

Site Usage

32,108 Visits

48.36% Bounce Rate

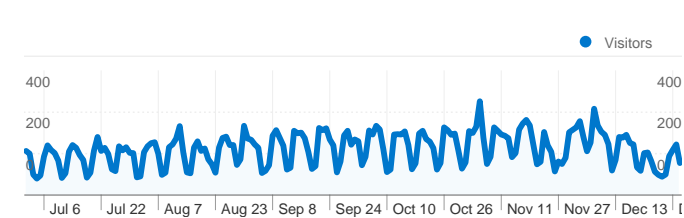
112,549 Pageviews

00:03:32 Avg. Time on Site

3.51 Pages/Visit

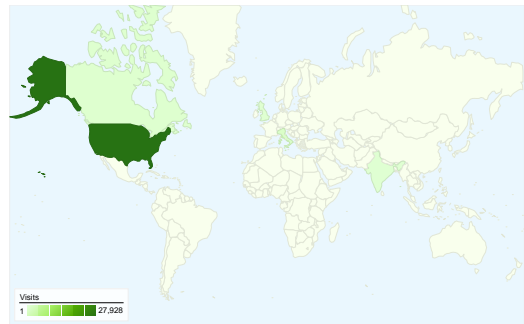
65.51% % New Visits

Visitors Overview

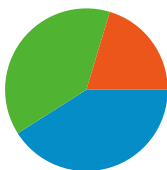


Visitors
22,042

Map Overlay world



Traffic Sources Overview



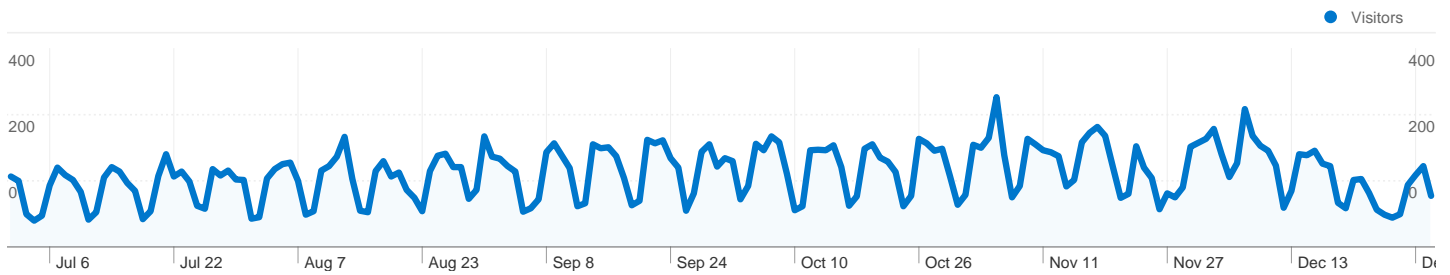
- **Search Engines**
13,163.00 (41.00%)
- **Referring Sites**
12,409.00 (38.65%)
- **Direct Traffic**
6,536.00 (20.36%)

Content Overview

Pages	Pageviews	% Pageviews
/	25,844	22.96%
/connecticut_data.html	9,178	8.15%
/historical_maps.htm	7,479	6.65%
/mash_up/aerial_index.html	5,653	5.02%
/help/help_sid.html	4,332	3.85%

