

Site Usage

986 Visits

29.11% Bounce Rate

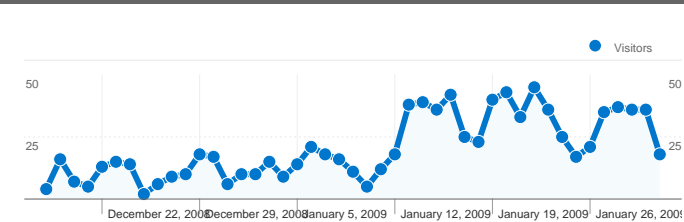
4,401 Pageviews

00:02:40 Avg. Time on Site

4.46 Pages/Visit

89.05% % New Visits

Visitors Overview

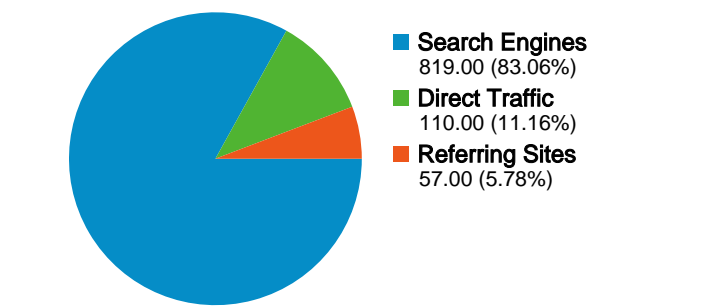


Visitors
878

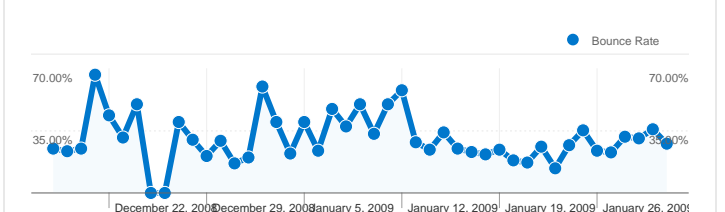
Content Overview

Pages	Pageviews	% Pageviews
/index.php	1,046	23.77%
/index.php/our-services	768	17.45%
/index.php/christmas-specials	460	10.45%
/index.php/spa-information	269	6.11%
/index.php/facials-nails-spray-	221	5.02%

Traffic Sources Overview



Bounce Rate for all visitors



Bounce Rate
29.11%

Keywords		
Keyword	Visits	% visits
day spa melbourne	96	11.72%
day spas melbourne	43	5.25%
vibro trainer	37	4.52%
day spas in melbourne	24	2.93%
melbourne day spas	20	2.44%

New vs. Returning		
Visitor Type	Visits	% visits
New Visitor	877	88.95%
Returning Visitor	109	11.05%

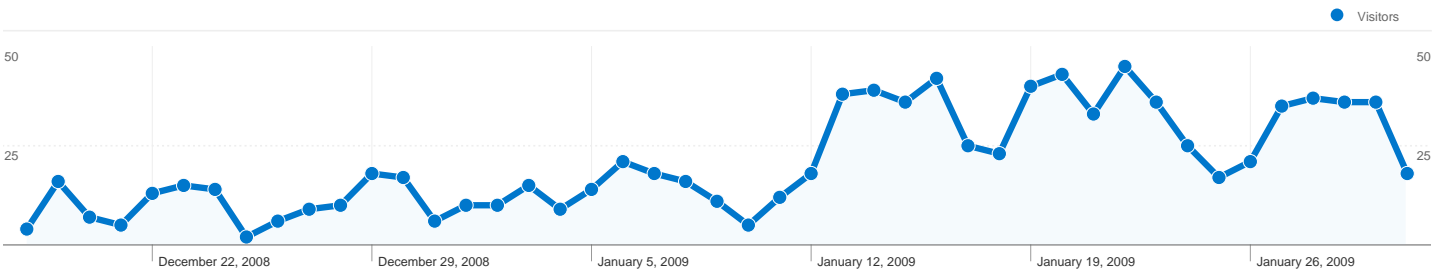
Depth of Visit	
Depth of Visit	Visits
1 pages	29.11%
2 pages	8.42%
3 pages	15.72%
4 pages	8.22%
5 pages	11.97%
6 pages	5.27%
7 pages	6.19%
8 pages	3.14%
9 pages	2.74%
10 pages	1.72%
11 pages	1.52%
12 pages	1.22%
13 pages	0.81%
14 pages	0.30%
15 pages	0.81%
16 pages	1.01%
17 pages	0.20%
18 pages	0.41%
20+ pages	1.22%

