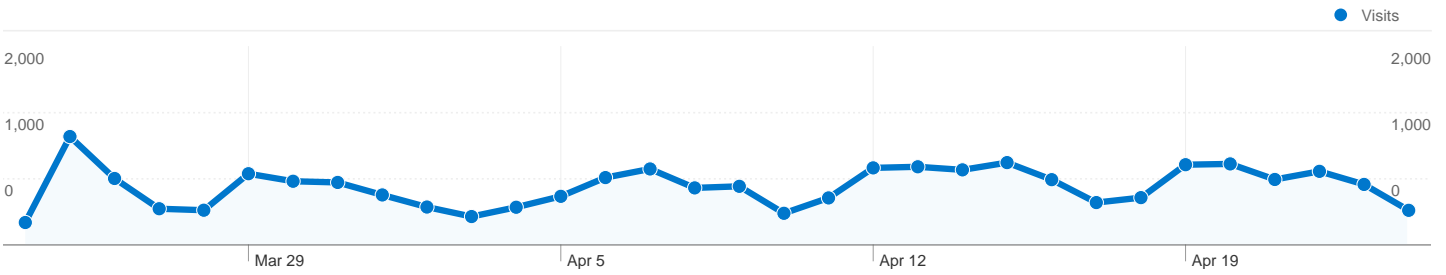


New database  
**Dashboard**

Mar 24, 2010 - Apr 24, 2010  
Comparing to: Site



**Site Usage**

**18,841** Visits

**30.67%** Bounce Rate

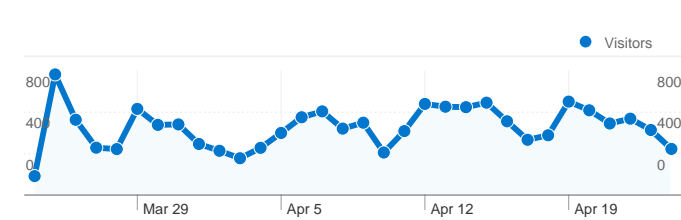
**301,378** Pageviews

**00:12:41** Avg. Time on Site

**16.00** Pages/Visit

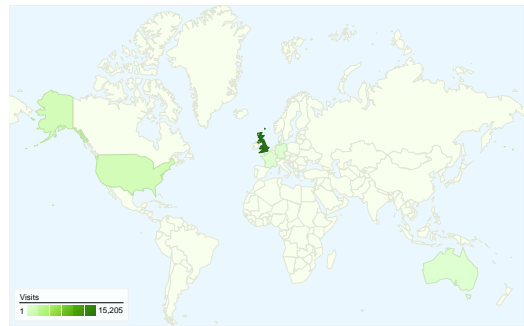
**43.88%** % New Visits

**Visitors Overview**

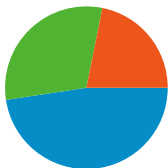


**Visitors**  
**9,795**

**Map Overlay**



**Traffic Sources Overview**

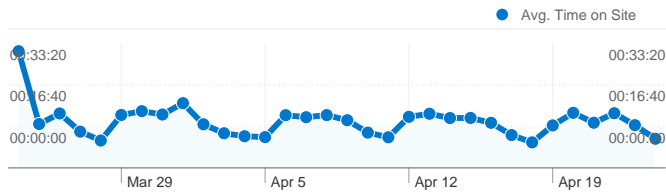


- **Search Engines**  
8,969.00 (47.60%)
- **Referring Sites**  
5,756.00 (30.55%)
- **Direct Traffic**  
4,116.00 (21.85%)

**Content Overview**

Pages	Pageviews	% Pageviews
/database	15,676	5.20%
/	12,830	4.26%
/database/myscheme/myfinds	8,392	2.78%
/database/search/advanced	7,426	2.46%
/database/artefacts/add	4,968	1.65%

