

Time Frame:

From: 06/01/08

To: 06/30/08

Site Statistics

Page Views: **21,220**
 Visits: **2,924**

Prepared for: CPGCatnet - WR540330K3EM
 Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	2,496	100.0%
New Visitors:	1,862	74.6%
Lifetime Returning Visitors:	265	10.6%
Calendar Monthly Uniques:	2,138	

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	704	24.1%
2	/page/62774/What is Category Ma	143	4.9%
3	/page/65974/Testing- Excel/Power	142	4.9%
4	/page/114787/Annual Conference	97	3.3%
5	/page/52110/Current Job Postings	85	2.9%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	315	10.4%
2	/page/62774/What is Category M	160	5.3%
3	/page/65974/Testing- Excel/Pow	139	4.6%
4	/page/52110/Current Job Postin	98	3.2%
5	/page/57430/Weekly Newsletter	75	2.5%

Most Requested Pages

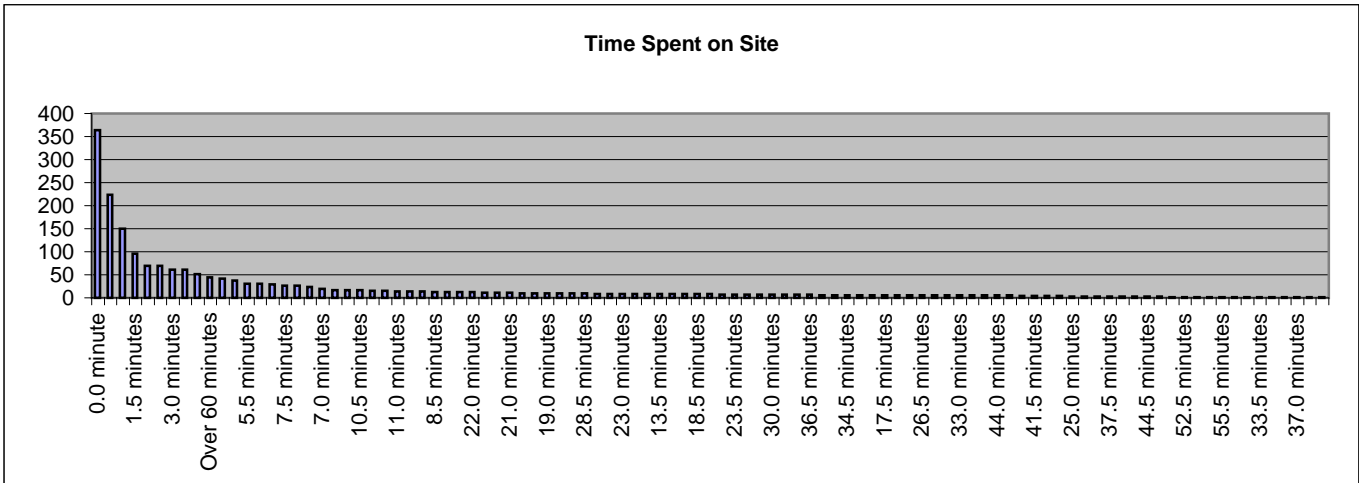
Rank	Name	Page Views	%
1	/Membership	1,202	5.7%
2	/View/Edit Site Map	882	4.2%
3	/page/114787/Annual Conference	650	3.1%
4	/unknown page(s)	519	2.4%
5	/page/52080/Full Articles Display p	413	1.9%

Single Access Pages

Rank	Name	Page Views	%
1	/Membership	197	13.2%
2	/page/65974/Testing- Excel/Pow	130	8.7%
3	/page/62774/What is Category M	95	6.4%
4	/page/52110/Current Job Postin	50	3.3%
5	/page/57430/Weekly Newsletter	48	3.2%

