



Site Usage

117,786 Visits

15.53% Bounce Rate

1,132,545 Pageviews

00:04:27 Avg. Time on Site

9.62 Pages/Visit

78.75% % New Visits

Search Engines

Source	Visits	% visits
google	50,467	61.37%
yahoo	22,276	27.09%
msn	4,422	5.38%
aol	2,273	2.76%
live	1,511	1.84%

All Traffic Sources

Source/Medium	Visits	% visits
google / cpc	25,234	21.42%
google / organic	25,233	21.42%
yahoo / organic	22,276	18.91%
(direct) / (none)	13,378	11.36%
msn / organic	4,422	3.75%

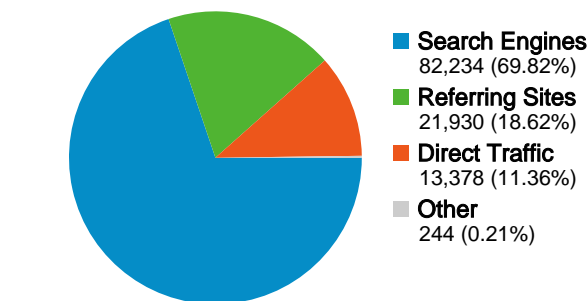
Referring Sites

Source	Visits	% visits
southjersey.craigslist.org	3,738	17.05%
newjersey.craigslist.org	2,700	12.31%
philadelphia.craigslist.org	2,668	12.17%
newyork.craigslist.org	2,418	11.03%
cnj.craigslist.org	2,082	9.49%

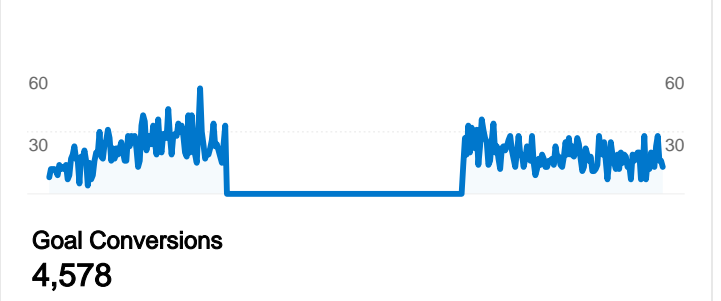
Content by Title

Page Title	Pageviews	% visits
Jersey Shore Vacation Rentals	938,582	82.87%
Wildwood Vacation Rentals	21,411	1.89%
Wildwood Crest Vacation	19,693	1.74%
Cape May Vacation Rentals	17,439	1.54%
Ocean City NJ Rentals	15,749	1.39%

Traffic Sources Overview



Goals Overview





Search sent 82,234 total visits via 13 sources

Site Usage

Visits 82,234 % of Site Total: 69.82%	Pages/Visit 9.76 Site Avg: 9.62 (1.53%)	Avg. Time on Site 00:04:18 Site Avg: 00:04:27 (-3.11%)	% New Visits 79.63% Site Avg: 78.75% (1.12%)	Bounce Rate 13.59% Site Avg: 15.53% (-12.50%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google	50,467	9.78	00:04:21	81.08%	13.90%
yahoo	22,276	9.97	00:04:27	76.49%	12.81%
msn	4,422	9.60	00:03:39	81.21%	14.72%
aol	2,273	8.33	00:03:49	75.23%	11.66%
live	1,511	8.74	00:03:33	81.47%	15.35%
search	911	9.70	00:03:55	78.92%	13.17%
ask	169	10.55	00:04:31	77.51%	8.88%
altavista	109	9.01	00:04:02	66.97%	16.51%
netscape	56	11.88	00:06:21	71.43%	14.29%
alltheweb	14	14.93	00:05:43	71.43%	7.14%

1 - 10 of 13

Referring Sites

Comparing to: Site



Referring sites sent 21,930 visits via 753 sources




Site Usage

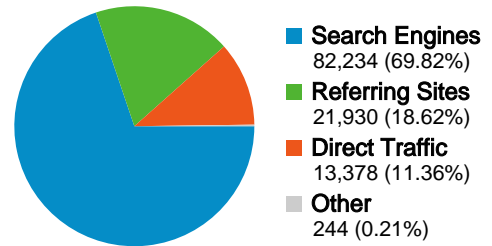
Visits 21,930 % of Site Total: 18.62%	Pages/Visit 9.67 Site Avg: 9.62 (0.53%)	Avg. Time on Site 00:04:10 Site Avg: 00:04:27 (-6.10%)	% New Visits 77.83% Site Avg: 78.75% (-1.17%)	Bounce Rate 17.22% Site Avg: 15.53% (10.84%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
southjersey.craigslist.org	3,738	10.40	00:03:59	76.51%	12.44%
newjersey.craigslist.org	2,700	9.96	00:03:52	80.74%	15.00%
philadelphia.craigslist.org	2,668	9.95	00:04:07	74.70%	13.46%
newyork.craigslist.org	2,418	9.48	00:03:44	82.30%	16.09%
cnj.craigslist.org	2,082	9.28	00:03:15	81.27%	14.22%
delaware.craigslist.org	563	7.80	00:02:59	85.26%	21.14%
travel.yahoo.com	545	9.81	00:05:04	88.62%	16.88%
foresales.net	453	1.01	00:00:07	99.56%	99.12%
washingtondc.craigslist.org	436	8.00	00:03:03	87.61%	21.33%
optimum.infospace.com	231	8.46	00:03:09	82.68%	13.85%

