

Jan 1, 2013 - Dec 31, 2013

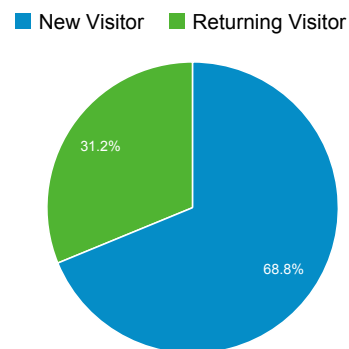
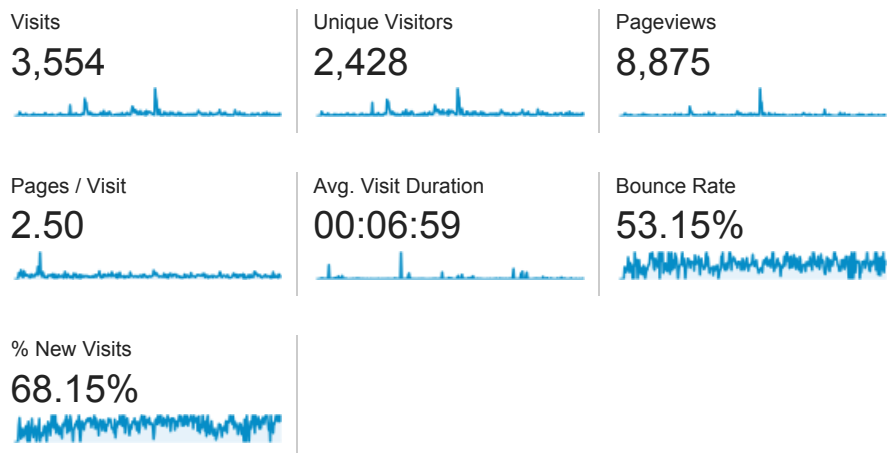
## Audience Overview



### Overview



### 2,428 people visited this site



Language	Visits	% Visits
1. en-us	3,361	94.57%
2. en	120	3.38%
3. fr	13	0.37%
4. en-gb	8	0.23%
5. nl	7	0.20%
6. c	5	0.14%
7. fr-fr	5	0.14%
8. de	4	0.11%
9. en-ca	4	0.11%
10. nl-nl	4	0.11%

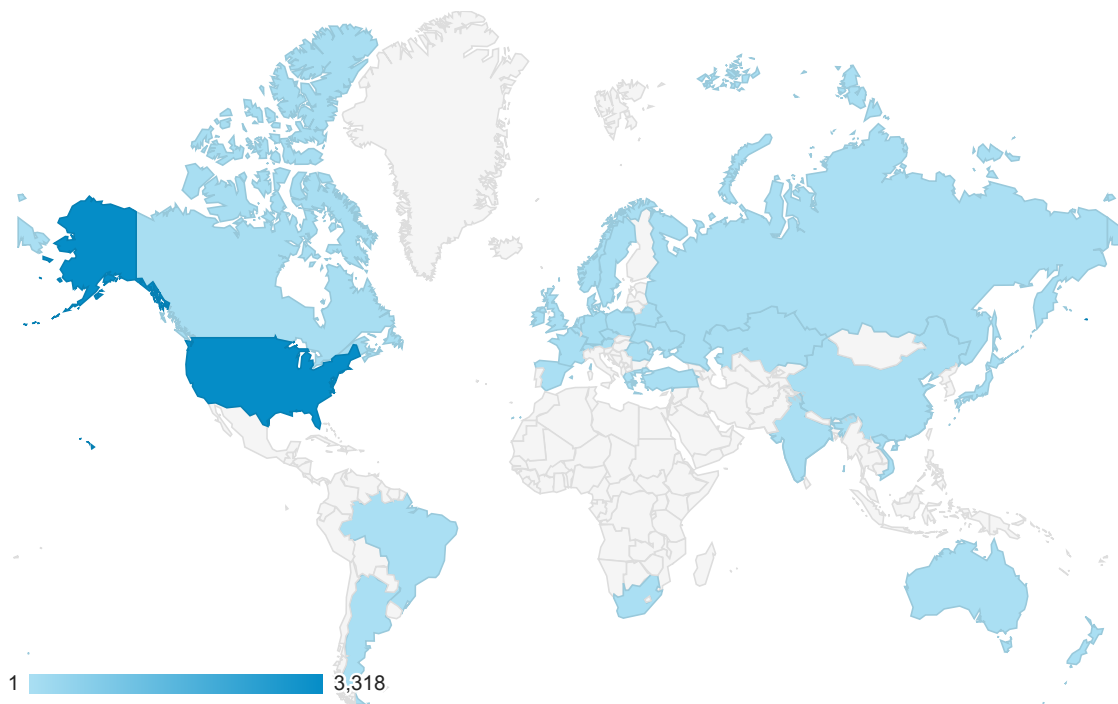
Jan 1, 2013 - Dec 31, 2013

Location



Map Overlay

Summary



Country / Territory	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>3,554</b> <small>% of Total: 100.00% (3,554)</small>	<b>68.80%</b> <small>Site Avg: 68.15% (0.95%)</small>	<b>2,445</b> <small>% of Total: 100.95% (2,422)</small>	<b>53.15%</b> <small>Site Avg: 53.15% (0.00%)</small>	<b>2.50</b> <small>Site Avg: 2.50 (0.00%)</small>	<b>00:06:59</b> <small>Site Avg: 00:06:59 (0.00%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">United States</a>	<b>3,318</b>	67.75%	2,248	51.30%	2.57	00:07:08	0.00%	0	\$0.00
2. <a href="#">Germany</a>	<b>56</b>	100.00%	56	100.00%	1.00	00:00:00	0.00%	0	\$0.00
3. <a href="#">Canada</a>	<b>51</b>	92.16%	47	76.47%	1.61	00:01:06	0.00%	0	\$0.00
4. <a href="#">(not set)</a>	<b>39</b>	46.15%	18	66.67%	1.92	00:26:43	0.00%	0	\$0.00
5. <a href="#">France</a>	<b>13</b>	92.31%	12	53.85%	1.62	00:00:12	0.00%	0	\$0.00
6. <a href="#">United Kingdom</a>	<b>8</b>	100.00%	8	87.50%	1.12	00:00:21	0.00%	0	\$0.00
7. <a href="#">Australia</a>	<b>6</b>	100.00%	6	66.67%	1.33	00:00:50	0.00%	0	\$0.00
8. <a href="#">Netherlands</a>	<b>6</b>	100.00%	6	66.67%	1.33	00:00:19	0.00%	0	\$0.00
9. <a href="#">Ukraine</a>	<b>6</b>	0.00%	0	100.00%	1.00	00:00:00	0.00%	0	\$0.00
10. <a href="#">Belgium</a>	<b>5</b>	100.00%	5	20.00%	2.80	00:00:55	0.00%	0	\$0.00