Traffic Audit Report

Time Spent on Site



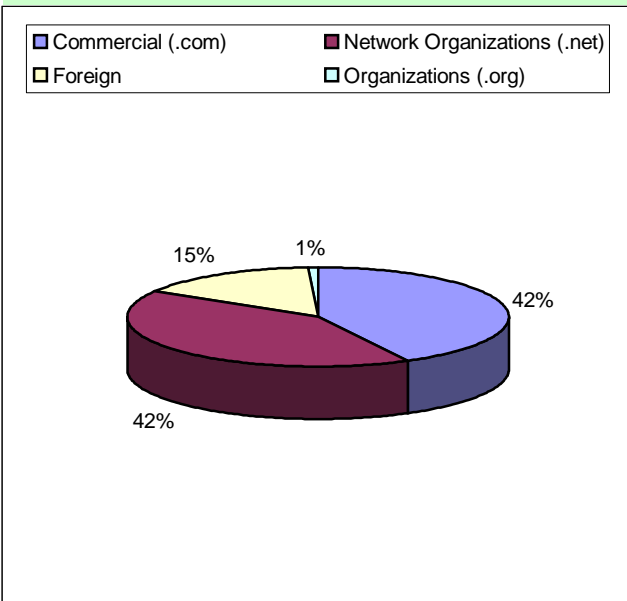
Average Time Spent: 0:00:09:58

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	789	46.4%	21		6	0.4%
2	freshdelmonte.com	23	1.4%	22	anvilcom.com	6	0.4%
3	infonet.com	22	1.3%	23	bushbros.com	6	0.4%
4	hgnet.com	17	1.0%	24	comcastbusiness.net	6	0.4%
5	vsnl.net.in	16	0.9%	25	freshexpress.com	6	0.4%
6	e-fbs.com	15	0.9%	26	level3.net	6	0.4%
7	122.airtelbroadband.in	14	0.8%	27	sky.com	6	0.4%
8	cokecce.com	12	0.7%	28	snet.net	6	0.4%
9	kcc.com	12	0.7%	29	generalmills.com	5	0.3%
10	prod-infinitum.com.mx	12	0.7%	30	ko.com	5	0.3%
11	rima-tde.net	9	0.5%	31	mchsi.com	5	0.3%
12	spscdns.net	9	0.5%	32	nielsenmedia.com	5	0.3%
13	telkom-ipnet.co.za	9	0.5%	33	oceanspray.com	5	0.3%
14	cebridge.net	8	0.5%	34	ptd.net	5	0.3%
15	ijnj.com	8	0.5%	35	telkom.net.id	5	0.3%
16	acosta.com	7	0.4%	36	virtua.com.br	5	0.3%
17	averydennison.com	7	0.4%	37	xo.net	5	0.3%
18	dsl.bell.ca	7	0.4%	38	attens.net	4	0.2%
19	twtelecom.net	7	0.4%	39	bases.com	4	0.2%
20	unilever.com	7	0.4%	40	dedi.digiweb.ie	4	0.2%
Total						1115	65.4%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,767	83.2%
2	English (Great Britain)	78	3.7%
3	English (Australia)	37	1.7%
4	English (Canada)	21	1.0%
5	Spanish (Mexico)	20	0.9%
6	English (South Africa)	19	0.9%
7	German (Standard)	17	0.8%
8	Spanish (Spain Modern)	15	0.7%
9	Swedish	12	0.6%
10	Chinese (PRC)	10	0.5%
11	English	9	0.4%
12	Korean (Johab)	9	0.4%
13	Portuguese (Brazil)	8	0.4%
14	French (Standard)	7	0.3%
15	Spanish (Colombia)	7	0.3%
16	English (Ireland)	6	0.3%
17	Turkish	6	0.3%
18	Croatian	5	0.2%
19	English (New Zealand)	5	0.2%
20	Italian (Standard)	5	0.2%
Total		2,063	97.0%