1 - 10 of 753



All traffic sources sent a total of 117,786 visits

-  11.36% Direct Traffic
-  18.62% Referring Sites
-  69.82% Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (cpc)	25,234	21.42%	jersey shore rentals	7,257	8.82%
google (organic)	25,233	21.42%	cape may rentals	4,324	5.26%
yahoo (organic)	22,276	18.91%	ocean city nj rentals	2,068	2.51%
(direct) ((none))	13,378	11.36%	cape may nj rentals	1,417	1.72%
msn (organic)	4,422	3.75%	stone harbor rentals	1,286	1.56%



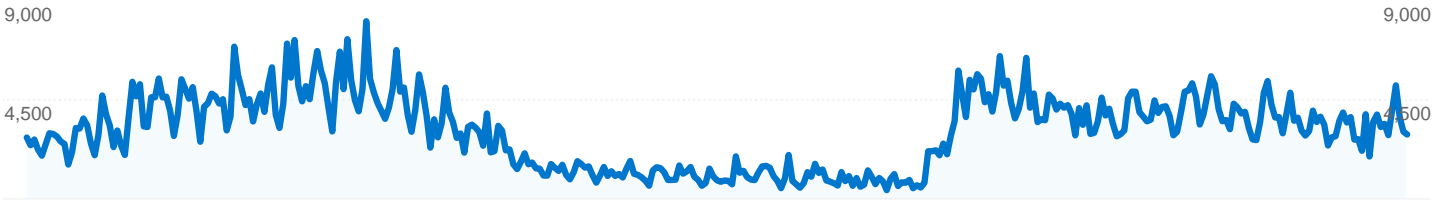
All traffic sources sent 117,786 visits via 772 sources and mediums

Site Usage

Visits 117,786 % of Site Total: 100.00%	Pages/Visit 9.62 Site Avg: 9.62 (0.00%)	Avg. Time on Site 00:04:27 Site Avg: 00:04:27 (0.00%)	% New Visits 78.75% Site Avg: 78.75% (0.01%)	Bounce Rate 15.53% Site Avg: 15.53% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / cpc	25,234	11.22	00:05:20	80.91%	11.27%
google / organic	25,233	8.34	00:03:22	81.25%	16.53%
yahoo / organic	22,276	9.97	00:04:27	76.49%	12.81%
(direct) / (none)	13,378	8.64	00:05:44	74.64%	24.71%
msn / organic	4,422	9.60	00:03:39	81.21%	14.72%
southjersey.craigslist.org / referral	3,738	10.40	00:03:59	76.51%	12.44%
newjersey.craigslist.org / referral	2,700	9.96	00:03:52	80.74%	15.00%
philadelphia.craigslist.org / referral	2,668	9.95	00:04:07	74.70%	13.46%
newyork.craigslist.org / referral	2,418	9.48	00:03:44	82.30%	16.09%
aol / organic	2,273	8.33	00:03:49	75.23%	11.66%
1 - 10 of 772					

Content by Title

Comparing to: Site



83 page titles were viewed a total of 1,132,545 times

Content Performance


Pageviews 1,132,545 % of Site Total: 100.00%	Unique Pageviews 737,725 % of Site Total: 100.00%	Time on Page 00:00:31 Site Avg: 00:00:31 (0.00%)	Bounce Rate 15.53% Site Avg: 15.53% (0.00%)	% Exit 10.40% Site Avg: 10.40% (0.00%)	\$ Index \$0.02 Site Avg: > \$0.00 (661.31%)	
Page Title	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
Jersey Shore Vacation Rentals	938,582	625,530	00:00:32	15.09%	9.63%	\$0.02
Wildwood Vacation Rentals	21,411	11,746	00:00:30	19.24%	18.38%	\$0.02
Wildwood Crest Vacation Rentals	19,693	10,536	00:00:23	15.84%	10.30%	\$0.02
Cape May Vacation Rentals	17,439	8,833	00:00:20	16.01%	10.74%	\$0.01
Ocean City NJ Rentals	15,749	9,651	00:00:29	16.66%	18.36%	\$0.02
North Wildwood Vacation Rentals	15,702	8,333	00:00:25	15.57%	11.69%	\$0.02
Sea Isle City Vacation Rentals	12,691	6,831	00:00:24	15.76%	13.79%	\$0.02
Stone Harbor Rentals	9,772	5,230	00:00:22	11.12%	9.96%	\$0.02
Long Beach Island Vacation Rentals	9,056	5,822	00:00:26	15.47%	15.45%	\$0.01
Avalon Rentals	8,599	4,693	00:00:22	15.35%	9.63%	\$0.02

1 - 10 of 83



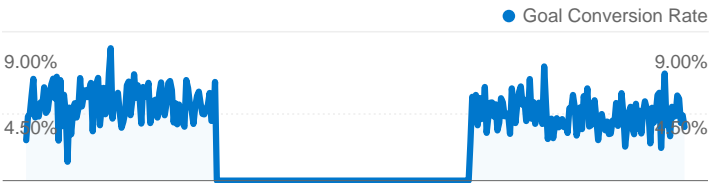
Visitors completed 4,578 goal conversions

 **4,511** conversions, Goal 1: Information Request

 **67** conversions, Goal 2: Let Us Help Lead

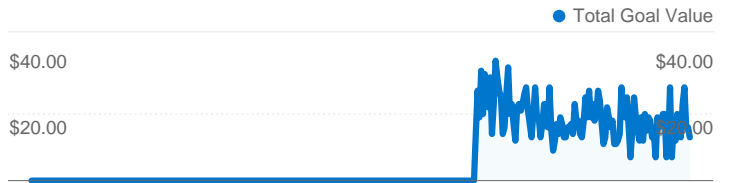
Goal Performance

Goal Conversion Rate



Goal Conversion Rate
3.89%

Total Goal Value



Total Goal Value
\$2,254.00