

# **WEBSITE ANALYTICS REPORT**

Prepared for  
ABC Company  
([www.abccompany.com](http://www.abccompany.com))

By Small Details

For the period  
October 9, 2012 – November 8, 2012

**SPECIAL NOTE:** Please keep in mind Analytics data collection began October 17, 2012.

## **REPORT DESCRIPTIONS & TERMINOLOGY**

### **Location Report (Pages 1-4)**

This report provides a world, country and state map representation of visitor behavior (Site Usage) and impact on revenue by region (Ecommerce). Regions are color coded, with darker colors representing higher values. Analytics uses internal and third-party data to derive visitors' geographic locations from their IP addresses.

### **New vs Returning Report (Page 5)**

This report provides information about behavior (Site Usage) and impact on revenue (Ecommerce) for *new* (first-time) visitors and *returning* visitors. The graph shows total values for all visitors. The table shows separate values for returning and new visitors.

### **Engagement Report (Page 6)**

This report provides statistics about the number of visits and pageviews, how much time (*in seconds*) visitors spent on your site, and how many pages they viewed per visit.

### **Browser & OS (Operating System – Page 7)**

### **Visitor Internet Service Providers (Networks), Devices (Page 8-10)**

### **Traffic Sources Overview Report (Page 11)**

This report provides an overview of visitor-source metrics for your site. The graph displays the daily number of visits. The pie chart displays the percentages of traffic by source type. The table below the pie chart lists different top-level metrics for commonly viewed visitor dimensions.

### **All Traffic Report (Page 12)**

This report provides information about visitor behavior (Site Usage) and visitor impact on revenue (Ecommerce) based on the traffic source (domain from which traffic originated) and medium (e.g., referral or organic). For example, google.com/referral.

“Direct traffic” (for example, from a bookmark or someone typing the URL) is identified as (direct)/(none). (See also Page 13).

### **Direct Traffic Report (Page 13)**

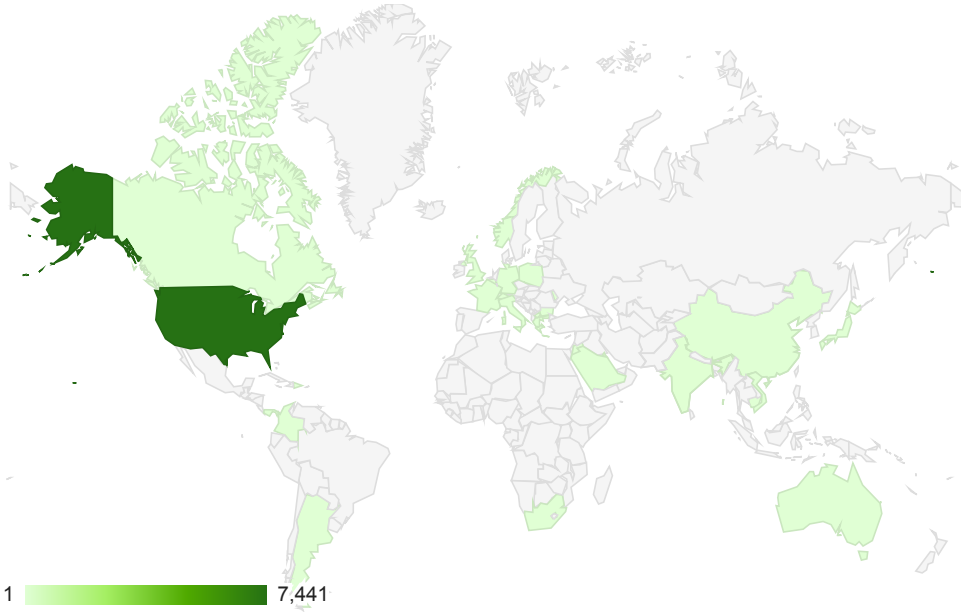
This report provides information about visitor behavior (Site Usage) and visitor impact on revenue (Ecommerce) based on direct traffic to your site (visitors who clicked a bookmark or entered/typed the URL).... CONTINUED.....

Location

% of visits: 100.00%

Map Overlay

Site Usage



Visits <b>7,506</b> % of Total: 100.00% (7,506)	Pages / Visit <b>2.24</b> Site Avg: 2.24 (0.00%)	Avg. Visit Duration <b>00:03:13</b> Site Avg: 00:03:13 (0.00%)	% New Visits <b>47.26%</b> Site Avg: 47.26% (0.00%)	Bounce Rate <b>58.51%</b> Site Avg: 58.51% (0.00%)
---	--	--	---	--

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. <a href="#">United States</a>	<b>7,441</b>	2.25	00:03:14	46.90%	58.42%
2. <a href="#">India</a>	<b>13</b>	1.92	00:01:04	92.31%	61.54%
3. <a href="#">Moldova</a>	<b>6</b>	1.00	00:00:00	83.33%	100.00%
4. <a href="#">United Kingdom</a>	<b>5</b>	1.20	00:00:05	100.00%	80.00%
5. <a href="#">Germany</a>	<b>4</b>	1.50	00:00:07	100.00%	75.00%
6. <a href="#">Canada</a>	<b>3</b>	1.00	00:00:00	66.67%	100.00%
7. <a href="#">Japan</a>	<b>3</b>	1.67	00:00:50	33.33%	66.67%
8. <a href="#">Panama</a>	<b>3</b>	2.00	00:14:04	66.67%	33.33%
9. <a href="#">Australia</a>	<b>2</b>	2.50	00:00:51	50.00%	50.00%
10. <a href="#">Colombia</a>	<b>2</b>	1.00	00:00:00	100.00%	100.00%

Rows 1 - 10 of 30

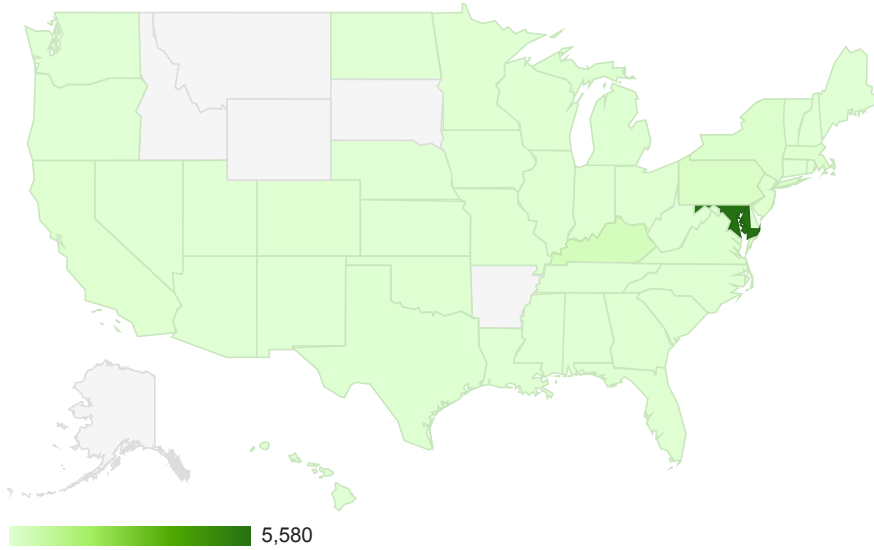
Location

ALL » COUNTRY / TERRITORY: United States

% of visits: 99.13%

Map Overlay

Site Usage



Visits <b>7,441</b> % of Total: 99.13% (7,506)	Pages / Visit <b>2.25</b> Site Avg: 2.24 (0.21%)	Avg. Visit Duration <b>00:03:14</b> Site Avg: 00:03:13 (0.53%)	% New Visits <b>46.90%</b> Site Avg: 47.26% (-0.75%)	Bounce Rate <b>58.42%</b> Site Avg: 58.51% (-0.16%)
--	--	--	--	---

Region	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. <a href="#">Maryland</a>	<b>5,580</b>	2.29	00:03:31	42.44%	57.38%
2. <a href="#">District of Columbia</a>	<b>426</b>	2.09	00:01:39	64.32%	62.44%
3. <a href="#">Kentucky</a>	<b>384</b>	1.45	00:04:32	8.07%	72.92%
4. <a href="#">Pennsylvania</a>	<b>192</b>	2.86	00:02:21	69.27%	51.04%
5. <a href="#">New York</a>	<b>122</b>	2.70	00:02:37	71.31%	57.38%
6. <a href="#">Virginia</a>	<b>107</b>	3.09	00:02:39	78.50%	46.73%
7. <a href="#">Massachusetts</a>	<b>85</b>	1.41	00:00:28	65.88%	74.12%
8. <a href="#">Michigan</a>	<b>51</b>	2.24	00:02:00	78.43%	43.14%
9. <a href="#">Texas</a>	<b>49</b>	2.10	00:01:43	73.47%	69.39%
10. <a href="#">New Jersey</a>	<b>47</b>	3.21	00:03:29	80.85%	38.30%

