

Time Frame:

From: 08/01/07

To: 08/31/07

Site Statistics

Page Views:	16,997
Visits:	2,676

Prepared for: CPGCatnet - WR540330K3EM
Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	2,389	100.0%
New Visitors:	1,778	74.4%
Lifetime Returning Visitors:	222	9.3%
Calendar Monthly Uniques:	2,011	

The Traffic Audit Report is a powerful tool for investors, sales personnel and marketing departments. Key statistics such as Total Site Activity help determine ROI expectations and the effectiveness of marketing dollars spent. Most Visited Pages and Daily Unique Visitor statistics provide sales personnel with essential decision making information.

Entry Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	526	19.1%
2	/page/52110/Current Job Posting	132	4.8%
3	/page/65974/Testing- Excel/Pow	120	4.4%
4	/page/52080/Only group member	112	4.1%
5	/page/102745/2007 CatMan Anni	105	3.8%

Exit Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	192	6.7%
2	/page/102745/2007 CatMan An	159	5.6%
3	/page/52110/Current Job Posti	123	4.3%
4	/page/65974/Testing- Excel/Po	120	4.2%
5	/page/52080/Only group memt	114	4.0%

Most Requested Pages

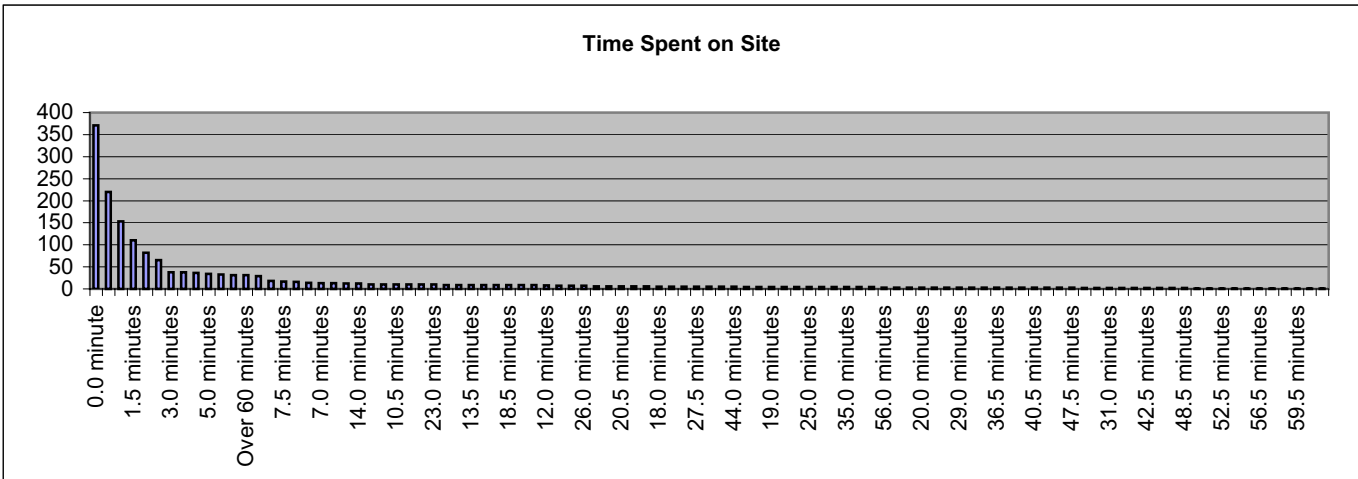
Rank	Name	Page Views	%
1	/Home & Membership	913	5.3%
2	/page/52080/Full Articles Display	582	3.4%
3	/page/51936/Resource Directorie	530	3.1%
4	/page/52110/Current Job Posting	452	2.6%
5	/page/51847/Home & Membershi	445	2.6%

Single Access Pages

Rank	Name	Page Views	%
1	/Home & Membership	117	7.8%
2	/page/65974/Testing- Excel/Po	114	7.6%
3	/page/102745/2007 CatMan An	73	4.9%
4	/page/52110/Current Job Posti	66	4.4%
5	/page/57430/Weekly Newslette	43	2.9%

