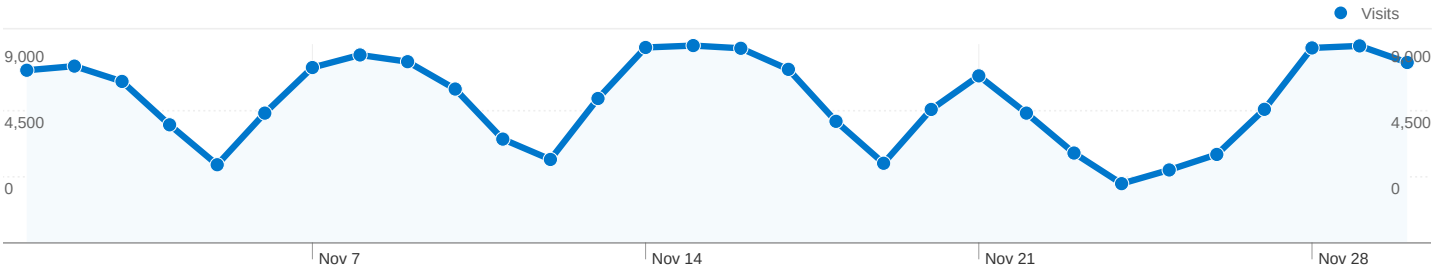
docsouth.unc.edu

Dashboard

Nov 1, 2011 - Nov 30, 2011

Comparing to: Site



Site Usage

194,064 Visits

449,759 Pageviews

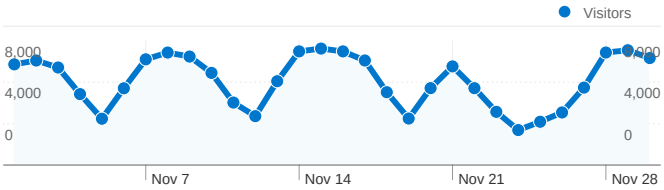
2.32 Pages/Visit

70.19% Bounce Rate

00:01:45 Avg. Time on Site

68.00% % New Visits

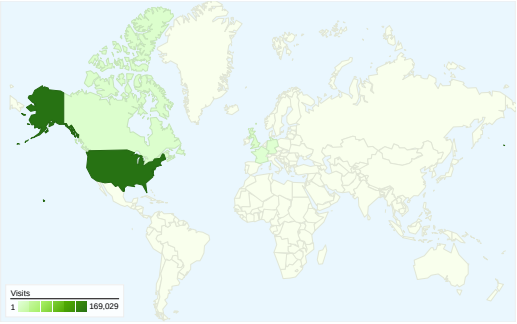
Visitors Overview



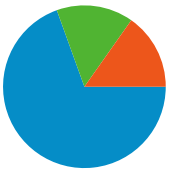
Visitors

141,924

Map Overlay



Traffic Sources Overview

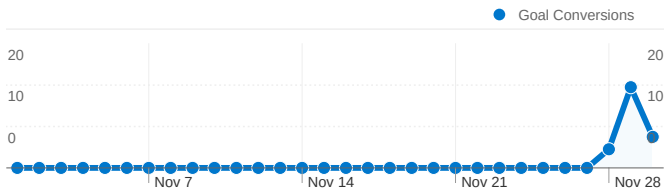


- **Search Engines** 134,859.00 (69.49%)
- **Referring Sites** 29,659.00 (15.28%)
- **Direct Traffic** 29,546.00 (15.22%)

Content Overview

Pages	Pageviews	% Pageviews
/	14,198	3.16%
/fpn/jacobs/jacobs.html	9,632	2.14%
/fpn/washington/bio.html	6,657	1.48%
/neh/equiano1/summary.html	6,475	1.44%
/neh/texts.html	5,779	1.28%

