

## Site Usage

**1,662** Visits

**17.57%** Bounce Rate

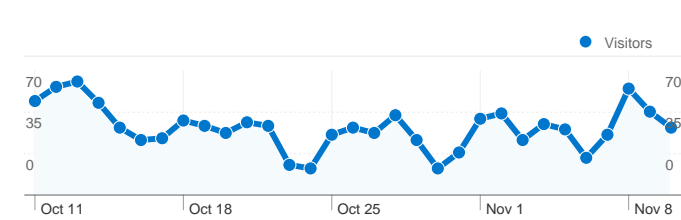
**9,298** Pageviews

**00:03:42** Avg. Time on Site

**5.59** Pages/Visit

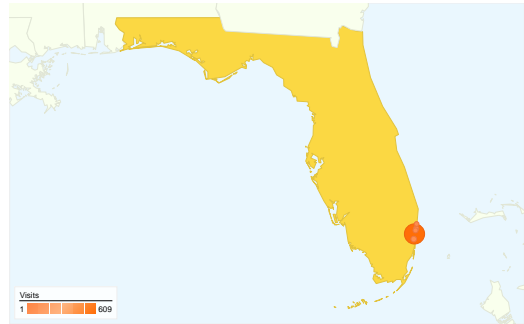
**44.77%** % New Visits

## Visitors Overview

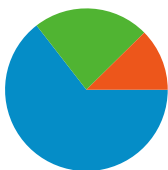


**Visitors**  
**871**

## State Detail: Florida

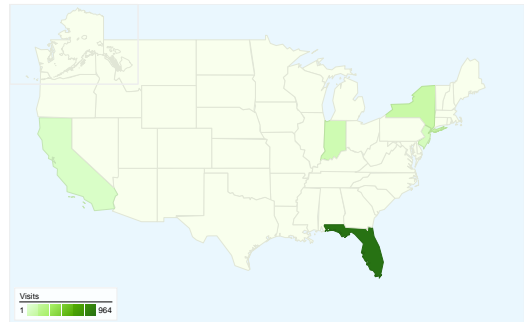


## Traffic Sources Overview



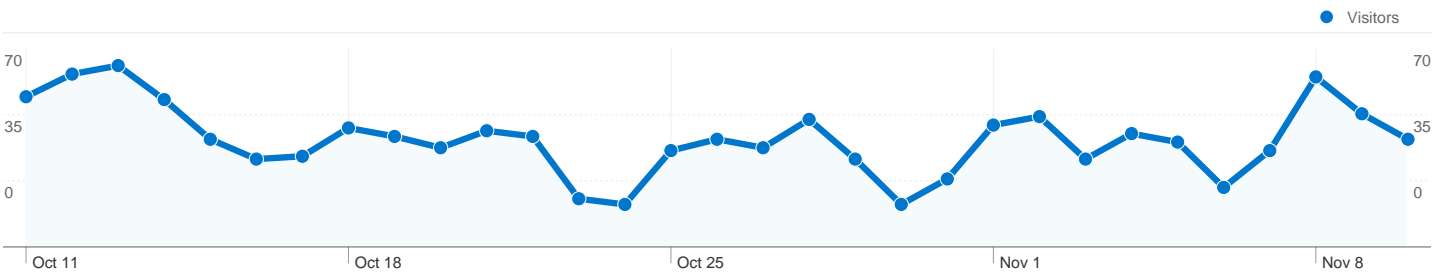
- **Search Engines**  
1,072.00 (64.50%)
- **Direct Traffic**  
384.00 (23.10%)
- **Referring Sites**  
206.00 (12.39%)

## Country/Territory Detail: United States



| Keywords                    |        |          |
|-----------------------------|--------|----------|
| Keyword                     | Visits | % visits |
| savino funeral home         | 513    | 47.85%   |
| funeral home margate fl     | 64     | 5.97%    |
| savino funeral              | 27     | 2.52%    |
| savino funeral home florida | 25     | 2.33%    |
| alicia enciso               | 17     | 1.59%    |

| Content Overview    |           |             |
|---------------------|-----------|-------------|
| Pages               | Pageviews | % Pageviews |
| /                   | 2,412     | 25.94%      |
| /?pagetype=memlist  | 742       | 7.98%       |
| /?page=tourourhome  | 299       | 3.22%       |
| /?page=index        | 265       | 2.85%       |
| /?page=meetthestaff | 252       | 2.71%       |



