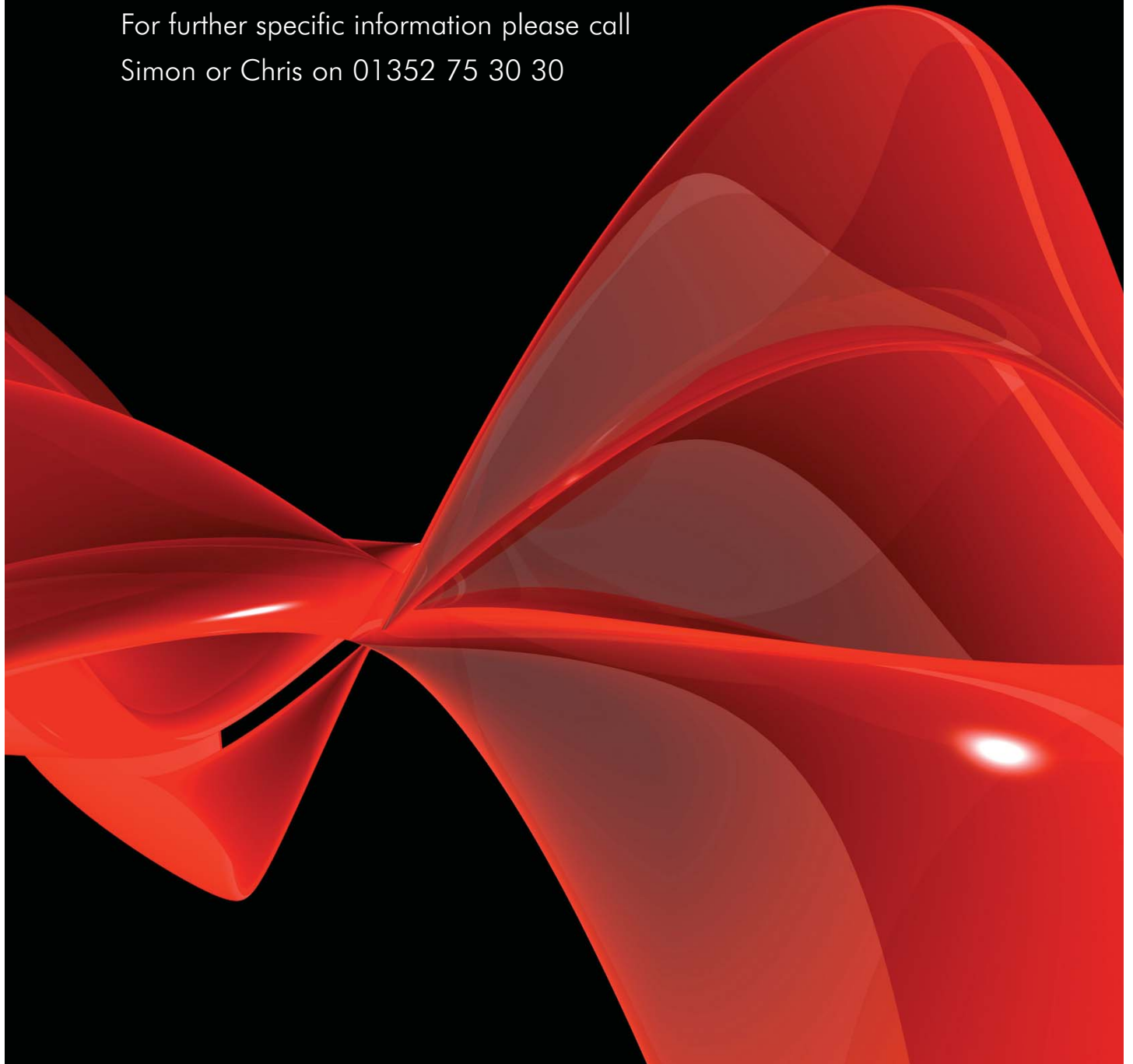
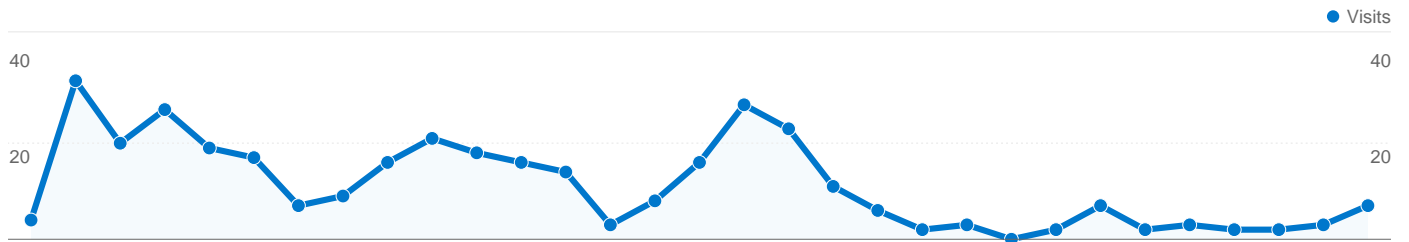