### Time on Site for all visitors



### Browsers and OS

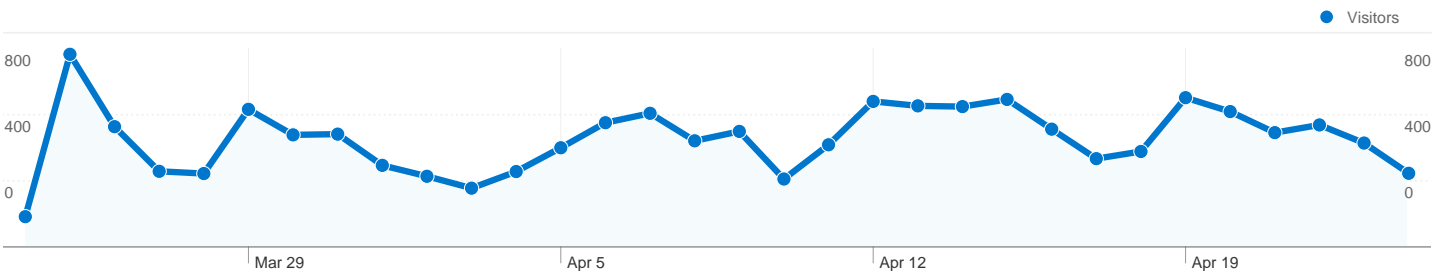
Browser and OS	Visits	% visits
Internet Explorer / Windows	11,660	61.89%
Firefox / Windows	3,970	21.07%
Chrome / Windows	1,151	6.11%
Safari / Macintosh	960	5.10%
Firefox / Macintosh	384	2.04%

### Visitor Loyalty

Count of visits from this visitor including current	Visits that were the visitor's nth visit
1 times	43.97%
2 times	8.69%
3 times	4.50%
4 times	2.98%
5 times	2.28%
6 times	1.79%
7 times	1.54%
8 times	1.32%
9-14 times	5.80%
15-25 times	5.75%
26-50 times	6.02%
51-100 times	4.75%
101-200 times	4.00%
201+ times	6.60%

### Content by Title

Page Title	Pageviews	% visits
Welcome to the Scheme's	18,024	5.98%
All images on the database -	13,027	4.32%
Welcome to the Portable	12,924	4.29%
All finds created by me -	9,466	3.14%
Add a find - Database	7,528	2.50%



## 9,795 people visited this site

18,841 Visits

9,795 Absolute Unique Visitors

301,378 Pageviews

16.00 Average Pageviews

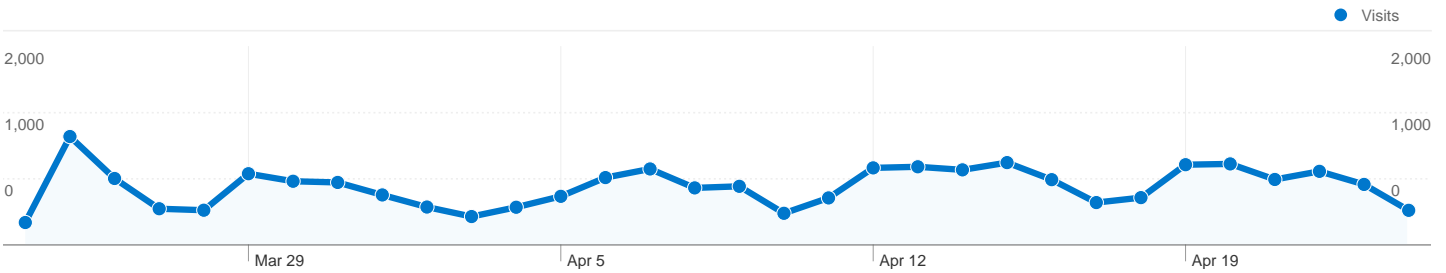
00:12:41 Time on Site

30.67% Bounce Rate

43.88% New Visits

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	11,660	61.89%	DSL	7,462	39.61%
Firefox	4,461	23.68%	Unknown	5,265	27.94%
Chrome	1,194	6.34%	Cable	3,225	17.12%
Safari	1,180	6.26%	T1	2,378	12.62%
Opera	280	1.49%	Dialup	279	1.48%



All traffic sources sent a total of 18,841 visits

 21.85% Direct Traffic

 30.55% Referring Sites

 47.60% Search Engines



- Search Engines  
8,969.00 (47.60%)
- Referring Sites  
5,756.00 (30.55%)
- Direct Traffic  
4,116.00 (21.85%)