All Traffic Sources		
Source/Medium	Visits	% visits
google / organic	798	80.93%
(direct) / (none)	110	11.16%
litya.com / referral	30	3.04%
live / organic	6	0.61%
yahoo / organic	6	0.61%



Top Exit Pages		
Page	Exits	% visits
/index.php	345	34.99%
/index.php/facials-nails-spray-	92	9.33%
/index.php/our-services	75	7.61%
/index.php/vibro-trainer	66	6.69%
/index.php/christmas-specials	46	4.67%

Content by Title		
Page Title	Pageviews	% visits
My Spa offers various services	898	20.40%
My Spa - St Kilda - Your	800	18.18%
My Spa Specials	390	8.86%
My Spa - St Kilda	261	5.93%
Massage	194	4.41%



878 people visited this site

986 Visits

878 Absolute Unique Visitors

4,401 Pageviews

4.46 Average Pageviews

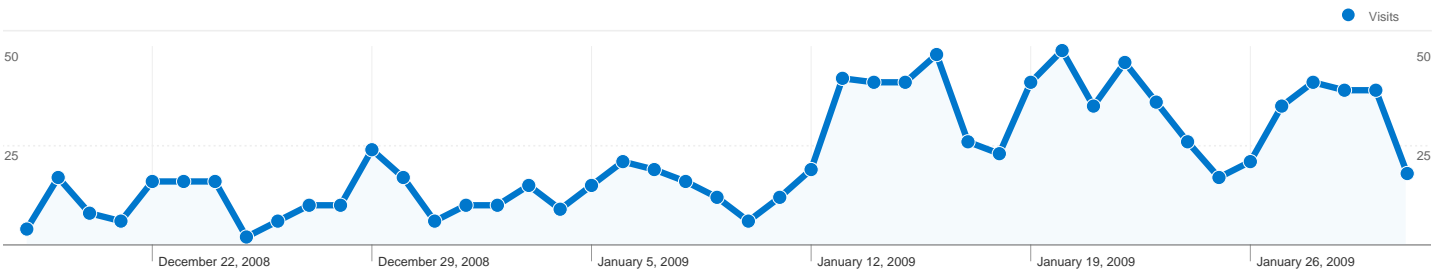
00:02:40 Time on Site

29.11% Bounce Rate




89.05% New Visits

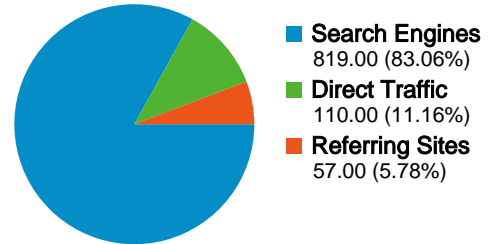
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	696	70.59%	Unknown	701	71.10%
Firefox	180	18.26%	DSL	153	15.52%
Safari	85	8.62%	Cable	54	5.48%
Chrome	23	2.33%	Dialup	38	3.85%
Camino	1	0.10%	T1	32	3.25%