**871 people visited this site**

**1,662** Visits

**871** Absolute Unique Visitors

**9,298** Pageviews

**5.59** Average Pageviews

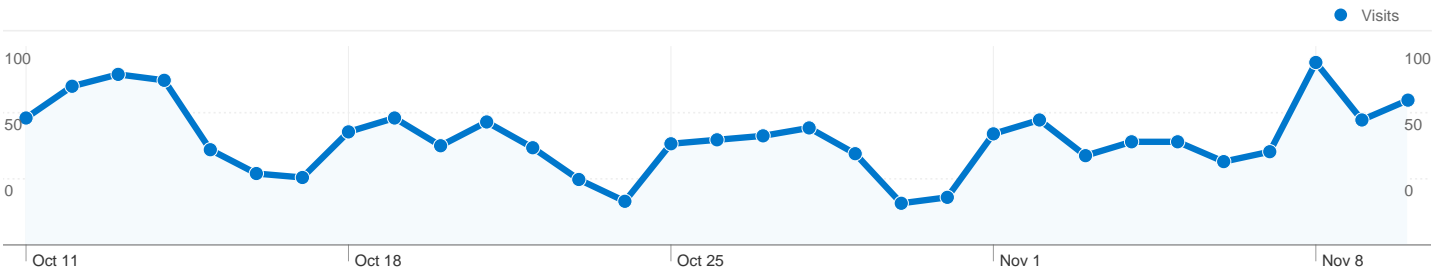
**00:03:42** Time on Site

**17.57%** Bounce Rate

**44.77%** New Visits

**Technical Profile**

| Browser                  | Visits | % visits | Connection Speed | Visits | % visits |
|--------------------------|--------|----------|------------------|--------|----------|
| Internet Explorer        | 789    | 47.47%   | DSL              | 744    | 44.77%   |
| Chrome                   | 496    | 29.84%   | Cable            | 432    | 25.99%   |
| Safari                   | 183    | 11.01%   | Unknown          | 306    | 18.41%   |
| Firefox                  | 181    | 10.89%   | T1               | 111    | 6.68%    |
| Mozilla Compatible Agent | 8      | 0.48%    | Dialup           | 68     | 4.09%    |

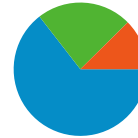


All traffic sources sent a total of 1,662 visits

23.10% Direct Traffic

12.39% Referring Sites

64.50% Search Engines



- Search Engines**  
1,072.00 (64.50%)
- Direct Traffic**  
384.00 (23.10%)
- Referring Sites**  
206.00 (12.39%)

