

**Site Usage**

**344,024** Visits

**48.12%** Bounce Rate

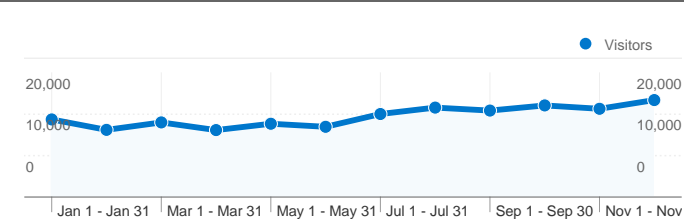
**1,801,534** Pageviews

**00:06:31** Avg. Time on Site

**5.24** Pages/Visit

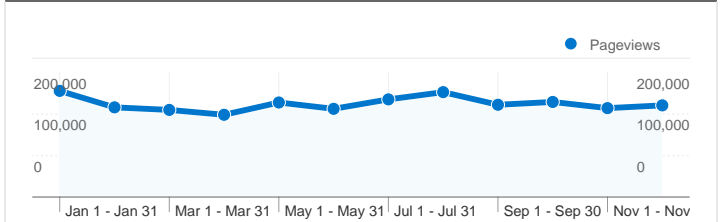
**40.72%** % New Visits

**Visitors Overview**



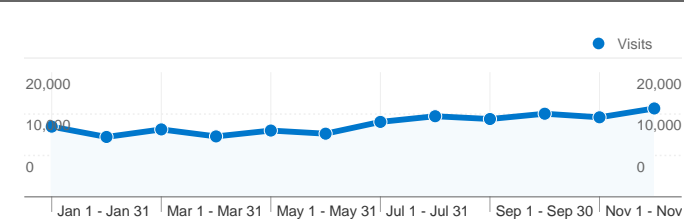
**Visitors**  
**142,759**

**Pageviews for all visitors**



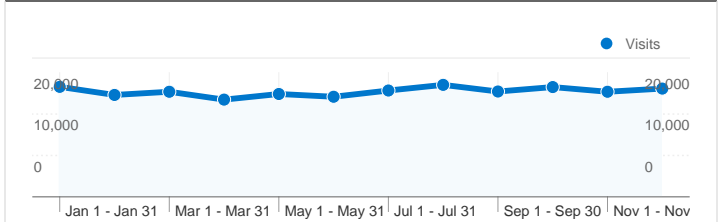
**Pageviews**  
**1,801,534**

**New vs. Returning: New Visitor**



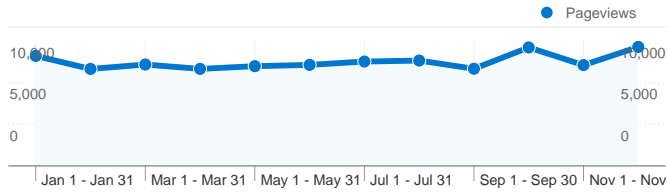
**Visits**  
**140,432**

**New vs. Returning: Returning Visitor**



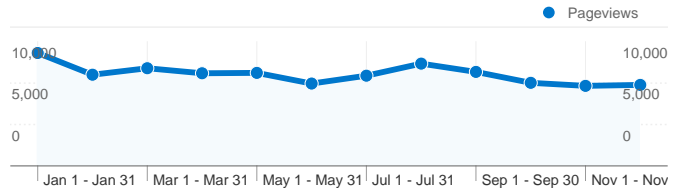
**Visits**  
**203,592**

### Content Detail: /index.html



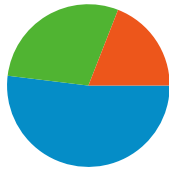
**Pageviews**  
**100,764**

### Content Detail: /forum/index.html



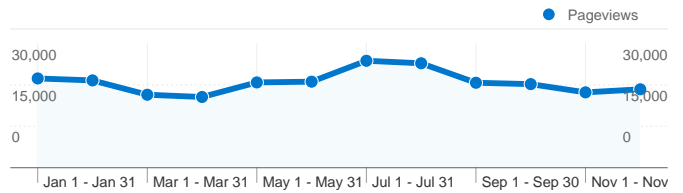
