

## Site Usage

**500 Visits**

**14.80% Bounce Rate**

**4,374 Pageviews**

**00:08:10 Avg. Time on Site**

**8.75 Pages/Visit**

**37.00% % New Visits**

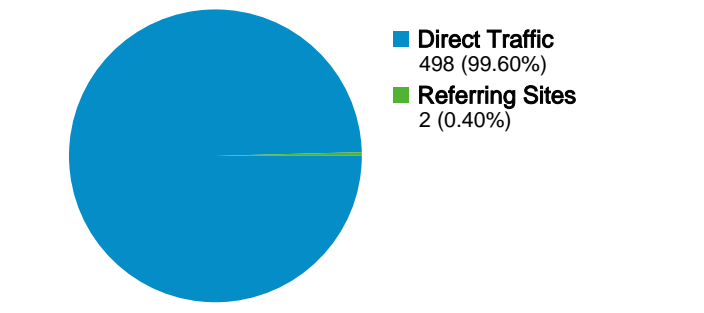
## Content Drilldown

URL	Pageviews	% visits
/JewelryCollection/	1,116	25.51%
/BridalCollection/	846	19.34%
/index.aspx	603	13.79%
/Support/	306	7.00%
/ShopOurCatalog/	304	6.95%

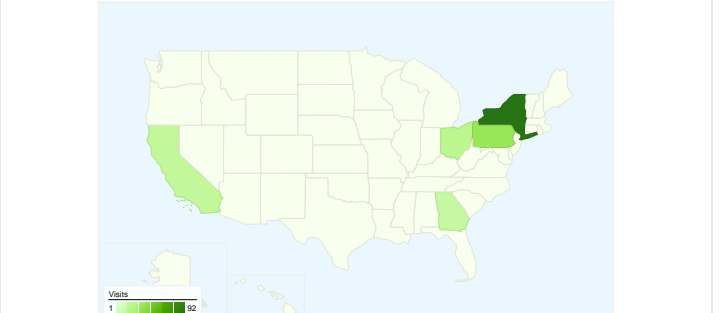
## Content Overview

Pages	Pageviews	% Pageviews
/index.aspx	603	13.79%
/BridalCollection/BridalCollectio	271	6.20%
/ShopOurCatalog/ShopOurCata	179	4.09%
/BridalCollection/BridalCollectio	168	3.84%
/JewelryCollection/JewelryColle	129	2.95%

