

Time Frame:

From: 01/01/09

To: 01/31/09

Site Statistics

Page Views: **20,208**
 Visits: **3,453**

Prepared for: CPGCatnet - WR540330K3EM
 Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	3,041	100.0%
New Visitors:	2,300	75.6%
Lifetime Returning Visitors:	309	10.2%
Calendar Monthly Uniques:	2,582	

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	744	21.5%
2	/page/52110/Current Job Postings	222	6.4%
3	/page/65974/Testing- Excel/Power	198	5.7%
4	/page/62774/What is Category Ma	188	5.4%
5	/page/104852/MULTIPLE - Colgat	95	2.8%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	378	10.5%
2	/page/52110/Current Job Postin	197	5.5%
3	/page/65974/Testing- Excel/Pow	195	5.4%
4	/page/62774/What is Category M	190	5.3%
5	/page/104852/MULTIPLE - Colg	125	3.5%

Most Requested Pages

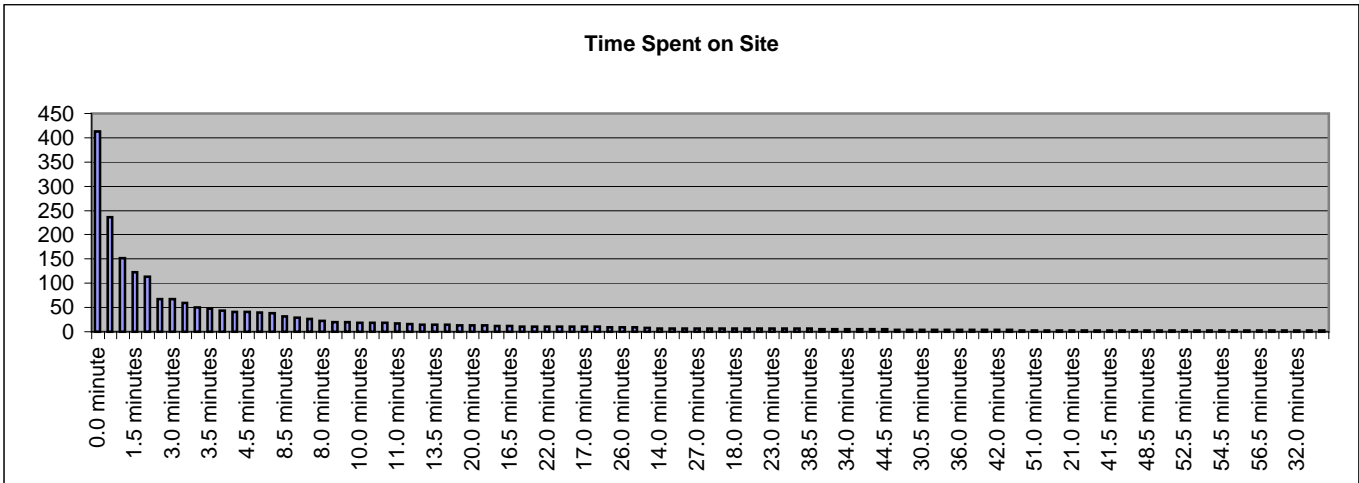
Rank	Name	Page Views	%
1	/page/94849/Webinars Calendar	1,893	9.4%
2	/Membership	1,314	6.5%
3	/page/51913/Events Calendar	558	2.8%
4	/page/52110/Current Job Postings	475	2.4%
5	/page/51936/Resources Directorie	422	2.1%

Single Access Pages

Rank	Name	Page Views	%
1	/Membership	252	12.8%
2	/page/65974/Testing- Excel/Pow	179	9.1%
3	/page/52110/Current Job Postin	135	6.8%
4	/page/62774/What is Category M	121	6.1%
5	/page/104852/MULTIPLE - Colg	73	3.7%

