

Site Usage

314 Visits

Previous: 245 (28.16%)

67.83% Bounce Rate

Previous: 66.94% (1.34%)

484 Page Views

Previous: 435 (11.26%)

00:00:51 Avg. Time on Site

Previous: 00:01:00 (-14.85%)

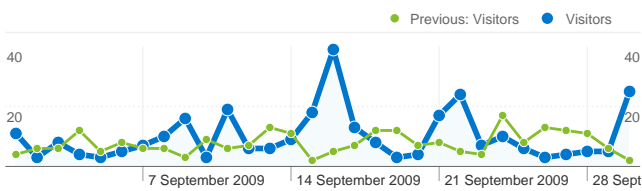
1.54 Pages/Visit

Previous: 1.78 (-13.19%)

79.94% % New Visits

Previous: 94.69% (-15.58%)

Visitors Overview

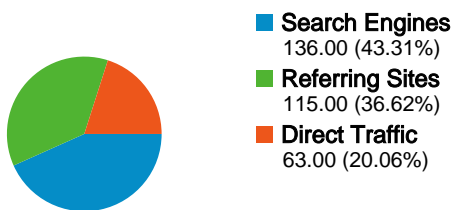


Visitors
263

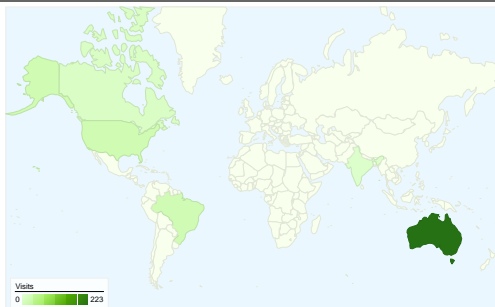
Content Overview

Pages	Page Views	% Page Views
/		
1 Sep 2009 - 30 Sep 2009	125	25.83%
1 Aug 2009 - 31 Aug 2009	135	31.03%
% Change	-7.41%	-16.78%
/newlight-news/facts-about-bighead-beer		
1 Sep 2009 - 30 Sep 2009	67	13.84%
1 Aug 2009 - 31 Aug 2009	77	17.70%
% Change	-12.99%	-21.80%
/digital-strategy/video-vs-text-straight-from-the-horses-mouth		
1 Sep 2009 - 30 Sep 2009	63	13.02%
1 Aug 2009 - 31 Aug 2009	0	0.00%
% Change	100.00%	100.00%
/newlight-news/burleigh-brewing-co-creates-brewing-history-		
1 Sep 2009 - 30 Sep 2009	39	8.06%
1 Aug 2009 - 31 Aug 2009	52	11.95%
% Change	-25.00%	-32.59%
/digital-strategy/advertisers-have-to-become-part-of-the-social-		
1 Sep 2009 - 30 Sep 2009	20	4.13%
1 Aug 2009 - 31 Aug 2009	0	0.00%
% Change	100.00%	100.00%

Traffic Sources Overview

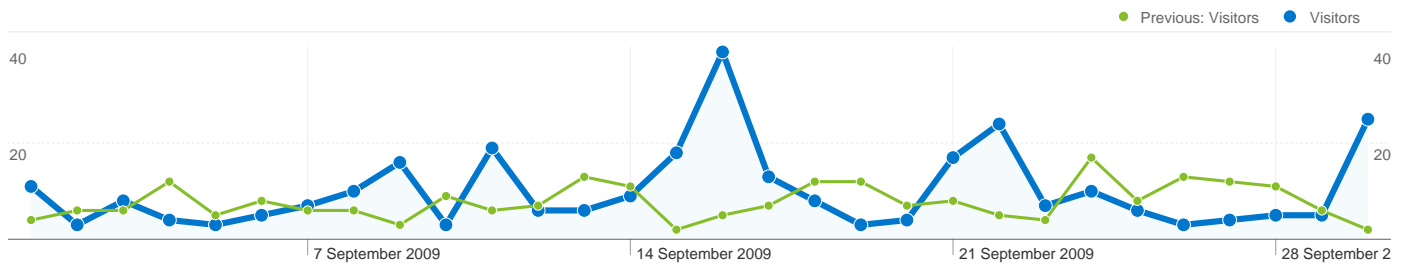


Map Overlay world



Map Overlay world





263 people visited this site

314 Visits

Previous: 245 (28.16%)

263 Absolute Unique Visitors

Previous: 236 (11.44%)

