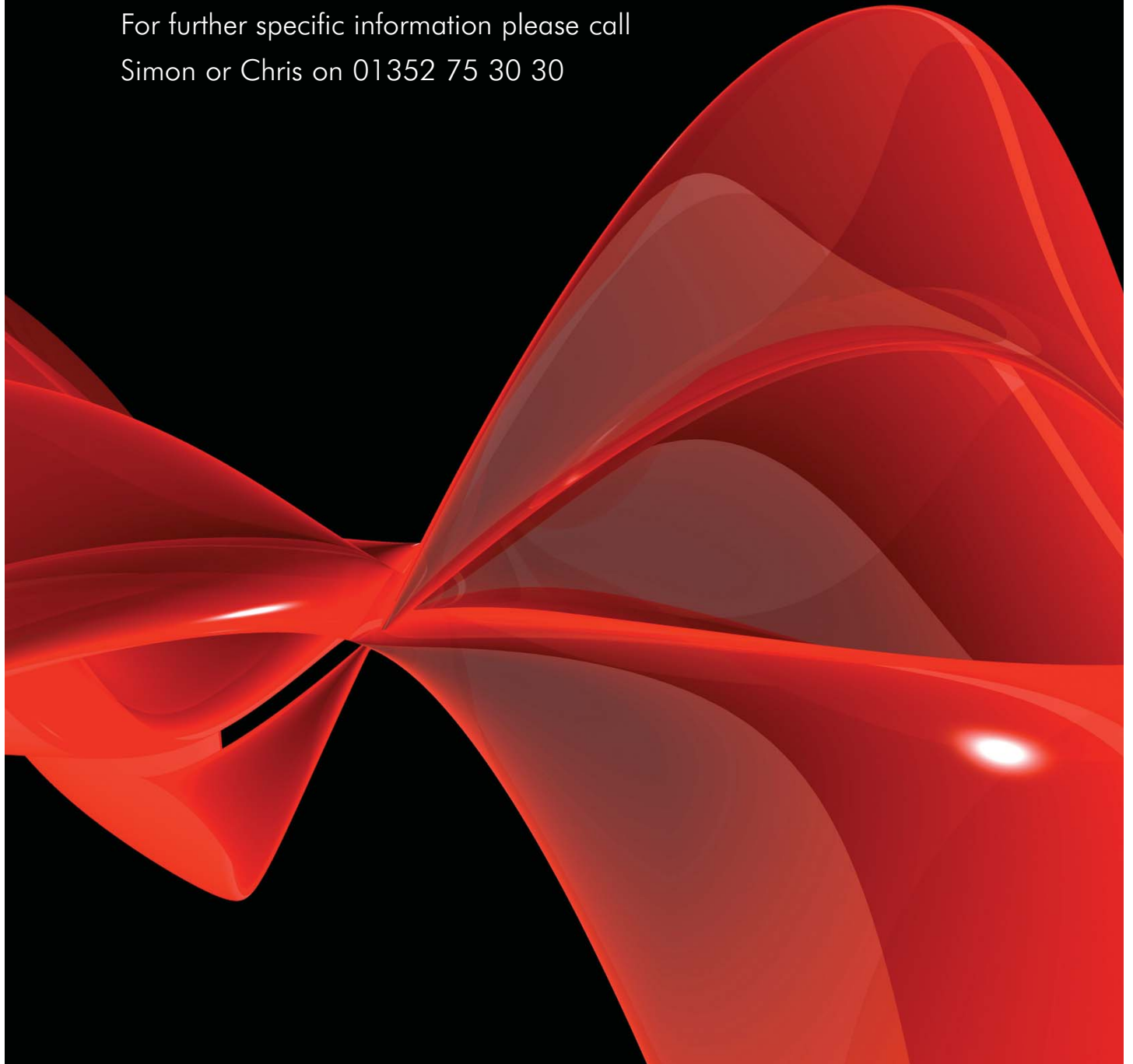
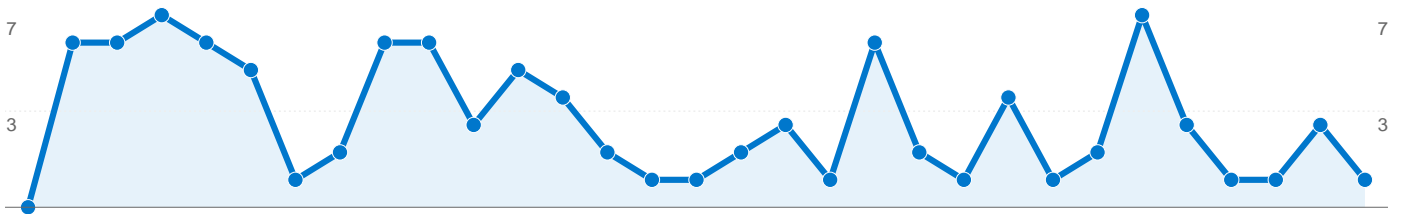


