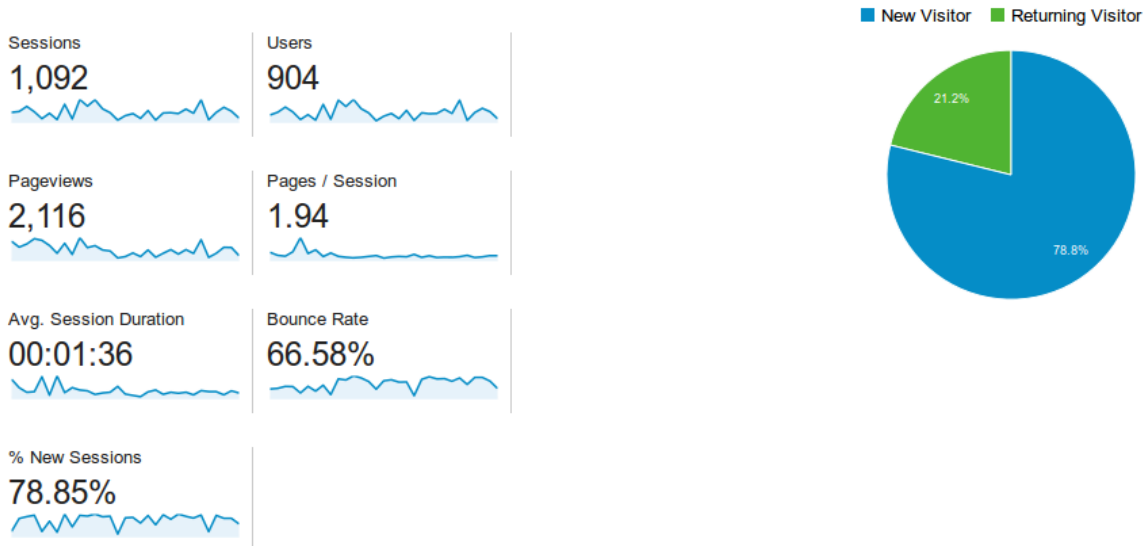
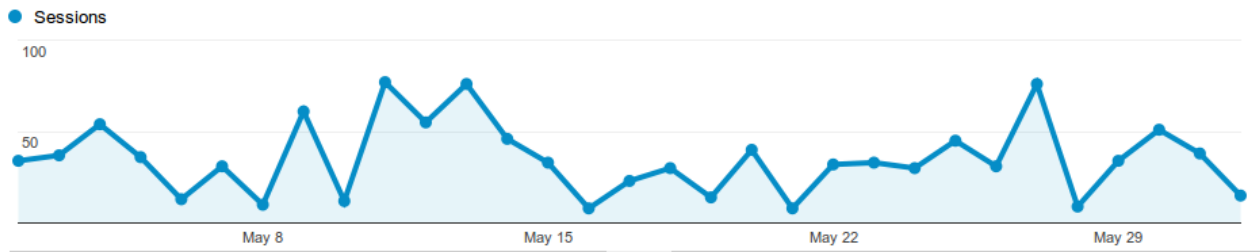
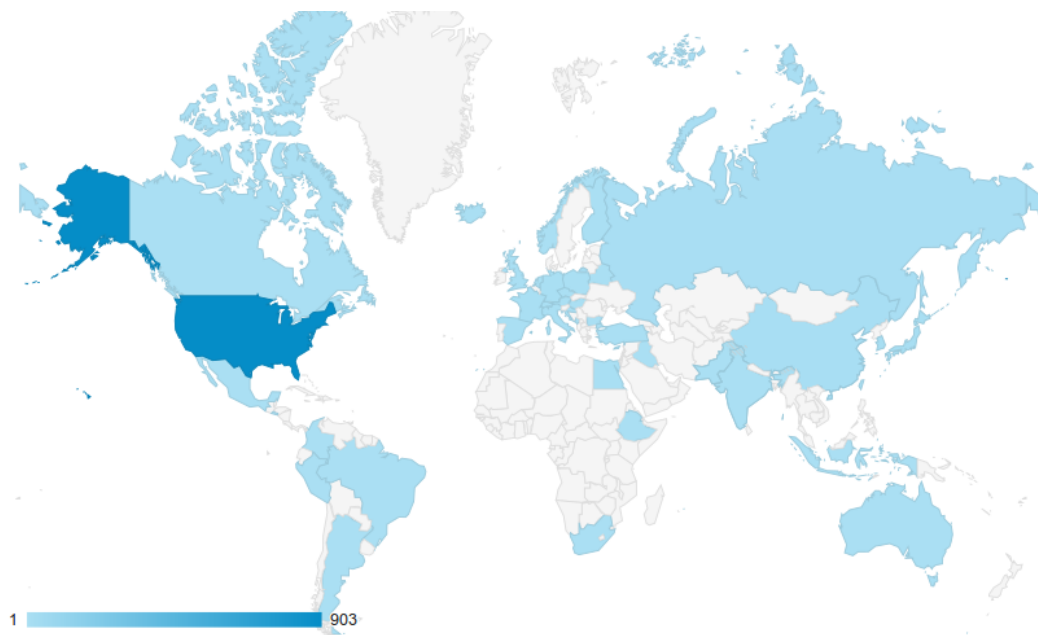


