



Website KPI Report Sample

from The Search Engine Shop

www.thesearchengineshop.com/kpi-reports

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Website KPI Sample



This document is an example of one of our Website KPI Reports that we provide as part of our Monthly Website KPI Reporting service which provides business owners with a management level view of how their website and online marketing strategy is performing.

For more information on this service visit www.thesearchengineshop.com/kpi-reports

The Search Engine Shop helps business owners get more hits on their website, get more new customers, reduce cost and make more sales through our unique, proven approach to doing business online and by properly leveraging technology and the internet in their business.

We also offer a range of online marketing & traffic generation services such as SEO, Adwords Management, Web Design, Workshops and Training & Speciality Consulting. If you're looking to improve the performance of your website or online marketing strategy, or just need web help in general, email info@thesearchengineshop.com

Keyword Ranking Report

Ranking Results

Tags: head terms

1/5/2011 - 31/5/2011

This keyword ranking and serp tracker section of the report shows your rank in the search engines for specific search terms relevant to your business.

The Google, Google UK, Google AU & Bing AU columns refer to your search engine position for that particular keyword and search engine. There's generally 10 results per page so a number 5 is approximately half way down the first page of search results. A position 11 is generally at the top of the second page search results. Where no number is shown (or a dash) then you don't rank in the top 100 results for that search term.

The Local Vol column shows you the approximate number of searches per month in Australia for that specific search term while the Global Vol shows the number of searches worldwide per month in Google for that particular term.



Note that some variance (moving 1-3 places) is normal but can indicate some weakness in ranking power for that term. Big jumps in rank should be monitored on a month to month basis to ensure that the ranking was not affected by some temporal element.

If there's a particular competitor you to monitor we can also show their rankings for your target keywords on a side-by-side report.

Keyword Performance













Ranked 1-3	1st Page	2nd Page	3rd Page
69  +7	117  -2	28  -2	6  +1

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
36 	53 	83	2	5

All Keywords

1st Page 2nd Page 3rd Page

Keyword	Local Vol	Global Vol	Google	Google UK	Google AU	Bing AU
	170	480	10  -3	9  -1	11  -2	12  -1
	-	480	6  -2	6	5	4  +1
	-	-	1	1	1	6  +4
	-	91	14	18  -1	7	6  -1
	-	260	- 	- 	4  +1	6

Keyword Ranking Report

(continued)

Keyword	Local Vol	Global Vol	Google	Google UK	Google AU	Bing AU
[REDACTED]			1	1	1	1
[REDACTED]	4,400	74,000	18 ▲ +3	50 ▼ -4	7 ▼ -2	3
[REDACTED]	-	-	1 ▲ +6	3 ▲ +1	3 ▲ +2	2 ▲ +2
[REDACTED]	-	16	1	4 ▼ -3	1	1
[REDACTED]	-	-	2	2	2	1 ▲ +1
[REDACTED]	320	880	28 ▼ -11	14 ▲ +1	7 ▼ -1	3
[REDACTED]	-	16	1	1	1	1
[REDACTED]	140	480	22 ▼ -9	26 ▼ -8	14 ▼ -1	18
[REDACTED]	-	260	18 ▼ -4	15 ▼ -2	8	7 ▼ -3
[REDACTED]	58	260	7	14 ▼ -1	3 ▲ +2	2 ▼ -1
[REDACTED]	-	140	16 ▲ +1	12 ▼ -1	5	3 ▲ +1
[REDACTED]	28	590	9	10 ▼ -1	9 ▼ -1	7 ▼ -4
[REDACTED]	480	3,600	20 ▼ -2	8 ▲ +9	3 ▲ +1	4 ▼ -1
[REDACTED]	-	46	1	1	1 ▲ +1	2 ▼ -1
[REDACTED]	-	46	2	1	2	1
[REDACTED]	-	46	- ▼	- ▼	11	3
[REDACTED]	-	880	6	-	4 ▼ -1	2
[REDACTED]	-	210	-	-	44 ▲ +18	- ▼
[REDACTED]	91	1,000	20 ▼ -4	14 ▲ +4	9 ▲ +1	63 ▼ -43
[REDACTED]	-	590	8	5	2	2
[REDACTED]	-	210	17 ▲ +1	8	7	11 ▼ -1
[REDACTED]	-	-	-	-	-	7 ▼ -3
[REDACTED]	-	390	-	-	-	-
[REDACTED]	110	1,600	19 ▲ +1	27 ▼ -1	3 ▼ -1	4
[REDACTED]	110	210	14 ▲ +1	13 ▲ +1	7	3 ▲ +2
[REDACTED]	91	320	8 ▼ -3	5 ▼ -1	7 ▼ -1	7 ▼ -1
[REDACTED]	-	22	1 ▲ +2	3 ▼ -1	1 ▲ +2	3
[REDACTED]	-	91	1	1	1	1
[REDACTED]	-	16	1	1	1	1
[REDACTED]	110	720	15	29 ▼ -15	7	5 ▼ -1
[REDACTED]	110	720	18 ▼ -9	14 ▼ -5	8 ▼ -1	5 ▼ -1

Keyword Ranking Report

(continued)

