

Time Frame:

From: 12/01/07

To: 12/31/07

## Site Statistics

Page Views: **10,610**  
 Visits: **2,083**

Prepared for: CPGCatnet - WR540330K3EM  
 Account Number: WR540330K3EM

## Visitors:

	Visitors	%
Calendar Daily Uniques:	<b>1,903</b>	100.0%
New Visitors:	<b>1,536</b>	80.7%
Lifetime Returning Visitors:	<b>163</b>	8.6%
Calendar Monthly Uniques:	<b>1,715</b>	

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	287	13.8%
2	/page/65974/Testing- Excel/Power	121	5.8%
3	/page/52080/Only group members	78	3.7%
4	/page/62774/What is Category Ma	77	3.7%
5	/page/52110/Current Job Postings	75	3.6%

## Exit Pages

Rank	Page Name	Page Views	%
1	/page/65974/Testing- Excel/Pow	120	5.6%
2	/Home & Membership	119	5.6%
3	/page/52110/Current Job Postin	79	3.7%
4	/page/62774/What is Category M	63	2.9%
5	/page/52080/Only group membe	53	2.5%

## Most Requested Pages

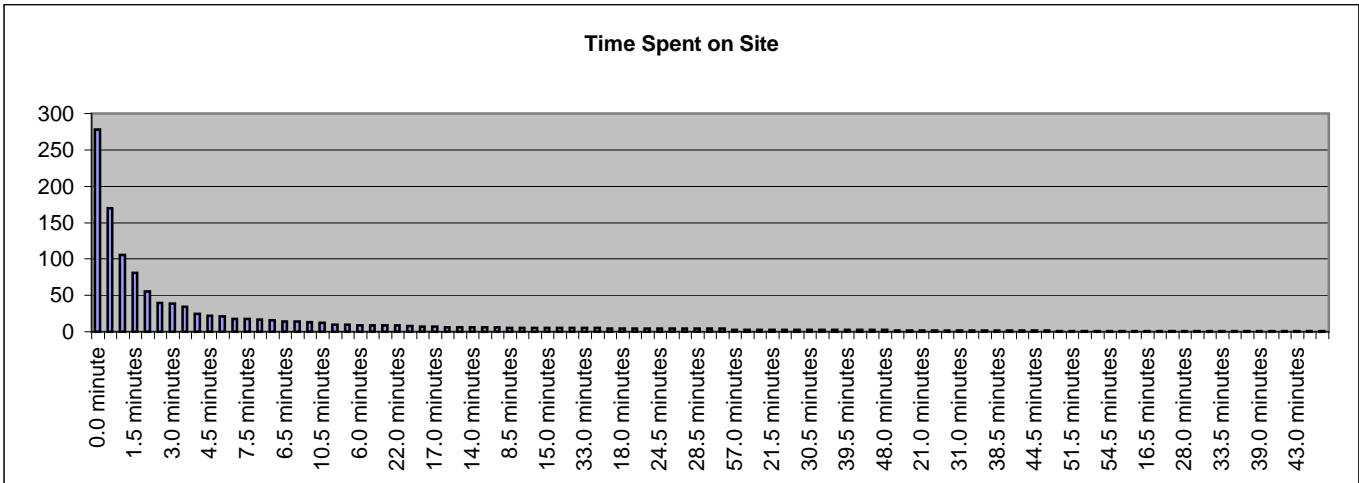
Rank	Name	Page Views	%
1	/Home & Membership	516	4.9%
2	/page/52080/Full Articles Display p	351	3.3%
3	/page/51913/Events Calendar	306	2.9%
4	/page/52080/Only group members	271	2.6%
5	/View/Edit Site Map	252	2.4%

## Single Access Pages

Rank	Name	Page Views	%
1	/page/65974/Testing- Excel/Pow	111	9.1%
2	/Home & Membership	81	6.6%
3	/page/62774/What is Category M	52	4.2%
4	/page/113828/PA - Johnson & J	45	3.7%
5	/page/52110/Current Job Postin	43	3.5%