Website Analytics Report

December

For further specific information please call
Simon or Chris on 01352 75 30 30





Site Usage

349 Visits

30.37% Bounce Rate

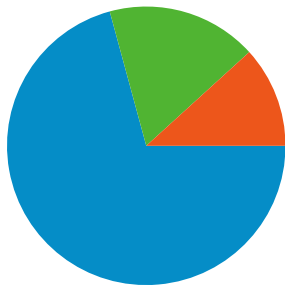
1,620 Page Views

00:01:48 Avg. Time on Site

4.64 Pages/Visit

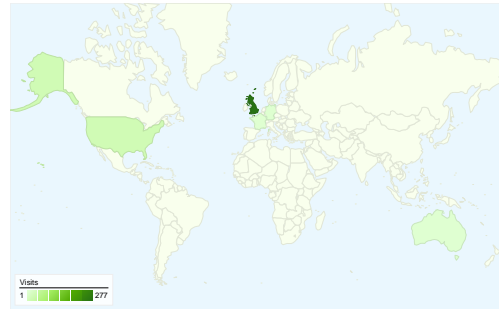
77.08% % New Visits

Traffic Sources Overview



- **Search Engines**
247 (70.77%)
- **Direct Traffic**
61 (17.48%)
- **Referring Sites**
41 (11.75%)

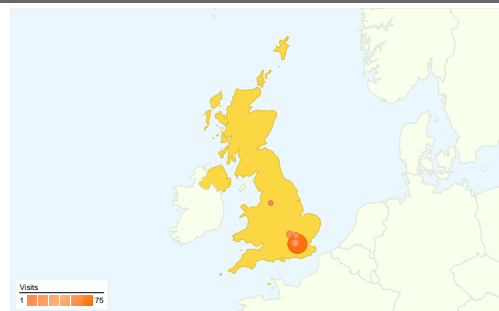
Map Overlay world



Keywords

Keyword	Visits	% visits
kk fine foods	99	40.08%
kk foods	21	8.50%
kk finefoods	11	4.45%
k k fine foods	10	4.05%
kkfinefoods	8	3.24%

Map Overlay GB



All Traffic Sources

Source/Medium	Visits	% visits
google / organic	214	61.32%
(direct) / (none)	61	17.48%
yahoo / organic	14	4.01%
appegate.co.uk / referral	10	2.87%
sandwich.org.uk / referral	10	2.87%

Top Content




URL	Page Views	% visits
/	311	19.20%
/ready_meals.htm	181	11.17%
/about_us.htm	166	10.25%
/contact_us.php	132	8.15%
/our_team.htm	75	4.63%

