

BRATP.net Website

2013 Site Statistics

Audience Overview (Jan 1-Dec. 31)

- Total visits (hits) – 3,554
- Unique visitors – 2,428
- Total number of pages view – 8,875
- Average time on the website – 6:59 minutes
- Average number of pages viewed per visit – 2.5
- Bounce rate – 53.15%

Location of site visitors (country)

- United States – 94.6% (3,361)
- 32 other countries
- Germany – (56), Canada – (51)

Location of site visitors (state)

- Louisiana – 35% (1,160)
- Arkansas – 17.1% (569)
- Texas – 13.8% (457)
- Mississippi – 3.4% (112)
- California – 3.1% (102)
- Missouri – 2.9% (96)
- 47 states total

Location of site visitors (city)

- Monroe – 29.7% (345)
- Natchitoches – 9.8% (114)
- West Monroe – 8.4% (98)
- Oak Grove – 7.8% (91)
- Shreveport – 7.8% (90)

Engagement (Number of pages viewed per visit)

- 1 page – 53.2% (1,889)
- 2-4 pages – 34.3% (1,218)
- 5-8 pages – 8.7% (309)
- 9-14 pages – 2.7% (96)
- 15 or more pages – 1.2% (42)

Traffic

- Direct visits – 44.9% (1,597)
- NLVTC referral – 26.1% (928)
- Google organic search – 17.3% (616)
- Yahoo organic search – 4.1% (145)

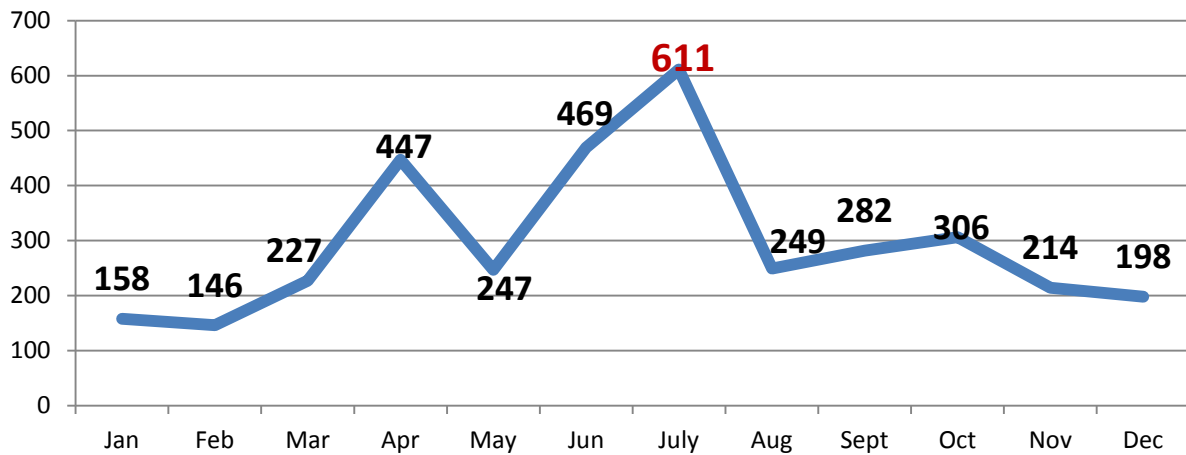
Frequency of visits

- 1 visit – 68.8% (2,445)
- 2-4 visits – 16.8% (598)
- 5-8 visits – 5.5% (196)
- 9-14 visits – 3.8% (134)
- 15-25 visits – 3.3% (118)
- 26 or more visits – 1.8% (63)

Most Viewed Pages

- BRATP main page – 2,082 (23.53%)
- Event photos page – 581 (6.5%)
- Marketplace – 574 (6.5%)
- Links page – 535 (6%)
- Events page – 523 (5.9%)
- Oak Grove photos – 459 (5.2%)
- Tractor history page – 401 (4.5%)
- Ruston 2013 photos – 392 (4.4%)

2013 Visits (Hits) by Month



Full report is available at the BRATP.net website.