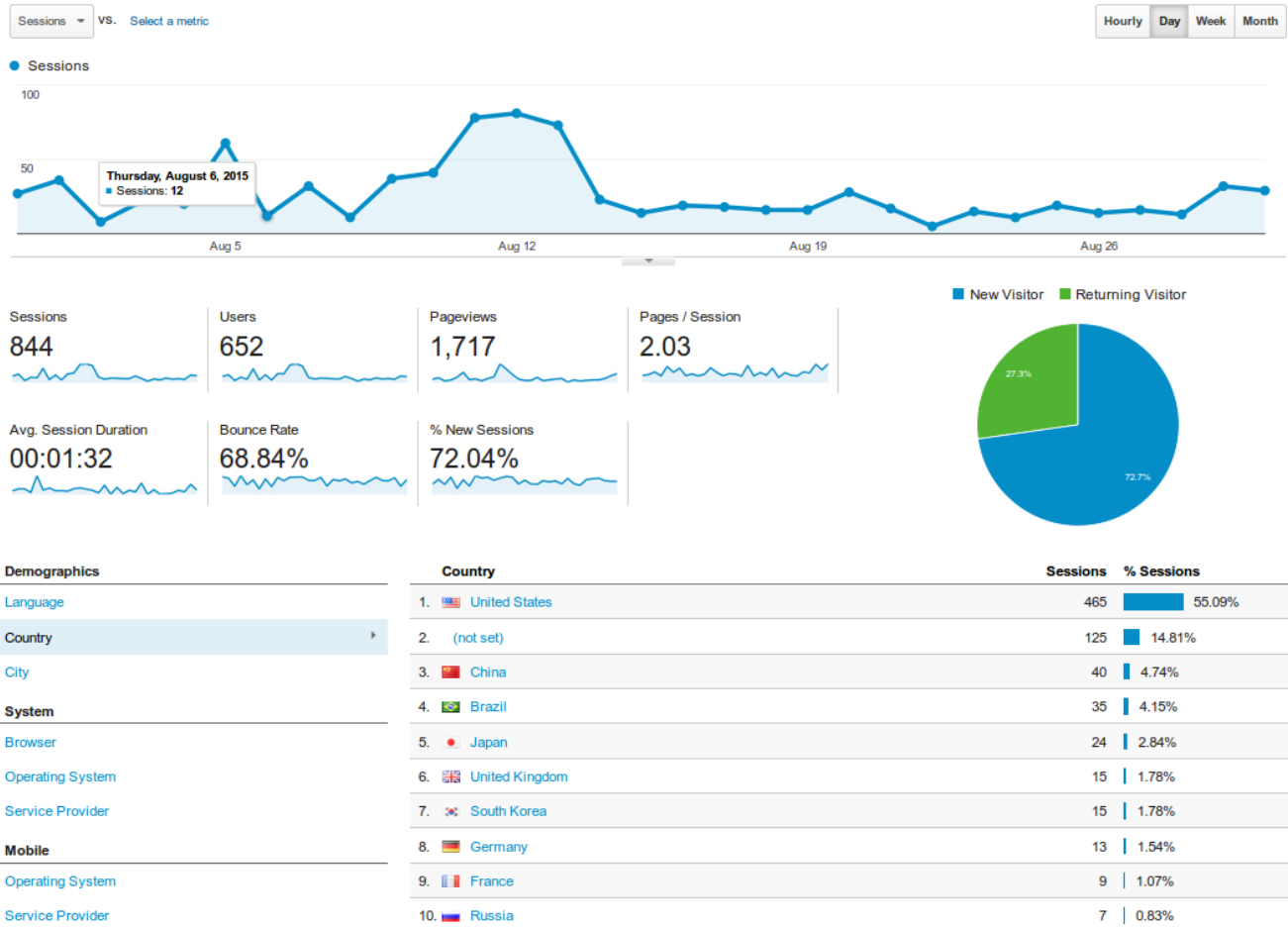


August 2015 Website Use

The chart below summarizes the use and shows that during August, we had over 800 visits, 72 per cent of whom were by first-time visitors to the site. On the average, each visit was to about two pages, although almost 70 per cent involved only one (as shown by the bounce rate). As usual, about 45 per cent of our users are from the U.S., although some of the 15 per cent whose countries are not known are probably also from here.



