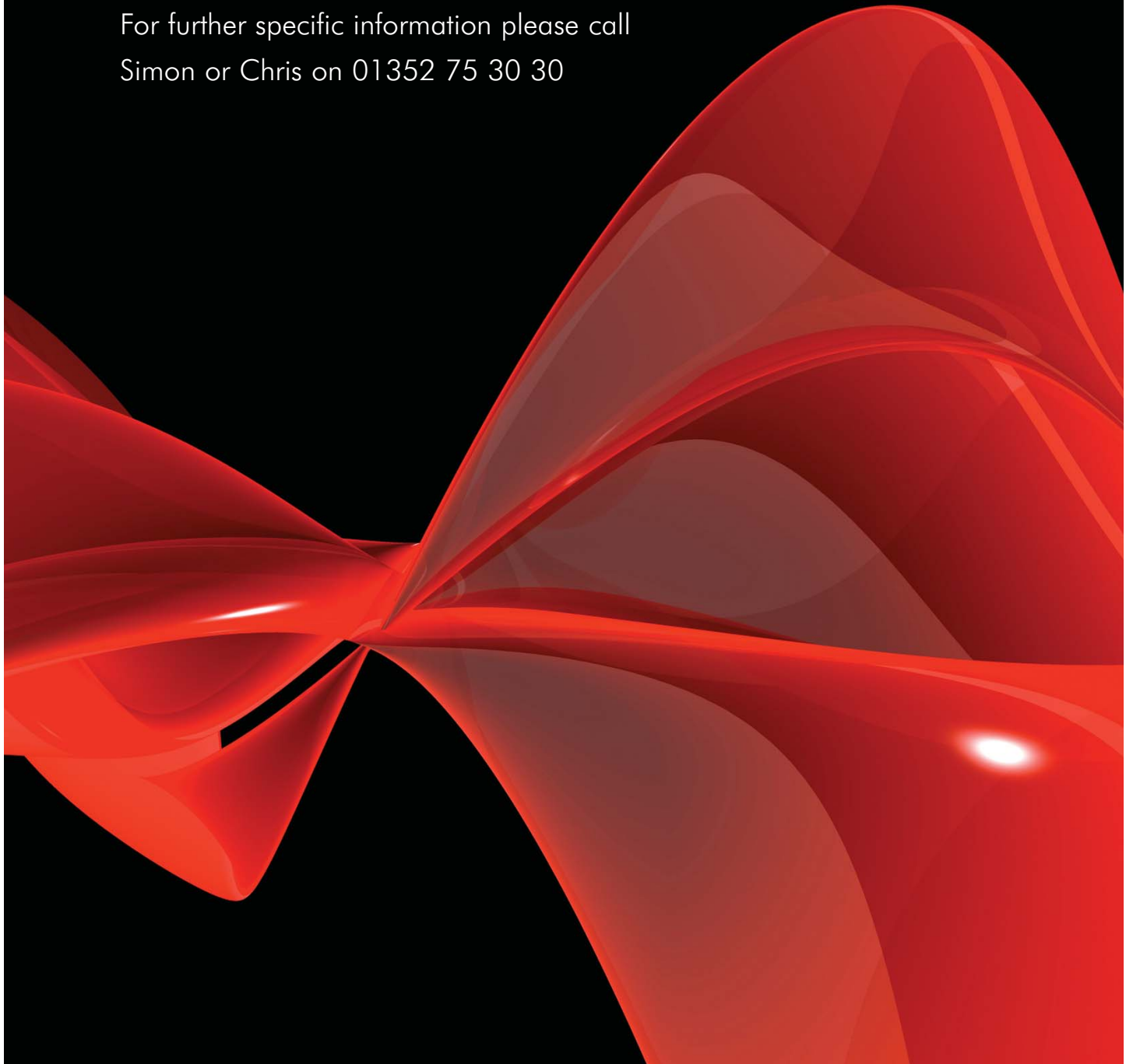


Website Analytics Report

December

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





Site Usage

60 Visits

244 Page Views

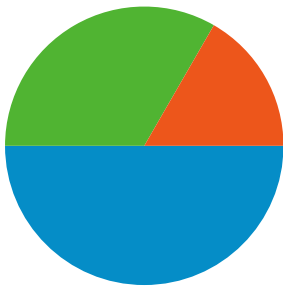
4.07 Pages/Visit

48.33% Bounce Rate

00:05:46 Avg. Time on Site

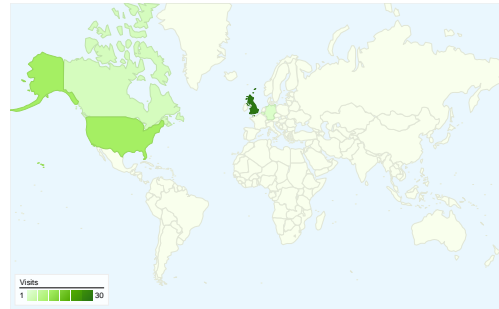
76.67% % New Visits

Traffic Sources Overview



- **Referring Sites**
30 (50.00%)
- **Search Engines**
20 (33.33%)
- **Direct Traffic**
10 (16.67%)

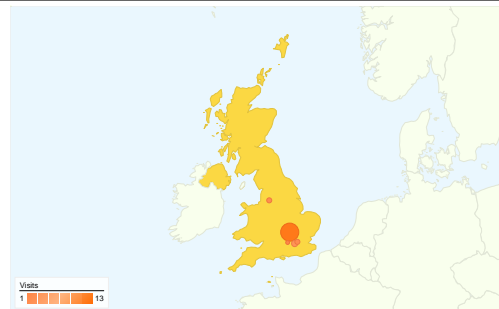
Map Overlay world



Keywords

Keyword	Visits	% visits
legacy wills and trusts	10	50.00%
