

Time Frame:

From: 01/01/08

To: 01/31/08

## Site Statistics

Page Views: **17,459**  
 Visits: **2,973**

Prepared for: CPGCatnet - WR540330K3EM  
 Account Number: WR540330K3EM

## Visitors:

	Visitors	%
Calendar Daily Uniques:	<b>2,662</b>	100.0%
New Visitors:	<b>2,027</b>	76.1%
Lifetime Returning Visitors:	<b>278</b>	10.4%
Calendar Monthly Uniques:	<b>2,275</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	/Membership	578	19.4%
2	/page/65974/Testing- Excel/Pow	184	6.2%
3	/page/52080/Only group member	127	4.3%
4	/page/52110/Current Job Posting	93	3.1%
5	/page/62774/What is Category M	78	2.6%

## Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	261	8.5%
2	/page/65974/Testing- Excel/Po	181	5.9%
3	/page/52080/Only group memt	116	3.8%
4	/page/52110/Current Job Posti	115	3.8%
5	/page/104852/MULTIPLE - Col	78	2.6%

## Most Requested Pages

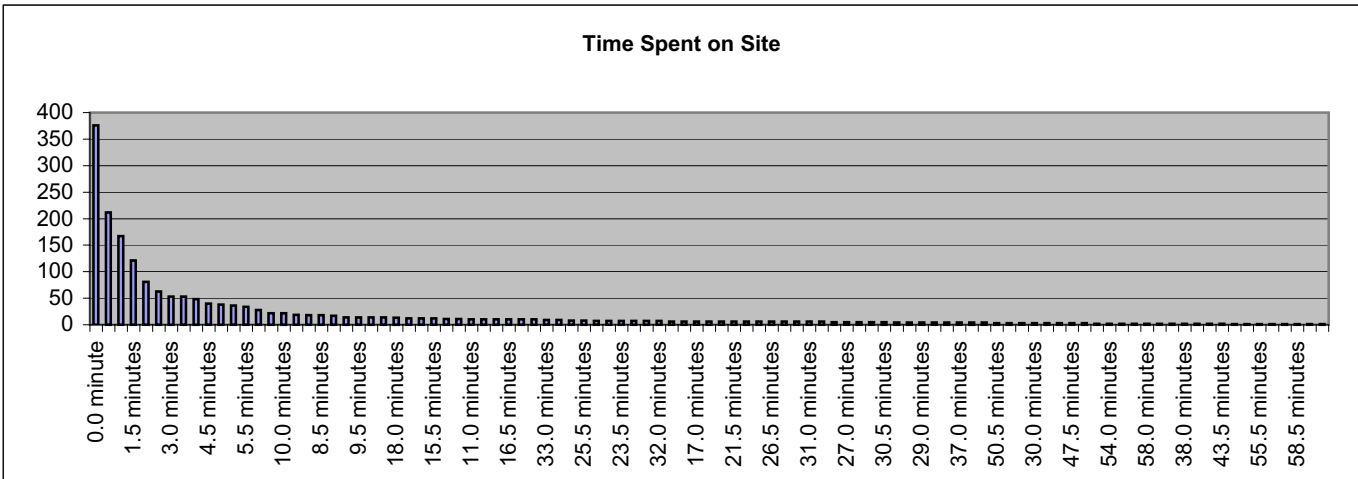
Rank	Name	Page Views	%
1	/Membership	1,072	6.1%
2	/View/Edit Site Map	553	3.2%
3	/page/65975/CatMan Training	532	3.0%
4	/page/51913/Events Calendar	511	2.9%
5	/page/52080/Full Articles Display	475	2.7%

## Single Access Pages

Rank	Name	Page Views	%
1	/Membership	176	10.7%
2	/page/65974/Testing- Excel/Po	162	9.8%
3	/page/52110/Current Job Posti	56	3.4%
4	/page/94087/Global Meeting Ti	56	3.4%
5	/page/62774/What is Category	54	3.3%

