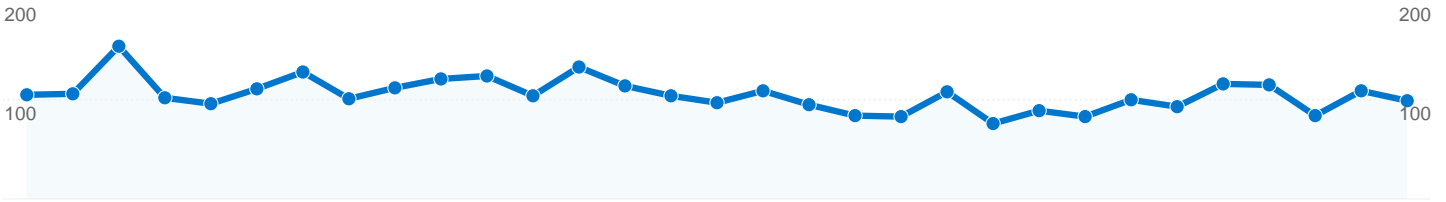


Dashboard

Comparing to: Site



Site Usage

3,255 Visits

55.51% Bounce Rate

8,263 Pageviews

00:02:01 Avg. Time on Site

2.54 Pages/Visit

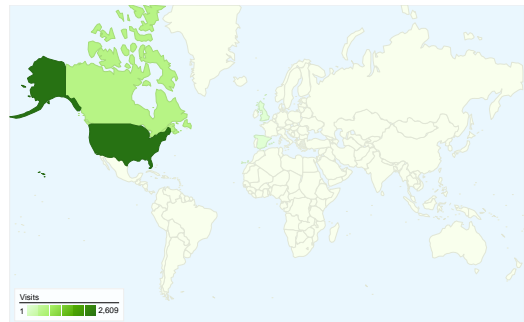
89.92% % New Visits

Visitors Overview

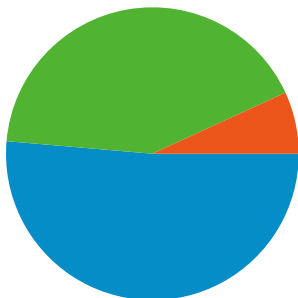


Visitors
2,999

Map Overlay world



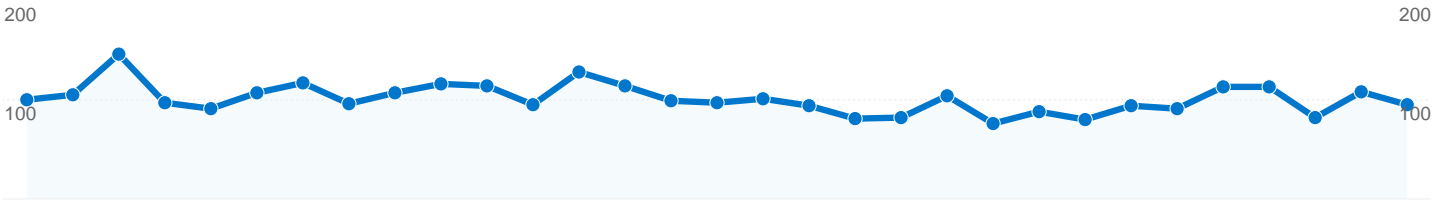
Traffic Sources Overview










- **Referring Sites**
1,672 (51.37%)
- **Search Engines**
1,360 (41.78%)
- **Direct Traffic**
223 (6.85%)

Content Overview

Pages	Pageviews	% Pageviews
/	4,082	49.40%
/finishing-ideas.php	698	8.45%
/tuxodetails.php	690	8.35%
/finishing-overview.php	602	7.29%
/findcontractor.php	595	7.20%