Visitor Countries

Rank	Country	Visitors	%
1	United States	1,800	72.1%
2	India	101	4.0%
3	Great Britain	98	3.9%
4	Canada	85	3.4%
5	Australia	43	1.7%
6	Germany	26	1.0%
7	South Africa	22	0.9%
8	Mexico	20	0.8%
9	Netherlands	18	0.7%
10	Sweden	14	0.6%
11	China	13	0.5%
12	Pakistan	13	0.5%
13	Philippines	13	0.5%
14	Ireland	12	0.5%
15	Spain	12	0.5%
16	Japan	11	0.4%
17	France	10	0.4%
18	Indonesia	10	0.4%
19	Malaysia	10	0.4%
20	Brazil	9	0.4%
Total		2,340	93.7%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	1,684	47.1%
2	3 page(s)	264	7.4%
3	2 page(s)	244	6.8%
4	5 page(s)	212	5.9%
5	4 page(s)	205	5.7%
6	9 page(s)	182	5.1%
7	7 page(s)	164	4.6%
8	8 page(s)	133	3.7%
9	6 page(s)	124	3.5%
10	11 page(s)	87	2.4%
11	10 page(s)	66	1.8%
12	12 page(s)	45	1.3%
13	13 page(s)	37	1.0%
14	16 page(s)	34	1.0%
15	14 page(s)	21	0.6%
16	18 page(s)	15	0.4%
17	15 page(s)	14	0.4%
18	32 page(s)	11	0.3%
19	24 page(s)	10	0.3%
20	20 page(s)	5	0.1%
Total		3,557	99.4%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	1,202	2 page(s)	5.66%
2	/View/Edit Site Map	882	3 page(s)	4.15%
3	/page/114787/Annual Conference	650	2 page(s)	3.06%
4	/unknown page(s)	519	2 page(s)	2.44%
5	/page/52080/Full Articles Display page	413	3 page(s)	1.94%
6	/page/119845/Track Two	374	5 page(s)	1.76%
7	/page/119843/Track One	324	4 page(s)	1.52%
8	/page/125048/Session Planning	291	4 page(s)	1.37%
9	/page/62774/What is Category Management?	283	2 page(s)	1.33%
10	/page/51913/Global Events	280	4 page(s)	1.31%
11	/Edit Page Settings	274	3 page(s)	1.29%
12	/page/65975/CatMan Training	270	3 page(s)	1.27%
13	/page/57430/Weekly Newsletter	266	4 page(s)	1.25%
14	/page/52080/Only group members have permission to view this page	258	2 page(s)	1.21%
15	/page/52110/Current Job Postings	252	3 page(s)	1.18%
16	/page/123384/Attendees to Date	227	4 page(s)	1.06%
17	/page/120507/Speaker suggestions	217	3 page(s)	1.02%
18	/CPG CatNet Login	216	3 page(s)	1.01%
19	/page/125048/Track Overview	207	5 page(s)	0.97%
20	/page/102930/CatMan News	204	3 page(s)	0.96%
21	/page/119847/Track Four	203	5 page(s)	0.95%
22	/page/119846/Track Three	201	5 page(s)	0.94%
23	/page/125048/Edit Content Module	201	6 page(s)	0.94%
24	/page/94849/Webinar Calendar	200	4 page(s)	0.94%
25	/page/57913/Public Discussions	198	2 page(s)	0.93%
26	/page/120608/Register	189	6 page(s)	0.89%
27	/page/120429/About the Conference	187	4 page(s)	0.88%
28	/page/51847/Membership	184	4 page(s)	0.86%
29	/page/52107/Career Services	174	3 page(s)	0.81%
30	/Add New Subpage	173	5 page(s)	0.81%
31	/page/65974/Testing- Excel/PowerPoint/Access	165	2 page(s)	0.77%
32	/page/52167/ADMIN ONLY PAGE	147	4 page(s)	0.69%
33	/page/51986/Who are the Members?	146	3 page(s)	0.68%
34	/page/119827/General Sessions	145	5 page(s)	0.68%
35	/page/51936/Resources Directories	144	4 page(s)	0.67%
36	/page/119848/Track Five	143	5 page(s)	0.67%
37	/page/55030/Donna	121	4 page(s)	0.57%
38	/page/119842/Choosing Sessions	118	4 page(s)	0.55%
39	/page/58497/Edit User Information	112	4 page(s)	0.52%
40	/Logout Confirmation	107	3 page(s)	0.50%
41	/page/107909/Standards Steering Committee	104	4 page(s)	0.49%
42	/page/114827/CatManU	104	4 page(s)	0.49%
43	/page/104852/MULTIPLE - Colgate-Palmolive	103	3 page(s)	0.48%
44	/page/121168/Agenda by Day	102	4 page(s)	0.48%
45	/page/75931/CPG CatNet Team	102	2 page(s)	0.48%