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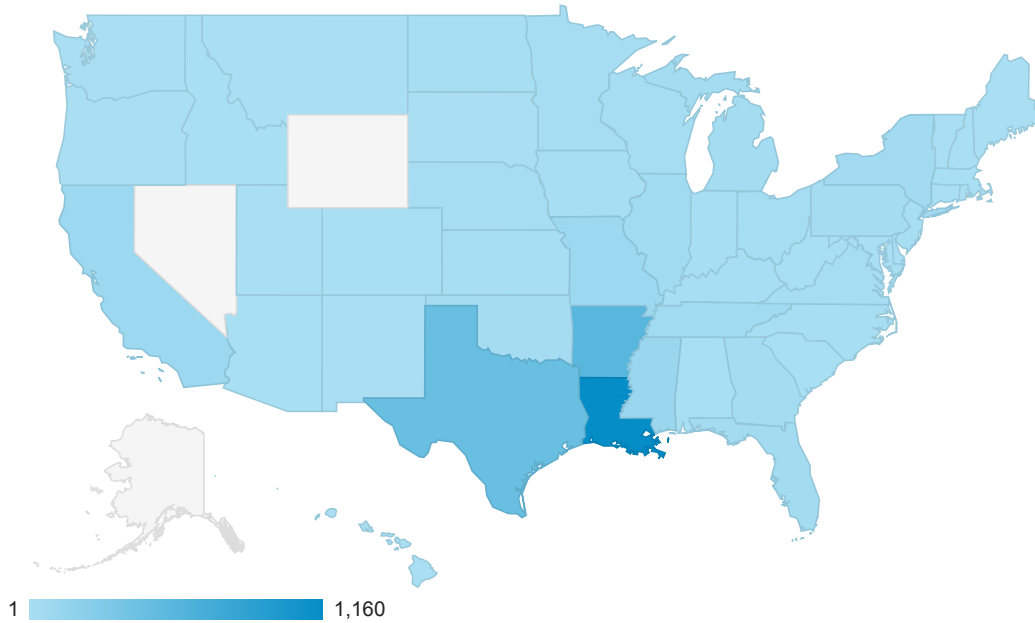
## Location

ALL » COUNTRY / TERRITORY: United States

 All Visits  
93.36%

### Map Overlay

Summary



Region	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>3,318</b> <small>% of Total: 93.36% (3,554)</small>	<b>67.75%</b> <small>Site Avg: 68.15% (-0.58%)</small>	<b>2,248</b> <small>% of Total: 92.82% (2,422)</small>	<b>51.30%</b> <small>Site Avg: 53.15% (-3.49%)</small>	<b>2.57</b> <small>Site Avg: 2.50 (3.02%)</small>	<b>00:07:08</b> <small>Site Avg: 00:06:59 (2.17%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. Louisiana	<b>1,160</b>	64.48%	748	39.66%	2.96	00:03:08	0.00%	0	\$0.00
2. Arkansas	<b>569</b>	67.84%	386	45.52%	3.09	00:27:24	0.00%	0	\$0.00
3. Texas	<b>457</b>	54.92%	251	53.83%	2.16	00:01:36	0.00%	0	\$0.00
4. Mississippi	<b>112</b>	37.50%	42	25.00%	4.47	00:07:51	0.00%	0	\$0.00
5. California	<b>102</b>	90.20%	92	87.25%	1.54	00:00:36	0.00%	0	\$0.00
6. Missouri	<b>96</b>	77.08%	74	59.38%	2.03	00:11:40	0.00%	0	\$0.00
7. Illinois	<b>61</b>	63.93%	39	49.18%	2.51	00:08:22	0.00%	0	\$0.00
8. Tennessee	<b>61</b>	45.90%	28	31.15%	3.31	00:05:56	0.00%	0	\$0.00
9. New York	<b>54</b>	74.07%	40	55.56%	2.26	00:02:11	0.00%	0	\$0.00
10. (not set)	<b>53</b>	100.00%	53	100.00%	1.00	00:00:00	0.00%	0	\$0.00
11. Florida	<b>51</b>	86.27%	44	84.31%	1.51	00:00:46	0.00%	0	\$0.00
12. Georgia	<b>46</b>	54.35%	25	52.17%	2.04	00:01:00	0.00%	0	\$0.00
13. Michigan	<b>45</b>	55.56%	25	66.67%	1.58	00:01:30	0.00%	0	\$0.00

