

Time Frame:

From: 09/01/07

To: 09/30/07

Site Statistics

Page Views: **14,173**
 Visits: **2,481**

Prepared for: CPGCatnet - WR540330K3EM

Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	2,253	100.0%
New Visitors:	1,629	72.3%
Lifetime Returning Visitors:	211	9.4%
Calendar Monthly Uniques:	1,909	

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	/Home & Membership	514	20.7%
2	/page/102745/2007 CatMan Annua	220	8.9%
3	/page/52110/Current Job Postings	135	5.4%
4	/page/65974/Testing- Excel/Power	109	4.4%
5	/page/62774/What is Category Ma	72	2.9%

Exit Pages

Rank	Page Name	Page Views	%
1	/page/102745/2007 CatMan Ann	277	10.9%
2	/Home & Membership	173	6.8%
3	/page/52110/Current Job Postin	155	6.1%
4	/page/65974/Testing- Excel/Pow	107	4.2%
5	/page/62774/What is Category M	70	2.7%

Most Requested Pages

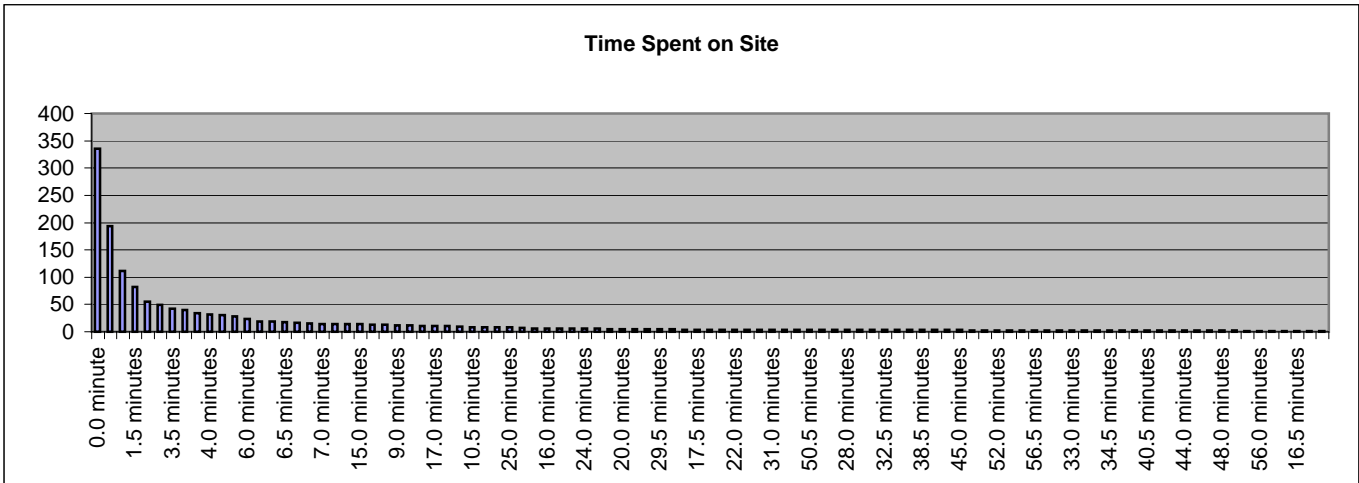
Rank	Name	Page Views	%
1	/Home & Membership	866	6.1%
2	/page/102745/2007 CatMan Annua	502	3.5%
3	/page/52110/Current Job Postings	457	3.2%
4	/page/52080/Full Articles Display p	369	2.6%
5	/page/51913/Events Calendar	335	2.4%

Single Access Pages

Rank	Name	Page Views	%
1	/page/102745/2007 CatMan Ann	150	11.0%
2	/Home & Membership	111	8.1%
3	/page/65974/Testing- Excel/Pow	104	7.6%
4	/page/52110/Current Job Postin	85	6.2%
5	/page/62774/What is Category M	50	3.7%