# Traffic Audit Report

## Time Spent on Site



Average Time Spent: 0:00:08:38

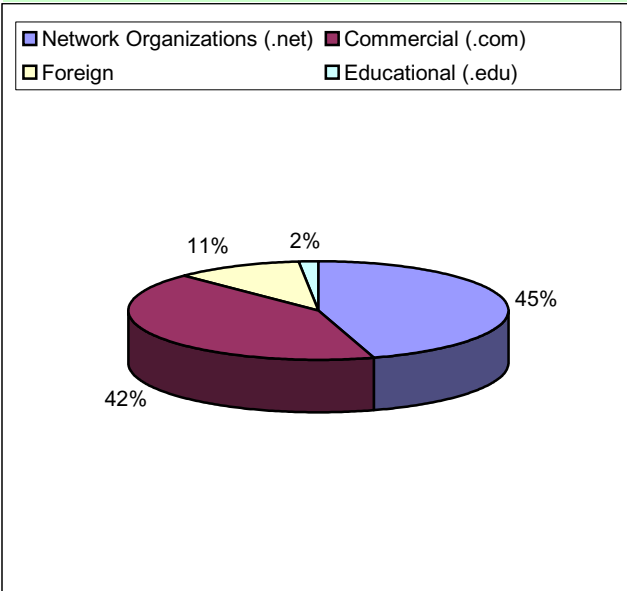
## Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	965	49.9%	21	bluetie.com	7	0.4%
2	pgrb.com	65	3.4%	22	pg.com	7	0.4%
3	infonet.com	27	1.4%	23	smig.net	7	0.4%
4	uci.net	18	0.9%	24	acosta.com	6	0.3%
5	access.telenet.be	17	0.9%	25	bloglines.com	6	0.3%
6	spscdns.net	14	0.7%	26	depaul.edu	6	0.3%
7	embarqhsd.net	13	0.7%	27	everestkc.net	6	0.3%
8	hgnnet.com	13	0.7%	28	hanesbi.net	6	0.3%
9	dsl.bell.ca	12	0.6%	29	rcn.com	6	0.3%
10	mmm.com	11	0.6%	30	timeinc.com	6	0.3%
11	snet.net	11	0.6%	31	unilever.com	6	0.3%
12	cokecce.com	10	0.5%	32	astound.net	5	0.3%
13	pitt.edu	10	0.5%	33	dedi.digiweb.ie	5	0.3%
14	pldt.net	9	0.5%	34	glazers.com	5	0.3%
15	tyson.com	9	0.5%	35	isp.belgacom.be	5	0.3%
16	vsnl.net.in	9	0.5%	36	level3.net	5	0.3%
17	122.airtelbroadband.in	8	0.4%	37	tds.net	5	0.3%
18	prod-infinity.com.mx	8	0.4%	38	tpgi.com.au	5	0.3%
19	scansafe.net	8	0.4%	39	aipc.com	4	0.2%
20	sify.net	8	0.4%	40	centurytel.net	4	0.2%

Total 1357 70.0%

# Traffic Audit Report

## Major Visitor Domains



## Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,994	84.6%
2	English (Great Britain)	80	3.4%
3	English	46	2.0%
4	English (Canada)	31	1.3%
5	English (Australia)	25	1.1%
6	German (Standard)	21	0.9%
7	French (Standard)	13	0.6%
8	Spanish (Mexico)	13	0.6%
9	Dutch (Standard)	12	0.5%
10	Chinese (PRC)	11	0.5%
11	English (South Africa)	9	0.4%
12	Turkish	9	0.4%
13	Italian (Standard)	8	0.3%
14	Dutch (Belgium)	7	0.3%
15	Korean (Johab)	6	0.3%
16	Spanish (Spain Modern)	6	0.3%
17	Danish	5	0.2%
18	English (Ireland)	5	0.2%
19	Polish	4	0.2%
20	Romanian	4	0.2%
Total		2,309	97.8%

## Visitor Countries

Rank	Country	Visitors	%
1	United States	2,070	77.9%
2	Canada	86	3.2%
3	Great Britain	76	2.9%
4	India	71	2.7%
5	Australia	30	1.1%
6	Belgium	28	1.1%
7	Germany	26	1.0%
8	Netherlands	19	0.7%
9	Philippines	17	0.6%
10	Ireland	14	0.5%
11	Mexico	14	0.5%
12	China	12	0.5%
13	Hong Kong	10	0.4%
14	Malaysia	10	0.4%
15	South Africa	10	0.4%
16	Turkey	10	0.4%
17	France	9	0.3%
18	Egypt	8	0.3%
19	Saudi Arabia	8	0.3%
20	Singapore	8	0.3%
Total		2,536	95.3%

## Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	1,870	53.0%
2	3 page(s)	228	6.5%
3	6 page(s)	217	6.2%
4	2 page(s)	211	6.0%
5	4 page(s)	194	5.5%
6	5 page(s)	151	4.3%
7	7 page(s)	138	3.9%
8	10 page(s)	116	3.3%
9	8 page(s)	82	2.3%
10	11 page(s)	72	2.0%
11	9 page(s)	62	1.8%
12	14 page(s)	43	1.2%
13	13 page(s)	41	1.2%
14	12 page(s)	32	0.9%
15	15 page(s)	28	0.8%
16	16 page(s)	16	0.5%
17	18 page(s)	10	0.3%
18	26 page(s)	6	0.2%
19	17 page(s)	3	0.1%
20	21 page(s)	2	0.1%
Total		3,522	99.8%

## Traffic Audit Report

### Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	1,072	1 page(s)	6.14%
2	/View/Edit Site Map	553	3 page(s)	3.16%
3	/page/65975/CatMan Training	532	3 page(s)	3.04%
4	/page/51913/Events Calendar	511	4 page(s)	2.92%
5	/page/52080/Full Articles Display page	475	5 page(s)	2.72%
6	/page/52110/Current Job Postings	449	3 page(s)	2.57%
7	/page/52080/Only group members have permission to view this page	413	2 page(s)	2.36%
8	/page/113206/CatMan Calendars	380	4 page(s)	2.17%
9	/page/52107/Career Services	376	3 page(s)	2.15%
10	/page/51847/Membership	338	4 page(s)	1.93%
11	/page/51936/Resources & Discussions	278	4 page(s)	1.59%
12	/page/78746/CatMan News	269	4 page(s)	1.54%
13	/page/94849/Webinar Calendar	268	3 page(s)	1.53%
14	/CPG CatNet Login	247	3 page(s)	1.41%
15	/page/65974/Testing- Excel/PowerPoint/Access	229	4 page(s)	1.31%
16	/page/114787/2008 CatMan Annual Conference	207	4 page(s)	1.18%
17	/page/52243/JOIN NOW - Membership Options	180	3 page(s)	1.03%
18	/page/admin/Membership Listing	176	4 page(s)	1.00%
19	/page/114827/CatManU	168	4 page(s)	0.96%
20	/page/104852/MULTIPLE - Colgate-Palmolive	156	3 page(s)	0.89%
21	/page/88044/How to Participate as a Vendor	148	5 page(s)	0.84%
22	/page/102745/2007 CatMan Annual Conference	141	3 page(s)	0.80%
23	/page/102930/News by Topic	139	3 page(s)	0.79%
24	/page/62774/What is Category Management?	139	3 page(s)	0.79%
25	/page/57913/Public Discussions	135	2 page(s)	0.77%
26	/page/57430/CPGweek Newsletter	126	3 page(s)	0.72%
27	/page/admin/Admin Wizard	113	3 page(s)	0.64%
28	/page/51986/Who are the Members?	112	4 page(s)	0.64%
29	/page/61955/How to Post Jobs	111	3 page(s)	0.63%
30	/page/admin/Edit User Information	108	6 page(s)	0.61%
31	/page/52167/ADMIN ONLY PAGE	107	3 page(s)	0.61%
32	/Logout Confirmation	106	5 page(s)	0.60%
33	/page/75947/International Chapters	105	4 page(s)	0.60%
34	/Forgot Your Password?	104	4 page(s)	0.59%
35	/page/57430/CatMan Weekly Newsletter	104	3 page(s)	0.59%
36	/page/admin/Moderate my pending requests	103	5 page(s)	0.58%
37	/Edit Page Settings	101	4 page(s)	0.57%
38	/page/75948/Benefits of Membership	96	4 page(s)	0.54%
39	/page/65390/About CPG CatNet	94	3 page(s)	0.53%
40	/page/61607/Corporate Membership	93	3 page(s)	0.53%
41	/page/94087/Global Meeting Time Calculator	87	6 page(s)	0.49%
42	/page/55030/Donna	84	4 page(s)	0.48%
43	/unknown page(s)	84	2 page(s)	0.48%
44	/View Site Map	83	4 page(s)	0.47%
45	/page/101494/Job Search Tools	83	4 page(s)	0.47%
46	/page/110322/Storewars	80	2 page(s)	0.45%
47	/page/117827/NJ - Gerber	78	3 page(s)	0.44%
48	/57430/Membership	76	2 page(s)	0.0043
49	/page/58497/Create Your Account - 2	74	3 page(s)	0.42%
50	/page/60527/Career Development Q & A	73	7 page(s)	0.0041
Total		10,364		59.11%