14.	<a href="#">Pennsylvania</a>	<b>39</b>	89.74%	35	84.62%	1.59	00:00:26	0.00%	0	\$0.00
15.	<a href="#">Oklahoma</a>	<b>37</b>	62.16%	23	51.35%	2.00	00:01:52	0.00%	0	\$0.00
16.	<a href="#">Ohio</a>	<b>33</b>	96.97%	32	69.70%	2.30	00:01:31	0.00%	0	\$0.00
17.	<a href="#">Nebraska</a>	<b>32</b>	100.00%	32	90.62%	1.19	00:00:10	0.00%	0	\$0.00
18.	<a href="#">Minnesota</a>	<b>28</b>	100.00%	28	89.29%	1.14	00:00:05	0.00%	0	\$0.00
19.	<a href="#">Virginia</a>	<b>27</b>	66.67%	18	55.56%	1.93	00:01:34	0.00%	0	\$0.00
20.	<a href="#">Wisconsin</a>	<b>26</b>	92.31%	24	76.92%	1.38	00:00:32	0.00%	0	\$0.00
21.	<a href="#">North Dakota</a>	<b>21</b>	85.71%	18	57.14%	1.90	00:00:52	0.00%	0	\$0.00
22.	<a href="#">North Carolina</a>	<b>20</b>	90.00%	18	70.00%	1.80	00:00:30	0.00%	0	\$0.00
23.	<a href="#">Indiana</a>	<b>19</b>	100.00%	19	78.95%	1.21	00:00:17	0.00%	0	\$0.00
24.	<a href="#">New Jersey</a>	<b>19</b>	100.00%	19	89.47%	1.16	00:00:10	0.00%	0	\$0.00
25.	<a href="#">Kansas</a>	<b>17</b>	88.24%	15	58.82%	2.65	00:08:22	0.00%	0	\$0.00
26.	<a href="#">Iowa</a>	<b>14</b>	100.00%	14	92.86%	1.07	00:00:30	0.00%	0	\$0.00
27.	<a href="#">Kentucky</a>	<b>14</b>	78.57%	11	64.29%	1.93	00:03:26	0.00%	0	\$0.00
28.	<a href="#">Connecticut</a>	<b>11</b>	100.00%	11	90.91%	1.45	00:00:44	0.00%	0	\$0.00
29.	<a href="#">Maryland</a>	<b>9</b>	100.00%	9	77.78%	1.22	00:00:39	0.00%	0	\$0.00
30.	<a href="#">New Mexico</a>	<b>9</b>	55.56%	5	55.56%	1.67	00:01:01	0.00%	0	\$0.00
31.	<a href="#">Arizona</a>	<b>8</b>	100.00%	8	100.00%	1.00	00:00:00	0.00%	0	\$0.00
32.	<a href="#">Colorado</a>	<b>8</b>	75.00%	6	100.00%	1.00	00:00:00	0.00%	0	\$0.00
33.	<a href="#">Massachusetts</a>	<b>7</b>	100.00%	7	85.71%	1.14	00:00:01	0.00%	0	\$0.00
34.	<a href="#">South Carolina</a>	<b>7</b>	71.43%	5	71.43%	1.57	00:00:58	0.00%	0	\$0.00
35.	<a href="#">Alabama</a>	<b>6</b>	100.00%	6	16.67%	3.50	00:01:51	0.00%	0	\$0.00
36.	<a href="#">Idaho</a>	<b>6</b>	83.33%	5	83.33%	1.17	00:00:39	0.00%	0	\$0.00
37.	<a href="#">West Virginia</a>	<b>5</b>	100.00%	5	60.00%	2.20	00:00:42	0.00%	0	\$0.00
38.	<a href="#">Maine</a>	<b>4</b>	100.00%	4	100.00%	1.00	00:00:00	0.00%	0	\$0.00
39.	<a href="#">Oregon</a>	<b>4</b>	100.00%	4	100.00%	1.00	00:00:00	0.00%	0	\$0.00
40.	<a href="#">South Dakota</a>	<b>4</b>	100.00%	4	75.00%	1.25	00:03:04	0.00%	0	\$0.00
41.	<a href="#">Utah</a>	<b>3</b>	100.00%	3	66.67%	1.33	00:04:20	0.00%	0	\$0.00
42.	<a href="#">Vermont</a>	<b>3</b>	100.00%	3	100.00%	1.00	00:00:00	0.00%	0	\$0.00
43.	<a href="#">Washington</a>	<b>3</b>	100.00%	3	33.33%	2.00	00:00:44	0.00%	0	\$0.00
44.	<a href="#">Hawaii</a>	<b>2</b>	50.00%	1	0.00%	2.50	00:03:44	0.00%	0	\$0.00
45.	<a href="#">Montana</a>	<b>2</b>	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
46.	<a href="#">Rhode Island</a>	<b>2</b>	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
47.	<a href="#">Delaware</a>	<b>1</b>	100.00%	1	0.00%	3.00	00:00:16	0.00%	0	\$0.00
48.	<a href="#">New Hampshire</a>	<b>1</b>	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00

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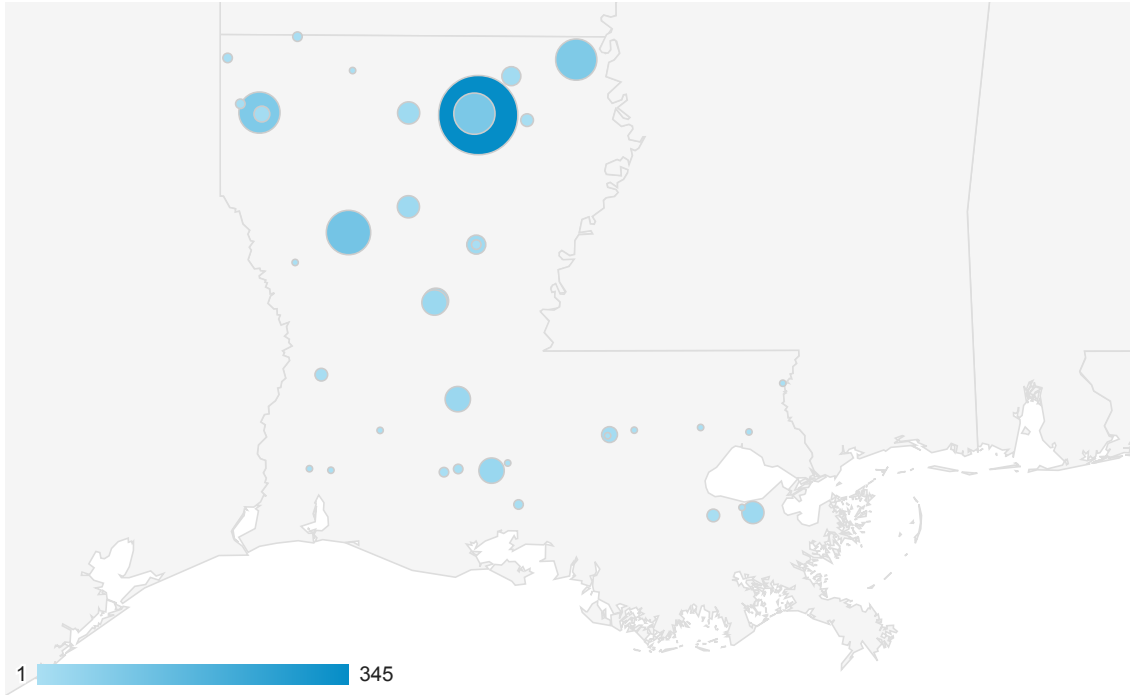
**Location**