Website Analytics Report

# November

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





## Site Usage

**99 Visits**

**226 Page Views**

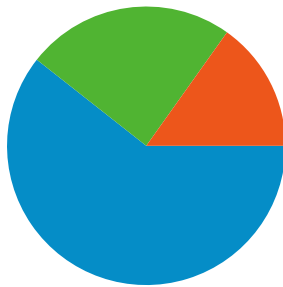
**2.28 Pages/Visit**

**62.63% Bounce Rate**

**00:01:41 Avg. Time on Site**

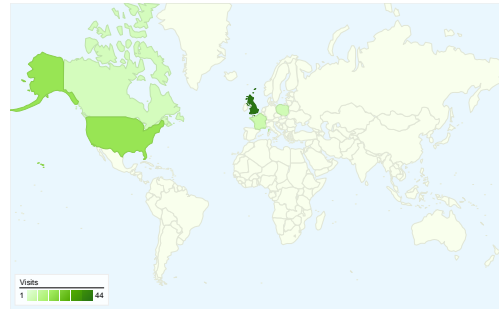
**86.87% % New Visits**

## Traffic Sources Overview



- **Referring Sites**  
60 (60.61%)
- **Search Engines**  
24 (24.24%)
- **Direct Traffic**  
15 (15.15%)

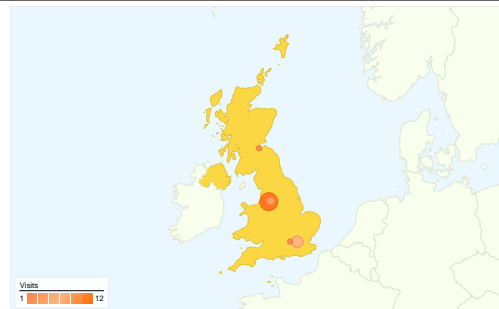
## Map Overlay world



## Keywords

Keyword	Visits	% visits
legacywt	5	20.83%
option agreements	3	12.50%
cross option agreement	2	8.33%
cross option agreements	2	8.33%
legacy wills and trusts	2	8.33%

## Map Overlay GB

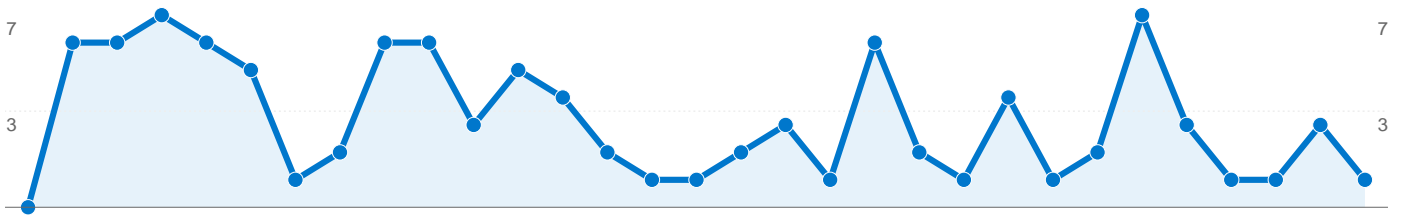


## All Traffic Sources




Source/Medium	Visits	% visits
google / organic	23	23.23%
images.google.com / referral	21	21.21%
(direct) / (none)	15	15.15%
images.google.fr / referral	6	6.06%
images.google.co.uk / referral	5	5.05%