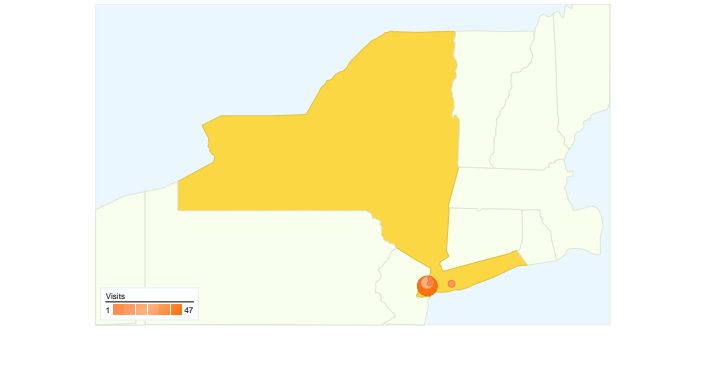
## Traffic Sources Overview



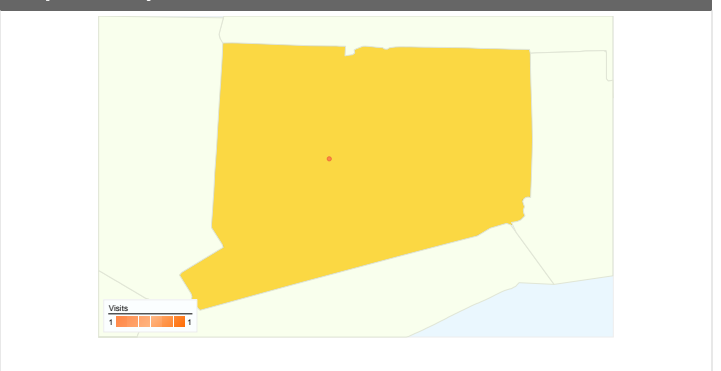
## Map Overlay US



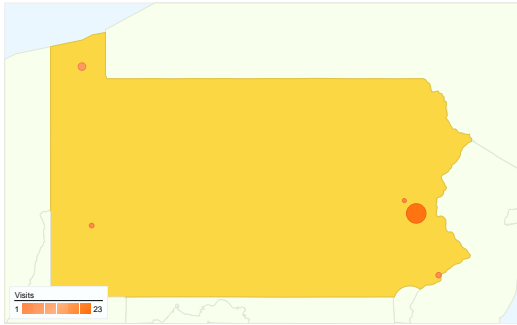
## Map Overlay 21167



## Map Overlay 21139



### Map Overlay 21171



### Visits for all visitors



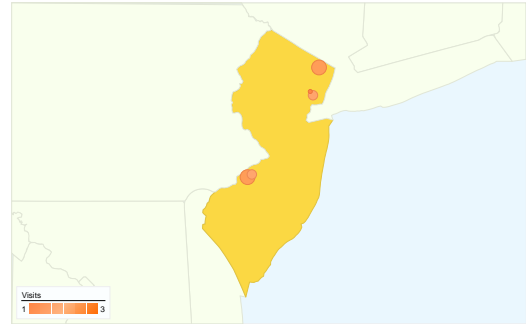
**Visits**  
500

### Pageviews for all visitors



**Pageviews**  
4,374

### Map Overlay 21164



### New vs. Returning

Visitor Type	Visits	% visits
Returning Visitor	315	63.00%
New Visitor	185	37.00%

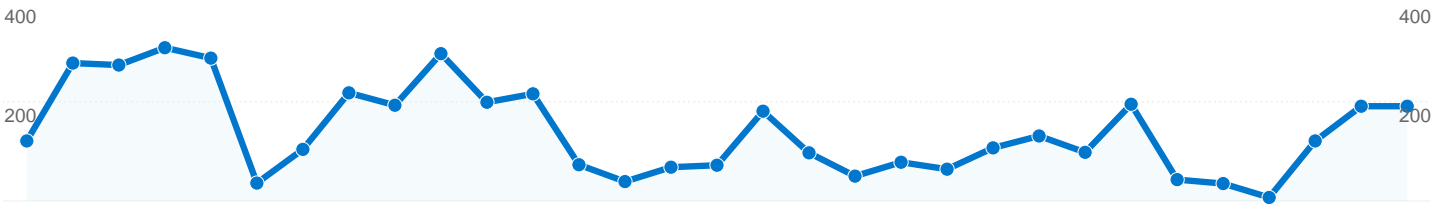
### Time on Site for all visitors



**Avg. Time on Site**  
00:08:10

# Content Overview

Comparing to: Site



Pages on this site were viewed a total of 4,374 times

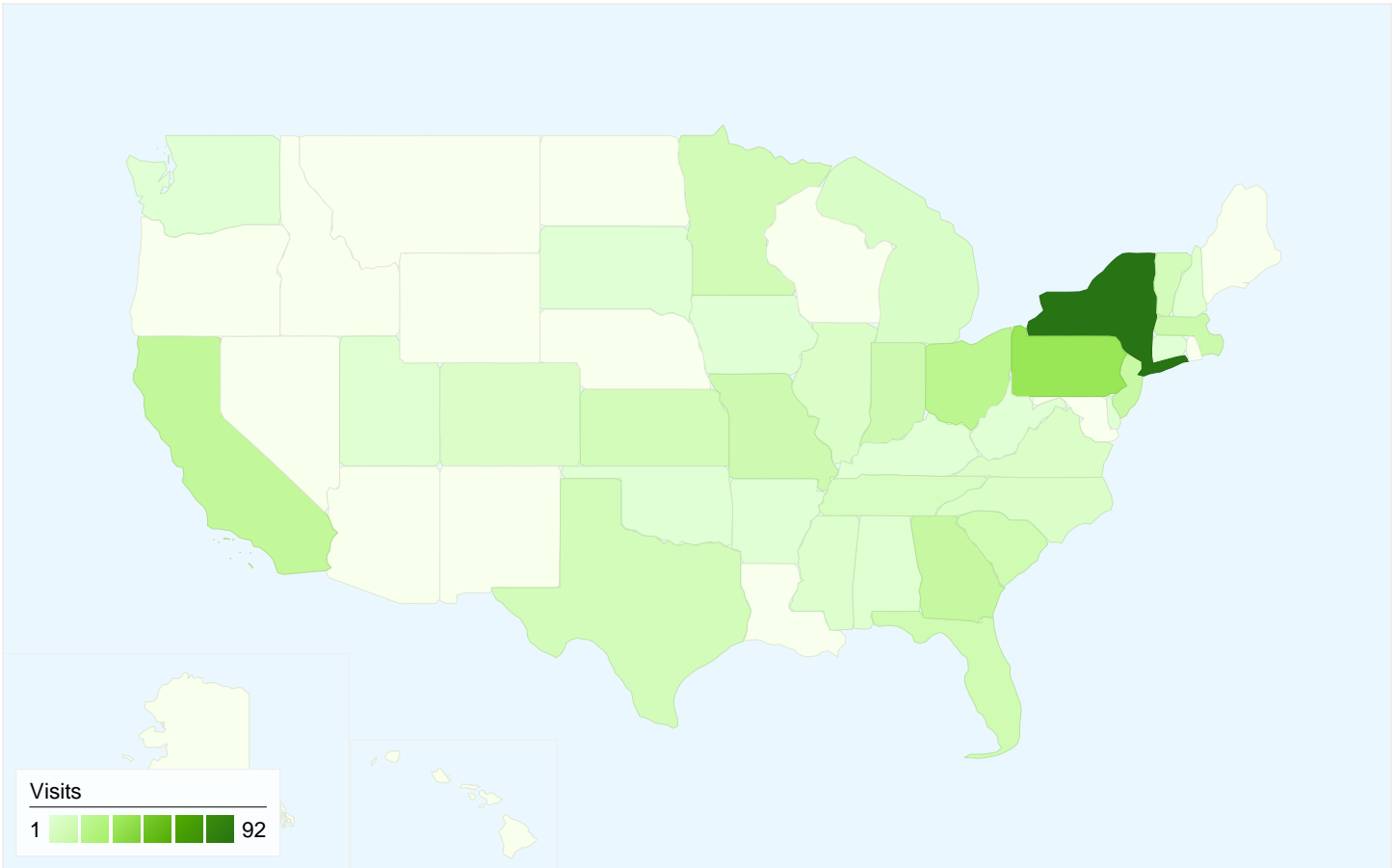
4,374 Pageviews

2,793 Unique Views

14.80% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/index.aspx	603	13.79%
/BridalCollection/BridalCollectionItemList.aspx?viewall=Y&pclId=5	271	6.20%
