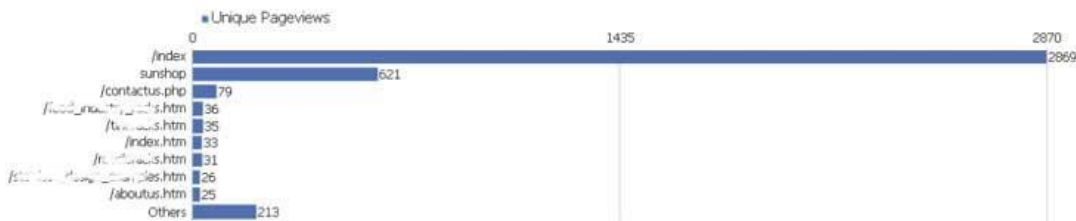


The Sample data below shows the level of detail each report: Over 25 pages of important statistical data are included.

Page URLs



This portion of the metrics report shows how effective each of the pages are in keeping visitors engaged and motivating them to go deeper into your website

Page URL	Page views	Unique Pageviews	Avg. time on page	Bounce Rate	Exit rate	Avgage generation time
/index	3130	2821	0:00:22	87%	95%	0.32s
sunshop (RFQ section)	1115	739	0:00:43	55%	22%	0.28s
/contactus.php	124	86	0:01:49	55%	62%	0.67s
/redacted1.htm	48	35	0:00:29	14%	31%	0.09s
/redacted2.htm	40	34	0:00:27	67%	44%	0.14s
/index.htm	46	32	0:00:27	33%	44%	0.1s
/redacted3.htm	37	30	0:00:12	75%	20%	0.09s
/redacted4.htm	32	26	0:00:27	40%	27%	0.16s
/aboutus.htm	26	22	0:00:41	50%	36%	0.23s
/redacted5.htm	24	21	0:02:00	50%	19%	0.12s
/redacted6.htm	27	21	0:00:25	67%	33%	0.1s
/redacted7.htm	30	21	0:00:38	67%	29%	0.1s
/redacted8.htm	22	20	0:00:20	0%	20%	0.12s
/redacted9.htm	20	17	0:00:13	0%	35%	0.11s
/redacted10.htm	19	17	0:00:17	0%	6%	0.11s
/redacted11.htm	17	14	0:00:25	100%	14%	0.18s
/redacted12.htm	14	12	0:01:01	100%	17%	0.11s
/redacted13.htm	12	11	0:00:09	0%	18%	0.12s
/redacted14.htm	12	11	0:00:14	0%	27%	0.1s
/redacted15.htm	13	11	0:00:13	0%	9%	0.16s
/redacted16.htm	12	11	0:00:13	0%	9%	0.11s
/redacted17.htm	14	10	0:01:37	0%	0%	0.15s
/redacted18.htm	14	9	0:00:53	0%	11%	0.13s

Let's examine what the metrics tell us:

The **Bounce Rate** tells you the percentage of the visitors who converted (went on other pages) after landing on a specific page.

On this site:

- **redacted1.htm** page had a bounce rate of 14%, showing 86% of this page's visitors converted. This is good news, so no adjustments necessary.
- **redacted3.htm** page had a bounce rate of 75% showing only 25% of this page's visitors converted. This page should be reviewed for content and appearance; and any necessary changes made and tracked in future reports to ensure the conversion rate increases.

The goal is to always have visitors convert. This can be done by examining the pages that have a high Bounce Rate and making necessary adjustments. Continued monitoring of the Bounce Rate in future reports helps ensure the necessary steps are taken for improvement.

The **Average generation time** shows how long it took for a page to display. In this report all pages loaded quickly. If a page doesn't load quickly AND has a high Bounce Rate visitors are leaving because of the load delay.

The **Average time** on a specific page shows the stickiness (time spent) for that specific page.

The Report Data gives you the tools to determine which pages resonate with visitors and which pages need improvement. This information, combined with a consultation with LPH Internet Marketing experts, allows you to optimize your time and \$\$ spent so they are focused on areas that improve your bottom line.