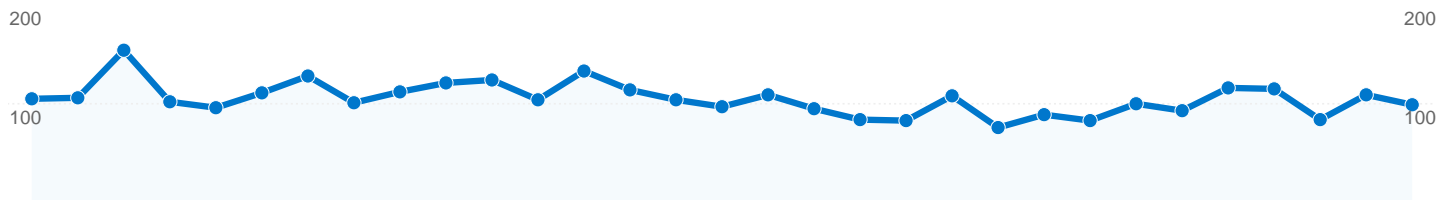


2,999 people visited this site

-  **3,255** Visits
-  **2,999** Absolute Unique Visitors
-  **8,263** Pageviews
-  **2.54** Average Pageviews
-  **00:02:01** Time on Site
-  **55.51%** Bounce Rate
-  **89.98%** New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	2,588	79.51%	Cable	1,519	46.67%
Firefox	508	15.61%	DSL	738	22.67%
Safari	135	4.15%	Unknown	637	19.57%
Netscape	9	0.28%	T1	187	5.75%
Opera	6	0.18%	Dialup	114	3.50%



All traffic sources sent 3,255 visits via 143 sources and mediums

Site Usage

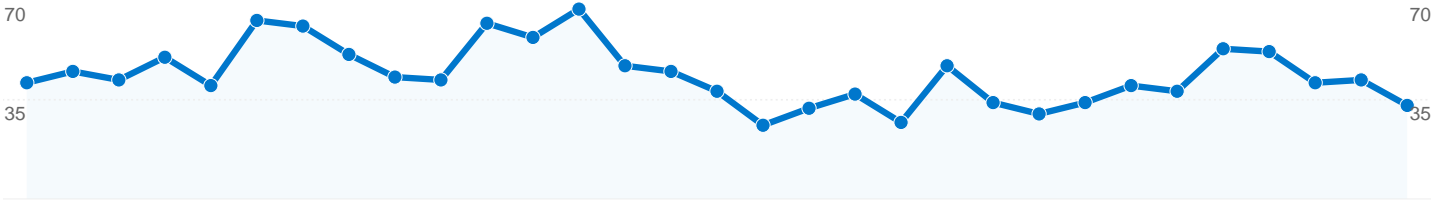
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 3,255 % of Site Total: 100.00%	Pages/Visit 2.54 Site Avg: 2.54 (0.00%)	Avg. Time on Site 00:02:01 Site Avg: 00:02:01 (0.00%)	% New Visits 89.98% Site Avg: 89.92% (0.07%)	Bounce Rate 55.51% Site Avg: 55.51% (0.00%)	
google / organic	1,077	2.71	00:02:18	89.04%	51.25%
pagead2.google syndication.com / referral	705	1.38	00:00:33	98.16%	85.53%
bobvila.com / referral	360	3.91	00:03:11	86.94%	28.89%
(direct) / (none)	223	3.18	00:03:32	89.69%	41.70%
yahoo / organic	147	2.83	00:01:54	89.80%	51.70%
aol / organic	49	3.22	00:03:36	83.67%	38.78%
keystonefoundationrepair.com / referral	47	2.13	00:01:45	97.87%	55.32%
yellowpages.com / referral	46	2.46	00:01:46	95.65%	50.00%
pioneerbasementsolutions.com / referral	40	3.32	00:03:35	80.00%	25.00%
basementquestions.com / referral	39	1.41	00:00:30	15.38%	84.62%
nawsrc.org / referral	29	2.76	00:02:23	89.66%	34.48%
timbertownservices.com / referral	28	1.82	00:01:13	96.43%	67.86%
concretenetwork.com / referral	27	3.30	00:03:00	100.00%	37.04%
msn / organic	23	2.96	00:02:47	82.61%	43.48%
advancedbasementproducts.com / referral	22	2.86	00:03:56	18.18%	40.91%
ask / organic	20	1.70	00:00:33	100.00%	75.00%
fortressstabilization.com / referral	19	2.79	00:00:37	94.74%	36.84%
search / organic	18	1.94	00:01:41	100.00%	61.11%
thebasementguys.com / referral	18	2.00	00:00:48	94.44%	66.67%
basementdepot.com / referral	16	2.19	00:00:37	100.00%	62.50%
contractors.clicksmart.com / referral	15	1.87	00:00:41	93.33%	73.33%
yp.yahoo.com / referral	14	2.00	00:00:22	92.86%	71.43%

