

Goals	Name	Value	Description	Goals Overview		
1	Time	10	More than 2 minutes/visit	GCnvrnsn	Goal-1	Goal-2
2	Pages	5	View > 3 pages/visit	91	53	38
23% Conversion rate = GCnvrnsn/Visits_Enter				\$721	\$530	\$191

**GOALS OVERVIEW**

**KEYWORDS**

	Goal Cnvt	Goal Value	Visits	KeyWds Pg/Vst	Hr:Mn:Sc Time	NewVst	Rate Bounce
<b>MAX</b>	32%	\$1,070	283	413	2:22	90%	78%
<b>AVE</b>	24%	\$721	249	338	1:45	82%	73%
<b>MIN</b>	12%	\$420	145	227	0:56	76%	66%

**TOP CONTENT**

	Pgs	PgView	UnPgVw	Time	Bounce	Exit	Index\$
<b>MAX</b>	70	1,021	686	3:25	75%	58%	\$4.60
<b>AVE</b>	60	770	547	2:03	70%	51%	\$3.65
<b>MIN</b>	52	530	372	1:16	65%	43%	\$1.93

**TOP LANDING PAGES**

INDEX / HOME PAGE							Visits	#	Rate	Index	
	PgView	UnPgVw	Time	Bounce	Exit	\$Index	Pgs	Enter	Bounce	Bounce	Enter
<b>MAX</b>	315	202	3:54	66%	58%	\$9.52	48	469	311	75%	193
<b>AVE</b>	141	89	2:17	55%	47%	\$5.83	42	392	273	70%	84
<b>MIN</b>	87	56	1:25	41%	32%	\$1.67	37	260	186	65%	52

**TRAFFIC SOURCES PERFORMANCE**

**NEW VS. RETURNING**

	Visits	Pg/Vst	Time	NewVst	Bounce
<b>New</b>	314	1.68	1:30	100%	72%
<b>Return</b>	78	2.69	3:49	0%	62%
<b>All</b>	392	1.97	1:57	80%	70%

Q1 Why is /best different from /Best?

**HOME PAGE: SECOND QUARTER**

	PgViews	mm:ss	Bounce	Exit	
	PgViews	Unique	Time	Bounce	Exit
New	1,096	744	2:02	62%	53%
Return	714	439	2:19	45%	41%
All	1,810	1,183	2:23	56%	48%

Q2. How is unique PgView different from PgView?

**SUMMARY**

70% Average Bounce rate: top landing page      2:03 Ave time spent on a page view  
 55% Average Bounce rate on index page      2:17 Ave time spent on Index page  
 22% Percentage of Entries (Visits) that enter on the Index (home) page  
 15% Percentage of Home page visitors that go to Statistical Literacy tab

**CONCLUSIONS:**

- 1 Bounce rate (62-72%) seems high.      55% Index page bounce rate too high
- 2 Exit rate (51%) seems high      47% Index page exit rate too high
- 3 Time spent per visit (1:30 to 3:49) seems low.

**ACTIONS (Done in late June)**

- 1 Make home page simpler and friendlier. Move professional to 2011 WIP.
- 2 Subdivide book authors into two groups: Trade and Academic
- 3 Emphasize non-technical (Trade)

