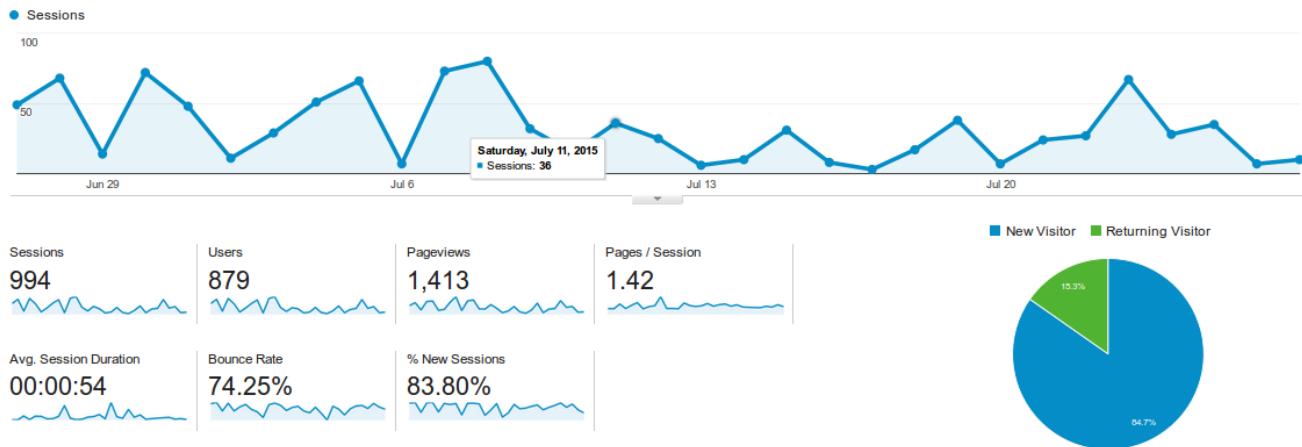
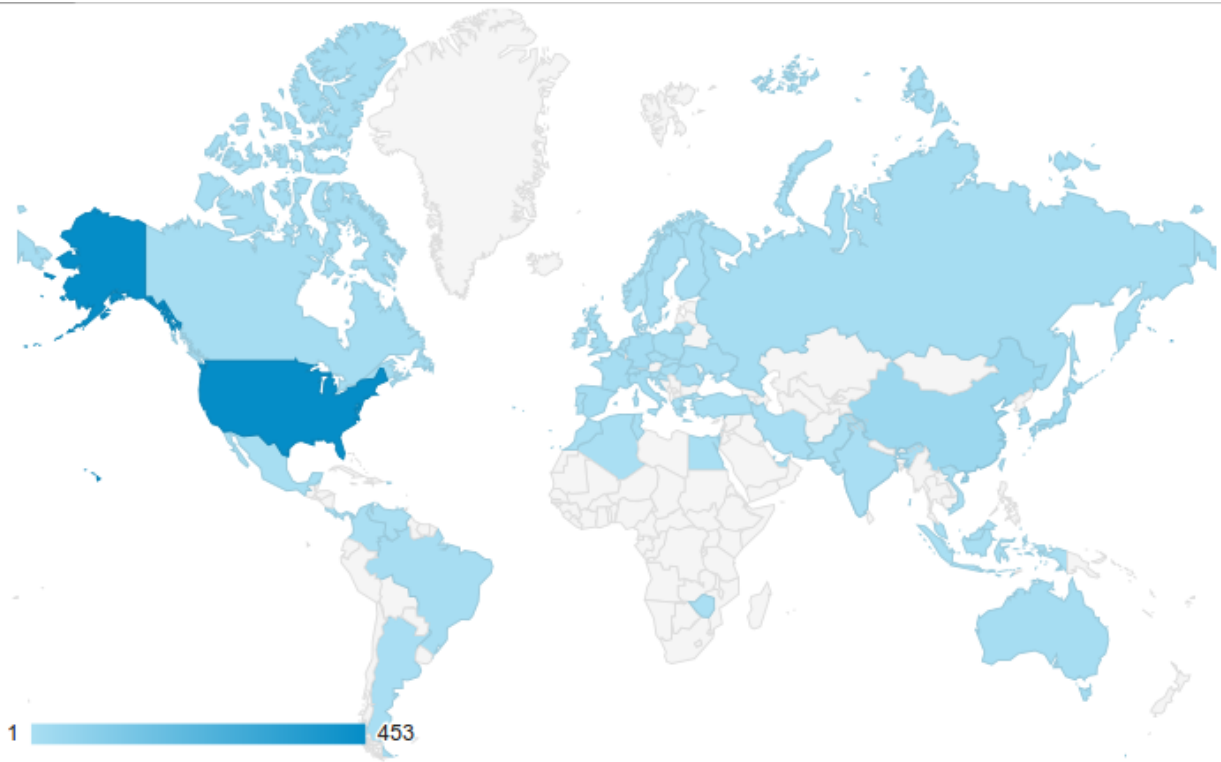


# July 2015 Website Use

The chart below summarizes the use and shows that during July, we had almost 1000 visits, 85 per cent of whom were by first-time visitors to the site. On the average, each visit was to about two pages, although three-quarters involved only one (as shown by the bounce rate).



The figure below shows that 45 per cent of our users are from the U.S., although some of the 23 per cent whose countries are not known are probably also from here. The rest are from all over the world. The U.S. viewers tend to look at more pages (1.8) and stay longer (1.5 minutes) than do those from other countries, who tend to leave after viewing just one page.