/ShopOurCatalog/ShopOurCatalogMainPage.aspx	179	4.09%
/BridalCollection/BridalCollectionMain.aspx?parent_cat_id=2	168	3.84%
/JewelryCollection/JewelryCollectionItemList.aspx?viewall=Y&pcl	129	2.95%



This country/territory sent 330 visits via 35 regions

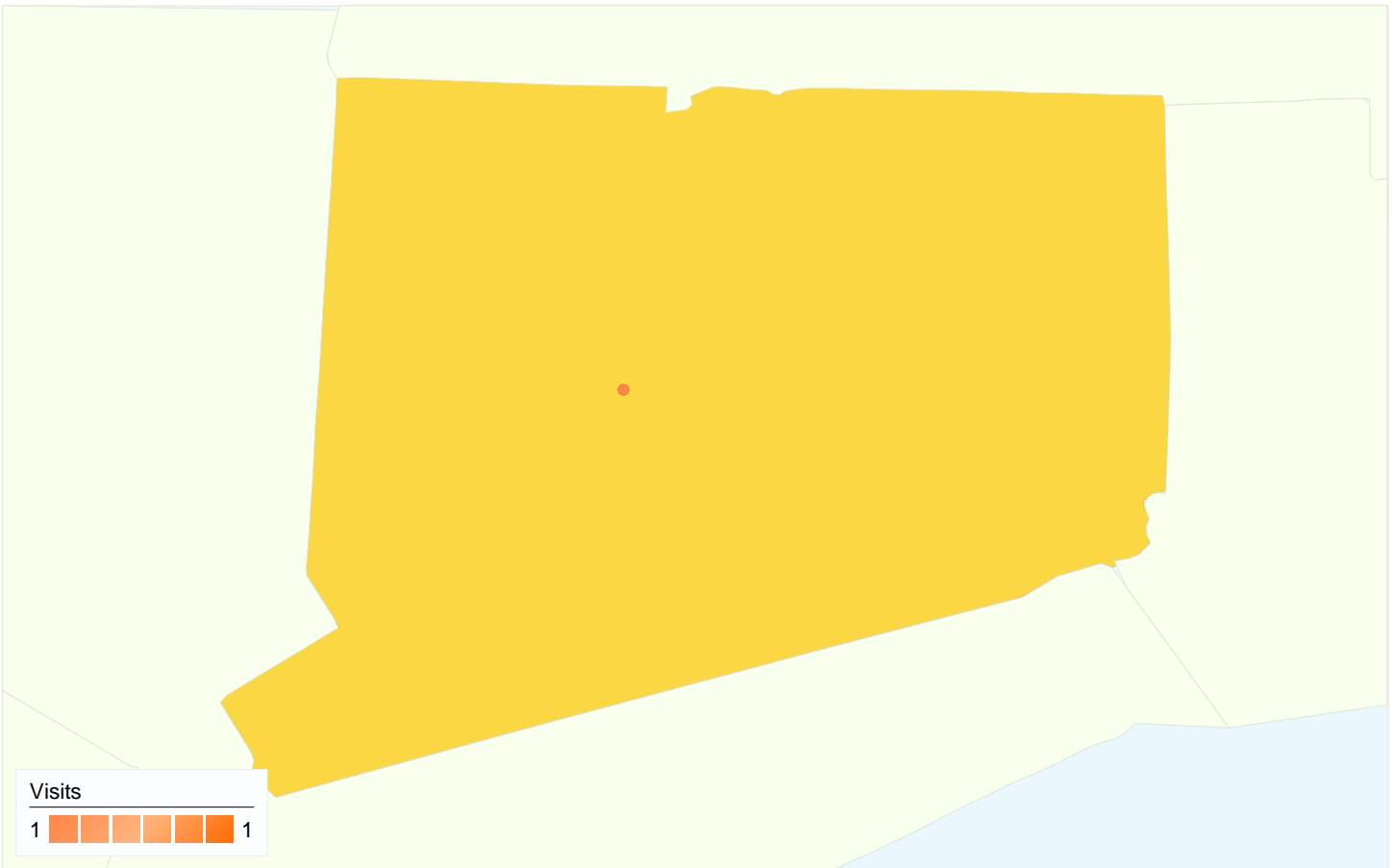
Site Usage

<b>Visits</b> <b>330</b> % of Site Total: 66.00%	<b>Pages/Visit</b> <b>9.80</b> Site Avg: 8.75 (12.06%)	<b>Avg. Time on Site</b> <b>00:07:16</b> Site Avg: 00:08:10 (-10.99%)	<b>% New Visits</b> <b>44.24%</b> Site Avg: 37.00% (19.57%)	<b>Bounce Rate</b> <b>12.12%</b> Site Avg: 14.80% (-18.10%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
New York	92	6.57	00:05:10	32.61%	21.74%
Pennsylvania	36	7.42	00:04:35	25.00%	5.56%
Ohio	20	14.05	00:13:36	45.00%	15.00%
California	17	11.29	00:07:53	29.41%	17.65%
Georgia	15	7.13	00:07:32	60.00%	6.67%
New Jersey	14	5.14	00:05:20	35.71%	7.14%
Massachusetts	12	14.25	00:08:52	50.00%	8.33%
Indiana	11	12.18	00:10:57	36.36%	0.00%
Missouri	11	19.64	00:12:00	36.36%	0.00%

