

Time Frame:

From: 02/01/09

To: 02/28/09

Site Statistics

Page Views: **19,706**
 Visits: **3,550**

Prepared for: CPGCatnet - WR540330K3EM
 Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	3,058	100.0%
New Visitors:	2,291	74.9%
Lifetime Returning Visitors:	300	9.8%
Calendar Monthly Uniques:	2,597	

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	852	24.0%
2	/page/62774/What is Category Ma	210	5.9%
3	/page/52110/Current Job Postings	179	5.0%
4	/page/65974/Testing- Excel/Power	164	4.6%
5	/page/137268/MN - Dean Foods	111	3.1%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	429	11.7%
2	/page/62774/What is Category M	216	5.9%
3	/page/52110/Current Job Postin	190	5.2%
4	/page/65974/Testing- Excel/Pow	164	4.5%
5	/page/104852/MULTIPLE - Colg	111	3.0%

Most Requested Pages

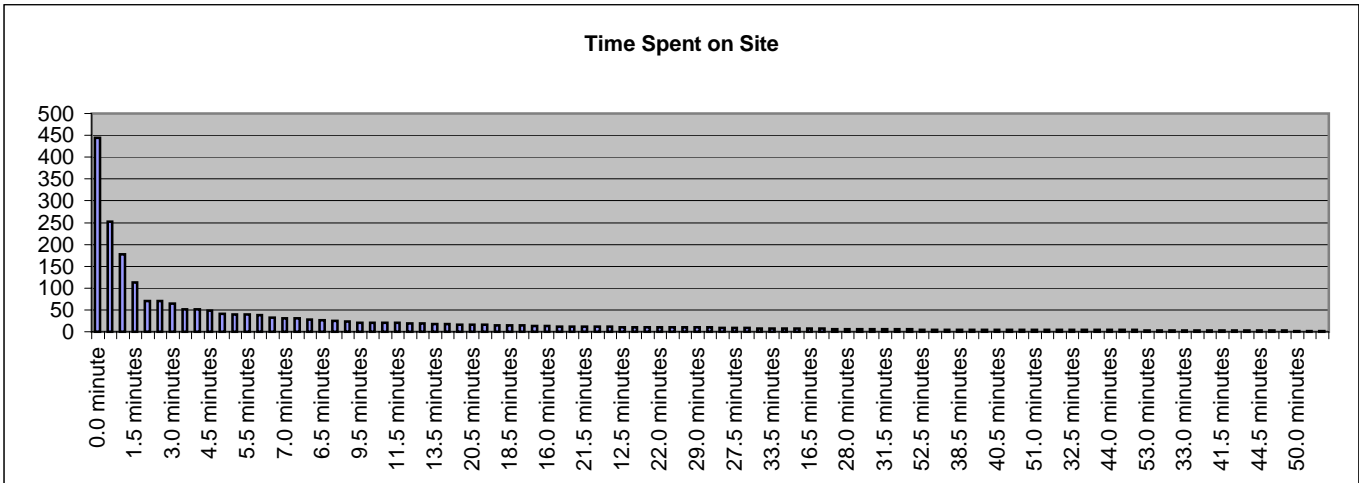
Rank	Name	Page Views	%
1	/Membership	1,570	8.0%
2	/page/94849/Webinars Calendar	685	3.5%
3	/page/134488/2009 Conference	587	3.0%
4	/page/52110/Current Job Postings	466	2.4%
5	/page/62774/What is Category Ma	403	2.0%

Single Access Pages

Rank	Name	Page Views	%
1	/Membership	267	14.0%
2	/page/65974/Testing- Excel/Pow	161	8.4%
3	/page/62774/What is Category M	154	8.1%
4	/page/52110/Current Job Postin	109	5.7%
5	/page/137268/MN - Dean Foods	93	4.9%