Rows 1 - 10 of 46

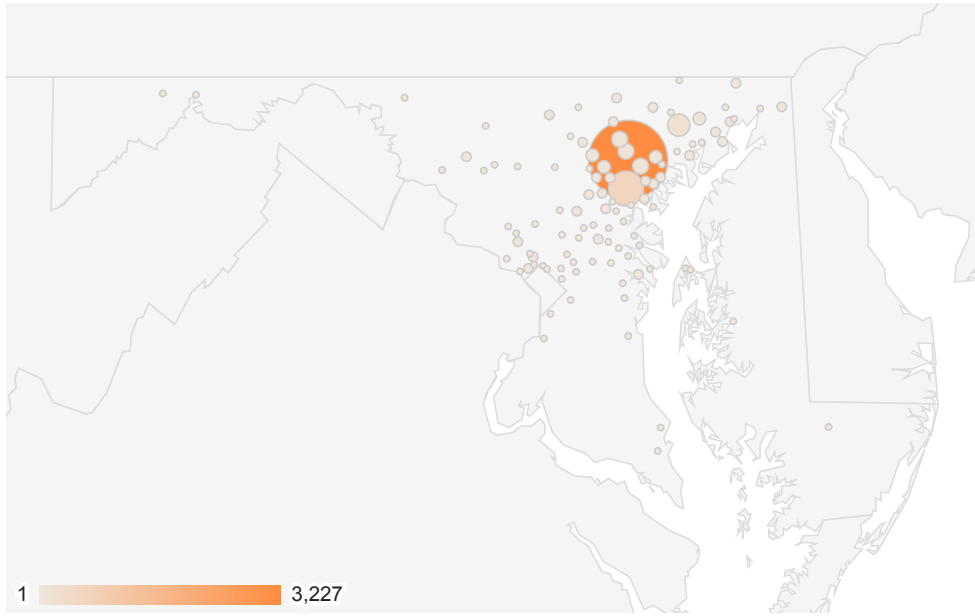
Location

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

% of visits: 74.34%

Map Overlay

Site Usage



Visits <b>5,580</b> % of Total: 74.34% (7,506)	Pages / Visit <b>2.29</b> Site Avg: 2.24 (1.97%)	Avg. Visit Duration <b>00:03:31</b> Site Avg: 00:03:13 (9.47%)	% New Visits <b>42.44%</b> Site Avg: 47.26% (-10.20%)	Bounce Rate <b>57.38%</b> Site Avg: 58.51% (-1.93%)
--	--	--	---	---

City	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Towson	3,227	1.79	00:04:17	19.06%	66.38%
2. Baltimore	621	3.24	00:02:50	75.85%	41.55%
3. Bel Air	220	2.87	00:02:05	80.91%	42.27%
4. Parkville	123	2.76	00:02:15	69.92%	44.72%
5. Lutherville Timonium	112	2.92	00:02:06	73.21%	39.29%
6. Cockeysville	93	2.77	00:01:45	73.12%	47.31%
7. Owings Mills	82	3.12	00:02:43	63.41%	36.59%
8. Pikesville	81	3.16	00:02:54	67.90%	46.91%
9. Perry Hall	79	2.73	00:02:24	62.03%	51.90%
10. Churchville	62	3.26	00:02:36	69.35%	29.03%
11. Columbia	38	2.53	00:03:16	86.84%	47.37%
12. Essex	38	2.97	00:01:40	71.05%	42.11%
13. Rosedale	38	4.95	00:03:31	78.95%	31.58%
14. Westminster	34	2.62	00:02:41	76.47%	35.29%
15. Bethesda	32	4.88	00:03:24	84.38%	62.50%
16. Catonsville	32	2.69	00:02:29	62.50%	50.00%
17. Dundalk	29	2.69	00:01:56	72.41%	51.72%
18. Edgewater	27	1.70	00:00:29	74.07%	62.96%
19. Aberdeen	23	2.65	00:01:42	95.65%	52.17%
20. Edgewood	23	5.09	00:06:17	73.91%	26.09%

21.	Frederick	22	1.77	00:01:50	100.00%	63.64%
22.	Ellicott City	21	3.67	00:01:20	80.95%	33.33%
23.	Havre de Grace	20	4.85	00:04:41	70.00%	45.00%
24.	Jarrettsville	20	2.15	00:00:43	70.00%	45.00%
25.	Middle River	20	5.20	00:06:10	70.00%	30.00%
26.	Gwynn Oak	19	2.95	00:02:07	84.21%	36.84%
27.	Parkton	19	1.84	00:02:10	78.95%	63.16%
28.	Sparks Glencoe	19	3.00	00:01:37	47.37%	47.37%
29.	Elkridge	18	1.33	00:00:05	77.78%	72.22%
30.	Aberdeen Proving Ground	17	2.76	00:04:59	94.12%	47.06%
31.	Rockville	17	2.35	00:01:27	76.47%	52.94%
32.	Rising Sun	16	1.94	00:01:18	75.00%	43.75%
33.	Elkton	15	2.67	00:02:03	53.33%	40.00%
34.	Ft George g Meade	15	2.13	00:01:27	66.67%	46.67%
35.	Reisterstown	15	2.53	00:04:06	53.33%	60.00%
36.	Kensington	14	3.36	00:01:50	21.43%	57.14%
37.	Windsor Mill	13	2.08	00:00:55	76.92%	46.15%
38.	Joppa	12	2.00	00:01:56	33.33%	75.00%
39.	White Marsh	12	2.42	00:03:02	50.00%	58.33%
40.	Clarksville	10	1.40	00:00:15	40.00%	70.00%
41.	Finksburg	10	2.10	00:02:07	50.00%	70.00%
42.	Gaithersburg	10	3.10	00:01:39	90.00%	40.00%
43.	Linthicum Heights	10	1.60	00:00:23	70.00%	70.00%
44.	Glen Burnie	9	2.44	00:02:55	100.00%	44.44%
45.	Randallstown	9	2.00	00:00:34	77.78%	55.56%
46.	College Park	8	1.88	00:00:33	87.50%	50.00%
47.	Severna Park	8	1.25	00:00:16	87.50%	87.50%
48.	Abingdon	7	2.14	00:00:18	57.14%	28.57%
49.	Forest Hill	7	2.43	00:02:14	100.00%	42.86%
50.	Salisbury	7	1.43	00:02:29	71.43%	71.43%

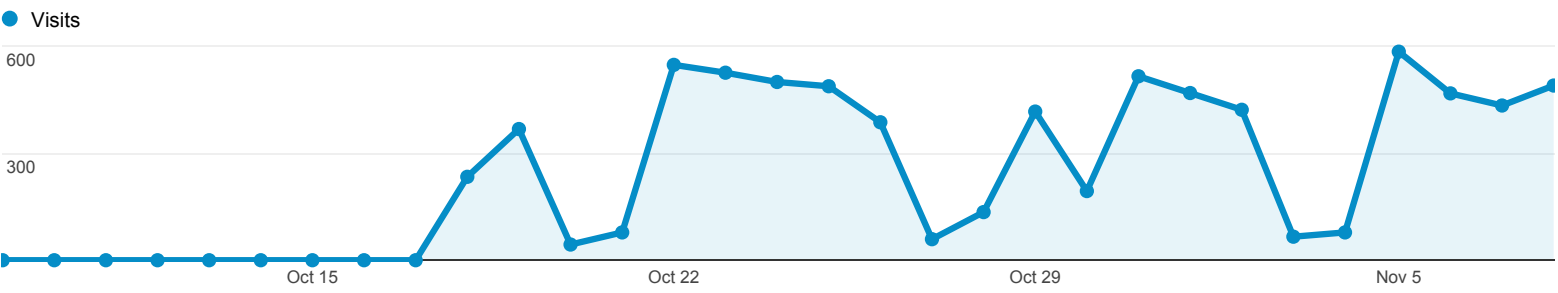
Rows 1 - 50 of 103

New vs Returning

% of visits: 100.00%

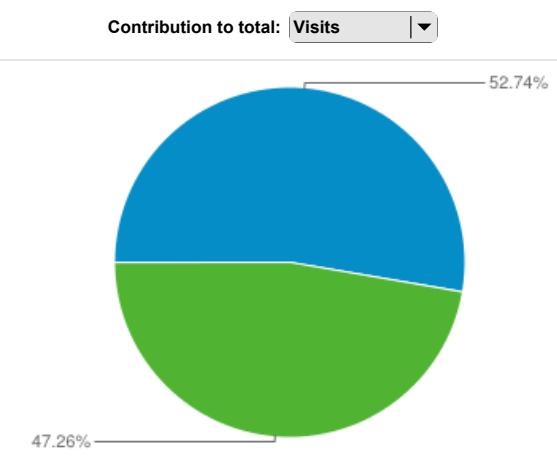
Explorer

Site Usage



Visits <b>7,506</b> % of Total: 100.00% (7,506)	Pages / Visit <b>2.24</b> Site Avg: 2.24 (0.00%)	Avg. Visit Duration <b>00:03:13</b> Site Avg: 00:03:13 (0.00%)	Bounce Rate <b>58.51%</b> Site Avg: 58.51% (0.00%)
---	--	--	--

Visitor Type	Visits	Visits
1. <span style="color: blue;">■</span> Returning Visitor	<b>3,959</b>	52.74%
2. <span style="color: green;">■</span> New Visitor	<b>3,547</b>	47.26%



Rows 1 - 2 of 2

# Engagement

% of visits: 100.00%

## Performance

### Visit Duration

Visits  
**7,506**  
% of Total: 100.00% (7,506)

Pageviews  
**16,847**  
% of Total: 100.00% (16,847)

Visit Duration	Visits	Pageviews	Percentage of total	
			Visits	Pageviews
0-10 seconds	4,624	4,868	61.60%	28.90%
11-30 seconds	389	892	5.18%	5.29%
31-60 seconds	376	1,058	5.01%	6.28%
61-180 seconds	683	2,514	9.10%	14.92%
181-600 seconds	677	3,527	9.02%	20.94%
601-1800 seconds	616	2,858	8.21%	16.96%
1801+ seconds	141	1,130	1.88%	6.71%