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



**Map Overlay**

Summary



City	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>1,160</b> <small>% of Total: 32.64% (3,554)</small>	<b>64.48%</b> <small>Site Avg: 68.15% (-5.38%)</small>	<b>748</b> <small>% of Total: 30.88% (2,422)</small>	<b>39.66%</b> <small>Site Avg: 53.15% (-25.39%)</small>	<b>2.96</b> <small>Site Avg: 2.50 (18.62%)</small>	<b>00:03:08</b> <small>Site Avg: 00:06:59 (-55.20%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">Monroe</a>	<b>345</b>	66.09%	228	33.62%	3.11	00:03:12	0.00%	0	\$0.00
2. <a href="#">Natchitoches</a>	<b>114</b>	32.46%	37	47.37%	2.96	00:02:08	0.00%	0	\$0.00
3. <a href="#">West Monroe</a>	<b>98</b>	61.22%	60	38.78%	3.16	00:06:29	0.00%	0	\$0.00
4. <a href="#">Oak Grove</a>	<b>91</b>	72.53%	66	39.56%	3.04	00:02:17	0.00%	0	\$0.00
5. <a href="#">Shreveport</a>	<b>90</b>	80.00%	72	32.22%	3.04	00:03:43	0.00%	0	\$0.00
6. <a href="#">(not set)</a>	<b>76</b>	48.68%	37	55.26%	1.91	00:01:29	0.00%	0	\$0.00
7. <a href="#">Lafayette</a>	<b>36</b>	86.11%	31	33.33%	2.83	00:04:01	0.00%	0	\$0.00
8. <a href="#">Pineville</a>	<b>33</b>	75.76%	25	39.39%	4.21	00:04:16	0.00%	0	\$0.00
9. <a href="#">Ville Platte</a>	<b>33</b>	87.88%	29	48.48%	3.55	00:02:21	0.00%	0	\$0.00
10. <a href="#">Alexandria</a>	<b>32</b>	75.00%	24	40.62%	3.03	00:02:37	0.00%	0	\$0.00
11. <a href="#">New Orleans</a>	<b>27</b>	40.74%	11	59.26%	1.93	00:01:20	0.00%	0	\$0.00
12. <a href="#">Winnfield</a>	<b>27</b>	55.56%	15	40.74%	2.52	00:02:59	0.00%	0	\$0.00
13. <a href="#">Jena</a>	<b>25</b>	56.00%	14	44.00%	1.80	00:01:49	0.00%	0	\$0.00

14.	Ruston	23	56.52%	13	69.57%	2.26	00:01:45	0.00%	0	\$0.00
15.	Bastrop	18	88.89%	16	16.67%	2.39	00:01:51	0.00%	0	\$0.00
16.	Baton Rouge	14	92.86%	13	35.71%	4.79	00:02:56	0.00%	0	\$0.00
17.	Bossier City	13	69.23%	9	38.46%	3.00	00:02:20	0.00%	0	\$0.00
18.	DeRidder	8	87.50%	7	62.50%	1.62	00:00:42	0.00%	0	\$0.00
19.	Luling	6	50.00%	3	50.00%	3.00	00:01:26	0.00%	0	\$0.00
20.	Rayville	6	66.67%	4	33.33%	3.17	00:02:58	0.00%	0	\$0.00
21.	Blanchard	5	80.00%	4	60.00%	3.20	00:02:12	0.00%	0	\$0.00
22.	New Iberia	5	40.00%	2	60.00%	1.40	00:00:37	0.00%	0	\$0.00
23.	Rayne	5	100.00%	5	0.00%	4.20	00:01:18	0.00%	0	\$0.00
24.	Crowley	4	75.00%	3	25.00%	3.25	00:03:27	0.00%	0	\$0.00
25.	Springhill	4	75.00%	3	0.00%	4.00	00:10:14	0.00%	0	\$0.00

Rows 1 - 25 of 37

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## Frequency & Recency



### Distribution

Count of Visits

Visits

**3,554**

% of Total: 100.00% (3,554)

Pageviews

**8,875**

% of Total: 100.00% (8,875)

Count of Visits	Visits	Pageviews
1	2,445	5,723
2	338	952
3	162	473
4	98	285
5	69	164
6	51	140
7	38	75
8	38	123
9-14	134	363
15-25	118	419
26-50	56	149
51-100	5	7
101-200	2	2

Jan 1, 2013 - Dec 31, 2013

# Engagement



## Distribution

Page Depth

Visits

**3,554**

% of Total: 100.00% (3,554)

Pageviews

**8,875**

% of Total: 100.00% (8,875)

Page Depth	Visits	Pageviews
1	1,889	1,889
2	651	1,302
3	408	1,224
4	159	636
5	124	620
6	91	546
7	56	392
8	38	304
9	29	261
10	21	210
11	24	264
12	10	120
13	7	91
14	5	70
15	6	90
16	7	112
17	2	34
18	3	54
19	2	38
20+	22	618



Jan 1, 2013 - Dec 31, 2013

## Engagement



### Distribution

Visit Duration

Visits

**3,554**

% of Total: 100.00% (3,554)

Pageviews

**8,875**

% of Total: 100.00% (8,875)

Visit Duration	Visits	Pageviews
0-10 seconds	2,053	2,269
11-30 seconds	185	429
31-60 seconds	176	479
61-180 seconds	428	1,425
181-600 seconds	410	2,015
601-1800 seconds	208	1,468
1801+ seconds	94	790