All traffic sources sent a total of 986 visits

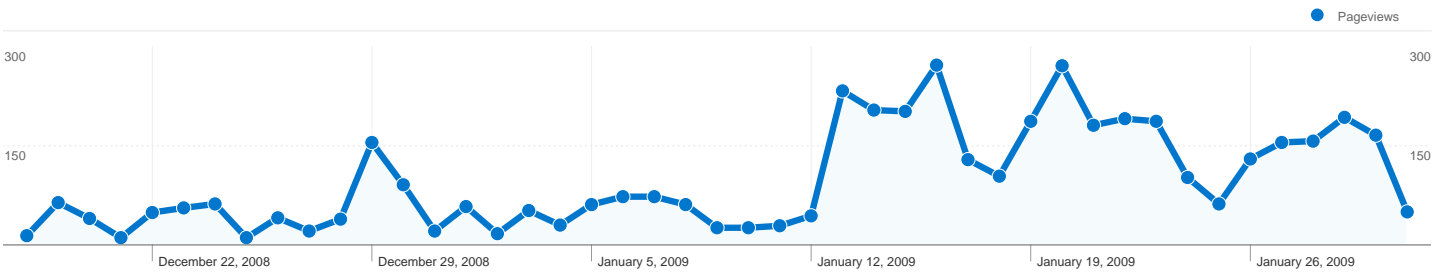
-  **11.16%** Direct Traffic
-  **5.78%** Referring Sites
-  **83.06%** Search Engines



Top Traffic Sources

Sources	Visits	% visits
google (organic)	798	80.93%
(direct) ((none))	110	11.16%
litya.com (referral)	30	3.04%
live (organic)	6	0.61%
yahoo (organic)	6	0.61%


Keywords	Visits	% visits
day spa melbourne	96	11.72%
day spas melbourne	43	5.25%
vibro trainer	37	4.52%
day spas in melbourne	24	2.93%
melbourne day spas	20	2.44%



Pages on this site were viewed a total of 4,401 times

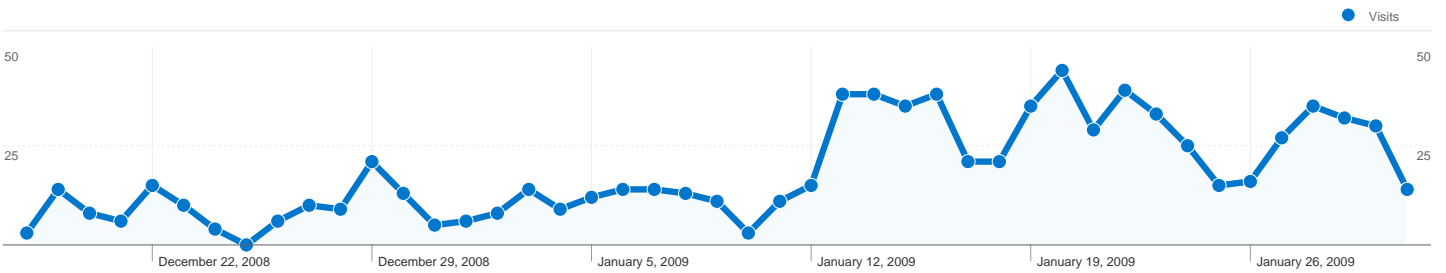
 **4,401 Pageviews**

 **3,066 Unique Views**

 **29.11% Bounce Rate**

Top Content

Pages	Pageviews	% Pageviews
/index.php	1,046	23.77%
/index.php/our-services	768	17.45%
/index.php/christmas-specials	460	10.45%
/index.php/spa-information	269	6.11%
/index.php/facials-nails-spray-tan-massage-treatment-day-spa-st-	221	5.02%



