Google Analytics

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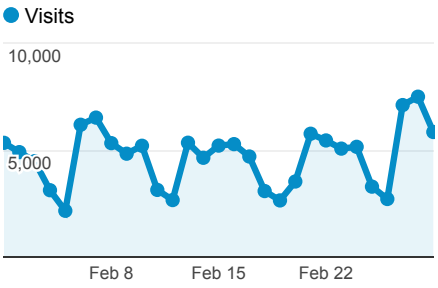
www.roseville.ca.us [DEFAULT]

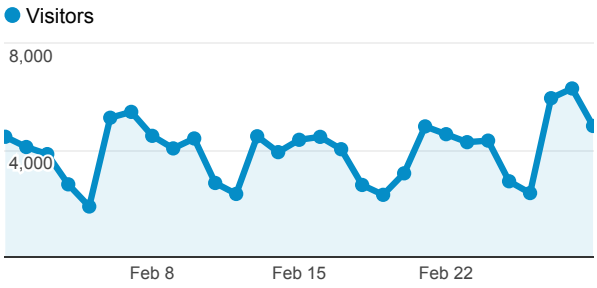
Monthly Update

Feb 1, 2012 - Feb 29, 2012

Visits



Unique Visitors Overview



Visits

135,691

% of Total: **100.00% (135,691)**

Bounce Rate

51.22%

Site Avg: **51.22% (0.00%)**

Traffic Sources Overview

- **62.95% organic**
  85,419 Visits
- **24.65% direct**
  33,458 Visits
- **12.38% referral**
  16,808 Visits
- **0.02% Other**
  6 Visits

Avg. Visit Duration

00:02:17

Site Avg: **00:02:17 (0.00%)**

% New Visits

45.44%

Site Avg: **45.44% (0.00%)**

Pageviews

355,865

% of Total: **100.00% (355,865)**

Pages / Visit

2.62

Site Avg: **2.62 (0.00%)**

Visits by Country / Territory

- **98.27% United States**
  133,346 Visits
- **0.22% India**
  312 Visits
- **0.22% Canada**
  304 Visits
- **0.14% Philippines**
  190 Visits
- **0.09% United Kingdom**
  134 Visits
- **1.06% Other**
  1,405 Visits

Pageviews by Page

Page	Pageviews
/default.asp	41,215
/jobs/default.asp	26,093
/library/default.asp	15,988
/library/public_computers.asp	10,998
/search/default.asp	8,883

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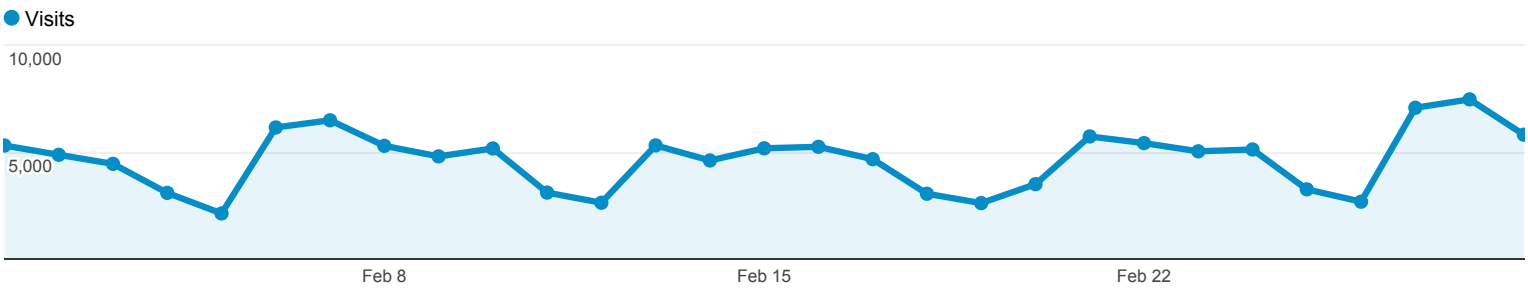
Visitors Overview

