




Site Usage


 **8,779** Visits

 **60.21%** Bounce Rate

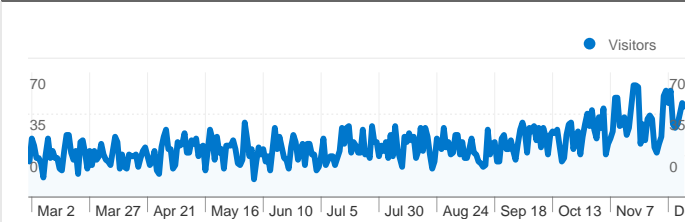
 **21,031** Pageviews

 **00:01:24** Avg. Time on Site

 **2.40** Pages/Visit

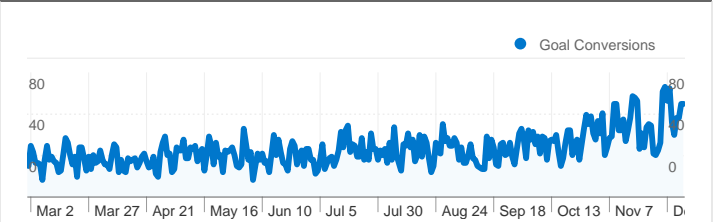
 **90.71%** % New Visits

Visitors Overview



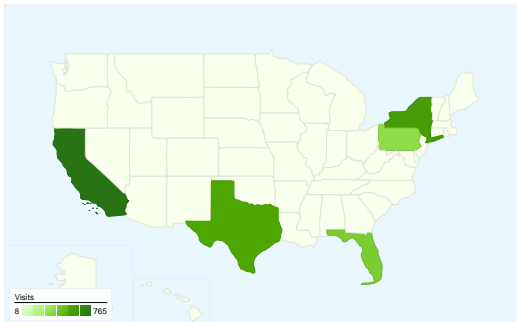
Visitors
7,984

Goals Overview



Goal Conversions
8,779

Map Overlay US



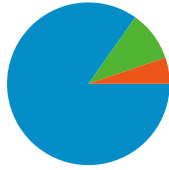
Content Overview

Pages	Pageviews	% Pageviews
/index.htm	9,026	42.92%
/endura_metallic_photos.htm	3,398	16.16%
/feedback_2.htm	1,918	9.12%
/FreeSamples.htm	1,668	7.93%
/professional_labs.htm	1,245	5.92%

AdWords Campaigns

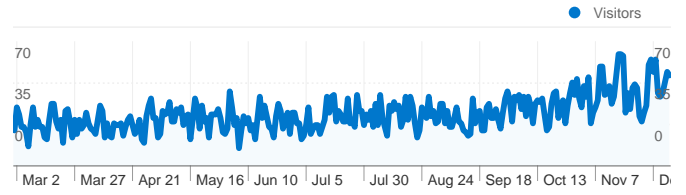
Campaign	Visits	% visits
Campaign #1	1,074	99.17%
RealEnduraPhotographs	8	0.74%
(not set)	1	0.09%

Traffic Sources Overview



- **Search Engines**
7,443.00 (84.78%)
- **Referring Sites**
879.00 (10.01%)
- **Direct Traffic**
457.00 (5.21%)

Visitors Overview



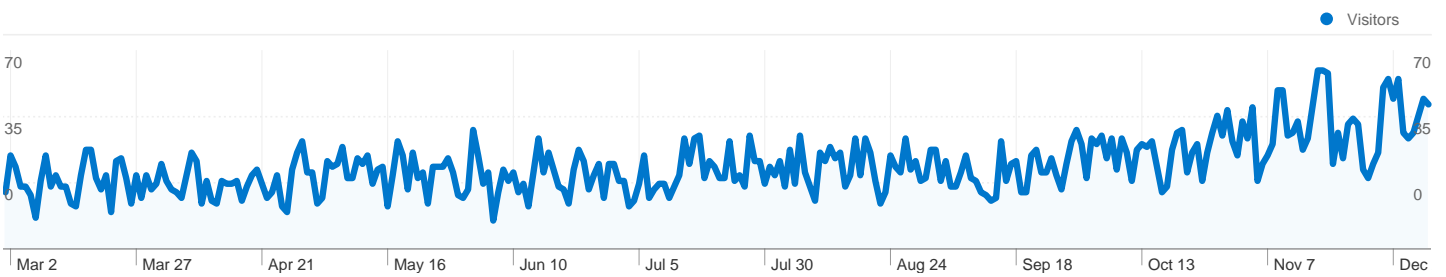
Visitors
7,984

Keywords

Keyword	Visits	% visits
real photo	944	12.68%
metallic photo paper	535	7.18%
kodak endura	452	6.07%
kodak professional endura	277	3.72%
kodak endura paper	230	3.09%

