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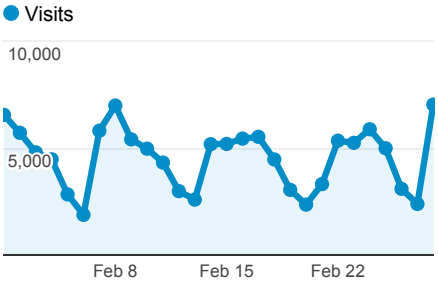
www.roseville.ca.us [DEFAULT]

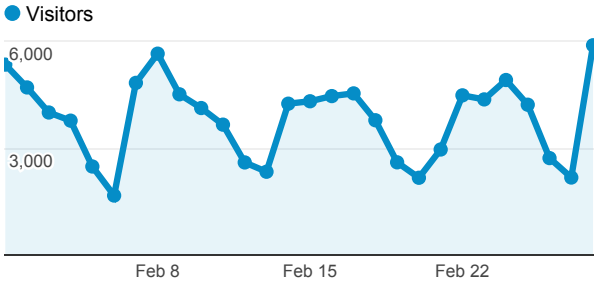
## Monthly Update

Feb 1, 2011 - Feb 28, 2011

### Visits




### Unique Visitors Overview




### Visits

**127,365**

% of Total: **100.00% (127,365)**

### Bounce Rate

**43.34%**

Site Avg: **43.34% (0.00%)**



### Traffic Sources Overview

- **55.26% organic**
  70,394 Visits
- **30.87% direct**
  39,329 Visits
- **13.85% referral**
  17,642 Visits

### Avg. Visit Duration

**00:02:00**

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



### % New Visits

**46.21%**

Site Avg: **46.21% (0.00%)**



### Pageviews

**383,590**

% of Total: **100.00% (383,590)**

### Pages / Visit

**3.01**

Site Avg: **3.01 (0.00%)**



### Visits by Country / Territory

- **98.08% United States**
  124,926 Visits
- **0.42% Canada**
  546 Visits
- **0.19% India**
  246 Visits
- **0.13% Germany**
  169 Visits
- **0.11% Philippines**
  150 Visits
- **1.07% Other**
  1,328 Visits

### Pageviews by Page

| Page | Pageviews |
|---|---|
| /jobs/default.asp | 42,937 |
| /default.asp | 41,818 |
| /library/default.asp | 31,378 |
| /library/public_computers.asp | 13,320 |
| /search/default.asp | 7,631 |

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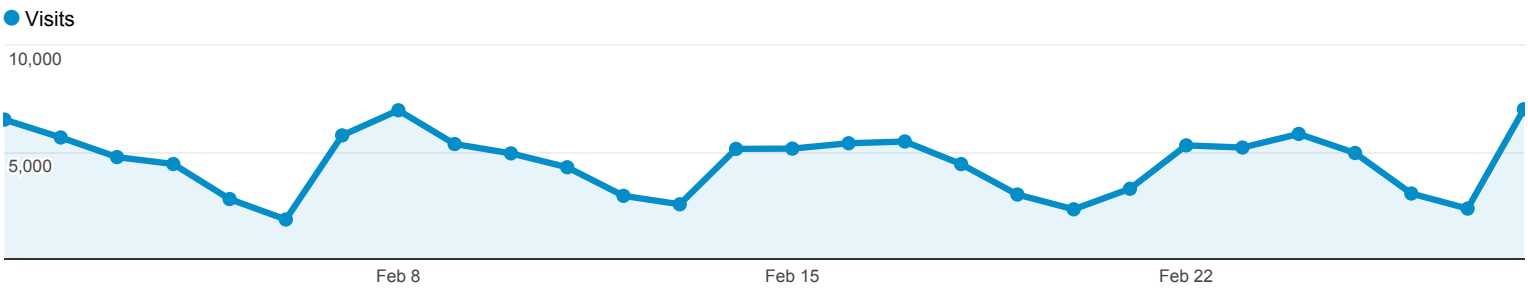
# Visitors Overview

Feb 1, 2011 - Feb 28, 2011

% of visits: 100.00%

Overview




## 83,001 people visited this site

**Visits: 127,365**

**Unique Visitors: 83,001**

**Pageviews: 383,590**

**Pages / Visit: 3.01**

**Avg. Visit Duration: 00:02:00**

**Bounce Rate: 43.34%**

**% New Visits: 46.21%**

**53.82% Returning Visitor**
68,547 Visits

**46.18% New Visitor**
58,818 Visits

| | Language | Visits | % Visits |
|---|---|---|---|
| 1. | en-us | 122,348 | 96.06% |
| 2. | en | 3,949 | 3.10% |
| 3. | de | 138 | 0.11% |
| 4. | en-gb | 123 | 0.10% |
| 5. | en_us | 114 | 0.09% |
| 6. | es | 68 | 0.05% |
| 7. | ru | 68 | 0.05% |
| 8. | fr | 64 | 0.05% |
| 9. | ja | 56 | 0.04% |
| 10. | es-es | 43 | 0.03% |