cross option agreement	2	10.00%
legacywt.co.uk	2	10.00%
cross option agreements	1	5.00%
inheritance trust	1	5.00%

Map Overlay GB



All Traffic Sources

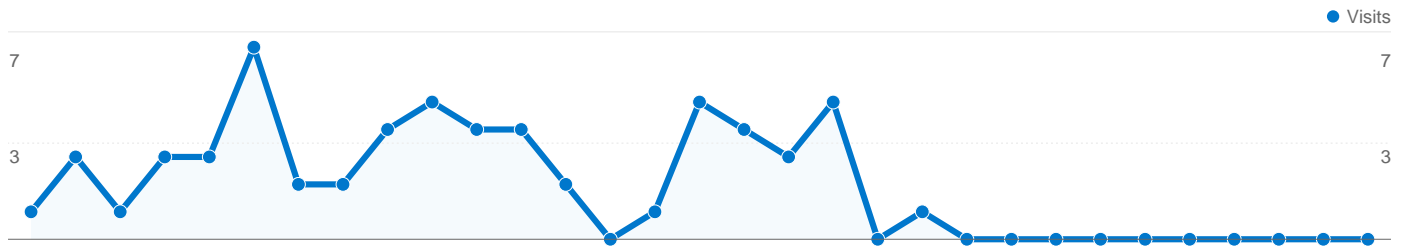
Source/Medium	Visits	% visits
google / organic	19	31.67%
images.google.com / referral	12	20.00%
(direct) / (none)	10	16.67%
images.google.be / referral	2	3.33%
images.google.ca / referral	2	3.33%

Top Content




URL	Page Views	% visits
/	38	15.57%
/cross_option_agreements.ht	37	15.16%
/partnership_agreements.htm	14	5.74%
/contact_us.asp	11	4.51%
/estate_planning_preservation.	11	4.51%