# Traffic Audit Report

## Time Spent on Site



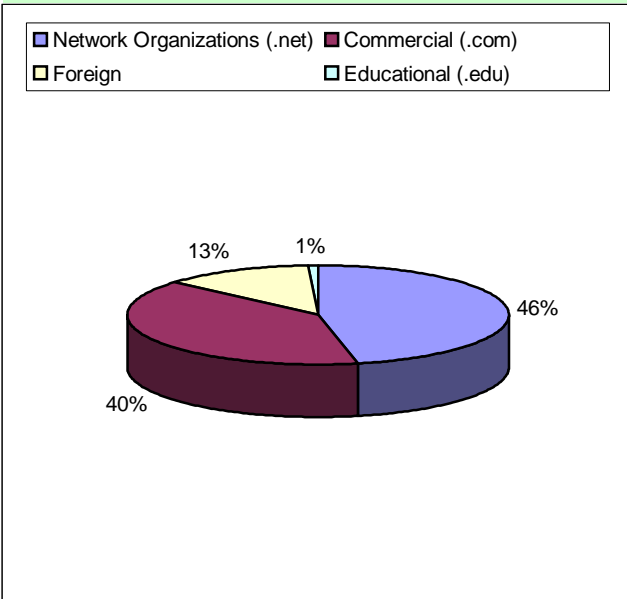
Average Time Spent: 0:00:07:44

## Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	745	52.7%	21	comcastbusiness.net	5	0.4%
2	pgrb.com	38	2.7%	22	mmm.com	5	0.4%
3	vsnl.net.in	17	1.2%	23	mtnl.net.in	5	0.4%
4	infonet.com	14	1.0%	24	attens.net	4	0.3%
5	unilever.com	11	0.8%	25	bluetie.com	4	0.3%
6	122.airtelbroadband.in	10	0.7%	26	clearwire-dns.net	4	0.3%
7	cokecce.com	10	0.7%	27	frontiernet.net	4	0.3%
8	dsl.bell.ca	10	0.7%	28	managednetworks.com	4	0.3%
9	jnj.com	10	0.7%	29	saix.net	4	0.3%
10	mchsi.com	9	0.6%	30	sky.com	4	0.3%
11	acosta.com	8	0.6%	31	smig.net	4	0.3%
12	blackberry.net	8	0.6%	32	spscdns.net	4	0.3%
13	sify.net	8	0.6%	33	stumbleupon.com	4	0.3%
14	acnielsen.com	7	0.5%	34	tds.net	4	0.3%
15	bigpond.net.au	7	0.5%	35	anheuser-busch.com	3	0.2%
16	bloglines.com	6	0.4%	36	bartonexec.com	3	0.2%
17	browngroup.net	6	0.4%	37	blocka-145.stargate.ca	3	0.2%
18	hgnet.com	6	0.4%	38	centurytel.net	3	0.2%
19	philips.com	6	0.4%	39	cgocable.net	3	0.2%
20	tyson.com	6	0.4%	40	e-fbs.com	3	0.2%
Total						1019	71.9%

# Traffic Audit Report

## Major Visitor Domains



## Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,380	84.6%
2	English (Great Britain)	66	4.0%
3	English	21	1.3%
4	English (Canada)	19	1.2%
5	English (Australia)	15	0.9%
6	Chinese (PRC)	14	0.9%
7	English (South Africa)	13	0.8%
8	Dutch (Standard)	10	0.6%
9	German (Standard)	8	0.5%
10	Turkish	7	0.4%
11	French (Standard)	6	0.4%
12	Spanish (Mexico)	6	0.4%
13	Japanese	5	0.3%
14	Spanish (Spain Modern)	5	0.3%
15	Hebrew	4	0.2%
16	Italian (Standard)	4	0.2%
17	Portuguese (Brazil)	4	0.2%
18	Czech	3	0.2%
19	Korean (Johab)	3	0.2%
20	Latvian	3	0.2%
Total		1,596	97.7%

## Visitor Countries

Rank	Country	Visitors	%
1	United States	1,427	75.0%
2	India	78	4.1%
3	Great Britain	74	3.9%
4	Canada	66	3.5%
5	Australia	23	1.2%
6	Netherlands	21	1.1%
7	Germany	18	0.9%
8	South Africa	15	0.8%
9	China	13	0.7%
10	France	10	0.5%
11	Philippines	9	0.5%
12	Sweden	9	0.5%
13	Turkey	7	0.4%
14	Belgium	6	0.3%
15	Brazil	6	0.3%
16	Czech Republic	6	0.3%
17	Japan	6	0.3%
18	Malaysia	6	0.3%
19	United Arab Emirates	6	0.3%
20	Hong Kong	5	0.3%
Total		1,811	95.1%

## Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	1,343	54.8%
2	2 page(s)	191	7.8%
3	3 page(s)	181	7.4%
4	4 page(s)	145	5.9%
5	5 page(s)	91	3.7%
6	6 page(s)	78	3.2%
7	9 page(s)	78	3.2%
8	8 page(s)	69	2.8%
9	7 page(s)	64	2.6%
10	11 page(s)	56	2.3%
11	10 page(s)	48	2.0%
12	12 page(s)	24	1.0%
13	18 page(s)	24	1.0%
14	15 page(s)	14	0.6%
15	14 page(s)	13	0.5%
16	13 page(s)	9	0.4%
17	22 page(s)	9	0.4%
18	16 page(s)	5	0.2%
19	19 page(s)	3	0.1%
20	20 page(s)	2	0.1%
Total		2,447	99.8%

# Traffic Audit Report

## Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Home & Membership	516	1 page(s)	4.86%
2	/page/52080/Full Articles Display page	351	5 page(s)	3.30%
3	/page/51913/Events Calendar	306	4 page(s)	2.88%
4	/page/52080/Only group members have permission to view this page	271	2 page(s)	2.55%
5	/View/Edit Site Map	252	3 page(s)	2.37%
6	/page/52110/Current Job Postings	236	3 page(s)	2.22%
7	/page/51847/Home & Membership	235	3 page(s)	2.21%
8	/page/94849/Webinar Calendar	212	3 page(s)	1.99%
9	/page/51936/Resource Directories	198	3 page(s)	1.86%
10	/page/52107/Career Services	171	3 page(s)	1.61%
11	/CPG CatNet Login	164	2 page(s)	1.54%
12	/page/78746/CatMan News	154	4 page(s)	1.45%
13	/page/57430/CPGweek Newsletter	151	2 page(s)	1.42%
14	/page/65975/Continuing Education	151	5 page(s)	1.42%
15	/page/62774/What is Category Management?	142	3 page(s)	1.33%
16	/page/65974/Testing- Excel/PowerPoint/Access	142	3 page(s)	1.33%
17	/page/114827/CatManU	131	4 page(s)	1.23%
18	/page/115234/Newsletter - Current Week	121	4 page(s)	1.14%
19	/page/112814/Newsletter Template Page	105	4 page(s)	0.98%
20	/page/112814/Edit Content Module	97	5 page(s)	0.91%
21	/page/51986/Who are the Members?	96	4 page(s)	0.90%
22	/page/52243/JOIN NOW - Membership Options	88	4 page(s)	0.82%
23	/page/115232/Professional Coursework by Level- Retail Training	86	5 page(s)	0.81%
24	/page/102745/2007 CatMan Annual Conference	85	2 page(s)	0.80%
25	/page/admin/Membership Listing	85	4 page(s)	0.80%
26	/Membership	83	1 page(s)	0.78%
27	/page/52167/ADMIN ONLY PAGE	81	3 page(s)	0.76%
28	/page/112814/Newsletter Test Page	76	4 page(s)	0.71%
29	/page/55030/Donna	72	2 page(s)	0.67%
30	/page/115907/Newsletter 12-19-2007	69	5 page(s)	0.65%
31	/page/51971/Discussion Groups	69	4 page(s)	0.65%
32	/page/104852/MULTIPLE - Colgate-Palmolive	67	3 page(s)	0.63%
33	/page/114851/CT - Beiersdorf, Inc.	67	2 page(s)	0.63%
34	/unknown page(s)	63	4 page(s)	0.59%
35	/page/113828/PA - Johnson & Johnson	62	2 page(s)	0.58%
36	/Logout Confirmation	61	3 page(s)	0.57%
37	/page/114852/CT - Beiersdorf, Inc.	61	1 page(s)	0.57%
38	/page/admin/Admin Wizard	61	3 page(s)	0.57%
39	/Forgot Your Password?	60	2 page(s)	0.56%
40	/page/75947/International Chapters	60	4 page(s)	0.56%
41	/page/115234/Edit Content Module	59	5 page(s)	0.55%
42	/page/114850/CT - Beiersdorf, Inc.	55	2 page(s)	0.51%
43	/page/60527/Career Development Q & A	54	5 page(s)	0.50%
44	/page/95580/ALDI USA, Inc.	54	1 page(s)	0.50%
45	/page/115532/Newsletter 12-12-2007	53	4 page(s)	0.49%
46	/page/55293/Connie	53	4 page(s)	0.49%
47	/Edit Page Settings	49	6 page(s)	0.46%
48	/page/94087/Global Meeting Time Calculator	49	5 page(s)	0.0046
49	/page/76675/Europe	48	4 page(s)	0.45%
50	/page/113206/Virtual ConferenceCentre	47	5 page(s)	0.0044
Total		6,079		57.06%