Feb 1, 2012 - Feb 29, 2012

% of visits: 100.00%

Overview



87,345 people visited this site

Visits: 135,691

Unique Visitors: 87,345

Pageviews: 355,865

Pages / Visit: 2.62

Avg. Visit Duration: 00:02:17

Bounce Rate: 51.22%

% New Visits: 45.44%

54.55% Returning Visitor
74,022 Visits

45.45% New Visitor
61,669 Visits

	Language	Visits	% Visits
1.	en-us	127,010	93.60%
2.	en	7,299	5.38%
3.	en-gb	280	0.21%
4.	en_us	201	0.15%
5.	zh-cn	75	0.06%
6.	es	67	0.05%
7.	ru	61	0.04%
8.	ja	60	0.04%
9.	es-es	56	0.04%
10.	fr	51	0.04%

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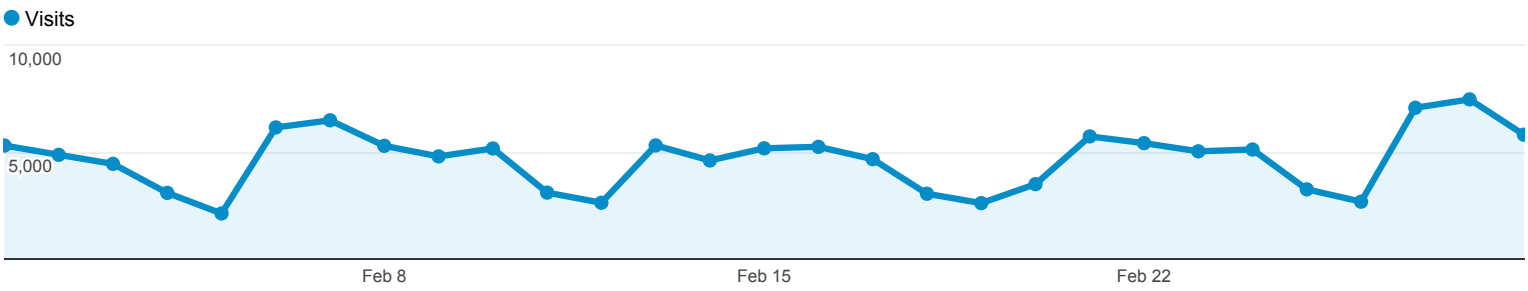
Traffic Sources Overview

Feb 1, 2012 - Feb 29, 2012

% of visits: 100.00%

Overview



135,691 people visited this site

62.95% Search Traffic
85,419 Visits

12.39% Referral Traffic
16,808 Visits

24.66% Direct Traffic
33,458 Visits

0.00% Campaigns
6 Visits

	Keyword	Visits	% Visits
1.	(not provided)	12,501	14.63%
2.	city of roseville	7,428	8.70%
3.	roseville library	2,721	3.19%
4.	roseville ca	2,514	2.94%
5.	roseville electric	1,694	1.98%
6.	roseville police department	1,529	1.79%
7.	city of roseville jobs	1,122	1.31%
8.	city of roseville ca	1,107	1.30%
9.	roseville public library	988	1.16%
10.	roseville	982	1.15%

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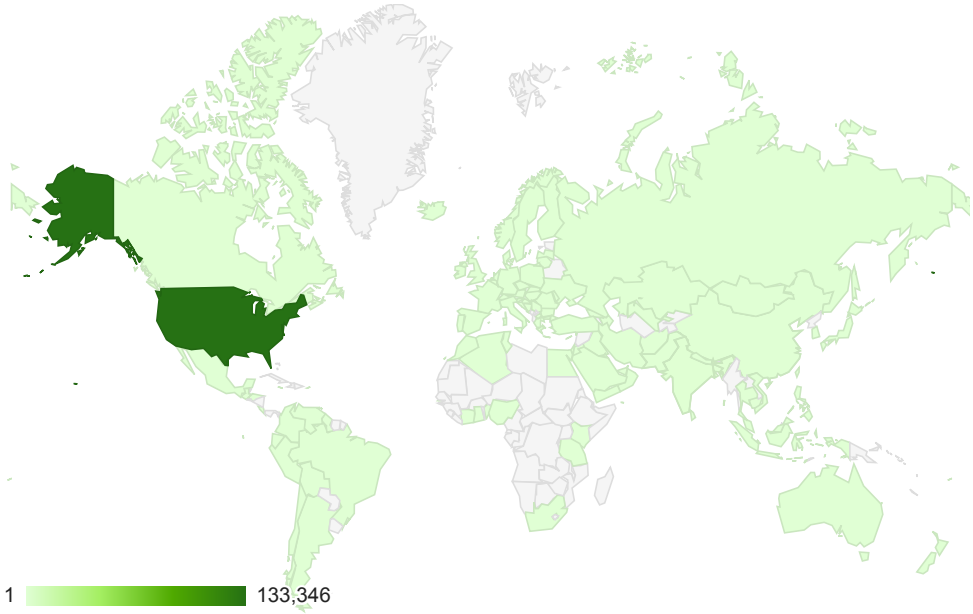
Location