**Pageviews**  
**88,619**

### Traffic Sources Overview



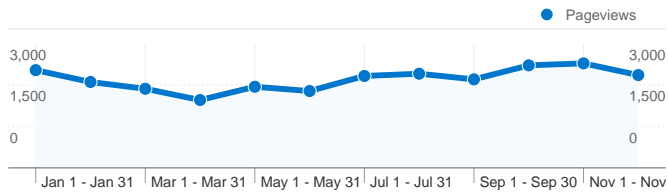
- **Search Engines**  
178,669.00 (51.94%)
- **Direct Traffic**  
99,788.00 (29.01%)
- **Referring Sites**  
65,538.00 (19.05%)
- **Other**  
29 (0.01%)

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



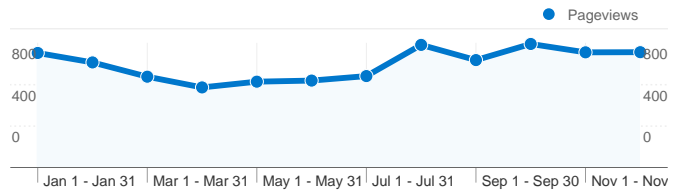
**Pageviews**  
**247,714**

### Content Detail: /books.html



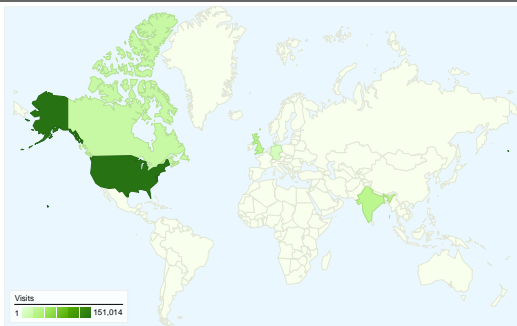
**Pageviews**  
**25,680**

### Content Detail: /books-xdirdownload.html



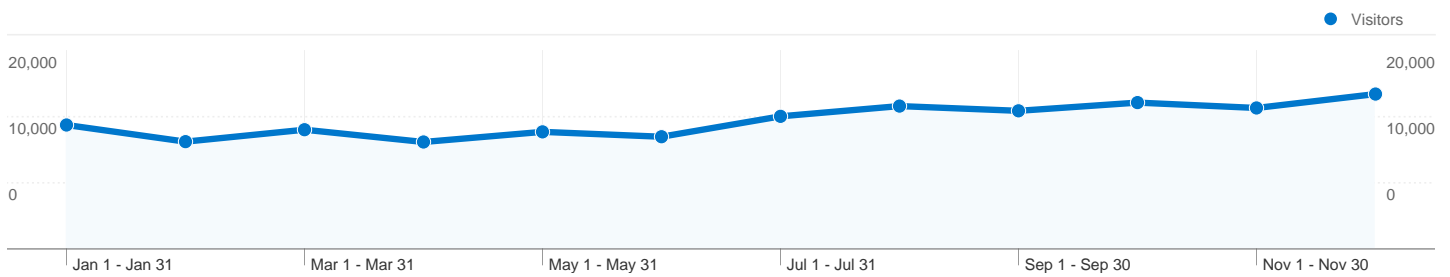
**Pageviews**  
**7,981**

### Map Overlay



### Content Overview

Pages	Pageviews	% Pageviews
/forum/active.asp	247,714	13.75%
/index.html	100,764	5.59%
/forum/index.html	88,619	4.92%
/forum/default.asp	54,688	3.04%
/MainDirectory.html	40,302	2.24%