Traffic Audit Report

Time Spent on Site



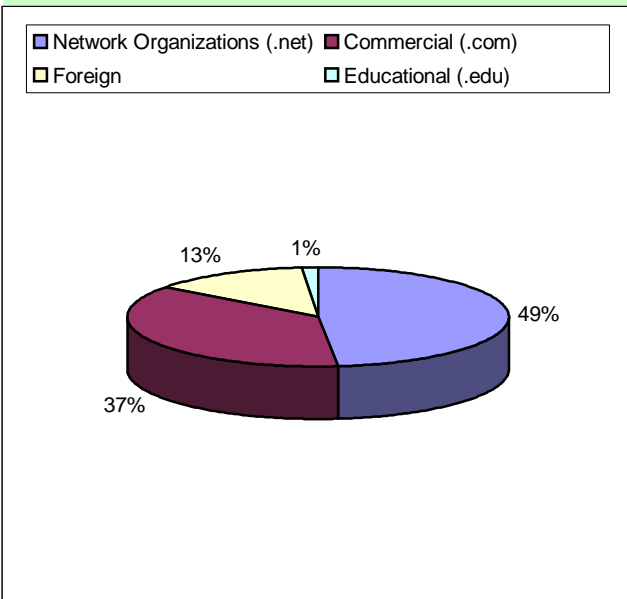
Average Time Spent: 0:00:10:11

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1114	49.9%	21	cbrands.com	9	0.4%
2	nctv.com	42	1.9%	22	comcastbusiness.net	9	0.4%
3	infonet.com	29	1.3%	23	epbinternet.com	9	0.4%
4	multimedios.net	21	0.9%	24	telkom-ipnet.co.za	9	0.4%
5	prod-infinitum.com.mx	16	0.7%	25	zoominternet.net	9	0.4%
6	spray.net.pl	15	0.7%	26	lightpath.net	8	0.4%
7	adstx.net	14	0.6%	27	smig.net	8	0.4%
8	dsl.bell.ca	14	0.6%	28	vsnl.net.in	8	0.4%
9	kcc.com	14	0.6%	29	bigpond.net.au	7	0.3%
10	spscdns.net	14	0.6%	30	cahoots.com	7	0.3%
11	sprintlink.net	13	0.6%	31	cokecce.com	7	0.3%
12	tds.net	13	0.6%	32	elmers.com	7	0.3%
13	vzavenue.net	13	0.6%	33	frontiernet.net	7	0.3%
14	sky.com	12	0.5%	34	pldt.net	7	0.3%
15	122.airtelbroadband.in	10	0.4%	35	unilever.com	7	0.3%
16	cybersurf.com	10	0.4%	36	yotele.com	7	0.3%
17	embarqhsd.net	10	0.4%	37	algx.net	6	0.3%
18	mchsi.com	10	0.4%	38	cogentco.com	6	0.3%
19	windstream.net	10	0.4%	39	driscolls.com	6	0.3%
20	alter.net	9	0.4%	40	nielsenmedia.com	6	0.3%
Total						1552	69.3%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	2,050	81.9%
2	English (Great Britain)	98	3.9%
3	Spanish (Mexico)	46	1.8%
4	English (Canada)	28	1.1%
5	English (South Africa)	28	1.1%
6	French (Standard)	25	1.0%
7	English (Australia)	23	0.9%
8	Polish	22	0.9%
9	Spanish (Spain Modern)	17	0.7%
10	German (Standard)	16	0.6%
11	Dutch (Standard)	14	0.6%
12	Russian	14	0.6%
13	English	13	0.5%
14	Chinese (PRC)	11	0.4%
15	Korean (Johab)	11	0.4%
16	Italian (Standard)	10	0.4%
17	Japanese	7	0.3%
18	Chinese (Taiwan)	5	0.2%
19	Greek	5	0.2%
20	Portuguese (Standard)	5	0.2%
Total		2,448	97.6%