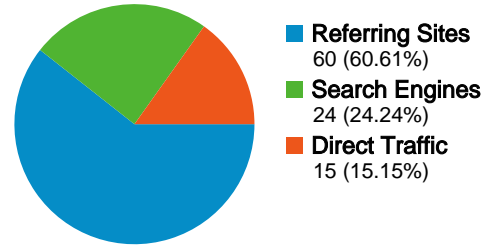
## Top Content

URL	Page Views	% visits
/partnership_agreements.htm	40	17.70%
/cross_option_agreements.ht	38	16.81%
/	30	13.27%
/contact_us.asp	24	10.62%
/powers_attorney.htm	22	9.73%



## All traffic sources sent a total of 99 visits

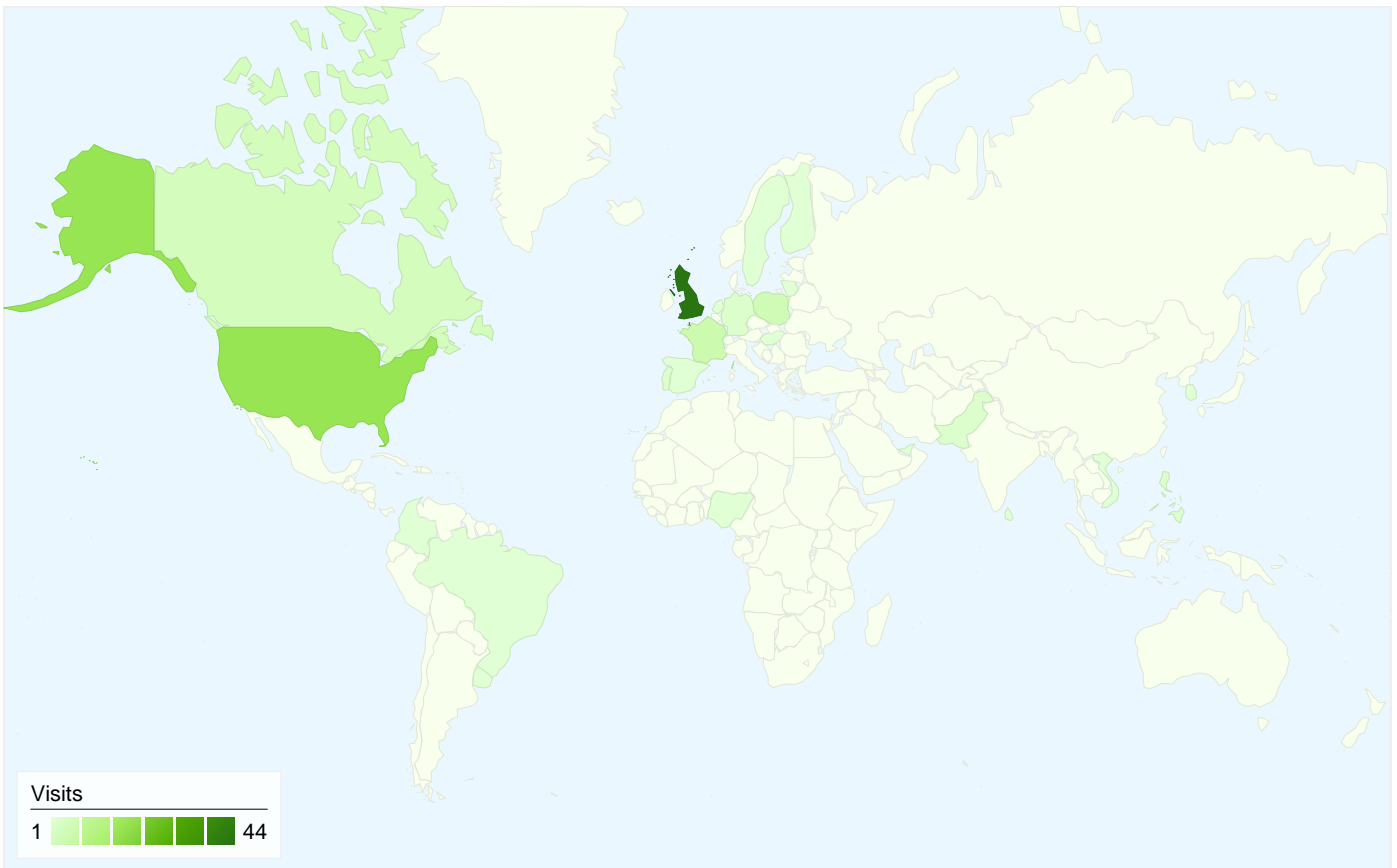
-  15.15% Direct Traffic
-  60.61% Referring Sites
-  24.24% Search Engines