hgtv.com / referral	12	3.08	00:03:41	91.67%	58.33%
concrethewatersolutions.com / referral	11	2.82	00:03:11	90.91%	36.36%
live / organic	10	2.10	00:00:23	90.00%	50.00%
doityourself.com / referral	9	1.56	00:02:03	100.00%	55.56%
netscape / organic	9	2.11	00:01:26	88.89%	55.56%
shopzilla.com / referral	9	2.22	00:02:44	88.89%	55.56%
altavista / organic	6	5.83	00:06:49	83.33%	16.67%
dogpile.com / referral	6	2.17	00:01:19	100.00%	66.67%
smithswaterproofing.com / referral	6	2.17	00:02:18	100.00%	33.33%
ehow.com / referral	5	1.00	00:00:00	100.00%	100.00%
ezinearticles.com / referral	5	2.80	00:02:57	100.00%	20.00%
google.com / referral	5	3.20	00:02:43	80.00%	20.00%
smarter.com / referral	5	1.40	00:02:12	100.00%	60.00%
webcrawler.com / referral	5	2.40	00:02:00	100.00%	40.00%
bizrate.com / referral	4	1.50	00:00:29	100.00%	75.00%
calgary.kijiji.ca / referral	4	1.75	00:00:37	100.00%	75.00%
mail.google.com / referral	4	3.75	00:03:04	100.00%	25.00%
pennsylvaniabasement.com / referral	4	2.00	00:01:19	0.00%	25.00%
search.myway.com / referral	4	4.25	00:01:49	75.00%	25.00%
yellowpages.aol.com / referral	4	3.75	00:03:27	100.00%	50.00%
43things.com / referral	3	1.33	00:00:12	100.00%	66.67%
abetterchoiceinc.reachlocal.net / referral	3	1.33	00:00:10	100.00%	66.67%
boards.hgtvpro.com / referral	3	2.00	00:01:08	100.00%	66.67%
en.allexperts.com / referral	3	3.00	00:06:01	100.00%	33.33%
forum.doityourself.com / referral	3	1.33	00:00:41	100.00%	66.67%
marylandbasements.com / referral	3	3.33	00:00:52	100.00%	33.33%
pennsylvaniabasements.com / referral	3	3.67	00:10:11	66.67%	33.33%
search.mywebsearch.com / referral	3	5.00	00:05:30	100.00%	33.33%

