

### Site Usage

2,484 Visits

62.88% Bounce Rate

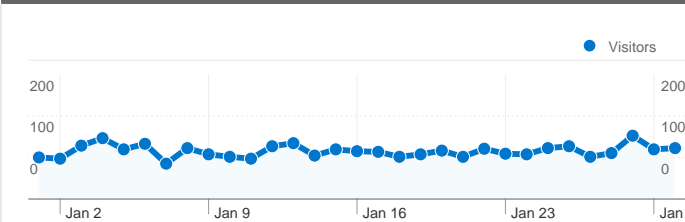
5,437 Pageviews

00:01:13 Avg. Time on Site

2.19 Pages/Visit

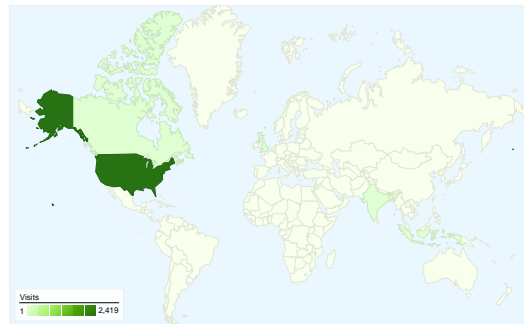
88.57% % New Visits

### Visitors Overview

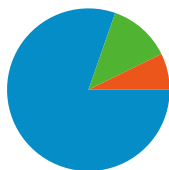


Visitors  
2,270

### Map Overlay



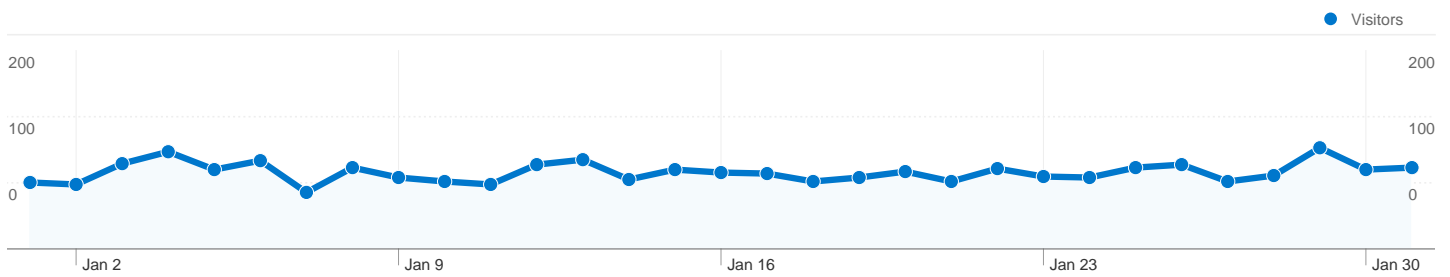
### Traffic Sources Overview



- **Search Engines**  
1,996.00 (80.35%)
- **Referring Sites**  
308.00 (12.40%)
- **Direct Traffic**  
180.00 (7.25%)

### Content Overview

| Pages                           | Pageviews | % Pageviews |
|---------------------------------|-----------|-------------|
| /michigan-trail-maps.html       | 2,089     | 38.42%      |
| /                               | 374       | 6.88%       |
| /index.html                     | 319       | 5.87%       |
| /michigan-trail-conditions.html | 291       | 5.35%       |
| /michigan-trail-                | 256       | 4.71%       |