Traffic Audit Report

Time Spent on Site



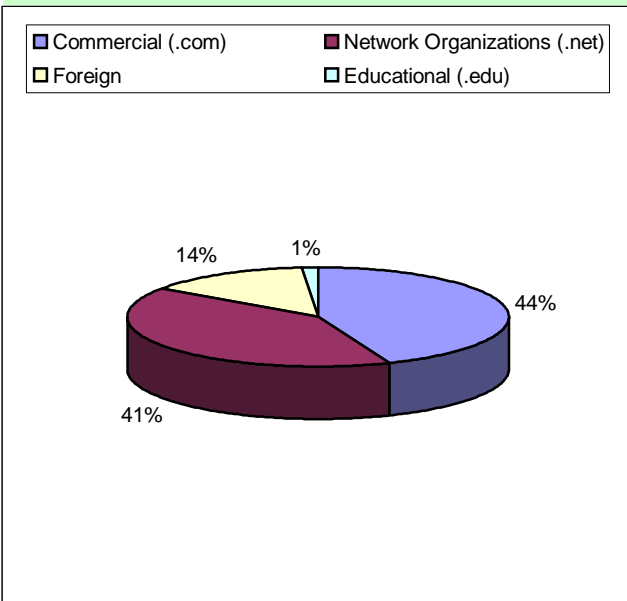
Average Time Spent: 0:00:08:45

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	726	46.3%	21	cuc.com	6	0.4%
2	pgrb.com	25	1.6%	22	everestkc.net	6	0.4%
3	cokecce.com	23	1.5%	23	homedepot.com	6	0.4%
4	anheuser-busch.com	16	1.0%	24	kcc.com	6	0.4%
5	jnj.com	16	1.0%	25	pldt.net	6	0.4%
6	infonet.com	14	0.9%	26	saix.net	6	0.4%
7	tyson.com	14	0.9%	27	sony.com	6	0.4%
8	vsnl.net.in	12	0.8%	28	cosmic-solutions.co.uk	5	0.3%
9	gvtc.com	9	0.6%	29	dsl.bell.ca	5	0.3%
10	prod-infinitum.com.mx	9	0.6%	30	freshdelmonte.com	5	0.3%
11	unilever.com	9	0.6%	31	isp.belgacom.be	5	0.3%
12	colpal.com	8	0.5%	32	level3.net	5	0.3%
13	mchsi.com	8	0.5%	33	mbco.com	5	0.3%
14	122.airtelbroadband.in	7	0.4%	34	wideopenwest.com	5	0.3%
15	aptea.com	7	0.4%	35	acco.com	4	0.3%
16	shaker.com	7	0.4%	36	acnielsen.com	4	0.3%
17	smig.net	7	0.4%	37	acosta.com	4	0.3%
18	twtelecom.net	7	0.4%	38	bigpond.net.au	4	0.3%
19	algx.net	6	0.4%	39	bresnan.net	4	0.3%
20	comcastbusiness.net	6	0.4%	40	cantv.net	4	0.3%
Total						1037	66.0%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,643	83.1%
2	English (Great Britain)	82	4.1%
3	English (Australia)	32	1.6%
4	English (Canada)	23	1.2%
5	English	19	1.0%
6	Spanish (Mexico)	18	0.9%
7	French (Standard)	15	0.8%
8	Spanish (Spain Modern)	14	0.7%
9	German (Standard)	12	0.6%
10	Dutch (Standard)	11	0.6%
11	Chinese (PRC)	7	0.4%
12	Dutch (Belgium)	7	0.4%
13	English (South Africa)	7	0.4%
14	Italian (Standard)	7	0.4%
15	Greek	6	0.3%
16	Korean (Johab)	5	0.3%
17	Portuguese (Brazil)	5	0.3%
18	Spanish (Chile)	5	0.3%
19	Thai	5	0.3%
20	English (New Zealand)	4	0.2%
Total		1,927	97.4%