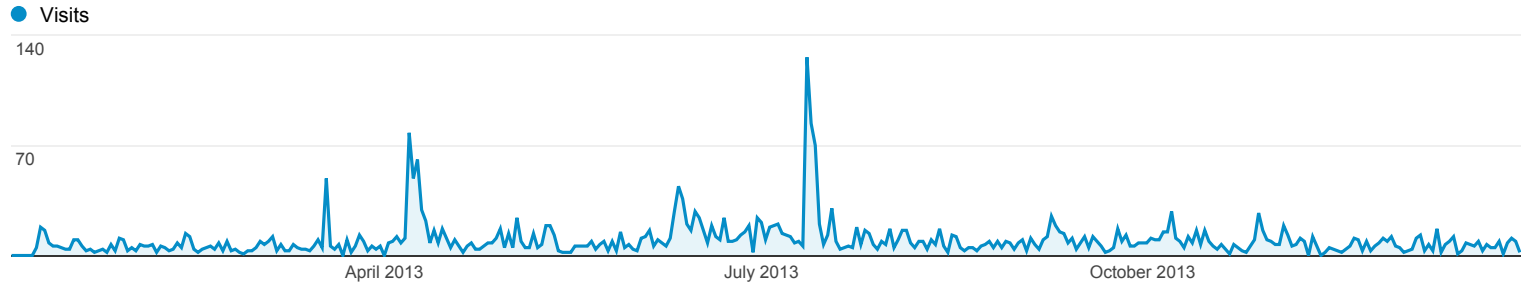
Jan 1, 2013 - Dec 31, 2013

# All Traffic



## Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>3,554</b> <small>% of Total: 100.00% (3,554)</small>	<b>68.80%</b> <small>Site Avg: 68.15% (0.95%)</small>	<b>2,445</b> <small>% of Total: 100.95% (2,422)</small>	<b>53.15%</b> <small>Site Avg: 53.15% (0.00%)</small>	<b>2.50</b> <small>Site Avg: 2.50 (0.00%)</small>	<b>00:06:59</b> <small>Site Avg: 00:06:59 (0.00%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">(direct) / (none)</a>	<b>1,597</b>	81.65%	1,304	57.11%	2.34	00:05:52	0.00%	0	\$0.00
2. <a href="#">nlvtc.net / referral</a>	<b>928</b>	45.37%	421	42.13%	3.03	00:12:49	0.00%	0	\$0.00
3. <a href="#">google / organic</a>	<b>616</b>	72.24%	445	65.75%	1.77	00:02:34	0.00%	0	\$0.00
4. <a href="#">yahoo / organic</a>	<b>145</b>	50.34%	73	33.79%	3.39	00:08:30	0.00%	0	\$0.00
5. <a href="#">bratp.net / referral</a>	<b>130</b>	74.62%	97	34.62%	3.45	00:03:43	0.00%	0	\$0.00
6. <a href="#">google.com / referral</a>	<b>33</b>	100.00%	33	66.67%	1.45	00:01:31	0.00%	0	\$0.00
7. <a href="#">bing / organic</a>	<b>26</b>	73.08%	19	53.85%	2.81	00:01:49	0.00%	0	\$0.00
8. <a href="#">aol / organic</a>	<b>11</b>	100.00%	11	72.73%	1.55	00:01:06	0.00%	0	\$0.00
9. <a href="#">www.seoanalyses.com / referral</a>	<b>10</b>	0.00%	0	100.00%	1.00	00:00:00	0.00%	0	\$0.00
10. <a href="#">latc.us / referral</a>	<b>9</b>	66.67%	6	22.22%	5.56	00:07:18	0.00%	0	\$0.00
11. <a href="#">us-mg6.mail.yahoo.com / referral</a>	<b>8</b>	87.50%	7	50.00%	2.50	00:01:57	0.00%	0	\$0.00
12. <a href="#">google.ca / referral</a>	<b>6</b>	50.00%	3	83.33%	1.33	00:03:42	0.00%	0	\$0.00
13. <a href="#">google.fr / referral</a>	<b>6</b>	83.33%	5	66.67%	1.33	00:00:01	0.00%	0	\$0.00
14. <a href="#">ksclow.net / referral</a>	<b>5</b>	60.00%	3	20.00%	3.20	00:04:09	0.00%	0	\$0.00
15. <a href="#">ask / organic</a>	<b>2</b>	50.00%	1	50.00%	4.00	00:03:39	0.00%	0	\$0.00
16. <a href="#">us-mg205.mail.yahoo.com / referral</a>	<b>2</b>	50.00%	1	50.00%	4.50	00:09:09	0.00%	0	\$0.00
17. <a href="#">us.bookmarks.yahoo.com / referral</a>	<b>2</b>	0.00%	0	50.00%	2.00	00:00:53	0.00%	0	\$0.00
18. <a href="#">us.wow.com / referral</a>	<b>2</b>	100.00%	2	50.00%	2.00	00:00:03	0.00%	0	\$0.00
19. <a href="#">www.goo.gl/Qv87f / referral</a>	<b>2</b>	0.00%	0	100.00%	1.00	00:00:00	0.00%	0	\$0.00

20.	<a href="#">avg / organic</a>	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
21.	<a href="#">comcast / organic</a>	1	100.00%	1	0.00%	2.00	00:00:28	0.00%	0	\$0.00
22.	<a href="#">delta-search.com / referral</a>	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
23.	<a href="#">facebook.com / referral</a>	1	100.00%	1	0.00%	2.00	00:00:29	0.00%	0	\$0.00
24.	<a href="#">google.co.nz / referral</a>	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
25.	<a href="#">google.com.au / referral</a>	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00