Keyword	Local Vol	Global Vol	Google	Google UK	Google AU	Bing AU
[REDACTED]	-	46	2 ▲ +7	1	1	1
[REDACTED]	-	91	3 ▲ +2	4	3	3
[REDACTED]	-	210	4	3	3	2
[REDACTED]	-	140	2	2	3	2
[REDACTED]	91	1,000	49 ▲ +2	38 ▼ -6	20 ▼ -2	42 ▼ -10
[REDACTED]	-	58	27 ▲ +21	17 ▲ +7	9 ▲ +11	11 ▲ +1
[REDACTED]	-	36	8 ▲ +1	8	8 ▲ +1	3 ▲ +1

YouTube Summary Report

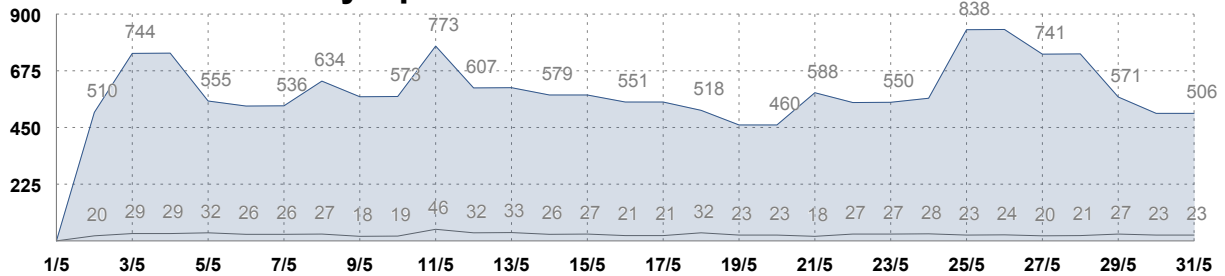
Your Company

1/5/2011 - 31/5/2011

This page provides an executive level view of your Youtube channel performance over the specified time period.

- Subscribers are the number of people subscribed to your Youtube Channel.
- Upload Views are the number of plays your videos had in total for the specified time period.
- Chanel Views is the number of visits to your particular Youtube channel page for the specified time period.

Daily Upload Views with Channel Views



600 Subscribers

18,086 Upload Views

771 Channel Views

Videos

Title	Description	Views	Comments	Favorites	Duration	Date
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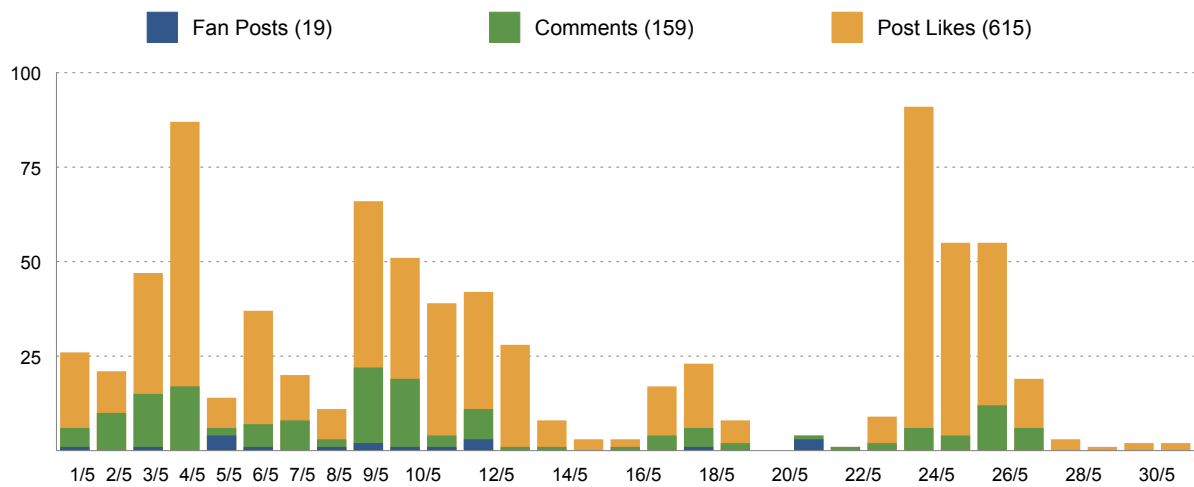
Facebook Management Report

Your Company

1/5/2011 - 31/5/2011

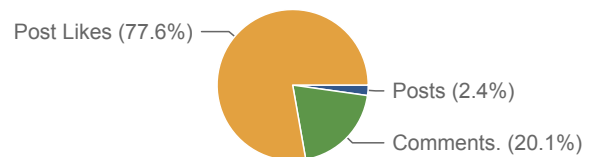
This report measures the performance of your Facebook Business Page for the specified time period alongside comparison stats from the previous time period.

If you have multiple Facebook Pages these can also be tracked.