Traffic Audit Report

Time Spent on Site



Average Time Spent: 0:00:08:12

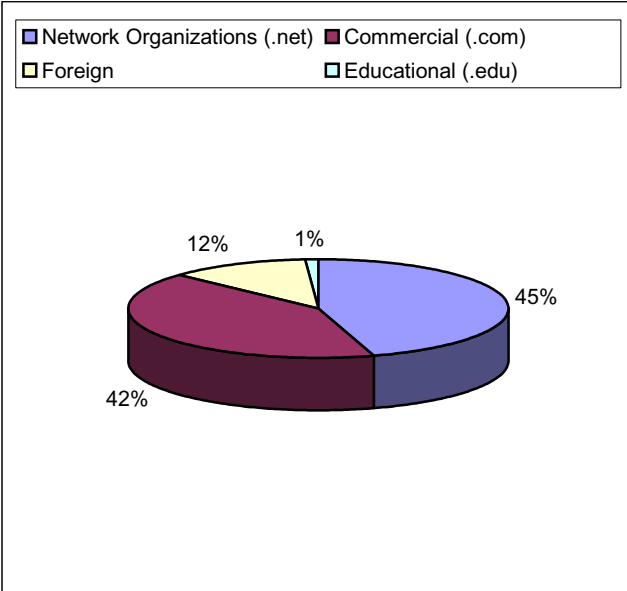
Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	721	44.0%	21	wideopenwest.com	8	0.5%
2	uci.net	81	4.9%	22	aptea.com	7	0.4%
3	pgrb.com	52	3.2%	23	centurytel.net	7	0.4%
4	twtelecom.net	27	1.6%	24	dsl.bell.ca	7	0.4%
5	gvtc.com	20	1.2%	25	w4sp3n7wbla67jh3w.com	7	0.4%
6	cokecce.com	18	1.1%	26	bigpond.net.au	6	0.4%
7	prod-infinitem.com.mx	16	1.0%	27	fdn.com	6	0.4%
8	smig.net	14	0.9%	28	kcc.com	6	0.4%
9	acco.com	13	0.8%	29	kelloggs.com	6	0.4%
10	assaabloy.com	13	0.8%	30	unilever.com	6	0.4%
11	nola.co.za	13	0.8%	31	acosta.com	5	0.3%
12	embarghsd.net	12	0.7%	32	e-fbs.com	5	0.3%
13	infonet.com	12	0.7%	33	ejgallo.com	5	0.3%
14	anheuser-busch.com	11	0.7%	34	ko.com	5	0.3%
15	jnj.com	11	0.7%	35	managednetworks.com	5	0.3%
16	sify.net	10	0.6%	36	roche.com	5	0.3%
17	fuse.net	9	0.5%	37	sprintlink.net	5	0.3%
18	newellco.com	9	0.5%	38	acnielsen.com	4	0.2%
19	122.airtelbroadband.in	8	0.5%	39	bankofamerica.com	4	0.2%
20	vsnl.net.in	8	0.5%	40	saix.net	4	0.2%

Total 1191 72.5%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,833	83.5%
2	English (Great Britain)	81	3.7%
3	English	26	1.2%
4	English (Australia)	24	1.1%
5	Spanish (Mexico)	23	1.0%
6	English (South Africa)	21	1.0%
7	English (Canada)	19	0.9%
8	Swedish	18	0.8%
9	German (Standard)	13	0.6%
10	Turkish	13	0.6%
11	Chinese (PRC)	11	0.5%
12	French (Standard)	11	0.5%
13	Dutch (Standard)	8	0.4%
14	Polish	7	0.3%
15	Hebrew	6	0.3%
16	Japanese	6	0.3%
17	Portuguese (Brazil)	6	0.3%
18	German (Switzerland)	5	0.2%
19	Dutch (Belgium)	4	0.2%
20	English (Ireland)	4	0.2%
Total		2,139	97.3%