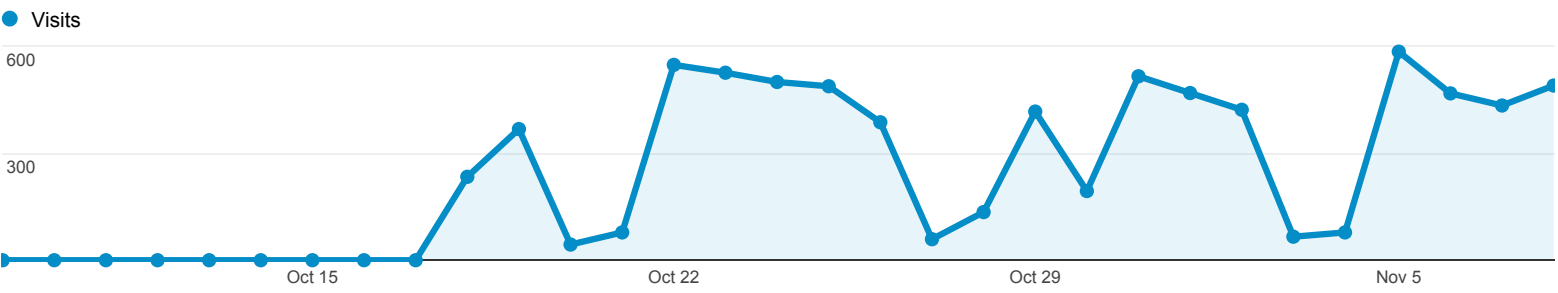


Browser & OS

% of visits: 100.00%

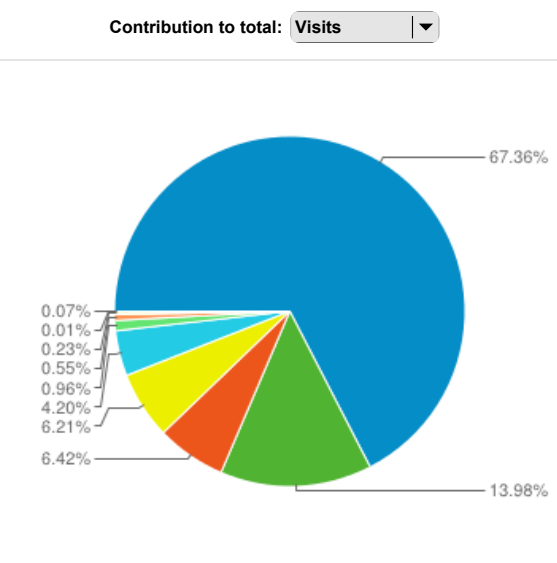
Explorer

Site Usage



Visits <b>7,506</b> % of Total: 100.00% (7,506)	Pages / Visit <b>2.24</b> Site Avg: 2.24 (0.00%)	Avg. Visit Duration <b>00:03:13</b> Site Avg: 00:03:13 (0.00%)	% New Visits <b>47.26%</b> Site Avg: 47.26% (0.00%)	Bounce Rate <b>58.51%</b> Site Avg: 58.51% (0.00%)
---	--	--	---	--

Browser	Visits	Visits
1. Internet Explorer	5,056	67.36%
2. Safari	1,049	13.98%
3. Chrome	482	6.42%
4. Firefox	466	6.21%
5. Android Browser	315	4.20%
6. IE with Chrome Frame	72	0.96%
7. Safari (in-app)	41	0.55%
8. Mozilla Compatible Agent	17	0.23%
9. Opera	5	0.07%
10. BlackBerry8520	1	0.01%



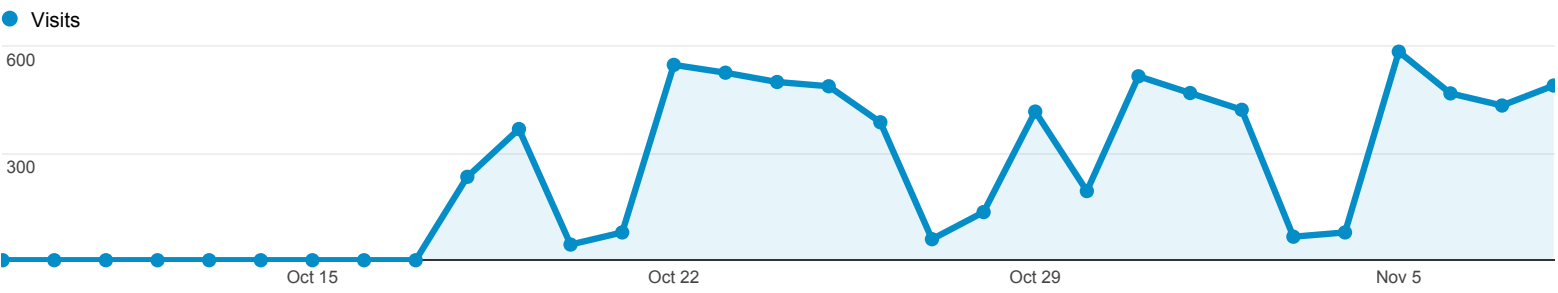
Rows 1 - 10 of 12

Network

% of visits: 100.00%

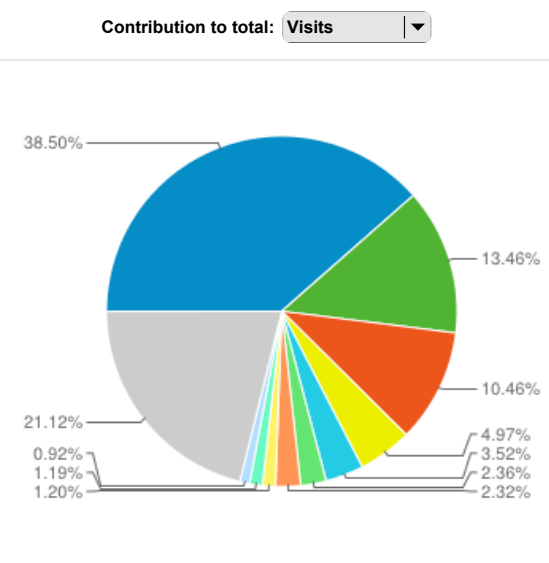
Explorer

Site Usage



Visits <b>7,506</b> % of Total: 100.00% (7,506)	Pages / Visit <b>2.24</b> Site Avg: 2.24 (0.00%)	Avg. Visit Duration <b>00:03:13</b> Site Avg: 00:03:13 (0.00%)	% New Visits <b>47.26%</b> Site Avg: 47.26% (0.00%)	Bounce Rate <b>58.51%</b> Site Avg: 58.51% (0.00%)
---	--	--	---	--

Service Provider	Visits	Visits	Contribution to total: Visits
1. private customer	2,890	38.50%	
2. verizon online llc	1,010	13.46%	
3. comcast cable communications inc.	785	10.46%	
4. orthopedic association	373	4.97%	
5. cellco partnership dba verizon wireless	264	3.52%	
6. comcast cable communications inc	177	2.36%	
7. service provider corporation	174	2.32%	
8. comcast business communications llc	90	1.20%	
9. (not set)	89	1.19%	
10. the johns hopkins medical institutions	69	0.92%	



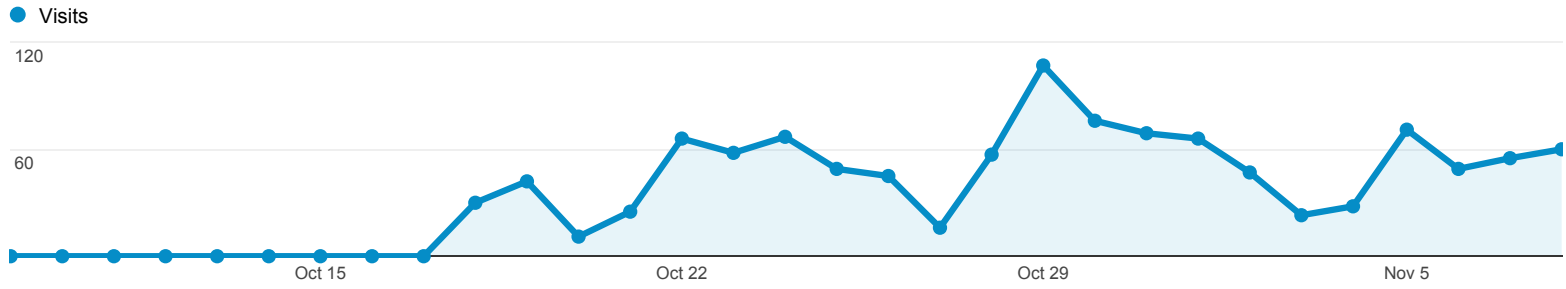
Rows 1 - 10 of 469

Devices

% of visits: 14.88%

Explorer

Site Usage



<p>Visits</p> <p><b>1,117</b></p> <p>% of Total: 14.88% (7,506)</p>	<p>Pages / Visit</p> <p><b>1.84</b></p> <p>Site Avg: 2.24 (-18.23%)</p>	<p>Avg. Visit Duration</p> <p><b>00:01:24</b></p> <p>Site Avg: 00:03:13 (-56.37%)</p>	<p>% New Visits</p> <p><b>64.91%</b></p> <p>Site Avg: 47.26% (37.35%)</p>	<p>Bounce Rate</p> <p><b>64.91%</b></p> <p>Site Avg: 58.51% (10.93%)</p>
---	---	---	---	--

