

**Site Usage**

280,632 Visits

39.56% Bounce Rate

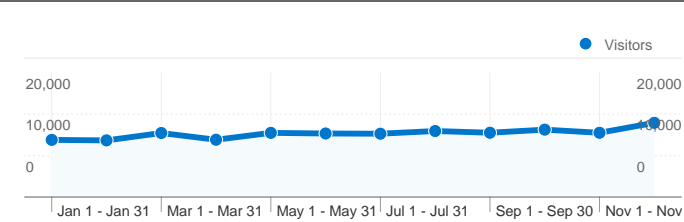
2,020,749 Pageviews

00:08:12 Avg. Time on Site

7.20 Pages/Visit

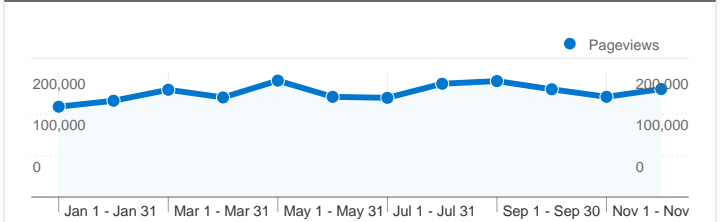
39.53% % New Visits

**Visitors Overview**



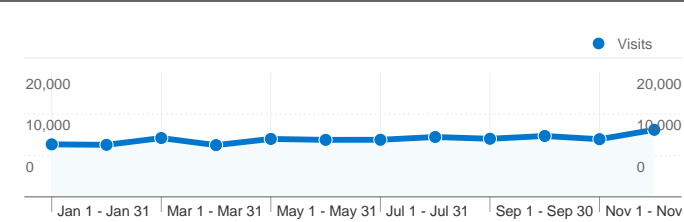
**Visitors**  
 112,923

**Pageviews for all visitors**



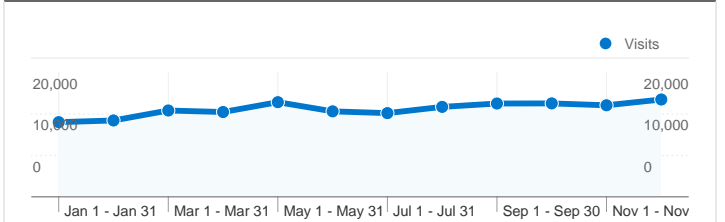
**Pageviews**  
 2,020,749

**New vs. Returning: New Visitor**



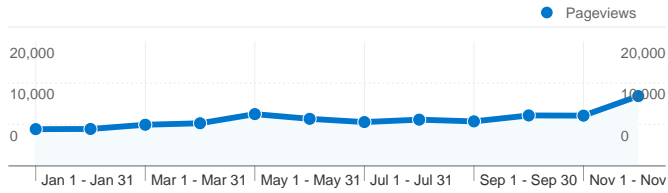
**Visits**  
 111,218

**New vs. Returning: Returning Visitor**



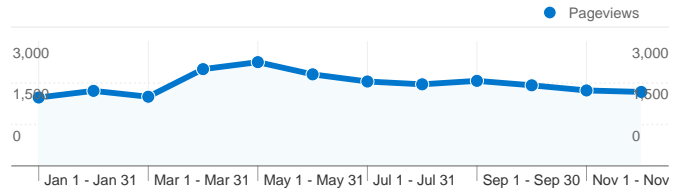
**Visits**  
 169,414

### Content Detail: /index.html



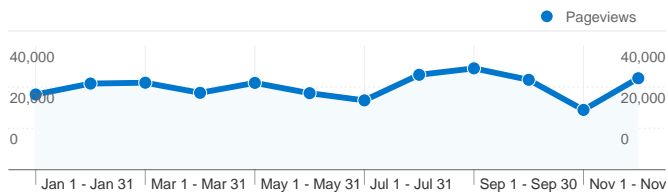
**Pageviews**  
**90,433**

### Content Detail: /books.html



**Pageviews**  
**23,816**

### Content Detail: /forum/active.asp

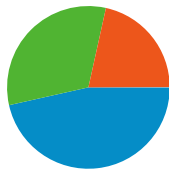


**Pageviews**  
**320,677**

### Content Overview

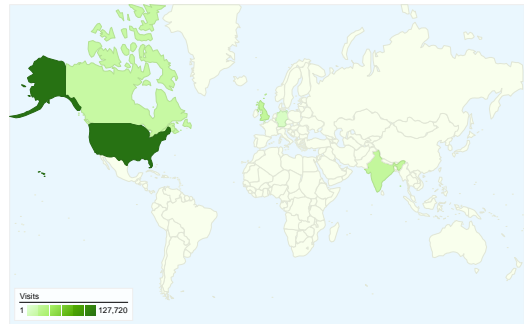
Pages	Pageviews	% Pageviews
/forum/active.asp	320,677	15.87%
/forum/index.html	115,658	5.72%
/index.html	90,433	4.48%
/forum/forum.asp?FORUM_ID=	48,467	2.40%
/forum/default.asp	46,948	2.32%

