



# Web Site Scorecard

Q1 2010: 1/1/10-03/31/10

The quarterly analysis of CCV's web site (ccvonline.com) performance.

## Visitors

Total Visits

124,559

Q4 2009: 118,030 (+5.53%)



Unique Visitors

51,890

Q4 2009: 53,312 (-2.67%)



Average Visits Per Day

1,384

Q4 2009: 1,283 (+7.88%)

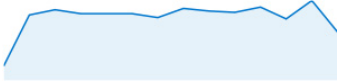


## Traffic

Direct Traffic

42%

Q4 2009: 41% (0.0%)



Referring Sites

17%

Q4 2009: 18% (-5.33%)



Search Engines

40%

Q4 2009: 39 (+2.10%)



## Content

Pageviews

678,858

Q4 2009: 629,344 (+7.87%)



Unique Views

520,745

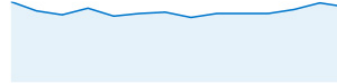
Q4 2009: 478,266 (+8.88%)



Bounce Rate

30%

Q4 2009: 34% (-11.85%)



## Definitions

**Total Visits:** The number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session.

**Unique Visitors:** How many people came to the site? Reports people instead of visits.

**Average Visits Per Day:** The average number of individual sessions each day by visitors.

**Direct Traffic:** People who clicked a bookmark to come to your site or typed your site URL directly into their browser. Can include visitors recruited via print campaigns.

**Referring Sites:** Shows the overall trends in traffic volume from other web locations.

**Search Engines:** Shows overall trends in traffic volume from search engines. (i.e. google, yahoo, bing)

**Pageviews:** A view of a page on your site that is being tracked by the Analytics tracking code. Includes all requests for pages, regardless of the session.

**Unique Views:** Consolidated Pageviews from the same user in the same session.

**Bounce Rate:** The percentage of single-page visits or visits in which the person left your site from the entrance (landing) page.