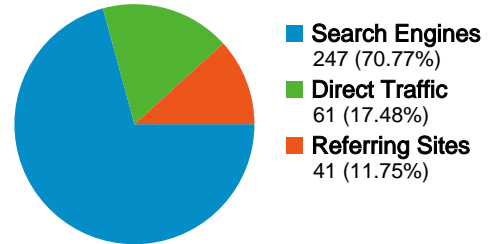
Traffic Sources Overview

Comparing to: Site



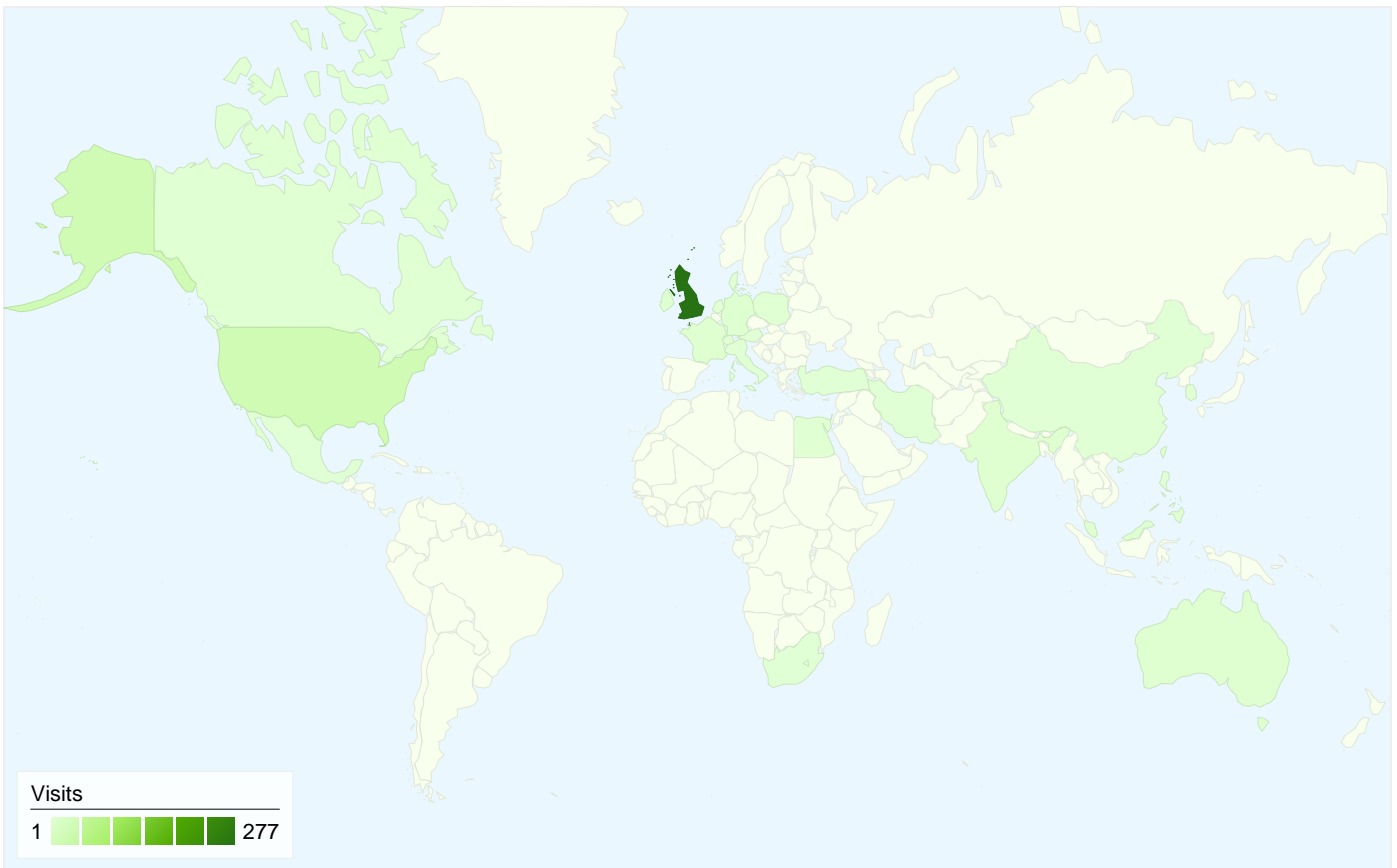
All traffic sources sent a total of 349 visits

-  17.48% Direct Traffic
-  11.75% Referring Sites
-  70.77% Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	214	61.32%	kk fine foods	99	40.08%
(direct) ((none))	61	17.48%	kk foods	21	8.50%
yahoo (organic)	14	4.01%	kk finefoods	11	4.45%
aplegate.co.uk (referral)	10	2.87%	k k fine foods	10	4.05%
sandwich.org.uk (referral)	10	2.87%	kkfinefoods	8	3.24%



349 visits came from 26 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	277	5.09	00:02:01	74.37%	25.99%
United States	27	2.26	00:00:50	92.59%	59.26%
Germany	5	2.60	00:00:31	20.00%	0.00%
France	4	5.00	00:01:30	100.00%	50.00%
Australia	4	2.50	00:00:33	100.00%	75.00%
India	4	3.00	00:01:20	75.00%	0.00%
Ireland	3	1.00	00:00:00	100.00%	100.00%
Malaysia	3	3.00	00:00:31	100.00%	66.67%
Poland	2	3.50	00:00:29	100.00%	0.00%
Israel	2	8.50	00:02:57	100.00%	0.00%