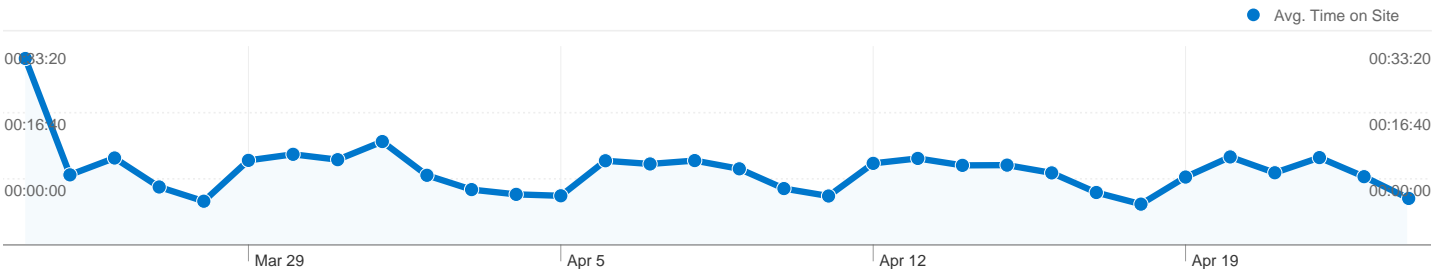
## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	8,115	43.07%	portable antiquities scheme	1,388	15.48%
(direct) ((none))	4,116	21.85%	pas	528	5.89%
findsdatabase.org.uk (referral)	924	4.90%	roman coins	513	5.72%
antiquities.7pillarsofwisdom.co.	577	3.06%	www.finds.org.uk	215	2.40%
forumukdetectornet.co.uk	559	2.97%	portable antiquities	158	1.76%