### Traffic Sources Overview



- **Search Engines**  
130,467.00 (46.49%)
- **Direct Traffic**  
89,724.00 (31.97%)
- **Referring Sites**  
60,283.00 (21.48%)
- **Other**  
158 (0.06%)

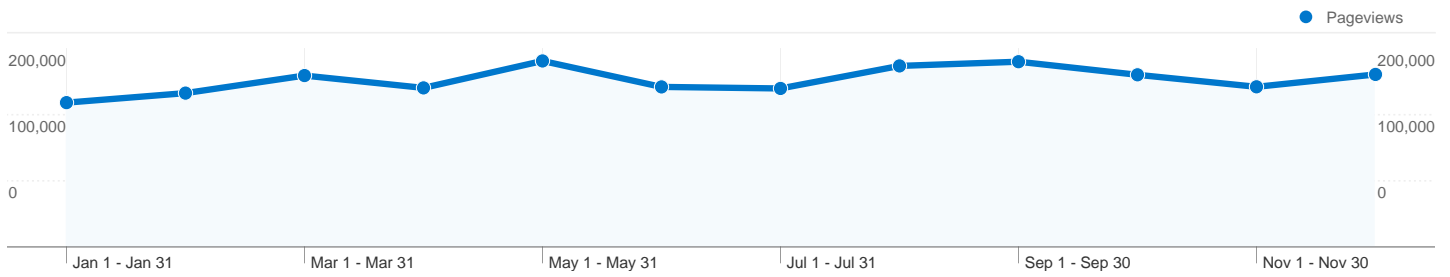
### Map Overlay world



# Pageviews for all visitors

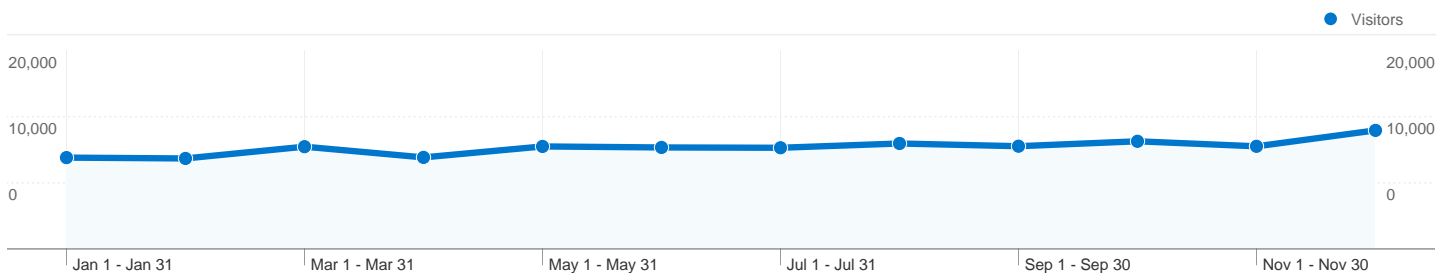
Jan 1, 2009 - Dec 31, 2009

Comparing to: Site



**2,020,749** Pageviews

Jan 1, 2009 - Jan 31, 2009	7.20% (145,497)
Feb 1, 2009 - Feb 28, 2009	7.68% (155,100)
Mar 1, 2009 - Mar 31, 2009	8.55% (172,806)
Apr 1, 2009 - Apr 30, 2009	7.94% (160,371)
May 1, 2009 - May 31, 2009	9.28% (187,536)
Jun 1, 2009 - Jun 30, 2009	7.99% (161,358)
Jul 1, 2009 - Jul 31, 2009	7.91% (159,809)
Aug 1, 2009 - Aug 31, 2009	9.03% (182,521)
Sep 1, 2009 - Sep 30, 2009	9.24% (186,773)
Oct 1, 2009 - Oct 31, 2009	8.59% (173,563)
Nov 1, 2009 - Nov 30, 2009	7.99% (161,460)
Dec 1, 2009 - Dec 31, 2009	8.61% (173,955)



