

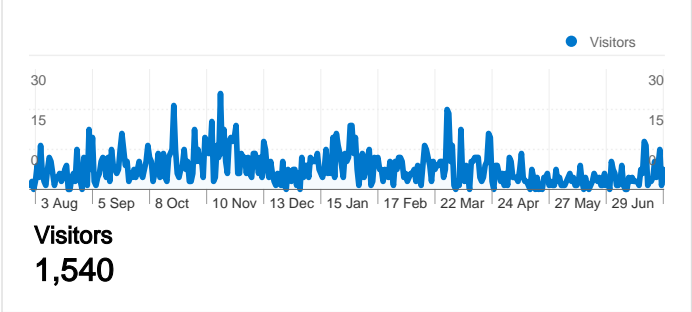
Site Usage

2,078 Visits **73.77% Bounce Rate**

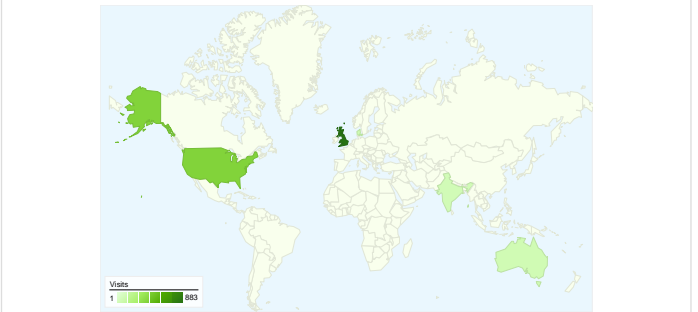
3,264 Pageviews **00:01:28 Avg. Time on Site**

1.57 Pages/Visit **71.51% % New Visits**

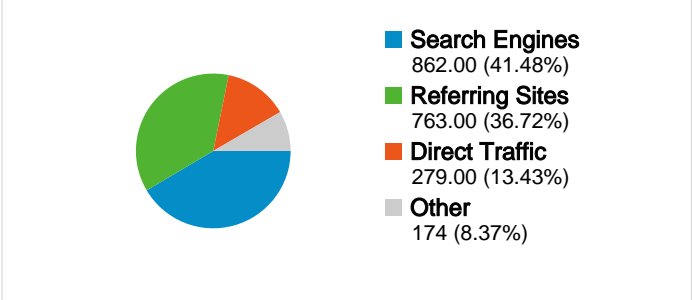
Visitors Overview



Map Overlay

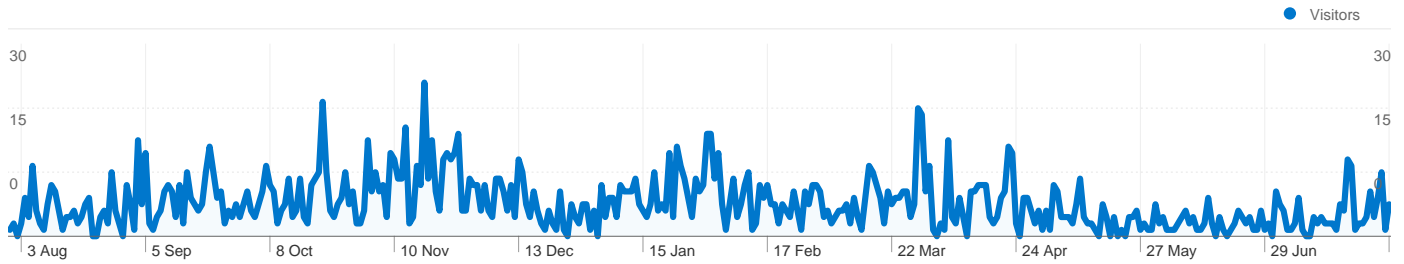


Traffic Sources Overview



Content Overview


Pages	Pageviews	% Pageviews
/	663	20.31%
/digital_directions/2009/08/the-	195	5.97%
/digital_directions/	162	4.96%
/digital_directions/2009/11/free	105	3.22%
/digital_directions/2010/01/lilac	80	2.45%