# Time on Site for all visitors







Mar 24, 2010 - Apr 24, 2010

Comparing to: Site

















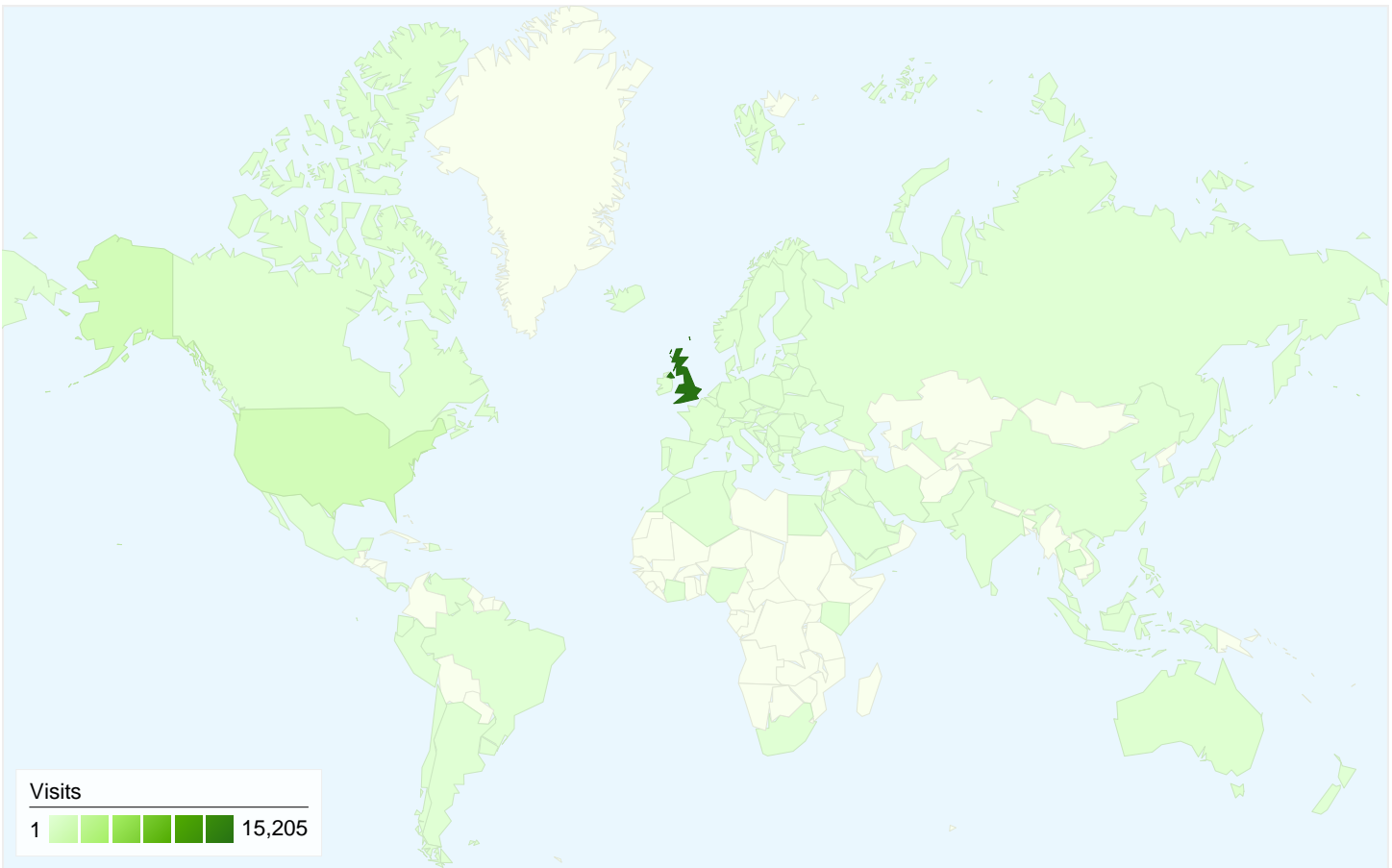
**00:12:41** Avg. Time on Site

Wednesday, March 24, 2010	00:31:20
Thursday, March 25, 2010	00:11:47
Friday, March 26, 2010	00:14:37
Saturday, March 27, 2010	00:09:44
Sunday, March 28, 2010	00:07:21
Monday, March 29, 2010	00:14:13
Tuesday, March 30, 2010	00:15:14
Wednesday, March 31, 2010	00:14:20
Thursday, April 1, 2010	00:17:22
Friday, April 2, 2010	00:11:42
Saturday, April 3, 2010	00:09:18
Sunday, April 4, 2010	00:08:30
Monday, April 5, 2010	00:08:16
Tuesday, April 6, 2010	00:14:09
Wednesday, April 7, 2010	00:13:36
Thursday, April 8, 2010	00:14:10
Friday, April 9, 2010	00:12:47
Saturday, April 10, 2010	00:09:28
Sunday, April 11, 2010	00:08:13
Monday, April 12, 2010	00:13:43
Tuesday, April 13, 2010	00:14:32
Wednesday, April 14, 2010	00:13:22
Thursday, April 15, 2010	00:13:25
Friday, April 16, 2010	00:12:06
Saturday, April 17, 2010	00:08:49
Sunday, April 18, 2010	00:06:51

Monday, April 19, 2010	 00:11:24
Tuesday, April 20, 2010	 00:14:47
Wednesday, April 21, 2010	 00:12:08
Thursday, April 22, 2010	 00:14:41
Friday, April 23, 2010	 00:11:28
Saturday, April 24, 2010	 00:07:49

## Most visits repeated: 1 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	8,284.00	 43.97%
2 times	1,638.00	 8.69%
3 times	847.00	 4.50%
4 times	562.00	 2.98%
5 times	430.00	 2.28%
6 times	337.00	 1.79%
7 times	290.00	 1.54%
8 times	248.00	 1.32%
9-14 times	1,093.00	 5.80%
15-25 times	1,084.00	 5.75%
26-50 times	1,135.00	 6.02%
51-100 times	895.00	 4.75%
101-200 times	754.00	 4.00%
201+ times	1,244.00	 6.60%