## TOP PAGES (# per Quarter: 13 weeks)

Bounce% = Bounces from page / Enters

Exit% = Exits from page / Page Views of page

## SORT BY ENTERS

## SORT BY PAGE VIEWS

Enters	Bounce	Page	PgViews	Exit%	Enters	Bounce	Page	PgViews	Exit%
1082	56%	/ Index Home Pg	1810	48%	1082	56%	/ Index Home Pg	1810	48%
544	78%	Adult Numeracy	788	68%	544	78%	Adult Numeracy	788	68%
438	81%	best	534	79%	438	81%	best	534	79%
300	77%	Wainer	429	66%	170	61%	StatLit2010	444	46%
292	88%	standardizing	331	85%	300	77%	Wainer	429	66%
197	79%	Bracey	290	67%	34	62%	<i>IStatLit</i>	415	10%
183	80%	QL3	245	73%	292	88%	standardizing	331	85%
175	77%	Gigerenzer	271	63%	197	79%	Bracey	290	67%
170	61%	StatLit2010	444	46%	78	68%	Articles	281	43%
160	68%	StatLit2008	271	59%	157	59%	StatLit2009	280	55%
157	59%	StatLit2009	280	55%	175	77%	Gigerenzer	271	63%
97	86%	<i>IStatReasoning</i>	250	46%	160	68%	StatLit2008	271	59%
84	73%	US-ISLP	168	54%	97	86%	<i>IStatReasoning</i>	250	46%
83	70%	QL2	170	46%	183	80%	QL3	245	73%
78	68%	Articles	281	43%	13	23%	<i>INumeracy</i>	191	10%
53	57%	StatLit2007	84	57%	7	71%	NumeracyNNN	191	10%
50	74%	<b>Best (dupe)</b>	132	49%	36	64%	Schild	179	35%
49	80%	paulos	58	81%	7	43%	<i>IStatLitNews</i>	173	6%
46	72%	QLit	145	46%	83	70%	QL2	170	46%
38	76%	SL2003	56	66%	84	73%	US-ISLP	168	54%
37	62%	StatLit2004	52	69%	9	56%	<i>IAuthors</i>	156	12%
36	64%	Schild	179	35%	46	72%	QLit	145	46%
36	67%	Whitin	97	36%	50	74%	<b>Best (dupe)</b>	132	49%
34	62%	<i>IStatLit</i>	415	10%	36	67%	Whitin	97	36%
29	59%	StatLit2006	61	48%	53	57%	StatLit2007	84	57%
28	75%	Miller	69	42%	26	69%	Winkler	73	44%
26	15%	<i>IStatLit</i>	48	65%	28	75%	Miller	69	42%
26	69%	Winkler	73	44%	7	57%	StatLitSite	69	23%
24	75%	<b>Standardizing</b>	66	42%	22	77%	Haack	68	41%
23	70%	NumeracyBooks	61	41%	24	75%	<b>Standardizing</b>	66	42%
22	77%	Haack	68	41%	29	59%	StatLit2006	61	48%
22	86%	SR3	38	74%	23	70%	NumeracyBooks	61	41%
16	81%	SR1	36	56%	49	80%	paulos	58	81%
14	64%	IL1	46	30%	38	76%	SL2003	56	66%
13	23%	<i>INumeracy</i>	191	10%	37	62%	StatLit2004	52	69%
13	62%	StatLit2005	23	61%	26	15%	<i>IStatLit</i>	48	65%
13	77%	StatLitHistory	46	46%	7	43%	<b>Paulos</b>	48	25%
9	56%	<i>IAuthors</i>	156	12%	14	64%	IL1	46	30%
8	38%	Survey	19	32%	13	77%	StatLitHistory	46	46%
7	43%	<i>IStatLitNews</i>	173	6%	7	43%	Books	42	29%
7	43%	Books	42	29%	22	86%	SR3	38	74%
7	71%	NumeracyNNN	191	10%	16	81%	SR1	36	56%
7	43%	<b>Paulos</b>	48	25%	3	100%	Brignell	30	33%
7	57%	StatLitSite	69	23%	13	62%	StatLit2005	23	61%
5	60%	<b>survey</b>	5	60%	8	38%	Survey	19	32%
3	100%	Brignell	30	33%	2	100%	StatLit2004	12	33%
2	100%	StatLit2004	12	33%	5	60%	<b>survey</b>	5	60%