484 Page Views

Previous: 435 (11.26%)

1.54 Average Page Views

Previous: 1.78 (-13.19%)

00:00:51 Time on Site

Previous: 00:01:00 (-14.85%)

67.83% Bounce Rate

Previous: 66.94% (1.34%)

79.94% New Visits

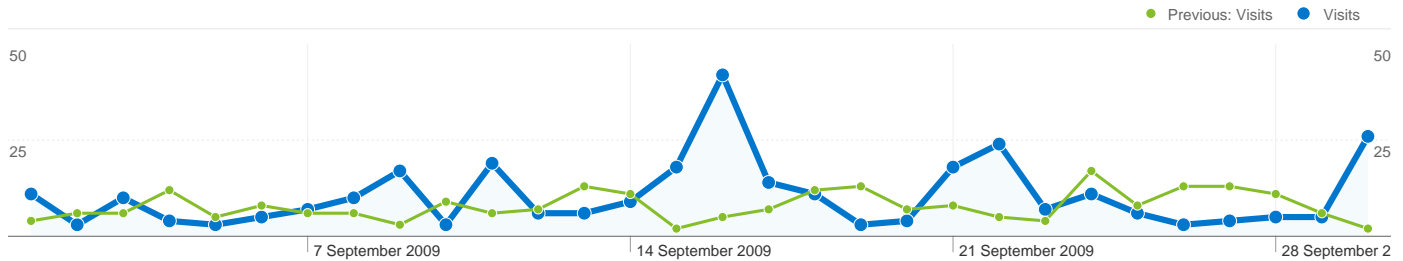
Previous: 94.69% (-15.58%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Firefox			Unknown		
1 Sep 2009 - 30 Sep 2009	134	42.68%	1 Sep 2009 - 30 Sep 2009	170	54.14%
1 Aug 2009 - 31 Aug 2009	86	35.10%	1 Aug 2009 - 31 Aug 2009	120	48.98%
% Change	55.81%	21.57%	% Change	41.67%	10.54%
Internet Explorer			DSL		
1 Sep 2009 - 30 Sep 2009	110	35.03%	1 Sep 2009 - 30 Sep 2009	73	23.25%
1 Aug 2009 - 31 Aug 2009	118	48.16%	1 Aug 2009 - 31 Aug 2009	68	27.76%
% Change	-6.78%	-27.26%	% Change	7.35%	-16.24%
Safari			Dialup		
1 Sep 2009 - 30 Sep 2009	32	10.19%	1 Sep 2009 - 30 Sep 2009	26	8.28%
1 Aug 2009 - 31 Aug 2009	25	10.20%	1 Aug 2009 - 31 Aug 2009	10	4.08%

% Change	28.00%	-0.13%
(not set)		
1 Sep 2009 - 30 Sep 2009	21	6.69%
1 Aug 2009 - 31 Aug 2009	0	0.00%
% Change	100.00%	100.00%
Chrome		
1 Sep 2009 - 30 Sep 2009	9	2.87%
1 Aug 2009 - 31 Aug 2009	15	6.12%
% Change	-40.00%	-53.18%

% Change	160.00%	102.87%
Cable		
1 Sep 2009 - 30 Sep 2009	22	7.01%
1 Aug 2009 - 31 Aug 2009	27	11.02%
% Change	-18.52%	-36.42%
T1		
1 Sep 2009 - 30 Sep 2009	21	6.69%
1 Aug 2009 - 31 Aug 2009	16	6.53%
% Change	31.25%	2.41%



All traffic sources sent a total of 314 visits

20.06% Direct Traffic

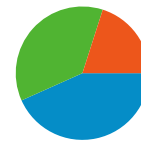
Previous: 6.94% (189.15%)

36.62% Referring Sites

Previous: 42.86% (-14.54%)

43.31% Search Engines

Previous: 50.20% (-13.73%)



- **Search Engines**
136.00 (43.31%)
- **Referring Sites**
115.00 (36.62%)
- **Direct Traffic**
63.00 (20.06%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
1 Sep 2009 - 30 Sep 2009	128	40.76%
1 Aug 2009 - 31 Aug 2009	115	46.94%
% Change	11.30%	-13.15%
(direct) ((none))		
1 Sep 2009 - 30 Sep 2009	63	20.06%
1 Aug 2009 - 31 Aug 2009	17	6.94%
% Change	270.59%	189.15%
newlight.com.au (referral)		
1 Sep 2009 - 30 Sep 2009	45	14.33%
1 Aug 2009 - 31 Aug 2009	98	40.00%
% Change	-54.08%	-64.17%
thebesthosting.org (referral)		
1 Sep 2009 - 30 Sep 2009	21	6.69%
1 Aug 2009 - 31 Aug 2009	0	0.00%
% Change	100.00%	100.00%
twitter.com (referral)		
1 Sep 2009 - 30 Sep 2009	21	6.69%
1 Aug 2009 - 31 Aug 2009	0	0.00%