Visitor Countries

Rank	Country	Visitors	%
1	United States	1,736	77.1%
2	Great Britain	80	3.6%
3	India	62	2.8%
4	Canada	53	2.4%
5	Australia	31	1.4%
6	South Africa	26	1.2%
7	Mexico	24	1.1%
8	Sweden	16	0.7%
9	Germany	13	0.6%
10	Malaysia	12	0.5%
11	France	9	0.4%
12	Philippines	9	0.4%
13	Poland	9	0.4%
14	Thailand	9	0.4%
15	Turkey	9	0.4%
16	Israel	8	0.4%
17	Netherlands	8	0.4%
18	Switzerland	8	0.4%
19	Saudi Arabia	7	0.3%
20	Brazil	6	0.3%
Total		2,135	94.7%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	1,673	50.4%
2	2 page(s)	251	7.6%
3	3 page(s)	220	6.6%
4	4 page(s)	201	6.1%
5	5 page(s)	153	4.6%
6	6 page(s)	140	4.2%
7	9 page(s)	129	3.9%
8	7 page(s)	128	3.9%
9	8 page(s)	101	3.0%
10	10 page(s)	88	2.7%
11	11 page(s)	57	1.7%
12	13 page(s)	51	1.5%
13	12 page(s)	38	1.1%
14	14 page(s)	28	0.8%
15	21 page(s)	17	0.5%
16	15 page(s)	10	0.3%
17	16 page(s)	10	0.3%
18	18 page(s)	7	0.2%
19	19 page(s)	6	0.2%
20	17 page(s)	4	0.1%
Total		3,312	99.8%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Home & Membership	913	1 page(s)	5.26%
2	/page/52080/Full Articles Display page	582	3 page(s)	3.35%
3	/page/51936/Resource Directories	530	3 page(s)	3.05%
4	/page/52110/Current Job Postings	452	3 page(s)	2.60%
5	/page/51847/Home & Membership	445	3 page(s)	2.56%
6	/page/52080/Only group members have permission to view this page	405	2 page(s)	2.33%
7	/page/52107/Career Services	348	3 page(s)	2.00%
8	/View/Edit Site Map	331	3 page(s)	1.90%
9	/page/102745/2007 CatMan Annual Conference	330	3 page(s)	1.90%
10	/page/78746/CatMan News	312	3 page(s)	1.79%
11	/page/admin/Membership Listing	312	3 page(s)	1.79%
12	/page/admin/Advanced Member Search	285	2 page(s)	1.64%
13	/page/51913/Events Calendar	274	4 page(s)	1.57%
14	/CPG CatNet Login	258	3 page(s)	1.48%
15	/page/admin/Edit User Information	240	5 page(s)	1.38%
16	/page/51971/Discussion Groups	214	4 page(s)	1.23%
17	/Edit Page Settings	205	5 page(s)	1.18%
18	/page/57913/Public Discussions	181	5 page(s)	1.04%
19	/page/65975/Continuing Education	181	4 page(s)	1.04%
20	/page/57430/Weekly Newsletter	177	3 page(s)	1.02%
21	/page/admin/Admin Wizard	163	2 page(s)	0.93%
22	/page/65974/Testing- Excel/PowerPoint/Access	151	4 page(s)	0.87%
23	/page/52243/JOIN NOW - Membership Options	150	4 page(s)	0.86%
24	/Forgot Your Password?	144	5 page(s)	0.83%
25	/page/62774/What is Category Management?	132	3 page(s)	0.76%
26	/page/94849/Webinar Calendar	132	6 page(s)	0.76%
27	/page/55030/Donna	127	3 page(s)	0.73%
28	/page/51933/Email and Workspace	119	5 page(s)	0.68%
29	/page/76678/Asia	115	5 page(s)	0.66%
30	/page/104850/AR - Wal-Mart	114	3 page(s)	0.65%
31	/page/104852/MULTIPLE - Colgate-Palmolive	114	3 page(s)	0.65%
32	/page/109057/ZA Coursework Calendar	108	10 page(s)	0.62%
33	/page/102930/News by Topic	105	4 page(s)	0.60%
34	/page/61607/Corporate Membership	105	3 page(s)	0.60%
35	/page/76675/Europe	91	5 page(s)	0.52%
36	/page/51936/Edit Content Module	90	5 page(s)	0.51%
37	/page/72230/Secure Mail Sign-In	90	5 page(s)	0.51%
38	/page/52167/ADMIN ONLY PAGE	88	3 page(s)	0.50%
39	/Logout Confirmation	85	4 page(s)	0.48%
40	/page/101494/Job Search Tools	84	4 page(s)	0.48%
41	/page/108769/Wellness Discussion	80	10 page(s)	0.46%
42	/page/52080/Edit Content Module	79	5 page(s)	0.45%
43	/page/52236/Beverage Discussion	77	5 page(s)	0.44%
44	/page/106207/Operations Manual	75	2 page(s)	0.43%
45	/page/65390/About CPG CatNet	71	3 page(s)	0.40%
46	/page/75947/International Chapters	70	5 page(s)	0.40%
47	/page/74218/Mexico	69	6 page(s)	0.39%
48	/page/102915/Beverage News	68	4 page(s)	0.0039
49	/page/58494/Professional Membership	68	4 page(s)	0.39%
50	/page/108367/IL - Bosch	67	5 page(s)	0.0038