Visitors Overview

Comparing to: Site



7,984 people visited this site

8,779 Visits

7,984 Absolute Unique Visitors

21,031 Pageviews

2.40 Average Pageviews

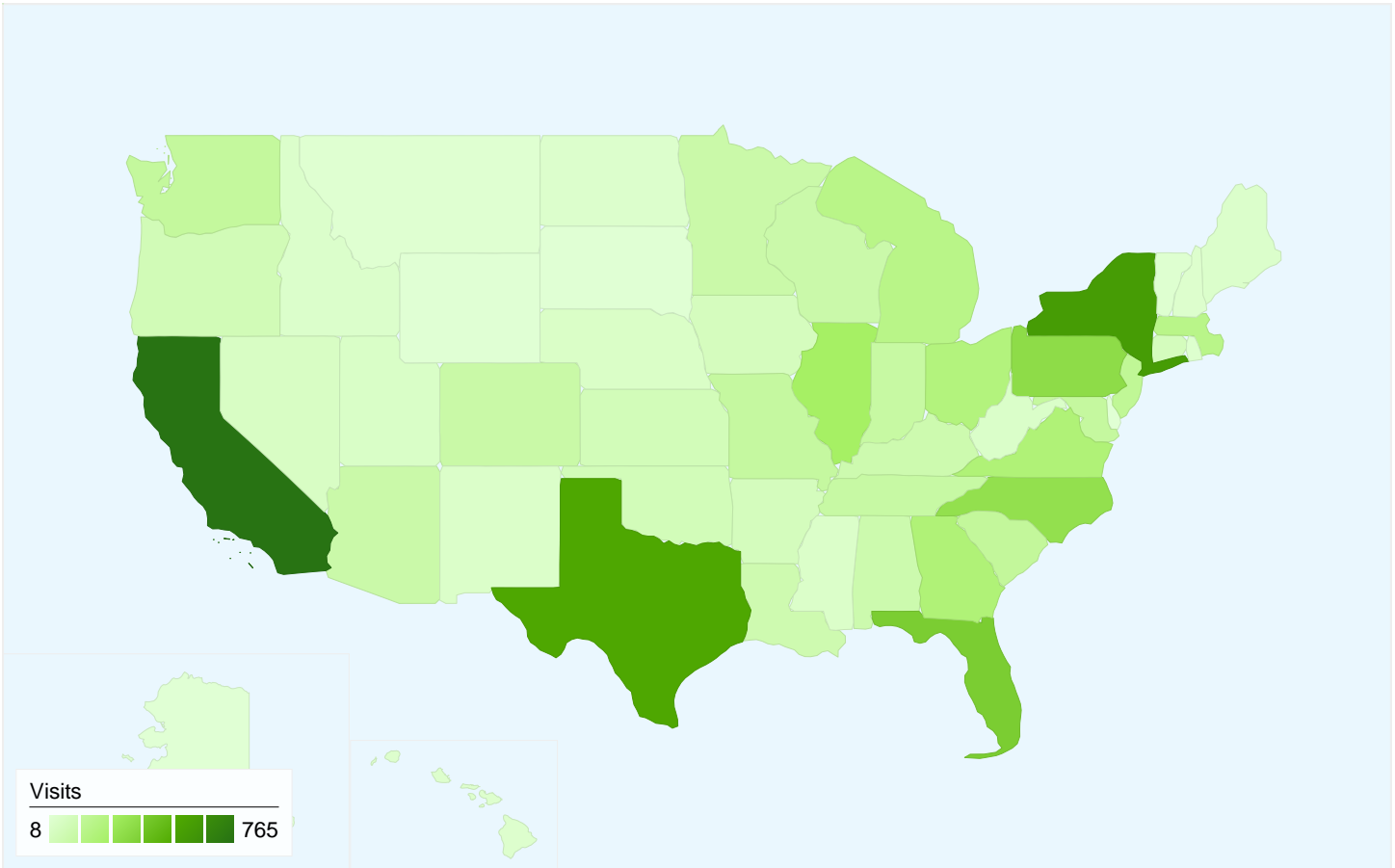
00:01:24 Time on Site

60.21% Bounce Rate

90.71% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	4,910	55.93%	Cable	3,442	39.21%
Firefox	2,269	25.85%	DSL	2,342	26.68%
Safari	1,205	13.73%	Unknown	1,970	22.44%
Chrome	216	2.46%	T1	747	8.51%
Opera	74	0.84%	Dialup	197	2.24%