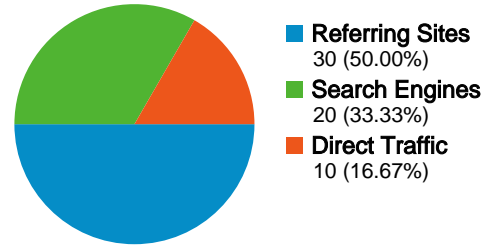
Traffic Sources Overview

Comparing to: Site



All traffic sources sent a total of 60 visits

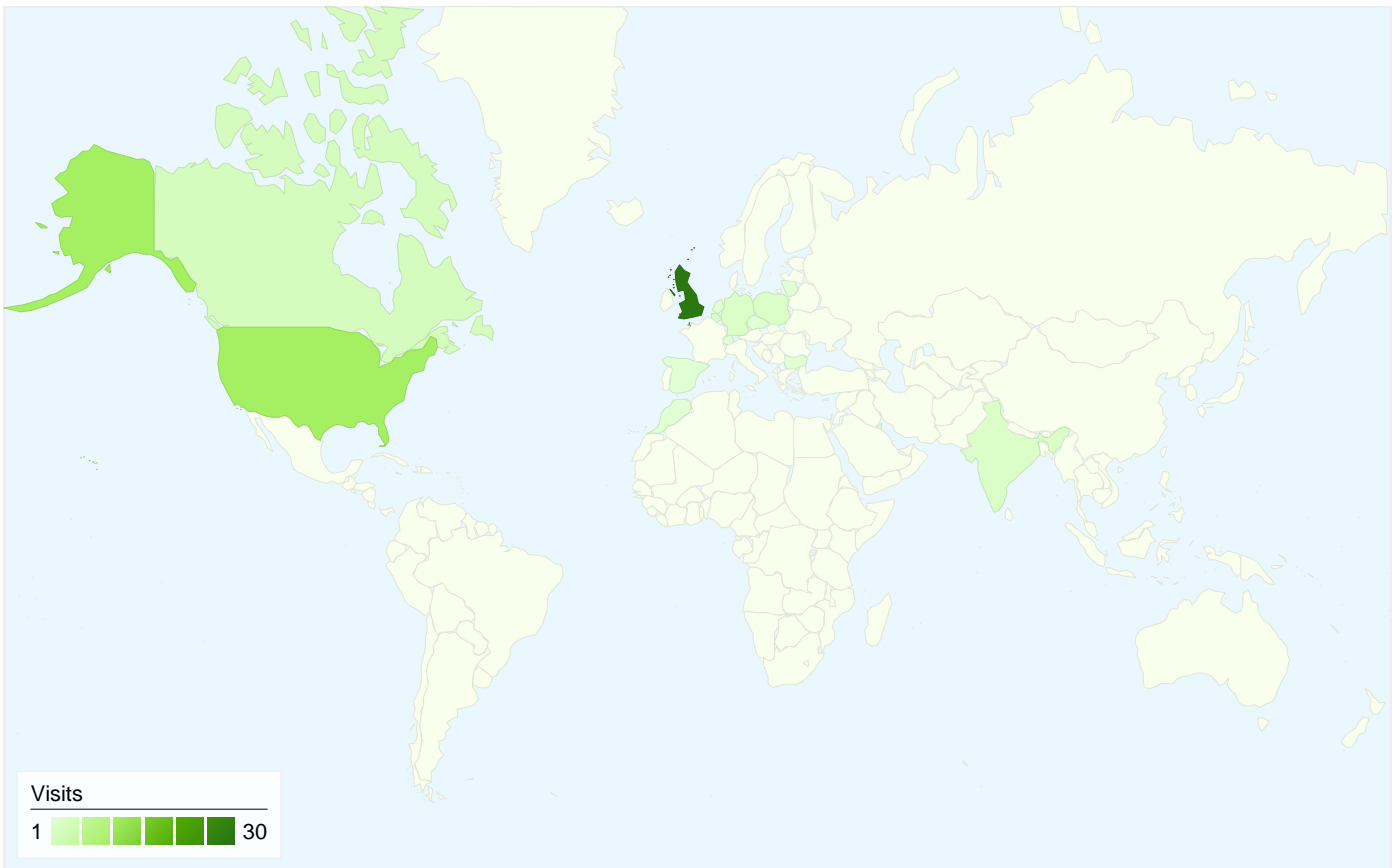
-  16.67% Direct Traffic
-  50.00% Referring Sites
-  33.33% Search Engines