Mobile Device Info	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Apple iPhone	507	1.51	00:00:46	67.06%	72.98%
2. Apple iPad	255	2.27	00:01:49	72.16%	52.16%
3. Motorola MOTXT912B Droid Razr 4G	41	2.44	00:02:39	43.90%	51.22%
4. HTC ADR6350 Droid Incredible 2	19	1.42	00:02:10	31.58%	68.42%
5. Samsung SGH-I997 Infuse	18	1.17	00:00:18	16.67%	88.89%
6. Apple iPod	16	2.25	00:02:35	62.50%	62.50%
7. HTC ADR6400L Thunderbolt 4G	16	2.00	00:00:44	43.75%	62.50%
8. Motorola XT862 Droid 3	12	2.42	00:04:37	58.33%	41.67%
9. Motorola DroidX	10	2.10	00:01:05	70.00%	60.00%
10. Samsung SGH-I777 Galaxy S II	10	1.60	00:02:12	30.00%	70.00%
11. Motorola Droid 2	9	3.00	00:01:26	55.56%	44.44%
12. HTC ADR6300 Incredible	8	1.75	00:01:24	50.00%	62.50%
13. Samsung SGH-i927 Captivate Glide	8	1.38	00:00:09	0.00%	62.50%
14. HTC 9292 EVO 4G	7	1.71	00:06:54	57.14%	57.14%
15. LG C800 myTouch Q	7	1.57	00:04:29	28.57%	42.86%
16. Samsung SGH-I747 Galaxy SIII	7	1.43	00:01:50	42.86%	71.43%
17. HTC ADR6425LVW Rezound	6	1.17	00:02:46	66.67%	83.33%
18. Samsung SCH-I510 Droid Charge	6	1.17	00:00:01	33.33%	83.33%
19. Motorola Droid 4	5	3.40	00:03:11	60.00%	60.00%
20. Motorola xt875 Droid Bionic	5	4.00	00:07:20	80.00%	40.00%
21. Samsung Galaxy Nexus	5	1.20	00:00:07	60.00%	80.00%
22. Samsung SCH-I535 4G Galaxy SIII	5	1.60	00:01:55	100.00%	60.00%
23. Samsung SGH-T999 Galaxy SIII	5	1.60	00:01:31	80.00%	80.00%
24. Samsung SPH-D710	5	1.60	00:02:29	100.00%	60.00%

25.	(not set)	4	1.75	00:01:05	75.00%	75.00%
26.	Amazon Kindle Fire Kindle Fire	4	1.00	00:00:00	0.00%	100.00%
27.	DoCoMo P502i	4	2.50	00:02:49	50.00%	25.00%
28.	HTC myTouch 4G Slide	4	3.75	00:02:13	75.00%	50.00%
29.	HTC PC36100 EVO 4G	4	1.00	00:00:00	25.00%	100.00%
30.	Motorola MB865 Atrix 2	4	1.75	00:00:18	75.00%	75.00%
31.	Samsung GT-P3113 Galaxy Tab 2 7.0	4	1.50	00:02:45	50.00%	75.00%
32.	Samsung SCH-I500 Fascinate	4	2.75	00:04:38	50.00%	25.00%
33.	Samsung SPH-D700 Epic 4G	4	1.50	00:07:07	75.00%	75.00%
34.	T-Mobile myTouch4G	4	1.00	00:00:00	100.00%	100.00%
35.	BlackBerry 9810 Torch 4G	3	3.00	00:00:19	100.00%	33.33%
36.	Casio C771 G'zOne	3	1.67	00:00:08	33.33%	66.67%
37.	LG VS700 Enlighten	3	2.00	00:01:36	66.67%	66.67%
38.	Motorola Droid X2	3	2.00	00:02:49	100.00%	66.67%
39.	Samsung SGH-I727 Galaxy S II Skyrocket	3	2.00	00:00:22	100.00%	33.33%
40.	Samsung SGH-I897 Galaxy S Captivate	3	1.00	00:00:00	33.33%	100.00%
41.	Samsung SGH-T759 Exhibit 4G	3	1.67	00:00:16	66.67%	33.33%
42.	Samsung SGH-T989 Galaxy SII	3	1.00	00:00:00	100.00%	100.00%
43.	T-Mobile G2 Touch HTC Sapphire	3	1.00	00:00:00	100.00%	100.00%
44.	Asus Eee Pad TF201 Transformer Prime	2	2.00	00:08:29	50.00%	50.00%
45.	BlackBerry 9800 Torch	2	1.00	00:00:00	50.00%	100.00%
46.	BlackBerry 9930	2	2.00	00:00:20	100.00%	50.00%
47.	HTC Amaze 4G	2	1.50	00:00:19	50.00%	50.00%
48.	HTC Inspire 4G	2	1.00	00:00:00	100.00%	100.00%
49.	HTC Sensation 4G	2	3.00	00:01:28	50.00%	50.00%
50.	Huawei M865 Ascend II	2	1.50	00:00:33	50.00%	50.00%

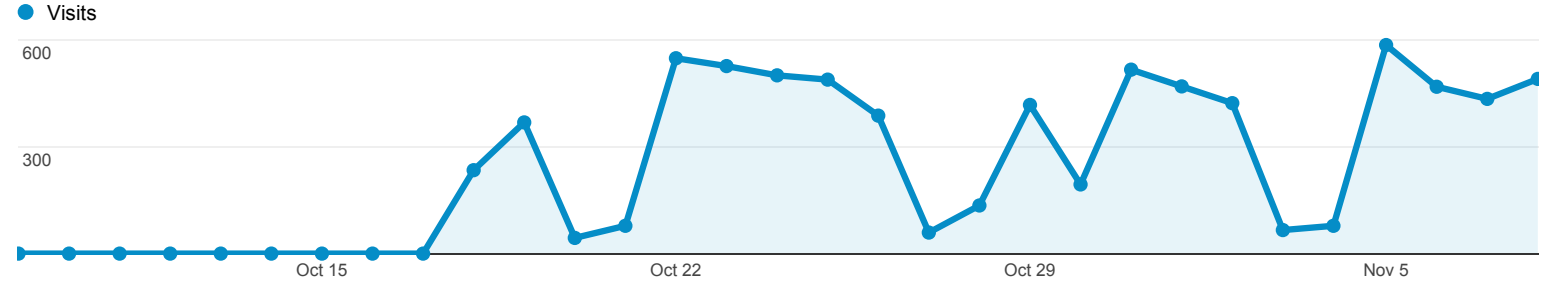
Rows 1 - 50 of 88

© 2012 Google

Traffic Sources Overview

% of visits: 100.00%

Overview



7,506 people visited this site



- **42.10% Search Traffic**  
3,160 Visits
- **2.50% Referral Traffic**  
188 Visits
- **55.40% Direct Traffic**  
4,158 Visits

Keyword	Visits	% Visits
1. (not provided)	669	21.17%
2. towson orthopedics	603	19.08%
3. towson sports medicine	145	4.59%
4. towson orthopaedic associates	123	3.89%
5. towson orthopedic associates	54	1.71%
6. orthopedic associates	36	1.14%
7. towson orthopedic	33	1.04%
8. towson orthopedic associates bel air	28	0.89%
9. towson ortho	25	0.79%
10. towson orthopedics bel air	25	0.79%

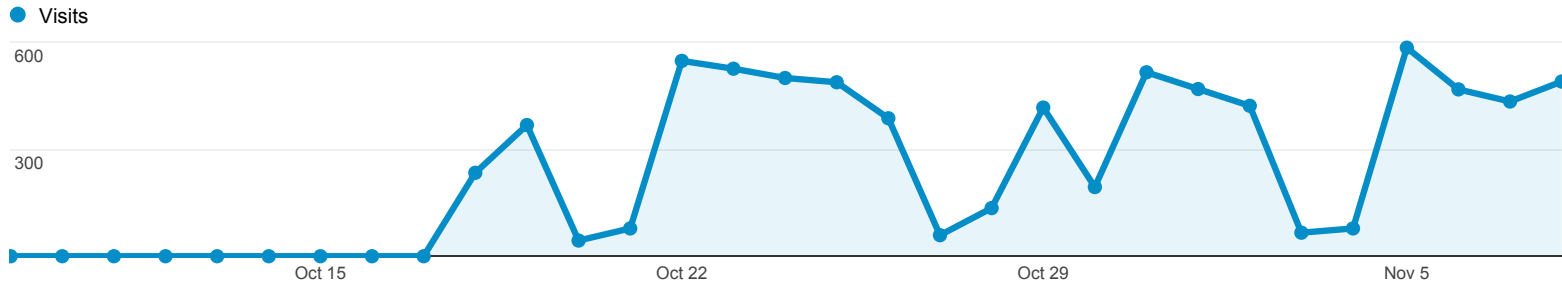
[view full report](#)

All Traffic

% of visits: 100.00%

Explorer

Site Usage



Visits

**7,506**

% of Total: 100.00% (7,506)

Pages / Visit

**2.24**

Site Avg: 2.24 (0.00%)

Avg. Visit Duration

**00:03:13**

Site Avg: 00:03:13 (0.00%)

% New Visits

**47.26%**

Site Avg: 47.26% (0.00%)

Bounce Rate

**58.51%**

Site Avg: 58.51% (0.00%)

Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. (direct) / (none)	4,158	1.69	00:03:57	25.25%	69.00%
2. google / organic	2,578	2.90	00:02:10	73.66%	46.51%
3. bing / organic	268	3.40	00:02:54	75.75%	42.54%
4. yahoo / organic	175	3.07	00:02:47	76.00%	43.43%
5. aol / organic	53	2.62	00:02:57	75.47%	41.51%
6. comcast / organic	53	2.68	00:02:03	62.26%	41.51%
7. google.com / referral	31	1.74	00:00:24	80.65%	51.61%
8. yellowpages.com / referral	26	3.27	00:03:11	84.62%	38.46%
9. ask / organic	19	5.05	00:05:21	84.21%	26.32%
10. gbmc.org / referral	13	2.54	00:03:10	69.23%	46.15%