# May 2015 Website Use

The chart below summarizes the use and shows that during May, we had 904 users, almost 80 per cent of whom were first-time visitors to the site. On the average, each viewer looked at about two pages, although two thirds looked at only one (as shown by the bounce rate).



The figure below shows that 82 per cent of our users are from the U.S., although some of the 8 per cent whose countries are not known are probably also from here. The percentage of U.S. viewers is up substantially from the 55 per cent reported for March. The rest are from all over the world. The U.S. viewers tend to look at more pages (2) and stay longer (almost two minutes) than do those from other countries, who tend to leave after viewing just one page.

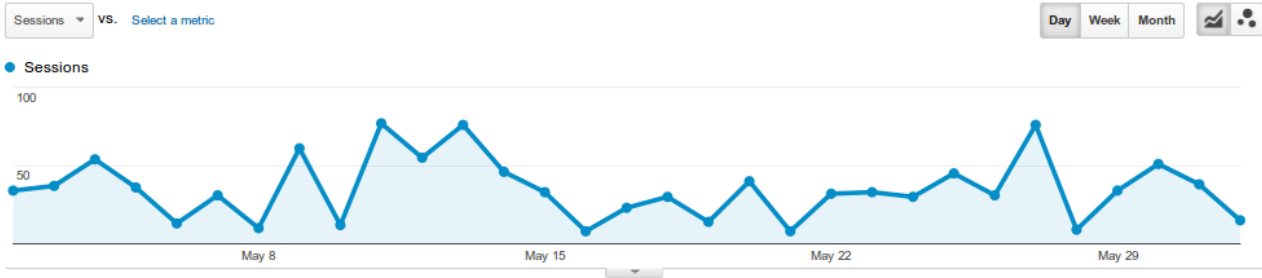


Primary Dimension: [Country](#) [City](#) [Continent](#) [Sub Continent](#)

Secondary dimension:

Country ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
	<b>1,092</b> % of Total: 100.00% (1,092)	<b>1.94</b> Avg for View: 1.94 (0.00%)	<b>00:01:36</b> Avg for View: 00:01:36 (0.00%)	<b>78.85%</b> Avg for View: 78.85% (0.00%)	<b>66.58%</b> Avg for View: 66.58% (0.00%)
1. <b>United States</b>	<b>903</b> (82.69%)	2.12	00:01:49	74.86%	62.79%
2. <b>(not set)</b>	<b>87</b> (7.97%)	1.01	00:00:28	100.00%	87.36%
3. <b>South Korea</b>	<b>13</b> (1.19%)	0.92	00:00:00	100.00%	92.31%
4. <b>Japan</b>	<b>12</b> (1.10%)	1.00	00:00:00	100.00%	100.00%
5. <b>China</b>	<b>10</b> (0.92%)	0.80	00:00:00	100.00%	80.00%
6. <b>Russia</b>	<b>8</b> (0.73%)	1.25	00:00:00	62.50%	87.50%

The next figure compares returning and first-time visitors. First-time users looked at just over one page and stayed only 30 seconds before leaving, while returning ones stayed for almost four minutes and looked at four pages. That returning visitors looked at fewer pages and stayed for shorter times than reported for March is probably because they are now looking for specific things.



Primary Dimension: User Type

		Acquisition			Behavior			Conversions		
User Type ?		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		1,092 % of Total: 100.00% (1,092)	78.85% Avg for View: 78.85% (0.00%)	861 % of Total: 100.00% (861)	66.58% Avg for View: 66.58% (0.00%)	1.94 Avg for View: 1.94 (0.00%)	00:01:36 Avg for View: 00:01:36 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. New Visitor	861 (78.85%)	100.00%	861 (100.00%)	75.61%	1.37	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Returning Visitor	231 (21.15%)	0.00%	0 (0.00%)	32.90%	4.06	00:03:45	0.00%	0 (0.00%)	\$0.00 (0.00%)

The site continues to be used by many, showing that the effort put into keeping it current is worthwhile.

Dick Maybach