1,540 people visited this site

 **2,078 Visits**


 **1,540 Absolute Unique Visitors**

 **3,264 Pageviews**

 **1.57 Average Pageviews**

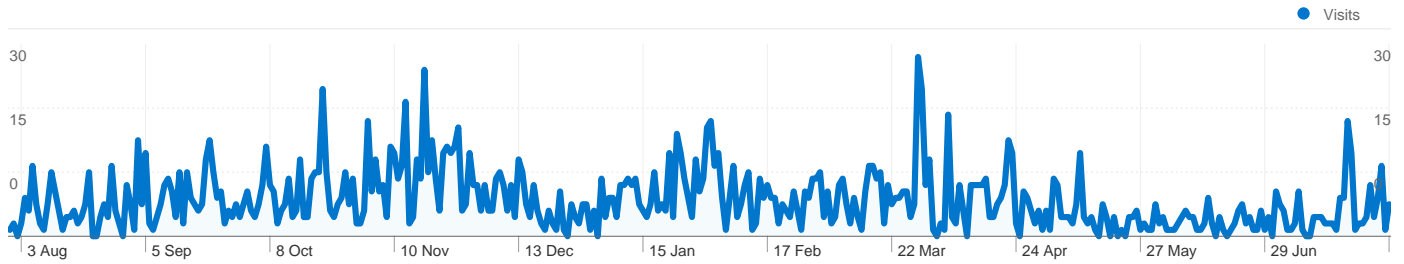
 **00:01:28 Time on Site**

 **73.77% Bounce Rate**

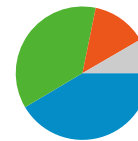
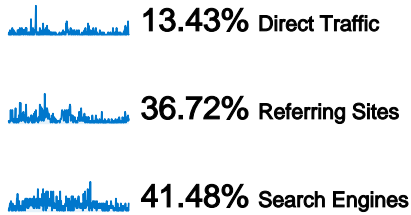
 **71.51% New Visits**

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	930	44.75%	DSL	627	30.17%
Firefox	767	36.91%	T1	586	28.20%
Safari	171	8.23%	Unknown	490	23.58%
Chrome	147	7.07%	Cable	334	16.07%
(not set)	18	0.87%	Dialup	35	1.68%