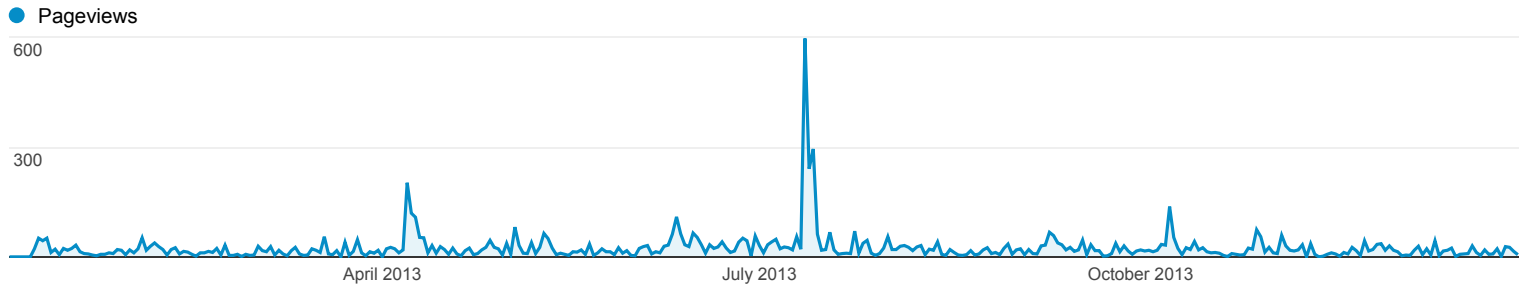
Rows 1 - 25 of 33

Pages

Jan 1, 2013 - Dec 31, 2013



Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	8,875 % of Total: 100.00% (8,875)	6,292 % of Total: 100.00% (6,292)	00:04:40 Site Avg: 00:04:40 (0.00%)	3,554 % of Total: 100.00% (3,554)	53.15% Site Avg: 53.15% (0.00%)	40.05% Site Avg: 40.05% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	2,082	1,374	00:03:52	1,219	43.72%	38.71%	\$0.00
2. /eventphotos/eventphotos.html	581	360	00:03:31	107	52.34%	34.60%	\$0.00
3. /marketplace.html	574	450	00:12:18	263	64.26%	45.99%	\$0.00
4. /links.html	535	380	00:08:07	279	65.59%	58.13%	\$0.00
5. /bratpevents.html	523	368	00:06:16	86	56.98%	41.87%	\$0.00
6. /eventphotos/oakgrove4-13a.html	459	327	00:06:37	293	51.54%	54.90%	\$0.00
7. /tractorhistory.html	401	277	00:01:43	102	32.35%	23.69%	\$0.00
8. /eventphotos/Ruston7-13a.html	392	258	00:07:32	253	29.25%	40.05%	\$0.00
9. /members.html	214	170	00:01:20	48	81.25%	32.24%	\$0.00
10. /eventphotos/oakgrove6-13a.html	210	147	00:03:14	126	39.68%	46.19%	\$0.00
11. /eventphotos/Ruston7-13b.html	203	143	00:01:04	4	25.00%	8.87%	\$0.00
12. /eventphotos/oakgrove4-13b.html	200	166	00:02:06	41	73.17%	47.00%	\$0.00
13. /clubmeetings.html	195	143	00:06:07	21	66.67%	36.41%	\$0.00
14. /eventphotos/Ruston7-13c.html	172	123	00:02:42	0	0.00%	9.88%	\$0.00
15. /eventphotos/ruston2012aug.html	150	139	00:03:23	89	71.91%	61.33%	\$0.00
16. /eventphotos/Ruston7-13d.html	141	104	00:01:03	3	0.00%	4.26%	\$0.00
17. /requirements.html	131	101	00:01:21	23	43.48%	19.85%	\$0.00
18. /eventphotos/PlowDay10-13a.html	128	76	00:07:52	9	44.44%	22.66%	\$0.00
19. /eventphotos/edgeta2013a.html	123	72	00:03:27	68	42.65%	46.34%	\$0.00
20. /eventphotos/Ruston7-13e.html	118	96	00:01:41	3	100.00%	34.75%	\$0.00
21. /1948oliver88.html	115	99	00:02:00	83	83.13%	73.04%	\$0.00

22.	<a href="#">/1949johndeerer.html</a>	<b>107</b>	82	00:03:48	52	90.38%	60.75%	\$0.00
23.	<a href="#">/officers.html</a>	<b>107</b>	76	00:03:36	8	37.50%	11.21%	\$0.00
24.	<a href="#">/eventphotos/oakgrove6-13b.html</a>	<b>100</b>	83	00:02:08	9	66.67%	44.00%	\$0.00
25.	<a href="#">/1939Ford9N.html</a>	<b>98</b>	76	00:02:57	56	67.86%	58.16%	\$0.00
26.	<a href="#">/1939farmalla.html</a>	<b>85</b>	50	00:01:54	35	65.71%	37.65%	\$0.00
27.	<a href="#">/achudson.html</a>	<b>73</b>	53	00:00:40	8	100.00%	21.92%	\$0.00
28.	<a href="#">/1939FarmallA.html</a>	<b>66</b>	45	00:25:49	36	61.11%	50.00%	\$0.00
29.	<a href="#">/eventphotos/GoldenHarvest2013.html</a>	<b>66</b>	39	00:03:43	39	71.79%	53.03%	\$0.00
30.	<a href="#">/1948Oliver88.html</a>	<b>63</b>	48	00:01:33	42	73.81%	66.67%	\$0.00
31.	<a href="#">/eventphotos/bldgsled.html</a>	<b>59</b>	54	00:01:30	28	96.43%	64.41%	\$0.00
32.	<a href="#">/1949JohnDeereR.html</a>	<b>57</b>	43	00:04:49	32	71.88%	70.18%	\$0.00
33.	<a href="#">/eventphotos/PlowDay10-13b.html</a>	<b>56</b>	48	00:04:03	2	0.00%	28.57%	\$0.00
34.	<a href="#">/eventphotos/edgeta2013b.html</a>	<b>53</b>	34	00:01:42	0	0.00%	28.30%	\$0.00
35.	<a href="#">/1937allischalmerb.html</a>	<b>49</b>	43	00:02:23	20	95.00%	42.86%	\$0.00
36.	<a href="#">/1937AllisChalmerB.html</a>	<b>38</b>	29	00:14:17	17	94.12%	57.89%	\$0.00
37.	<a href="#">/events.html</a>	<b>33</b>	28	00:04:24	21	90.48%	72.73%	\$0.00
38.	<a href="#">/eventphotos/KenTractor.html</a>	<b>31</b>	25	00:00:51	10	70.00%	38.71%	\$0.00
39.	<a href="#">/eventphotos/BldgSled.html</a>	<b>23</b>	20	00:06:04	4	100.00%	34.78%	\$0.00
40.	<a href="#">/Tractorhistory.html</a>	<b>16</b>	9	00:02:11	1	0.00%	6.25%	\$0.00
41.	<a href="#">/eventphotos/OakGrove6-13a.html</a>	<b>13</b>	10	01:33:35	7	57.14%	46.15%	\$0.00
42.	<a href="#">/Links.html</a>	<b>12</b>	7	00:10:36	3	0.00%	8.33%	\$0.00
43.	<a href="#">/Members.html</a>	<b>11</b>	7	00:01:16	0	0.00%	0.00%	\$0.00
44.	<a href="#">/eventphotos/OakGrove4-13a.html</a>	<b>6</b>	5	00:22:49	1	100.00%	83.33%	\$0.00
45.	<a href="#">/eventphotos/Ruston2012Aug.html</a>	<b>6</b>	5	00:02:38	3	66.67%	50.00%	\$0.00