## 112,923 people visited this site

**280,632** Visits

**112,923** Absolute Unique Visitors

**2,020,749** Pageviews

**7.20** Average Pageviews

**00:08:12** Time on Site

**39.56%** Bounce Rate

**39.53%** New Visits

## Technical Profile

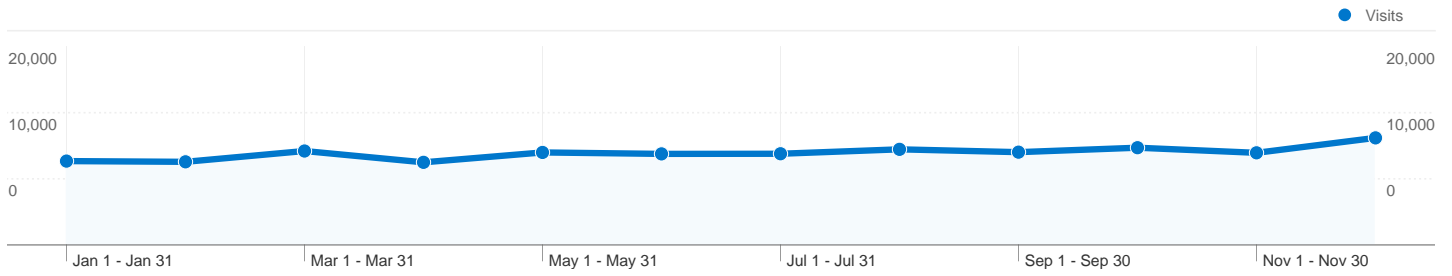
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	125,099	44.58%	Cable	89,425	31.87%
Firefox	111,720	39.81%	DSL	87,541	31.19%
Safari	21,799	7.77%	Unknown	75,536	26.92%
Chrome	12,012	4.28%	T1	20,417	7.28%
Opera	7,058	2.52%	Dialup	5,597	1.99%

# New vs. Returning:

New Visitor

Jan 1, 2009 - Dec 31, 2009

Comparing to: Site



## This visitor type sent 111,218 visits

### Site Usage



**111,218 Visits**

% of Site Total: 39.63%



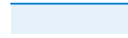
**4.45 Pages/Visit**

Site Avg: 7.20 (-38.18%)



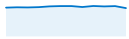
**00:04:33 Avg. Time on Site**

Site Avg: 00:08:12 (-44.50%)



**100.00% % New Visits**

Site Avg: 39.53% (152.98%)



**57.62% Bounce Rate**

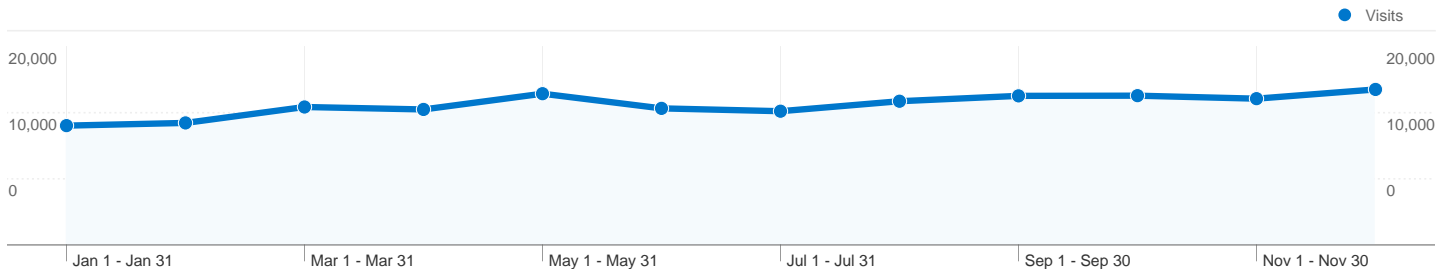
Site Avg: 39.56% (45.63%)

# New vs. Returning:

Returning Visitor

Jan 1, 2009 - Dec 31, 2009

Comparing to: Site



## This visitor type sent 169,414 visits

### Site Usage



**169,414 Visits**

% of Site Total: 60.37%



**9.01 Pages/Visit**

Site Avg: 7.20 (25.07%)



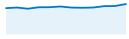
**00:10:35 Avg. Time on Site**

Site Avg: 00:08:12 (29.22%)