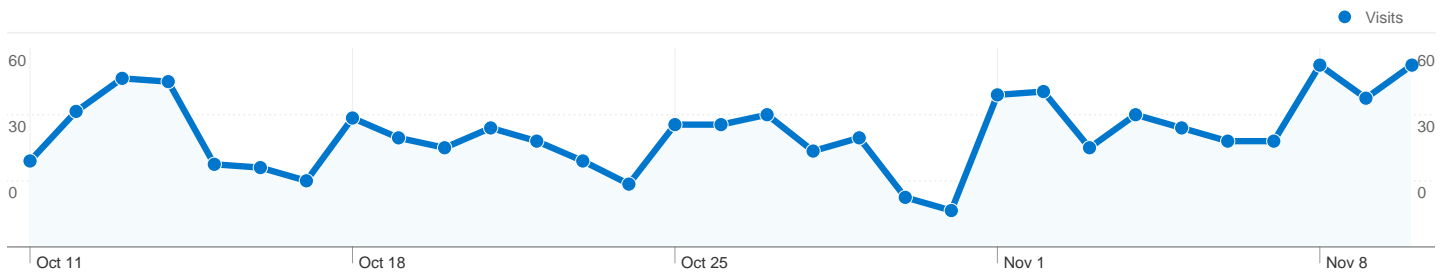
## Top Traffic Sources

| Sources                 | Visits | % visits | Keywords                    | Visits | % visits |
|-------------------------|--------|----------|-----------------------------|--------|----------|
| google (organic)        | 889    | 53.49%   | savino funeral home         | 513    | 47.85%   |
| (direct) ((none))       | 384    | 23.10%   | funeral home margate fl     | 64     | 5.97%    |
| yahoo (organic)         | 56     | 3.37%    | savino funeral              | 27     | 2.52%    |
| facebook.com (referral) | 52     | 3.13%    | savino funeral home florida | 25     | 2.33%    |
| bing (organic)          | 49     | 2.95%    | alicia enciso               | 17     | 1.59%    |