Visitor Countries

Rank	Country	Visitors	%
1	United States	2,211	72.4%
2	Canada	113	3.7%
3	Great Britain	107	3.5%
4	India	89	2.9%
5	Mexico	52	1.7%
6	Australia	38	1.2%
7	Germany	34	1.1%
8	South Africa	31	1.0%
9	Netherlands	25	0.8%
10	Philippines	24	0.8%
11	France	21	0.7%
12	Poland	21	0.7%
13	Russian Federation	18	0.6%
14	Hong Kong	14	0.5%
15	Spain	14	0.5%
16	Malaysia	13	0.4%
17	Singapore	12	0.4%
18	Italy	11	0.4%
19	United Arab Emirates	11	0.4%
20	Korea, Republic of	9	0.3%
Total		2,868	93.8%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	2,171	52.4%
2	3 page(s)	261	6.3%
3	2 page(s)	243	5.9%
4	5 page(s)	237	5.7%
5	4 page(s)	233	5.6%
6	6 page(s)	173	4.2%
7	7 page(s)	161	3.9%
8	8 page(s)	126	3.0%
9	9 page(s)	124	3.0%
10	10 page(s)	92	2.2%
11	14 page(s)	85	2.1%
12	12 page(s)	58	1.4%
13	15 page(s)	49	1.2%
14	11 page(s)	47	1.1%
15	13 page(s)	23	0.6%
16	19 page(s)	16	0.4%
17	20 page(s)	7	0.2%
18	17 page(s)	6	0.1%
19	24 page(s)	6	0.1%
20	18 page(s)	5	0.1%
Total		4,123	99.4%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	1,570	1 page(s)	7.96%
2	/page/94849/Webinars Calendar	685	4 page(s)	3.47%
3	/page/134488/2009 Conference	587	3 page(s)	2.97%
4	/page/52110/Current Job Postings	466	3 page(s)	2.36%
5	/page/62774/What is Category Management?	403	2 page(s)	2.04%
6	/page/51913/Events Calendar	341	4 page(s)	1.73%
7	/page/65975/CatMan Training	337	3 page(s)	1.71%
8	/page/51847/Membership	333	4 page(s)	1.68%
9	/page/52080/Full Articles Display page	320	4 page(s)	1.62%
10	/page/125927/Share Groups	312	3 page(s)	1.58%
11	/page/125931/Space Management	294	5 page(s)	1.49%
12	/page/135757/Agenda	293	4 page(s)	1.48%
13	/page/52107/Career Services	266	3 page(s)	1.34%
14	/View/Edit Site Map	264	4 page(s)	1.33%
15	/page/52080/Only group members have permission to view this page	246	3 page(s)	1.24%
16	/CPG CatNet Login	245	2 page(s)	1.24%
17	/page/137928/South Africa	237	6 page(s)	1.20%
18	/page/51936/Resources Directories	231	4 page(s)	1.17%
19	/page/102930/CatMan News	225	4 page(s)	1.14%
20	/page/65974/Testing- Excel/PowerPoint/Access	193	7 page(s)	0.97%
21	/page/136887/Sponsor Rates	185	4 page(s)	0.93%
22	/page/104852/MULTIPLE - Colgate-Palmolive	184	3 page(s)	0.93%
23	/page/57430/Weekly Newsletter	172	3 page(s)	0.87%
24	/page/137268/MN - Dean Foods	167	2 page(s)	0.84%
25	/page/114827/CatManU	157	3 page(s)	0.79%
26	/page/135754/Planned Networking	156	4 page(s)	0.79%
27	/page/125928/Corporate Trainers	154	3 page(s)	0.78%
28	/page/57913/Public Discussions	148	3 page(s)	0.75%
29	/page/52167/ADMIN ONLY PAGE	146	4 page(s)	0.74%
30	/page/123384/2008 Conference	144	5 page(s)	0.73%
31	/page/58497/Create Your Account - 2	137	2 page(s)	0.69%
32	/page/52243/Membership Options	133	3 page(s)	0.67%
33	/page/58497/Edit User Information	133	4 page(s)	0.67%
34	/page/107909/Certifications Initiative	122	5 page(s)	0.61%
35	/page/61607/Corporate Membership	119	4 page(s)	0.60%
36	/page/admin/Moderate my pending requests	117	3 page(s)	0.59%
37	/page/admin/Admin Wizard	114	2 page(s)	0.57%
38	/page/101494/Job Search Tools	112	5 page(s)	0.56%
39	/page/114787/2009 Conference	110	2 page(s)	0.55%
40	/page/51986/Who are the Members?	106	4 page(s)	0.53%
41	/page/55030/Donna	106	3 page(s)	0.53%
42	/page/60808/White Papers	104	4 page(s)	0.52%
43	/page/135756/Exhibit Hall	102	4 page(s)	0.51%
44	/page/137928/Edit Content Module	100	6 page(s)	0.50%
45	/page/78676/Internship Programs	100	5 page(s)	0.50%
46	/unknown page(s)	99	2 page(s)	0.50%
47	/page/51933/Email and Workspace	98	5 page(s)	0.49%
48	/Forgot Your Password?	97	3 page(s)	0.0049
49	/page/65390/About CPG CatNet	96	4 page(s)	0.48%
50	/page/137223/Student Day	95	3 page(s)	0.0048