## Top Traffic Sources

Sources	Visits	% visits
google (organic)	23	23.23%
images.google.com (referral)	21	21.21%
(direct) ((none))	15	15.15%
images.google.fr (referral)	6	6.06%
images.google.co.uk (referral)	5	5.05%

Keywords	Visits	% visits
legacywt	5	20.83%
option agreements	3	12.50%
cross option agreement	2	8.33%
cross option agreements	2	8.33%
legacy wills and trusts	2	8.33%



**99 visits came from 23 countries/territories**

Site Usage

Visits <b>99</b> % of Site Total: 100.00%	Pages/Visit <b>2.28</b> Site Avg: 2.28 (0.00%)	Avg. Time on Site <b>00:01:41</b> Site Avg: 00:01:41 (0.00%)	% New Visits <b>86.87%</b> Site Avg: 86.87% (0.00%)	Bounce Rate <b>62.63%</b> Site Avg: 62.63% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United Kingdom	44	3.59	00:03:24	70.45%	40.91%
United States	18	1.50	00:00:48	100.00%	61.11%
France	6	1.00	00:00:00	100.00%	100.00%
Poland	5	1.00	00:00:00	100.00%	100.00%
Canada	4	1.00	00:00:00	100.00%	100.00%
Pakistan	2	1.00	00:00:00	100.00%	100.00%
Philippines	2	1.50	00:00:06	100.00%	50.00%
Portugal	2	1.00	00:00:00	100.00%	100.00%
Germany	2	1.00	00:00:00	100.00%	100.00%
Lithuania	1	1.00	00:00:00	100.00%	100.00%
Colombia	1	1.00	00:00:00	100.00%	100.00%
United Arab Emirates	1	2.00	00:00:29	100.00%	0.00%
Brazil	1	1.00	00:00:00	100.00%	100.00%