Goals Overview



Goal Conversions

21

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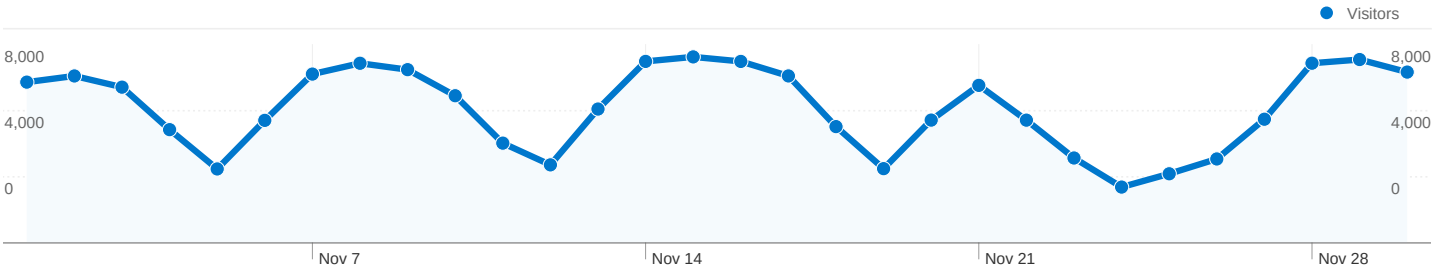
Visitors Overview

Nov 1, 2011 - Nov 30, 2011

Comparing to: Site



141,924 people visited this site

194,064 Visits

141,924 Absolute Unique Visitors

449,759 Pageviews

2.32 Average Pageviews

00:01:45 Time on Site

70.19% Bounce Rate

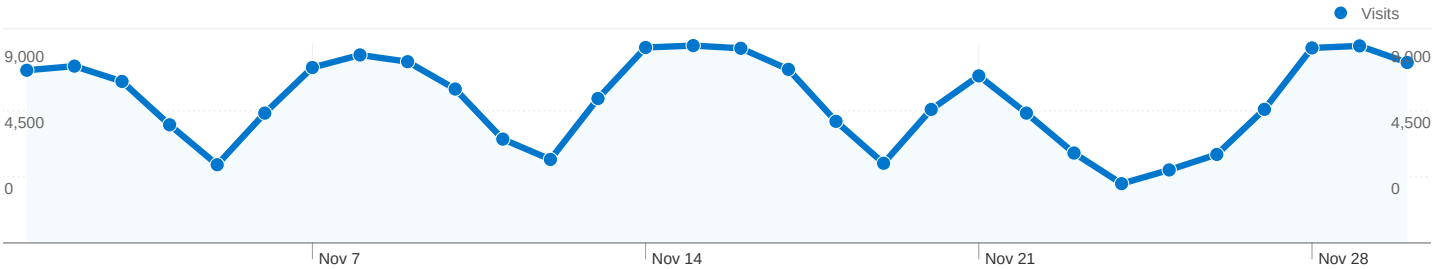
68.00% New Visits

Technical Profile

Browser	Visits	% visits
Internet Explorer	76,399	39.37%
Firefox	40,666	20.95%
Safari	35,194	18.14%
Chrome	33,498	17.26%
Android Browser	3,723	1.92%

Traffic Sources Overview

Nov 1, 2011 - Nov 30, 2011
Comparing to: Site



All traffic sources sent a total of 194,064 visits

15.22% Direct Traffic

15.28% Referring Sites

69.49% Search Engines

- **Search Engines** 134,859.00 (69.49%)
- **Referring Sites** 29,659.00 (15.28%)
- **Direct Traffic** 29,546.00 (15.22%)

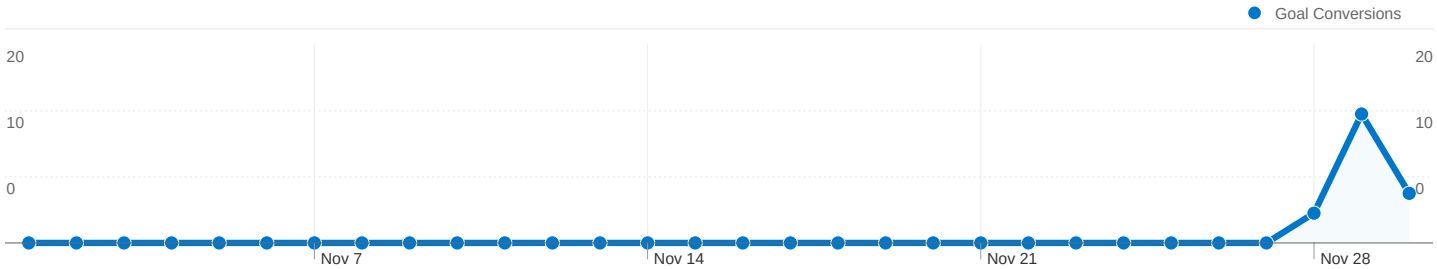
Top Traffic Sources

Sources	Visits	% visits
google (organic)	119,692	61.68%
(direct) ((none))	29,546	15.22%
bing (organic)	6,399	3.30%
yahoo (organic)	5,103	2.63%
en.wikipedia.org (referral)	3,420	1.76%