Search sent 819 total visits via 424 keywords

Site Usage

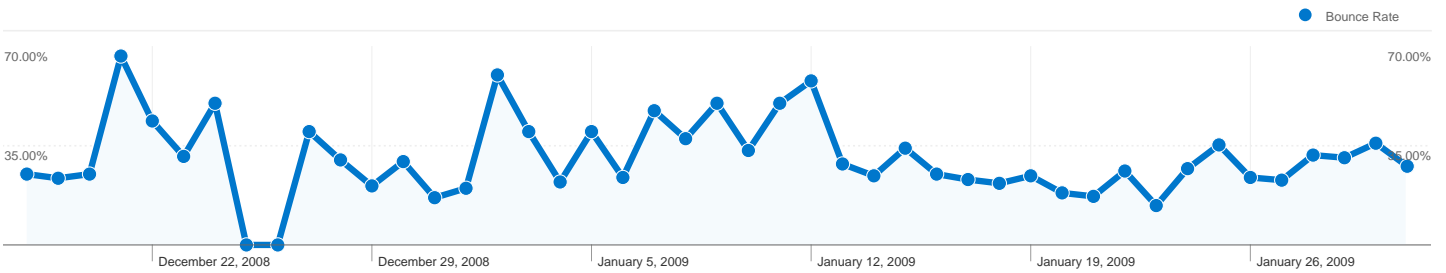
Visits 819 % of Site Total: 83.06%	Pages/Visit 4.54 Site Avg: 4.46 (1.62%)	Avg. Time on Site 00:02:31 Site Avg: 00:02:40 (-5.64%)	% New Visits 91.09% Site Avg: 89.05% (2.29%)	Bounce Rate 29.18% Site Avg: 29.11% (0.26%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
day spa melbourne	96	6.11	00:03:11	92.71%	14.58%
day spas melbourne	43	6.26	00:04:14	93.02%	20.93%
vibro trainer	37	1.22	00:00:31	91.89%	86.49%
day spas in melbourne	24	4.92	00:02:27	100.00%	16.67%
melbourne day spas	20	6.75	00:05:24	90.00%	5.00%
day spa st kilda	18	7.22	00:04:19	100.00%	5.56%
my spa	17	3.00	00:01:40	64.71%	47.06%
my spa st kilda	13	7.08	00:03:02	84.62%	15.38%
spa st kilda	11	7.00	00:03:21	90.91%	9.09%
myspa	10	2.90	00:01:29	70.00%	90.00%

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Bounce Rate for all visitors