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Keywords

Comparing to: Site

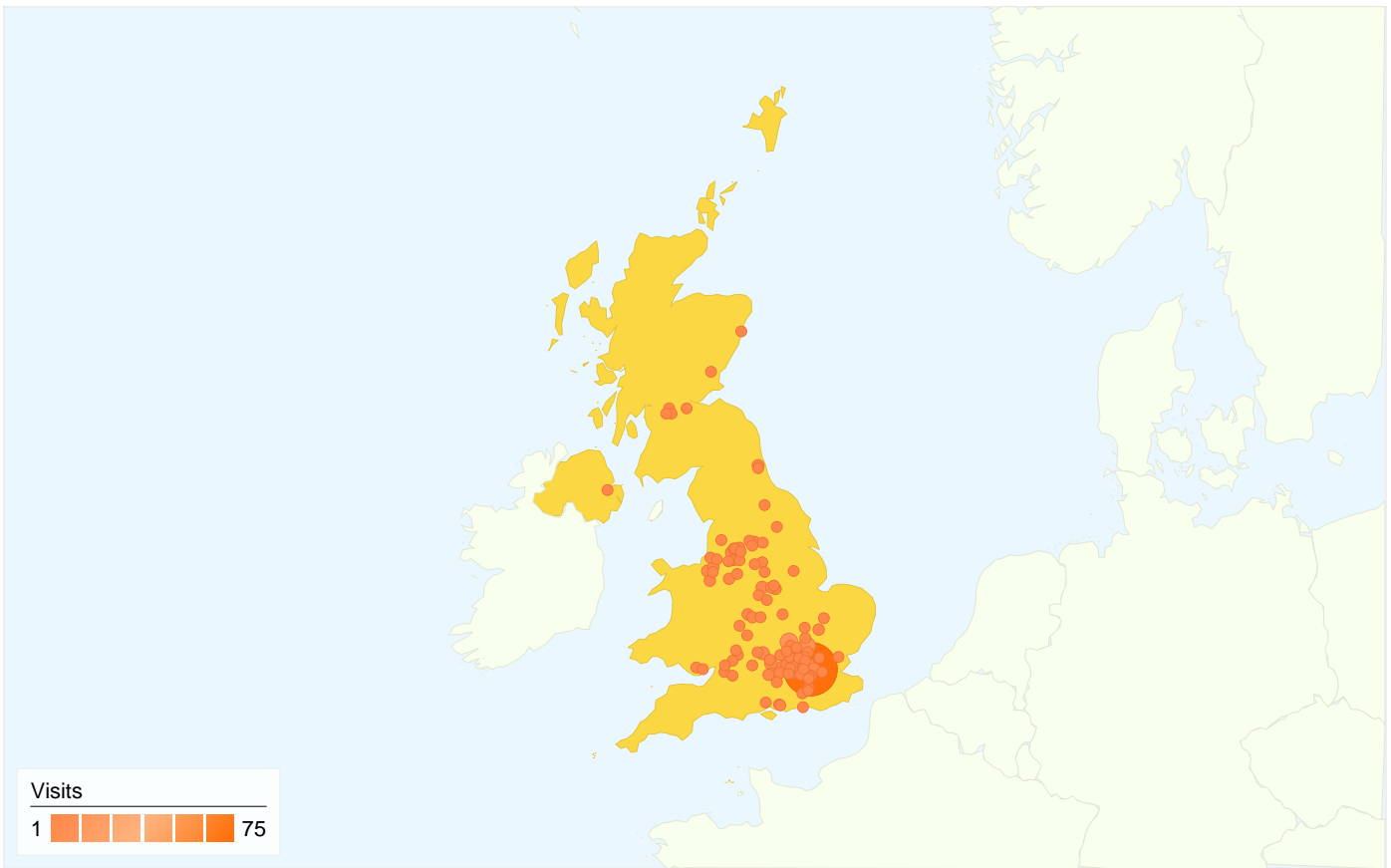


Search sent 247 total visits via 89 keywords

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
247 % of Site Total: 70.77%	4.76 Site Avg: 4.64 (2.48%)	00:01:52 Site Avg: 00:01:48 (3.93%)	73.68% Site Avg: 77.08% (-4.40%)	32.79% Site Avg: 30.37% (7.97%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
kk fine foods	99	5.24	00:02:07	62.63%	13.13%
kk foods	21	4.38	00:01:50	90.48%	28.57%
kk finefoods	11	5.55	00:02:26	36.36%	45.45%
k k fine foods	10	5.30	00:01:32	70.00%	10.00%
kkfinefoods	8	14.00	00:02:36	62.50%	25.00%
kk fine food	6	3.17	00:01:37	50.00%	50.00%
kk fine	3	6.33	00:06:00	33.33%	33.33%
bfff	2	5.00	00:01:15	100.00%	0.00%
brie and broccoli pithivier	2	5.00	00:03:25	100.00%	0.00%
excellence in food awards	2	1.00	00:00:00	100.00%	100.00%