## 142,759 people visited this site

344,024 Visits

142,759 Absolute Unique Visitors

1,801,534 Pageviews

5.24 Average Pageviews

00:06:31 Time on Site

48.12% Bounce Rate

40.72% New Visits

## Technical Profile

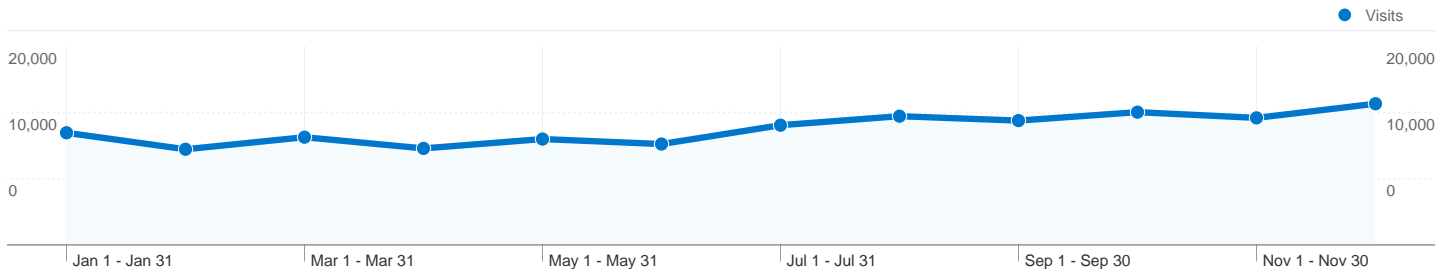
Browser	Visits	% visits
Firefox	103,491	30.08%
Internet Explorer	84,752	24.64%
Safari	69,067	20.08%
Chrome	64,198	18.66%
Opera	7,949	2.31%

# New vs. Returning:

New Visitor

Jan 1, 2011 - Dec 31, 2011

Comparing to: Site



## This visitor type sent 140,432 visits

### Site Usage



**140,432 Visits**

% of Site Total: 40.82%



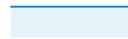
**3.42 Pages/Visit**

Site Avg: 5.24 (-34.65%)



**00:03:59 Avg. Time on Site**

Site Avg: 00:06:31 (-38.94%)



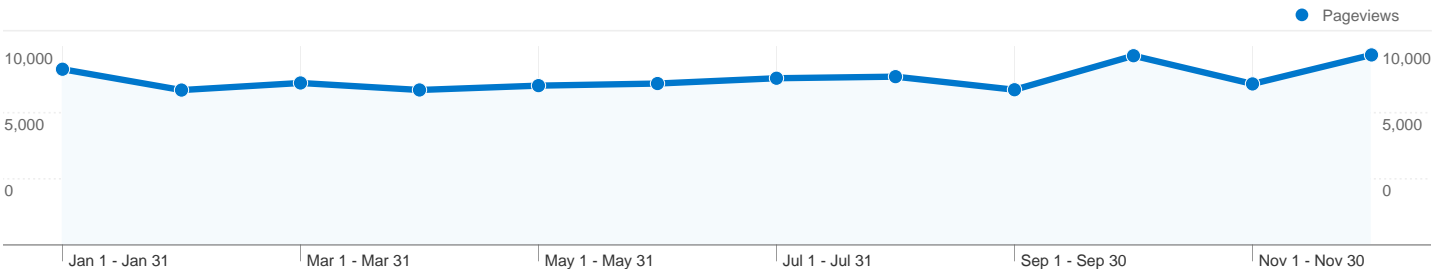
**100.00% % New Visits**

Site Avg: 40.72% (145.56%)



**64.51% Bounce Rate**


Site Avg: 48.12% (34.06%)