Top Traffic Sources

Sources	Visits	% visits
google (organic)	19	31.67%
images.google.com (referral)	12	20.00%
(direct) ((none))	10	16.67%
images.google.be (referral)	2	3.33%
images.google.ca (referral)	2	3.33%

Keywords	Visits	% visits
legacy wills and trusts	10	50.00%
cross option agreement	2	10.00%
legacywt.co.uk	2	10.00%
cross option agreements	1	5.00%
inheritance trust	1	5.00%

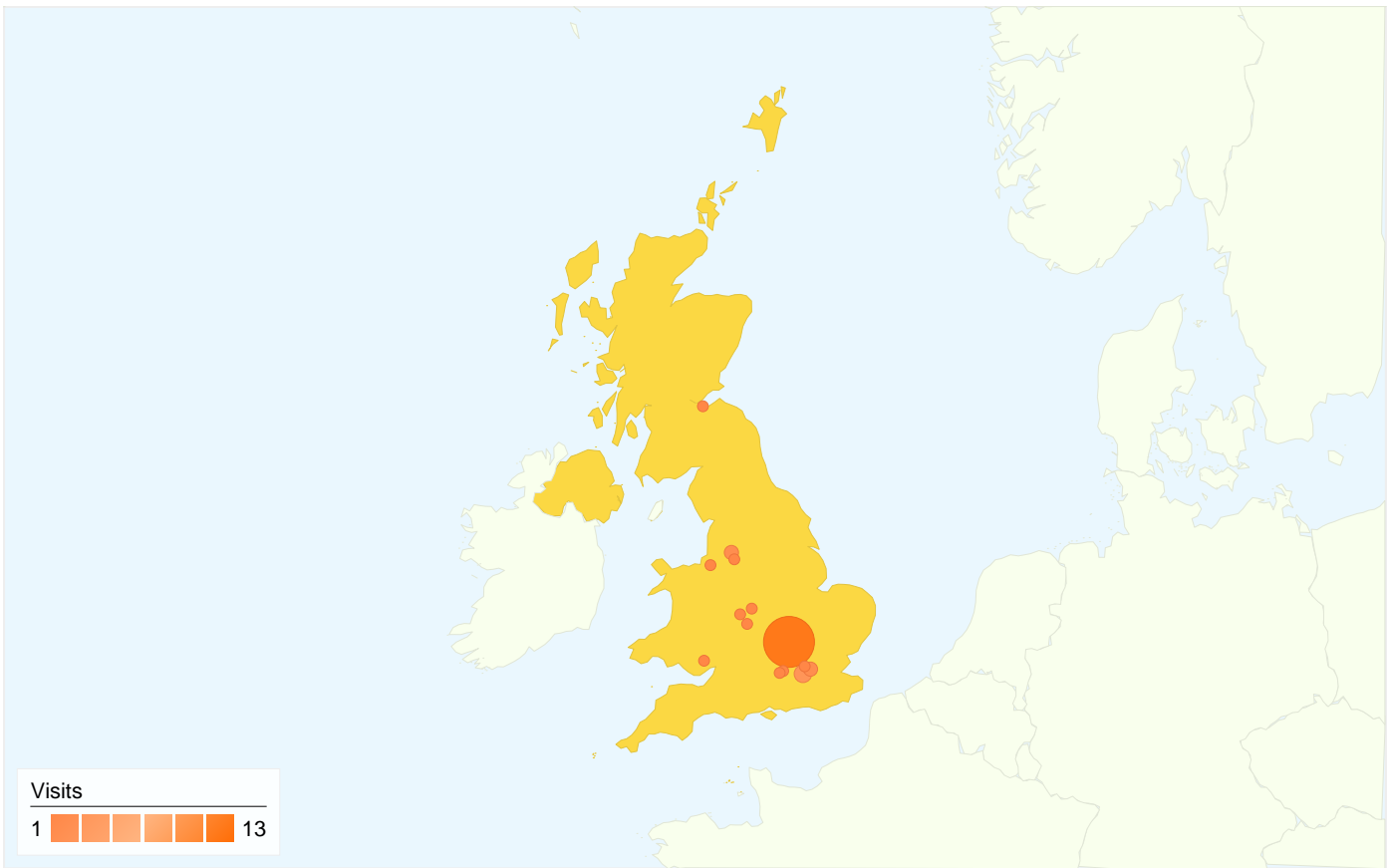


60 visits came from 15 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	30	6.00	00:10:40	53.33%	26.67%
United States	11	3.00	00:01:36	100.00%	63.64%
Canada	3	1.00	00:00:00	100.00%	100.00%
Belgium	2	1.00	00:00:00	100.00%	100.00%
Germany	2	1.00	00:00:00	100.00%	100.00%
India	2	1.50	00:00:08	100.00%	50.00%
Poland	2	2.00	00:00:04	100.00%	50.00%
Spain	1	8.00	00:01:02	100.00%	0.00%
Switzerland	1	1.00	00:00:00	100.00%	100.00%
Morocco	1	1.00	00:00:00	100.00%	100.00%

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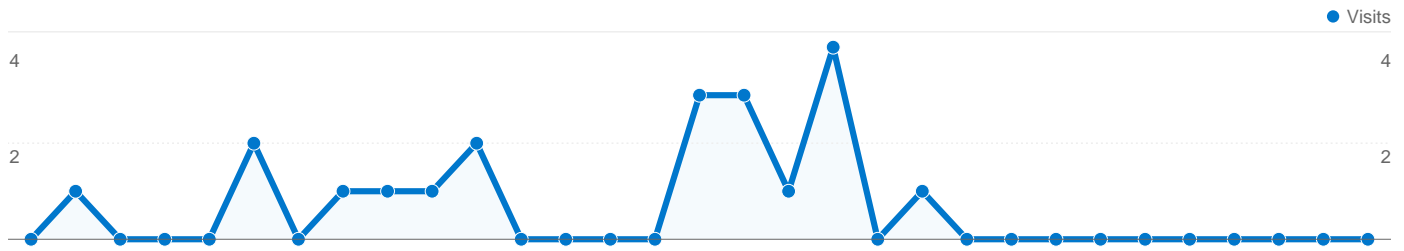
This country/territory sent 30 visits via 14 cities

Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Bletchley	13	5.54	00:16:30	23.08%	23.08%
Teddington	3	12.33	00:24:02	0.00%	33.33%