MAGIC
Visitors Overview


Jul 1, 2009 - Dec 31, 2009
 Comparing to: Site




22,042 people visited this site

 **32,108 Visits**


 **22,042 Absolute Unique Visitors**

 **112,549 Pageviews**

 **3.51 Average Pageviews**

 **00:03:32 Time on Site**

 **48.36% Bounce Rate**

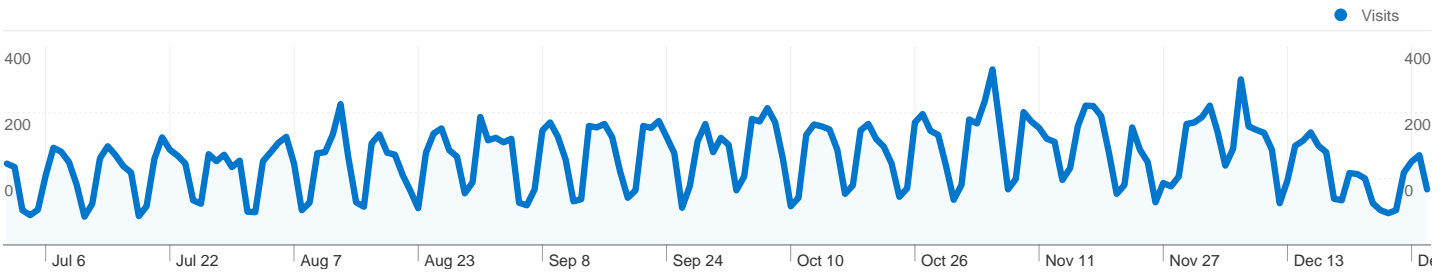
 **65.51% New Visits**

Technical Profile




Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	18,133	56.48%	Cable	9,495	29.57%
Firefox	10,539	32.82%	T1	9,118	28.40%
Safari	1,865	5.81%	DSL	6,689	20.83%
Chrome	1,063	3.31%	Unknown	5,854	18.23%
Mozilla	236	0.74%	Dialup	788	2.45%

MAGIC
Traffic Sources Overview

Jul 1, 2009 - Dec 31, 2009
 Comparing to: Site



All traffic sources sent a total of 32,108 visits

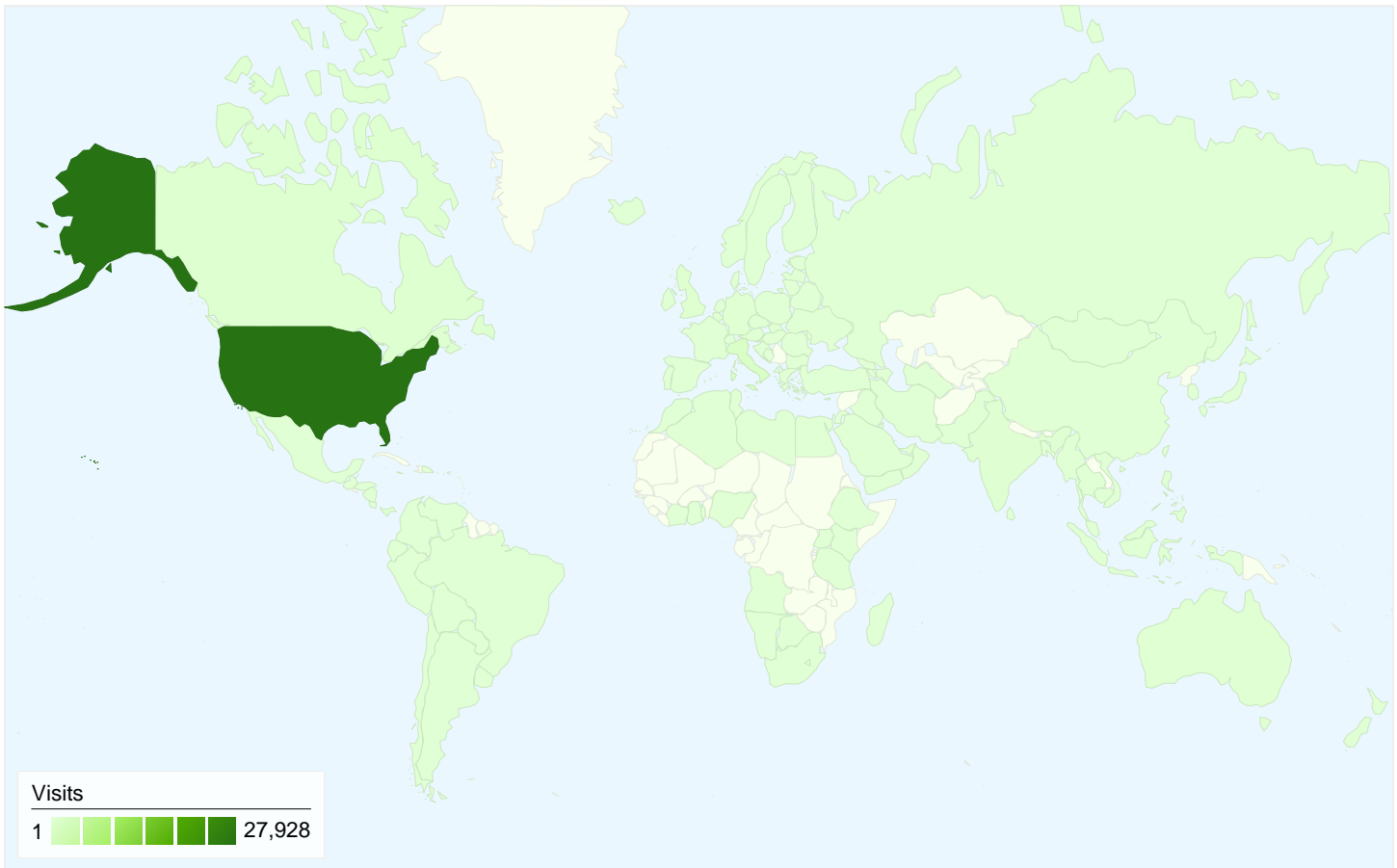
-  **20.36% Direct Traffic**
-  **38.65% Referring Sites**
-  **41.00% Search Engines**