Keywords	Visits	% visits
(not provided)	19,288	14.30%
booker t washington	2,696	2.00%
incidents in the life of a slave	1,825	1.35%
documenting the american	687	0.51%
slave narratives	648	0.48%

Goals Overview

Nov 1, 2011 - Nov 30, 2011
Comparing to: Site



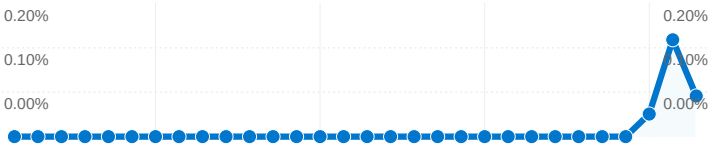
Visitors completed 21 goal conversions

0 conversions, Goal 1: External Link to Buy DocSouth Book

21 conversions, Goal 2: Link from main page to DocSouth Books

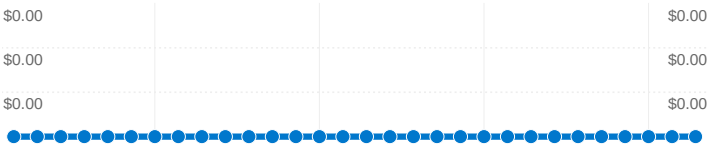
Goal Performance

Goal Conversion Rate



Goal Conversion Rate
0.01%

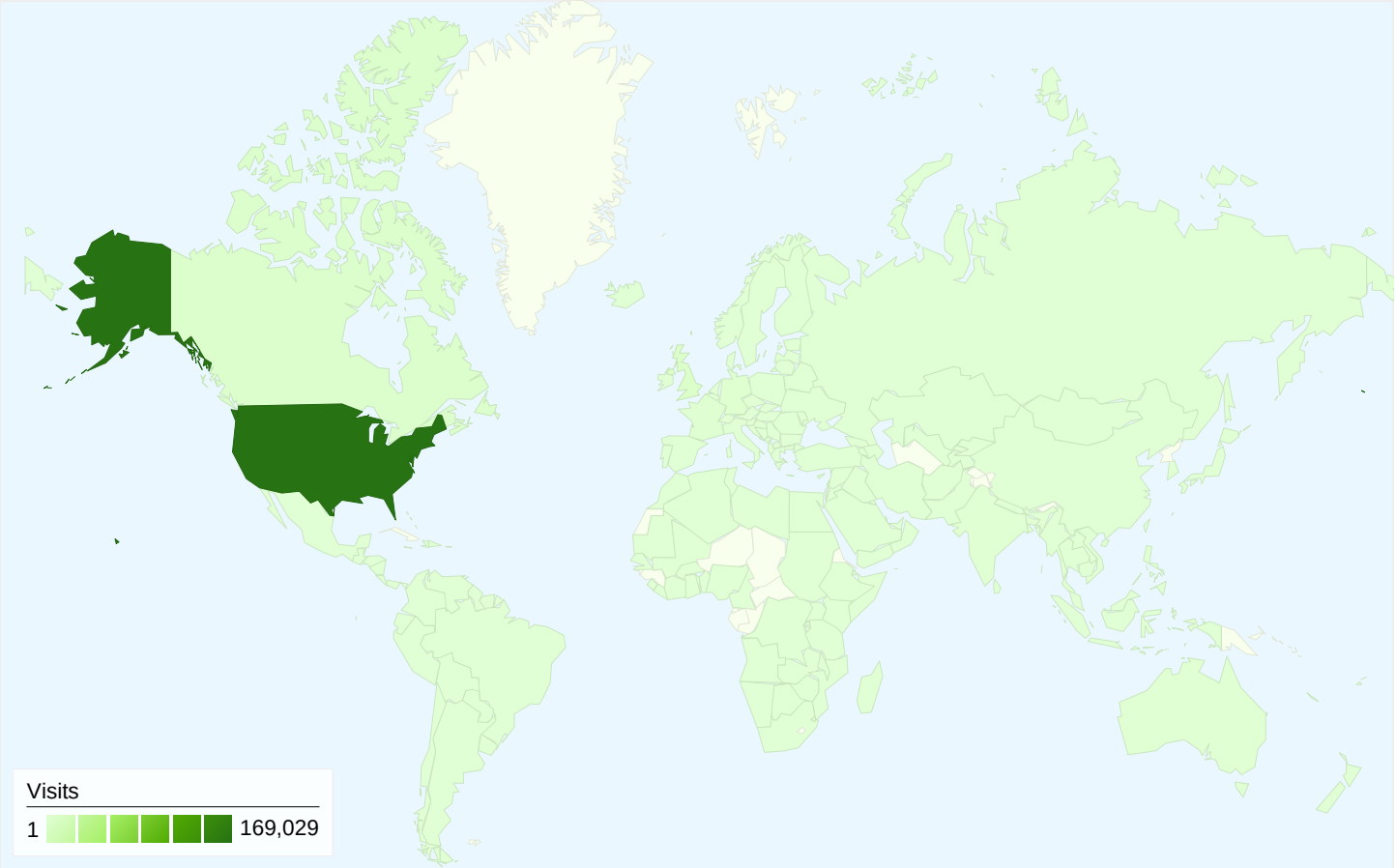
Total Goal Value



Total Goal Value
$0.00

Map Overlay

Nov 1, 2011 - Nov 30, 2011
Comparing to: Site



194,064 visits came from 189 countries/territories

Site Usage

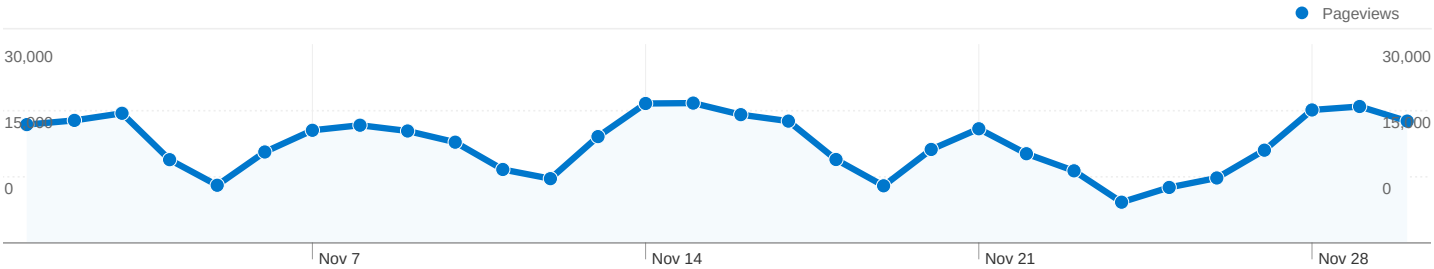
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