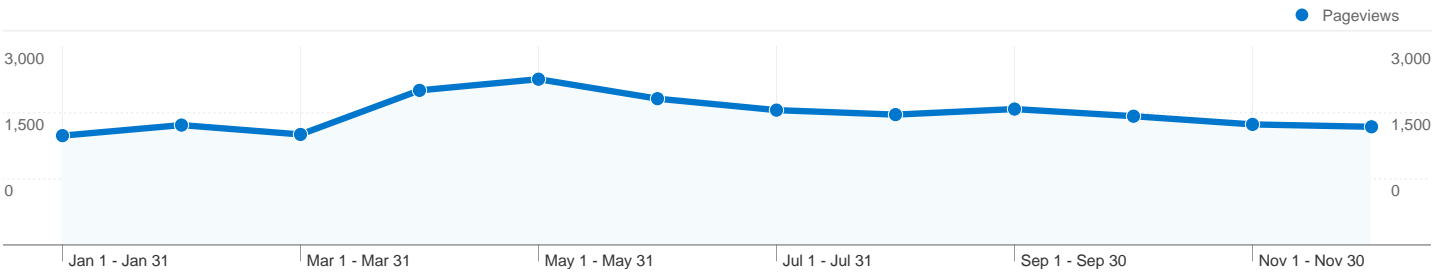
**0.00% % New Visits**

Site Avg: 39.53% (-100.00%)



**27.71% Bounce Rate**

Site Avg: 39.56% (-29.96%)