## 2,270 people visited this site

**2,484** Visits

**2,270** Absolute Unique Visitors

**5,437** Pageviews

**2.19** Average Pageviews

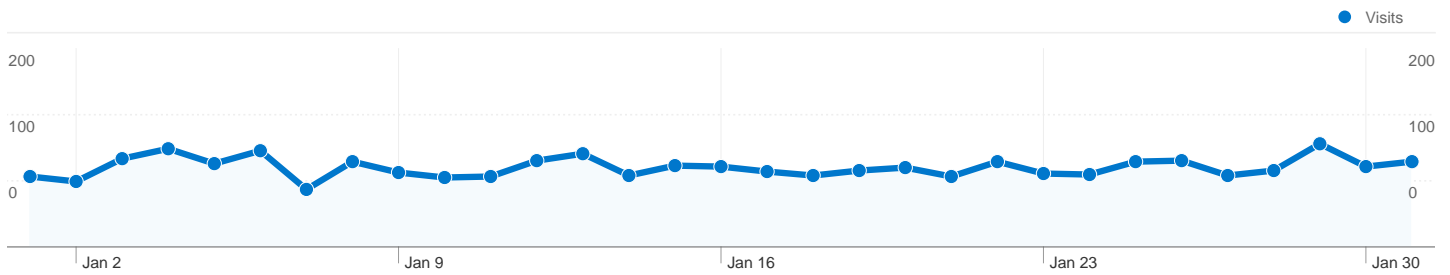
**00:01:13** Time on Site

**62.88%** Bounce Rate

**88.57%** New Visits

## Technical Profile

| Browser           | Visits | % visits |
|-------------------|--------|----------|
| Internet Explorer | 1,119  | 45.05%   |
| Firefox           | 487    | 19.61%   |
| Safari            | 375    | 15.10%   |
| Chrome            | 323    | 13.00%   |
| Android Browser   | 122    | 4.91%    |

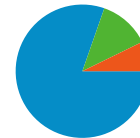


All traffic sources sent a total of 2,484 visits

7.25% Direct Traffic

12.40% Referring Sites

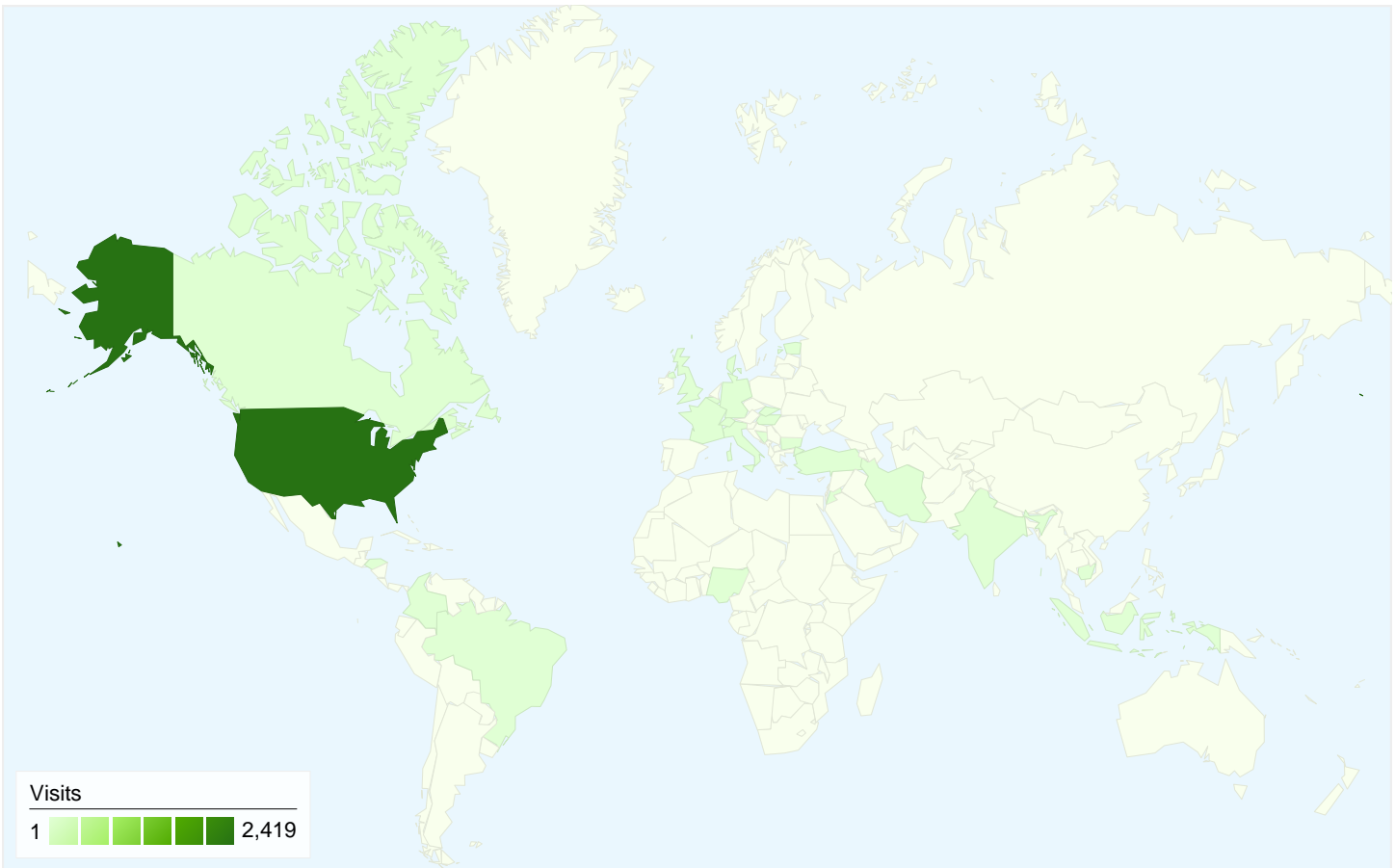
80.35% Search Engines



- **Search Engines**  
1,996.00 (80.35%)
- **Referring Sites**  
308.00 (12.40%)
- **Direct Traffic**  
180.00 (7.25%)