Florida	10	10.70	00:15:36	60.00%	0.00%
					1 - 10 of 35

# State Detail:

Comparing to: Site



This state sent 1 visits via 1 cities

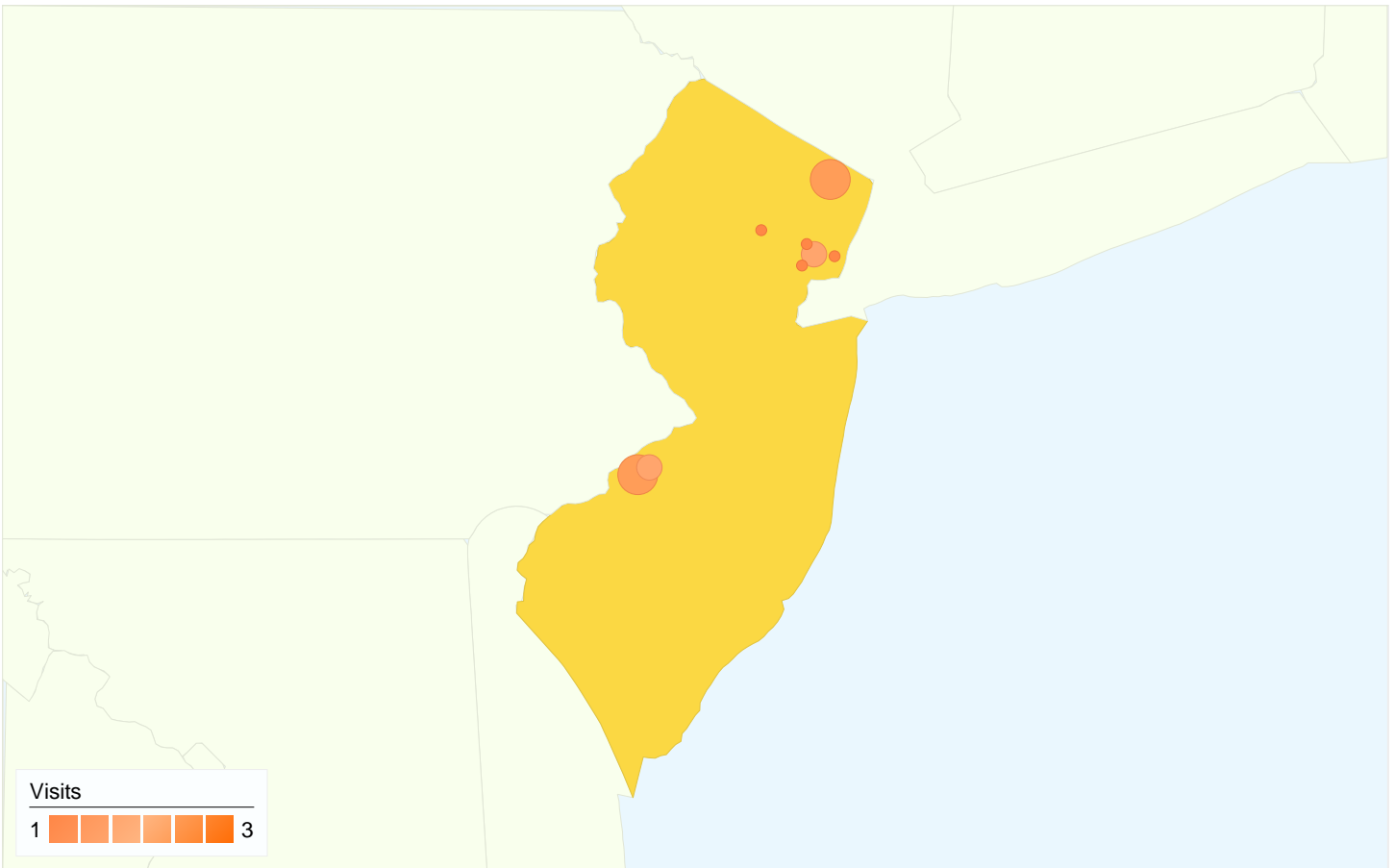
Site Usage

<b>Visits</b> <b>1</b> % of Site Total: 0.20%	<b>Pages/Visit</b> <b>4.00</b> Site Avg: 8.75 (-54.28%)	<b>Avg. Time on Site</b> <b>00:02:38</b> Site Avg: 00:08:10 (-67.77%)	<b>% New Visits</b> <b>100.00%</b> Site Avg: 37.00% (170.27%)	<b>Bounce Rate</b> <b>0.00%</b> Site Avg: 14.80% (-100.00%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Plantsville	1	4.00	00:02:38	100.00%	0.00%