### This page was viewed 100,764 times

 100,764 Pageviews

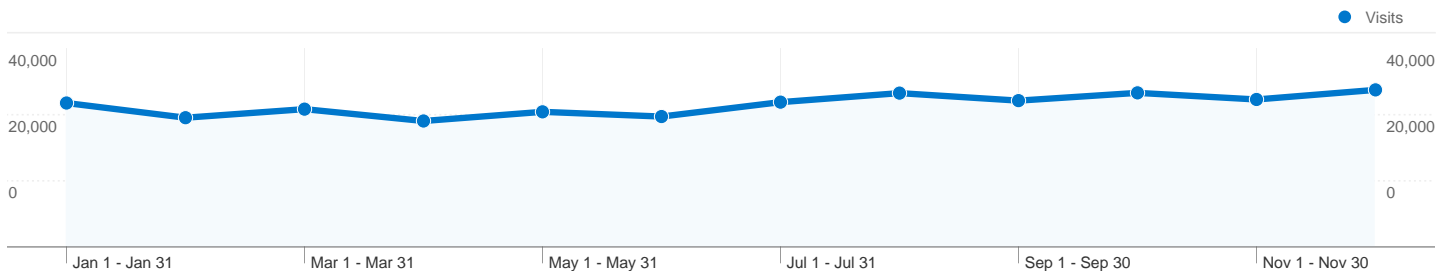
 85,406 Unique Views

 00:01:17 Time on Page




 40.62% Bounce Rate

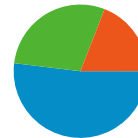
 37.99% % Exit





 \$0.00 \$ Index



All traffic sources sent a total of 344,024 visits

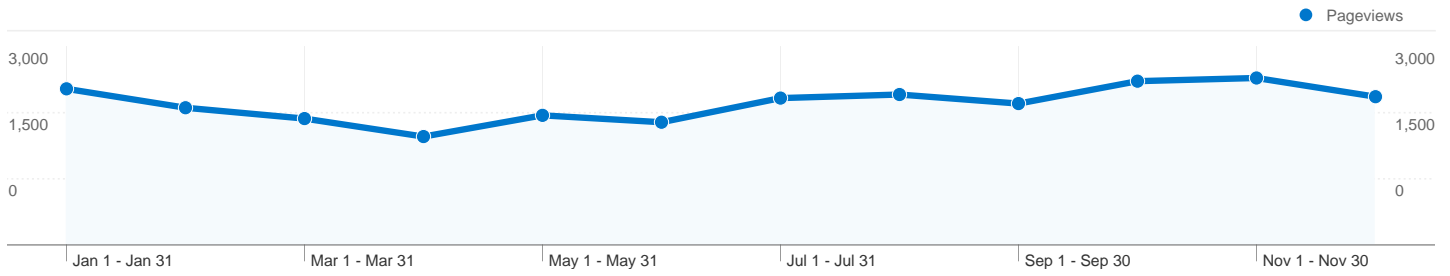
-  29.01% Direct Traffic
-  19.05% Referring Sites
-  51.94% Search Engines



-  **Search Engines**  
178,669.00 (51.94%)
-  **Direct Traffic**  
99,788.00 (29.01%)
-  **Referring Sites**  
65,538.00 (19.05%)
-  **Other**  
29 (0.01%)


## Top Traffic Sources


Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	166,531	48.41%	ayp	9,783	5.48%
(direct) ((none))	99,788	29.01%	advanced yoga practices	7,664	4.29%
aypsite.com (referral)	13,083	3.80%	yogani	3,921	2.19%
facebook.com (referral)	8,567	2.49%	ayp yoga	3,851	2.16%
yahoo (organic)	5,403	1.57%	(not set)	2,860	1.60%




