

**Site Usage**

**5,299** Visits

**26.06%** Bounce Rate

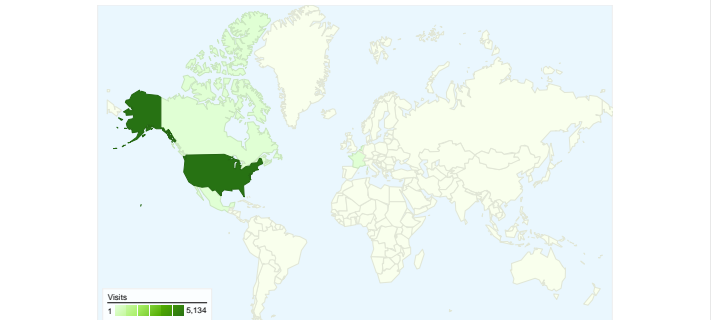
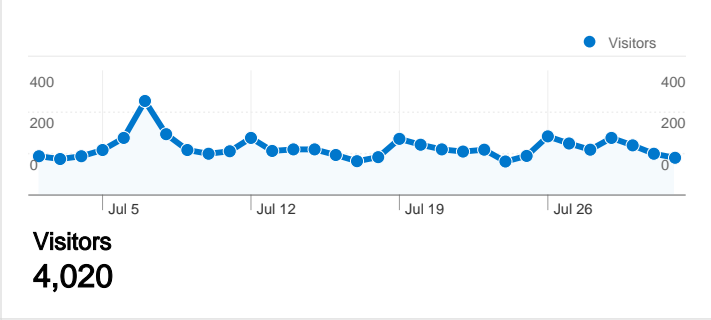
**31,833** Pageviews

**00:04:15** Avg. Time on Site

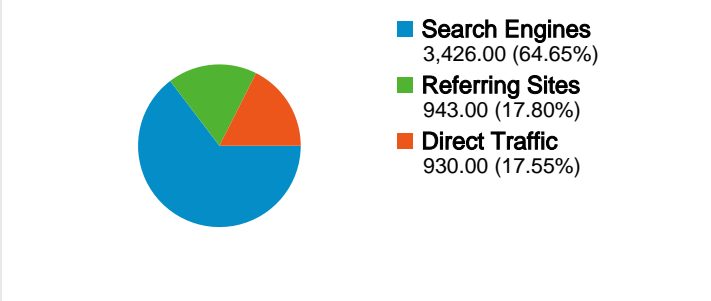
**6.01** Pages/Visit

**66.03%** % New Visits

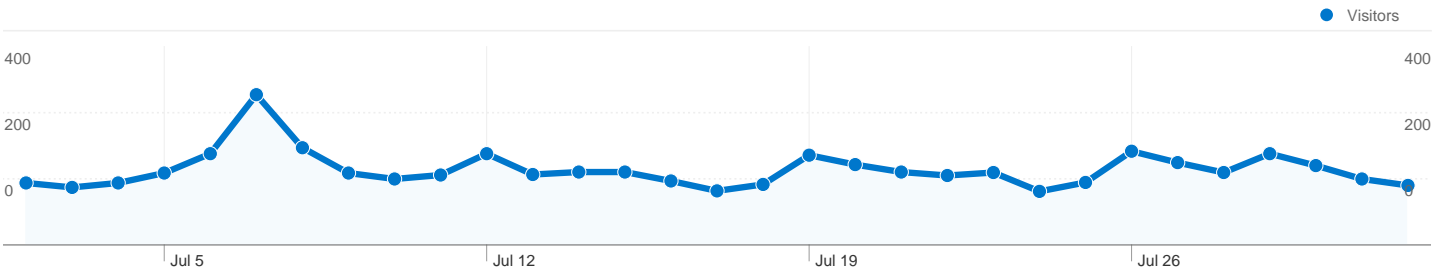
**Visitors Overview** **Map Overlay**



**Traffic Sources Overview** **Content Overview**



| Pages                 | Pageviews | % Pageviews |
|-----------------------|-----------|-------------|
| /                     | 6,893     | 21.65%      |
| /about                | 2,043     | 6.42%       |
| /home-sales           | 1,550     | 4.87%       |
| /resident-info        | 1,338     | 4.20%       |
| /about/amenities-and- | 887       | 2.79%       |