1 - 1 of 1

# State Detail:

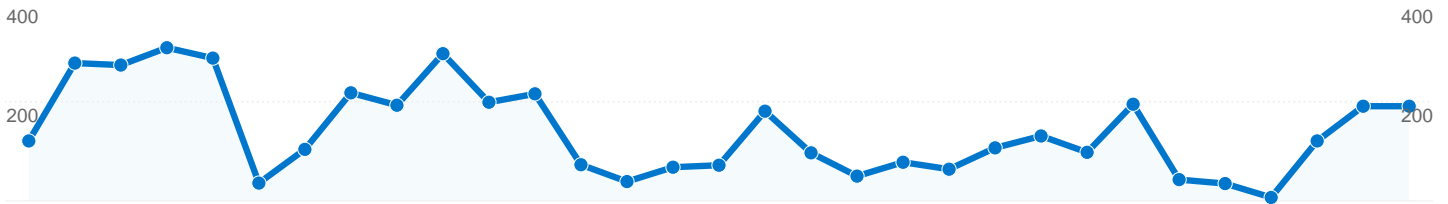
Comparing to: Site



## This state sent 14 visits via 8 cities

Site Usage

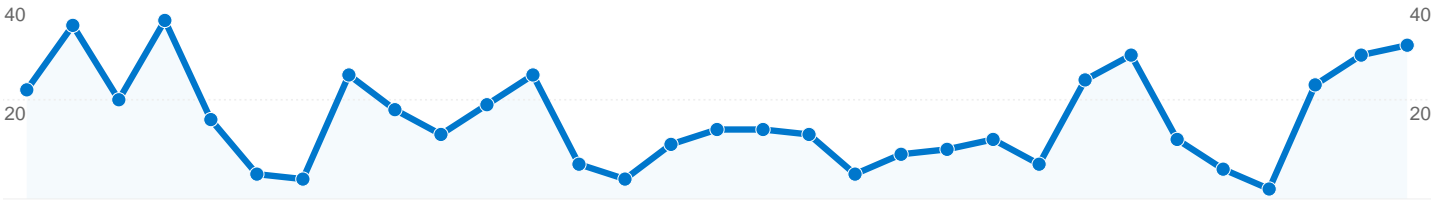
<b>Visits</b> <b>14</b> % of Site Total: 2.80%	<b>Pages/Visit</b> <b>5.14</b> Site Avg: 8.75 (-41.21%)	<b>Avg. Time on Site</b> <b>00:05:20</b> Site Avg: 00:08:10 (-34.73%)	<b>% New Visits</b> <b>35.71%</b> Site Avg: 37.00% (-3.47%)	<b>Bounce Rate</b> <b>7.14%</b> Site Avg: 14.80% (-51.74%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Ho Ho Kus	3	7.33	00:11:48	33.33%	0.00%
Maple Shade	3	6.00	00:03:20	0.00%	0.00%
Newark	2	2.50	00:00:06	0.00%	0.00%
Moorestown	2	6.50	00:02:28	100.00%	0.00%
East Orange	1	3.00	00:01:36	100.00%	0.00%
Whippany	1	6.00	00:21:36	100.00%	0.00%
Hillside	1	1.00	00:00:00	0.00%	100.00%
Jersey City	1	4.00	00:01:00	0.00%	0.00%



**57 URLs were viewed a total of 4,374 times**

**Content Performance**

<b>Pageviews</b> <b>4,374</b> % of Site Total: 100.00%		<b>Unique Pageviews</b> <b>2,793</b> % of Site Total: 100.00%		<b>Time on Page</b> <b>00:01:03</b> Site Avg: 00:01:03 (0.00%)		<b>Bounce Rate</b> <b>14.80%</b> Site Avg: 14.80% (0.00%)		<b>% Exit</b> <b>11.43%</b> Site Avg: 11.43% (0.00%)		<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)	
URL			Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index			
/JewelryCollection/			1,116	667	00:00:48	0.00%	6.81%	\$0.00			
/BridalCollection/			846	361	00:00:29	0.00%	5.20%	\$0.00			
/index.aspx			603	440	00:00:57	13.01%	14.26%	\$0.00			
/Support/			306	255	00:01:46	0.00%	28.43%	\$0.00			
/ShopOurCatalog/			304	213	00:00:53	0.00%	10.20%	\$0.00			
/Education/			286	223	00:00:34	0.00%	8.39%	\$0.00			
/DesignerShowcase/			249	195	00:01:46	0.00%	15.66%	\$0.00			
/~ashiecommerce/			179	129	00:02:10	30.91%	30.73%	\$0.00			
/HomePage.aspx			97	69	00:01:43	0.00%	29.90%	\$0.00			
/Admin/			66	43	00:04:41	0.00%	6.06%	\$0.00			
1 - 10 of 57											