# Keywords

Oct 11, 2010 - Nov 10, 2010

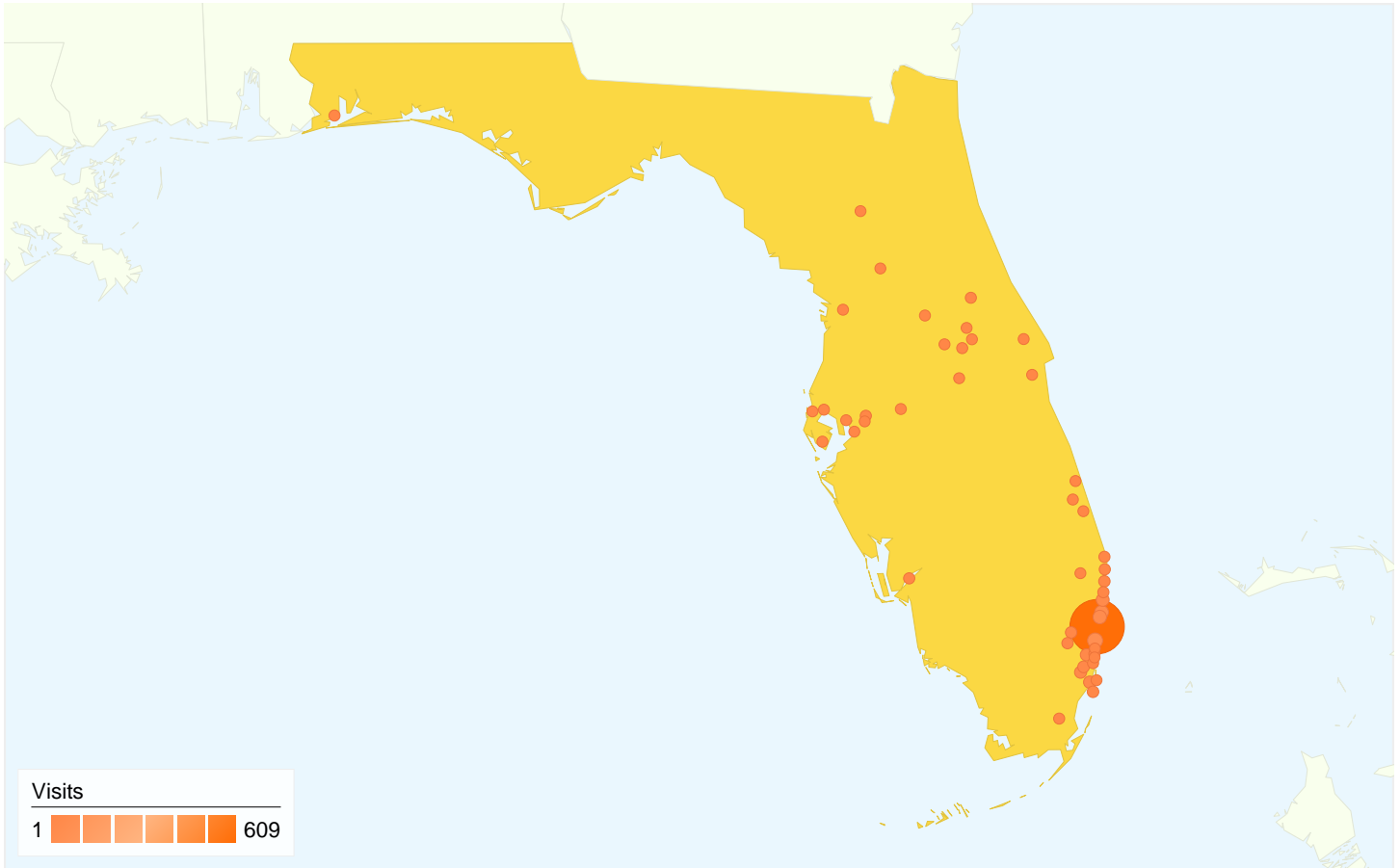
Comparing to: Site



**Search sent 1,072 total visits via 259 keywords**

**Site Usage**

| <b>Visits</b><br><b>1,072</b><br>% of Site Total:<br><b>64.50%</b> | <b>Pages/Visit</b><br><b>5.74</b><br>Site Avg:<br><b>5.59 (2.55%)</b> | <b>Avg. Time on Site</b><br><b>00:03:58</b><br>Site Avg:<br><b>00:03:42 (7.28%)</b> | <b>% New Visits</b><br><b>34.98%</b><br>Site Avg:<br><b>44.77% (-21.86%)</b> | <b>Bounce Rate</b><br><b>12.78%</b><br>Site Avg:<br><b>17.57% (-27.26%)</b> |             |
|--|---|---|--|---|-------------|
| Keyword  | Visits  | Pages/Visit   | Avg. Time on Site  | % New Visits  | Bounce Rate |
| savino funeral home  | 513   | 5.48  | 00:03:32   | 14.04%  | 3.12%       |
| funeral home margate fl  | 64  | 5.19  | 00:03:34   | 6.25%   | 6.25%       |
| savino funeral   | 27  | 10.78   | 00:07:35   | 22.22%  | 3.70%       |
| savino funeral home florida  | 25  | 10.04   | 00:14:03   | 36.00%  | 4.00%       |
| alicia enciso  | 17  | 7.12  | 00:09:10   | 35.29%  | 5.88%       |
| (not set)  | 15  | 7.33  | 00:03:47   | 60.00%  | 0.00%       |
| www.savinofuneralhome.com  | 15  | 11.67   | 00:07:00   | 26.67%  | 6.67%       |
| savinofuneralhome.com  | 14  | 9.79  | 00:04:33   | 42.86%  | 7.14%       |
| savino funeral home.com  | 12  | 6.92  | 00:02:22   | 25.00%  | 0.00%       |
| alicia enciso pinto  | 10  | 3.50  | 00:02:26   | 70.00%  | 40.00%      |
| 1 - 10 of 259  |   |   |  |   |             |