Keywords	Visits	% visits
big head beer		
1 Sep 2009 - 30 Sep 2009	25	18.38%
1 Aug 2009 - 31 Aug 2009	28	22.76%
% Change	-10.71%	-19.25%
bighead beer		
1 Sep 2009 - 30 Sep 2009	9	6.62%
1 Aug 2009 - 31 Aug 2009	15	12.20%
% Change	-40.00%	-45.74%
marketing and video versus text and strategy		
1 Sep 2009 - 30 Sep 2009	6	4.41%
1 Aug 2009 - 31 Aug 2009	0	0.00%
% Change	100.00%	100.00%
"every drink counts" ad campaign		
1 Sep 2009 - 30 Sep 2009	5	3.68%
1 Aug 2009 - 31 Aug 2009	0	0.00%
% Change	100.00%	100.00%
effectiveness of video testimonials verses just "text"		
1 Sep 2009 - 30 Sep 2009	3	2.21%
1 Aug 2009 - 31 Aug 2009	0	0.00%

% Change

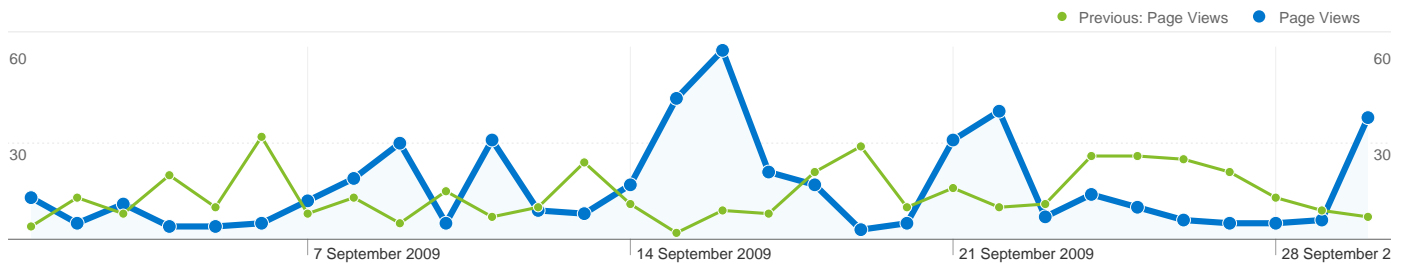
100.00%

100.00%

% Change

100.00%

100.00%



Pages on this site were viewed a total of 484 times

 **484 Page Views**

Previous: 435 (11.26%)

 **416 Unique Views**

Previous: 370 (12.43%)

 **67.83% Bounce Rate**

Previous: 66.94% (1.34%)