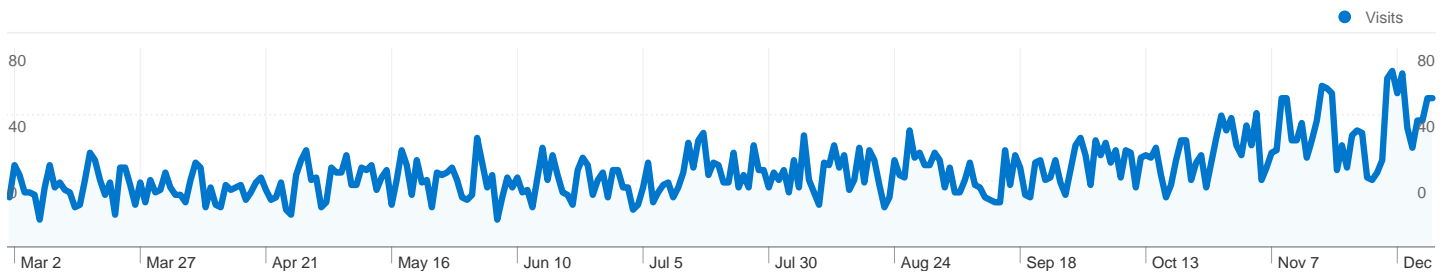


This country/territory sent 6,716 visits via 52 regions




Site Usage

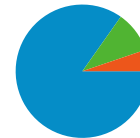
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 6,716 % of Site Total: 76.50%	Pages/Visit 2.50 Site Avg: 2.40 (4.51%)	Avg. Time on Site 00:01:29 Site Avg: 00:01:24 (5.81%)	% New Visits 92.15% Site Avg: 90.71% (1.60%)	Bounce Rate 58.65% Site Avg: 60.21% (-2.59%)	
California	765	2.48	00:01:39	93.20%	59.08%
New York	584	2.46	00:01:26	93.15%	60.62%
Texas	534	2.40	00:01:13	94.57%	62.73%
Florida	390	2.74	00:01:55	88.21%	55.38%
Pennsylvania	334	2.62	00:01:28	77.54%	61.38%
North Carolina	319	2.36	00:01:21	92.48%	60.50%
Illinois	262	2.34	00:01:57	89.69%	59.92%
Virginia	219	2.27	00:01:07	91.32%	56.62%
Georgia	218	2.69	00:01:41	88.99%	57.34%

Ohio	205	2.42	00:01:31	96.10%	60.98%
					1 - 10 of 52



All traffic sources sent a total of 8,779 visits

-  5.20% Direct Traffic
-  10.00% Referring Sites
-  84.71% Search Engines



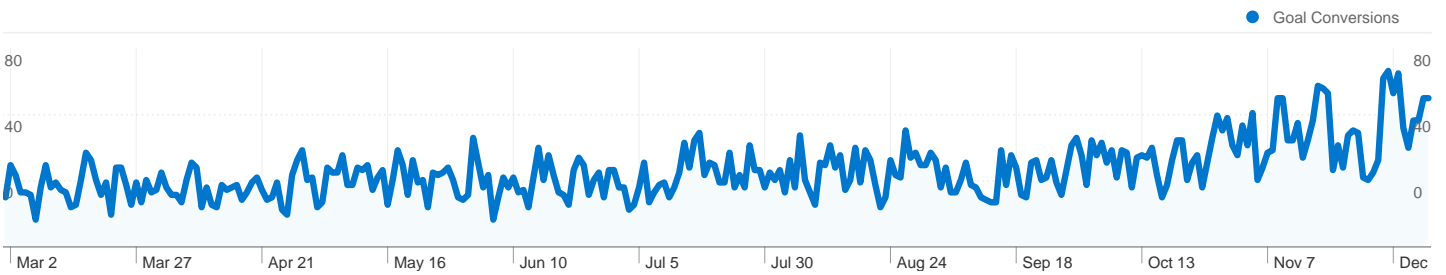
- Search Engines
7,443.00 (84.78%)
- Referring Sites
879.00 (10.01%)
- Direct Traffic
457.00 (5.21%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	4,970	56.57%	real photo	944	12.68%
google (cpc)	1,083	12.33%	metallic photo paper	535	7.18%
yahoo (organic)	823	9.37%	kodak endura	452	6.07%
(direct) ((none))	458	5.21%	kodak professional endura	277	3.72%
bing (organic)	285	3.24%	kodak endura paper	230	3.09%

