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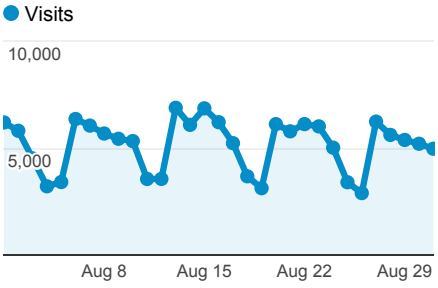
www.roseville.ca.us [DEFAULT]

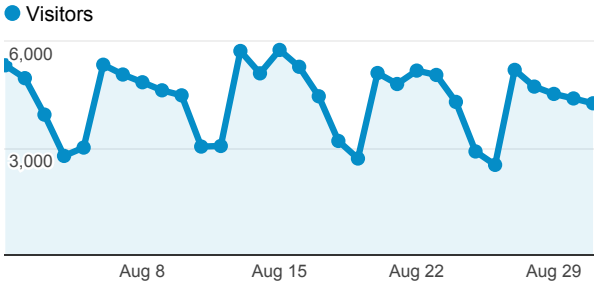
Monthly Update

Aug 1, 2012 - Aug 31, 2012

Visits



Unique Visitors Overview



Visits

159,423

% of Total: **100.00% (159,423)**

Bounce Rate

54.93%

Site Avg: **54.93% (0.00%)**

Traffic Sources Overview

- **63.37% organic**
  101,037 Visits
- **23.04% direct**
  36,742 Visits
- **13.56% referral**
  21,628 Visits
- **0.01% (not set)**
  16 Visits

Avg. Visit Duration

00:02:09

Site Avg: **00:02:09 (0.00%)**

% New Visits

44.99%

Site Avg: **44.99% (0.00%)**

Pageviews

392,492

% of Total: **100.00% (392,492)**

Pages / Visit

2.46

Site Avg: **2.46 (0.00%)**

Visits by Country / Territory

- **98.31% United States**
  156,733 Visits
- **0.25% India**
  413 Visits
- **0.23% Canada**
  370 Visits
- **0.12% Philippines**
  204 Visits
- **0.10% Australia**
  174 Visits
- **0.99% Other**
  1,529 Visits

Pageviews by Page

Page	Pageviews
/default.asp	44,022
/jobs/default.asp	20,696
/library/default.asp	15,996
/library/public_computers.asp	14,327
/search/default.asp	10,787

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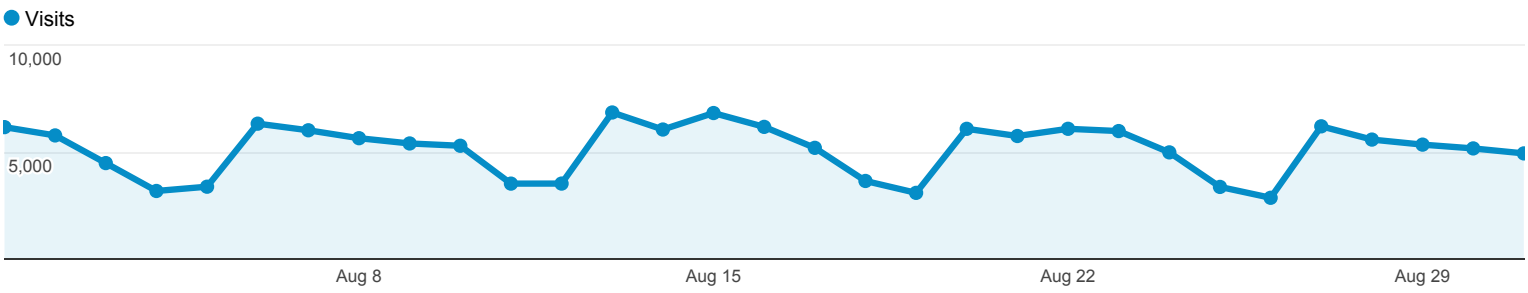
Visitors Overview