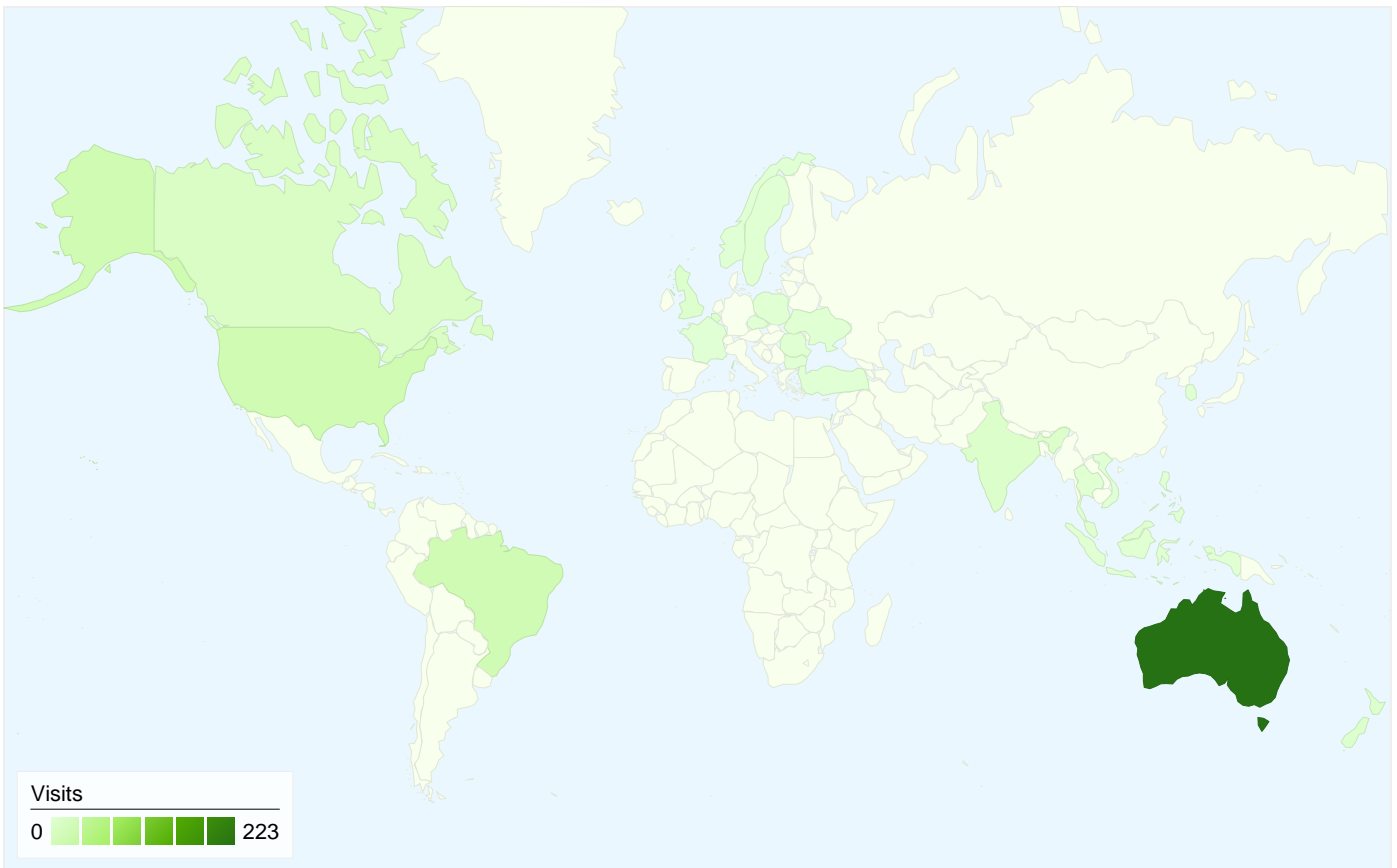
Top Content

Pages	Page Views	% Page Views
/		
1 Sep 2009 - 30 Sep 2009	125	25.83%
1 Aug 2009 - 31 Aug 2009	135	31.03%
% Change	-7.41%	-16.78%
/newlight-news/facts-about-bighead-beer		
1 Sep 2009 - 30 Sep 2009	67	13.84%
1 Aug 2009 - 31 Aug 2009	77	17.70%
% Change	-12.99%	-21.80%
/digital-strategy/video-vs-text-straight-from-the-horses-mouth		
1 Sep 2009 - 30 Sep 2009	63	13.02%
1 Aug 2009 - 31 Aug 2009	0	0.00%
% Change	100.00%	100.00%
/newlight-news/burleigh-brewing-co-creates-brewing-history-with-bighead-australia%E2%80%99s-first-no-carb-beer		
1 Sep 2009 - 30 Sep 2009	39	8.06%
1 Aug 2009 - 31 Aug 2009	52	11.95%
% Change	-25.00%	-32.59%
/digital-strategy/advertisers-have-to-become-part-of-the-social-network		
1 Sep 2009 - 30 Sep 2009	20	4.13%
1 Aug 2009 - 31 Aug 2009	0	0.00%