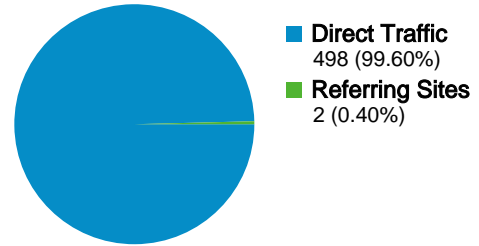


All traffic sources sent a total of 500 visits

99.60% Direct Traffic

0.40% Referring Sites

0.00% Search Engines



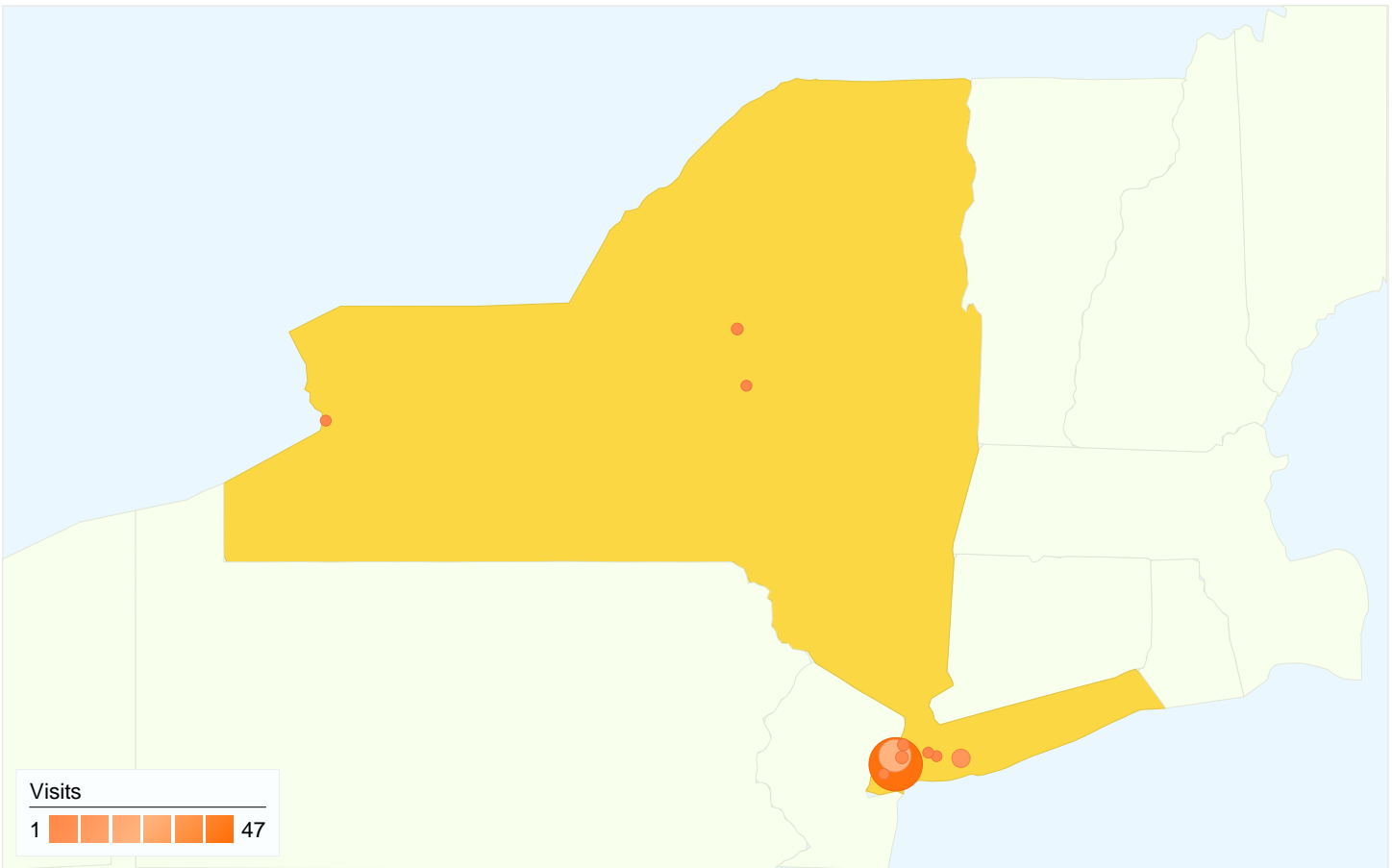
## Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	498	99.60%
ashijewelry.com (referral)	2	0.40%

Keywords	Visits	% visits
There is no data for this view.		

# State Detail:

Comparing to: Site



## This state sent 92 visits via 11 cities

### Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>92</b> % of Site Total: 18.40%	<b>6.57</b> Site Avg: 8.75 (-24.95%)	<b>00:05:10</b> Site Avg: 00:08:10 (-36.69%)	<b>32.61%</b> Site Avg: 37.00% (-11.87%)	<b>21.74%</b> Site Avg: 14.80% (46.89%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Brooklyn	47	5.17	00:03:04	27.66%	29.79%
New York	24	4.62	00:04:20	16.67%	20.83%
Farmingdale	9	8.44	00:11:50	44.44%	0.00%
Sunnyside	3	5.00	00:01:23	100.00%	33.33%
Bronx	2	27.00	00:07:15	50.00%	0.00%
Boonville	2	14.00	00:16:00	50.00%	0.00%
Buffalo	1	3.00	00:01:16	100.00%	0.00%
Mineola	1	7.00	00:03:26	100.00%	0.00%
Staten Island	1	56.00	01:02:45	100.00%	0.00%
Great Neck	1	3.00	00:00:01	100.00%	0.00%



