

BRATP.net Website

2014 Site Statistics

Audience Overview (Jan 1-Dec. 31)

- Total visits (hits) – 4,984
 - Visits in 2013 – 3,748
 - Increase – 1236 (33%)
- Unique visitors – 3,748
- Total number of pages view – 9,082
- Average time on the website – 1:59 minutes
- Average number of pages viewed per visit – 1.8

Location of site visitors (country)

- United States – 87.7% (4,373)
- 75 other countries
- Brazil (219), Canada (107) Germany (76)

Location of site visitors (state)

- Louisiana – 32.1% (1,353)
- Texas – 14.1% (594)
- Tennessee – 6.4% (271)
- Georgia – 4.7% (200)
- Arkansas – 4.3% (183)
- Missouri – 2.7% (114)

Location of site visitors (city)

- Monroe – 21.8% (295)
- Springhill – 8.6% (117)
- West Monroe – 7.7% (104)
- Oak Grove – 7.6% (103)
- Bossier City – 7.5% (102)

Engagement (Number of pages viewed per visit)

- 1 page – 65.5.2% (3,265)
- 2-4 pages – 28.3% (1,410)
- 5-8 pages – 4.8% (240)
- 9 or more pages – 1.4% (69)

Traffic

- Direct visits – 33.8% (1,687)
- Referrals from other sites – 33.7% (1,684)
- Organic search results – 32.3% (1,613)

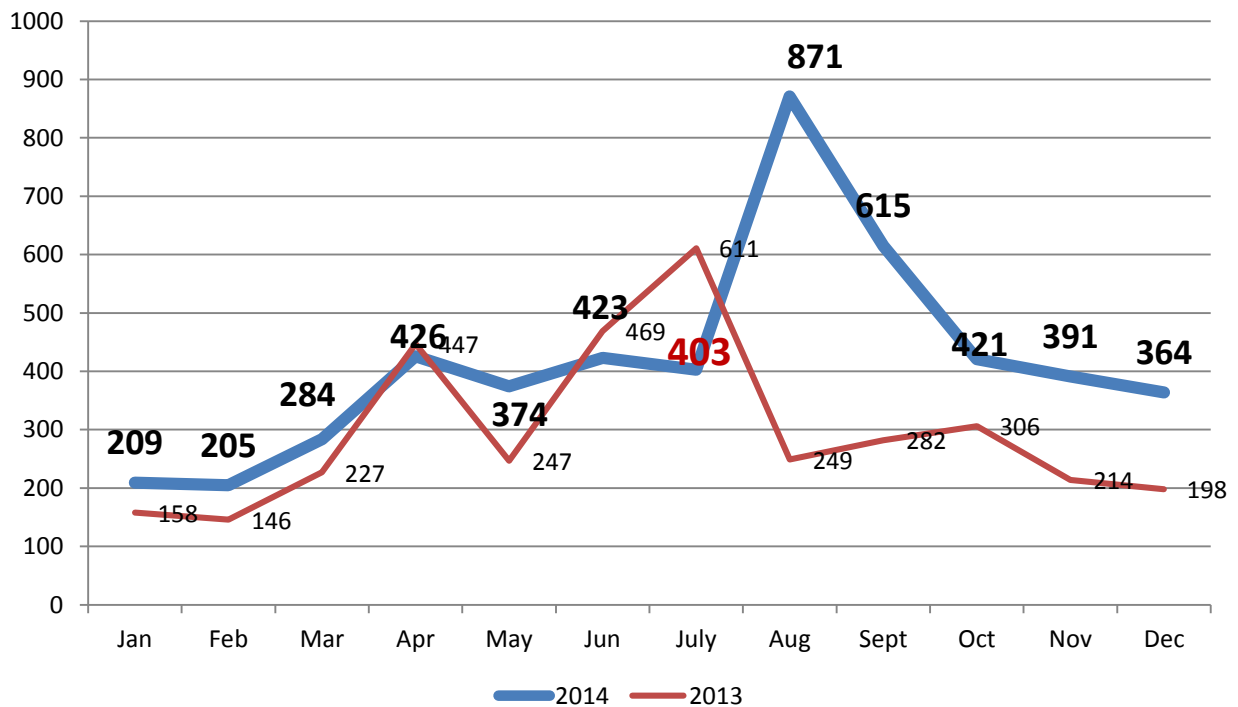
Frequency of visits

- 1 visit – 74.5% (3,713)
- 2-4 visits – 14.7% (736)
- 5-8 visits – 5.3% (267)
- 9-14 visits – 3.2% (161)
- 15 or more visits – 2.4% (119)

Most Viewed Pages

- BRATP main page – 2,391 (26.3%)
- Marketplace – 803 (8.8%)
- Links page – 701 (7.7%)
- Events page – 620 (6.8%)
- Event photos page – 433 (4.8%)
- 2014 Oak Grove photos – 280 (3.1%)
- 2014 Ruston photos – 247 (2.7%)

Visits (Hits) by Month



Full report is available at the BRATP.net website, club meetings page (<http://www.bratp.net/clubmeetings.html>).