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Total

11,661

58.91%

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Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	852	24.0%
2	/page/62774/What is Category M	210	5.9%
3	/page/52110/Current Job Posting	179	5.0%
4	/page/65974/Testing- Excel/Powe	164	4.6%
5	/page/137268/MN - Dean Foods	111	3.1%
6	/page/52080/Only group members	90	2.5%
7	/page/104852/MULTIPLE - Colga	84	2.4%
8	/page/114787/2009 Conference	63	1.8%
9	/page/57430/Weekly Newsletter	55	1.5%
10	/page/94087/Global Meeting Time	53	1.5%
11	/page/135747/OH - Owens Corni	49	1.4%
12	/page/125931/Space Managemen	43	1.2%
13	/page/134488/2009 Conference	43	1.2%
14	/unknown page(s)	42	1.2%
15	/page/57135/DIY Channel	40	1.1%
16	/page/137270/TX - Dean Foods	39	1.1%
17	/page/51913/Events Calendar	39	1.1%
18	/page/56630/Create Your Account	37	1.0%
19	/page/126070/CACM	33	0.9%
20	/page/94849/Webinars Calendar	33	0.9%
Total		2,259	63.53%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	429	11.7%
2	/page/62774/What is Category M	216	5.9%
3	/page/52110/Current Job Posting	190	5.2%
4	/page/65974/Testing- Excel/Powe	164	4.5%
5	/page/104852/MULTIPLE - Colga	111	3.0%
6	/page/137268/MN - Dean Foods	110	3.0%
7	/page/52080/Only group member	73	2.0%
8	/page/57430/Weekly Newsletter	55	1.5%
9	/page/94087/Global Meeting Time	53	1.4%
10	/page/135747/OH - Owens Corni	52	1.4%
11	/page/51913/Events Calendar	50	1.4%
12	/page/94849/Webinars Calendar	50	1.4%
13	/unknown page(s)	49	1.3%
14	/page/134488/2009 Conference	47	1.3%
15	/page/135757/Agenda	46	1.3%
16	/page/125931/Space Managemen	44	1.2%
17	/Logout Confirmation	42	1.1%
18	/page/101494/Job Search Tools	38	1.0%
19	/page/137270/TX - Dean Foods	38	1.0%
20	/page/137748/CA - Constellation	37	1.0%
Total		1,894	51.5%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	267	14.0%
2	/page/65974/Testing- Excel/Powe	161	8.4%
3	/page/62774/What is Category M	154	8.1%
4	/page/52110/Current Job Posting	109	5.7%
5	/page/137268/MN - Dean Foods	93	4.9%
6	/page/104852/MULTIPLE - Colga	65	3.4%
7	/page/94087/Global Meeting Time	44	2.3%
8	/page/135747/OH - Owens Corni	43	2.3%
9	/unknown page(s)	35	1.8%
10	/page/57135/DIY Channel	32	1.7%
11	/page/137270/TX - Dean Foods	28	1.5%
12	/page/52080/Only group members	28	1.5%
13	/page/77270/Anonymous Talent P	26	1.4%
14	/page/126070/CACM	23	1.2%
15	/page/57430/Weekly Newsletter	23	1.2%
16	/page/114787/2009 Conference	21	1.1%
17	/page/137748/CA - Constellation	21	1.1%
18	/page/51913/Events Calendar	19	1.0%
19	/page/77030/Thesis	19	1.0%
20	/page/72572/CPG CatNet in the N	17	0.9%
Total		1,228	64.2%

Most Requested Content

Rank	Content	Page Views	%
1	/	2,591	16.9%
2	/page/94849	649	4.2%
3	/page/134488	633	4.1%
4	/page/52080	527	3.4%
5	/page/52110	426	2.8%
6	/page/62774	355	2.3%
7	/page/135757	330	2.1%
8	/page/51847	328	2.1%
9	/page/58497	308	2.0%
10	/page/65975	302	2.0%
11	/page/125927	295	1.9%
12	/page/135754	295	1.9%
13	/page/51913	293	1.9%
14	/page/52107	235	1.5%
15	/page/136887	229	1.5%
16	/page/admin	227	1.5%
17	/page/102930	217	1.4%
18	/page/51936	205	1.3%
19	/page/125931	195	1.3%
20	/page/137928	189	1.2%
Total		8,829	57.4%

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