# State Detail:

Comparing to: Site



## This state sent 36 visits via 6 cities

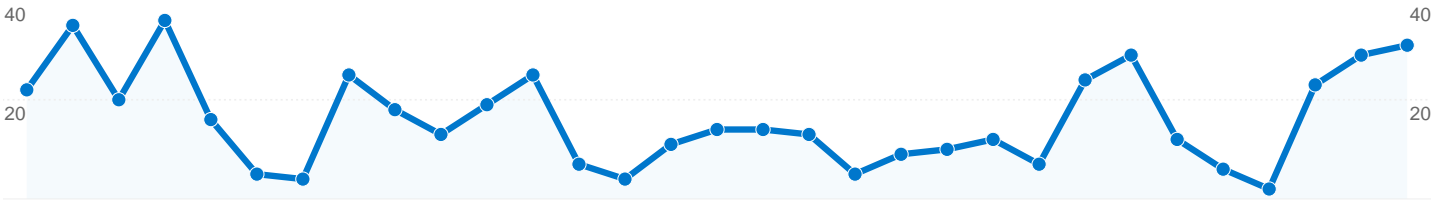
Site Usage

<b>Visits</b> <b>36</b> % of Site Total: 7.20%	<b>Pages/Visit</b> <b>7.42</b> Site Avg: 8.75 (-15.22%)	<b>Avg. Time on Site</b> <b>00:04:35</b> Site Avg: 00:08:10 (-43.87%)	<b>% New Visits</b> <b>25.00%</b> Site Avg: 37.00% (-32.43%)	<b>Bounce Rate</b> <b>5.56%</b> Site Avg: 14.80% (-62.46%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Allentown	23	5.96	00:03:37	17.39%	0.00%
Erie	6	17.17	00:10:56	33.33%	0.00%
Philadelphia	3	6.67	00:04:53	33.33%	0.00%
Pittsburgh	2	2.00	00:00:14	0.00%	50.00%
Slatington	1	2.00	00:01:06	100.00%	0.00%
Greensburg	1	1.00	00:00:00	100.00%	100.00%

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# New vs. Returning

Comparing to: Site



## 500 visits from 2 visitor types

Site Usage

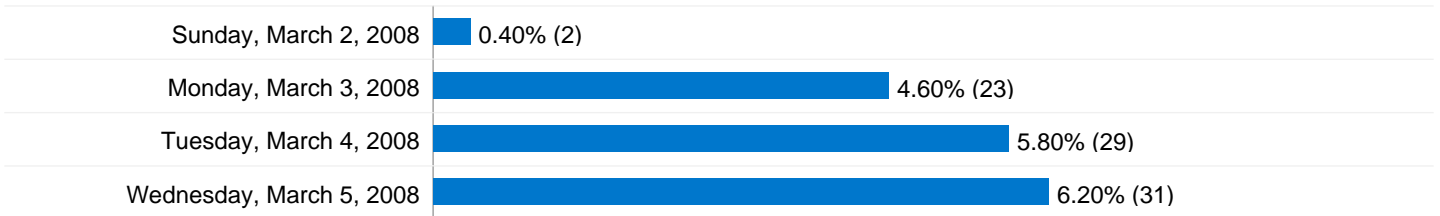
<b>Visits</b> <b>500</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>8.75</b> Site Avg: 8.75 (0.00%)	<b>Avg. Time on Site</b> <b>00:08:10</b> Site Avg: 00:08:10 (0.00%)	<b>% New Visits</b> <b>37.00%</b> Site Avg: 37.00% (0.00%)	<b>Bounce Rate</b> <b>14.80%</b> Site Avg: 14.80% (0.00%)	
Visitor Type	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Returning Visitor	315	7.63	00:07:56	0.00%	16.19%
New Visitor	185	10.65	00:08:34	100.00%	12.43%



500 Visits

16.13 Visits / Day

Monday, February 4, 2008	4.40% (22)
Tuesday, February 5, 2008	7.00% (35)
Wednesday, February 6, 2008	4.00% (20)
Thursday, February 7, 2008	7.20% (36)
Friday, February 8, 2008	3.20% (16)
Saturday, February 9, 2008	1.00% (5)
Sunday, February 10, 2008	0.80% (4)
Monday, February 11, 2008	5.00% (25)
Tuesday, February 12, 2008	3.60% (18)
Wednesday, February 13, 2008	2.60% (13)
Thursday, February 14, 2008	3.80% (19)
Friday, February 15, 2008	5.00% (25)
Saturday, February 16, 2008	1.40% (7)
Sunday, February 17, 2008	0.80% (4)
Monday, February 18, 2008	2.20% (11)
Tuesday, February 19, 2008	2.80% (14)
Wednesday, February 20, 2008	2.80% (14)
Thursday, February 21, 2008	2.60% (13)
Friday, February 22, 2008	1.00% (5)
Saturday, February 23, 2008	1.80% (9)
Sunday, February 24, 2008	2.00% (10)
Monday, February 25, 2008	2.40% (12)
Tuesday, February 26, 2008	1.40% (7)
Wednesday, February 27, 2008	4.80% (24)
Thursday, February 28, 2008	5.80% (29)
Friday, February 29, 2008	2.40% (12)
Saturday, March 1, 2008	1.20% (6)



