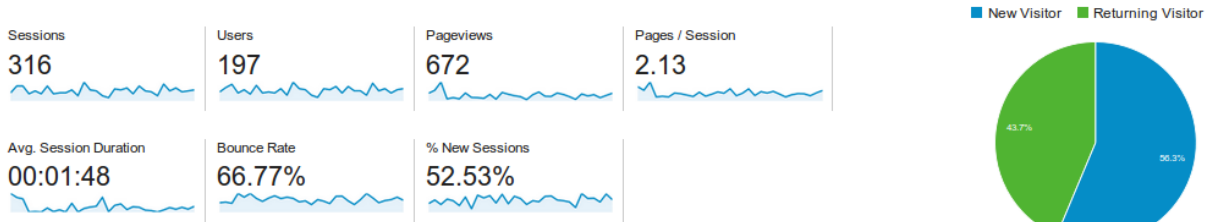
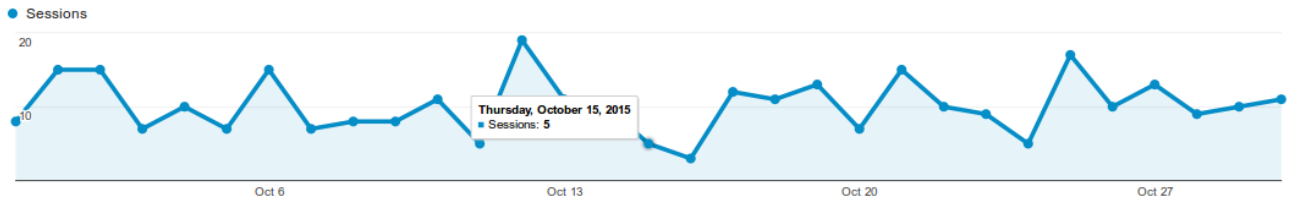


# October 2015 Website Use

The chart below summarizes the use and shows that during October, we had just over 300 visits, less than half of whom were by first-time visitors. On the average, each visit was to about two pages, although almost 67 per cent involved only one (as shown by the bounce rate). About 70 per cent of our users are from the U.S., although some of the nine per cent whose countries are not known are probably also from here. Substantially fewer people looked at the site this month (197 in October, 286 in September).



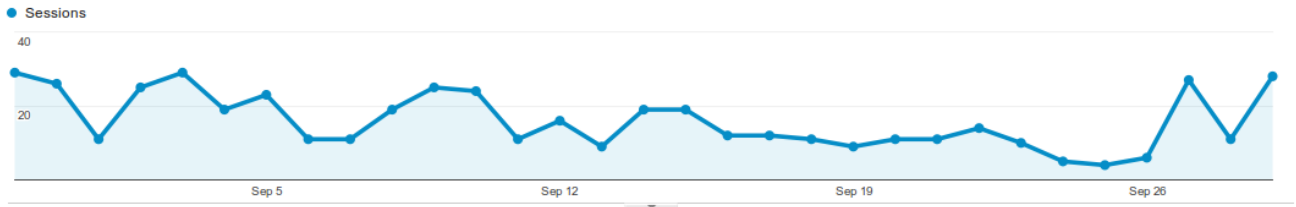
## Demographics

- Language
- Country
- City
- System
- Browser
- Operating System
- Service Provider
- Mobile
- Operating System
- Service Provider

## Country

	Country	Sessions	% Sessions
1.	United States	221	69.94%
2.	(not set)	28	8.86%
3.	Brazil	21	6.65%
4.	Italy	6	1.90%
5.	China	5	1.58%
6.	Japan	4	1.27%
7.	South Korea	3	0.95%
8.	Philippines	3	0.95%
9.	Russia	3	0.95%
10.	Germany	2	0.63%

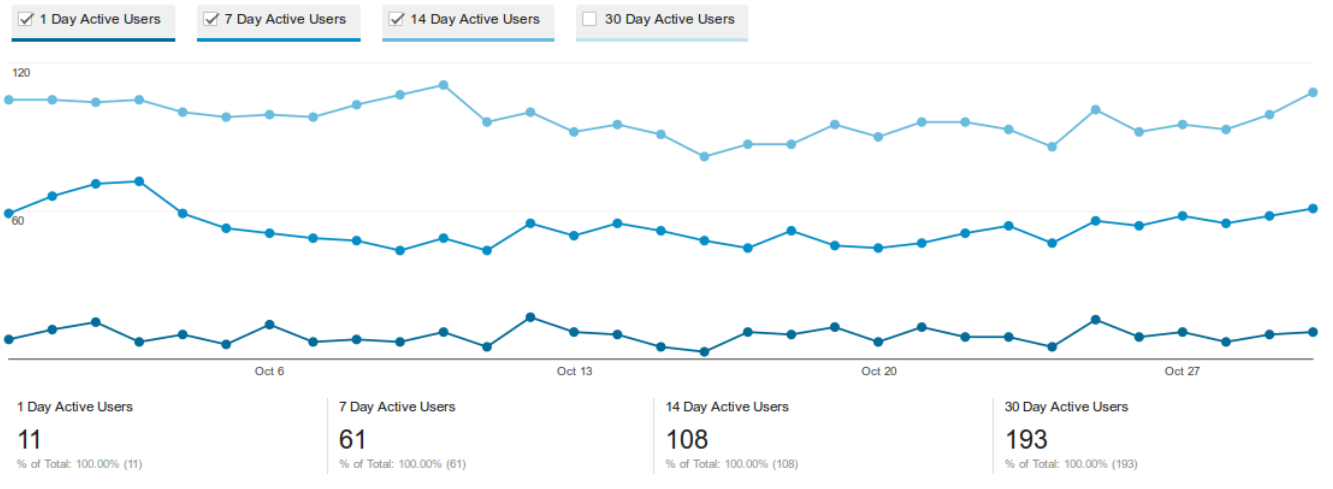
The figure below compares returning and first-time visitors. First-time users looked one or two pages and on average stayed for less than a minute, while returning ones stayed for over three minutes and looked at three or four pages. Although the total of visitors dropped from 844 in August to 497 in September, the number of returning ones rose (230 in August, 252 in September).



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
	497 <small>% of Total: 100.00% (497)</small>	49.30% <small>Avg for View: 48.29% (2.08%)</small>	245 <small>% of Total: 102.08% (240)</small>	56.14% <small>Avg for View: 56.14% (0.00%)</small>	2.54 <small>Avg for View: 2.54 (0.00%)</small>	00:02:49 <small>Avg for View: 00:02:49 (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. Returning Visitor	252 (50.70%)	0.00%	0 (0.00%)	41.27%	3.33	00:04:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	245 (49.30%)	100.00%	245 (100.00%)	71.43%	1.72	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

The chart below 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. Although our total viewers are fewer, the number of viewers who check the site every week or two is unchanged from last month.



Dick Maybach