### This page was viewed 23,816 times

23,816 Pageviews

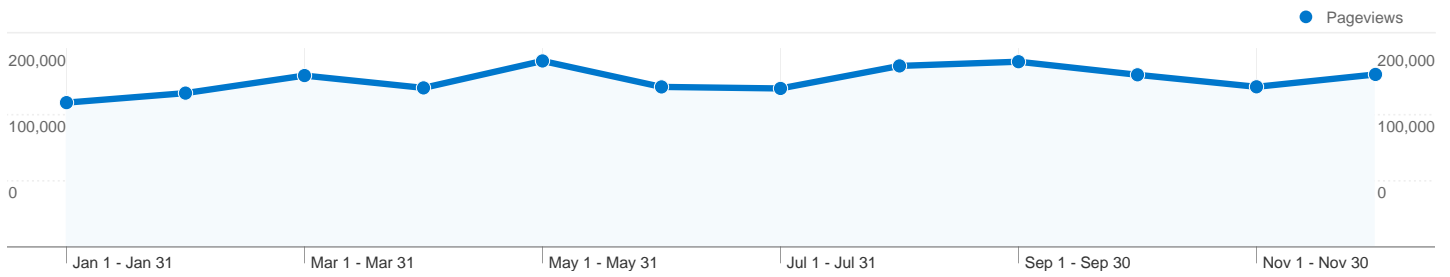
13,503 Unique Views

00:01:22 Time on Page


51.52% Bounce Rate

20.20% % Exit

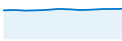
\$0.00 \$ Index



Pages on this site were viewed a total of 2,020,749 times

 2,020,749 Pageviews

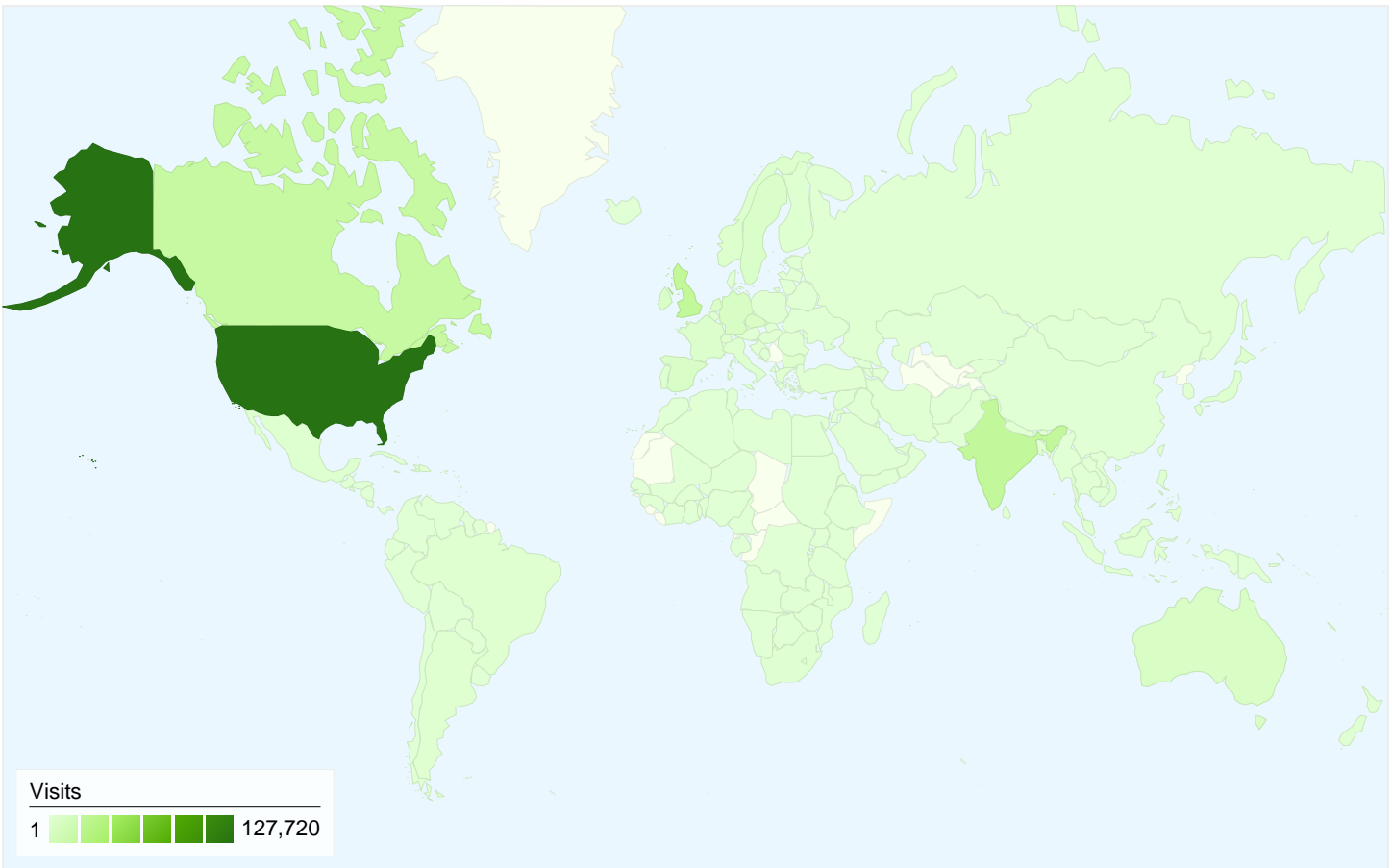
 1,200,868 Unique Views

 39.56% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/forum/active.asp	320,677	15.87%
/forum/index.html	115,658	5.72%
/index.html	90,433	4.48%
/forum/forum.asp?FORUM_ID=19	48,467	2.40%
/forum/default.asp	46,948	2.32%



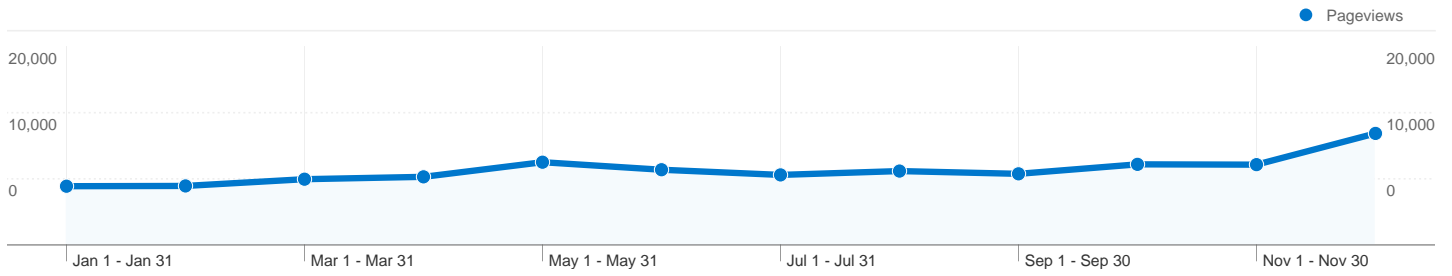


**280,632 visits came from 196 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	127,720	7.50	00:08:03	39.55%	40.23%
United Kingdom	21,960	8.42	00:09:15	33.47%	33.23%
India	21,334	6.02	00:07:33	59.22%	46.38%
Canada	18,582	5.70	00:08:16	35.67%	44.38%
Germany	6,104	6.99	00:06:48	31.08%	33.78%
Australia	5,875	4.91	00:06:28	53.33%	49.33%
Czech Republic	5,677	5.19	00:06:42	16.21%	43.30%
Spain	5,354	11.38	00:07:23	16.62%	13.65%
Ireland	5,083	9.15	00:19:44	14.32%	22.60%