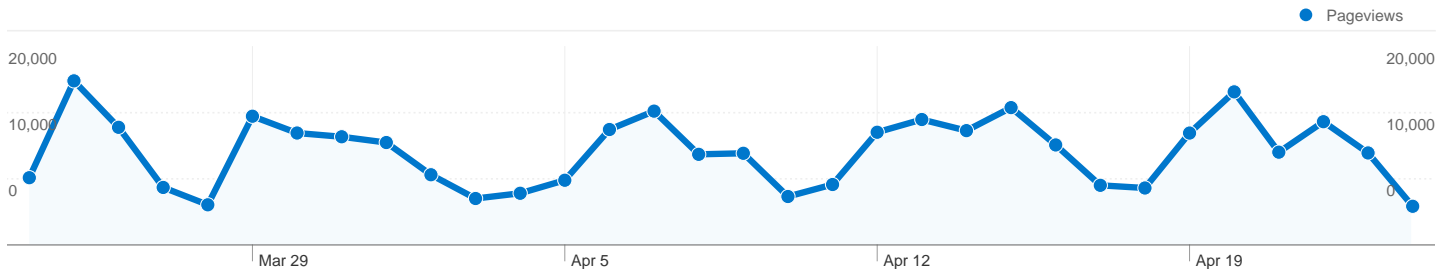


**18,841 visits came from 100 countries/territories**

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>18,841</b> % of Site Total: 100.00%	<b>16.00</b> Site Avg: 16.00 (0.00%)	<b>00:12:41</b> Site Avg: 00:12:41 (0.00%)	<b>43.97%</b> Site Avg: 43.88% (0.19%)	<b>30.67%</b> Site Avg: 30.67% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United Kingdom	<b>15,205</b>	18.16	00:14:46	36.63%	26.10%	
United States	<b>1,257</b>	5.88	00:02:56	77.65%	54.18%	
Germany	<b>217</b>	9.40	00:04:37	62.67%	52.53%	
Australia	<b>190</b>	9.82	00:06:59	68.42%	38.95%	
France	<b>170</b>	9.48	00:06:10	77.06%	40.00%	
Netherlands	<b>160</b>	10.67	00:07:05	56.88%	38.75%	
Italy	<b>159</b>	6.82	00:04:29	68.55%	45.91%	
Canada	<b>155</b>	6.57	00:02:50	83.23%	56.77%	
Poland	<b>105</b>	7.69	00:05:09	62.86%	35.24%	

Ireland	79	5.23	00:03:59	78.48%	46.84%
					1 - 10 of 100

# Content Overview



Pages on this site were viewed a total of 301,378 times

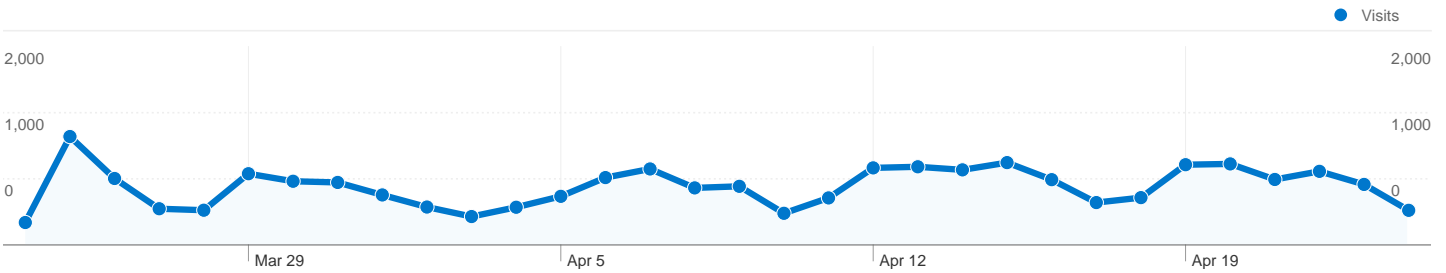
301,378 Pageviews

182,589 Unique Views

30.67% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/database	15,676	5.20%
/	12,830	4.26%
/database/myscheme/myfinds	8,392	2.78%
/database/search/advanced	7,426	2.46%
/database/artefacts/add	4,968	1.65%