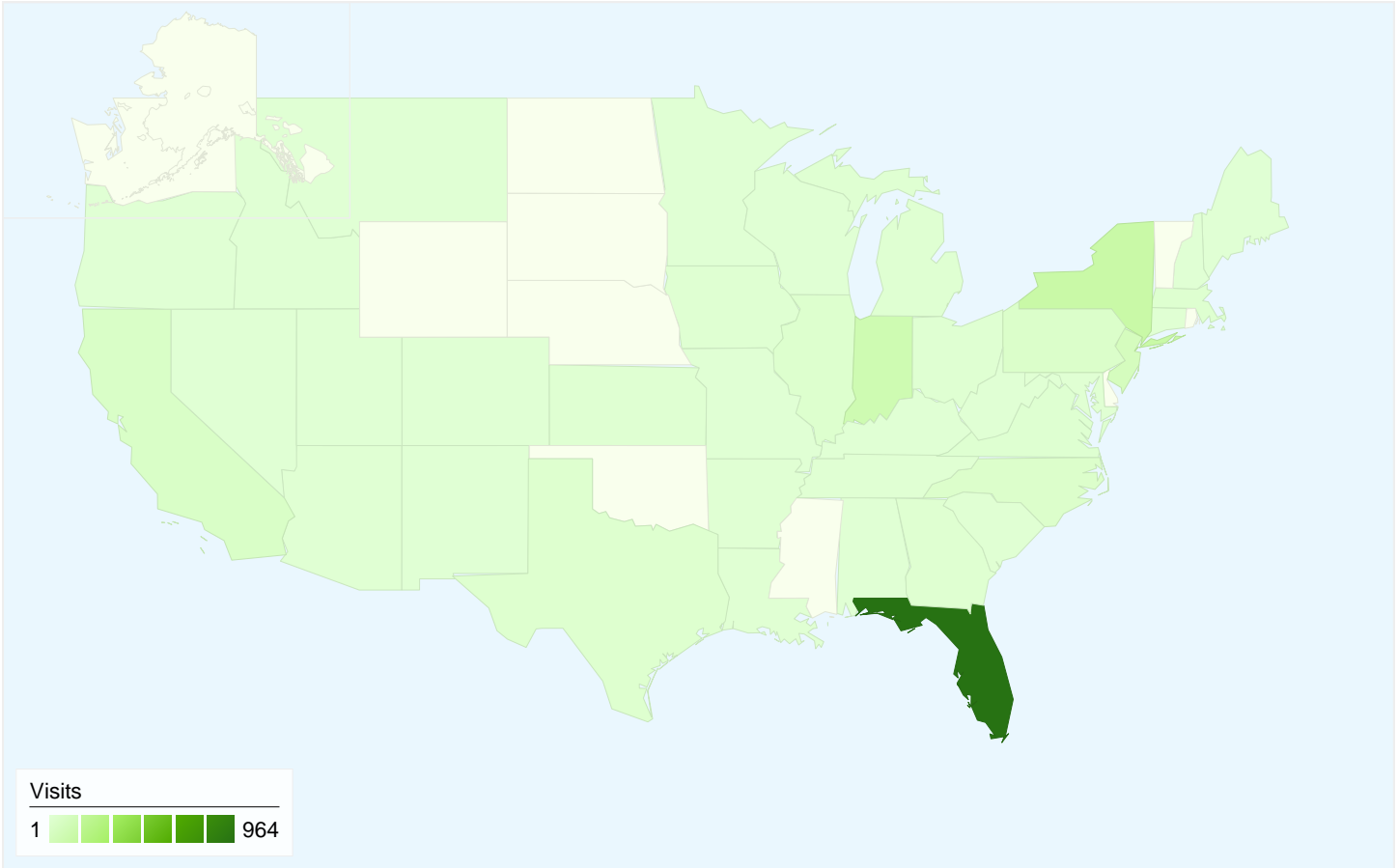


## This state sent 964 visits via 48 cities

### Site Usage

| City  | Visits   | Pages/Visit  | Avg. Time on Site   | % New Visits  | Bounce Rate |
|---|--|--|---|---|-------------|
| <b>Visits</b><br><b>964</b><br>% of Site Total:<br>58.00% | <b>Pages/Visit</b><br><b>5.81</b><br>Site Avg:<br>5.59 (3.87%) | <b>Avg. Time on Site</b><br><b>00:03:55</b><br>Site Avg:<br>00:03:42 (6.13%) | <b>% New Visits</b><br><b>30.71%</b><br>Site Avg:<br>44.77% (-31.41%) | <b>Bounce Rate</b><br><b>6.43%</b><br>Site Avg:<br>17.57% (-63.39%) |             |
| Pompano Beach   | 609  | 5.02   | 00:03:36  | 14.61%  | 5.58%       |
| Ft Lauderdale   | 60   | 7.18   | 00:05:52  | 61.67%  | 0.00%       |
| Boca Raton  | 42   | 5.45   | 00:03:06  | 26.19%  | 7.14%       |
| Deerfield Beach   | 38   | 8.89   | 00:05:19  | 44.74%  | 2.63%       |
| Delray Beach  | 29   | 9.59   | 00:04:12  | 68.97%  | 6.90%       |
| Pembroke Pines  | 20   | 11.15  | 00:06:52  | 60.00%  | 0.00%       |
| Miami   | 20   | 9.95   | 00:06:19  | 65.00%  | 5.00%       |
| Hialeah   | 18   | 6.67   | 00:03:48  | 61.11%  | 22.22%      |
| Opa Locka   | 12   | 3.42   | 00:00:44  | 50.00%  | 16.67%      |

|              |    |      |          |        |              |
|--------------|----|------|----------|--------|--------------|
| Key Biscayne | 10 | 8.50 | 00:08:31 | 40.00% | 0.00%        |
|              |    |      |          |        | 1 - 10 of 48 |