Sweden	<b>4,468</b>	9.58	00:10:44	28.63%	23.77%
					1 - 10 of 196



**This page was viewed 90,433 times**

**90,433** Pageviews

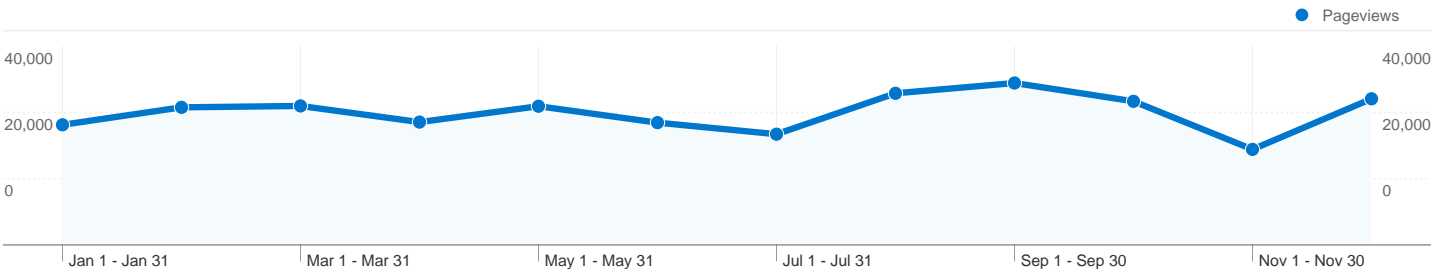
**70,938** Unique Views

**00:01:09** Time on Page

**34.88%** Bounce Rate

**33.49%** % Exit


**\$0.00** \$ Index



**This page was viewed 320,677 times**

 **320,677** Pageviews

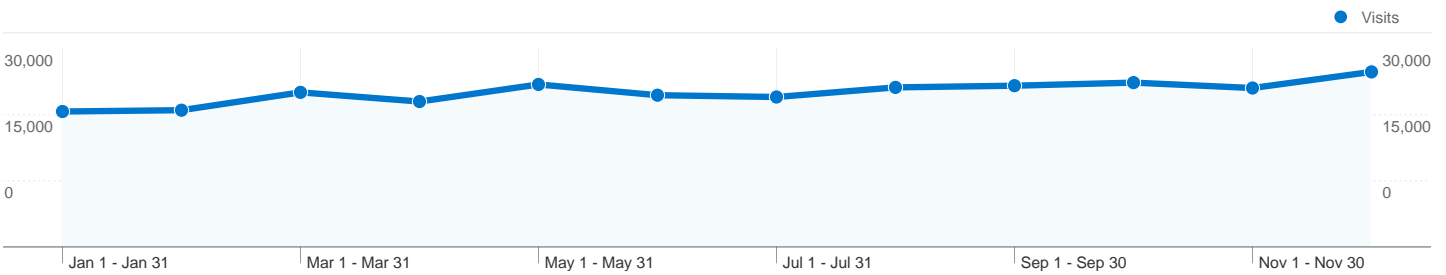
 **42,639** Unique Views

 **00:01:14** Time on Page

 **17.47%** Bounce Rate

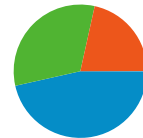
 **6.27%** % Exit

 **\$0.00** \$ Index



**All traffic sources sent a total of 280,632 visits**

- 31.97%** Direct Traffic
- 21.48%** Referring Sites
- 46.49%** Search Engines



- Search Engines**  
130,467.00 (46.49%)
- Direct Traffic**  
89,724.00 (31.97%)
- Referring Sites**  
60,283.00 (21.48%)
- Other**  
158 (0.06%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	118,208	42.12%	advanced yoga practices	5,283	4.05%
(direct) ((none))	89,724	31.97%	ayp yoga	4,755	3.64%
aypsite.com (referral)	11,907	4.24%	ayp	3,573	2.74%
yahoo (organic)	7,458	2.66%	yogani	2,196	1.68%
stumbleupon.com (referral)	4,442	1.58%	aypsite	1,930	1.48%