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This country/territory sent 277 visits via 113 cities

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
277 % of Site Total: 79.37%	5.09 Site Avg: 4.64 (9.74%)	00:02:01 Site Avg: 00:01:48 (12.09%)	74.37% Site Avg: 77.08% (-3.51%)	25.99% Site Avg: 30.37% (-14.42%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
London	75	4.76	00:02:41	80.00%	22.67%
Wembley	16	7.62	00:03:57	68.75%	25.00%
Bletchley	13	7.46	00:02:36	23.08%	30.77%
Stevenage	11	5.27	00:00:35	36.36%	18.18%
Salford	5	6.40	00:02:44	80.00%	40.00%
Witney	5	1.20	00:00:01	60.00%	80.00%
Derby	4	2.00	00:00:05	75.00%	25.00%
Poplar	4	9.00	00:04:15	50.00%	0.00%
Didcot	4	2.50	00:01:37	75.00%	25.00%
Manchester	3	3.33	00:00:37	66.67%	33.33%

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All traffic sources sent 349 visits via 25 sources and mediums

Site Usage

Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate						
<table border="0" style="width: 100%;"> <tr> <td style="width: 20%;">Visits 349 % of Site Total: 100.00%</td> <td style="width: 20%;">Pages/Visit 4.64 Site Avg: 4.64 (0.00%)</td> <td style="width: 20%;">Avg. Time on Site 00:01:48 Site Avg: 00:01:48 (0.00%)</td> <td style="width: 20%;">% New Visits 77.08% Site Avg: 77.08% (0.00%)</td> <td style="width: 20%;">Bounce Rate 30.37% Site Avg: 30.37% (0.00%)</td> <td></td> </tr> </table>						Visits 349 % of Site Total: 100.00%	Pages/Visit 4.64 Site Avg: 4.64 (0.00%)	Avg. Time on Site 00:01:48 Site Avg: 00:01:48 (0.00%)	% New Visits 77.08% Site Avg: 77.08% (0.00%)	Bounce Rate 30.37% Site Avg: 30.37% (0.00%)	
Visits 349 % of Site Total: 100.00%	Pages/Visit 4.64 Site Avg: 4.64 (0.00%)	Avg. Time on Site 00:01:48 Site Avg: 00:01:48 (0.00%)	% New Visits 77.08% Site Avg: 77.08% (0.00%)	Bounce Rate 30.37% Site Avg: 30.37% (0.00%)							
google / organic	214	4.96	00:01:59	71.96%	29.44%						
(direct) / (none)	61	4.64	00:02:08	80.33%	31.15%						
yahoo / organic	14	3.14	00:01:21	85.71%	57.14%						
applegate.co.uk / referral	10	4.50	00:01:04	90.00%	10.00%						
sandwich.org.uk / referral	10	4.20	00:01:01	100.00%	20.00%						
live / organic	8	2.50	00:00:31	87.50%	62.50%						
msn / organic	8	3.25	00:00:60	75.00%	50.00%						
foodanddrinkexpo.co.uk / referral	4	2.75	00:00:15	100.00%	25.00%						
facebook.com / referral	2	1.50	00:01:05	50.00%	50.00%						
foodanddrinkexpo.com / referral	2	2.50	00:00:29	100.00%	0.00%						

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33 URLs were viewed a total of 1,620 times

Content Performance

Page Views 1,620 % of Site Total: 100.00%	Unique Page Views 1,236 % of Site Total: 100.00%	Time on Page 00:00:30 Site Avg: 00:00:30 (0.00%)	Bounce Rate 30.37% Site Avg: 30.37% (0.00%)	% Exit 21.54% Site Avg: 21.54% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
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URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/	311	262	00:00:26	22.01%	30.55%	\$0.00
/ready_meals.htm	181	121	00:00:30	54.55%	18.23%	\$0.00
/about_us.htm	166	112	00:00:41	0.00%	15.66%	\$0.00
/contact_us.php	132	109	00:01:29	33.33%	50.76%	\$0.00
/our_team.htm	75	57	00:00:22	100.00%	6.67%	\$0.00
/manufacturing.htm	70	45	00:00:53	0.00%	12.86%	\$0.00
/our_customers.htm	64	51	00:00:12	0.00%	9.38%	\$0.00
/distribution.htm	62	47	00:00:16	50.00%	9.68%	\$0.00
/pastries.htm	50	41	00:00:37	72.73%	44.00%	\$0.00
/news.htm	45	33	00:00:19	8.33%	17.78%	\$0.00

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