All traffic sources sent a total of 2,078 visits

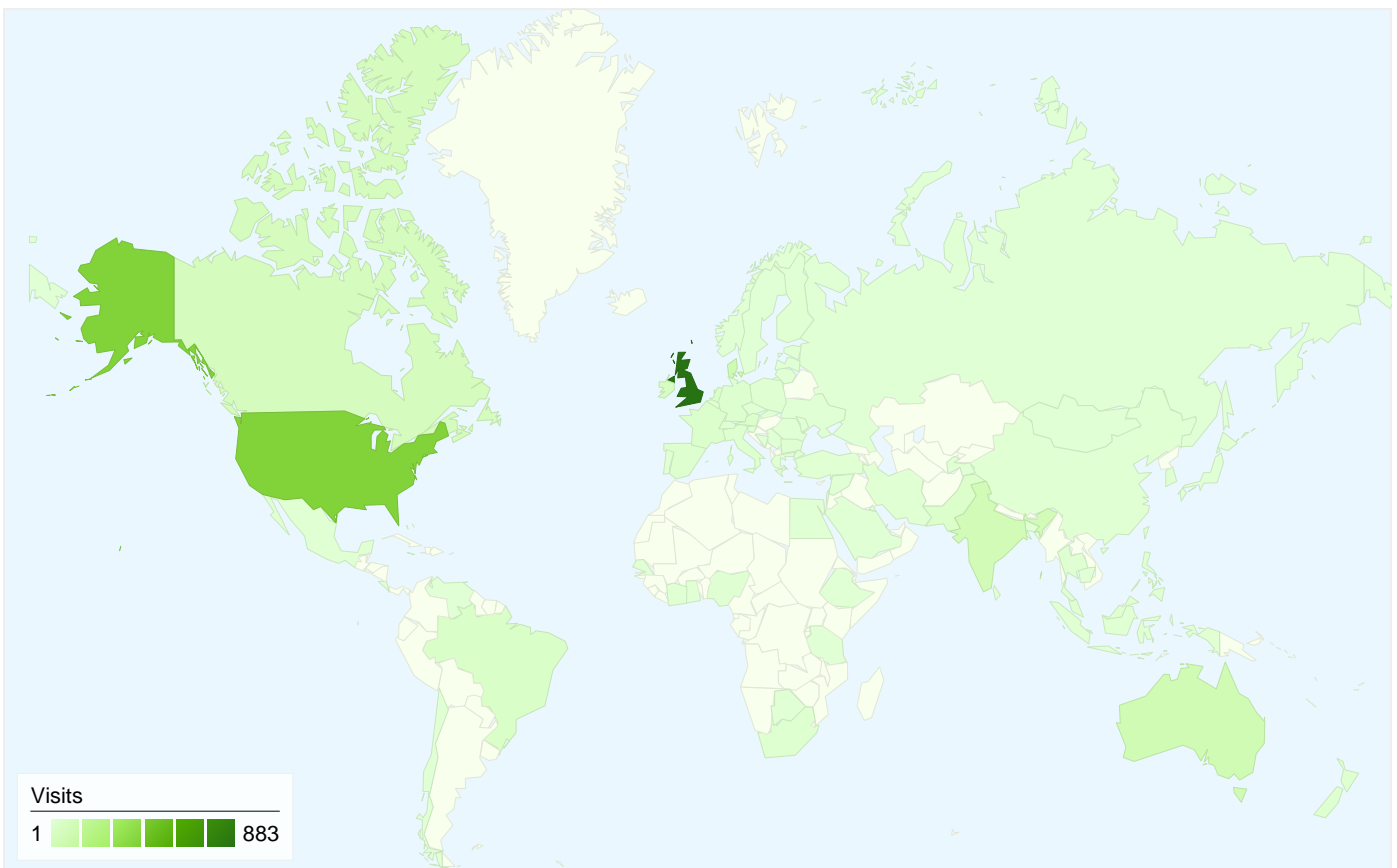


■ Search Engines	862.00 (41.48%)
■ Referring Sites	763.00 (36.72%)
■ Direct Traffic	279.00 (13.43%)
■ Other	174 (8.37%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	775	37.30%
(direct) ((none))	279	13.43%
ukcle.ac.uk (referral)	203	9.77%
feedburner (feed)	115	5.53%
googleblog.blogspot.com	74	3.56%

Keywords	Visits	% visits
hype cycle for education, 2009	17	1.97%
digital directions	16	1.86%
hype cycle for education	15	1.74%
ardcalloch	14	1.62%
ukcle	12	1.39%

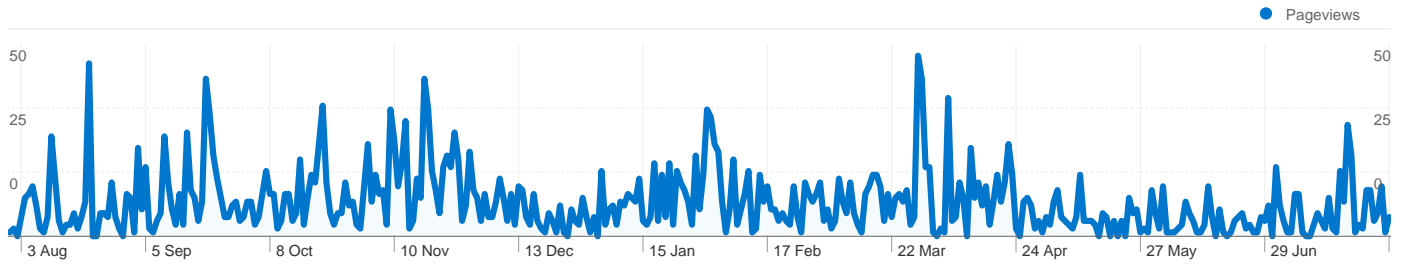


2,078 visits came from 80 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	883	1.73	00:01:41	65.46%	70.67%
United States	419	1.38	00:01:29	86.40%	79.71%
Denmark	92	1.53	00:01:59	9.78%	71.74%
Australia	85	1.60	00:01:10	67.06%	78.82%
India	78	1.35	00:00:54	83.33%	82.05%
Canada	59	1.39	00:00:31	93.22%	79.66%
Ireland	49	1.92	00:00:53	57.14%	65.31%
Brazil	33	1.61	00:00:07	12.12%	51.52%
Netherlands	31	1.35	00:00:28	87.10%	74.19%
Pakistan	25	1.40	00:01:39	72.00%	60.00%

1 - 10 of 80



Pages on this site were viewed a total of 3,264 times

 **3,264** Pageviews

 **2,583** Unique Views

 **73.77%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	663	20.31%
/digital_directions/2009/08/the-hype-cycle-for-education-	195	5.97%
/digital_directions/	162	4.96%
/digital_directions/2009/11/free-us-caselaw-just-google-it.html	105	3.22%
/digital_directions/2010/01/lilac10-student-feedback-ebay-	80	2.45%