**This page was viewed 25,680 times**

 **25,680** Pageviews

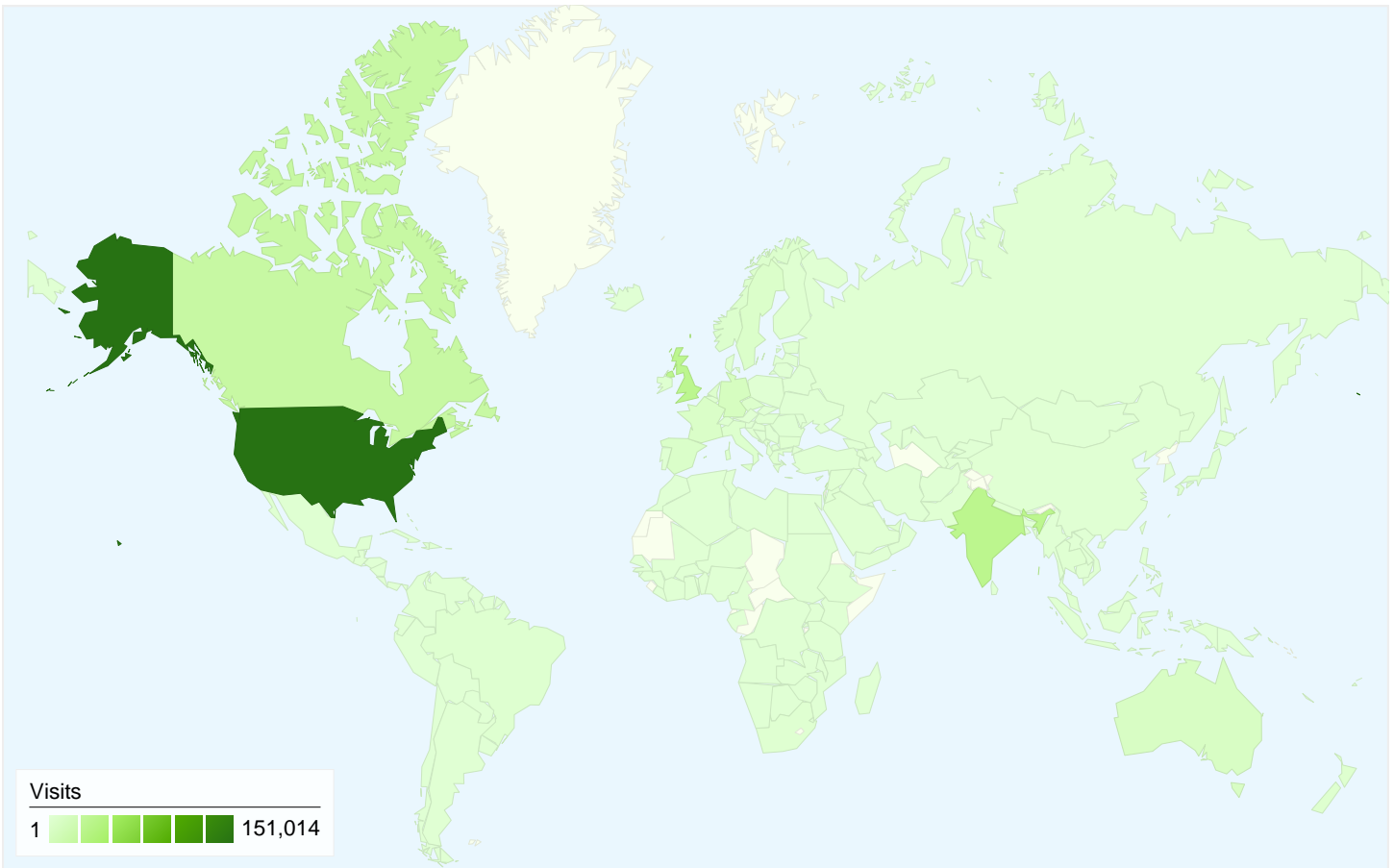
 **19,762** Unique Views

 **00:01:45** Time on Page

 **48.30%** Bounce Rate

 **29.15%** % Exit

 **\$0.00** \$ Index



**344,024 visits came from 192 countries/territories**

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>344,024</b> % of Site Total: 100.00%	<b>5.24</b> Site Avg: 5.24 (0.00%)	<b>00:06:31</b> Site Avg: 00:06:31 (0.00%)	<b>40.82%</b> Site Avg: 40.72% (0.24%)	<b>48.12%</b> Site Avg: 48.12% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	151,014	5.83	00:07:10	37.85%	46.21%	
India	31,412	3.73	00:04:48	58.08%	61.05%	
United Kingdom	31,065	5.26	00:06:11	33.39%	46.51%	
Canada	22,084	5.44	00:06:19	42.08%	48.82%	
Germany	9,090	5.22	00:07:05	37.58%	40.62%	
Lebanon	8,403	8.75	00:12:44	12.13%	27.16%	
Australia	7,336	3.28	00:04:09	55.29%	58.52%	
France	5,612	4.61	00:06:20	37.65%	40.57%	
Spain	5,229	4.11	00:03:44	27.16%	55.08%	