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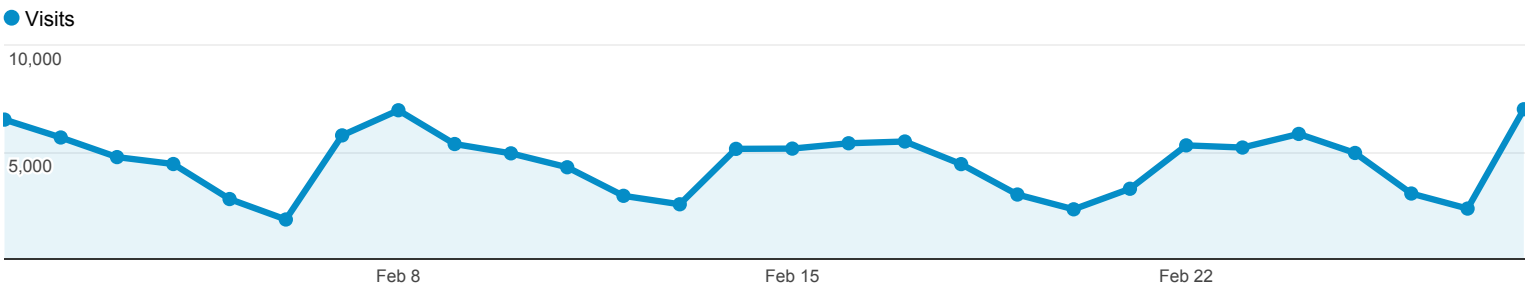
# Traffic Sources Overview

Feb 1, 2011 - Feb 28, 2011

% of visits: 100.00%

Overview




## 127,365 people visited this site

**55.27% Search Traffic**
70,394 Visits

**13.85% Referral Traffic**
17,642 Visits

**30.88% Direct Traffic**
39,329 Visits

| | Keyword | Visits | % Visits |
|---|---|---|---|
| 1. | city of roseville | 7,497 | 10.65% |
| 2. | roseville ca | 2,530 | 3.59% |
| 3. | roseville library | 2,461 | 3.50% |
| 4. | roseville electric | 1,880 | 2.67% |
| 5. | roseville public library | 1,416 | 2.01% |
| 6. | city of roseville ca | 1,212 | 1.72% |
| 7. | roseville police department | 1,134 | 1.61% |
| 8. | city of roseville jobs | 1,029 | 1.46% |
| 9. | roseville | 1,011 | 1.44% |
| 10. | roseville, ca | 880 | 1.25% |

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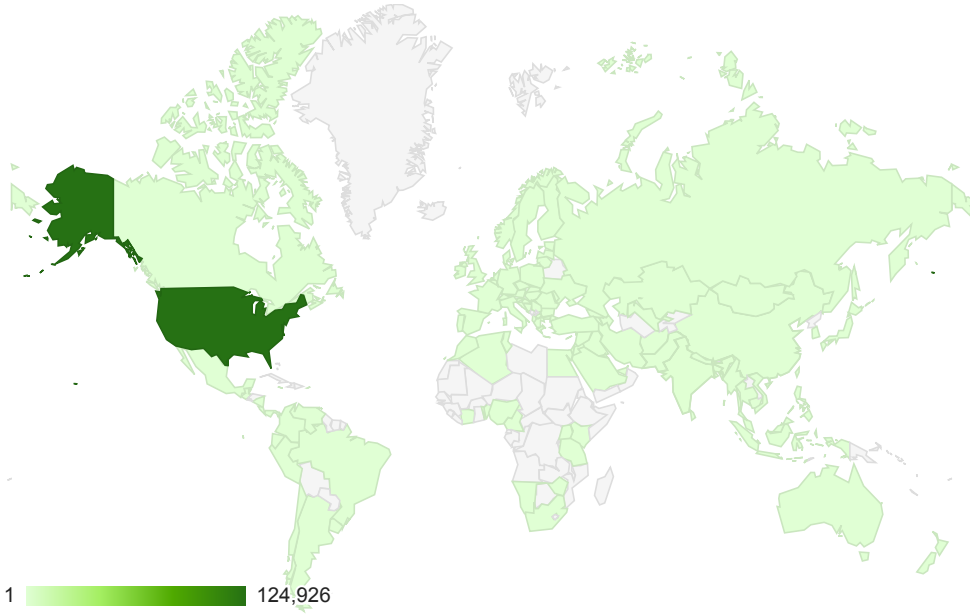
# Location