19 Fan Posts
159 Comments
615 Post Likes

6,139 Likes
1,320 Unique Page Views
4,128 Page Views



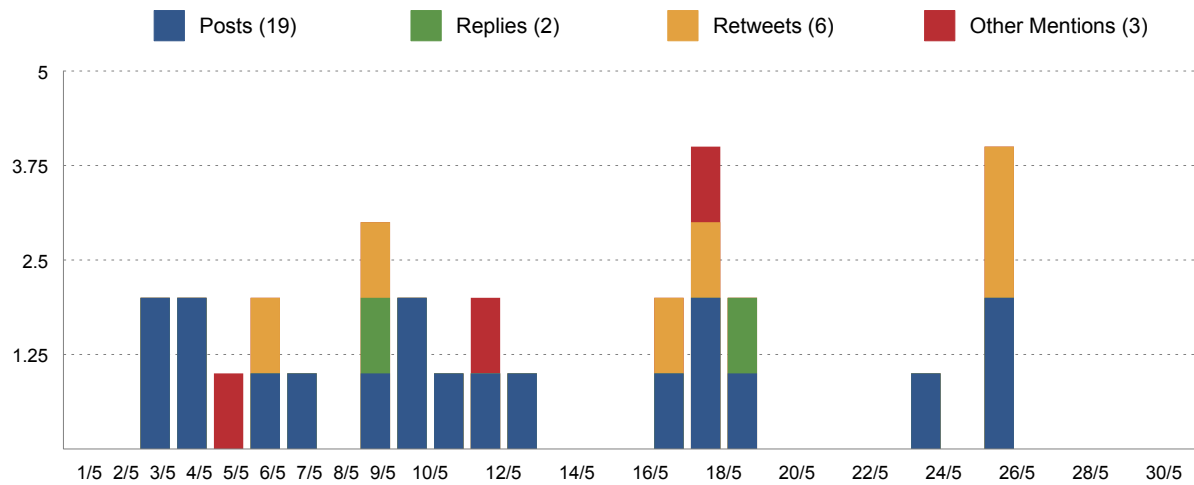
KPI	Amount	Change from 31/3/2011-30/4/2011
Fan Posts	19	73% ▲
Comments	159	33% ▲
Post Likes	615	7% ▲
Likes	6,139	3% ▲
Unique Page Views	1,320	3% ▲
Page Views	4,128	17% ▲

Twitter Management Report

Your Company

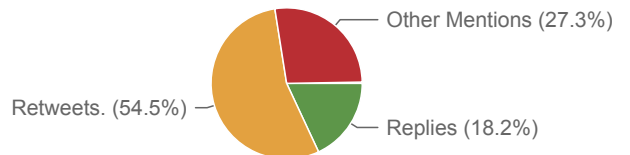
1/5/2011 - 31/5/2011

Similar to the Facebook report, this report shows statistics for your Twitter account for the specified time period. Again multiple Twitter accounts can be tracked if required.



19 Posts
2 Replies
6 Retweets

296 Followers
236 Following
1.25 Follower/Following Ratio



KPI	Amount	Change from 30/3/2011-30/4/2011
Posts	19	-14% ▼
Replies	2	-67% ▼
Replies Reach	32	-97% ▼
Retweets	6	--
Retweets Reach	1,490	--
Other Mentions	3	-50% ▼
Following	236	0%
Followers	296	5% ▲

Email Campaign Report

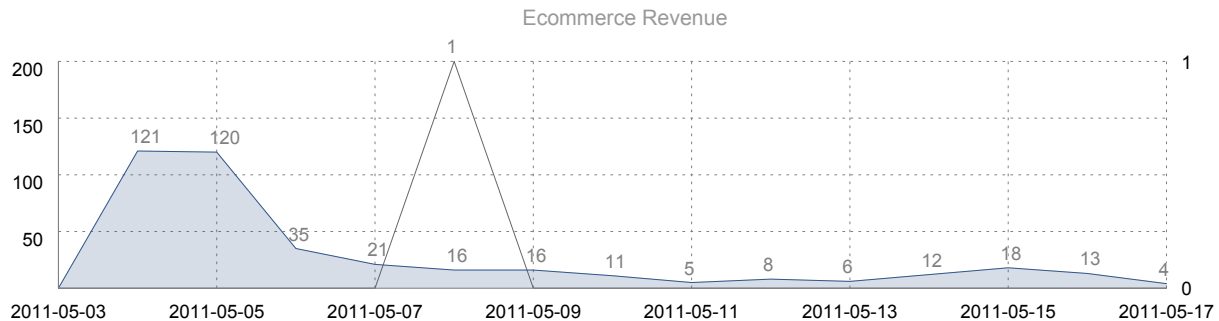
Mailout May 2011

Message with the subject "**Subject Line Goes Here**" sent on
05/04/2011 to **4,094** unique subscribers in P^, •|^α|Ås α[^•P^|^
 3/5/2011 - 17/5/2011

This report shows details relating to an email campaign sent earlier in the month and how it performed. This report can integrate with both Mailchimp & Campaign Monitor. In this particular example we've used an online store and the report can also track sales made through the shopping cart resulting directly from the mailout.

Its important to note that due to different email clients, antivirus software and spam filters email marketing statistics are not as accurate as other analytics tools like Google Analytics.

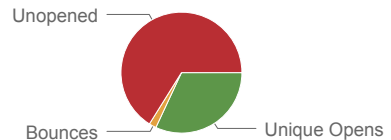
When reviewing email marketing reports, the trend in the numbers from month to month is generally more important than the individual numbers themselves.