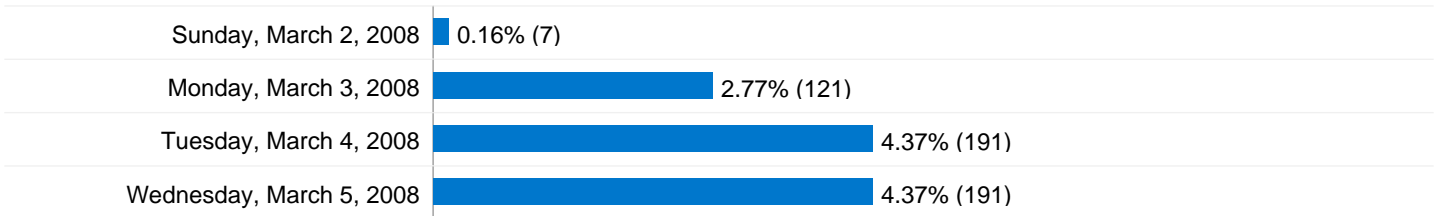
# Pageviews for all visitors

Comparing to: Site



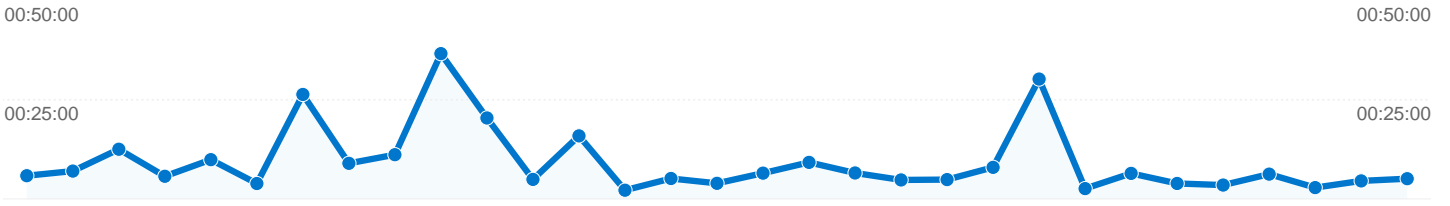
## 4,374 Pageviews

Monday, February 4, 2008	2.77% (121)
Tuesday, February 5, 2008	6.36% (278)
Wednesday, February 6, 2008	6.26% (274)
Thursday, February 7, 2008	7.06% (309)
Friday, February 8, 2008	6.58% (288)
Saturday, February 9, 2008	0.82% (36)
Sunday, February 10, 2008	2.38% (104)
Monday, February 11, 2008	4.98% (218)
Tuesday, February 12, 2008	4.41% (193)
Wednesday, February 13, 2008	6.79% (297)
Thursday, February 14, 2008	4.55% (199)
Friday, February 15, 2008	4.94% (216)
Saturday, February 16, 2008	1.67% (73)
Sunday, February 17, 2008	0.89% (39)
Monday, February 18, 2008	1.55% (68)
Tuesday, February 19, 2008	1.65% (72)
Wednesday, February 20, 2008	4.14% (181)
Thursday, February 21, 2008	2.22% (97)
Friday, February 22, 2008	1.14% (50)
Saturday, February 23, 2008	1.78% (78)
Sunday, February 24, 2008	1.46% (64)
Monday, February 25, 2008	2.45% (107)
Tuesday, February 26, 2008	2.99% (131)
Wednesday, February 27, 2008	2.24% (98)
Thursday, February 28, 2008	4.46% (195)
Friday, February 29, 2008	0.98% (43)
Saturday, March 1, 2008	0.80% (35)







# Time on Site for all visitors

Comparing to: Site



## 00:08:10 Avg. Time on Site

Monday, February 4, 2008	00:05:51
Tuesday, February 5, 2008	00:07:01
Wednesday, February 6, 2008	00:12:32
Thursday, February 7, 2008	00:05:43
Friday, February 8, 2008	00:09:54
Saturday, February 9, 2008	00:03:53
Sunday, February 10, 2008	00:26:21
Monday, February 11, 2008	00:08:59
Tuesday, February 12, 2008	00:11:09
Wednesday, February 13, 2008	00:36:38
Thursday, February 14, 2008	00:20:25
Friday, February 15, 2008	00:04:55
Saturday, February 16, 2008	00:15:54
Sunday, February 17, 2008	00:02:12
Monday, February 18, 2008	00:05:09
Tuesday, February 19, 2008	00:03:56
Wednesday, February 20, 2008	00:06:30
Thursday, February 21, 2008	00:09:13
Friday, February 22, 2008	00:06:33
Saturday, February 23, 2008	00:04:47
Sunday, February 24, 2008	00:04:52
Monday, February 25, 2008	00:07:58
Tuesday, February 26, 2008	00:30:13
Wednesday, February 27, 2008	00:02:36
Thursday, February 28, 2008	00:06:27
Friday, February 29, 2008	00:03:54
Saturday, March 1, 2008	00:03:30

Sunday, March 2, 2008	 00:06:15
Monday, March 3, 2008	 00:02:51
Tuesday, March 4, 2008	 00:04:33
Wednesday, March 5, 2008	 00:05:06