Aug 1, 2012 - Aug 31, 2012

% of visits: 100.00%

Overview



100,359 people visited this site

Visits: 159,423

Unique Visitors: 100,359

Pageviews: 392,492

Pages / Visit: 2.46

Avg. Visit Duration: 00:02:09

Bounce Rate: 54.93%

% New Visits: 44.99%

55.00% Returning Visitor
87,681 Visits

45.00% New Visitor
71,742 Visits

	Language	Visits	% Visits
1.	en-us	149,751	93.93%
2.	en	8,154	5.11%
3.	en-gb	232	0.15%
4.	en_us	210	0.13%
5.	es	120	0.08%
6.	ja	105	0.07%
7.	fr	90	0.06%
8.	zh-cn	65	0.04%
9.	ru	62	0.04%
10.	de-de	55	0.03%

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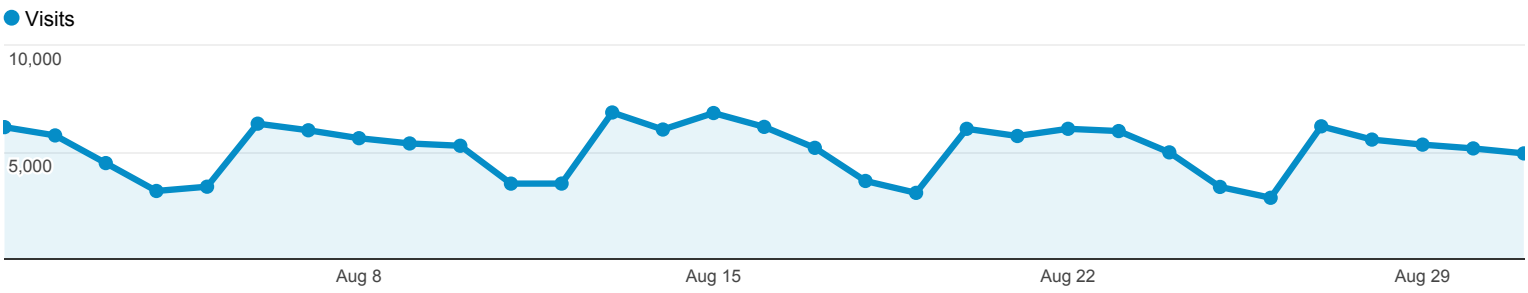
Traffic Sources Overview

Aug 1, 2012 - Aug 31, 2012

% of visits: 100.00%

Overview



159,423 people visited this site

63.38% Search Traffic
101,037 Visits

13.57% Referral Traffic
21,628 Visits

23.05% Direct Traffic
36,742 Visits

0.01% Campaigns
16 Visits

	Keyword	Visits	% Visits
1.	(not provided)	18,535	18.34%
2.	city of roseville	7,388	7.31%
3.	roseville library	2,860	2.83%
4.	roseville ca	2,848	2.82%
5.	roseville electric	2,054	2.03%
6.	roseville aquatic center	1,458	1.44%
7.	roseville police department	1,301	1.29%
8.	roseville	1,105	1.09%
9.	city of roseville jobs	1,090	1.08%
10.	roseville public library	900	0.89%

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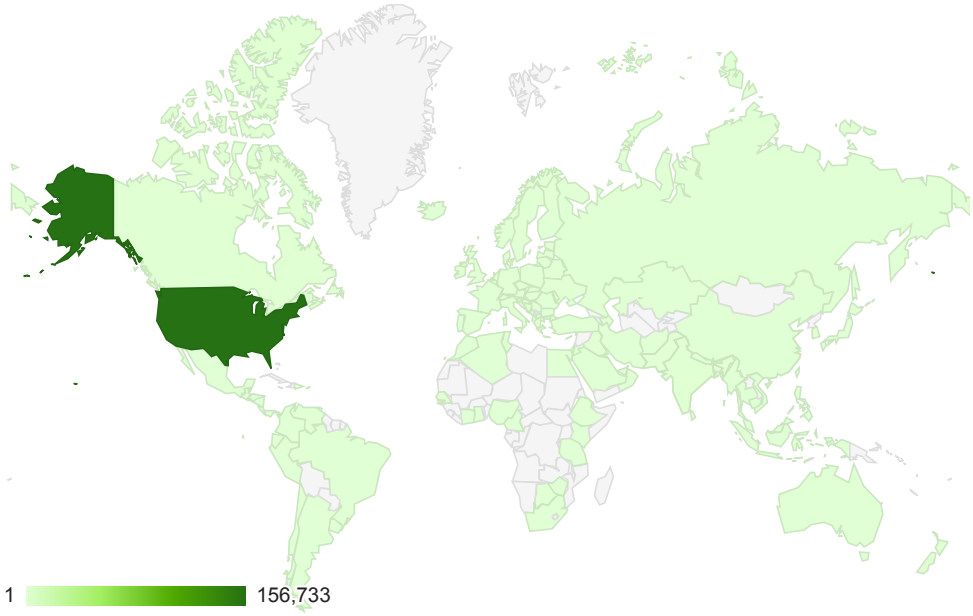
Location