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Keywords

Comparing to: Site



Search sent 1,360 total visits via 744 keywords

Site Usage

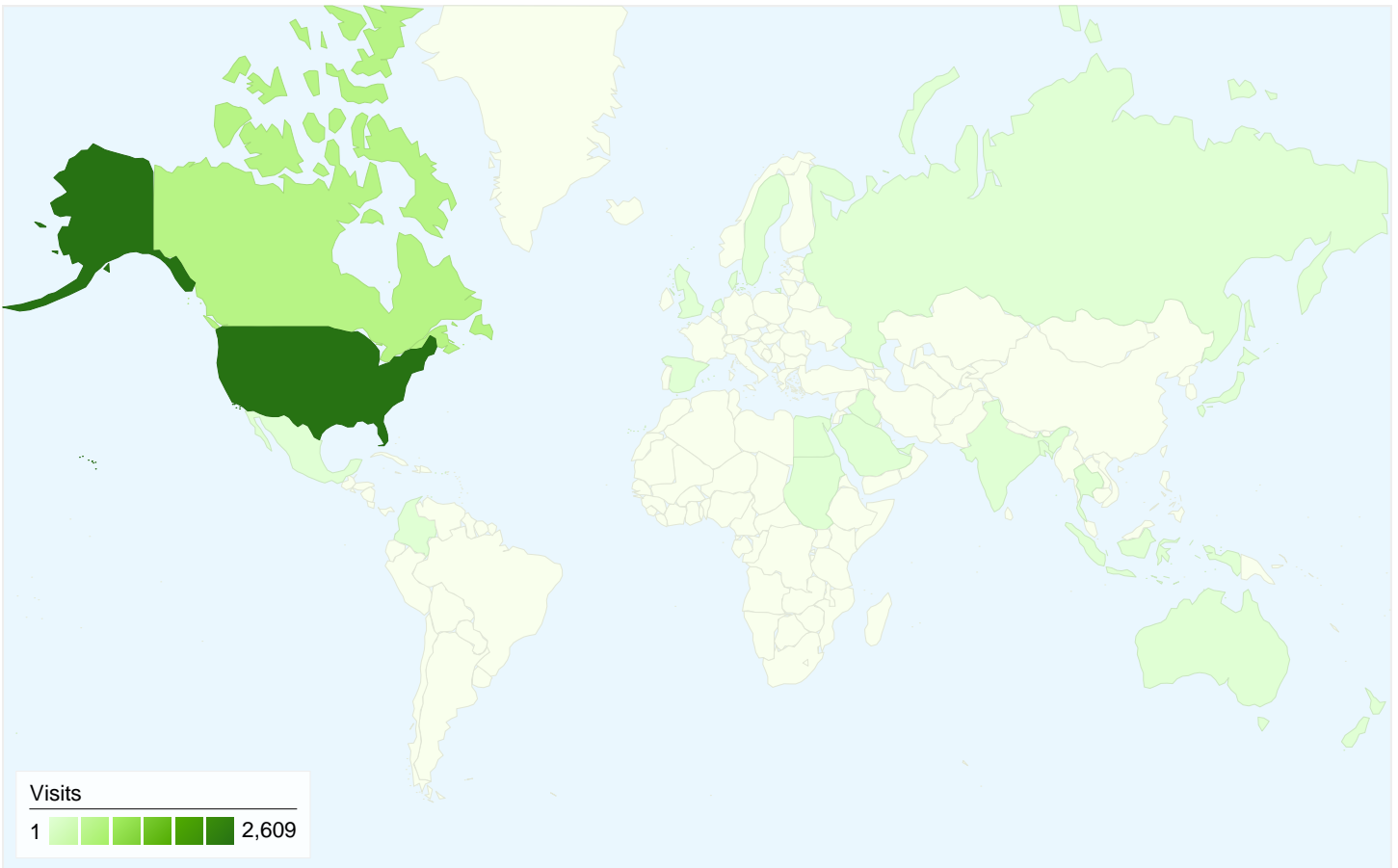
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1,360 % of Site Total: 41.78%	2.73 Site Avg: 2.54 (7.43%)	00:02:16 Site Avg: 00:02:01 (12.47%)	89.12% Site Avg: 89.92% (-0.90%)	51.10% Site Avg: 55.51% (-7.95%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
basement finishing	139	2.65	00:02:21	71.94%	56.12%
basement tuxedo	78	4.35	00:04:57	67.95%	17.95%
basement finishing systems	52	3.04	00:01:56	86.54%	42.31%
basement remodel	50	2.60	00:01:36	98.00%	54.00%
basement finishing system	47	3.94	00:03:51	91.49%	29.79%
the basement tuxedo	32	4.31	00:05:27	62.50%	21.88%
finishing basement	19	2.05	00:02:27	94.74%	52.63%
finishing a basement	17	1.59	00:01:22	88.24%	76.47%
basement	16	1.69	00:00:59	87.50%	68.75%
basement refinishing	15	2.93	00:03:12	86.67%	40.00%
tuxedo basements	13	3.69	00:08:16	69.23%	30.77%
finishing basements	12	2.00	00:01:10	100.00%	50.00%
tuxedo basement	12	4.42	00:03:23	50.00%	8.33%
basement ideas	10	2.40	00:02:40	100.00%	40.00%
basement remodeling	9	1.89	00:00:36	88.89%	77.78%
basements	9	2.67	00:01:35	100.00%	55.56%
free basement finishing ideas	8	3.25	00:01:12	100.00%	50.00%
how to finish a basement	8	3.50	00:02:48	100.00%	37.50%
finished basements	6	3.17	00:02:32	100.00%	50.00%
basement finishing ideas	5	2.00	00:01:06	100.00%	20.00%
basement finishing products	5	2.60	00:00:53	100.00%	60.00%
basement flooring	5	2.00	00:01:01	100.00%	60.00%

basement refinishing systems	5	5.00	00:01:18	100.00%	40.00%
basement renovations	5	2.00	00:01:11	100.00%	40.00%
finish basement	5	2.80	00:00:57	100.00%	20.00%

