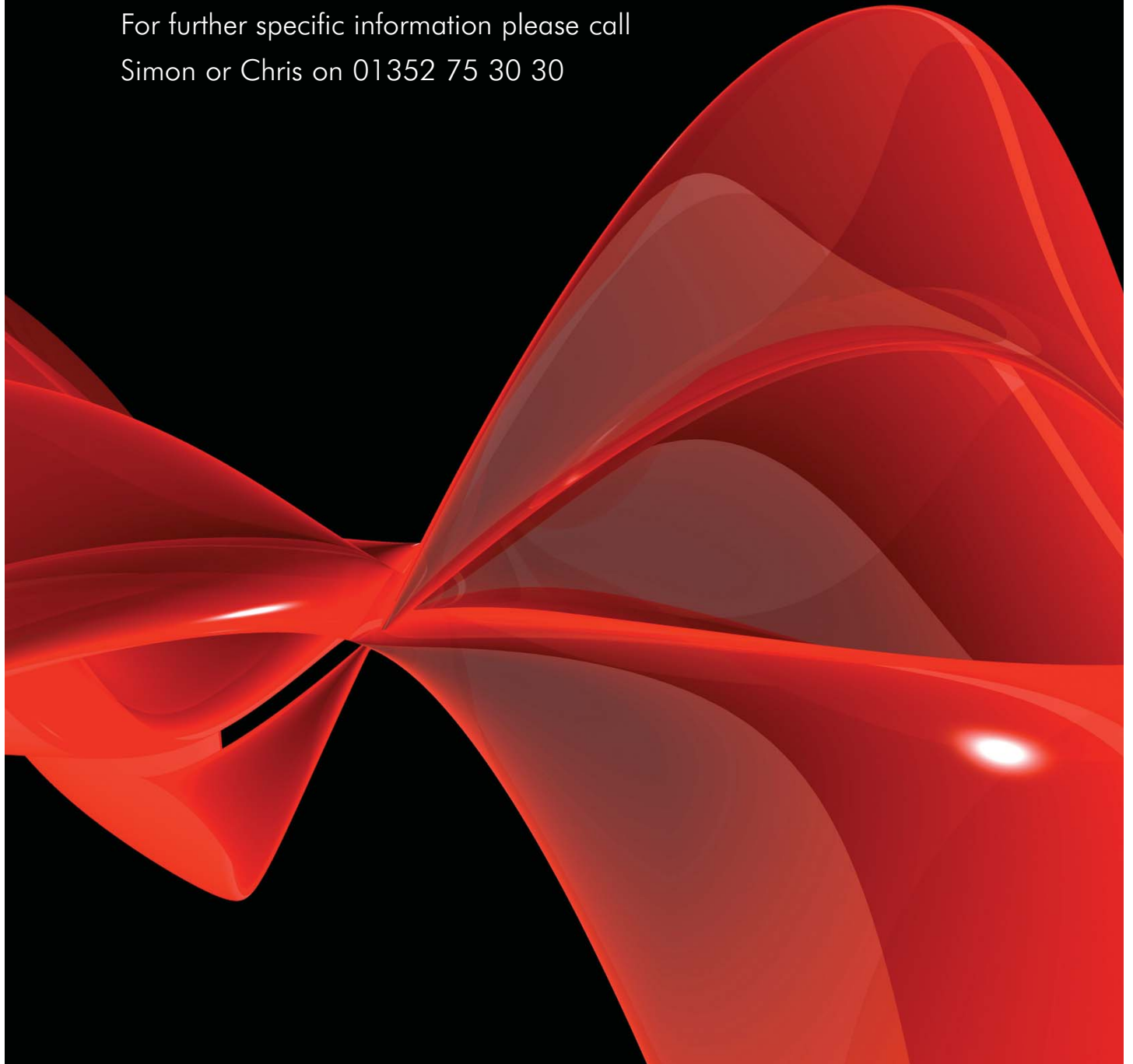


Website Analytics Report

November

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





Site Usage

540 Visits

22.22% Bounce Rate

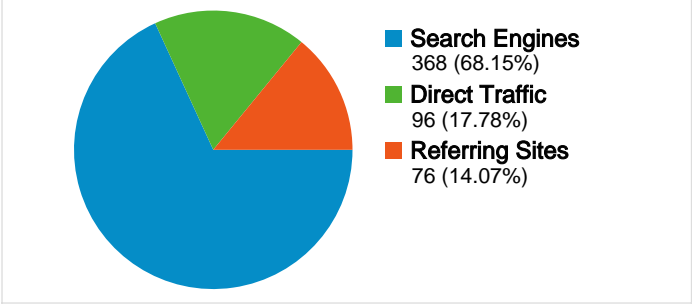
3,459 Page Views

00:02:42 Avg. Time on Site

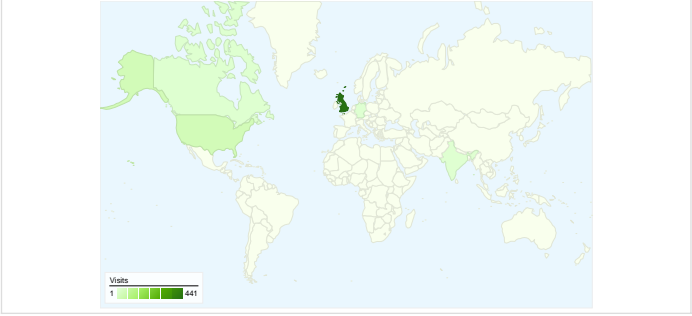
6.41 Pages/Visit

74.44% % New Visits

Traffic Sources Overview



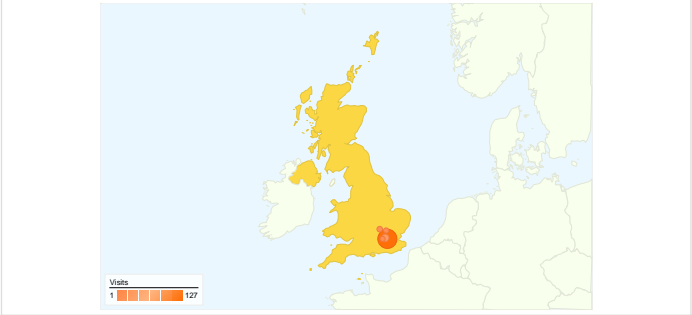
Map Overlay world



Keywords

Keyword	Visits	% visits
kk fine foods	156	42.39%
kk foods	35	9.51%
kk fine food	12	3.26%
kk finefoods	12	3.26%
k k fine foods	11	2.99%

Map Overlay GB



All Traffic Sources




Source/Medium	Visits	% visits
google / organic	322	59.63%
(direct) / (none)	96	17.78%
msn / organic	16	2.96%
yourfoodjob.com / referral	14	2.59%
sandwich.org.uk / referral	13	2.41%

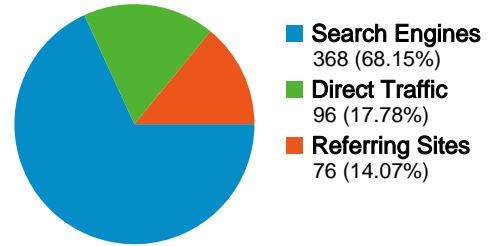
Top Content

URL	Page Views	% visits
/	546	15.78%
/about_us.htm	349	10.09%
/ready_meals.htm	342	9.89%
/contact_us.php	238	6.88%
/our_team.htm	187	5.41%



