

The Executive Report only provides a high-level overview of site performance. We recommend that you use other reports such as Marketing, Traffic Audit, Web Development & International for more in-depth analysis of your site visitors and marketing effectiveness.

Also, by logging on to <http://www.hbxlogin.com>, you can create your own reports for any time period from an interactive menu of hundreds of analytical reports.

Time Frame: From: 09/01/2007  
To: 09/30/2007

Prepared for: <http://foodservicerewards.com>  
Account Number: DM55101843BN

## Activity

For the time period being reported, your site had a total of **99,051** daily visitors. This figure represents an average of **3,301** unique visitors per day. Of these visitors, **35,447** or **35.79%** were new visitors to your site.

There were **108,311** visits to the site and **937,228** total views in this time frame, representing an average of **8.65** views per visit, and **1.09** visits per daily unique visitor. These two ratios should be observed over time. A high number of views per visit indicates high usage rate among visitors on the site. A high number of visits per visitor usually demonstrates a high interest rate among visitors in your site content, leading them to return to your site.

## Source Of Traffic

**92,105** or **93.40%** of your site visits are from users who either typed in your web site address, bookmarked it on their browsers, followed a link from an e-mail, or did not have a referring domain. Generally, these visitors know your site by name and visit it without performing a search or clicking on a link. The bookmark visit ratio is a good indication of site awareness as visitors do not need to conduct any type of search to find your Web site.

During the same time period, **4,431** or **4.09%** of your site visits came from those who used search engines to find your Web site.

## On-Site Behavior

Once on your site, visitors spend an average of **7 minutes, 52 seconds** on your site. 'Time Spent on Site' is a good indicator of your site's stickiness and should be tracked over time to measure the effectiveness of your site content in retaining your visitors.

Among your visitors, **20.52%** spent less than one minute on your site. This number also needs to be observed over time, as it is a good indication of the ratio of visitors who are simply scanning your Web site.