London	2	1.00	00:00:00	100.00%	100.00%
Kearsley	2	11.50	00:04:01	50.00%	50.00%
Woodley	1	3.00	00:07:19	100.00%	0.00%
Bromborough	1	17.00	00:02:38	100.00%	0.00%
Edinburgh	1	2.00	00:00:16	100.00%	0.00%
Stourbridge	1	2.00	00:00:27	100.00%	0.00%
Sale	1	8.00	00:02:01	100.00%	0.00%
Redditch	1	2.00	00:01:25	100.00%	0.00%

Keywords

Comparing to: Site



Search sent 20 total visits via 9 keywords

Site Usage

Visits 20 % of Site Total: 33.33%	Pages/Visit 5.45 Site Avg: 4.07 (34.02%)	Avg. Time on Site 00:05:07 Site Avg: 00:05:46 (-11.33%)	% New Visits 50.00% Site Avg: 76.67% (-34.78%)	Bounce Rate 40.00% Site Avg: 48.33% (-17.24%)
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Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
legacy wills and trusts	10	5.80	00:08:51	10.00%	30.00%
cross option agreement	2	1.00	00:00:00	100.00%	100.00%
legacywt.co.uk	2	11.50	00:04:01	50.00%	50.00%
cross option agreements	1	1.00	00:00:00	100.00%	100.00%
inheritance trust	1	1.00	00:00:00	100.00%	100.00%
legacy estate planning	1	2.00	00:00:16	100.00%	0.00%
legacy will and trust	1	3.00	00:01:33	100.00%	0.00%
what is a cross option agreement	1	2.00	00:01:25	100.00%	0.00%
www.legacywt.co.uk	1	17.00	00:02:38	100.00%	0.00%