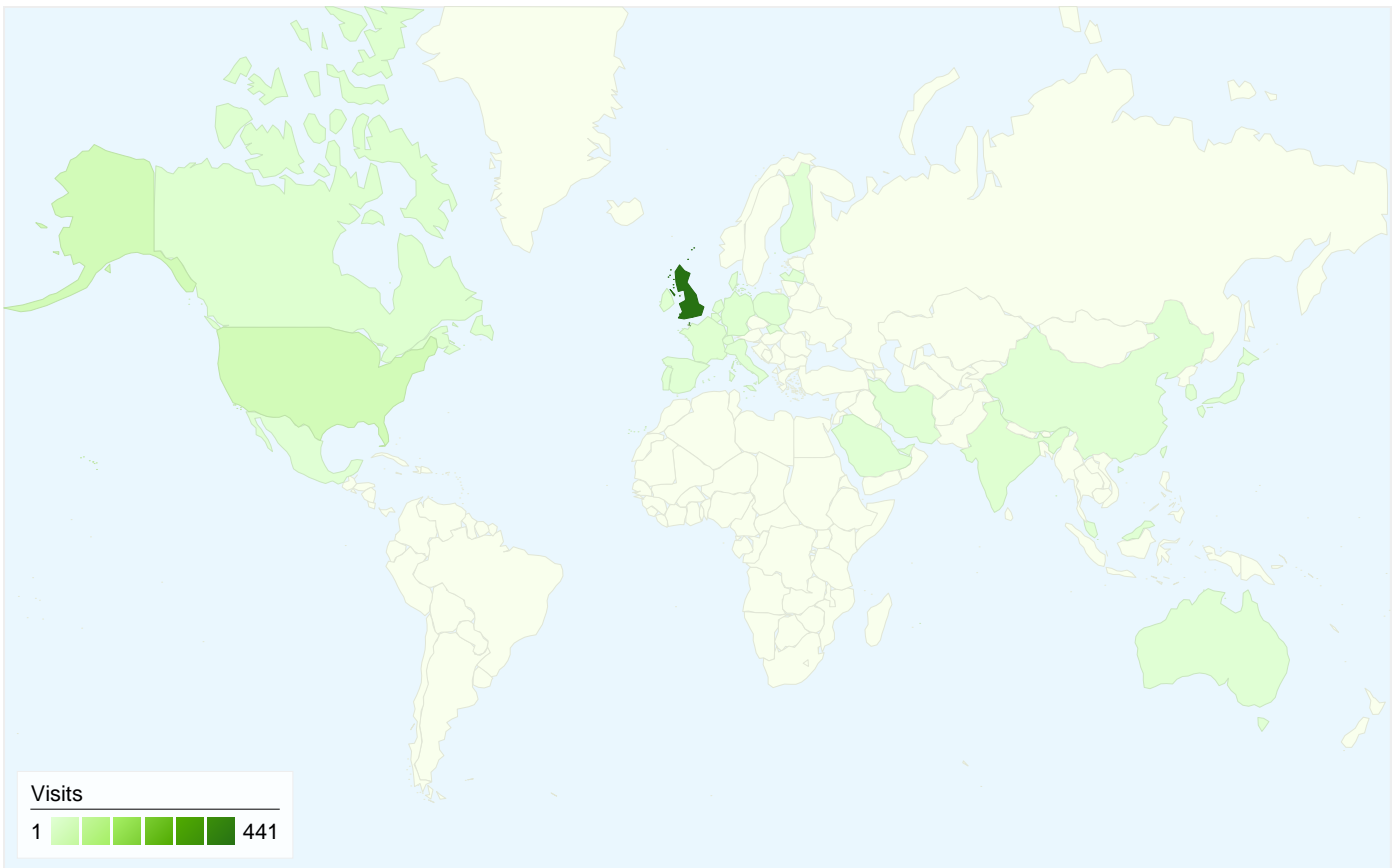
All traffic sources sent a total of 540 visits

-  17.78% Direct Traffic
-  14.07% Referring Sites
-  68.15% Search Engines



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	322	59.63%	kk fine foods	156	42.39%
(direct) ((none))	96	17.78%	kk foods	35	9.51%
msn (organic)	16	2.96%	kk fine food	12	3.26%
yourfoodjob.com (referral)	14	2.59%	kk finefoods	12	3.26%
sandwich.org.uk (referral)	13	2.41%	k k fine foods	11	2.99%



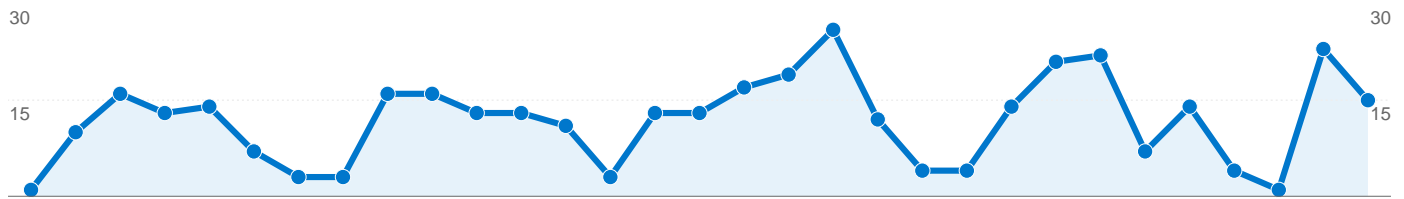
540 visits came from 31 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	441	6.93	00:02:59	71.66%	17.91%
United States	38	3.71	00:01:10	81.58%	44.74%
Canada	7	2.00	00:00:22	100.00%	57.14%
Germany	6	7.00	00:03:02	50.00%	16.67%
India	5	3.80	00:05:35	80.00%	20.00%
France	5	3.40	00:00:39	100.00%	20.00%
Ireland	4	2.00	00:00:14	100.00%	75.00%
Slovakia	3	12.33	00:02:10	66.67%	33.33%
Spain	2	4.50	00:01:27	100.00%	0.00%
Australia	2	1.00	00:00:00	100.00%	100.00%
Malaysia	2	1.00	00:00:00	100.00%	100.00%
Mexico	2	7.00	00:01:08	100.00%	0.00%
Denmark	2	3.00	00:00:22	50.00%	0.00%