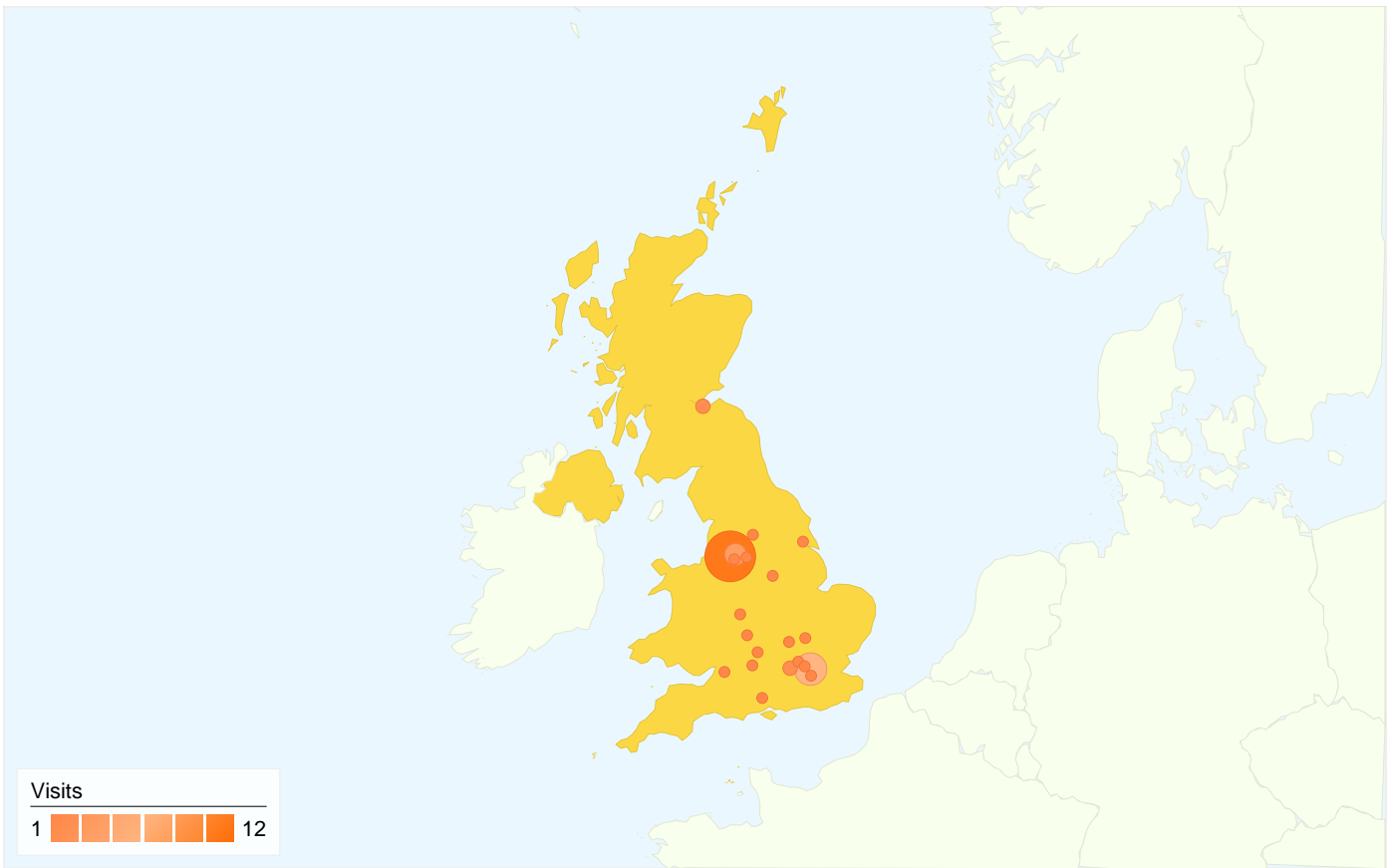
Uruguay	1	1.00	00:00:00	100.00%	100.00%
Sri Lanka	1	2.00	00:00:38	100.00%	0.00%
Finland	1	1.00	00:00:00	100.00%	100.00%
Hungary	1	1.00	00:00:00	100.00%	100.00%
Netherlands	1	1.00	00:00:00	100.00%	100.00%
Vietnam	1	1.00	00:00:00	100.00%	100.00%
Spain	1	1.00	00:00:00	100.00%	100.00%
Nigeria	1	1.00	00:00:00	100.00%	100.00%
South Korea	1	1.00	00:00:00	100.00%	100.00%
Sweden	1	2.00	00:01:14	100.00%	0.00%

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# Country/Territory Detail:

United Kingdom

4 Nov 2007 - 4 Dec 2007



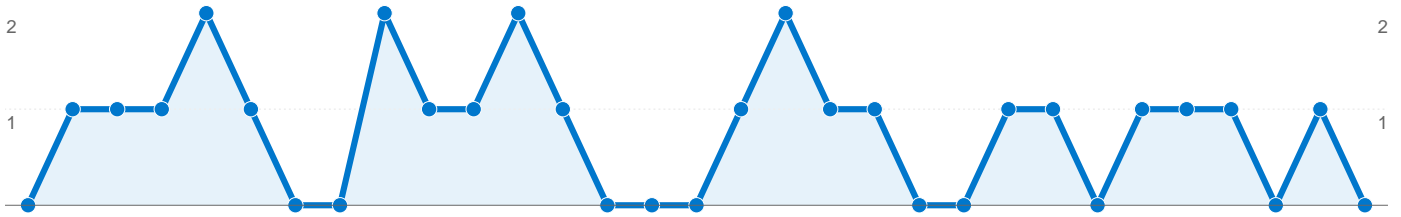
## This country/territory sent 44 visits via 22 cities

### Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Irlam	12	3.75	00:06:16	41.67%	41.67%
London	7	3.71	00:02:35	85.71%	57.14%
Salford	4	2.00	00:05:11	25.00%	25.00%
Maidenhead	2	8.00	00:02:53	50.00%	50.00%
Edinburgh	2	1.50	00:00:08	100.00%	50.00%
Sale	1	7.00	00:05:35	100.00%	0.00%
Croydon	1	2.00	00:00:20	100.00%	0.00%
Romsey	1	1.00	00:00:00	100.00%	100.00%
Langford	1	5.00	00:00:44	100.00%	0.00%
Stourbridge	1	2.00	00:00:27	100.00%	0.00%
Evesham	1	4.00	00:08:04	0.00%	0.00%
Hull	1	1.00	00:00:00	100.00%	100.00%

