

Time Frame:

From: 05/01/09

To: 05/31/09

Site Statistics

Page Views: **18,664**
 Visits: **3,369**

Prepared for: CPGCatnet - WR540330K3EM
 Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	2,922	100.0%
New Visitors:	2,046	70.0%
Lifetime Returning Visitors:	324	11.1%
Calendar Monthly Uniques:	2,389	

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	758	22.5%
2	/page/62774/What is Category M	238	7.1%
3	/page/52110/Current Job Posting	223	6.6%
4	/page/65974/Testing- Excel/Pow	131	3.9%
5	/page/52080/Only group member	106	3.1%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	348	9.9%
2	/page/62774/What is Category	235	6.7%
3	/page/52110/Current Job Posti	202	5.8%
4	/page/65974/Testing- Excel/Po	130	3.7%
5	/page/104852/MULTIPLE - Col	117	3.3%

Most Requested Pages

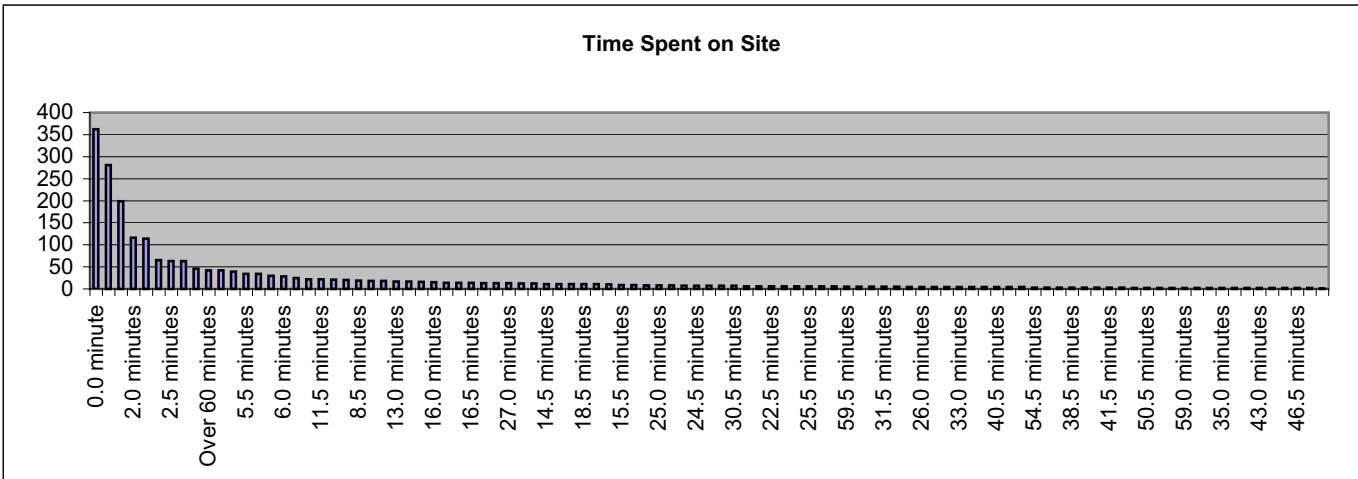
Rank	Name	Page Views	%
1	/Membership	1,255	6.7%
2	/page/134488/2009 Conference	597	3.2%
3	/page/125927/Share Groups	523	2.8%
4	/page/52110/Current Job Posting	491	2.6%
5	/page/94849/Webinars Calendar	446	2.4%

Single Access Pages

Rank	Name	Page Views	%
1	/Membership	233	12.9%
2	/page/62774/What is Category	181	10.0%
3	/page/52110/Current Job Posti	137	7.6%
4	/page/65974/Testing- Excel/Po	124	6.9%
5	/page/140009/NJ - Wrigley	75	4.1%