## Top Traffic Sources

| Sources                      | Visits | % visits | Keywords                  | Visits | % visits |
|------------------------------|--------|----------|---------------------------|--------|----------|
| google (organic)             | 1,771  | 71.30%   | (not set)                 | 375    | 18.79%   |
| (direct) ((none))            | 180    | 7.25%    | north country trail map   | 24     | 1.20%    |
| yahoo (organic)              | 93     | 3.74%    | michigan snowmobile trail | 19     | 0.95%    |
| bing (organic)               | 73     | 2.94%    | michigan trail maps       | 17     | 0.85%    |
| michigantrails.us (referral) | 70     | 2.82%    | snowmobile trail maps     | 14     | 0.70%    |

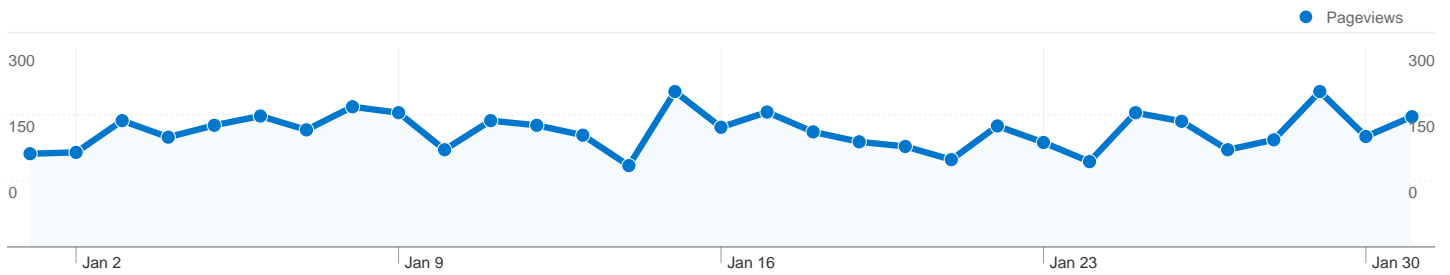


**2,484 visits came from 25 countries/territories**

Site Usage


| Country/Territory | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|-------------------|--------|-------------|-------------------|--------------|-------------|
| United States     | 2,419  | 2.21        | 00:01:15          | 88.30%       | 62.34%      |
| Canada            | 21     | 1.43        | 00:00:46          | 100.00%      | 76.19%      |
| Indonesia         | 7      | 1.00        | 00:00:00          | 100.00%      | 100.00%     |
| India             | 6      | 1.17        | 00:00:01          | 100.00%      | 83.33%      |
| United Kingdom    | 6      | 1.33        | 00:00:03          | 100.00%      | 66.67%      |
| (not set)         | 4      | 1.00        | 00:00:00          | 100.00%      | 100.00%     |
| Germany           | 3      | 5.67        | 00:02:15          | 100.00%      | 66.67%      |
| Turkey            | 1      | 1.00        | 00:00:00          | 100.00%      | 100.00%     |
| Belgium           | 1      | 1.00        | 00:00:00          | 100.00%      | 100.00%     |

|          |   |      |          |         |              |
|----------|---|------|----------|---------|--------------|
| Honduras | 1 | 1.00 | 00:00:00 | 100.00% | 100.00%      |
|          |   |      |          |         | 1 - 10 of 25 |



**Pages on this site were viewed a total of 5,437 times**

 **5,437** Pageviews

 **4,082** Unique Views

 **62.88%** Bounce Rate

## Top Content

| Pages   | Pageviews | % Pageviews |
|---|-----------|-------------|
| /michigan-trail-maps.html                               | 2,089     | 38.42%      |
| /   | 374       | 6.88%       |
| /index.html   | 319       | 5.87%       |
| /michigan-trail-conditions.html                         | 291       | 5.35%       |
| /michigan-trail-report/marquette-county-michigan-trail- | 256       | 4.71%       |