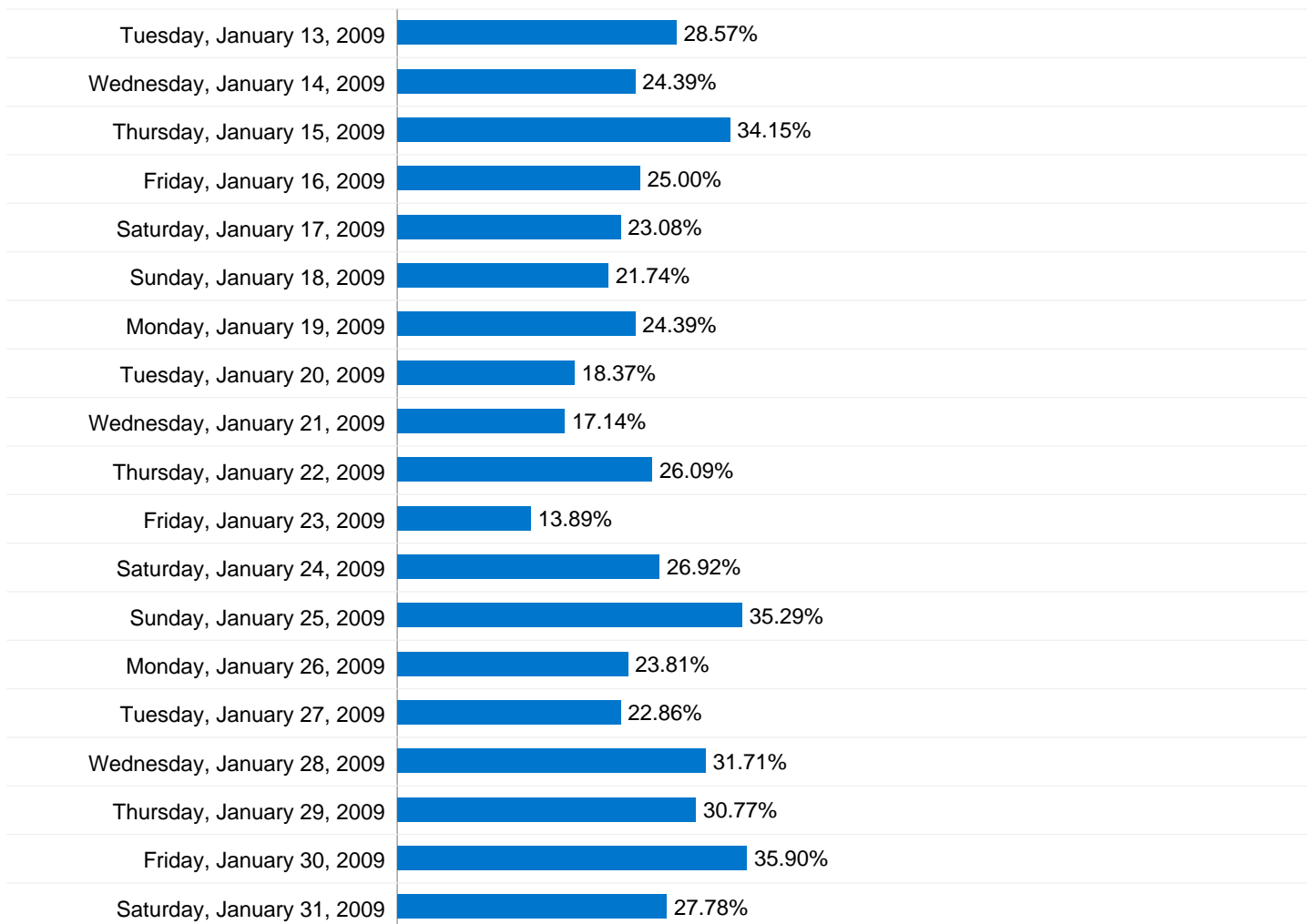
Dec 18, 2008 - Jan 31, 2009

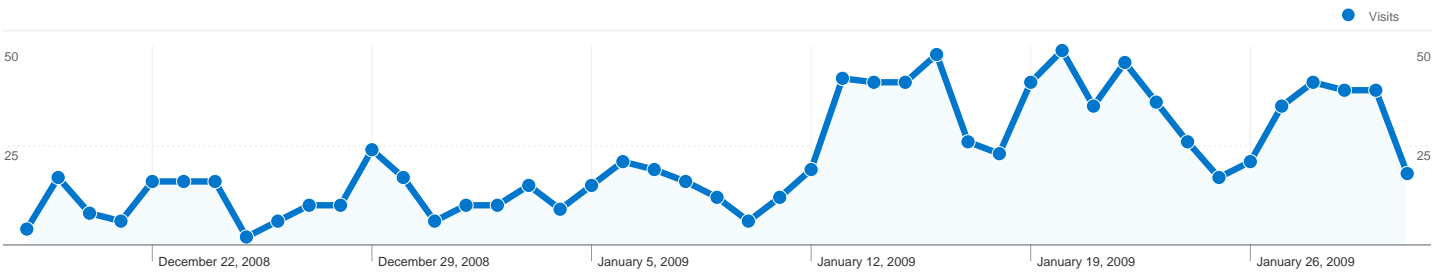
Comparing to: Site



29.11% Bounce Rate

Thursday, December 18, 2008	25.00%
Friday, December 19, 2008	23.53%
Saturday, December 20, 2008	25.00%
Sunday, December 21, 2008	66.67%
Monday, December 22, 2008	43.75%
Tuesday, December 23, 2008	31.25%
Wednesday, December 24, 2008	50.00%
Thursday, December 25, 2008	0.00%
Friday, December 26, 2008	0.00%
Saturday, December 27, 2008	40.00%
Sunday, December 28, 2008	30.00%
Monday, December 29, 2008	20.83%
Tuesday, December 30, 2008	29.41%
Wednesday, December 31, 2008	16.67%
Thursday, January 1, 2009	20.00%
Friday, January 2, 2009	60.00%
Saturday, January 3, 2009	40.00%
Sunday, January 4, 2009	22.22%
Monday, January 5, 2009	40.00%
Tuesday, January 6, 2009	23.81%
Wednesday, January 7, 2009	47.37%
Thursday, January 8, 2009	37.50%
Friday, January 9, 2009	50.00%
Saturday, January 10, 2009	33.33%
Sunday, January 11, 2009	50.00%
Monday, January 12, 2009	57.89%