Goals Overview

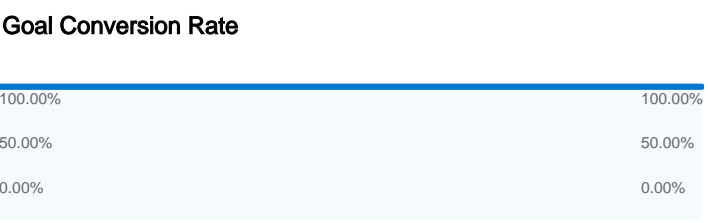
Comparing to: Site



Visitors completed 8,779 goal conversions

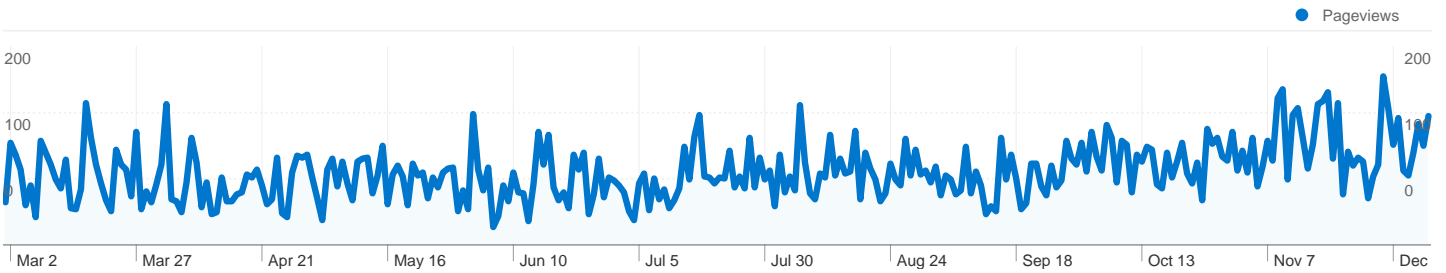
 **8,779** conversions, Goal 1: Find a pro at Kodak.com

Goal Performance



Goal Conversion Rate
100.00%

Total Goal Value
\$0.00



Pages on this site were viewed a total of 21,031 times

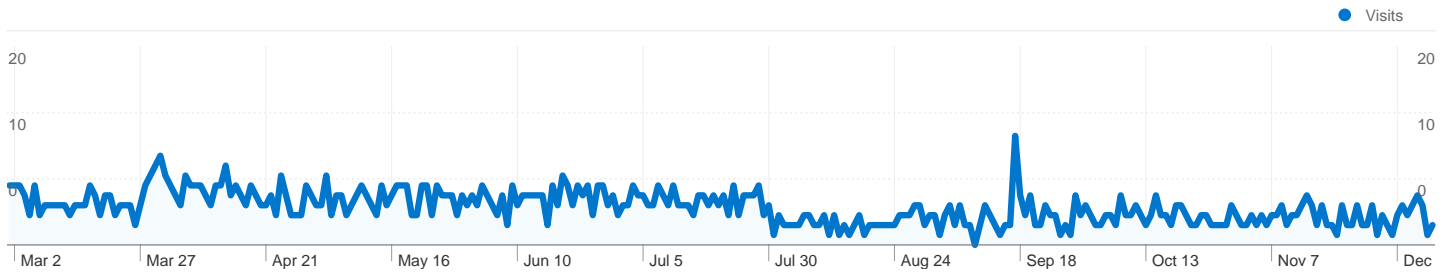
 21,031 Pageviews

 15,969 Unique Views

 60.21% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/index.htm	9,026	42.92%
/endura_metallic_photos.htm	3,398	16.16%
/feedback_2.htm	1,918	9.12%
/FreeSamples.htm	1,668	7.93%
/professional_labs.htm	1,245	5.92%