Visitor Countries

Rank	Country	Visitors	%
1	United States	1,645	74.9%
2	Great Britain	90	4.1%
3	Canada	75	3.4%
4	India	70	3.2%
5	Australia	38	1.7%
6	Mexico	22	1.0%
7	Netherlands	18	0.8%
8	South Africa	17	0.8%
9	Germany	14	0.6%
10	Belgium	13	0.6%
11	Philippines	10	0.5%
12	Spain	10	0.5%
13	China	9	0.4%
14	France	9	0.4%
15	Italy	9	0.4%
16	Poland	8	0.4%
17	Malaysia	7	0.3%
18	Brazil	6	0.3%
19	Finland	6	0.3%
20	Hong Kong	6	0.3%
Total		2,082	94.7%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	1,532	51.4%
2	2 page(s)	229	7.7%
3	4 page(s)	206	6.9%
4	3 page(s)	204	6.9%
5	7 page(s)	167	5.6%
6	6 page(s)	117	3.9%
7	8 page(s)	107	3.6%
8	5 page(s)	99	3.3%
9	9 page(s)	77	2.6%
10	10 page(s)	56	1.9%
11	11 page(s)	43	1.4%
12	12 page(s)	35	1.2%
13	13 page(s)	32	1.1%
14	24 page(s)	16	0.5%
15	14 page(s)	15	0.5%
16	38 page(s)	12	0.4%
17	27 page(s)	8	0.3%
18	15 page(s)	6	0.2%
19	21 page(s)	5	0.2%
20	19 page(s)	3	0.1%
Total		2,969	99.6%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Home & Membership	866	1 page(s)	6.11%
2	/page/102745/2007 CatMan Annual Conference	502	3 page(s)	3.54%
3	/page/52110/Current Job Postings	457	3 page(s)	3.22%
4	/page/52080/Full Articles Display page	369	4 page(s)	2.60%
5	/page/51913/Events Calendar	335	3 page(s)	2.36%
6	/page/65975/Continuing Education	327	3 page(s)	2.30%
7	/page/52107/Career Services	305	3 page(s)	2.15%
8	/View/Edit Site Map	272	4 page(s)	1.91%
9	/page/51847/Home & Membership	272	3 page(s)	1.91%
10	/page/51936/Resource Directories	252	3 page(s)	1.77%
11	/page/78746/CatMan News	218	3 page(s)	1.53%
12	/page/admin/Membership Listing	203	3 page(s)	1.43%
13	/page/109966/Annual Standards Meeting	201	2 page(s)	1.41%
14	/CPG CatNet Login	186	2 page(s)	1.31%
15	/page/61955/How to Post Jobs	186	2 page(s)	1.31%
16	/page/52080/Only group members have permission to view this page	185	2 page(s)	1.30%
17	/page/57430/Weekly Newsletter	162	2 page(s)	1.14%
18	/page/80315/JDA Courses	162	3 page(s)	1.14%
19	/page/110322/StoreWars	161	6 page(s)	1.13%
20	/page/51971/Discussion Groups	157	4 page(s)	1.10%
21	/page/94849/Webinar Calendar	152	5 page(s)	1.07%
22	/page/62774/What is Category Management?	138	3 page(s)	0.97%
23	/page/65974/Testing- Excel/PowerPoint/Access	137	6 page(s)	0.96%
24	/page/110322/Storewars	121	4 page(s)	0.85%
25	/page/57913/Public Discussions	119	4 page(s)	0.83%
26	/page/55030/Donna	115	3 page(s)	0.81%
27	/page/51933/Email and Workspace	111	4 page(s)	0.78%
28	/page/52167/ADMIN ONLY PAGE	108	3 page(s)	0.76%
29	/page/admin/Admin Wizard	108	2 page(s)	0.76%
30	/page/admin/Advanced Member Search	107	2 page(s)	0.75%
31	/page/52243/JOIN NOW - Membership Options	103	3 page(s)	0.72%
32	/page/104852/MULTIPLE - Colgate-Palmolive	95	4 page(s)	0.67%
33	/page/101494/Job Search Tools	83	4 page(s)	0.58%
34	/page/110322/Edit Content Module	83	8 page(s)	0.58%
35	/page/88047/Professional Coursework by Level	82	4 page(s)	0.57%
36	/page/52321/Space Management Discussion	80	6 page(s)	0.56%
37	/View Site Map	71	3 page(s)	0.50%
38	/page/61955/Edit Content Module	70	2 page(s)	0.49%
39	/page/65390/About CPG CatNet	70	3 page(s)	0.49%
40	/page/57914/Books- Category Management	69	4 page(s)	0.48%
41	/page/75931/CPG CatNet Team	68	4 page(s)	0.47%
42	/page/75947/International Chapters	66	4 page(s)	0.46%
43	/page/60527/Career Development Q & A	65	7 page(s)	0.45%
44	/unknown page(s)	65	3 page(s)	0.45%
45	/page/admin/Edit User Information	64	4 page(s)	0.45%
46	/page/109966/Edit Content Module	63	10 page(s)	0.44%
47	/page/77270/Anonymous Talent Profile	61	6 page(s)	0.43%
48	/page/57430/CPGweek Newsletter	57	3 page(s)	0.004
49	/page/94087/Global Meeting Time Calculator	56	1 page(s)	0.39%
50	/Logout Confirmation	55	4 page(s)	0.0038