- **Search Engines**
13,163.00 (41.00%)
- **Referring Sites**
12,409.00 (38.65%)
- **Direct Traffic**
6,536.00 (20.36%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	11,283	35.14%	uconn magic	1,001	7.60%
(direct) ((none))	6,536	20.36%	magic uconn	429	3.26%
ct.gov (referral)	2,454	7.64%	sid file	349	2.65%
yahoo (organic)	947	2.95%	uconn map	318	2.42%
econmap.com (referral)	890	2.77%	magic	269	2.04%

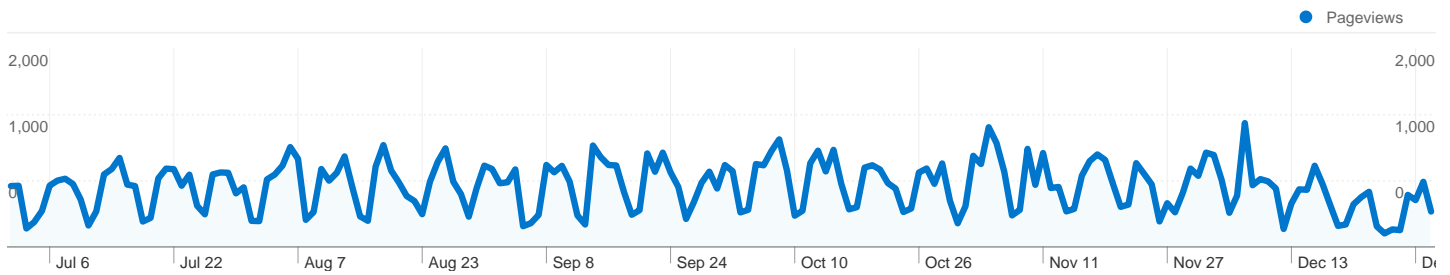


32,108 visits came from 129 countries/territories


Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 32,108 % of Site Total: 100.00%	Pages/Visit 3.51 Site Avg: 3.51 (0.00%)	Avg. Time on Site 00:03:32 Site Avg: 00:03:32 (0.00%)	% New Visits 65.54% Site Avg: 65.51% (0.04%)	Bounce Rate 48.36% Site Avg: 48.36% (0.00%)	
United States	27,928	3.75	00:03:50	62.03%	44.66%
Italy	992	1.54	00:01:21	91.53%	75.20%
Canada	434	2.94	00:02:31	82.72%	60.60%
United Kingdom	263	1.91	00:00:58	80.23%	73.38%
India	168	1.70	00:01:12	95.24%	73.81%
(not set)	150	2.81	00:03:14	72.00%	49.33%
Germany	133	2.41	00:02:07	93.23%	69.92%
Australia	104	1.37	00:00:24	99.04%	83.65%
Ireland	96	1.03	00:00:01	100.00%	97.92%

Netherlands	81	1.40	00:01:10	95.06%	86.42%
					1 - 10 of 129



Pages on this site were viewed a total of 112,549 times

 **112,549** Pageviews

 **73,016** Unique Views

 **48.36%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	25,844	22.96%
/connecticut_data.html	9,178	8.15%
/historical_maps.htm	7,479	6.65%
/mash_up/aerial_index.html	5,653	5.02%
/help/help_sid.html	4,332	3.85%