All traffic sources sent 986 visits via 22 sources and mediums

Site Usage

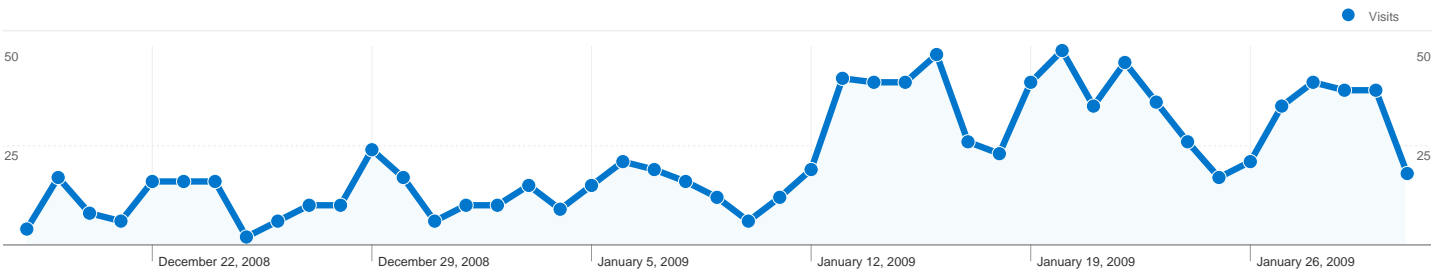
Visits 986 % of Site Total: 100.00%	Pages/Visit 4.46 Site Avg: 4.46 (0.00%)	Avg. Time on Site 00:02:40 Site Avg: 00:02:40 (0.00%)	% New Visits 88.95% Site Avg: 89.05% (-0.11%)	Bounce Rate 29.11% Site Avg: 29.11% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	798	4.56	00:02:31	90.85%	28.82%
(direct) / (none)	110	4.18	00:03:49	74.55%	28.18%
litya.com / referral	30	4.20	00:02:28	93.33%	30.00%
live / organic	6	6.67	00:03:57	100.00%	16.67%
yahoo / organic	6	3.00	00:02:12	100.00%	33.33%
google.com.au / referral	4	3.25	00:01:41	75.00%	25.00%
msn / organic	4	1.00	00:00:00	100.00%	100.00%
prlog.org / referral	4	5.00	00:02:34	75.00%	25.00%
anderson-gray.com / referral	3	2.33	00:00:23	100.00%	66.67%
google.com / referral	3	2.67	00:01:42	66.67%	33.33%

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New vs. Returning

Dec 18, 2008 - Jan 31, 2009

Comparing to: Site



986 visits from 2 visitor types

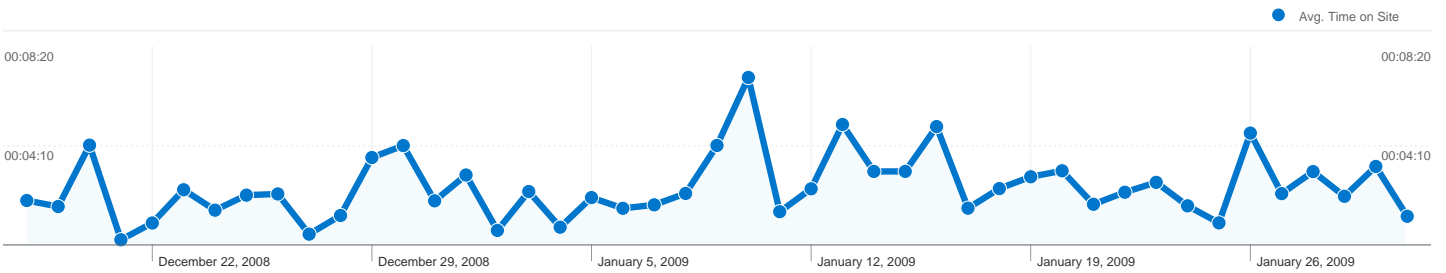
Site Usage

Visits 986 % of Site Total: 100.00%	Pages/Visit 4.46 Site Avg: 4.46 (0.00%)	Avg. Time on Site 00:02:40 Site Avg: 00:02:40 (0.00%)	% New Visits 88.95% Site Avg: 89.05% (-0.11%)	Bounce Rate 29.11% Site Avg: 29.11% (0.00%)	
Visitor Type	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
New Visitor	877	4.38	00:02:35	100.00%	29.08%
Returning Visitor	109	5.17	00:03:17	0.00%	29.36%