Feb 1, 2011 - Feb 28, 2011

% of visits: 100.00%

**Map Overlay**

Site Usage




| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|
| **127,365** | **3.01** | **00:02:00** | **46.21%** | **43.34%** |
| % of Total: **100.00% (127,365)** | Site Avg: **3.01 (0.00%)** | Site Avg: **00:02:00 (0.00%)** | Site Avg: **46.21% (0.00%)** | Site Avg: **43.34% (0.00%)** |

| | Country / Territory | Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|---|---|---|---|---|---|---|
| 1. | United States | **124,926** | 3.03 | 00:02:01 | 45.48% | 42.95% |
| 2. | Canada | **546** | 2.46 | 00:01:32 | 75.09% | 53.30% |
| 3. | India | **246** | 2.41 | 00:01:59 | 79.27% | 60.57% |
| 4. | Germany | **169** | 2.25 | 00:00:50 | 87.57% | 65.09% |
| 5. | Philippines | **150** | 2.55 | 00:01:54 | 87.33% | 54.67% |
| 6. | United Kingdom | **112** | 2.29 | 00:02:07 | 80.36% | 58.93% |
| 7. | Japan | **107** | 1.68 | 00:00:44 | 41.12% | 82.24% |
| 8. | Australia | **88** | 1.52 | 00:00:26 | 71.59% | 81.82% |
| 9. | France | **70** | 1.54 | 00:00:19 | 98.57% | 80.00% |
| 10. | Spain | **51** | 2.00 | 00:00:44 | 82.35% | 58.82% |

Rows 1 - 10 of 119

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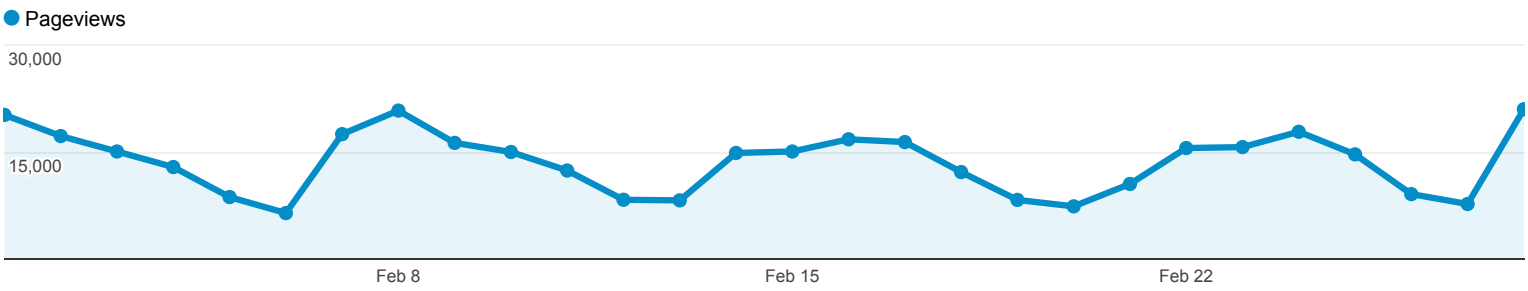
## Content Overview

Feb 1, 2011 - Feb 28, 2011

% of pageviews: 100.00%

Overview




### Pages on this site were viewed a total of 383,590 times

**Pageviews: 383,590**

**Unique Pageviews: 260,009**

**Avg. Time on Page: 00:01:00**

**Bounce Rate: 43.34%**

**% Exit: 33.20%**

| | Page | Pageviews | % Pageviews |
|---|---|---|---|
| 1. | /jobs/default.asp | 42,937 | 11.19% |
| 2. | /default.asp | 41,818 | 10.90% |
| 3. | /library/default.asp | 31,378 | 8.18% |
| 4. | /library/public_computers.asp | 13,320 | 3.47% |
| 5. | /search/default.asp | 7,631 | 1.99% |
| 6. | /parks/default.asp | 6,955 | 1.81% |
| 7. | /resident/utilities.asp | 5,400 | 1.41% |
| 8. | /electric/default.asp | 4,619 | 1.20% |
| 9. | /police/default.asp | 4,400 | 1.15% |
| 10. | /library/locations_n_hours.asp | 2,618 | 0.68% |

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