AdWords sent 1,083 visits via 3 campaigns

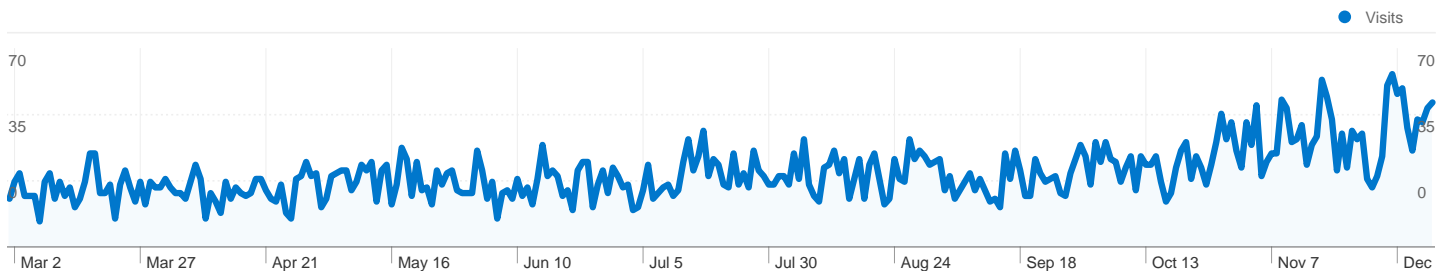
Clicks

Visits	Impressions	Clicks	Cost	CTR	CPC	RPC	ROI	Margin	
1,083 % of Site Total: 12.34%	575,754 % of Site Total: 100.00%	1,159 % of Site Total: 100.00%	\$653.35 % of Site Total: 100.00%	0.20% Site Avg: 0.20% (0.00%)	\$0.56 Site Avg: \$0.56 (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)	- 100.00% Site Avg: -100.00% (0.00%)	0.00% Site Avg: 0.00% (0.00%)	
Campaign	Visits	Impressions	Clicks	Cost	CTR	CPC	RPC	ROI	Margin
Campaign #1	1,074	574,405	1,148	\$646.08	0.20%	\$0.56	\$0.00	- 100.00%	0.00%
RealEnduraPhotographs	8	1,349	11	\$7.27	0.82%	\$0.66	\$0.00	- 100.00%	0.00%
(not set)	1	0	0	\$0.00	0.00%	\$0.00	\$0.00	0.00%	0.00%

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Keywords

Comparing to: Site



Search sent 7,447 total visits via 1,978 keywords

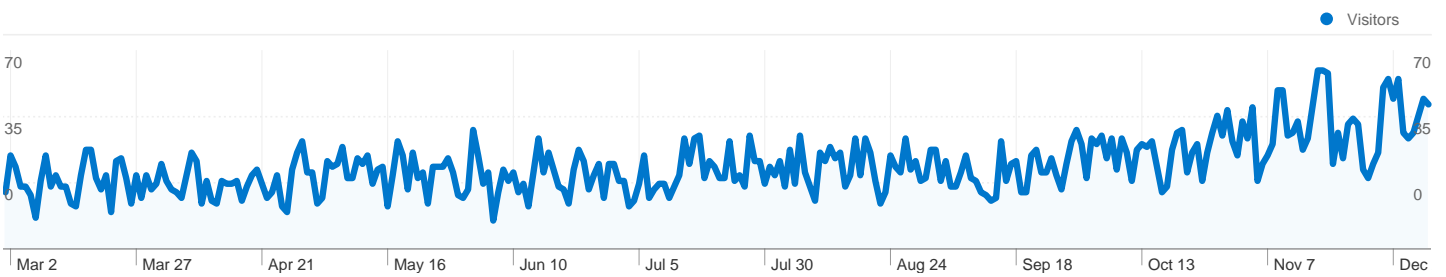
Site Usage

Visits 7,447 % of Site Total: 84.83%	Pages/Visit 2.40 Site Avg: 2.40 (0.27%)	Avg. Time on Site 00:01:24 Site Avg: 00:01:24 (-0.02%)	% New Visits 91.14% Site Avg: 90.71% (0.48%)	Bounce Rate 60.28% Site Avg: 60.21% (0.11%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
real photo	944	1.21	00:00:07	99.58%	90.25%
metallic photo paper	535	2.98	00:02:06	93.46%	51.78%
kodak endura	452	2.45	00:01:33	89.38%	59.73%
kodak professional endura paper	277	2.93	00:01:27	93.50%	48.38%
kodak endura paper	230	2.28	00:01:58	90.43%	57.83%
kodak paper	132	2.52	00:02:07	81.82%	53.03%
kodak endura metallic paper	129	2.98	00:01:36	89.15%	48.06%
kodak photo paper	126	2.54	00:02:14	100.00%	53.97%
kodak professional endura	122	2.64	00:01:20	95.08%	61.48%
professional photo paper	107	3.06	00:01:41	97.20%	44.86%

1 - 10 of 1,978

Visitors Overview

Comparing to: Site



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8,779 Visits

7,984 Absolute Unique Visitors

21,031 Pageviews

2.40 Average Pageviews

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90.71% New Visits

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