Traffic Audit Report

Time Spent on Site



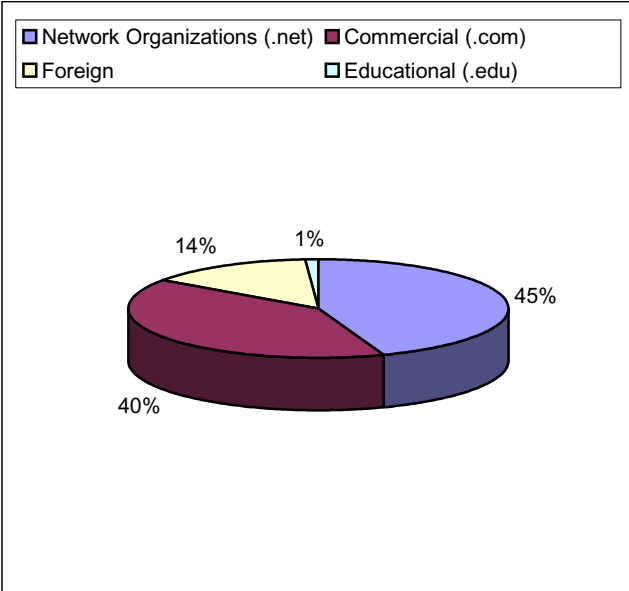
Average Time Spent: 0:00:08:57

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1021	49.3%	21	jnj.com	8	0.4%
2	infonet.com	38	1.8%	22	bethere.co.uk	7	0.3%
3	nctv.com	30	1.4%	23	bigpond.net.au	7	0.3%
4	epbinternet.com	21	1.0%	24	lightpath.net	7	0.3%
5	multimedios.net	19	0.9%	25	proxad.net	7	0.3%
6	122.airtelbroadband.in	17	0.8%	26	rcn.com	7	0.3%
7	embarqhsd.net	15	0.7%	27	saudi.net.sa	7	0.3%
8	prod-infinity.com.mx	15	0.7%	28	scansafe.net	7	0.3%
9	acosta.com	14	0.7%	29	telkom-ipnet.co.za	7	0.3%
10	spscdns.net	13	0.6%	30	adstx.net	6	0.3%
11	dsl.bell.ca	12	0.6%	31	ask.com	6	0.3%
12	fuse.net	10	0.5%	32	attens.net	6	0.3%
13	kcc.com	10	0.5%	33	averydennison.com	6	0.3%
14	sprintlink.net	10	0.5%	34	cahoots.com	6	0.3%
15	algx.net	9	0.4%	35	elmers.com	6	0.3%
16	cbrands.com	9	0.4%	36	godiva.com	6	0.3%
17	cokecce.com	9	0.4%	37	seqsys.com	6	0.3%
18	dse.co.in	9	0.4%	38	windstream.net	6	0.3%
19	snet.net	9	0.4%	39	comcastbusiness.net	5	0.2%
20	tds.net	9	0.4%	40	depaul.edu	5	0.2%
Total						1427	68.6%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,996	82.8%
2	English (Great Britain)	91	3.8%
3	Spanish (Mexico)	44	1.8%
4	English (Australia)	32	1.3%
5	English (Canada)	21	0.9%
6	Italian (Standard)	18	0.7%
7	German (Standard)	17	0.7%
8	Spanish (Spain Modern)	17	0.7%
9	Dutch (Standard)	15	0.6%
10	English	13	0.5%
11	English (South Africa)	13	0.5%
12	Chinese (PRC)	12	0.5%
13	French (Standard)	12	0.5%
14	Spanish (Colombia)	9	0.4%
15	English (New Zealand)	7	0.3%
16	Polish	7	0.3%
17	Russian	7	0.3%
18	Swedish	6	0.2%
19	French (Canada)	5	0.2%
20	Japanese	5	0.2%
Total		2,347	97.2%