Italy	2	1.50	00:00:05	100.00%	50.00%
Singapore	2	1.00	00:00:00	100.00%	100.00%
Netherlands	2	15.50	00:04:25	100.00%	50.00%
Belgium	1	8.00	00:03:54	100.00%	0.00%
China	1	2.00	00:01:01	100.00%	0.00%
Switzerland	1	1.00	00:00:00	100.00%	100.00%
South Korea	1	1.00	00:00:00	100.00%	100.00%
Japan	1	1.00	00:00:00	100.00%	100.00%
United Arab Emirates	1	17.00	00:01:44	100.00%	0.00%
Portugal	1	4.00	00:00:56	100.00%	0.00%
Taiwan	1	4.00	00:01:02	100.00%	0.00%
Saudi Arabia	1	4.00	00:02:32	100.00%	0.00%

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Search sent 368 total visits via 100 keywords

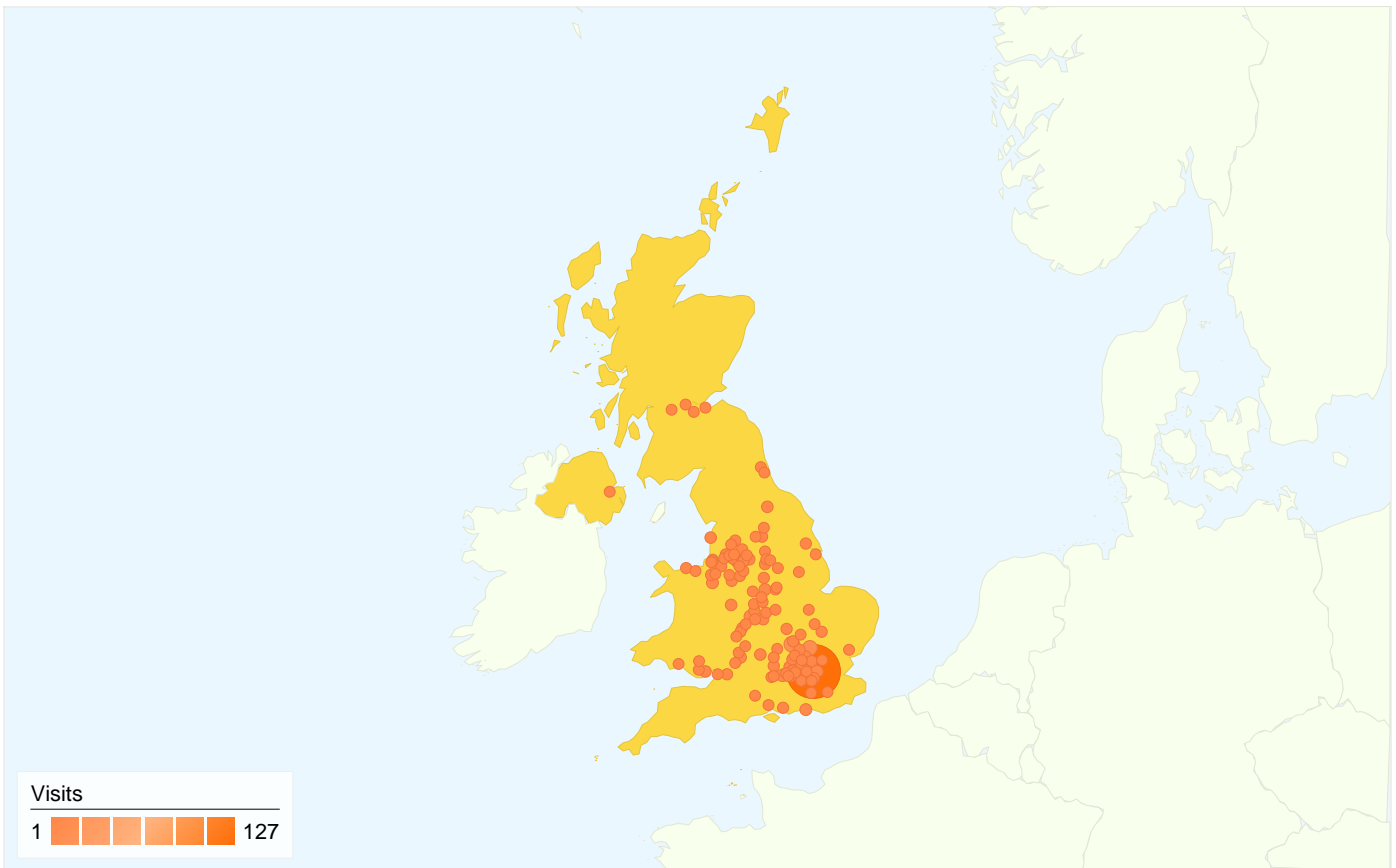
Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
368 % of Site Total: 68.15%	6.38 Site Avg: 6.41 (-0.35%)	00:02:33 Site Avg: 00:02:42 (-5.75%)	72.55% Site Avg: 74.44% (-2.54%)	22.28% Site Avg: 22.22% (0.27%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
kk fine foods	156	6.89	00:02:34	66.03%	10.90%
kk foods	35	5.80	00:02:29	77.14%	20.00%
kk fine food	12	7.92	00:03:54	41.67%	8.33%
kk finefoods	12	5.08	00:05:00	75.00%	25.00%
k k fine foods	11	4.73	00:01:35	63.64%	18.18%
kkfinefoods	9	8.67	00:02:37	55.56%	33.33%
kkfinefoods.com	7	13.14	00:02:32	71.43%	14.29%
goats cheese cheesecake	5	5.80	00:04:45	20.00%	0.00%
kk fine	5	5.40	00:00:27	20.00%	20.00%
k k foods	4	14.25	00:04:23	75.00%	25.00%
kk fine foods ltd	4	6.00	00:01:43	75.00%	25.00%
www.kkfinefoods.com	4	3.75	00:00:34	100.00%	0.00%
k k finefoods	3	6.33	00:08:21	66.67%	0.00%
kk catering	3	1.33	00:00:04	100.00%	66.67%
kk food fine	3	2.67	00:00:49	0.00%	33.33%
savoury pastry products	3	1.33	00:00:12	100.00%	66.67%
www.kkfinefoods.co	3	5.67	00:02:59	33.33%	0.00%
k k fine foods ltd	2	3.50	00:00:34	100.00%	0.00%
k&k foods	2	2.50	00:00:07	100.00%	0.00%
kk deeside	2	30.50	00:14:30	100.00%	0.00%
kk fine foods deeside	2	8.00	00:06:03	100.00%	0.00%
kk fine foods plc	2	23.50	00:08:05	100.00%	0.00%
kk foods flint	2	4.50	00:02:09	100.00%	0.00%
luxury ready meals	2	2.00	00:00:06	100.00%	50.00%