1 Transactions
0.25% Conv Rate
\$159.95 Total Revenue
406 Site Visits
70.20% Bounce Rate
 Bounce rate for site visits (GA)

32.59% Opened
 of all recipients opened so far
79.76% Clicked a Link
0.17% Unsubscribed

1,309 Unique Opens
 2,265 total opens to date
78 Bounced
 1.91% could not be delivered
2,707 Not Opened



LINK	CLICKS
	392
	48
	29
	14
	13

Email Campaign Report

(continued)

LINK	CLICKS
[REDACTED]	13
[REDACTED]	3
[REDACTED]	2
[REDACTED]	0
[REDACTED]	0

Google Analytics Summary Report

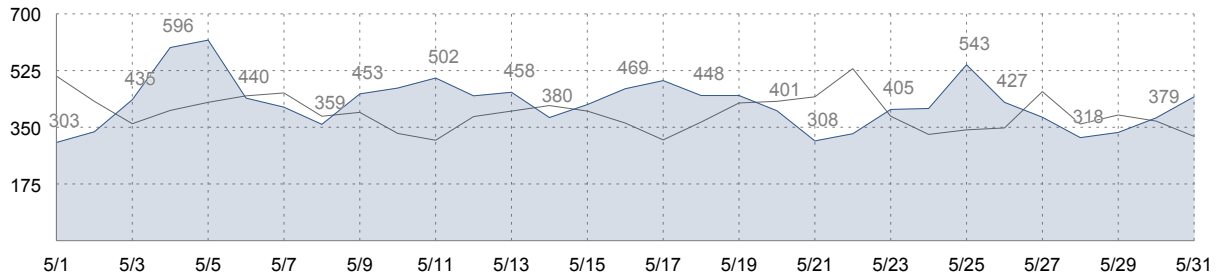
Google Analytics

1/5/2011 - 31/5/2011

compared to: 31/3/2011 - 30/4/2011

Including paid search

This is a summary of your website performance over the period specified above. Data here is pulled directly from your Google Analytics account however when presented in this format you'll often gain insights that are not as evident when reviewing Google Analytics through the web portal.



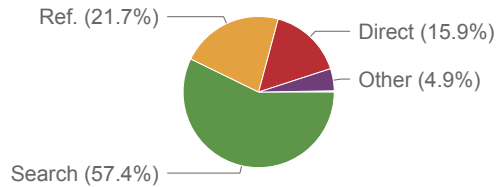
13,168 Visits
Previous: 12,223 (+7.73%)

59,158 Page Views
Previous: 55,304 (+6.97%)

54.02% Bounce Rate
Previous: 53.98% (+0.07%)

4.49 Pages/Visit
Previous: 4.52 (-0.66%)

3:26 Time on Site
Previous: 3:26 (0.00%)



2,864 Site Referrals

TOP REFERRERS	%	VISITS
facebook.com	15.7%	451
site.com	15.2%	434
site2.com	11.2%	322
blog.site.com	10.3%	294
youtube.com	9.4%	268

7,562 Search Referrals

TOP KEYWORDS	%	VISITS
[REDACTED]	14.2%	1,073
[REDACTED]	11.5%	871
[REDACTED]	2.2%	167
[REDACTED]	1.8%	133

Google Analytics Summary Report

(continued)

TOP KEYWORDS	%	VISITS
	1.7%	127

TOP SEARCH ENGINES	%	VISITS
google	93.7%	7,086
bing	2.9%	216
yahoo	1.8%	138
search	1.0%	79
ask	0.2%	15

OTHER SOURCE/MEDIUM	%	VISITS
email	77.3%	498
feed	22.7%	146

TOP LANDING PAGES	%	VISITS
	30.1	3,963
	8.7	1,152
	3.4	448
	3.1	408
	2.9	384

Google Analytics Geographic Report

Geographic Report

1/5/2011 - 31/5/2011

This part of the report shows you where visitors to your site are geographically located. This report can be useful in detecting weakness or unexplored opportunities in your online marketing strategy.

13,168 Visits

7,114 Bounces

54.02% Bounce Rate

93 Countries / Territories

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
Australia	4073	4.8	3:57	59.27%	50.77%
United States	3294	4.04	2:54	69.22%	55.95%
United Kingdom	1229	4.18	3:23	72.66%	55.49%
Canada	951	4.26	3:20	41.54%	59.73%
Germany	494	3.22	1:49	34.82%	66.8%
Italy	302	4.65	3:10	30.46%	59.27%
France	284	5.4	2:41	55.28%	49.3%
Japan	257	4.59	3:23	42.8%	50.58%
New Zealand	147	5.33	3:38	68.03%	51.02%
Spain	135	4.21	3:45	63.7%	44.44%
Netherlands	127	5.96	3:51	59.06%	49.61%
Russia	121	3.07	2:29	73.55%	64.46%
Ireland	90	3.73	2:24	81.11%	61.11%
Austria	85	5.31	2:44	24.71%	56.47%
Switzerland	85	7.24	3:57	63.53%	31.76%
Poland	70	3.73	1:24	45.71%	74.29%
Israel	67	2.88	2:42	53.73%	62.69%
Norway	63	7.22	6:50	52.38%	46.03%
India	62	3.31	4:24	74.19%	50%
Denmark	60	3.87	2:55	36.67%	50%

Google Analytics Geographic Report

(continued)