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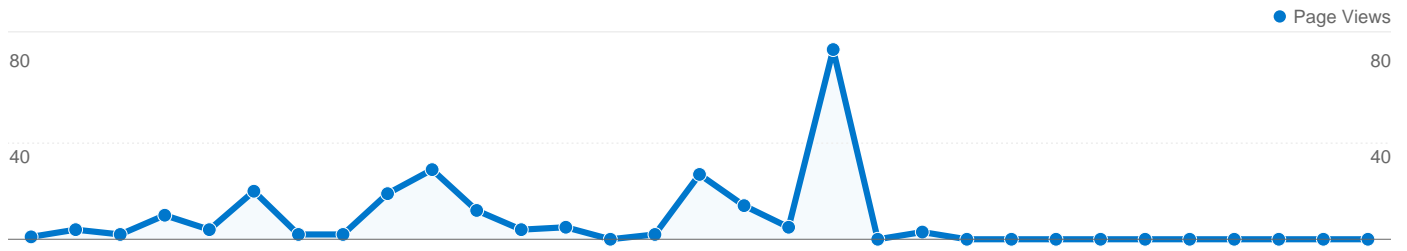


All traffic sources sent 60 visits via 17 sources and mediums

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
60 % of Site Total: 100.00%	4.07 Site Avg: 4.07 (0.00%)	00:05:46 Site Avg: 00:05:46 (0.00%)	76.67% Site Avg: 76.67% (0.00%)	48.33% Site Avg: 48.33% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	19	5.68	00:05:23	47.37%	36.84%
images.google.com / referral	12	2.67	00:01:20	100.00%	75.00%
(direct) / (none)	10	6.90	00:21:06	60.00%	20.00%
images.google.be / referral	2	1.00	00:00:00	100.00%	100.00%
images.google.ca / referral	2	1.00	00:00:00	100.00%	100.00%
images.google.co.in / referral	2	1.50	00:00:08	100.00%	50.00%
images.google.co.uk / referral	2	2.00	00:00:31	100.00%	0.00%
images.google.de / referral	2	1.00	00:00:00	100.00%	100.00%
aol / organic	1	1.00	00:00:00	100.00%	100.00%
images.google.bg / referral	1	2.00	00:00:05	100.00%	0.00%

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41 URLs were viewed a total of 244 times

Content Performance

Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index	
244 % of Site Total: 100.00%	165 % of Site Total: 100.00%	00:01:53 Site Avg: 00:01:53 (0.00%)	48.33% Site Avg: 48.33% (0.00%)	24.59% Site Avg: 24.59% (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)	
URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/	38	27	00:01:26	28.00%	28.95%	\$0.00
/cross_option_agreements.htm	37	30	00:02:53	76.00%	62.16%	\$0.00
/partnership_agreements.htm	14	10	00:00:23	60.00%	50.00%	\$0.00
/contact_us.asp	11	9	00:02:10	0.00%	36.36%	\$0.00
/estate_planning_preservation.htm	11	6	00:02:49	0.00%	9.09%	\$0.00
/will_writing.htm	11	7	00:03:49	0.00%	9.09%	\$0.00
/powers_attorney.htm	9	7	00:01:05	0.00%	11.11%	\$0.00
/praperations_planning_trusts.htm	9	5	00:07:18	0.00%	11.11%	\$0.00
/inheritance_tax_planning.htm	7	4	00:03:14	0.00%	0.00%	\$0.00
/news1.html	7	3	00:00:16	0.00%	0.00%	\$0.00
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