

This Executive Report summarizes information about visitors to your web site, [WE53041479CE](#) for the period of [Jan. 10, 2011](#) to [March. 9, 2011](#).

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.

User Activity

For the time period being reported, your site had a total of **6,196** daily unique visitors. This figure represents an average of **295** unique visitors per day. Of these visitors, **5,797** or **93.56%** were new visitors to your site.

There were **6,663** visits to the site and **13,133** total views in this time frame, representing an average of **1.97** views per visit, and **1.08** 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 User Traffic

1,314 or **20.43%** 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 branding, as visitors do not need to conduct any type of search to find your Web site.

During the same time period, **4,053** or **63.02%** of your site visits came from those who used search engines to find your Web site.

On-Site User Behavior

Once on your site, visitors spend an average of **4 minutes, 40 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, **43.57%** 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.