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
Brazil	55	2.98	2:21	58.18%	58.18%
Finland	55	6.75	2:13	92.73%	23.64%
Singapore	55	8.76	8:46	65.45%	36.36%
South Africa	55	6.2	6:51	92.73%	43.64%
Hungary	52	4.62	5:07	80.77%	57.69%
Chile	51	5.22	3:20	56.86%	54.9%
Czech Republic	50	3.82	3:18	44%	40%
Greece	46	5.74	3:59	52.17%	52.17%
Belgium	44	6.14	3:08	47.73%	34.09%
Portugal	42	5.74	5:19	80.95%	57.14%
Sweden	39	4.08	3:52	69.23%	61.54%
Belarus	34	12.71	9:49	26.47%	23.53%
Argentina	29	4.17	4:37	75.86%	55.17%
Bulgaria	29	5.07	5:49	68.97%	62.07%
Thailand	27	4.56	3:29	81.48%	48.15%
China	26	4.62	5:30	30.77%	42.31%
Mexico	26	2.65	3:17	61.54%	57.69%
Turkey	22	3.68	2:00	100%	68.18%
Indonesia	18	2.22	1:53	83.33%	50%
Malaysia	18	1.56	3:00	83.33%	66.67%
Slovakia	18	2.78	2:48	77.78%	61.11%
Ukraine	18	2.06	2:30	94.44%	61.11%
Romania	16	2.13	0:31	81.25%	68.75%
Ecuador	15	27	15:38	40%	20%
Pakistan	15	1.2	0:03	46.67%	93.33%
Georgia	14	17.5	6:49	28.57%	28.57%
Vietnam	13	4.92	1:42	61.54%	53.85%
Algeria	11	7.73	5:11	81.82%	27.27%
Croatia	10	1.4	0:31	90%	70%
Luxembourg	10	1.3	0:59	0%	70%
Philippines	10	2.9	0:57	100%	60%
Egypt	9	2.22	1:08	100%	77.78%

Google Analytics Geographic Report

(continued)

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
Malta	9	3.56	3:52	77.78%	44.44%
Guatemala	8	8.63	7:26	87.5%	37.5%
Serbia	8	1.5	1:24	100%	62.5%
Tunisia	8	3.25	6:45	12.5%	50%
Hong Kong	7	2.71	0:13	85.71%	71.43%
Slovenia	7	3	1:32	85.71%	28.57%
Bolivia	6	1.17	0:07	33.33%	83.33%
Colombia	6	1.33	0:19	100%	66.67%
Guam	6	2.33	1:37	50%	16.67%
Kazakhstan	6	5	5:56	33.33%	33.33%
Lithuania	6	5.33	1:16	66.67%	33.33%
Costa Rica	5	7	2:00	60%	40%
Lebanon	5	3.8	1:49	40%	20%
Qatar	5	9.6	7:15	40%	0%
Saudi Arabia	5	1.8	1:38	100%	60%
Cambodia	4	1.25	0:25	100%	75%
Kuwait	4	1.25	0:21	100%	75%
New Caledonia	4	1.75	0:19	50%	75%
Puerto Rico	4	1.75	1:28	100%	75%
United Arab Emirates	4	1.5	1:29	75%	75%
Cyprus	3	2.33	2:19	100%	33.33%
Mauritius	3	1.33	2:07	100%	66.67%
Peru	3	1	0:00	100%	100%
Solomon Islands	3	10	4:59	66.67%	0%
Sri Lanka	3	2.33	1:15	100%	66.67%
Afghanistan	2	1	0:00	50%	100%
Cayman Islands	2	2	2:26	50%	50%
Dominican Republic	2	4.5	2:23	100%	0%
Estonia	2	1.5	0:18	100%	50%
Ghana	2	7	6:40	100%	50%

Google Analytics Geographic Report

(continued)

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
Jersey	2	2	0:17	100%	50%
Morocco	2	1	0:00	100%	100%
Nepal	2	3.5	2:53	0%	0%
Andorra	1	2	0:16	100%	0%
Bangladesh	1	1	0:00	100%	100%
Dominica	1	2	5:55	100%	0%
El Salvador	1	2	0:19	100%	0%
Fiji	1	1	0:00	100%	100%
French Guiana	1	2	1:05	100%	0%
French Polynesia	1	7	8:43	100%	0%
Guernsey	1	13	18:43	100%	0%

Google Analytics Engagement Report

Engagement Summary for www.yourcompany.com

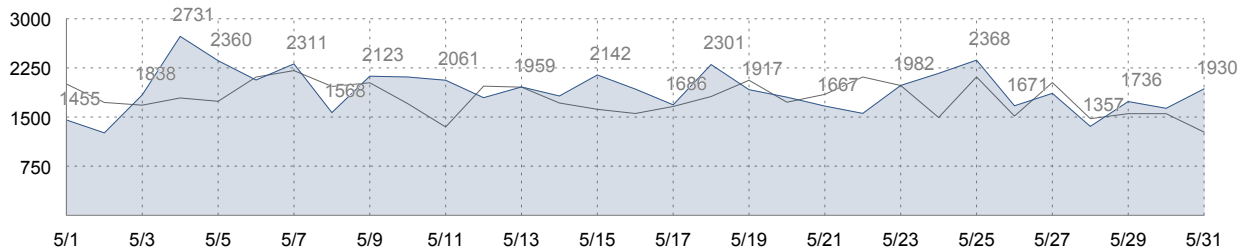
1/5/2011 - 31/5/2011
compared to: 31/3/2011 - 30/4/2011

Engagement or Engagement Rate is a broad term that refers to the level of interest visitors had in your site or the level of interaction they had with your site. Its a general measure of how interested your visitors are in your website and can be used to measure the quality of different traffic sources or particular content strategies.