Total

10,006

57.44%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	526	19.1%
2	/page/52110/Current Job Postin	132	4.8%
3	/page/65974/Testing- Excel/Pov	120	4.4%
4	/page/52080/Only group membe	112	4.1%
5	/page/102745/2007 CatMan Ann	105	3.8%
6	/page/57430/Weekly Newsletter	65	2.4%
7	/page/62774/What is Category I	61	2.2%
8	/page/72230/Secure Mail Sign-I	44	1.6%
9	/page/104850/AR - Wal-Mart	43	1.6%
10	/page/51913/Events Calendar	42	1.5%
11	/page/51847/Home & Membersl	40	1.5%
12	/page/51933/Email and Worksp	35	1.3%
13	/page/84371/Publications includ	32	1.2%
14	/page/77270/Anonymous Talent	31	1.1%
15	/page/95580/ALDI USA, Inc.	31	1.1%
16	/page/98588/Price Chopper/The	30	1.1%
17	/Weekly Newsletter	29	1.1%
18	/page/94087/Global Meeting Tin	29	1.1%
19	/page/57913/Public Discussions	28	1.0%
20	/page/76681/Middle East	24	0.9%
Total		1,559	56.45%

Exit Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	192	6.7%
2	/page/102745/2007 CatMan An	159	5.6%
3	/page/52110/Current Job Postin	123	4.3%
4	/page/65974/Testing- Excel/Pov	120	4.2%
5	/page/52080/Only group membe	114	4.0%
6	/page/57430/Weekly Newsletter	74	2.6%
7	/page/78746/CatMan News	64	2.2%
8	/page/62774/What is Category I	62	2.2%
9	/page/104852/MULTIPLE - Colç	55	1.9%
10	/page/72230/Secure Mail Sign-I	53	1.9%
11	/Logout Confirmation	48	1.7%
12	/page/104850/AR - Wal-Mart	48	1.7%
13	/page/51913/Events Calendar	46	1.6%
14	/page/101494/Job Search Tools	45	1.6%
15	/page/84371/Publications includ	38	1.3%
16	/page/51847/Home & Members	36	1.3%
17	/page/57913/Public Discussions	36	1.3%
18	/page/51933/Email and Worksp	32	1.1%
19	/page/52243/JOIN NOW - Mem	31	1.1%
20	/page/95580/ALDI USA, Inc.	30	1.0%
Total		1,406	49.0%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	117	7.8%
2	/page/65974/Testing- Excel/Pov	114	7.6%
3	/page/102745/2007 CatMan Ann	73	4.9%
4	/page/52110/Current Job Postin	66	4.4%
5	/page/57430/Weekly Newsletter	43	2.9%
6	/page/62774/What is Category I	40	2.7%
7	/page/72230/Secure Mail Sign-I	39	2.6%
8	/page/104850/AR - Wal-Mart	30	2.0%
9	/page/84371/Publications includ	30	2.0%
10	/page/52080/Only group membe	28	1.9%
11	/page/57913/Public Discussions	28	1.9%
12	/page/77270/Anonymous Talent	26	1.7%
13	/page/51933/Email and Worksp	24	1.6%
14	/page/94087/Global Meeting Tin	24	1.6%
15	/page/98588/Price Chopper/The	21	1.4%
16	/page/95580/ALDI USA, Inc.	19	1.3%
17	/Logout Confirmation	18	1.2%
18	/page/76681/Middle East	18	1.2%
19	/page/51913/Events Calendar	17	1.1%
20	/page/104852/MULTIPLE - Colç	16	1.1%
Total		791	52.8%

Most Requested Content

Rank	Content	Page Views	%
1	/	2,256	15.7%
2	/page/admin	1,251	8.7%
3	/page/52080	1,076	7.5%
4	/page/51936	626	4.4%
5	/page/52110	464	3.2%
6	/page/51847	447	3.1%
7	/page/52107	335	2.3%
8	/page/102745	320	2.2%
9	/page/78746	305	2.1%
10	/page/51913	249	1.7%
11	/page/51971	199	1.4%
12	/page/57430	192	1.3%
13	/page/65975	167	1.2%
14	/page/55030	141	1.0%
15	/page/57913	140	1.0%
16	/page/51933	133	0.9%
17	/page/109057	132	0.9%
18	/page/65974	130	0.9%
19	/page/52243	126	0.9%
20	/page/76678	122	0.9%
Total		8,811	61.3%