The figure below compares returning and first-time visitors. First-time users looked one or two pages and on average stayed for less than a minute, while returning ones stayed for over three minutes and looked at three or four pages.

New vs Returning

Jul 31, 2015 - Aug 30, 2015

Customize Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

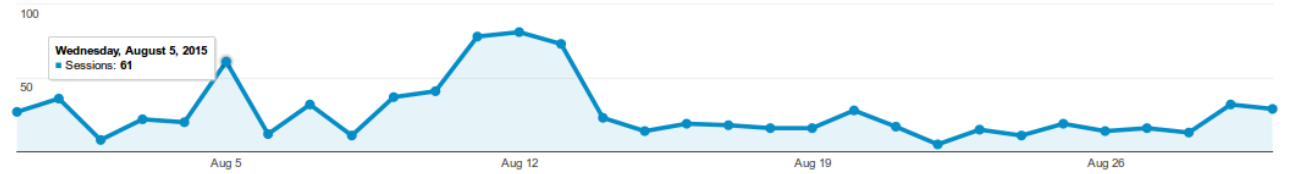
Explorer

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions

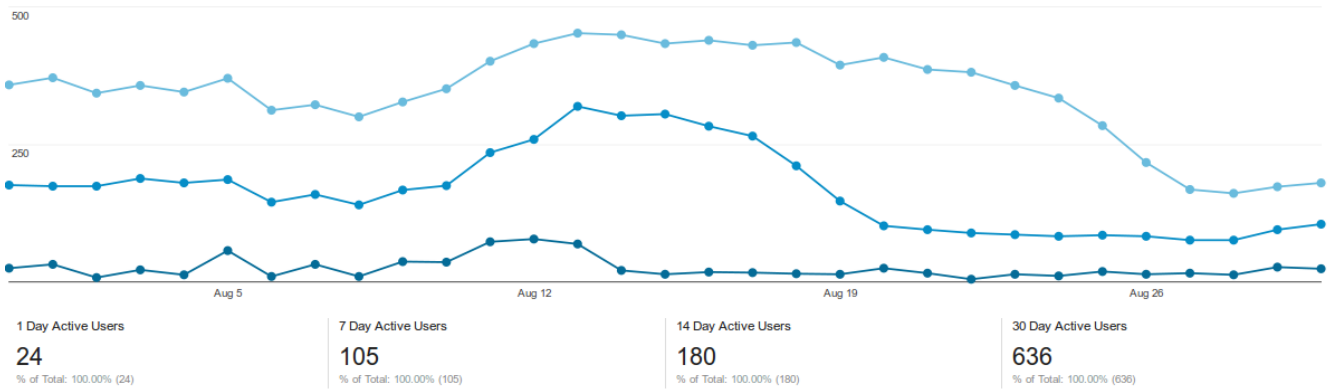


Primary Dimension: User Type

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	844 <small>% of Total: 100.00% (844)</small>	72.75% <small>Avg for View: 72.04% (0.99%)</small>	614 <small>% of Total: 100.99% (608)</small>	68.84% <small>Avg for View: 68.84% (0.00%)</small>	2.03 <small>Avg for View: 2.03 (0.00%)</small>	00:01:32 <small>Avg for View: 00:01:32 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. New Visitor	614 (72.75%)	100.00%	614 (100.00%)	79.32%	1.41	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	230 (27.25%)	0.00%	0 (0.00%)	40.87%	3.70	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

The chart below hasn't appeared in previous reports. It shows the number of users who've accessed the site within the last day, the last week, and the last two weeks. (I didn't plot the number who we hadn't seen for a month.) A substantial number of people check our site on a regular basis.

1 Day Active Users 7 Day Active Users 14 Day Active Users 30 Day Active Users



Dick Maybach