% Change

100.00%

100.00%



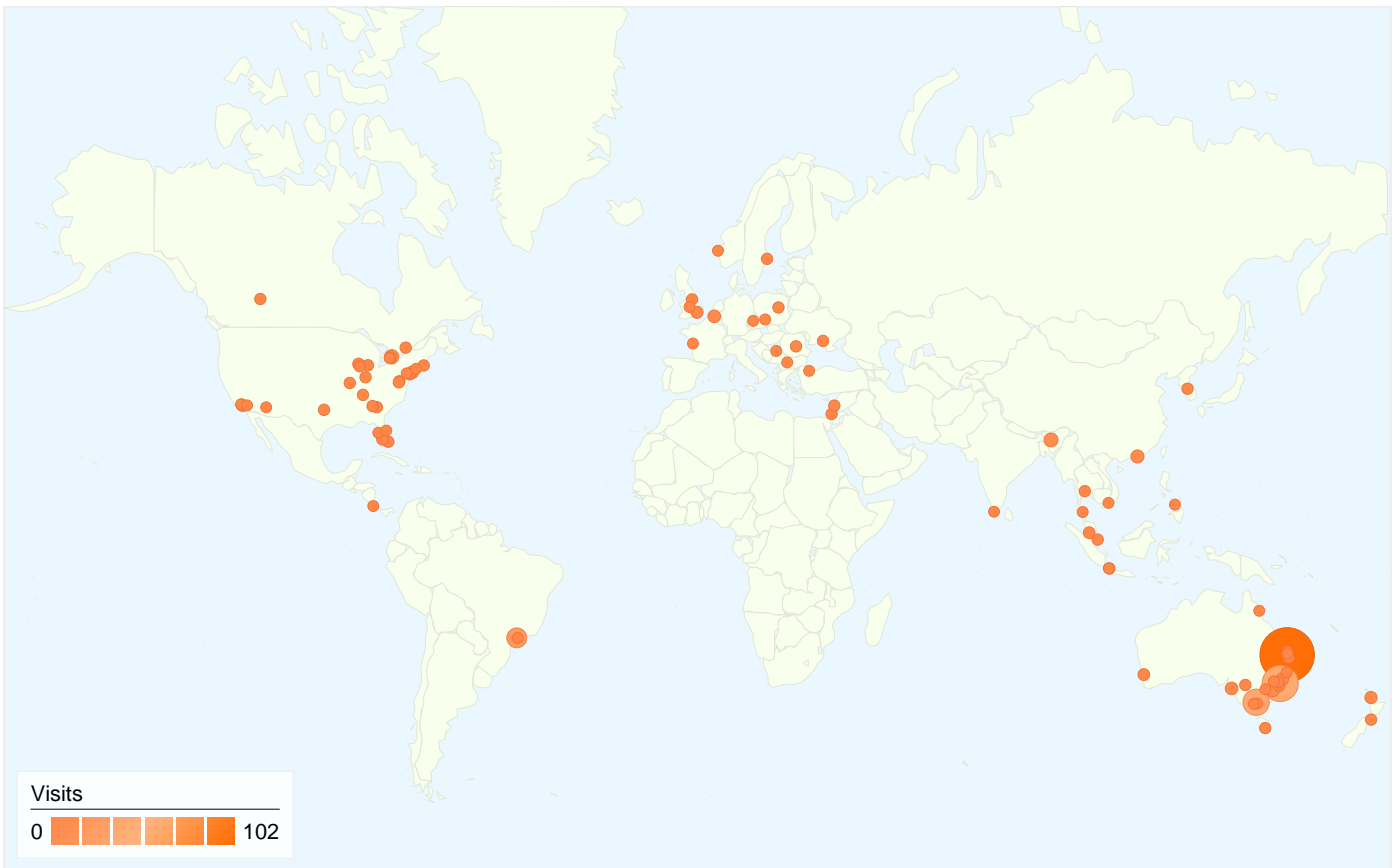
314 visits came from 30 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
314 Previous: 245 (28.16%)	1.54 Previous: 1.78 (-13.19%)	00:00:51 Previous: 00:01:00 (-14.85%)	79.94% Previous: 94.69% (-15.58%)	67.83% Previous: 66.94% (1.34%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Australia					
1 September 2009 - 30 September 2009	223	1.53	00:00:57	87.44%	69.06%
1 August 2009 - 31 August 2009	215	1.85	00:01:02	93.95%	65.12%
% Change	3.72%	-16.94%	-7.24%	-6.93%	6.05%
United States					
1 September 2009 - 30 September 2009	22	1.50	00:00:34	95.45%	77.27%
1 August 2009 - 31 August 2009	10	1.60	00:02:22	100.00%	60.00%
% Change	120.00%	-6.25%	-76.36%	-4.55%	28.79%
Brazil					
1 September 2009 - 30 September 2009	21	1.67	00:00:00	0.00%	33.33%
1 August 2009 - 31 August 2009	1	1.00	00:00:00	100.00%	100.00%
% Change	2,000.00%	66.67%	0.00%	-100.00%	-66.67%
Canada					