## 4,020 people visited this site

5,299 Visits

4,020 Absolute Unique Visitors

31,833 Pageviews

6.01 Average Pageviews

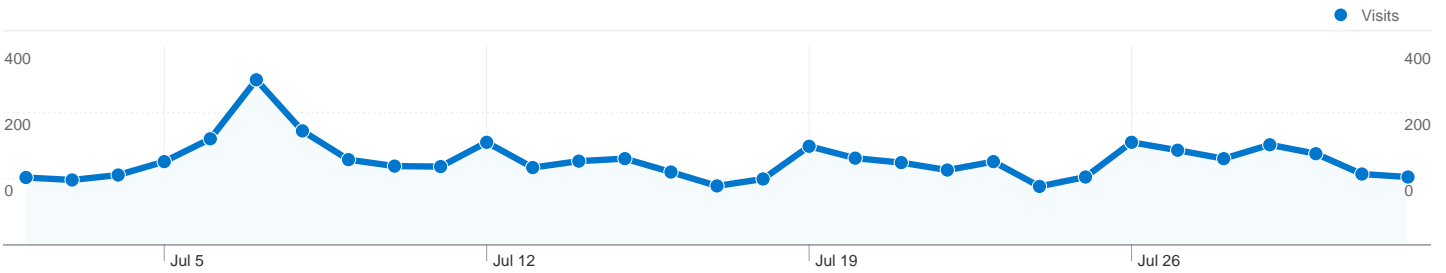
00:04:15 Time on Site

26.06% Bounce Rate

66.03% New Visits


## Technical Profile


| Browser                  | Visits | % visits | Connection Speed | Visits | % visits |
|--------------------------|--------|----------|------------------|--------|----------|
| Internet Explorer        | 2,918  | 55.07%   | Cable            | 2,410  | 45.48%   |
| Firefox                  | 1,145  | 21.61%   | DSL              | 1,601  | 30.21%   |
| Safari                   | 1,012  | 19.10%   | Unknown          | 713    | 13.46%   |
| Chrome                   | 191    | 3.60%    | T1               | 403    | 7.61%    |
| Mozilla Compatible Agent | 11     | 0.21%    | OC3              | 110    | 2.08%    |



All traffic sources sent a total of 5,299 visits

 17.55% Direct Traffic

 17.80% Referring Sites

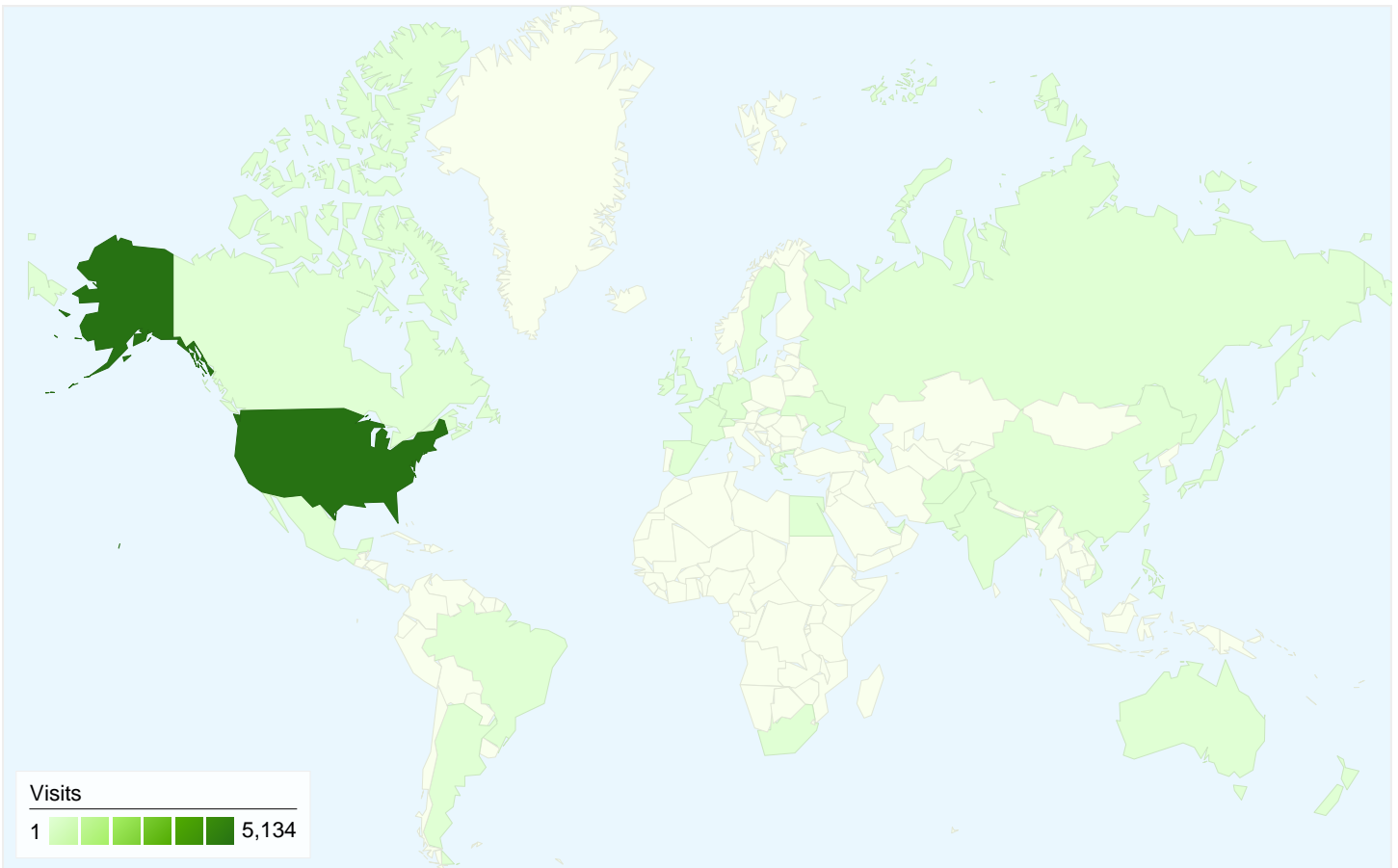
 64.65% Search Engines



- **Search Engines**  
3,426.00 (64.65%)
- **Referring Sites**  
943.00 (17.80%)
- **Direct Traffic**  
930.00 (17.55%)

