



Urchin Quarterly Report

Report: Summary

| | 01/01/2007 - 01/31/2007 | 02/01/2007 - 02/28/2007 | 03/01/2007 - 03/31/2007 | 04/01/2007 - 04/30/2007 | 05/01/2007 - 05/31/2007 | 06/01/2007 - 06/30/2007 | 07/01/2007 - 07/31/2007 |
|-----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Total Sessions | 941 | 1,128 | 1,128 | 1,191 | 1,773 | 3,135 | 2,570 |
| Total Pageviews | 3,997 | 5,572 | 5,335 | 6,441 | 9,929 | 11,121 | 12,313 |
| Total Hits | 23,961 | 36,046 | 29,955 | 35,214 | 59,898 | 66,128 | 76,797 |
| Total Bytes Transferred | 894.00 MB | 1.18 GB | 1.28 GB | 2.61 GB | 3.94 GB | 3.65 GB | 5.39 GB |
| Average Sessions Per Day | 30.35 | 40.29 | 36.39 | 39.7 | 57.19 | 104.5 | 82.90 |
| Average Pageviews Per Day | 128.94 | 199 | 172.1 | 214.7 | 320.29 | 370.7 | 397.19 |
| Average Hits Per Day | 772.94 | 1,287.36 | 966.29 | 1,173.80 | 1,932.19 | 2,204.27 | 2477.32 |
| Average Bytes Transferred Per Day | 28.84 MB | 43.31 MB | 42.12 MB | 88.94 MB | 130.21 MB | 124.69 MB | 179.09 MB |
| Average Pageviews Per Session | 4.25 | 4.94 | 4.73 | 5.41 | 5.6 | 3.55 | 4.79 |
| Average Hits Per Session | 25.46 | 31.96 | 26.56 | 29.57 | 33.78 | 21.09 | 29.88 |
| Average Bytes Per Session | 972.86 KB | 1.08 MB | 1.16 MB | 2.24 MB | 2.28 MB | 1.19 MB | 2.15 MB |
| Average Length of Session | 0:03:39 | 0:03:46 | 0:02:24 | 0:02:40 | 0:02:49 | 0:02:13 | 0:02:44 |

Summary

The Summary shows totals and averages for Sessions, Pageviews, Hits, and Bytes for the currently selected Date.

Calculation Methodology

Session: A series of Hits to your site over a specific period of time by one visitor.

Pageview: A request to the web server by a visitor's browser for any web page; this excludes images, javascript.

Hit: Any successful request to a webserver from a visitor's browser.

Bytes: The quantity of network bandwidth used by the files requested during the selected Date Range.

Note

Because Bytes numbers can be very large, abbreviations are used as appropriate, such as MB for megabytes.