1 September 2009 - 30 September 2009	10	1.10	00:00:04	50.00%	90.00%
1 August 2009 - 31 August 2009	2	1.00	00:00:00	100.00%	100.00%
% Change	400.00%	10.00%	100.00%	-50.00%	-10.00%
India					
1 September 2009 - 30 September 2009	7	2.00	00:03:03	42.86%	42.86%
1 August 2009 - 31 August 2009	1	1.00	00:00:00	100.00%	100.00%
% Change	600.00%	100.00%	100.00%	-57.14%	-57.14%
Hong Kong					
1 September 2009 - 30 September 2009	5	3.20	00:02:48	20.00%	40.00%
1 August 2009 - 31 August 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
United Kingdom					
1 September 2009 - 30 September 2009	4	2.00	00:00:36	100.00%	50.00%
1 August 2009 - 31 August 2009	1	1.00	00:00:00	100.00%	100.00%
% Change	300.00%	100.00%	100.00%	0.00%	-50.00%
Belgium					
1 September 2009 - 30 September 2009	4	1.00	00:00:00	100.00%	100.00%
1 August 2009 - 31 August 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	100.00%	100.00%
New Zealand					
1 September 2009 - 30 September 2009	4	1.25	00:00:49	100.00%	75.00%
1 August 2009 - 31 August 2009	1	1.00	00:00:00	100.00%	100.00%
% Change	300.00%	25.00%	100.00%	0.00%	-25.00%
Malaysia					
1 September 2009 - 30 September 2009	2	1.50	00:00:04	100.00%	50.00%
1 August 2009 - 31 August 2009	1	1.00	00:00:00	100.00%	100.00%
% Change	100.00%	50.00%	100.00%	0.00%	-50.00%

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314 visits came from 86 cities

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
314 Previous: 245 (28.16%)	1.54 Previous: 1.78 (-13.19%)	00:00:51 Previous: 00:01:00 (-14.85%)	79.94% Previous: 94.69% (-15.58%)	67.83% Previous: 66.94% (1.34%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Brisbane					
1 September 2009 - 30 September 2009	102	1.73	00:01:23	81.37%	60.78%
1 August 2009 - 31 August 2009	103	1.90	00:01:15	95.15%	63.11%
% Change	-0.97%	-9.32%	10.84%	-14.48%	-3.68%
Sydney					
1 September 2009 - 30 September 2009	59	1.36	00:00:26	89.83%	76.27%
1 August 2009 - 31 August 2009	48	2.06	00:01:13	87.50%	62.50%
% Change	22.92%	-34.26%	-64.22%	2.66%	22.03%
Melbourne					
1 September 2009 - 30 September 2009	36	1.25	00:00:51	97.22%	80.56%
1 August 2009 - 31 August 2009	27	1.78	00:00:50	100.00%	70.37%
% Change	33.33%	-29.69%	0.66%	-2.78%	14.47%
Barueri					

1 September 2009 - 30 September 2009	21	1.67	00:00:00	0.00%	33.33%
1 August 2009 - 31 August 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	0.00%	0.00%	100.00%
Don Mills					
1 September 2009 - 30 September 2009	8	1.12	00:00:05	37.50%	87.50%
1 August 2009 - 31 August 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Guwahati					
1 September 2009 - 30 September 2009	7	2.00	00:03:03	42.86%	42.86%
1 August 2009 - 31 August 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Canberra					
1 September 2009 - 30 September 2009	6	1.00	00:00:00	100.00%	100.00%
1 August 2009 - 31 August 2009	4	1.75	00:00:13	100.00%	50.00%
% Change	50.00%	-42.86%	-100.00%	0.00%	100.00%
Hong Kong					
1 September 2009 - 30 September 2009	5	3.20	00:02:48	20.00%	40.00%
1 August 2009 - 31 August 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Newcastle					
1 September 2009 - 30 September 2009	4	1.75	00:01:06	75.00%	50.00%
1 August 2009 - 31 August 2009	1	2.00	00:00:35	100.00%	0.00%
% Change	300.00%	-12.50%	89.29%	-25.00%	100.00%
Adelaide					
1 September 2009 - 30 September 2009	4	1.25	00:00:10	100.00%	75.00%
1 August 2009 - 31 August 2009	5	1.40	00:00:04	80.00%	80.00%
% Change	-20.00%	-10.71%	143.75%	25.00%	-6.25%

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