Rows 1 - 10 of 70

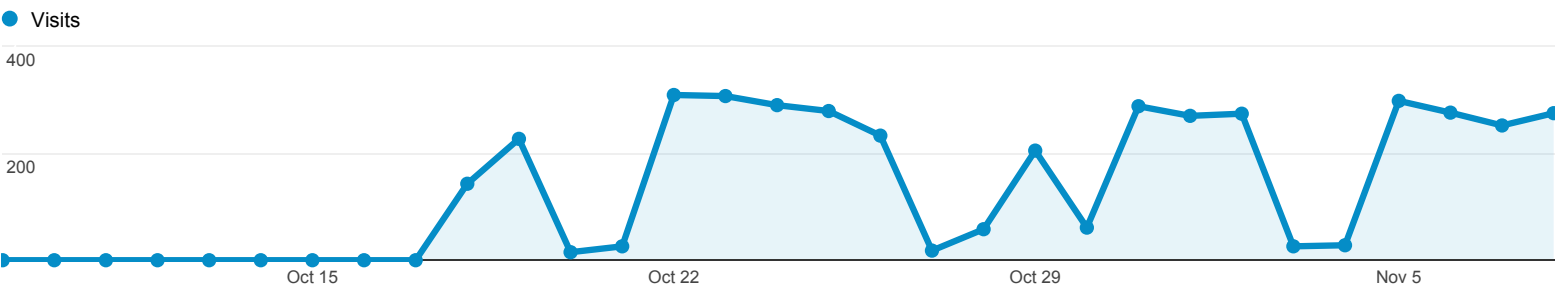
Oct 9, 2012 - Nov 8, 2012

Direct Traffic

% of visits: 55.40%

Explorer

Site Usage



<p>Visits</p> <p><b>4,158</b></p> <p>% of Total: 55.40% (7,506)</p>	<p>Pages / Visit</p> <p><b>1.69</b></p> <p>Site Avg: 2.24 (-24.56%)</p>	<p>Avg. Visit Duration</p> <p><b>00:03:57</b></p> <p>Site Avg: 00:03:13 (23.07%)</p>	<p>% New Visits</p> <p><b>25.25%</b></p> <p>Site Avg: 47.26% (-46.56%)</p>	<p>Bounce Rate</p> <p><b>69.00%</b></p> <p>Site Avg: 58.51% (17.92%)</p>
---	---	--	--	--

Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. /	3,746	1.67	00:04:12	20.34%	69.11%
2. /locations.php	73	1.36	00:00:58	53.42%	84.93%
3. /contact.php	65	1.20	00:00:20	67.69%	89.23%
4. /tsm_tsm.php	58	2.91	00:03:50	75.86%	37.93%
5. /index.html	28	1.93	00:01:42	39.29%	64.29%
6. /phys_mcafee.php	19	1.47	00:01:18	84.21%	68.42%
7. /phys_brodie.php	11	1.36	00:00:09	81.82%	63.64%
8. /ruxton_surgi.php	11	1.91	00:00:45	90.91%	81.82%
9. /tsm_therapists.php	11	2.18	00:01:27	81.82%	54.55%
10. /phys_dalury.php	10	1.50	00:03:37	80.00%	60.00%

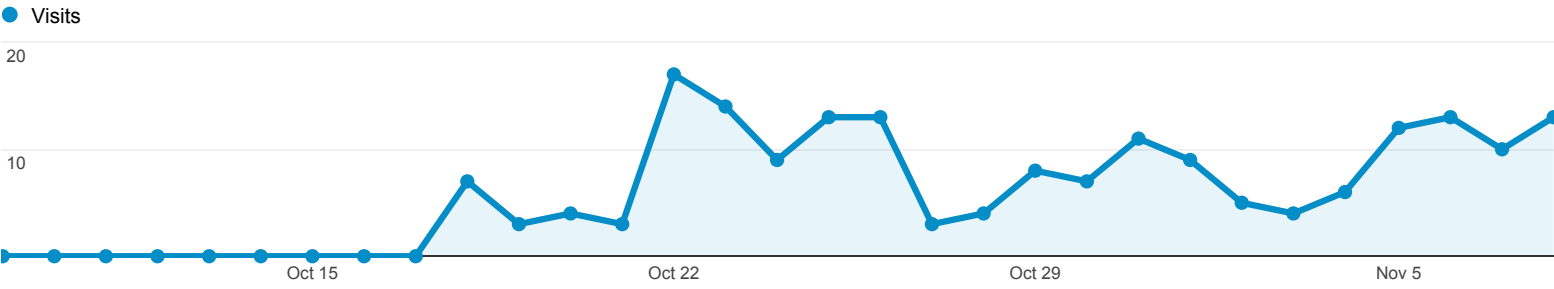
Rows 1 - 10 of 51

Referral Traffic

% of visits: 2.50%

Explorer

Site Usage



<p>Visits</p> <p><b>188</b></p> <p>% of Total: 2.50% (7,506)</p>	<p>Pages / Visit</p> <p><b>2.60</b></p> <p>Site Avg: 2.24 (15.65%)</p>	<p>Avg. Visit Duration</p> <p><b>00:02:16</b></p> <p>Site Avg: 00:03:13 (-29.10%)</p>	<p>% New Visits</p> <p><b>85.64%</b></p> <p>Site Avg: 47.26% (81.22%)</p>	<p>Bounce Rate</p> <p><b>40.96%</b></p> <p>Site Avg: 58.51% (-30.00%)</p>
--	--	---	---	---

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. google.com	31	1.74	00:00:24	80.65%	51.61%
2. yellowpages.com	26	3.27	00:03:11	84.62%	38.46%
3. gbmc.org	13	2.54	00:03:10	69.23%	46.15%
4. iaamsports.com	10	1.50	00:00:19	90.00%	80.00%
5. yellowbook.com	9	2.11	00:03:04	88.89%	44.44%
6. search.mywebsearch.com	8	2.12	00:00:59	75.00%	25.00%
7. drfedder.com	7	4.14	00:04:04	100.00%	28.57%
8. maps.google.com	5	2.80	00:08:17	60.00%	40.00%
9. searchresults.verizon.com	5	2.40	00:02:28	100.00%	40.00%
10. spine-health.com	5	2.80	00:01:54	100.00%	20.00%

Rows 1 - 10 of 58

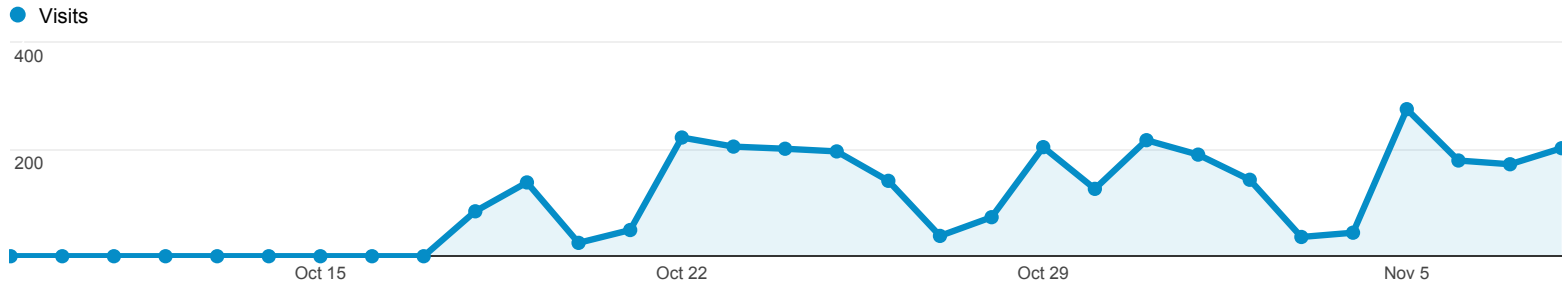


Organic Search Traffic

% of visits: 42.10%

Explorer

Site Usage



<b>Visits</b> <b>3,160</b> % of Total: 42.10% (7,506)	<b>Pages / Visit</b> <b>2.95</b> Site Avg: 2.24 (31.39%)	<b>Avg. Visit Duration</b> <b>00:02:17</b> Site Avg: 00:03:13 (-28.63%)	<b>% New Visits</b> <b>73.92%</b> Site Avg: 47.26% (56.43%)	<b>Bounce Rate</b> <b>45.76%</b> Site Avg: 58.51% (-21.80%)
---	--	---	---	---

Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. (not provided)	669	3.35	00:02:29	78.92%	39.31%
2. towson orthopedics	603	2.87	00:02:29	69.15%	46.10%
3. towson sports medicine	145	2.78	00:02:32	73.79%	35.17%
4. towson orthopaedic associates	123	2.93	00:02:38	71.54%	35.77%
5. towson orthopedic associates	54	2.87	00:02:04	79.63%	48.15%
6. orthopedic associates	36	3.39	00:02:42	69.44%	50.00%
7. towson orthopedic	33	3.09	00:01:23	78.79%	48.48%
8. towson orthopedic associates bel air	28	2.14	00:00:58	71.43%	57.14%
9. towson ortho	25	3.28	00:02:52	64.00%	44.00%
10. towson orthopedics bel air	25	3.84	00:04:48	40.00%	64.00%
11. towson orthopaedic	16	2.06	00:01:41	37.50%	56.25%
12. towson ortho bel air	15	3.00	00:02:41	60.00%	66.67%
13. orthopedic associates towson	13	3.85	00:01:39	76.92%	23.08%
14. towsonortho.com	12	3.25	00:03:54	66.67%	25.00%
15. david dalury	11	1.82	00:01:01	81.82%	54.55%
16. dr winakur	11	1.82	00:01:25	9.09%	45.45%
17. michael marion md	10	4.90	00:06:18	80.00%	70.00%
18. ruxton surgical center	10	1.70	00:00:42	50.00%	70.00%
19. alvin detterline	9	1.44	00:00:19	66.67%	66.67%
20. orthopaedic associates towson	9	3.22	00:03:15	66.67%	33.33%
21. dr brian mulliken	8	3.62	00:05:54	50.00%	25.00%
22. dr timothy codd	8	2.75	00:04:23	62.50%	37.50%
23. dr. codd towson orthopedic	8	1.75	00:00:44	62.50%	62.50%
24. orthopedic	8	3.88	00:03:07	75.00%	37.50%