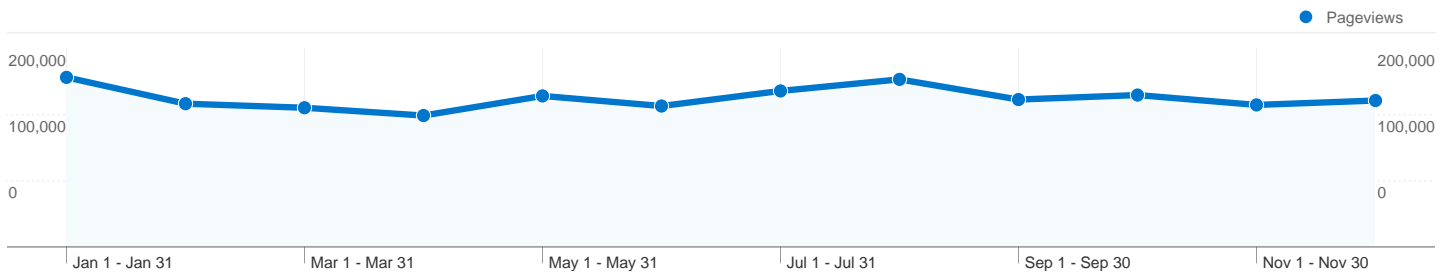


Sweden	<b>4,642</b>	5.50	00:05:39	26.32%	54.24%
					1 - 10 of 192

# Pageviews for all visitors

Jan 1, 2011 - Dec 31, 2011

Comparing to: Site



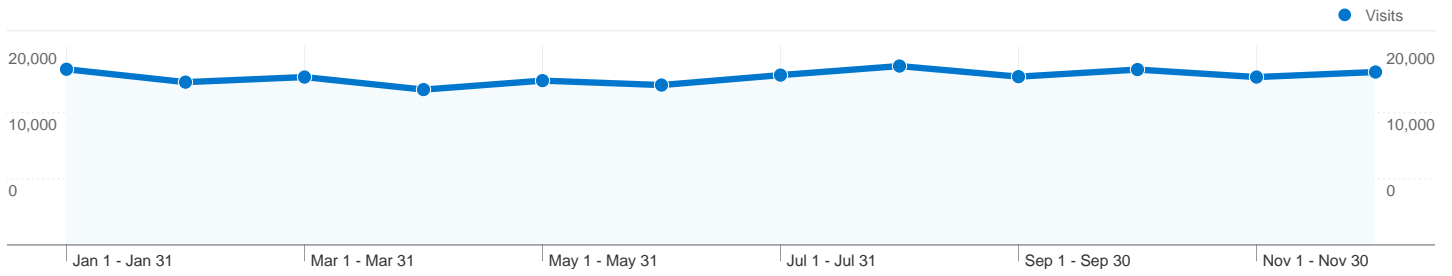
**1,801,534** Pageviews

Jan 1, 2011 - Jan 31, 2011	9.49% (170,999)
Feb 1, 2011 - Feb 28, 2011	8.02% (144,451)
Mar 1, 2011 - Mar 31, 2011	7.79% (140,354)
Apr 1, 2011 - Apr 30, 2011	7.35% (132,491)
May 1, 2011 - May 31, 2011	8.45% (152,271)
Jun 1, 2011 - Jun 30, 2011	7.89% (142,091)
Jul 1, 2011 - Jul 31, 2011	8.73% (157,293)
Aug 1, 2011 - Aug 31, 2011	9.38% (168,958)
Sep 1, 2011 - Sep 30, 2011	8.25% (148,626)