46	/page/125048/Overview of all Sessions	95	6 page(s)	0.44%
47	/page/120467/Terry	94	3 page(s)	0.44%
48	/page/58497/Create Your Account - 2	93	3 page(s)	0.0043
49	/page/admin/Moderate my pending requests	93	3 page(s)	0.43%
50	/Forgot Your Password?	92	6 page(s)	0.0043
Total		11,849		55.60%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	704	24.1%
2	/page/62774/What is Category M	143	4.9%
3	/page/65974/Testing- Excel/Powe	142	4.9%
4	/page/114787/Annual Conference	97	3.3%
5	/page/52110/Current Job Posting	85	2.9%
6	/page/57430/Weekly Newsletter	84	2.9%
7	/page/52080/Only group members	82	2.8%
8	/page/94087/Global Meeting Time	51	1.7%
9	/page/104852/MULTIPLE - Colga	49	1.7%
10	/page/51986/Who are the Membe	49	1.7%
11	/page/95580/ALDI USA, Inc.	41	1.4%
12	/page/56630/Create Your Accoun	36	1.2%
13	/page/57913/Public Discussions	36	1.2%
14	/page/107909/Standards Steering	34	1.2%
15	/Logout Confirmation	30	1.0%
16	/page/125449/UCMA	30	1.0%
17	/page/75931/CPG CatNet Team	27	0.9%
18	/unknown page(s)	27	0.9%
19	/page/123384/Attendees to Date	25	0.9%
20	/page/77030/Thesis	25	0.9%
Total		1,797	61.37%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	315	10.4%
2	/page/62774/What is Category M	160	5.3%
3	/page/65974/Testing- Excel/Powe	139	4.6%
4	/page/52110/Current Job Posting	98	3.2%
5	/page/57430/Weekly Newsletter	75	2.5%
6	/Logout Confirmation	74	2.4%
7	/page/52080/Only group member	69	2.3%
8	/page/114787/Annual Conference	64	2.1%
9	/page/104852/MULTIPLE - Colga	62	2.0%
10	/page/123384/Attendees to Date	54	1.8%
11	/page/94087/Global Meeting Time	52	1.7%
12	/page/51986/Who are the Membe	42	1.4%
13	/page/95580/ALDI USA, Inc.	41	1.4%
14	/page/101494/Job Search Tools	33	1.1%
15	/unknown page(s)	33	1.1%
16	/page/57913/Public Discussions	31	1.0%
17	/page/107909/Standards Steering	30	1.0%
18	/page/51913/Global Events	30	1.0%
19	/page/94849/Webinar Calendar	29	1.0%
20	/page/58497/Create Your Accoun	28	0.9%
Total		1,459	48.1%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	197	13.2%
2	/page/65974/Testing- Excel/Powe	130	8.7%
3	/page/62774/What is Category M	95	6.4%
4	/page/52110/Current Job Posting	50	3.3%
5	/page/57430/Weekly Newsletter	48	3.2%
6	/page/104852/MULTIPLE - Colga	39	2.6%
7	/page/95580/ALDI USA, Inc.	37	2.5%
8	/page/94087/Global Meeting Time	34	2.3%
9	/page/51986/Who are the Membe	26	1.7%
10	/page/114787/Annual Conference	24	1.6%
11	/page/52080/Only group members	24	1.6%
12	/page/77030/Thesis	24	1.6%
13	/page/77270/Anonymous Talent P	23	1.5%
14	/unknown page(s)	23	1.5%
15	/Logout Confirmation	21	1.4%
16	/page/107909/Standards Steering	21	1.4%
17	/page/76678/Asia	21	1.4%
18	/page/125469/MN - Johnson & Jo	19	1.3%
19	/page/93594/In-Store Marketing &	19	1.3%
20	/page/98588/Price Chopper/The G	18	1.2%
Total		893	59.7%

Most Requested Content

Rank	Content	Page Views	%
1	/	3,691	20.1%
2	/page/125048	799	4.4%
3	/page/114787	692	3.8%
4	/page/52080	630	3.4%
5	/page/119845	418	2.3%
6	/page/51913	346	1.9%
7	/page/119843	343	1.9%
8	/page/65975	312	1.7%
9	/page/94849	292	1.6%
10	/page/120507	284	1.5%
11	/page/57430	278	1.5%
12	/page/123384	258	1.4%
13	/page/52110	256	1.4%
14	/page/62774	246	1.3%
15	/page/58497	223	1.2%
16	/page/119847	214	1.2%
17	/page/119846	205	1.1%
18	/page/102930	203	1.1%
19	/page/51847	201	1.1%
20	/page/120608	199	1.1%
Total		10,090	54.9%