Aug 1, 2012 - Aug 31, 2012

% of visits: 100.00%

Map Overlay

Site Usage



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
159,423	**2.46**	**00:02:09**	**44.99%**	**54.93%**
% of Total: **100.00% (159,423)**	Site Avg: **2.46 (0.00%)**	Site Avg: **00:02:09 (0.00%)**	Site Avg: **44.99% (0.00%)**	Site Avg: **54.93% (0.00%)**

	Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	United States	**156,733**	2.47	00:02:10	44.43%	54.72%
2.	India	**413**	2.26	00:01:25	68.52%	64.41%
3.	Canada	**370**	2.14	00:01:11	69.19%	60.27%
4.	Philippines	**204**	2.18	00:01:56	68.63%	66.67%
5.	Australia	**174**	1.51	00:00:46	65.52%	77.59%
6.	United Kingdom	**147**	1.69	00:00:53	82.99%	70.07%
7.	(not set)	**120**	1.75	00:01:15	71.67%	64.17%
8.	Germany	**106**	2.45	00:01:35	83.02%	55.66%
9.	Japan	**98**	1.59	00:01:32	95.92%	82.65%
10.	China	**86**	2.73	00:02:13	59.30%	56.98%

Rows 1 - 10 of 126

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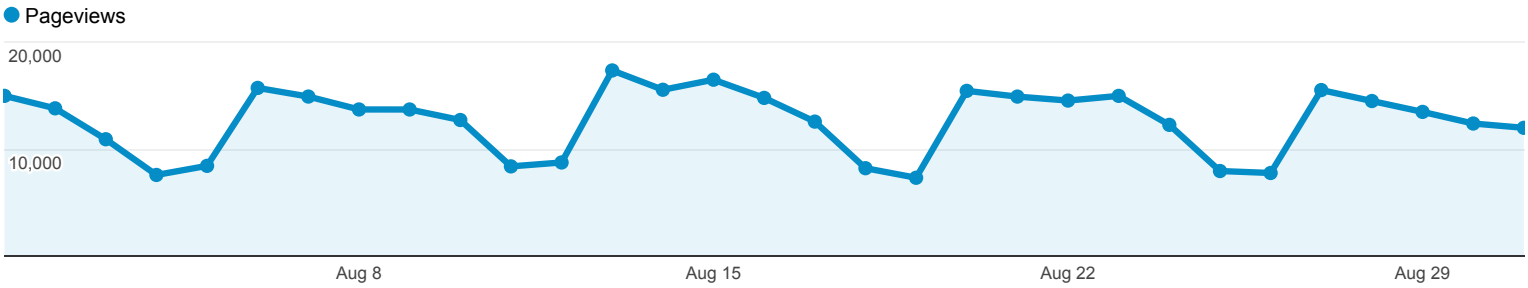
Content Overview

Aug 1, 2012 - Aug 31, 2012

% of pageviews: 100.00%

Overview



Pages on this site were viewed a total of 392,492 times

Pageviews: 392,492

Unique Pageviews: 306,835

Avg. Time on Page: 00:01:28

Bounce Rate: 54.93%

% Exit: 40.62%

	Page	Pageviews	% Pageviews
1.	/default.asp	44,022	11.22%
2.	/jobs/default.asp	20,696	5.27%
3.	/library/default.asp	15,996	4.08%
4.	/library/public_computers.asp	14,327	3.65%
5.	/search/default.asp	10,787	2.75%
6.	/parks/default.asp	7,963	2.03%
7.	/resident/utilities.asp	7,662	1.95%
8.	/parks/parks_n_facilities/facilities/pools/roseville_aquatics_complex.asp	5,385	1.37%
9.	/electric/default.asp	4,828	1.23%
10.	/parks/programs_n_classes/activity_guides/default.asp	4,662	1.19%

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