25.	towson orthopaedics	8	3.38	00:03:13	87.50%	37.50%
26.	dr. catanzariti	7	2.14	00:00:42	100.00%	42.86%
27.	orthopedic associates towson md	7	3.29	00:02:31	71.43%	14.29%
28.	towson orthopedics doctors	7	1.71	00:00:20	57.14%	71.43%
29.	towson orthopedics plumtree	7	1.00	00:00:00	100.00%	100.00%
30.	410-337-7900	6	2.17	00:04:53	83.33%	33.33%
31.	bruce wolock md	6	4.67	00:02:16	83.33%	50.00%
32.	dr wolock towson	6	3.17	00:03:39	16.67%	83.33%
33.	paul mcafee towson ortho	6	1.83	00:05:31	83.33%	50.00%
34.	ruxton surgery center	6	2.50	00:01:33	100.00%	50.00%
35.	towson ortho md	6	1.00	00:00:00	16.67%	100.00%
36.	david dalury orthopedic surgeon	5	2.60	00:00:40	80.00%	40.00%
37.	dr catanzariti	5	1.40	00:00:09	60.00%	80.00%
38.	dr codd	5	1.40	00:01:21	80.00%	60.00%
39.	dr seffner mcafee baltimore	5	2.60	00:02:41	20.00%	80.00%
40.	dr wolock towson md	5	1.60	00:00:23	80.00%	60.00%
41.	dr. bruce wolock	5	6.60	00:02:00	60.00%	0.00%
42.	dr. frank catanzariti	5	6.40	00:03:22	40.00%	20.00%
43.	dr. tarantino at towson orthopedics	5	1.40	00:00:14	40.00%	80.00%
44.	orthopaedic	5	2.80	00:07:25	80.00%	60.00%
45.	ruxton surgical center phone number	5	1.00	00:00:00	20.00%	100.00%
46.	scott tarantino md	5	2.00	00:00:41	100.00%	60.00%
47.	tim codd md	5	2.60	00:04:27	40.00%	20.00%
48.	towson orthopedics associates	5	1.80	00:00:48	80.00%	60.00%
49.	towson orthopedics bel air md	5	2.00	00:01:27	80.00%	40.00%
50.	towson orthopedics bellona	5	2.60	00:01:25	40.00%	40.00%

Rows 1 - 50 of 928

© 2012 Google

Social Sources

Discover where your social traffic originates

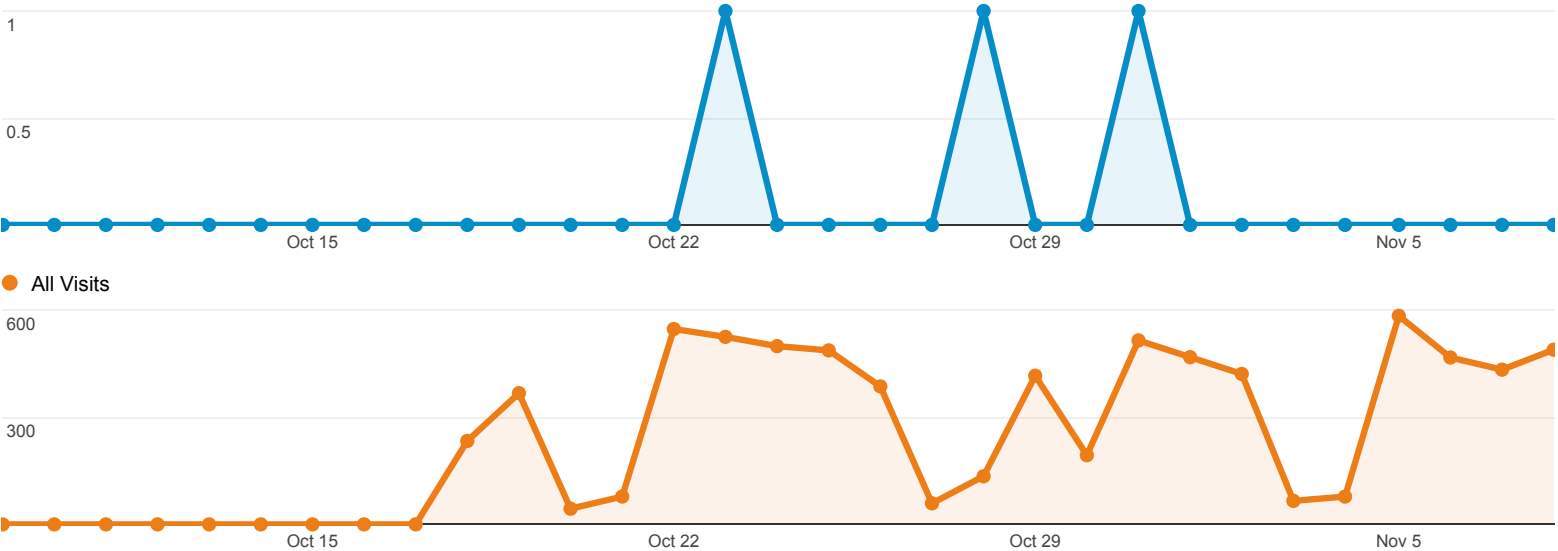
Identify the networks and communities where people engage with your content. Learn about each community, and identify your best performing content on each network.

Don't show education messages.

% of visits: 100.00%

Social Referral

Visits via Social Referral



Social Network	Visits	Pageviews	Avg. Visit Duration	Pages / Visit
1. Facebook	3	4	00:00:11	1.33

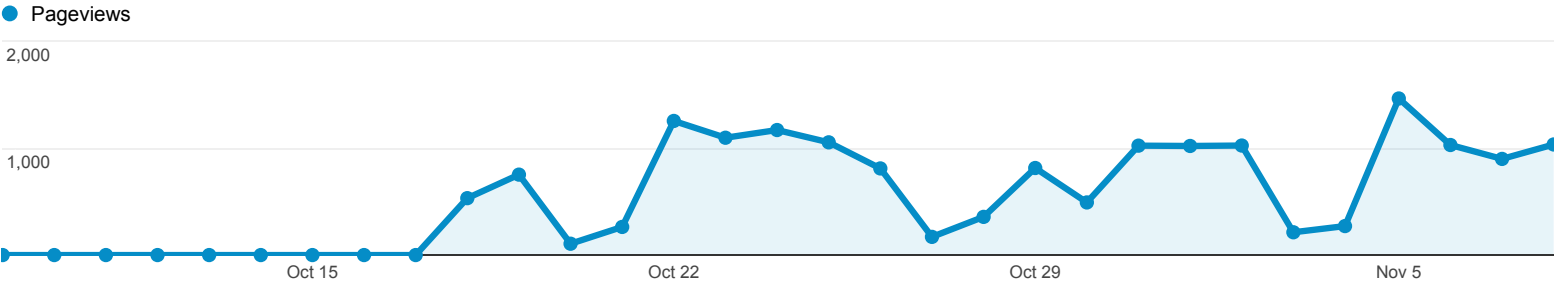
Rows 1 - 1 of 1

Pages

% of pageviews: 100.00%

Explorer

Site Usage



Pageviews <b>16,847</b> % of Total: 100.00% (16,847)	Unique Pageviews <b>12,490</b> % of Total: 100.00% (12,490)	Avg. Time on Page <b>00:02:35</b> Site Avg: 00:02:35 (0.00%)	Entrances <b>7,506</b> % of Total: 100.00% (7,506)	Bounce Rate <b>58.51%</b> Site Avg: 58.51% (0.00%)	% Exit <b>44.55%</b> Site Avg: 44.55% (0.00%)	Page Value <b>\$0.00</b> % of Total: 0.00% (\$0.00)
---	--	---	---	---	--	--

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	7,487	5,569	00:05:10	5,511	59.12%	57.89%	\$0.00
2. /locations.php	1,739	1,183	00:01:33	270	73.33%	46.92%	\$0.00
3. /contact.php	629	553	00:01:57	247	70.45%	57.87%	\$0.00
4. /tsm_tsm.php	461	378	00:01:23	276	35.87%	34.06%	\$0.00
5. /empl_news.php	370	128	00:00:32	7	71.43%	17.57%	\$0.00
6. /index.html	293	230	00:02:01	42	52.38%	35.15%	\$0.00
7. /phys_catanzariti.php	292	211	00:00:41	49	46.94%	21.58%	\$0.00
8. /phys_dalury.php	275	190	00:01:45	71	46.48%	31.64%	\$0.00
9. /phys_tarantino.php	266	206	00:00:57	46	73.91%	26.69%	\$0.00
10. /phys_brodie.php	263	212	00:00:48	59	52.54%	34.22%	\$0.00
11. /phys_phys.php	259	130	00:00:35	10	70.00%	14.67%	\$0.00
12. /phys_wolock.php	251	187	00:01:27	84	51.19%	33.47%	\$0.00
13. /services.php	235	180	00:01:01	28	46.43%	22.98%	\$0.00
14. /phys_codd.php	218	163	00:01:00	68	54.41%	31.19%	\$0.00
15. /phys_mulliken.php	214	161	00:01:07	53	43.40%	29.91%	\$0.00
16. /phys_mcafee.php	206	160	00:01:19	56	53.57%	33.50%	\$0.00
17. /tsm_therapists.php	191	150	00:02:12	68	48.53%	43.46%	\$0.00
18. /phys_detterline.php	189	151	00:01:16	48	62.50%	26.98%	\$0.00
19. /phys_marion.php	185	148	00:01:07	36	50.00%	23.24%	\$0.00
20. /phys_winakur_r.php	174	134	00:00:33	27	59.26%	20.11%	\$0.00
21. /phys_matthews.php	172	140	00:00:55	59	76.27%	38.37%	\$0.00
22. /phys_tredinnick.php	167	134	00:00:49	29	75.86%	25.15% 18	\$0.00
23. /phys_clough.php	160	118	00:01:04	26	50.00%	25.62%	\$0.00
24. /news.php	157	128	00:01:33	21	57.14%	28.03%	\$0.00