## Top Traffic Sources

| Sources                       | Visits | % visits | Keywords              | Visits | % visits |
|-------------------------------|--------|----------|-----------------------|--------|----------|
| google (organic)              | 2,645  | 49.92%   | rossmoor walnut creek | 1,086  | 31.70%   |
| (direct) ((none))             | 930    | 17.55%   | rossmoor              | 357    | 10.42%   |
| yahoo (organic)               | 373    | 7.04%    | rossmore retirement   | 123    | 3.59%    |
| rossmoornews.com (referral)   | 217    | 4.10%    | rossmoor ca           | 99     | 2.89%    |
| greatretirementcommunities.co | 179    | 3.38%    | rossmoor.com          | 75     | 2.19%    |

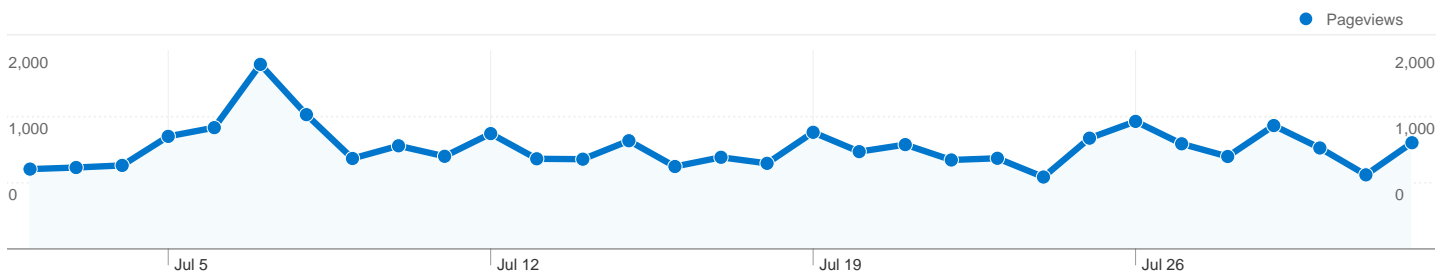


## 5,299 visits came from 37 countries/territories

Site Usage

| Country/Territory  | Visits   | Pages/Visit  | Avg. Time on Site   | % New Visits   | Bounce Rate |
|--|--|--|---|--|-------------|
| <b>Visits</b><br><b>5,299</b><br>% of Site Total:<br>100.00% | <b>Pages/Visit</b><br><b>6.01</b><br>Site Avg:<br>6.01 (0.00%) | <b>Avg. Time on Site</b><br><b>00:04:15</b><br>Site Avg:<br>00:04:15 (0.00%) | <b>% New Visits</b><br><b>66.05%</b><br>Site Avg:<br>66.03% (0.03%) | <b>Bounce Rate</b><br><b>26.06%</b><br>Site Avg:<br>26.06% (0.00%) |             |
| United States  | 5,134  | 6.10   | 00:04:18  | 66.07%   | 25.26%      |
| Netherlands  | 35   | 1.11   | 00:00:02  | 2.86%  | 97.14%      |
| Canada   | 16   | 4.75   | 00:03:29  | 68.75%   | 25.00%      |
| Mexico   | 13   | 4.46   | 00:04:59  | 76.92%   | 30.77%      |
| France   | 9  | 4.56   | 00:15:24  | 88.89%   | 22.22%      |
| United Kingdom   | 9  | 3.22   | 00:01:35  | 88.89%   | 22.22%      |
| India  | 7  | 3.57   | 00:05:47  | 100.00%  | 28.57%      |
| Sweden   | 6  | 2.50   | 00:00:33  | 83.33%   | 66.67%      |
| Australia  | 6  | 5.83   | 00:04:12  | 83.33%   | 0.00%       |

|             |   |      |          |        |              |
|-------------|---|------|----------|--------|--------------|
| South Korea | 6 | 6.00 | 00:02:53 | 66.67% | 50.00%       |
|             |   |      |          |        | 1 - 10 of 37 |



Pages on this site were viewed a total of 31,833 times

 **31,833** Pageviews

 **23,614** Unique Views

 **26.06%** Bounce Rate

## Top Content

| Pages                                | Pageviews | % Pageviews |
|--------------------------------------|-----------|-------------|
| /                                    | 6,893     | 21.65%      |
| /about                               | 2,043     | 6.42%       |
| /home-sales                          | 1,550     | 4.87%       |
| /resident-info                       | 1,338     | 4.20%       |
| /about/amenities-and-services/page-1 | 887       | 2.79%       |