Total

8,420

59.17%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	514	20.7%
2	/page/102745/2007 CatMan Annu	220	8.9%
3	/page/52110/Current Job Posting	135	5.4%
4	/page/65974/Testing- Excel/Powe	109	4.4%
5	/page/62774/What is Category M	72	2.9%
6	/page/57430/Weekly Newsletter	64	2.6%
7	/page/52080/Only group members	60	2.4%
8	/page/109966/Annual Standards M	57	2.3%
9	/page/94087/Global Meeting Time	42	1.7%
10	/page/77270/Anonymous Talent P	38	1.5%
11	/page/104852/MULTIPLE - Colga	33	1.3%
12	/page/51847/Home & Membershi	32	1.3%
13	/page/51913/Events Calendar	31	1.2%
14	/page/85665/Prior Issues	27	1.1%
15	/page/98588/Price Chopper/The G	25	1.0%
16	/page/84371/Publications include	24	1.0%
17	/unknown page(s)	20	0.8%
18	/page/55030/The content you are	18	0.7%
19	/page/57430/CPGweek Newslette	18	0.7%
20	/page/76675/Europe	18	0.7%
Total		1,557	62.64%

Exit Pages

Rank	Page Name	Page Views	%
1	/page/102745/2007 CatMan Annu	277	10.9%
2	/Home & Membership	173	6.8%
3	/page/52110/Current Job Posting	155	6.1%
4	/page/65974/Testing- Excel/Powe	107	4.2%
5	/page/62774/What is Category M	70	2.7%
6	/page/52080/Only group member	61	2.4%
7	/page/57430/Weekly Newsletter	48	1.9%
8	/page/77270/Anonymous Talent P	43	1.7%
9	/page/51913/Events Calendar	42	1.6%
10	/page/94087/Global Meeting Time	42	1.6%
11	/page/78746/CatMan News	41	1.6%
12	/page/101494/Job Search Tools	40	1.6%
13	/page/104852/MULTIPLE - Colga	40	1.6%
14	/page/109966/Annual Standards	39	1.5%
15	/Logout Confirmation	37	1.5%
16	/page/51847/Home & Membershi	32	1.3%
17	/unknown page(s)	28	1.1%
18	/page/84371/Publications include	26	1.0%
19	/page/85665/Prior Issues	26	1.0%
20	/page/80315/JDA Courses	25	1.0%
Total		1,352	52.9%

Single Access Pages

Rank	Page Name	Page Views	%
1	/page/102745/2007 CatMan Annu	150	11.0%
2	/Home & Membership	111	8.1%
3	/page/65974/Testing- Excel/Powe	104	7.6%
4	/page/52110/Current Job Posting	85	6.2%
5	/page/62774/What is Category M	50	3.7%
6	/page/94087/Global Meeting Time	38	2.8%
7	/page/77270/Anonymous Talent P	36	2.6%
8	/page/109966/Annual Standards M	33	2.4%
9	/page/52080/Only group members	24	1.8%
10	/page/57430/Weekly Newsletter	24	1.8%
11	/page/85665/Prior Issues	22	1.6%
12	/page/104852/MULTIPLE - Colga	21	1.5%
13	/page/84371/Publications include	21	1.5%
14	/page/51913/Events Calendar	17	1.2%
15	/page/98588/Price Chopper/The G	16	1.2%
16	/page/76675/Europe	15	1.1%
17	/unknown page(s)	15	1.1%
18	/page/95559/Wal-Mart Stores Inc	14	1.0%
19	/page/95580/ALDI USA, Inc.	13	1.0%
20	/page/104850/AR - Wal-Mart	12	0.9%
Total		821	60.2%

Most Requested Content

Rank	Content	Page Views	%
1	/	1,745	14.1%
2	/page/52080	604	4.9%
3	/page/admin	602	4.9%
4	/page/102745	508	4.1%
5	/page/52110	438	3.5%
6	/page/110322	390	3.1%
7	/page/65975	346	2.8%
8	/page/51913	315	2.5%
9	/page/109966	303	2.4%
10	/page/52107	288	2.3%
11	/page/51847	282	2.3%
12	/page/61955	269	2.2%
13	/page/51936	244	2.0%
14	/page/57430	241	1.9%
15	/page/78746	213	1.7%
16	/page/80315	200	1.6%
17	/page/51971	155	1.2%
18	/page/94849	145	1.2%
19	/page/62774	127	1.0%
20	/page/55030	123	1.0%
Total		7,538	60.7%