## 18,841 visits used 33 browser and OS combinations

### Site Usage

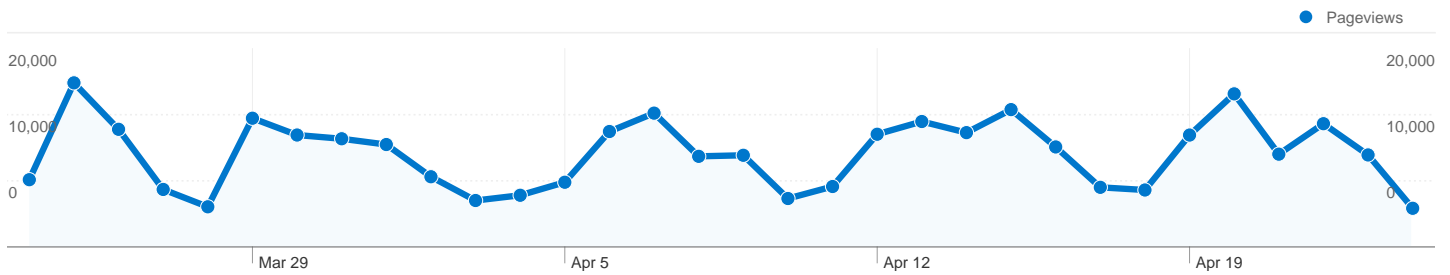
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>18,841</b> % of Site Total: 100.00%	<b>16.00</b> Site Avg: 16.00 (0.00%)	<b>00:12:41</b> Site Avg: 00:12:41 (0.00%)	<b>43.97%</b> Site Avg: 43.88% (0.19%)	<b>30.67%</b> Site Avg: 30.67% (0.00%)	
Browser and OS	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer / Windows	11,660	16.23	00:12:45	43.94%	27.17%
Firefox / Windows	3,970	17.44	00:14:38	45.82%	32.90%
Chrome / Windows	1,151	14.48	00:09:52	41.96%	34.58%
Safari / Macintosh	960	10.53	00:06:37	33.75%	45.00%
Firefox / Macintosh	384	8.83	00:08:46	50.52%	38.02%
Opera / Macintosh	162	54.13	00:52:31	5.56%	12.96%
Opera / Windows	116	14.28	00:08:48	56.90%	40.52%
Firefox / Linux	107	6.61	00:04:11	70.09%	48.60%
Safari / Windows	100	5.90	00:03:10	16.00%	79.00%
Safari / iPhone	85	5.86	00:04:48	62.35%	51.76%

1 - 10 of 33

# Content by Title

Mar 24, 2010 - Apr 24, 2010

Comparing to: Site



**48,276 page titles were viewed a total of 301,378 times**

## Content Performance

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
<b>Pageviews</b> <b>301,378</b> % of Site Total: 100.00%	<b>Unique Pageviews</b> <b>182,589</b> % of Site Total: 100.00%	<b>Avg. Time on Page</b> <b>00:00:51</b> Site Avg: 00:00:51 (0.00%)	<b>Bounce Rate</b> <b>30.67%</b> Site Avg: 30.67% (0.00%)	<b>% Exit</b> <b>6.25%</b> Site Avg: 6.25% (0.00%)	<b>\$ Index</b> <b>UK£0.00</b> Site Avg: UK£0.00 (0.00%)	
Welcome to the Scheme's database - Database	18,024	8,192	00:00:39	14.94%	5.43%	UK£0.00
All images on the database - Database	13,027	9,409	00:00:31	25.00%	2.72%	UK£0.00
Welcome to the Portable Antiquities Scheme website	12,924	8,797	00:01:05	24.23%	22.99%	UK£0.00
All finds created by me - Database	9,466	2,279	00:01:02	7.02%	3.50%	UK£0.00
Add a find - Database	7,528	1,535	00:02:26	9.09%	1.74%	UK£0.00
Advanced search the database - Database	7,465	2,339	00:00:43	18.38%	2.29%	UK£0.00
Login to the system	6,924	4,641	00:00:38	12.97%	11.76%	UK£0.00
Add a findspot - Database	6,203	6,007	00:00:39	0.00%	0.32%	UK£0.00
All finds - Database	5,814	3,523	00:00:57	42.86%	6.31%	UK£0.00
Add an image - Database	4,563	3,432	00:01:02	0.00%	0.48%	UK£0.00

1 - 10 of 48,276