## Traffic Audit Report

### Entry Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	287	13.8%
2	/page/65974/Testing- Excel/Powe	121	5.8%
3	/page/52080/Only group members	78	3.7%
4	/page/62774/What is Category M	77	3.7%
5	/page/52110/Current Job Posting	75	3.6%
6	/page/57430/CPGweek Newslette	63	3.0%
7	/page/113828/PA - Johnson & Jo	52	2.5%
8	/Membership	51	2.4%
9	/page/102745/2007 CatMan Annu	47	2.3%
10	/unknown page(s)	43	2.1%
11	/page/94087/Global Meeting Time	37	1.8%
12	/page/114851/CT - Beiersdorf, In	35	1.7%
13	/page/95580/ALDI USA, Inc.	30	1.4%
14	/page/104852/MULTIPLE - Colga	28	1.3%
15	/page/114852/CT - Beiersdorf, In	28	1.3%
16	/page/51913/Events Calendar	28	1.3%
17	/page/51986/Who are the Membe	28	1.3%
18	/page/76678/Asia	25	1.2%
19	/page/114849/CA - Southern Win	22	1.1%
20	/page/51847/Home & Membershi	22	1.1%
Total		1,177	56.41%

### Exit Pages

Rank	Page Name	Page Views	%
1	/page/65974/Testing- Excel/Powe	120	5.6%
2	/Home & Membership	119	5.6%
3	/page/52110/Current Job Posting	79	3.7%
4	/page/62774/What is Category M	63	2.9%
5	/page/52080/Only group member	53	2.5%
6	/page/57430/CPGweek Newslette	53	2.5%
7	/page/113828/PA - Johnson & Jo	51	2.4%
8	/unknown page(s)	45	2.1%
9	/Logout Confirmation	44	2.1%
10	/page/102745/2007 CatMan Annu	41	1.9%
11	/page/114851/CT - Beiersdorf, In	39	1.8%
12	/page/94087/Global Meeting Time	37	1.7%
13	/page/51913/Events Calendar	36	1.7%
14	/page/104852/MULTIPLE - Colga	33	1.5%
15	/Membership	32	1.5%
16	/page/95580/ALDI USA, Inc.	29	1.4%
17	/page/52243/JOIN NOW - Memb	28	1.3%
18	/page/94849/Webinar Calendar	28	1.3%
19	/page/78746/CatMan News	26	1.2%
20	/page/115110/TX - Revlon	25	1.2%
Total		981	45.8%

### Single Access Pages

Rank	Page Name	Page Views	%
1	/page/65974/Testing- Excel/Powe	111	9.1%
2	/Home & Membership	81	6.6%
3	/page/62774/What is Category M	52	4.2%
4	/page/113828/PA - Johnson & Jo	45	3.7%
5	/page/52110/Current Job Posting	43	3.5%
6	/unknown page(s)	35	2.9%
7	/page/57430/CPGweek Newslette	34	2.8%
8	/page/94087/Global Meeting Time	34	2.8%
9	/page/102745/2007 CatMan Annu	30	2.5%
10	/page/114851/CT - Beiersdorf, In	28	2.3%
11	/page/95580/ALDI USA, Inc.	24	2.0%
12	/Membership	22	1.8%
13	/page/52080/Only group members	20	1.6%
14	/page/77270/Anonymous Talent P	19	1.6%
15	/page/104852/MULTIPLE - Colga	17	1.4%
16	/page/114849/CA - Southern Win	17	1.4%
17	/page/76678/Asia	17	1.4%
18	/page/51986/Who are the Membe	16	1.3%
19	/page/72572/CPG CatNet in the N	15	1.2%
20	/page/76675/Europe	14	1.1%
Total		674	54.9%

### Most Requested Content

Rank	Content	Page Views	%
1	/	1,239	13.5%
2	/page/52080	670	7.3%
3	/page/51913	299	3.3%
4	/page/51847	271	3.0%
5	/page/admin	261	2.9%
6	/page/51936	221	2.4%
7	/page/52110	212	2.3%
8	/page/94849	192	2.1%
9	/page/65975	186	2.0%
10	/page/52107	159	1.7%
11	/page/113206	156	1.7%
12	/page/114827	153	1.7%
13	/page/57430	151	1.6%
14	/page/78746	135	1.5%
15	/page/65974	126	1.4%
16	/page/62774	123	1.3%
17	/page/115232	121	1.3%
18	/page/115234	119	1.3%
19	/page/112814	114	1.2%
20	/page/51986	106	1.2%
Total		5,014	54.7%