Visitor Countries

Rank	Country	Visitors	%
1	United States	2,139	73.3%
2	Canada	112	3.8%
3	Great Britain	109	3.7%
4	India	69	2.4%
5	Mexico	54	1.9%
6	Australia	41	1.4%
7	Germany	28	1.0%
8	South Africa	22	0.8%
9	Italy	21	0.7%
10	Netherlands	20	0.7%
11	Saudi Arabia	17	0.6%
12	Singapore	16	0.5%
13	France	15	0.5%
14	Malaysia	14	0.5%
15	Philippines	12	0.4%
16	China	11	0.4%
17	New Zealand	11	0.4%
18	United Arab Emirates	11	0.4%
19	Sweden	10	0.3%
20	Spain	9	0.3%
Total		2,741	93.8%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	2,065	51.9%
2	3 page(s)	299	7.5%
3	2 page(s)	288	7.2%
4	4 page(s)	204	5.1%
5	6 page(s)	190	4.8%
6	5 page(s)	157	3.9%
7	7 page(s)	151	3.8%
8	9 page(s)	127	3.2%
9	8 page(s)	112	2.8%
10	10 page(s)	90	2.3%
11	12 page(s)	65	1.6%
12	13 page(s)	62	1.6%
13	11 page(s)	40	1.0%
14	14 page(s)	26	0.7%
15	29 page(s)	19	0.5%
16	16 page(s)	18	0.5%
17	15 page(s)	17	0.4%
18	25 page(s)	15	0.4%
19	17 page(s)	11	0.3%
20	24 page(s)	8	0.2%
Total		3,964	99.5%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	1,255	1 page(s)	6.72%
2	/page/134488/2009 Conference	597	3 page(s)	3.19%
3	/page/125927/Share Groups	523	4 page(s)	2.80%
4	/page/52110/Current Job Postings	491	3 page(s)	2.63%
5	/page/94849/Webinars Calendar	446	4 page(s)	2.38%
6	/View/Edit Site Map	431	4 page(s)	2.30%
7	/page/62774/What is Category Management?	408	2 page(s)	2.18%
8	/page/51847/Membership	382	3 page(s)	2.04%
9	/page/141449/Ken Dailey	306	3 page(s)	1.63%
10	/page/52080/Full Articles Display page	305	4 page(s)	1.63%
11	/page/142494/Pricing Worksheet	285	3 page(s)	1.52%
12	/page/135757/Agenda	275	4 page(s)	1.47%
13	/page/51913/Events Calendar	269	3 page(s)	1.44%
14	/page/65975/CatMan Training	261	3 page(s)	1.39%
15	/page/52080/Only group members have permission to view this page	258	2 page(s)	1.38%
16	/page/58494/Individual Membership	255	4 page(s)	1.36%
17	/page/52107/Career Services	243	3 page(s)	1.30%
18	/page/102930/CatMan News	218	3 page(s)	1.16%
19	/page/52167/ADMIN ONLY PAGE	200	4 page(s)	1.07%
20	/page/135756/Exhibitors	199	4 page(s)	1.06%
21	/page/142598/Purchase Share Groups	197	2 page(s)	1.05%
22	/page/51936/Resources Directories	194	4 page(s)	1.03%
23	/page/104852/MULTIPLE - Colgate-Palmolive	192	3 page(s)	1.02%
24	/page/125931/Space Management	191	4 page(s)	1.02%
25	/page/135530/2010 Latin America	180	3 page(s)	0.96%
26	/page/127548/Insights & Analytics	171	4 page(s)	0.91%
27	/page/57430/Weekly Newsletter	171	3 page(s)	0.91%
28	/page/140009/NJ - Wrigley	170	3 page(s)	0.91%
29	/CPG CatNet Login	168	2 page(s)	0.90%
30	/page/52243/Membership Options	159	4 page(s)	0.85%
31	/page/57913/Public Discussions	159	3 page(s)	0.85%
32	/page/65974/Testing- Excel/PowerPoint/Access	156	3 page(s)	0.83%
33	/page/51933/Search Site	149	3 page(s)	0.79%
34	/page/142494/Edit Content Module	125	4 page(s)	0.66%
35	/page/65390/About the Association	121	3 page(s)	0.64%
36	/page/114827/CatManU	117	3 page(s)	0.62%
37	/page/75931/Our Team	112	5 page(s)	0.60%
38	/page/51986/Who are the Members?	102	4 page(s)	0.54%
39	/Edit Page Settings	100	5 page(s)	0.53%
40	/page/101494/Job Search Tools	100	4 page(s)	0.53%
41	/page/141790/TN - McKee Foods Corporation	98	4 page(s)	0.52%
42	/page/61607/Corporate Membership	94	4 page(s)	0.50%
43	/page/77270/Anonymous Talent Profile	87	5 page(s)	0.46%
44	/page/107909/Certifications Initiative	86	4 page(s)	0.46%