Traffic Audit Report

Time Spent on Site



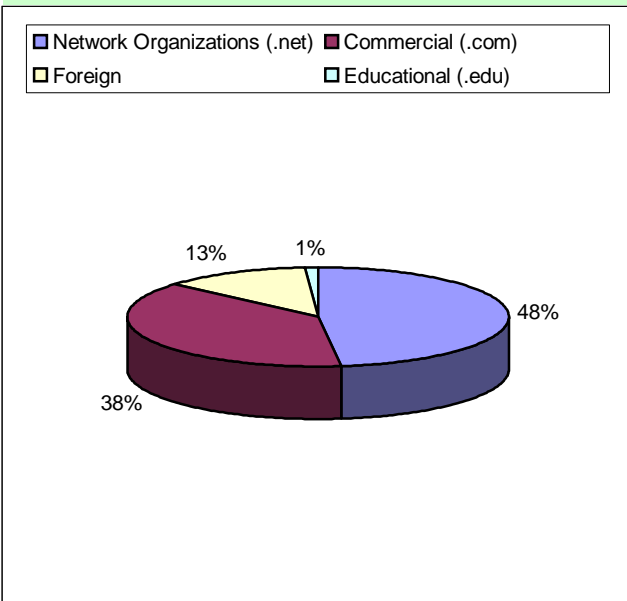
Average Time Spent: 0:00:09:20

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1117	51.4%	21	smig.net	7	0.3%
2	multimedios.net	45	2.1%	22	xo.net	7	0.3%
3	nctv.com	40	1.8%	23	comcastbusiness.net	6	0.3%
4	infonet.com	30	1.4%	24	dedi.digiweb.ie	6	0.3%
5	prod-infinitum.com.mx	20	0.9%	25	grandenetworks.net	6	0.3%
6	dsl.bell.ca	16	0.7%	26	home.otenet.gr	6	0.3%
7	unilever.com	15	0.7%	27	hp.net	6	0.3%
8	tds.net	14	0.6%	28	oracle.com	6	0.3%
9	122.airtelbroadband.in	12	0.6%	29	sify.net	6	0.3%
10	freshdelmonte.com	11	0.5%	30	spscdns.net	6	0.3%
11	epbinternet.com	10	0.5%	31	vsnl.net.in	6	0.3%
12	217.65	9	0.4%	32	amgreetings.com	5	0.2%
13	embarqhsd.net	9	0.4%	33	ask.com	5	0.2%
14	vzavenue.net	9	0.4%	34	attens.net	5	0.2%
15	windstream.net	9	0.4%	35	cbrands.com	5	0.2%
16	cokecce.com	8	0.4%	36	gaoland.net	5	0.2%
17	pldt.net	8	0.4%	37	godiva.com	5	0.2%
18	algx.net	7	0.3%	38	hp.com	5	0.2%
19	generalmills.com	7	0.3%	39	kcc.com	5	0.2%
20	maxonline.com.sg	7	0.3%	40	ko.com	5	0.2%
Total						1516	69.5%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	2,076	81.8%
2	English (Great Britain)	93	3.7%
3	Spanish (Mexico)	80	3.2%
4	English (Australia)	25	1.0%
5	French (Standard)	23	0.9%
6	English (Canada)	22	0.9%
7	English (South Africa)	19	0.7%
8	German (Standard)	17	0.7%
9	Dutch (Standard)	13	0.5%
10	Portuguese (Standard)	12	0.5%
11	Turkish	12	0.5%
12	Spanish (Spain Modern)	11	0.4%
13	Greek	10	0.4%
14	English	9	0.4%
15	Chinese (PRC)	8	0.3%
16	Italian (Standard)	8	0.3%
17	Polish	8	0.3%
18	Korean (Johab)	7	0.3%
19	French (Canada)	6	0.2%
20	Chinese (Taiwan)	5	0.2%
Total		2,464	97.0%