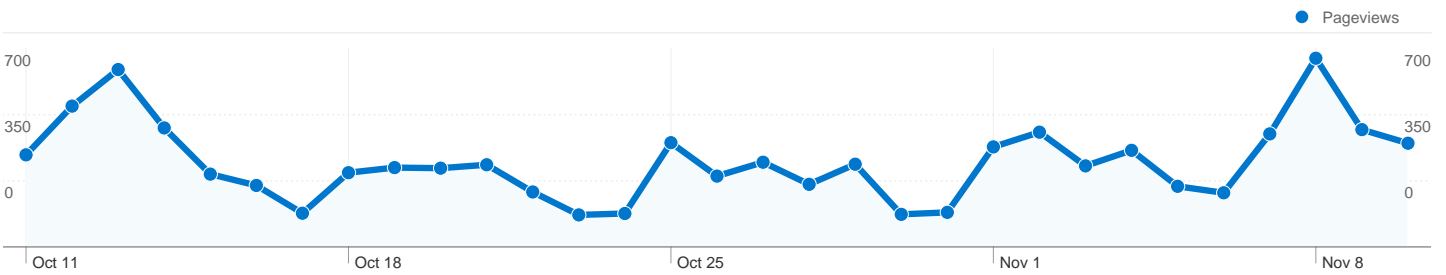


## This country/territory sent 1,537 visits via 39 regions

Site Usage

| Region  | Visits   | Pages/Visit   | Avg. Time on Site  | % New Visits  | Bounce Rate |
|---|--|---|--|---|-------------|
| <b>Visits</b><br><b>1,537</b><br>% of Site Total:<br>92.48% | <b>Pages/Visit</b><br><b>5.68</b><br>Site Avg:<br>5.59 (1.45%) | <b>Avg. Time on Site</b><br><b>00:03:37</b><br>Site Avg:<br>00:03:42 (-1.95%) | <b>% New Visits</b><br><b>42.81%</b><br>Site Avg:<br>44.77% (-4.37%) | <b>Bounce Rate</b><br><b>16.72%</b><br>Site Avg:<br>17.57% (-4.83%) |             |
| Florida   | 964  | 5.81  | 00:03:55   | 30.71%  | 6.43%       |
| New York  | 130  | 6.52  | 00:03:57   | 43.08%  | 20.77%      |
| Indiana   | 100  | 1.08  | 00:00:01   | 100.00%   | 96.00%      |
| New Jersey  | 64   | 8.80  | 00:05:26   | 31.25%  | 12.50%      |
| California  | 40   | 4.82  | 00:02:50   | 60.00%  | 27.50%      |
| Pennsylvania  | 31   | 7.00  | 00:06:18   | 80.65%  | 16.13%      |
| North Carolina  | 27   | 4.93  | 00:02:27   | 59.26%  | 14.81%      |
| Illinois  | 20   | 7.45  | 00:03:14   | 60.00%  | 25.00%      |
| Texas   | 16   | 3.94  | 00:02:31   | 75.00%  | 31.25%      |

|               |           |      |          |        |              |
|---------------|-----------|------|----------|--------|--------------|
| Massachusetts | <b>15</b> | 5.67 | 00:04:54 | 66.67% | 20.00%       |
|               |           |      |          |        | 1 - 10 of 39 |



**Pages on this site were viewed a total of 9,298 times**

**9,298** Pageviews

**5,006** Unique Views

**17.57%** Bounce Rate

## Top Content

| Pages               | Pageviews | % Pageviews |
|---------------------|-----------|-------------|
| /                   | 2,412     | 25.94%      |
| /?pagetype=memlist  | 742       | 7.98%       |
| /?page=tourourhome  | 299       | 3.22%       |
| /?page=index        | 265       | 2.85%       |
| /?page=meetthestaff | 252       | 2.71%       |