Time on Site for all visitors

Dec 18, 2008 - Jan 31, 2009

Comparing to: Site



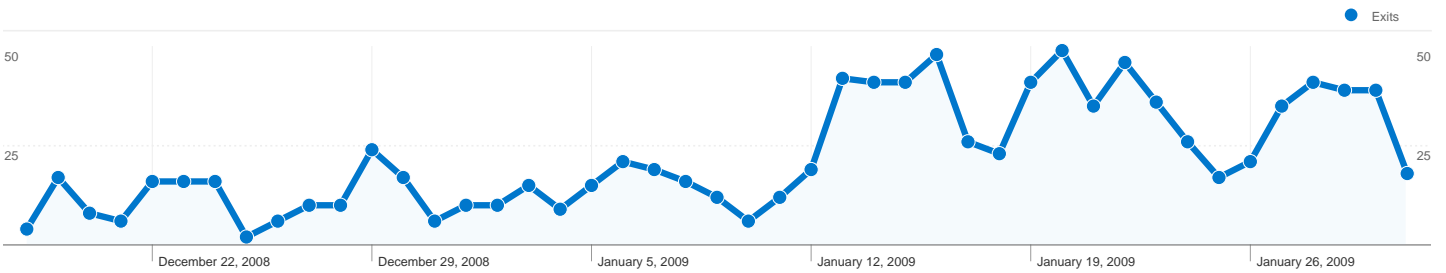
00:02:40 Avg. Time on Site

Thursday, December 18, 2008	00:01:52
Friday, December 19, 2008	00:01:37
Saturday, December 20, 2008	00:04:12
Sunday, December 21, 2008	00:00:13
Monday, December 22, 2008	00:00:55
Tuesday, December 23, 2008	00:02:19
Wednesday, December 24, 2008	00:01:28
Thursday, December 25, 2008	00:02:06
Friday, December 26, 2008	00:02:09
Saturday, December 27, 2008	00:00:27
Sunday, December 28, 2008	00:01:14
Monday, December 29, 2008	00:03:40
Tuesday, December 30, 2008	00:04:10
Wednesday, December 31, 2008	00:01:51
Thursday, January 1, 2009	00:02:56
Friday, January 2, 2009	00:00:37
Saturday, January 3, 2009	00:02:15
Sunday, January 4, 2009	00:00:45
Monday, January 5, 2009	00:01:59
Tuesday, January 6, 2009	00:01:32
Wednesday, January 7, 2009	00:01:41
Thursday, January 8, 2009	00:02:10
Friday, January 9, 2009	00:04:11
Saturday, January 10, 2009	00:07:02
Sunday, January 11, 2009	00:01:24
Monday, January 12, 2009	00:02:22

Tuesday, January 13, 2009	00:05:04
Wednesday, January 14, 2009	00:03:05
Thursday, January 15, 2009	00:03:05
Friday, January 16, 2009	00:04:58
Saturday, January 17, 2009	00:01:33
Sunday, January 18, 2009	00:02:22
Monday, January 19, 2009	00:02:52
Tuesday, January 20, 2009	00:03:07
Wednesday, January 21, 2009	00:01:42
Thursday, January 22, 2009	00:02:13
Friday, January 23, 2009	00:02:38
Saturday, January 24, 2009	00:01:39
Sunday, January 25, 2009	00:00:56
Monday, January 26, 2009	00:04:42
Tuesday, January 27, 2009	00:02:09
Wednesday, January 28, 2009	00:03:05
Thursday, January 29, 2009	00:02:03
Friday, January 30, 2009	00:03:18
Saturday, January 31, 2009	00:01:12

Most people visited: 1 pages

Depth of Visit	Visits	Percentage of all visitors
1 pages	287.00	29.11%
2 pages	83.00	8.42%
3 pages	155.00	15.72%
4 pages	81.00	8.22%
5 pages	118.00	11.97%
6 pages	52.00	5.27%
7 pages	61.00	6.19%
8 pages	31.00	3.14%
9 pages	27.00	2.74%
10 pages	17.00	1.72%
11 pages	15.00	1.52%
12 pages	12.00	1.22%
13 pages	8.00	0.81%
14 pages	3.00	0.30%
15 pages	8.00	0.81%
16 pages	10.00	1.01%
17 pages	2.00	0.20%
18 pages	4.00	0.41%
20+ pages	12.00	1.22%