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Map Overlay

Comparing to: Site



3,255 visits came from 26 countries/territories

Site Usage

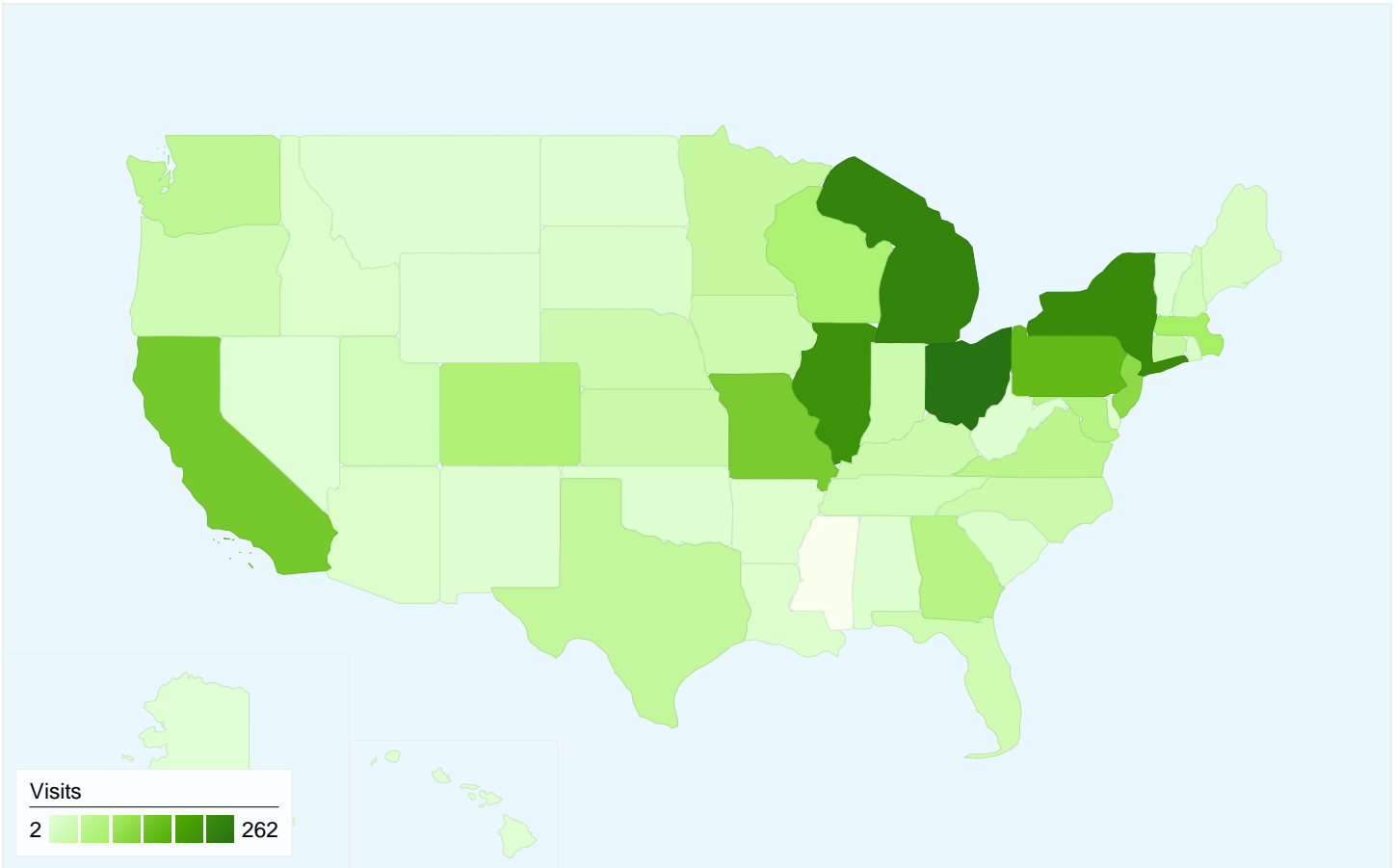
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	2,609	2.72	00:02:16	88.39%	51.67%
Canada	609	1.79	00:00:56	96.88%	71.26%
United Kingdom	7	3.00	00:06:39	71.43%	57.14%
(not set)	4	1.75	00:02:12	100.00%	75.00%
Spain	2	4.50	00:01:19	100.00%	50.00%
Thailand	2	3.50	00:01:36	50.00%	50.00%
Japan	2	1.00	00:00:00	100.00%	100.00%
India	2	1.00	00:00:00	100.00%	100.00%
Indonesia	1	1.00	00:00:00	100.00%	100.00%
Netherlands	1	2.00	00:01:34	100.00%	0.00%