24.	<a href="#">/news.php</a>	<b>137</b>	128	00:01:33	21	37.14%	28.03%	\$0.00
25.	<a href="#">/employment.php</a>	<b>153</b>	101	00:00:21	4	50.00%	24.84%	\$0.00
26.	<a href="#">/phys_dabbah.php</a>	<b>145</b>	106	00:01:12	23	34.78%	24.14%	\$0.00
27.	<a href="#">/phys_fedder.php</a>	<b>145</b>	116	00:01:26	18	61.11%	25.52%	\$0.00
28.	<a href="#">/pat_forms.php</a>	<b>141</b>	112	00:03:29	6	83.33%	44.68%	\$0.00
29.	<a href="#">/non_op_mulford.php</a>	<b>107</b>	91	00:00:43	21	52.38%	29.91%	\$0.00
30.	<a href="#">/phys_mccambridge.php</a>	<b>100</b>	78	00:00:47	17	47.06%	25.00%	\$0.00
31.	<a href="#">/hospitals_emerg.php</a>	<b>96</b>	73	00:01:27	4	25.00%	35.42%	\$0.00
32.	<a href="#">/ins_plans.php</a>	<b>89</b>	79	00:01:56	11	54.55%	29.21%	\$0.00
33.	<a href="#">/ruxton_surgi.php</a>	<b>88</b>	68	00:02:11	50	72.00%	56.82%	\$0.00
34.	<a href="#">/phys_winakur_s.php</a>	<b>83</b>	73	00:00:28	5	40.00%	8.43%	\$0.00
35.	<a href="#">/pa_jerremis.php</a>	<b>69</b>	57	00:02:09	16	62.50%	31.88%	\$0.00
36.	<a href="#">/sc_sp_overview.php</a>	<b>64</b>	41	00:01:15	22	22.73%	21.88%	\$0.00
37.	<a href="#">/non_op_holloran.php</a>	<b>55</b>	44	00:01:23	10	30.00%	20.00%	\$0.00
38.	<a href="#">/phys_osteria.php</a>	<b>52</b>	47	00:00:18	8	50.00%	11.54%	\$0.00
39.	<a href="#">/patients.php</a>	<b>44</b>	34	00:00:45	3	66.67%	18.18%	\$0.00
40.	<a href="#">/tsm_trainers.php</a>	<b>42</b>	32	00:01:30	9	66.67%	35.71%	\$0.00
41.	<a href="#">/phys_vaughn.php</a>	<b>39</b>	37	00:01:26	10	80.00%	43.59%	\$0.00
42.	<a href="#">/pa_chen.php</a>	<b>35</b>	30	00:00:48	6	83.33%	25.71%	\$0.00
43.	<a href="#">/pat_feedback.php</a>	<b>35</b>	21	00:03:53	2	0.00%	31.43%	\$0.00
44.	<a href="#">/phys_mathews.php</a>	<b>31</b>	24	00:00:26	5	20.00%	22.58%	\$0.00
45.	<a href="#">/pa_phys_asst.php</a>	<b>28</b>	9	00:00:39	2	50.00%	17.86%	\$0.00
46.	<a href="#">/pa_zicker.php</a>	<b>27</b>	26	00:00:40	3	66.67%	22.22%	\$0.00
47.	<a href="#">/ruxton_orth.php</a>	<b>27</b>	24	00:02:21	9	33.33%	33.33%	\$0.00
48.	<a href="#">/sc_sp_spine_ed.php</a>	<b>27</b>	6	00:02:38	5	60.00%	18.52%	\$0.00
49.	<a href="#">/research.php</a>	<b>25</b>	17	00:01:09	0	0.00%	12.00%	\$0.00
50.	<a href="#">/fellowships.php</a>	<b>24</b>	21	00:01:10	6	50.00%	25.00%	\$0.00

Rows 1 - 50 of 70

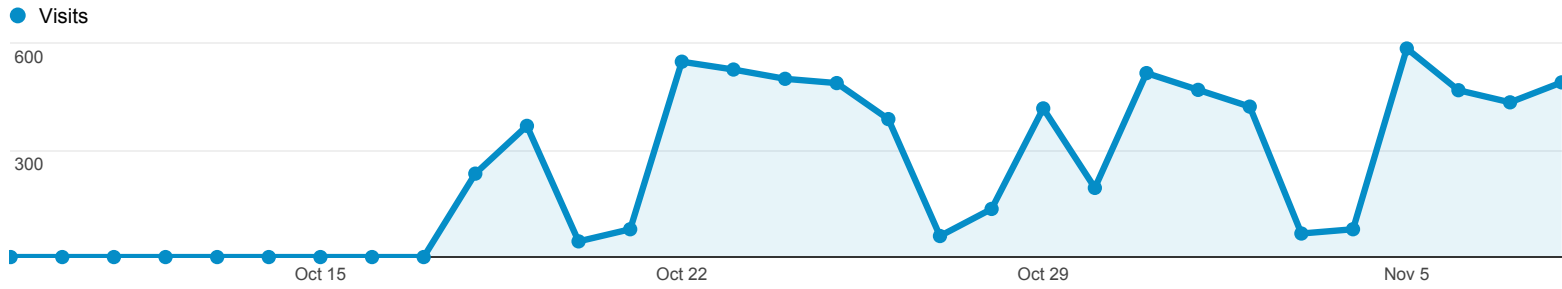
© 2012 Google

# Landing Pages

% of entrances: 100.00%

Explorer

Site Usage



Visits

**7,506**

% of Total: 100.00% (7,506)

Pages / Visit

**2.24**

Site Avg: 2.24 (0.00%)

Avg. Visit Duration

**00:03:13**

Site Avg: 00:03:13 (0.00%)

% New Visits

**47.26%**

Site Avg: 47.26% (0.00%)

Bounce Rate

**58.51%**

Site Avg: 58.51% (0.00%)

Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. /	5,511	2.23	00:03:43	38.58%	59.12%
2. /tsm_tsm.php	276	2.71	00:02:38	77.54%	35.87%
3. /locations.php	270	1.97	00:01:22	60.00%	73.33%
4. /contact.php	247	1.84	00:01:13	70.85%	70.45%
5. /phys_wolock.php	84	2.19	00:01:49	80.95%	51.19%
6. /phys_dalury.php	71	2.73	00:03:29	78.87%	46.48%
7. /phys_codd.php	68	2.25	00:01:58	77.94%	54.41%
8. /tsm_therapists.php	68	2.79	00:01:58	82.35%	48.53%
9. /phys_brodie.php	59	1.75	00:01:27	79.66%	52.54%
10. /phys_matthews.php	59	1.80	00:00:58	59.32%	76.27%
11. /phys_mcafee.php	56	2.14	00:02:07	80.36%	53.57%
12. /phys_mulliken.php	53	2.55	00:02:30	71.70%	43.40%
13. /ruxton_surgi.php	50	2.68	00:02:03	74.00%	72.00%
14. /phys_catanzariti.php	49	2.96	00:01:40	75.51%	46.94%
15. /phys_detterline.php	48	2.08	00:00:56	54.17%	62.50%
16. /phys_tarantino.php	46	1.78	00:00:49	78.26%	73.91%
17. /index.html	42	2.57	00:02:00	38.10%	52.38%
18. /phys_marion.php	36	2.92	00:03:29	61.11%	50.00%
19. /phys_tredinnick.php	29	1.55	00:00:47	72.41%	75.86%
20. /services.php	28	1.96	00:00:30	71.43%	46.43%
21. /phys_winakur_r.php	27	2.52	00:01:05	74.07%	59.26%
22. /phys_clough.php	26	2.27	00:02:09	84.62%	50.00%
23. /phys_dabbah.php	23	2.57	00:02:00	69.57%	34.78%
24. /sc_sp_overview.php	22	5.82	00:04:08	90.91%	22.73%

