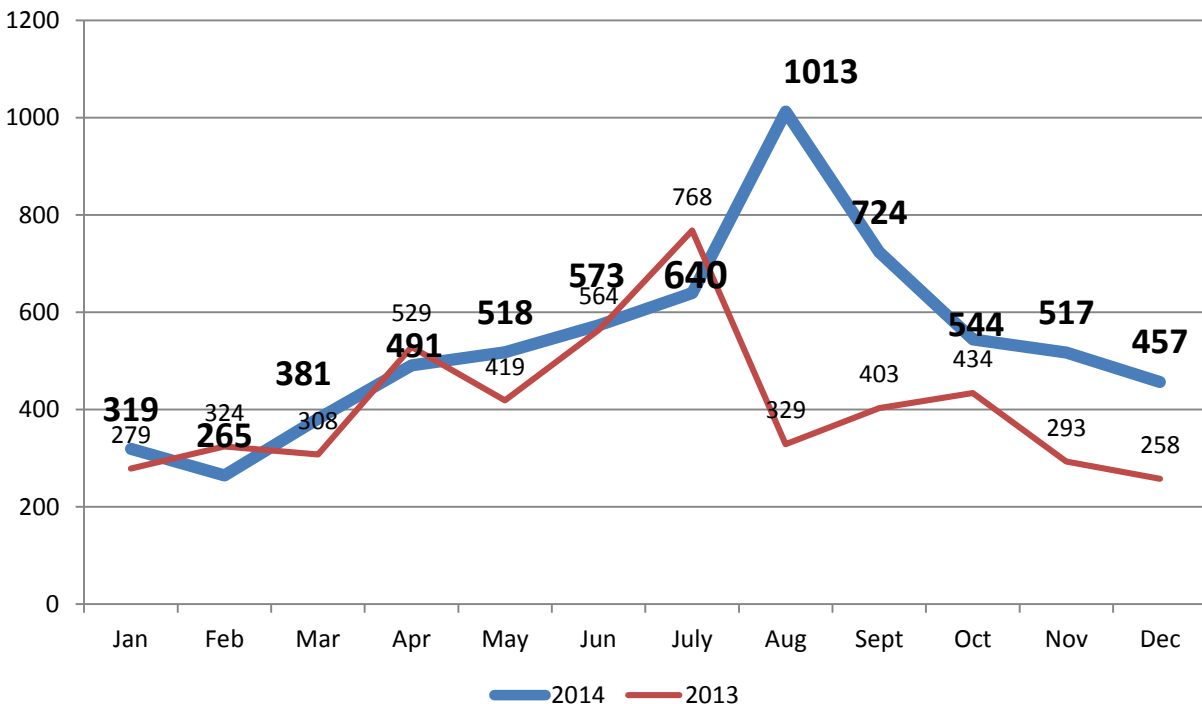
### Most Viewed Pages

- NLVTC main page – 3,983 (30.1%)
- Events page – 1,132 (8.6%)
- Event photos menu page – 1,101 (8.3%)
- Marketplace – 798 (6.0%)
- Links page – 699 (5.3%)
- Club meetings page – 310 (2.3%)
- Oak Grove 2014 photos – 245 (1.9%)

### Traffic

- Direct visits – 37.0% (2,381)
- Organic search results – 35.9% (2,312)
- Referrals – 21.9% (1,733)
- Social Facebook referral – 0.2% (16)

## 2014 Visits (Hits) by Month



Full report is available at the NLVTC.net website.

<http://www.nlvtc.net/clubmeetings.html>