Bounce rate refers to the number of visitors that came to the site and left after looking at only one page. Typically, a successful website will have a bounce rate of somewhere between 25-35% depending on its market and the structure of the site. What's important when reviewing engagement stats is not necessarily the individual or specific numbers themselves but more the trends you see over time.

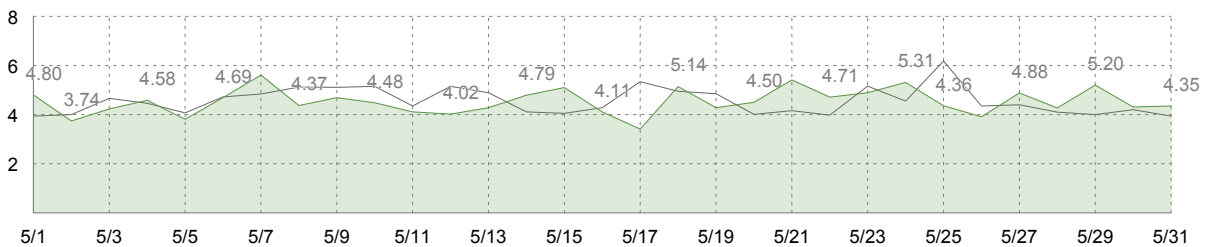
59,158 Total Page Views

Previous: 55,304 (+6.97%)



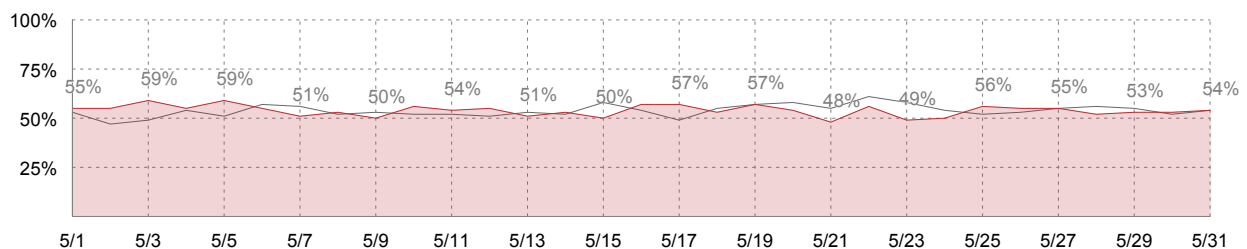
4.49 Average Pages/Visit

Previous: 4.52 (-0.66%)



54.02% Average Bounce Rate

Previous: 53.98% (+0.07%)

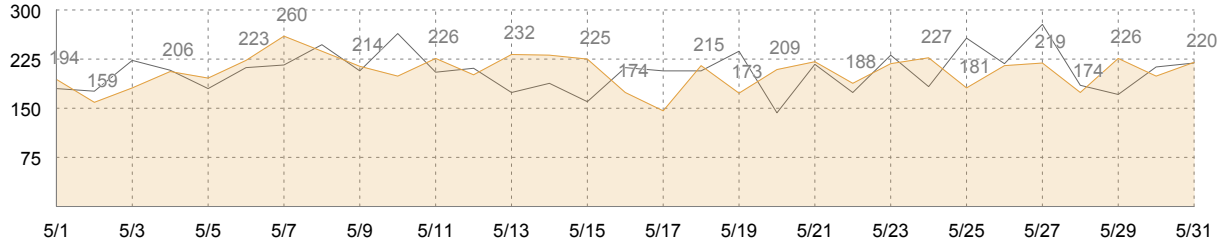


Google Analytics Engagement Report

Analytics cont.

3:26 Average Time on Site

Previous: 3:26 (0.00%)



Google Analytics Keyword Traffic - Organic/SEO

Search Engine Traffic

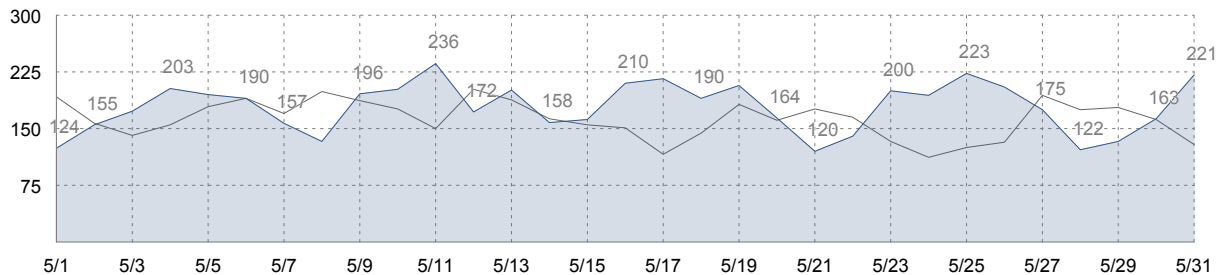
1/5/2011 - 31/5/2011

compared to: 31/3/2011 - 30/4/2011

Organic search

The part of the report provides details on visitors originating from the natural or organic search results - the part of your online strategy that relates to SEO (Search Engine Optimisation). By breaking out the different traffic sources in this fashion, we can gain a much better picture as to how specific traffic generation strategies are performing.