Rows 1 - 45 of 45

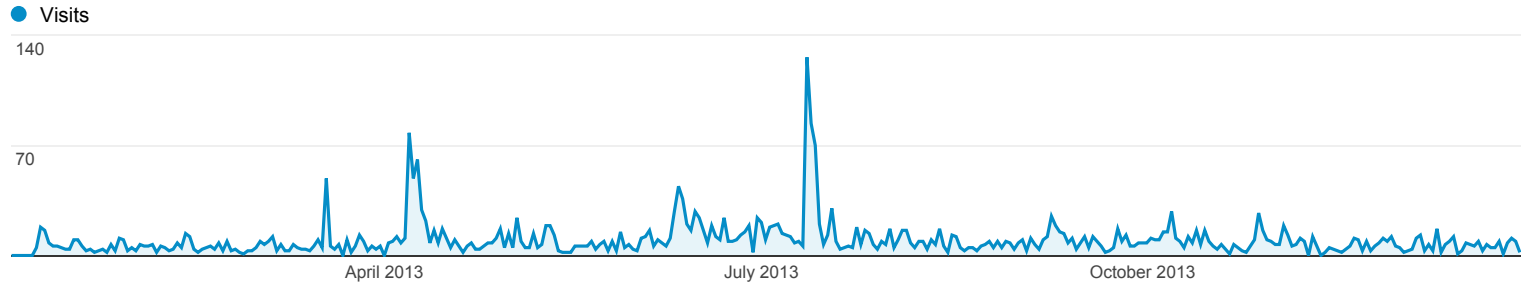
Jan 1, 2013 - Dec 31, 2013

## Landing Pages

 All Visits  
100.00%

**Explorer**

Summary



Landing Page	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>3,554</b> <small>% of Total: 100.00% (3,554)</small>	<b>68.80%</b> <small>Site Avg: 68.15% (0.95%)</small>	<b>2,445</b> <small>% of Total: 100.95% (2,422)</small>	<b>53.15%</b> <small>Site Avg: 53.15% (0.00%)</small>	<b>2.50</b> <small>Site Avg: 2.50 (0.00%)</small>	<b>00:06:59</b> <small>Site Avg: 00:06:59 (0.00%)</small>	<b>0.00%</b> <small>Site Avg: 0.00% (0.00%)</small>	<b>0</b> <small>% of Total: 0.00% (0)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. /	<b>1,219</b>	51.68%	630	43.72%	2.84	00:08:55	0.00%	0	\$0.00
2. /eventphotos/oakgrove4-13a.html	<b>293</b>	96.59%	283	51.54%	1.95	00:04:29	0.00%	0	\$0.00
3. /links.html	<b>279</b>	81.36%	227	65.59%	1.81	00:02:11	0.00%	0	\$0.00
4. /marketplace.html	<b>263</b>	47.15%	124	64.26%	2.02	00:10:23	0.00%	0	\$0.00
5. /eventphotos/Ruston7-13a.html	<b>253</b>	93.68%	237	29.25%	4.18	00:11:51	0.00%	0	\$0.00
6. /eventphotos/oakgrove6-13a.html	<b>126</b>	96.03%	121	39.68%	2.19	00:02:38	0.00%	0	\$0.00
7. /eventphotos/eventphotos.html	<b>107</b>	86.92%	93	52.34%	3.00	00:07:11	0.00%	0	\$0.00
8. /tractorhistory.html	<b>102</b>	59.80%	61	32.35%	3.22	00:06:18	0.00%	0	\$0.00
9. /eventphotos/ruston2012aug.html	<b>89</b>	68.54%	61	71.91%	2.39	00:06:28	0.00%	0	\$0.00
10. /bratpevents.html	<b>86</b>	63.95%	55	56.98%	3.48	00:17:37	0.00%	0	\$0.00
11. /1948oliver88.html	<b>83</b>	84.34%	70	83.13%	1.54	00:00:36	0.00%	0	\$0.00
12. /eventphotos/edgeta2013a.html	<b>68</b>	30.88%	21	42.65%	2.49	00:04:12	0.00%	0	\$0.00
13. /1939Ford9N.html	<b>56</b>	69.64%	39	67.86%	1.68	00:01:54	0.00%	0	\$0.00
14. /1949johndeerer.html	<b>52</b>	76.92%	40	90.38%	1.13	00:00:37	0.00%	0	\$0.00
15. /members.html	<b>48</b>	68.75%	33	81.25%	1.50	00:00:25	0.00%	0	\$0.00
16. /1948Oliver88.html	<b>42</b>	97.62%	41	73.81%	1.38	00:00:49	0.00%	0	\$0.00
17. /eventphotos/oakgrove4-13b.html	<b>41</b>	97.56%	40	73.17%	1.56	00:01:54	0.00%	0	\$0.00
18. /eventphotos/GoldenHarvest2013.html	<b>39</b>	30.77%	12	71.79%	1.87	00:03:07	0.00%	0	\$0.00

19.	<a href="#">/1939FarmallA.html</a>	<b>36</b>	91.67%	33	61.11%	2.22	00:04:41	0.00%	0	\$0.00
20.	<a href="#">/1939farmalla.html</a>	<b>35</b>	77.14%	27	65.71%	2.20	00:01:57	0.00%	0	\$0.00
21.	<a href="#">/1949JohnDeereR.html</a>	<b>32</b>	100.00%	32	71.88%	1.38	00:02:29	0.00%	0	\$0.00
22.	<a href="#">/eventphotos/bldgsled.html</a>	<b>28</b>	100.00%	28	96.43%	1.29	00:00:12	0.00%	0	\$0.00
23.	<a href="#">/requirements.html</a>	<b>23</b>	56.52%	13	43.48%	2.57	00:04:11	0.00%	0	\$0.00
24.	<a href="#">/clubmeetings.html</a>	<b>21</b>	38.10%	8	66.67%	1.95	00:04:35	0.00%	0	\$0.00
25.	<a href="#">/events.html</a>	<b>21</b>	95.24%	20	90.48%	1.19	00:00:52	0.00%	0	\$0.00
26.	<a href="#">/1937allischalmerb.html</a>	<b>20</b>	100.00%	20	95.00%	1.10	00:00:11	0.00%	0	\$0.00
27.	<a href="#">/1937AllisChalmerB.html</a>	<b>17</b>	100.00%	17	94.12%	1.06	00:00:34	0.00%	0	\$0.00
28.	<a href="#">/eventphotos/KenTractor.html</a>	<b>10</b>	80.00%	8	70.00%	2.10	00:02:16	0.00%	0	\$0.00
29.	<a href="#">/eventphotos/oakgrove6-13b.html</a>	<b>9</b>	66.67%	6	66.67%	1.78	00:00:10	0.00%	0	\$0.00
30.	<a href="#">/eventphotos/PlowDay10-13a.htm  </a>	<b>9</b>	77.78%	7	44.44%	1.89	00:00:52	0.00%	0	\$0.00
31.	<a href="#">/achudson.html</a>	<b>8</b>	87.50%	7	100.00%	1.00	00:00:00	0.00%	0	\$0.00
32.	<a href="#">/officers.html</a>	<b>8</b>	87.50%	7	37.50%	2.75	00:23:21	0.00%	0	\$0.00
33.	<a href="#">/eventphotos/OakGrove6-13a.htm  </a>	<b>7</b>	100.00%	7	57.14%	1.43	01:33:33	0.00%	0	\$0.00
34.	<a href="#">/eventphotos/BldgSled.html</a>	<b>4</b>	100.00%	4	100.00%	1.00	00:00:00	0.00%	0	\$0.00
35.	<a href="#">/eventphotos/Ruston7-13b.html</a>	<b>4</b>	0.00%	0	25.00%	3.00	00:06:01	0.00%	0	\$0.00
36.	<a href="#">/eventphotos/Ruston2012Aug.htm  </a>	<b>3</b>	100.00%	3	66.67%	1.33	00:01:42	0.00%	0	\$0.00
37.	<a href="#">/eventphotos/Ruston7-13d.html</a>	<b>3</b>	66.67%	2	0.00%	2.67	00:02:33	0.00%	0	\$0.00
38.	<a href="#">/eventphotos/Ruston7-13e.html</a>	<b>3</b>	33.33%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
39.	<a href="#">/Links.html</a>	<b>3</b>	100.00%	3	0.00%	17.67	01:25:22	0.00%	0	\$0.00
40.	<a href="#">/eventphotos/PlowDay10-13b.htm  </a>	<b>2</b>	100.00%	2	0.00%	3.00	00:00:36	0.00%	0	\$0.00
41.	<a href="#">/eventphotos/OakGrove4-13a.htm  </a>	<b>1</b>	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00
42.	<a href="#">/Tractorhistory.html</a>	<b>1</b>	100.00%	1	0.00%	6.00	00:17:16	0.00%	0	\$0.00

