

Pacific Palms Designs

Website Usage Report for:

www.yourdomain.com

April 2009

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Statistics At A Glance

Website Statistics for April 2009

Stat	This Month	Last Month	This Time Last Year
Website Visitors	827	872	241
Time Spent < 30 secs	76.7%	85.2%	93.4%
Time Spent 30 sec – 5 mins	16.4%	7.6%	5.6%
Time Spent > 5 mins	6.9%	7.2%	1.0%
Navigate from Direct Address	34.4%	35.3%	75.1%
Directed by Search Engine	58.7%	59.0%	15.8%
Link from Other Website	6.9%	5.7%	9.1%
Added to Favourites	559	651	121
Add to Favourites %	67.5%	74.6%	50.2%
Google Page Rank	1	0 (not ranked)	0 (not ranked)

Analysis

Overall visitor numbers are down in April. This could be due to the number of holidays this month (Easter and Anzac Day).

On a brighter note, more visitors are spending more time on the site once they get there (16.4% are spending up to 5 minutes compared to only 7.2% last month).

Links from other websites have also improved, which shows that the idea of adding a Links page is starting to pay dividends.

We have also now managed to score a Google Page Rank of 1. Google Page Rank is an estimate of your site's popularity **compared to all other sites in the world**. To have achieved a page rank of 1 after only 13 months is an outstanding achievement.

Page Popularity

The most viewed web pages for April 2009 were:

Page	Popularity	Rank This Month	Last Month	This Time Last Year
Home page	43.2%	1	1	1
Product xxx	22.2%	2	2	5
Product yyy	21.3%	3	3	4
Contact Us	4.2%	4	5	Not ranked
xxx Information	2.7%	5	4	2
About Us	1.3%	6	6	3
Others (12 pages)	5.1%			

Analysis

The most viewed pages on the site continue to be the home page, and the sales pages for your top two products.

Interestingly, this month has seen a jump in the number of people reaching the Contact Us page. This may be something to do with the extra information we added a few months ago about product xxx – perhaps we need to revise this?

It is disappointing to note that the new product (product zzz) has not yet rated well, however that may improve in the coming months.

Links from External Sites

57 visitors were referred to your site from external sites in April 2009. The external sites referring visitors to your site in April were:

External Site	No. of Referrals
www.bbbbb.com	35
www.mmmmm.com	12
www.ddddd.com	6
Others (4)	4

Analysis

There are a total of 15 other sites with direct links to your site, as listed below:

www.aaaaa.com
www.bbbbb.com
www.ccccc.com
www.ddddd.com
www.eeeee.com
www.fffff.com
www.ggggg.com
www.hhhhh.com
www.iiii.com
www.jjjj.com
www.kkkkk.com
www.llll.com
www.mmmmm.com
www.nnnnn.com
www.ooooo.com

Those that provide the most links appear to be those towards the top of your links page. Unfortunately, many of these do not have a good Google page rank themselves. Site www.fffff.com has a Google page rank of 1. It may be worth considering moving this site further up your links page, although we would not want to endanger the incoming links we receive from www.bbbbb.com.

Search Terms

Of the 485 visitors directed to you by Search Engines, the most used search terms were:

Search Term	% of Total
Information about product xxx	46.2%
Product xxx buy	27.7%
Product xxx review	9.2%
www.yourdomain.com	4.3%
Others (11)	12.6

Analysis

Our current keywords for your site include "product xxx" "xxx information", "buy xxx", "xxx review" and "what is xxx". At this stage I do not believe we need to revise our site keywords.

Of interest is the fact that 21 visitors actually searched for your domain name which indicates that information about your site is now being passed around by word of mouth.