Visitor Countries

Rank	Country	Visitors	%
1	United States	2,206	72.6%
2	Canada	114	3.8%
3	Great Britain	99	3.3%
4	Mexico	82	2.7%
5	India	78	2.6%
6	Australia	29	1.0%
7	Philippines	29	1.0%
8	Germany	27	0.9%
9	Netherlands	25	0.8%
10	France	24	0.8%
11	South Africa	20	0.7%
12	Singapore	19	0.6%
13	Malaysia	14	0.5%
14	Ireland	12	0.4%
15	Portugal	12	0.4%
16	Turkey	12	0.4%
17	Belgium	11	0.4%
18	Greece	11	0.4%
19	Italy	11	0.4%
20	Pakistan	9	0.3%
Total		2,844	93.5%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	2,206	54.2%
2	2 page(s)	263	6.5%
3	3 page(s)	262	6.4%
4	4 page(s)	219	5.4%
5	6 page(s)	201	4.9%
6	5 page(s)	191	4.7%
7	8 page(s)	147	3.6%
8	9 page(s)	136	3.3%
9	7 page(s)	117	2.9%
10	10 page(s)	70	1.7%
11	11 page(s)	59	1.4%
12	12 page(s)	40	1.0%
13	15 page(s)	31	0.8%
14	13 page(s)	23	0.6%
15	21 page(s)	15	0.4%
16	29 page(s)	13	0.3%
17	14 page(s)	10	0.2%
18	16 page(s)	10	0.2%
19	27 page(s)	10	0.2%
20	19 page(s)	7	0.2%
Total		4,030	98.9%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/page/94849/Webinars Calendar	1,893	3 page(s)	9.36%
2	/Membership	1,314	1 page(s)	6.50%
3	/page/51913/Events Calendar	558	3 page(s)	2.76%
4	/page/52110/Current Job Postings	475	3 page(s)	2.35%
5	/page/51936/Resources Directories	422	3 page(s)	2.08%
6	/page/62774/What is Category Management?	408	2 page(s)	2.01%
7	/page/135530/2010 Latin America	382	5 page(s)	1.89%
8	/page/51847/Membership	340	4 page(s)	1.68%
9	/page/134488/2009 Conference	332	3 page(s)	1.64%
10	/page/125927/Share Groups	324	3 page(s)	1.60%
11	/page/52080/Full Articles Display page	305	4 page(s)	1.50%
12	/page/65975/CatMan Training	301	3 page(s)	1.48%
13	/page/125931/Space Management	295	3 page(s)	1.45%
14	/page/114787/Annual Conference	268	3 page(s)	1.32%
15	/CPG CatNet Login	253	2 page(s)	1.25%
16	/page/52107/Career Services	253	3 page(s)	1.25%
17	/page/102930/CatMan News	246	3 page(s)	1.21%
18	/page/65974/Testing- Excel/PowerPoint/Access	229	3 page(s)	1.13%
19	/page/52167/ADMIN ONLY PAGE	228	3 page(s)	1.12%
20	/page/52080/Only group members have permission to view this page	222	2 page(s)	1.09%
21	/page/57913/Public Discussions	219	3 page(s)	1.08%
22	/View/Edit Site Map	217	4 page(s)	1.07%
23	/page/104852/MULTIPLE - Colgate-Palmolive	214	2 page(s)	1.05%
24	/page/135757/Agenda	189	5 page(s)	0.93%
25	/page/61607/Corporate Membership	185	3 page(s)	0.91%
26	/page/135430/CA - Callaway Golf	169	4 page(s)	0.83%
27	/page/123384/2008 Conference	164	4 page(s)	0.81%
28	/page/57430/Weekly Newsletter	159	4 page(s)	0.78%
29	/page/52243/Membership Options	156	4 page(s)	0.77%
30	/page/134695/CPG Solutions	155	4 page(s)	0.76%
31	/page/114827/CatManU	150	5 page(s)	0.74%
32	/page/136887/Sponsor Rates	147	5 page(s)	0.72%
33	/page/51986/Who are the Members?	125	3 page(s)	0.61%
34	/page/55030/Donna	125	2 page(s)	0.61%
35	/page/135530/Edit Content Module	116	7 page(s)	0.57%
36	/page/101494/Job Search Tools	111	4 page(s)	0.54%
37	/page/135754/Planned Networking	111	5 page(s)	0.54%
38	/page/135756/Exhibit Hall	106	5 page(s)	0.52%
39	/page/65390/About CPG CatNet	105	2 page(s)	0.51%
40	/Forgot Your Password?	94	3 page(s)	0.46%
41	/page/135747/OH - Owens Corning	90	3 page(s)	0.44%
42	/page/58497/Edit User Information	90	6 page(s)	0.44%
43	/page/136887/Edit Content Module	87	6 page(s)	0.43%
44	/unknown page(s)	84	4 page(s)	0.41%
45	/Logout Confirmation	83	4 page(s)	0.41%
46	/page/94087/Global Meeting Time Calculator	82	6 page(s)	0.40%
47	/page/51933/Email and Workspace	81	4 page(s)	0.40%
48	/page/136867/Newsletter 01-28-2009	80	4 page(s)	0.0039
49	/page/75948/Benefits of Membership	79	3 page(s)	0.39%
50	/page/60808/White Papers	77	5 page(s)	0.0038