# Google Definitions

## Pageviews

This is the number of times users view a page that has the Google Analytics tracking code inserted. This covers all page views; so if a user refreshes the page, or navigates away from the page and returns, these are all counted as additional page views.

## Unique Pageviews

The unique pageview number counts all the times the page was viewed in an individual session as a single event; so whether a visitor viewed the page once in their visit or five times, the number of unique pageviews will be recorded as just one.

## Time on Page

Time on page is measured by subtracting the time a visitor hit a page from the time they hit the next page. (e.g. If they hit Page 1 at 12:00 and hit Page 2 at 12:03, time on Page 1 is three minutes.) This means that the time on page for the last page in a visit is always zero because Google Analytics doesn't track pages being closed.

## Time on Site

This is the sum of the time on page for all pageviews in a visit. Or, more accurately, it is the difference between the time they viewed the first page and last page in a visit. Note that viewing pages in different tabs doesn't affect this. Google Analytics simply sees a string of pages being viewed in chronological order, without any reference to multiple tabs or windows.

## Visits

Visits are the individual periods of time (also known as “sessions”) that visitors spend on your site. A visit is ended either after 30 minutes of inactivity or if the user leaves your site for more than 30 minutes (if a user leaves your site and returns *within* 30 minutes, this is counted as part of the original visit).

## Unique Visitors

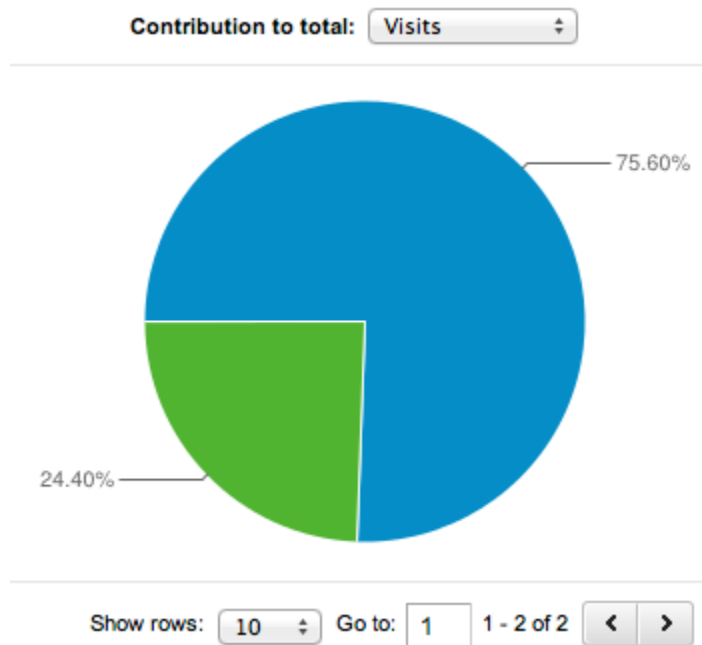
When a user visits your site for the first time, a new visit and unique visitor are both recorded. If the same user returns to the site after their initial visit, only a new visit is added.

Google Analytics is able to recognise whether a user has been to the site before through the use of [cookies](#). This means that if a user deletes their cookies, or accesses the site through a different browser or machine, then they may be mistakenly added as a new unique visitor; for this reason Google Analytics tends to place more prominence on the visits data.



## New vs. Returning Visitors

New visitors are those users that have not visited your site before the time period specified, while returning visitors will have made at least one visit to at least one page on your site previously. This is again determined by whether Google Analytics can detect cookies, which indicate previous visits. If Google cannot detect a cookie one will be set for future recording, unless the user has disabled cookies in their personal browser preferences.



*Pie chart showing breakdown of new vs. returning visitors*

## Landing Page

The page your user begins their visit to your site on; quite simply, how they 'land' on your site.

## Bounce Rate

Bounce rate is given as a percentage, and represents the number of visits when users leave your site after just one page; regardless of how they got to your site or how long they stayed on that page.

## **Traffic Sources: Direct vs. Referral**

Traffic sources show you how users got to your site, and in Google Analytics are split into direct and referral traffic.

Direct traffic is made up of visitors that type a URL directly into the address bar, select an auto-complete option when typing the URL, or click on a bookmark to get to your site (however, instances when Google Analytics cannot determine a source also get automatically assigned as direct).

Referral traffic is when a user has landed on your site by clicking on a link from somewhere else; this could be another site, a social media profile, or a search engine.

## **Search Traffic: Organic vs. Paid**

Google Analytics also lets you see what percentage of your traffic came from search engines, and this is further broken down into organic and paid search.

Organic search shows the users who came to your site by clicking on the organic links on the search engine results page (SERP); these results appear below that adverts and are determined by how well the page is [optimised for search engines](#).

The paid search results show users who clicked on one of your [paid search engine adverts](#); these typically appear at the top and side of the SERPs and are managed via an advertising account such as Google AdWords or Bing Ads.

## **Keyword**

For both organic and paid search channels, Google Analytics records the keyword: the word or phrase a user entered into the search box that led them to click on one of your links.

### **Keyword: (not provided)**

If a user is searching via Google Secure Search over SSL (ie. using <https://www.google.com> instead of <http://www.google.com>), their keywords are not passed on to your Google Analytics account; instead, a (not provided) result is displayed. Some browsers, such as FireFox, have the <https://> version of Google set as a default, and Google itself caused controversy last year when it revealed that users signed in to a Google account will also be automatically redirected to this URL. It's worth noting that keywords are still provided when users click on paid search results, even if they are using the secure search (a move that has led [some commentators](#) to accuse Google of bias towards those clients who advertise with them).