For the purposes of keep the sample report short, we've limited this report to 50 keywords but usually include all keywords that brought visitors to the site for the specified time period.



5,540 Visits
Previous: 5,039 (+9.94%)

57.26% Bounce Rate
Previous: 52.71% (+8.63%)

24,350 Page Views
Previous: 23,886 (+1.94%)

3:22 Average Time on Site
Previous: 3:32 (-4.72%)

4.40 Pages/Visit
Previous: 4.74 (-7.17%)

50 Top Keywords

Search Keyword	%	Visits
	15.2%	844
	3.4%	187
	2.1%	117
	1.8%	98
	1.2%	64
	1.0%	58
	0.9%	51

Google Analytics Keyword Traffic - Organic/SEO

(continued)

Search Keyword	%	Visits
	0.8%	42
	0.8%	42
	0.7%	41
	0.7%	38
	0.7%	37
	0.6%	36
	0.6%	33
	0.6%	32
	0.6%	32
	0.6%	31
	0.5%	30
	0.5%	27
	0.5%	26
	0.5%	25
	0.4%	23
	0.4%	22
	0.4%	22
	0.4%	21
	0.4%	20
	0.3%	19
	0.3%	18
	0.3%	17
	0.3%	16
	0.3%	16
	0.3%	15
	0.3%	15
	0.3%	15
	0.3%	14
	0.2%	12
	0.2%	12
	0.2%	12
	0.2%	11

Google Analytics Keyword Traffic - Organic/SEO

(continued)

Search Keyword		%	Visits
[REDACTED]		0.2%	11
		0.2%	10
		0.2%	10
		0.2%	10
		0.2%	10
		0.2%	10
		0.2%	10
		0.2%	9
		0.2%	9
		0.2%	9
		0.2%	9

Google Analytics Keyword Traffic - PPC/Adwords

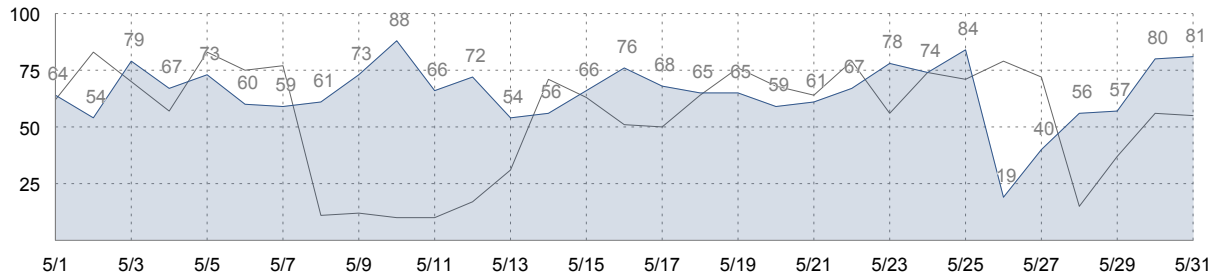
Search Engine Traffic

1/5/2011 - 31/5/2011
 compared to: 31/3/2011 - 30/4/2011
 Paid search

Similar to the last section of the report, this part provides details on visitors originating from Google Adwords or Paid Search.

Again, by breaking out the different traffic sources in this fashion, we can gain a much better picture as to how specific traffic generation strategies are performing.

For the purposes of keep the sample report short, we've limited this report to 50 keywords but usually include all keywords that brought visitors to the site for the specified time period.



2,022 Visits
 Previous: 1,699 (+19.01%)

11,891 Page Views
 Previous: 9,444 (+25.91%)

5.88 Pages/Visit
 Previous: 5.56 (+5.76%)

40.85% Bounce Rate
 Previous: 43.44% (-5.96%)

4:31 Average Time on Site
 Previous: 4:03 (+11.52%)

50 Top Keywords

Search Keyword	%	Visits
	43.8%	886
	7.3%	148
	6.2%	125
	6.0%	121
	3.2%	65
	2.2%	44
	1.8%	37

Google Analytics Keyword Traffic - PPC/Adwords

(continued)

Search Keyword		%	Visits
		1.8%	36
		1.3%	27
		1.3%	26
		1.3%	26
		1.2%	25
		1.1%	23
		0.9%	19
		0.9%	18
		0.9%	18
		0.8%	16
		0.7%	15
		0.7%	14
		0.6%	12
		0.5%	11
		0.5%	11
		0.5%	10
		0.5%	10
		0.5%	10
		0.4%	9
		0.4%	9
		0.4%	9
		0.4%	9
		0.4%	9
		0.4%	9
		0.4%	8
		0.4%	8
		0.4%	8
		0.4%	8
		0.3%	7
		0.3%	7
		0.3%	7
		0.3%	7

Google Analytics Keyword Traffic - PPC/Adwords

(continued)

Search Keyword		%	Visits
		0.3%	6
		0.3%	6
		0.2%	5
		0.2%	5
		0.2%	5
		0.2%	4
		0.2%	4
		0.2%	4
		0.2%	4
		0.2%	4
		0.1%	3
		0.1%	3