Glossop	1	10.00	00:04:02	100.00%	0.00%
Rickmansworth	1	3.00	00:01:06	100.00%	0.00%
Bristol	1	1.00	00:00:00	100.00%	100.00%
Bletchley	1	1.00	00:00:00	100.00%	100.00%
Wembley	1	3.00	00:00:19	100.00%	0.00%
Burford	1	1.00	00:00:00	100.00%	100.00%
Swindon	1	6.00	00:00:36	100.00%	0.00%
Mansfield	1	3.00	00:05:11	100.00%	0.00%
Shipleigh	1	1.00	00:00:00	100.00%	100.00%
(not set)	1	9.00	00:03:27	100.00%	0.00%

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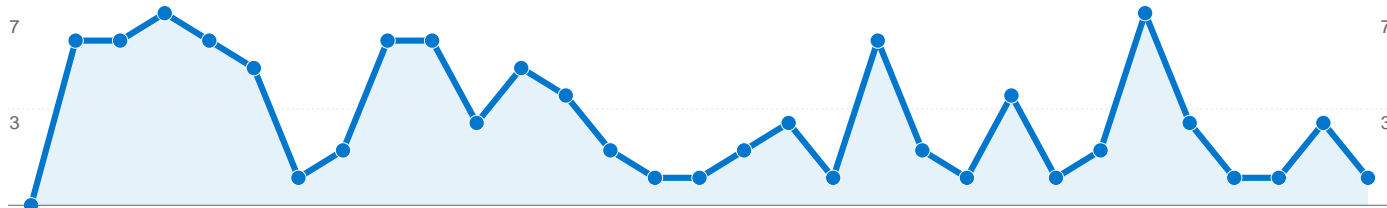


## Search sent 24 total visits via 15 keywords

Site Usage

<b>Visits</b> <b>24</b> % of Site Total: 24.24%	<b>Pages/Visit</b> <b>3.42</b> Site Avg: 2.28 (49.67%)	<b>Avg. Time on Site</b> <b>00:03:46</b> Site Avg: 00:01:41 (123.66%)	<b>% New Visits</b> <b>70.83%</b> Site Avg: 86.87% (-18.46%)	<b>Bounce Rate</b> <b>41.67%</b> Site Avg: 62.63% (-33.47%)	
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
legacywt	5	3.20	00:13:27	0.00%	0.00%
option agreements	3	5.67	00:01:55	100.00%	66.67%
cross option agreement	2	1.00	00:00:00	100.00%	100.00%
cross option agreements	2	2.50	00:00:43	100.00%	0.00%
legacy wills and trusts	2	6.50	00:05:10	50.00%	0.00%
directors cross option agreements	1	1.00	00:00:00	0.00%	100.00%
legacy and wills	1	1.00	00:00:00	100.00%	100.00%
legacy estate planning	1	2.00	00:00:16	100.00%	0.00%
legacy specialist wills and trusts	1	5.00	00:00:44	100.00%	0.00%
legacy will writing trust	1	6.00	00:00:36	100.00%	0.00%
legacy wills & trusts	1	10.00	00:04:02	100.00%	0.00%
legacymt.co.uk	1	1.00	00:00:00	100.00%	100.00%
partnership agreement dissolution	1	1.00	00:00:00	100.00%	100.00%
share legacy agreement	1	1.00	00:00:00	100.00%	100.00%
wills cross option	1	1.00	00:00:00	100.00%	100.00%