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Total

12,898

63.57%

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Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	744	21.5%
2	/page/52110/Current Job Posting	222	6.4%
3	/page/65974/Testing- Excel/Powe	198	5.7%
4	/page/62774/What is Category M	188	5.4%
5	/page/104852/MULTIPLE - Colga	95	2.8%
6	/page/135430/CA - Callaway Golf	88	2.5%
7	/page/52080/Only group members	63	1.8%
8	/page/94849/Webinars Calendar	63	1.8%
9	/page/94087/Global Meeting Time	56	1.6%
10	/page/51913/Events Calendar	55	1.6%
11	/page/135747/OH - Owens Corni	53	1.5%
12	/page/114787/Annual Conference	51	1.5%
13	/page/125931/Space Managemen	50	1.4%
14	/page/77270/Anonymous Talent P	47	1.4%
15	/page/132307/AR - Constellation	39	1.1%
16	/page/57430/Weekly Newsletter	32	0.9%
17	/page/95580/ALDI USA, Inc.	32	0.9%
18	/unknown page(s)	31	0.9%
19	/page/125927/Share Groups	29	0.8%
20	/page/72572/CPG CatNet in the N	28	0.8%
Total		2,164	62.56%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	378	10.5%
2	/page/52110/Current Job Posting	197	5.5%
3	/page/65974/Testing- Excel/Powe	195	5.4%
4	/page/62774/What is Category M	190	5.3%
5	/page/104852/MULTIPLE - Colga	125	3.5%
6	/page/135430/CA - Callaway Golf	92	2.5%
7	/page/52080/Full Articles Display	81	2.2%
8	/page/94849/Webinars Calendar	72	2.0%
9	/page/51913/Events Calendar	71	2.0%
10	/Logout Confirmation	60	1.7%
11	/page/135747/OH - Owens Corni	57	1.6%
12	/page/94087/Global Meeting Time	57	1.6%
13	/page/125931/Space Managemen	55	1.5%
14	/page/77270/Anonymous Talent P	49	1.4%
15	/page/57430/Weekly Newsletter	43	1.2%
16	/page/132307/AR - Constellation	38	1.1%
17	/page/101494/Job Search Tools	37	1.0%
18	/page/52080/Only group member	36	1.0%
19	/unknown page(s)	35	1.0%
20	/page/135075/CANADA - Nestle	33	0.9%
Total		1,901	52.5%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	252	12.8%
2	/page/65974/Testing- Excel/Powe	179	9.1%
3	/page/52110/Current Job Posting	135	6.8%
4	/page/62774/What is Category M	121	6.1%
5	/page/104852/MULTIPLE - Colga	73	3.7%
6	/page/135430/CA - Callaway Golf	70	3.5%
7	/page/94087/Global Meeting Time	48	2.4%
8	/page/135747/OH - Owens Corni	45	2.3%
9	/page/77270/Anonymous Talent P	42	2.1%
10	/page/132307/AR - Constellation	32	1.6%
11	/page/51913/Events Calendar	29	1.5%
12	/page/95580/ALDI USA, Inc.	27	1.4%
13	/page/132708/GA - Philips North	23	1.2%
14	/page/132709/SC - Philips North	23	1.2%
15	/page/77030/Thesis	22	1.1%
16	/page/72572/CPG CatNet in the N	21	1.1%
17	/page/94849/Webinars Calendar	20	1.0%
18	/unknown page(s)	20	1.0%
19	/page/57430/Weekly Newsletter	19	1.0%
20	/page/133248/AR - Nestle Purina	18	0.9%
Total		1,219	61.7%

Most Requested Content

Rank	Content	Page Views	%
1	/	2,183	13.8%
2	/page/94849	1,871	11.8%
3	/page/52080	521	3.3%
4	/page/51913	504	3.2%
5	/page/135530	496	3.1%
6	/page/52110	461	2.9%
7	/page/51936	398	2.5%
8	/page/62774	363	2.3%
9	/page/51847	334	2.1%
10	/page/125927	300	1.9%
11	/page/134488	276	1.7%
12	/page/125931	269	1.7%
13	/page/114787	255	1.6%
14	/page/65975	242	1.5%
15	/page/102930	224	1.4%
16	/page/136887	223	1.4%
17	/page/52167	220	1.4%
18	/page/52107	218	1.4%
19	/page/104852	200	1.3%
20	/page/61607	197	1.2%
Total		9,755	61.7%

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