Country/Territory Detail:

United Kingdom

4 Nov 2007 - 4 Dec 2007



This country/territory sent 441 visits via 131 cities

Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
London	127	7.29	00:03:39	77.95%	14.17%
Wembley	29	7.03	00:02:17	65.52%	13.79%
Bletchley	15	3.33	00:00:54	33.33%	66.67%
Stevenage	12	5.17	00:00:39	41.67%	33.33%
Iver	11	4.36	00:03:49	63.64%	27.27%
Slough	10	7.10	00:01:51	80.00%	0.00%
Staines	8	3.88	00:00:20	12.50%	12.50%
Salford	8	7.75	00:03:35	62.50%	12.50%
Manchester	7	7.71	00:04:48	71.43%	14.29%
Wallington	7	14.86	00:04:10	71.43%	14.29%
Birmingham	6	8.83	00:02:47	50.00%	0.00%
Poplar	6	3.17	00:00:33	100.00%	33.33%

Reading	6	7.33	00:01:04	50.00%	0.00%
Wrexham	4	8.75	00:01:43	100.00%	0.00%
Derby	4	2.25	00:00:26	50.00%	0.00%
Stroud	4	1.75	00:00:32	25.00%	25.00%
Lancing	4	4.50	00:04:30	25.00%	50.00%
Sale	4	3.75	00:00:37	75.00%	25.00%
Telford	3	10.00	00:02:38	66.67%	0.00%
Blackpool	3	19.00	00:09:05	33.33%	0.00%
Hawarden	3	22.00	00:13:20	100.00%	33.33%
Glossop	3	8.67	00:05:34	66.67%	0.00%
Cardiff	3	13.67	00:21:51	100.00%	0.00%
Teddington	3	1.67	00:00:09	100.00%	33.33%
Northallerton	3	2.67	00:00:12	66.67%	0.00%