Country/Territory Detail:

United States

Apr 1, 2008 - May 1, 2008

Comparing to: Site



This country/territory sent 2,609 visits via 51 regions

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 2,609 % of Site Total: 80.15%	Pages/Visit 2.72 Site Avg: 2.54 (7.08%)	Avg. Time on Site 00:02:16 Site Avg: 00:02:01 (12.45%)	% New Visits 88.39% Site Avg: 89.92% (-1.71%)	Bounce Rate 51.67% Site Avg: 55.51% (-6.93%)	
Ohio	262	2.72	00:02:28	82.06%	46.95%
Michigan	237	2.51	00:01:46	70.46%	54.01%
New York	226	3.06	00:02:21	88.94%	46.46%
Illinois	217	2.79	00:02:19	95.39%	51.61%
Pennsylvania	158	2.98	00:02:30	84.81%	36.08%
California	138	1.70	00:00:58	98.55%	74.64%
Missouri	135	3.40	00:03:52	74.81%	45.19%
New Jersey	116	2.97	00:02:20	91.38%	44.83%
Massachusetts	88	3.10	00:03:27	85.23%	51.14%

Wisconsin	77	3.53	00:03:25	93.51%	51.95%
Colorado	76	2.62	00:02:20	89.47%	51.32%
Georgia	64	2.28	00:01:05	93.75%	59.38%
Maryland	63	2.78	00:02:00	96.83%	52.38%
Virginia	58	2.74	00:02:08	94.83%	51.72%
Washington	51	1.63	00:01:02	96.08%	76.47%
Texas	46	2.28	00:01:34	95.65%	67.39%
(not set)	45	2.62	00:02:28	77.78%	48.89%
Minnesota	43	3.77	00:03:52	100.00%	51.16%
Connecticut	41	3.41	00:02:56	73.17%	36.59%
Kansas	36	2.67	00:02:46	97.22%	44.44%
North Carolina	33	2.85	00:02:43	87.88%	45.45%
Kentucky	33	2.00	00:01:10	100.00%	42.42%
Indiana	32	2.94	00:02:50	90.62%	56.25%
Iowa	31	2.61	00:01:03	100.00%	48.39%
Nebraska	31	2.39	00:01:14	93.55%	51.61%
Florida	28	1.43	00:00:25	100.00%	78.57%
Oregon	26	2.23	00:01:23	100.00%	61.54%
New Hampshire	23	2.43	00:03:53	86.96%	56.52%
Tennessee	23	2.09	00:00:43	100.00%	52.17%
Utah	23	2.39	00:00:59	100.00%	60.87%
Maine	15	3.67	00:03:41	93.33%	33.33%
Rhode Island	13	2.69	00:01:03	100.00%	38.46%
South Dakota	11	3.45	00:09:20	54.55%	54.55%
South Carolina	11	2.55	00:05:53	100.00%	45.45%
Idaho	10	3.00	00:01:42	100.00%	50.00%
District of Columbia	10	2.00	00:00:49	100.00%	60.00%
Arizona	9	1.89	00:01:10	100.00%	66.67%
Delaware	9	1.89	00:00:19	100.00%	77.78%
Arkansas	7	2.29	00:02:20	100.00%	71.43%
Louisiana	7	1.29	00:00:08	100.00%	85.71%
Alabama	6	3.33	00:02:21	100.00%	50.00%
North Dakota	6	2.33	00:01:41	100.00%	50.00%
Montana	6	1.67	00:00:41	83.33%	50.00%
Vermont	5	2.40	00:01:06	80.00%	60.00%
West Virginia	5	2.20	00:00:51	100.00%	40.00%

Oklahoma	5	3.60	00:02:30	100.00%	40.00%
Wyoming	4	4.50	00:01:32	100.00%	50.00%
New Mexico	4	2.50	00:01:18	100.00%	75.00%
Hawaii	2	1.00	00:00:00	100.00%	100.00%
Nevada	2	1.00	00:00:00	100.00%	100.00%
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