Primary Dimension: **Country** City Continent Sub Continent

| Country ?          | Acquisition                             |   |   | Behavior                                      |   |   | Conversions                                 |
|--------------------|---|---|---|---|---|---|---|
|                    | Sessions ? ↓                            | % New Sessions ?                              | New Users ?                             | Bounce Rate ?                                 | Pages / Session ?                         | Avg. Session Duration ?                           | Goal Conversion Rate ?                      |
|                    | <b>994</b><br>% of Total: 100.00% (994) | <b>84.71%</b><br>Avg for View: 83.80% (1.08%) | <b>842</b><br>% of Total: 101.08% (833) | <b>74.25%</b><br>Avg for View: 74.25% (0.00%) | <b>1.42</b><br>Avg for View: 1.42 (0.00%) | <b>00:00:54</b><br>Avg for View: 00:00:54 (0.00%) | <b>0.00%</b><br>Avg for View: 0.00% (0.00%) |
| 1.  United States  | <b>453</b> (45.57%)                     | 67.11%  | <b>304</b> (36.10%)                     | 62.47%  | 1.80                                      | 00:01:27  | 0.00%                                       |
| 2. (not set)       | <b>228</b> (22.94%)                     | 100.00%                                       | <b>228</b> (27.08%)                     | 84.65%  | 1.12                                      | 00:00:26  | 0.00%                                       |
| 3.  China          | <b>39</b> (3.92%)                       | 100.00%                                       | <b>39</b> (4.63%)                       | 84.62%  | 1.05                                      | 00:00:21  | 0.00%                                       |
| 4.  Japan          | <b>33</b> (3.32%)                       | 100.00%                                       | <b>33</b> (3.92%)                       | 66.67%  | 1.27                                      | 00:01:23  | 0.00%                                       |
| 5.  South Korea    | <b>22</b> (2.21%)                       | 100.00%                                       | <b>22</b> (2.61%)                       | 77.27%  | 0.95                                      | 00:00:24  | 0.00%                                       |
| 6.  United Kingdom | <b>18</b> (1.81%)                       | 100.00%                                       | <b>18</b> (2.14%)                       | 88.89%  | 1.11                                      | 00:00:07  | 0.00%                                       |
| 7.  Germany        | <b>15</b> (1.51%)                       | 100.00%                                       | <b>15</b> (1.78%)                       | 86.67%  | 1.00                                      | 00:00:20  | 0.00%                                       |
| 8.  Australia      | <b>12</b> (1.21%)                       | 100.00%                                       | <b>12</b> (1.43%)                       | 66.67%  | 1.33                                      | 00:00:38  | 0.00%                                       |
| 9.  Italy          | <b>12</b> (1.21%)                       | 100.00%                                       | <b>12</b> (1.43%)                       | 83.33%  | 1.00                                      | 00:00:03  | 0.00%                                       |
| 10.  Canada        | <b>11</b> (1.11%)                       | 100.00%                                       | <b>11</b> (1.31%)                       | 90.91%  | 0.91                                      | 00:00:00  | 0.00%                                       |

The next figure compares returning and first-time visitors. First-time users looked one or two pages and stayed 43 seconds before leaving, while returning ones stayed for almost two minutes and looked at two or three pages. That returning visitors looked at fewer pages and stayed for shorter times than reported for June is probably because they are now looking for specific things.



Primary Dimension: **User Type**

| User Type                   | Acquisition                             |   |   | Behavior                                      |   |   | Conversions                                 |                                   |   |
|-----------------------------|---|---|---|---|---|---|---|-----------------------------------|---|
|                             | Sessions                                | % New Sessions                                | New Users                               | Bounce Rate                                   | Pages / Session                           | Avg. Session Duration                             | Goal Conversion Rate                        | Goal Completions                  | Goal Value                                  |
| <b>Total</b>                | <b>994</b><br>% of Total: 100.00% (994) | <b>84.71%</b><br>Avg for View: 83.80% (1.08%) | <b>842</b><br>% of Total: 101.08% (833) | <b>74.25%</b><br>Avg for View: 74.25% (0.00%) | <b>1.42</b><br>Avg for View: 1.42 (0.00%) | <b>00:00:54</b><br>Avg for View: 00:00:54 (0.00%) | <b>0.00%</b><br>Avg for View: 0.00% (0.00%) | <b>0</b><br>% of Total: 0.00% (0) | <b>\$0.00</b><br>% of Total: 0.00% (\$0.00) |
| 1. <b>New Visitor</b>       | <b>842</b> (84.71%)                     | <b>100.00%</b>                                | <b>842</b> (100.00%)                    | <b>79.45%</b>                                 | <b>1.24</b>                               | <b>00:00:43</b>                                   | <b>0.00%</b>                                | <b>0</b> (0.00%)                  | <b>\$0.00</b> (0.00%)                       |
| 2. <b>Returning Visitor</b> | <b>152</b> (15.29%)                     | <b>0.00%</b>                                  | <b>0</b> (0.00%)                        | <b>45.39%</b>                                 | <b>2.41</b>                               | <b>00:01:56</b>                                   | <b>0.00%</b>                                | <b>0</b> (0.00%)                  | <b>\$0.00</b> (0.00%)                       |

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

Dick Maybach