Feb 1, 2012 - Feb 29, 2012

% of visits: 100.00%

Map Overlay

Site Usage



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
135,691	**2.62**	**00:02:17**	**45.44%**	**51.22%**
% of Total: **100.00% (135,691)**	Site Avg: **2.62 (0.00%)**	Site Avg: **00:02:17 (0.00%)**	Site Avg: **45.44% (0.00%)**	Site Avg: **51.22% (0.00%)**

	Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	United States	**133,346**	2.63	00:02:18	44.81%	51.01%
2.	India	**312**	2.36	00:01:49	78.21%	65.38%
3.	Canada	**304**	2.92	00:02:23	69.41%	47.70%
4.	Philippines	**190**	2.30	00:01:30	78.95%	58.42%
5.	United Kingdom	**134**	2.17	00:01:08	77.61%	54.48%
6.	(not set)	**107**	2.29	00:01:41	79.44%	58.88%
7.	Australia	**105**	1.30	00:00:17	62.86%	80.00%
8.	Germany	**86**	1.92	00:01:02	94.19%	67.44%
9.	Malaysia	**64**	2.62	00:02:28	71.88%	51.56%
10.	China	**59**	2.27	00:02:48	69.49%	59.32%

Rows 1 - 10 of 115

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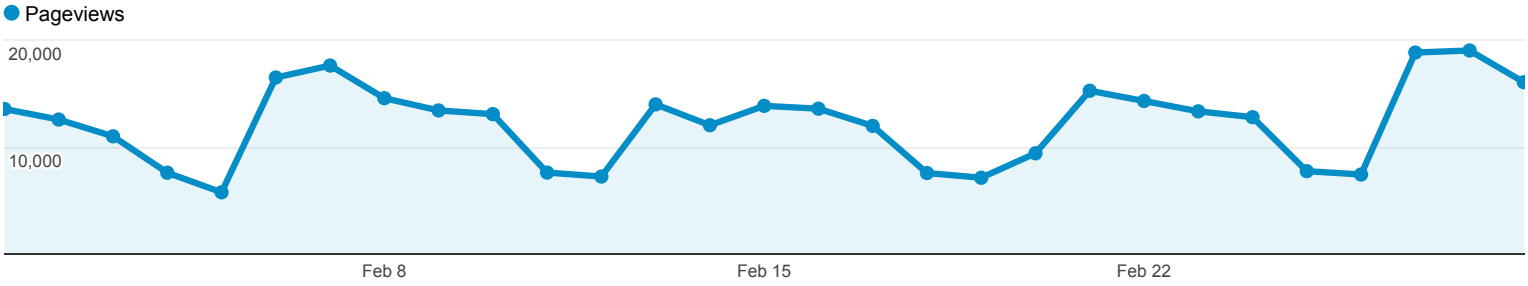
Content Overview

Feb 1, 2012 - Feb 29, 2012

% of pageviews: 100.00%

Overview



Pages on this site were viewed a total of 355,865 times

Pageviews: 355,865

Unique Pageviews: 273,189

Avg. Time on Page: 00:01:24

Bounce Rate: 51.22%

% Exit: 38.13%

	Page	Pageviews	% Pageviews
1.	/default.asp	41,215	11.58%
2.	/jobs/default.asp	26,093	7.33%
3.	/library/default.asp	15,988	4.49%
4.	/library/public_computers.asp	10,998	3.09%
5.	/search/default.asp	8,883	2.50%
6.	/parks/default.asp	6,379	1.79%
7.	/resident/utilities.asp	6,217	1.75%
8.	/electric/default.asp	4,624	1.30%
9.	/police/default.asp	4,131	1.16%
10.	/enotify/default.asp	3,186	0.90%

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