45	/page/75948/Benefits of Membership	85	3 page(s)	0.45%
46	/page/107695/Corporate Sponsors/Advertisers	78	3 page(s)	0.41%
47	/page/135754/Roundtables	77	5 page(s)	0.41%
48	/page/142322/Edit Content Module	77	7 page(s)	0.0041
49	/unknown page(s)	69	2 page(s)	0.36%
50	/page/94087/Global Meeting Time Calculator	68	8 page(s)	0.0036
Total		11,460		61.14%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	758	22.5%
2	/page/62774/What is Category I	238	7.1%
3	/page/52110/Current Job Postin	223	6.6%
4	/page/65974/Testing- Excel/Pov	131	3.9%
5	/page/52080/Only group membe	106	3.1%
6	/page/140009/NJ - Wrigley	100	3.0%
7	/page/104852/MULTIPLE - Colg	85	2.5%
8	/page/134488/2009 Conference	80	2.4%
9	/page/57430/Weekly Newsletter	56	1.7%
10	/page/127548/Insights & Analyti	55	1.6%
11	/page/114827/CatManU	47	1.4%
12	/page/141449/Ken Dailey	46	1.4%
13	/page/141790/TN - McKee Foc	46	1.4%
14	/page/94087/Global Meeting Tin	45	1.3%
15	/page/125927/Share Groups	39	1.2%
16	/page/77270/Anonymous Talent	39	1.2%
17	/page/140049/WI - Johnsonville	35	1.0%
18	/page/114787/2009 Conference	34	1.0%
19	/unknown page(s)	33	1.0%
20	/page/51847/Membership	29	0.9%
Total		2,225	65.92%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	348	9.9%
2	/page/62774/What is Category I	235	6.7%
3	/page/52110/Current Job Postin	202	5.8%
4	/page/65974/Testing- Excel/Pov	130	3.7%
5	/page/104852/MULTIPLE - Colç	117	3.3%
6	/page/140009/NJ - Wrigley	104	3.0%
7	/page/134488/2009 Conference	91	2.6%
8	/page/52080/Only group membe	90	2.6%
9	/page/127548/Insights & Analyti	65	1.9%
10	/page/52080/Full Articles Displa	64	1.8%
11	/page/57430/Weekly Newsletter	59	1.7%
12	/page/125927/Share Groups	53	1.5%
13	/page/141790/TN - McKee Foc	52	1.5%
14	/page/94087/Global Meeting Tir	47	1.3%
15	/page/77270/Anonymous Talen	44	1.3%
16	/page/101494/Job Search Tools	43	1.2%
17	/page/125931/Space Managem	40	1.1%
18	/page/141449/Ken Dailey	40	1.1%
19	/page/51913/Events Calendar	40	1.1%
20	/page/94849/Webinars Calenda	40	1.1%
Total		1,904	54.2%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	233	12.9%
2	/page/62774/What is Category I	181	10.0%
3	/page/52110/Current Job Postin	137	7.6%
4	/page/65974/Testing- Excel/Pov	124	6.9%
5	/page/140009/NJ - Wrigley	75	4.1%
6	/page/104852/MULTIPLE - Colg	71	3.9%
7	/page/127548/Insights & Analyti	41	2.3%
8	/page/52080/Only group membe	38	2.1%
9	/page/77270/Anonymous Talent	36	2.0%
10	/page/57430/Weekly Newsletter	34	1.9%
11	/page/140049/WI - Johnsonville	32	1.8%
12	/page/141790/TN - McKee Foc	31	1.7%
13	/page/134488/2009 Conference	30	1.7%
14	/page/94087/Global Meeting Tin	30	1.7%
15	/unknown page(s)	27	1.5%
16	/page/139333/IL - Wrigley	17	0.9%
17	/page/114827/CatManU	16	0.9%
18	/page/72572/CPG CatNet in the	16	0.9%
19	/page/77030/Thesis	16	0.9%
20	/page/84865/IRI Courses	13	0.7%
Total		1,198	66.2%

Most Requested Content

Rank	Content	Page Views	%
1	/	2,337	15.6%
2	/page/134488	589	3.9%
3	/page/52080	489	3.3%
4	/page/52110	489	3.3%
5	/page/125927	474	3.2%
6	/page/142494	406	2.7%
7	/page/94849	402	2.7%
8	/page/62774	359	2.4%
9	/page/51847	355	2.4%
10	/page/141449	340	2.3%
11	/page/135757	288	1.9%
12	/page/58494	278	1.9%
13	/page/135530	238	1.6%
14	/page/102930	231	1.5%
15	/page/52107	222	1.5%
16	/page/65975	220	1.5%
17	/page/51913	214	1.4%
18	/page/142322	193	1.3%
19	/page/127548	181	1.2%
20	/page/52167	181	1.2%
Total		8,486	56.5%