25.	<a href="#">/news.php</a>	21	2.19	00:01:24	61.90%	57.14%
26.	<a href="#">/non_op_mulford.php</a>	21	1.90	00:00:43	71.43%	52.38%
27.	<a href="#">/phys_fedder.php</a>	18	1.72	00:01:44	72.22%	61.11%
28.	<a href="#">/phys_mccambridge.php</a>	17	2.29	00:01:22	94.12%	47.06%
29.	<a href="#">/pa_jerrems.php</a>	16	1.62	00:01:45	56.25%	62.50%
30.	<a href="#">/ins_plans.php</a>	11	1.82	00:03:21	27.27%	54.55%
31.	<a href="#">/non_op_holloran.php</a>	10	2.20	00:01:00	50.00%	30.00%
32.	<a href="#">/phys_phys.php</a>	10	1.50	00:00:13	50.00%	70.00%
33.	<a href="#">/phys_vaughn.php</a>	10	1.50	00:00:27	90.00%	80.00%
34.	<a href="#">/ruxton_orth.php</a>	9	4.44	00:04:38	88.89%	33.33%
35.	<a href="#">/tsm_trainers.php</a>	9	2.78	00:02:44	100.00%	66.67%
36.	<a href="#">/phys_osteria.php</a>	8	1.88	00:01:19	87.50%	50.00%
37.	<a href="#">/empl_news.php</a>	7	1.29	00:00:02	71.43%	71.43%
38.	<a href="#">/fellowships.php</a>	6	2.33	00:02:09	83.33%	50.00%
39.	<a href="#">/pa_chen.php</a>	6	1.17	00:00:11	66.67%	83.33%
40.	<a href="#">/pat_forms.php</a>	6	1.33	00:02:08	16.67%	83.33%
41.	<a href="#">/phys_mathews.php</a>	5	4.80	00:01:28	60.00%	20.00%
42.	<a href="#">/phys_winakur_s.php</a>	5	2.40	00:00:38	80.00%	40.00%
43.	<a href="#">/sc_sp_spine_ed.php</a>	5	4.20	00:03:30	100.00%	60.00%
44.	<a href="#">/tsm_conf.php</a>	5	3.00	00:01:15	80.00%	40.00%
45.	<a href="#">/tsm_spts_team.php</a>	5	1.20	00:00:25	60.00%	80.00%
46.	<a href="#">/employment.php</a>	4	2.50	00:00:26	50.00%	50.00%
47.	<a href="#">/hospitals_emerg.php</a>	4	3.00	00:02:24	25.00%	25.00%
48.	<a href="#">/tsm_tips.php</a>	4	1.00	00:00:00	100.00%	100.00%
49.	<a href="#">/non_op_overview.php</a>	3	2.00	00:00:29	100.00%	33.33%
50.	<a href="#">/pa_zicker.php</a>	3	2.33	00:04:32	100.00%	66.67%

Rows 1 - 50 of 68

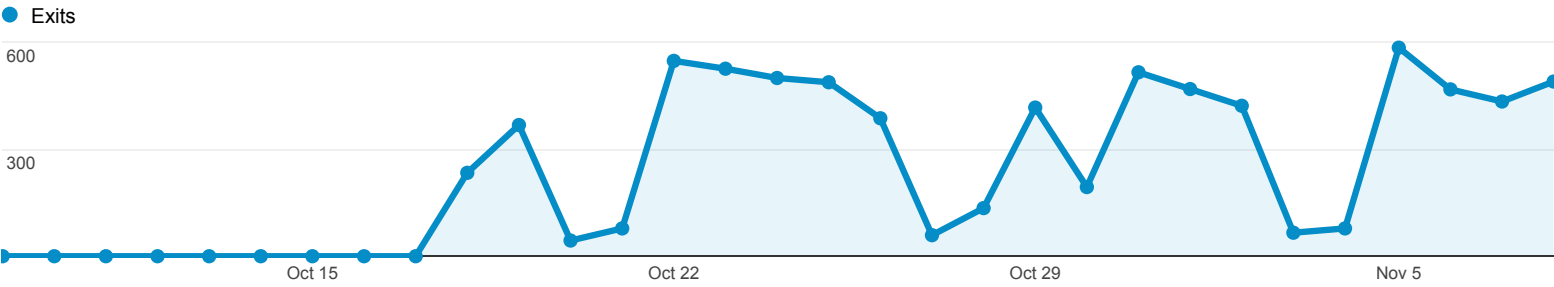
© 2012 Google

Exit Pages

% of exits: 100.00%

Explorer

Site Usage



Exits <b>7,506</b> % of Total: 100.00% (7,506)	Pageviews <b>16,847</b> % of Total: 100.00% (16,847)	% Exit <b>44.55%</b> Site Avg: 44.55% (0.00%)
--	--	---

Exit Page	Exits	Pageviews	% Exit
1. /	4,334	6,710	64.59%
2. /locations.php	816	2,544	32.08%
3. /contact.php	364	802	45.39%
4. /tsm_tsm.php	157	342	45.91%
5. /index.html	103	355	29.01%
6. /phys_brodie.php	90	262	34.35%
7. /phys_dalury.php	87	336	25.89%
8. /phys_wolock.php	84	254	33.07%
9. /tsm_therapists.php	83	228	36.40%
10. /phys_tarantino.php	71	220	32.27%
11. /phys_mcafee.php	69	220	31.36%
12. /phys_codd.php	68	205	33.17%
13. /phys_matthews.php	66	178	37.08%
14. /empl_news.php	65	371	17.52%
15. /phys_mulliken.php	64	208	30.77%
16. /pat_forms.php	63	277	22.74%
17. /phys_catanzariti.php	63	276	22.83%
18. /services.php	54	226	23.89%
19. /phys_detterline.php	51	88	57.95%
20. /ruxton_surgi.php	50	102	49.02%
21. /news.php	44	134	32.84%
22. /phys_marion.php	43	122	35.25%
23. /phys_tredinnick.php	42	102	41.18%
24. /phys_clough.php	41	250	16.40%



25.	<a href="#">/employment.php</a>	<b>38</b>	124	30.65%
26.	<a href="#">/phys_phys.php</a>	<b>38</b>	99	38.38%
27.	<a href="#">/phys_fedder.php</a>	<b>37</b>	140	26.43%
28.	<a href="#">/phys_dabbah.php</a>	<b>35</b>	149	23.49%
29.	<a href="#">/phys_winakur_r.php</a>	<b>35</b>	85	41.18%
30.	<a href="#">/hospitals_emerg.php</a>	<b>34</b>	142	23.94%
31.	<a href="#">/non_op_mulford.php</a>	<b>32</b>	127	25.20%
32.	<a href="#">/ins_plans.php</a>	<b>26</b>	94	27.66%
33.	<a href="#">/phys_mccambridge.php</a>	<b>25</b>	125	20.00%
34.	<a href="#">/pa_jerrems.php</a>	<b>22</b>	92	23.91%
35.	<a href="#">/phys_vaughn.php</a>	<b>17</b>	78	21.79%
36.	<a href="#">/tsm_trainers.php</a>	<b>15</b>	40	37.50%
37.	<a href="#">/sc_sp_overview.php</a>	<b>14</b>	44	31.82%
38.	<a href="#">/non_op_holloran.php</a>	<b>11</b>	114	9.65%
39.	<a href="#">/pat_feedback.php</a>	<b>11</b>	70	15.71%
40.	<a href="#">/pa_chen.php</a>	<b>9</b>	47	19.15%
41.	<a href="#">/ruxton_orth.php</a>	<b>9</b>	16	56.25%
42.	<a href="#">/tsm_conc_mgt.php</a>	<b>9</b>	38	23.68%
43.	<a href="#">/patients.php</a>	<b>8</b>	46	17.39%
44.	<a href="#">/policies_proc.php</a>	<b>8</b>	48	16.67%
45.	<a href="#">/phys_mathews.php</a>	<b>7</b>	32	21.88%
46.	<a href="#">/phys_winakur_s.php</a>	<b>7</b>	18	38.89%
47.	<a href="#">/tsm_ask.php</a>	<b>7</b>	28	25.00%
48.	<a href="#">/tsm_clinic.php</a>	<b>7</b>	21	33.33%
49.	<a href="#">/tsm_spts_team.php</a>	<b>7</b>	22	31.82%
50.	<a href="#">/fellowships.php</a>	<b>6</b>	12	50.00%

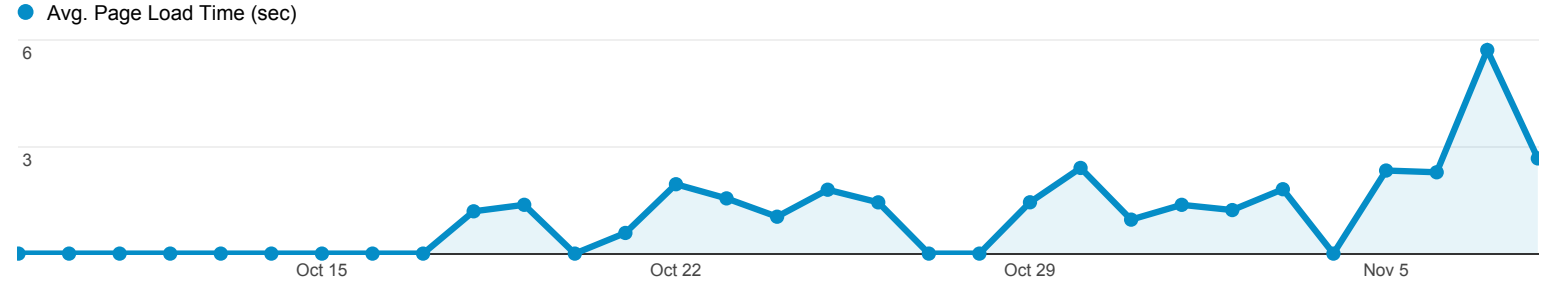
Rows 1 - 50 of 69

© 2012 Google






Site Speed Overview

% of pageviews: 100.00%

Overview



282 of pageviews sent page load sample

-  Avg. Page Load Time (sec): **1.76**
-  Avg. Redirection Time (sec): **0.00**
-  Avg. Domain Lookup Time (sec): **0.00**
-  Avg. Server Connection Time (sec): **0.00**
-  Avg. Server Response Time (sec): **0.05**
-  Avg. Page Download Time (sec): **0.24**

Browser	Avg. Page Load Time (sec)
1. Internet Explorer	1.64
2. Firefox	1.81
3. Chrome	4.53
4. Android Browser	8.25

[view full report](#)