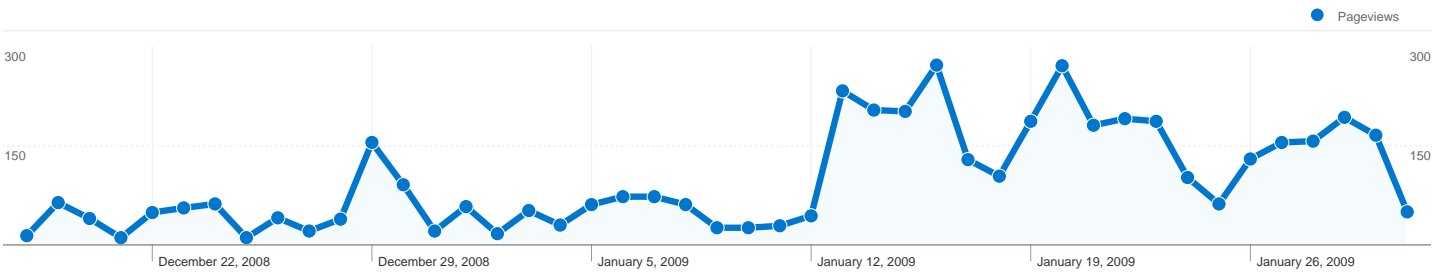


986 visits exited from 35 pages

Exit Pages

Exits	Pageviews	% Exit	
986 % of Site Total: 100.00%	4,370 % of Site Total: 99.30%	22.56% Site Avg: 22.40% (0.71%)	
Page	Exits	Pageviews	% Exit
/index.php	345	1,046	32.98%
/index.php/facials-nails-spray-tan-massage-treatment-day-spa-st-kilda-melbourne-litya-sk-detox-hydrotherapy-relax-manicure-pedicure	92	221	41.63%
/index.php/our-services	75	768	9.77%
/index.php/vibro-trainer	66	113	58.41%
/index.php/christmas-specials	46	460	10.00%
/index.php/massage	41	194	21.13%
/index.php/contact-us	36	164	21.95%
/index.php/packages	31	166	18.67%
/index.php/body-treatments	28	136	20.59%
/index.php/about-my-spa-your-destination-day-spa-for-massage-waxing-tanning-facials-manicures-pedicures-personal-training-corporate-packages-weddings-and-spray-tanning	27	54	50.00%

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43 page titles were viewed a total of 4,401 times

Content Performance

Pageviews 4,401 % of Site Total: 100.00%	Unique Pageviews 3,066 % of Site Total: 100.00%	Time on Page 00:00:46 Site Avg: 00:00:46 (0.00%)	Bounce Rate 29.11% Site Avg: 29.11% (0.00%)	% Exit 22.40% Site Avg: 22.40% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
Page Title	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
My Spa offers various services	898	588	00:00:36	36.36%	11.36%	\$0.00
My Spa - St Kilda - Your Destination Day Spa	800	516	00:01:00	18.92%	34.00%	\$0.00
My Spa Specials	390	225	00:00:29	0.00%	9.74%	\$0.00
My Spa - St Kilda	261	175	00:01:09	25.47%	29.12%	\$0.00
Massage	194	156	00:01:07	50.00%	21.13%	\$0.00
Sign Up for exclusive special offer	170	121	00:00:20	25.00%	8.82%	\$0.00
My Spa team	164	118	00:00:31	25.00%	21.95%	\$0.00
Facial, Nails, Spray Tanning, Massage, Beauty, Day Spa, St Kilda, Melbourne	146	97	00:00:39	26.60%	42.47%	\$0.00
Our Spa Packages	110	90	00:00:58	100.00%	18.18%	\$0.00
My Spa Australia	100	76	00:00:26	100.00%	12.00%	\$0.00

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