Oct 1, 2011 - Oct 31, 2011	8.50% (153,158)
Nov 1, 2011 - Nov 30, 2011	7.95% (143,206)
Dec 1, 2011 - Dec 31, 2011	8.20% (147,636)

# New vs. Returning:

Returning Visitor

Jan 1, 2011 - Dec 31, 2011  
Comparing to: Site



## This visitor type sent 203,592 visits

### Site Usage



**203,592 Visits**

% of Site Total: 59.18%



**6.49 Pages/Visit**

Site Avg: 5.24 (23.90%)



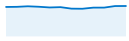
**00:08:16 Avg. Time on Site**

Site Avg: 00:06:31 (26.86%)



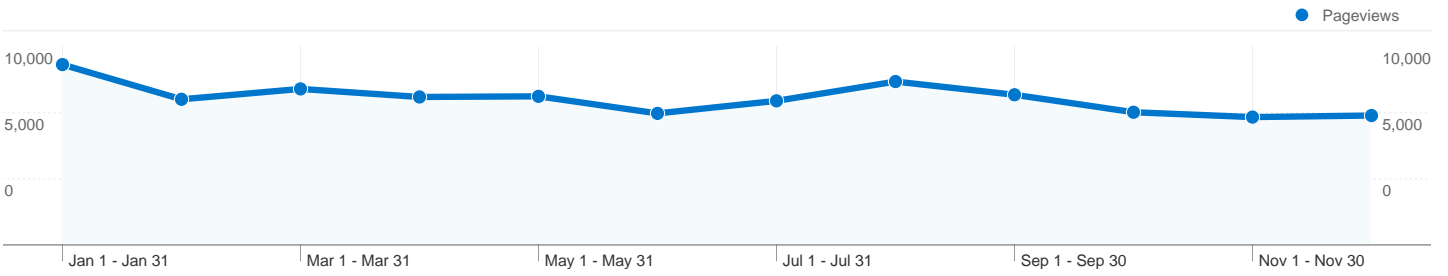
**0.00% % New Visits**

Site Avg: 40.72% (-100.00%)



**36.82% Bounce Rate**


Site Avg: 48.12% (-23.49%)