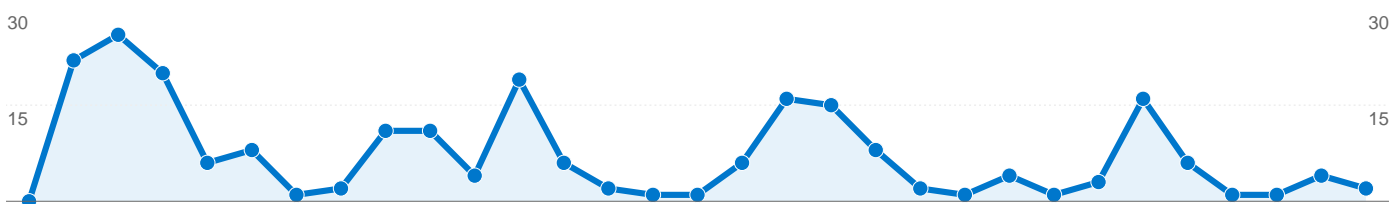
1 - 15 of 15



## All traffic sources sent 99 visits via 25 sources and mediums

## Site Usage

Visits <b>99</b> % of Site Total: 100.00%	Pages/Visit <b>2.28</b> Site Avg: 2.28 (0.00%)	Avg. Time on Site <b>00:01:41</b> Site Avg: 00:01:41 (0.00%)	% New Visits <b>86.87%</b> Site Avg: 86.87% (0.00%)	Bounce Rate <b>62.63%</b> Site Avg: 62.63% (0.00%)	
Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
google / organic	23	3.52	00:03:56	69.57%	39.13%
images.google.com / referral	21	1.48	00:00:42	100.00%	61.90%
(direct) / (none)	15	4.13	00:03:42	60.00%	33.33%
images.google.fr / referral	6	1.00	00:00:00	100.00%	100.00%
images.google.co.uk / referral	5	1.20	00:00:05	100.00%	80.00%
images.google.ca / referral	4	1.00	00:00:00	100.00%	100.00%
images.google.pl / referral	3	1.00	00:00:00	100.00%	100.00%
images.google.com.ph / referral	2	1.50	00:00:06	100.00%	50.00%
images.google.com.pk / referral	2	1.00	00:00:00	100.00%	100.00%
images.google.de / referral	2	1.00	00:00:00	100.00%	100.00%
images.google.pt / referral	2	1.00	00:00:00	100.00%	100.00%
images.google.co.kr / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.com.br / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.com.co / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.com.ng / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.com.uy / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.com.vn / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.es / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.hu / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.lk / referral	1	2.00	00:00:38	100.00%	0.00%
images.google.nl / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.ro / referral	1	1.00	00:00:00	100.00%	100.00%
images.google.se / referral	1	2.00	00:01:14	100.00%	0.00%
thebestof.co.uk / referral	1	9.00	00:03:27	100.00%	0.00%



**12 URLs were viewed a total of 226 times**

**Content Performance**

<b>Page Views</b> <b>226</b> % of Site Total: 100.00%	<b>Unique Page Views</b> <b>182</b> % of Site Total: 100.00%	<b>Time on Page</b> <b>00:01:19</b> Site Avg: 00:01:19 (0.00%)	<b>Bounce Rate</b> <b>62.63%</b> Site Avg: 62.63% (0.00%)	<b>% Exit</b> <b>43.81%</b> Site Avg: 43.81% (0.00%)	<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)
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URL	Page Views	Unique Page Views	Time on Page	Bounce Rate	% Exit	\$ Index
/partnership_agreements.htm	40	34	00:01:15	81.48%	70.00%	\$0.00
/cross_option_agreements.htm	38	30	00:00:35	69.57%	63.16%	\$0.00
/	30	25	00:02:27	20.00%	23.33%	\$0.00
/contact_us.asp	24	15	00:01:27	0.00%	29.17%	\$0.00
/powers_attorney.htm	22	19	00:00:21	90.91%	54.55%	\$0.00
/why_legacy.htm	20	14	00:01:38	0.00%	10.00%	\$0.00
/advance_directives.htm	13	11	00:03:06	87.50%	69.23%	\$0.00
/index.htm	13	11	00:00:33	0.00%	30.77%	\$0.00
/estate_planning_preservation.htm	8	7	00:00:17	33.33%	50.00%	\$0.00
/inheritance_tax_planning.htm	7	6	00:00:20	0.00%	0.00%	\$0.00
/praperations_planning_trusts.htm	6	5	00:01:14	0.00%	0.00%	\$0.00
/will_writing.htm	5	5	00:00:35	100.00%	40.00%	\$0.00

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