# Traffic Audit Report

## Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	578	19.4%
2	/page/65974/Testing- Excel/Pov	184	6.2%
3	/page/52080/Only group membe	127	4.3%
4	/page/52110/Current Job Postin	93	3.1%
5	/page/62774/What is Category I	78	2.6%
6	/page/51913/Events Calendar	66	2.2%
7	/page/94087/Global Meeting Tin	61	2.1%
8	/page/114787/2008 CatMan Ann	52	1.7%
9	/page/57430/CPGweek Newslet	51	1.7%
10	/page/102745/2007 CatMan Ann	47	1.6%
11	/page/104852/MULTIPLE - Colç	47	1.6%
12	/page/94849/Webinar Calendar	47	1.6%
13	/page/57430/CatMan Weekly Ne	43	1.4%
14	/unknown page(s)	36	1.2%
15	/page/114852/CT - Beiersdorf, I	35	1.2%
16	/page/95580/ALDI USA, Inc.	33	1.1%
17	/page/77270/Anonymous Talent	32	1.1%
18	/page/98588/Price Chopper/The	30	1.0%
19	/page/114851/CT - Beiersdorf, I	29	1.0%
20	/page/51847/Membership	29	1.0%
Total		1,698	57.01%

## Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	261	8.5%
2	/page/65974/Testing- Excel/Pov	181	5.9%
3	/page/52080/Only group membe	116	3.8%
4	/page/52110/Current Job Postin	115	3.8%
5	/page/104852/MULTIPLE - Colç	78	2.6%
6	/page/62774/What is Category I	77	2.5%
7	/Logout Confirmation	71	2.3%
8	/page/51913/Events Calendar	69	2.3%
9	/page/94087/Global Meeting Tir	61	2.0%
10	/page/102745/2007 CatMan Ani	53	1.7%
11	/page/94849/Webinar Calendar	50	1.6%
12	/page/78746/CatMan News	45	1.5%
13	/page/114787/2008 CatMan Ani	43	1.4%
14	/page/57430/CPGweek Newslei	42	1.4%
15	/unknown page(s)	42	1.4%
16	/page/77270/Anonymous Talen	35	1.1%
17	/page/51847/Membership	33	1.1%
18	/page/51986/Who are the Meml	31	1.0%
19	/page/101494/Job Search Tools	29	0.9%
20	/page/114851/CT - Beiersdorf, I	29	0.9%
Total		1,461	47.7%

## Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	176	10.7%
2	/page/65974/Testing- Excel/Pov	162	9.8%
3	/page/52110/Current Job Postin	56	3.4%
4	/page/94087/Global Meeting Tin	56	3.4%
5	/page/62774/What is Category I	54	3.3%
6	/page/104852/MULTIPLE - Colç	35	2.1%
7	/page/52080/Only group membe	34	2.1%
8	/page/57430/CPGweek Newslet	32	1.9%
9	/page/102745/2007 CatMan Ann	30	1.8%
10	/page/77270/Anonymous Talent	29	1.8%
11	/page/51913/Events Calendar	27	1.6%
12	/Logout Confirmation	23	1.4%
13	/page/114787/2008 CatMan Ann	23	1.4%
14	/page/84371/Publications includ	23	1.4%
15	/page/94849/Webinar Calendar	23	1.4%
16	/page/114851/CT - Beiersdorf, I	22	1.3%
17	/page/72572/CPG CatNet in the	22	1.3%
18	/page/95580/ALDI USA, Inc.	22	1.3%
19	/page/98588/Price Chopper/The	22	1.3%
20	/page/57430/CatMan Weekly Ne	20	1.2%
Total		891	54.0%

## Most Requested Content

Rank	Content	Page Views	%
1	/	2,558	15.9%
2	/page/52080	957	6.0%
3	/page/admin	686	4.3%
4	/page/65975	595	3.7%
5	/page/51913	510	3.2%
6	/page/52110	480	3.0%
7	/page/113206	417	2.6%
8	/page/52107	383	2.4%
9	/page/51847	367	2.3%
10	/page/51936	278	1.7%
11	/page/94849	272	1.7%
12	/page/78746	268	1.7%
13	/page/57430	236	1.5%
14	/page/114787	232	1.4%
15	/page/65974	215	1.3%
16	/page/114827	186	1.2%
17	/page/52243	179	1.1%
18	/page/88044	170	1.1%
19	/page/58497	163	1.0%
20	/page/102930	160	1.0%
Total		9,312	57.9%