194,064 % of Site Total: 100.00%	2.32 Site Avg: 2.32 (0.00%)	00:01:45 Site Avg: 00:01:45 (0.00%)	68.04% Site Avg: 68.00% (0.06%)	70.19% Site Avg: 70.19% (0.00%)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	169,029	2.34	00:01:47	67.23%	70.11%
United Kingdom	5,122	2.37	00:01:29	70.48%	69.88%
Canada	3,942	2.79	00:02:54	64.03%	63.01%
Germany	1,528	2.27	00:01:25	67.67%	67.21%
France	1,047	2.25	00:01:48	68.86%	70.96%
India	789	1.60	00:00:46	91.00%	74.27%
(not set)	780	1.37	00:00:42	84.10%	84.10%
Philippines	710	1.34	00:00:38	88.31%	80.28%
Australia	599	1.83	00:00:52	77.30%	74.96%

China	**468**	2.02	00:03:08	73.93%	75.00%
					1 - 10 of 189

Content Overview

Nov 1, 2011 - Nov 30, 2011
Comparing to: Site



Pages on this site were viewed a total of 449,759 times

449,759 Pageviews

345,343 Unique Views

70.20% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	14,198	3.16%
/fpn/jacobs/jacobs.html	9,632	2.14%
/fpn/washington/bio.html	6,657	1.48%
/neh/equiano1/summary.html	6,475	1.44%
/neh/texts.html	5,779	1.28%