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All traffic sources sent 540 visits via 30 sources and mediums

Site Usage

Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	322	6.50	00:02:32	70.19%	21.43%
(direct) / (none)	96	6.90	00:02:41	75.00%	28.12%
msn / organic	16	5.56	00:01:43	87.50%	31.25%
yourfoodjob.com / referral	14	4.86	00:00:53	64.29%	0.00%
sandwich.org.uk / referral	13	5.69	00:06:48	92.31%	7.69%
yahoo / organic	13	5.62	00:04:46	76.92%	23.08%
live / organic	12	4.50	00:01:37	100.00%	41.67%
appegate.co.uk / referral	10	9.90	00:05:12	90.00%	10.00%
cbidirectory.co.uk / referral	10	5.70	00:04:18	90.00%	10.00%
images.google.co.uk / referral	5	2.80	00:04:54	80.00%	40.00%
tiscali.co.uk / referral	4	9.25	00:05:27	50.00%	25.00%
aol / organic	3	11.00	00:01:56	100.00%	0.00%
kellysearch.co.uk / referral	3	5.00	00:00:50	66.67%	0.00%
foodanddrinkexpo.com / referral	2	2.00	00:00:12	100.00%	50.00%
preba.org / referral	2	8.00	00:03:53	100.00%	0.00%
as.starware.com / referral	1	2.00	00:00:16	100.00%	0.00%
ask / organic	1	2.00	00:00:35	100.00%	0.00%
computing.co.uk / referral	1	4.00	00:01:10	100.00%	0.00%
evaltec.es / referral	1	3.00	00:01:01	100.00%	0.00%
flintshire.gov.uk / referral	1	7.00	00:00:52	100.00%	0.00%
foodorchard.co.uk / referral	1	7.00	00:01:10	100.00%	0.00%
images.google.com / referral	1	2.00	00:00:10	100.00%	0.00%
images.google.fi / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.mu / referral	1	1.00	00:00:00	100.00%	100.00%



34 URLs were viewed a total of 3,459 times

Content Performance

Page Views 3,459 % of Site Total: 100.00%	Unique Page Views 2,516 % of Site Total: 100.00%	Time on Page 00:00:30 Site Avg: 00:00:30 (0.00%)	Bounce Rate 22.22% Site Avg: 22.22% (0.00%)	% Exit 15.61% Site Avg: 15.61% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/	546	441	00:00:34	16.70%	24.54%	\$0.00
/about_us.htm	349	203	00:00:31	55.56%	12.32%	\$0.00
/ready_meals.htm	342	212	00:00:36	42.86%	15.50%	\$0.00
/contact_us.php	238	189	00:01:32	57.14%	42.02%	\$0.00
/our_team.htm	187	130	00:00:10	0.00%	5.88%	\$0.00
/manufacturing.htm	173	97	00:00:52	0.00%	15.03%	\$0.00
/our_customers.htm	153	113	00:00:20	0.00%	8.50%	\$0.00
/distribution.htm	117	94	00:00:08	0.00%	2.56%	\$0.00
/vision.htm	97	77	00:00:13	0.00%	4.12%	\$0.00
/careers.htm	91	72	00:00:24	0.00%	19.78%	\$0.00
/future.htm	91	75	00:00:16	0.00%	10.99%	\$0.00
/values.htm	91	78	00:00:23	0.00%	4.40%	\$0.00
/awards.htm	88	68	00:00:48	0.00%	4.55%	\$0.00
/pastries.htm	85	66	00:00:36	69.57%	27.06%	\$0.00
/index.htm	81	52	00:00:11	33.33%	12.35%	\$0.00
/curries.htm	77	60	00:00:17	50.00%	10.39%	\$0.00
/news.htm	75	54	00:00:39	12.50%	13.33%	\$0.00
/pies.htm	73	51	00:00:26	100.00%	12.33%	\$0.00
/burgers_sausages.htm	70	56	00:00:25	100.00%	11.43%	\$0.00
/risottos.htm	70	55	00:00:15	0.00%	10.00%	\$0.00
/product_r_d.htm	69	35	00:00:31	0.00%	10.14%	\$0.00
/pastas.htm	65	52	00:00:16	66.67%	10.77%	\$0.00
/pates.htm	53	41	00:00:11	100.00%	5.66%	\$0.00
/soups.htm	42	38	00:00:15	0.00%	2.38%	\$0.00