### This page was viewed 88,619 times

 **88,619** Pageviews

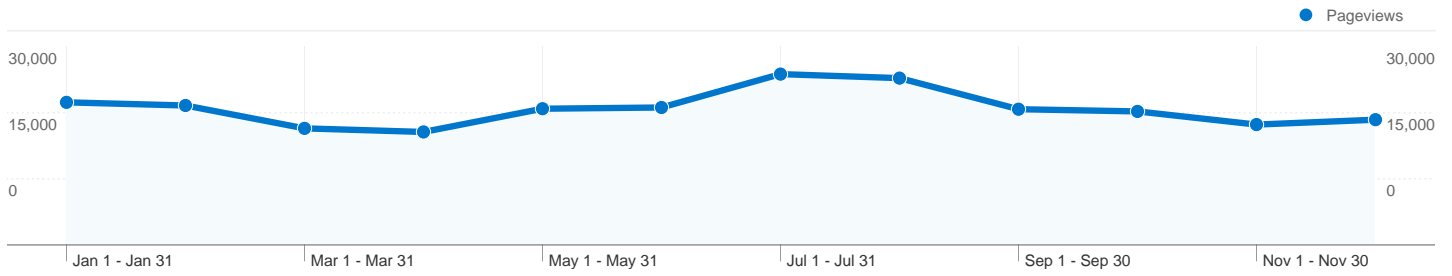
 **61,676** Unique Views

 **00:00:37** Time on Page

 **13.16%** Bounce Rate

 **9.49%** % Exit


 **\$0.00** \$ Index




**This page was viewed 247,714 times**

 **247,714** Pageviews

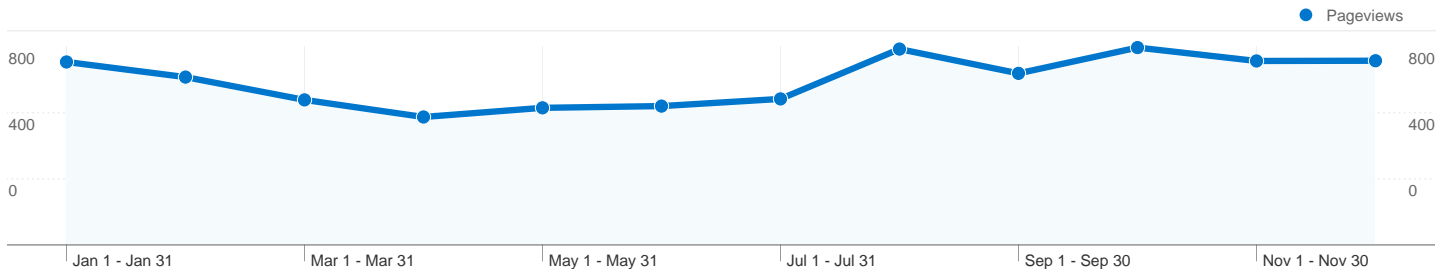
 **44,365** Unique Views

 **00:01:21** Time on Page

 **20.92%** Bounce Rate

 **7.65%** % Exit

 **\$0.00** \$ Index



### This page was viewed 7,981 times

7,981 Pageviews

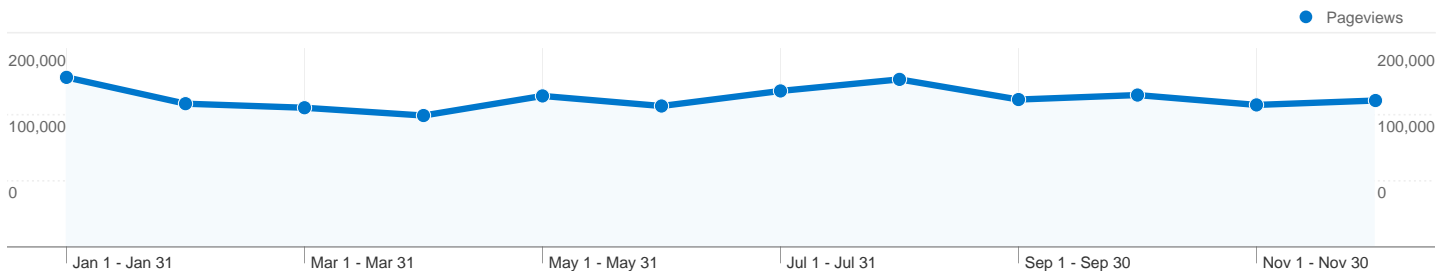
6,453 Unique Views

00:01:50 Time on Page

67.74% Bounce Rate

34.08% % Exit

\$0.00 \$ Index



Pages on this site were viewed a total of 1,801,534 times

1,801,534 Pageviews

1,221,209 Unique Views

48.12% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/forum/active.asp	247,714	13.75%
/index.html	100,764	5.59%
/forum/index.html	88,619	4.92%
/forum/default.asp	54,688	3.04%
/MainDirectory.html	40,302	2.24%