Google Analytics Top Referrers Report

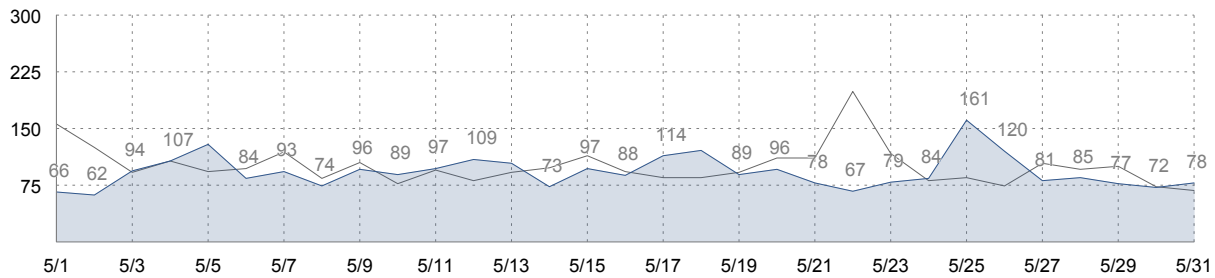
Referring Sites Traffic

1/5/2011 - 31/5/2011

compared to: 31/3/2011 - 30/4/2011

This report shows the source of visitors who arrived at the site through a link on another website and can be useful in identifying things such as media mentions and mentions on blog posts.

For the purposes of keeping this report short we've limited this page to 20 referrer sites.



2,864 Visits
Previous: 3,109 (-7.88%)

53.95% Bounce Rate
Previous: 55.10% (-2.09%)

11,347 Page Views
Previous: 12,026 (-5.65%)

3:00 Average Time on Site
Previous: 3:09 (-4.76%)

3.96 Pages/Visit
Previous: 3.87 (+2.33%)

20 Top Referrers

Referring Site	%	Visits
facebook.com	15.7%	451
[REDACTED]	15.2%	434
[REDACTED]	11.2%	322
[REDACTED]	10.3%	294
youtube.com	9.4%	268
google.com	3.0%	87
du108w.dub108.mail.live.com	2.8%	80
google.com.au	2.6%	74
topsite.com	1.2%	35
us1.campaign-archive1.com	1.2%	34

Google Analytics Top Referrers Report

(continued)

Referring Site	%	Visits
cgi.ebay.com.au	1.0%	29
[REDACTED]	1.0%	29
m.facebook.com	0.9%	26
[REDACTED]	0.9%	25
[REDACTED]	0.9%	25
[REDACTED]	0.9%	25
google.co.uk	0.8%	23
[REDACTED]	0.8%	23
[REDACTED]	0.7%	19
twitter.com	0.6%	16

Google Analytics Top Landing Pages Report

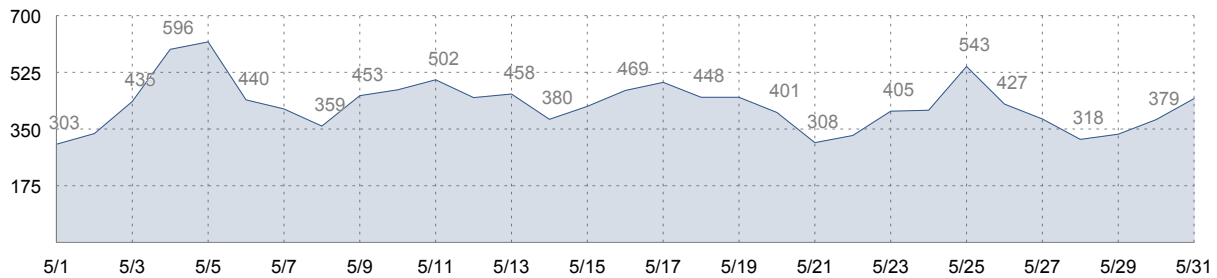
Landing Pages

1/5/2011 - 31/5/2011

This report shows you the list of visitor "landing pages" or the pages that visitors first saw when they visited to the site. Its important to point out that in a lot of cases the majority of visitors may not be entering your site through your homepage.

Often a handful of your sub-pages will rank high in the search results and these will be the first pages visitors see. Using the data on this report we can identify which pages we should first focus on improving or the pages that will benefit most from layout and content improvements.

To keep this report at a reasonable length we've limited this report to 25 landing pages.



13,168 Visits

7,114 Bounces

54.02% Bounce Rate

25 Top Landing Pages

Top Landing Pages	%	Visits
/	30.1	3,963
[REDACTED]	8.7	1,152
[REDACTED]	3.4	448
[REDACTED]	3.1	408
[REDACTED]	2.9	384
[REDACTED]	2.3	309
[REDACTED]	1.9	244
[REDACTED]	1.3	172
[REDACTED]	1.1	150
[REDACTED]	1.1	146

Google Analytics Top Landing Pages Report

(continued)

Top Landing Pages	%	Visits
	1.1	143
	1.0	135
	1.0	133
	1.0	129
	1.0	126
	1.0	126
	0.9	125
	0.9	113
	0.8	109
	0.8	109
	0.8	108
	0.8	101
	0.7	98
	0.7	95
	0.7	93