## TOP PAGES (# per Quarter: 13 weeks)

Bounce% = Bounces from page / Enters

Exit% = Exits from page / Page Views of page

## SORT BY BOUNCE RATE

## SORT BY EXIT RATE

Enters	Bounce	Page	PgViews	Exit%	Enters	Bounce	Page	PgViews	Exit%
3	100%	Brignell	30	33%	292	88%	standardizing	331	85%
2	100%	StatLit2004	12	33%	49	80%	paulos	58	81%
292	88%	standardizing	331	85%	438	81%	best	534	79%
22	86%	SR3	38	74%	22	86%	SR3	38	74%
97	86%	<i>IStatReasoning</i>	250	46%	183	80%	QL3	245	73%
16	81%	SR1	36	56%	37	62%	StatLit2004	52	69%
438	81%	best	534	79%	544	78%	Adult Numeracy	788	68%
183	80%	QL3	245	73%	197	79%	Bracey	290	67%
49	80%	paulos	58	81%	38	76%	SL2003	56	66%
197	79%	Bracey	290	67%	300	77%	Wainer	429	66%
544	78%	Adult Numeracy	788	68%	26	15%	<b><i>IStatLit</i></b>	48	65%
22	77%	Haack	68	41%	175	77%	Gigerenzer	271	63%
13	77%	StatLitHistory	46	46%	13	62%	StatLit2005	23	61%
300	77%	Wainer	429	66%	5	60%	<b>survey</b>	5	60%
175	77%	Gigerenzer	271	63%	160	68%	StatLit2008	271	59%
38	76%	SL2003	56	66%	53	57%	StatLit2007	84	57%
28	75%	Miller	69	42%	16	81%	SR1	36	56%
24	75%	<b>Standardizing</b>	66	42%	157	59%	StatLit2009	280	55%
50	74%	<b>Best (dupe)</b>	132	49%	84	73%	US-ISLP	168	54%
84	73%	US-ISLP	168	54%	50	74%	<b>Best (dupe)</b>	132	49%
46	72%	QLit	145	46%	1082	56%	/ Index Home Pg	1810	48%
7	71%	NumeracyNNN	191	10%	29	59%	StatLit2006	61	48%
83	70%	QL2	170	46%	46	72%	QLit	145	46%
23	70%	NumeracyBooks	61	41%	170	61%	StatLit2010	444	46%
26	69%	Winkler	73	44%	83	70%	QL2	170	46%
78	68%	Articles	281	43%	13	77%	StatLitHistory	46	46%
160	68%	StatLit2008	271	59%	97	86%	<i>IStatReasoning</i>	250	46%
36	67%	Whitin	97	36%	26	69%	Winkler	73	44%
14	64%	IL1	46	30%	78	68%	Articles	281	43%
36	64%	Schild	179	35%	24	75%	<b>Standardizing</b>	66	42%
37	62%	StatLit2004	52	69%	28	75%	Miller	69	42%
34	62%	<i>IStatLit</i>	415	10%	22	77%	Haack	68	41%
13	62%	StatLit2005	23	61%	23	70%	NumeracyBooks	61	41%
170	61%	StatLit2010	444	46%	36	67%	Whitin	97	36%
5	60%	<b>survey</b>	5	60%	36	64%	Schild	179	35%
29	59%	StatLit2006	61	48%	3	100%	Brignell	30	33%
157	59%	StatLit2009	280	55%	2	100%	StatLit2004	12	33%
7	57%	StatLitSite	69	23%	8	38%	Survey	19	32%
53	57%	StatLit2007	84	57%	14	64%	IL1	46	30%
1082	56%	/ Index Home Pg	1810	48%	7	43%	Books	42	29%
9	56%	<i>IAuthors</i>	156	12%	7	43%	<b>Paulos</b>	48	25%
7	43%	<i>IStatLitNews</i>	173	6%	7	57%	StatLitSite	69	23%
7	43%	Books	42	29%	9	56%	<i>IAuthors</i>	156	12%
7	43%	<b>Paulos</b>	48	25%	13	23%	<i>INumeracy</i>	191	10%
8	38%	Survey	19	32%	7	71%	NumeracyNNN	191	10%
13	23%	<i>INumeracy</i>	191	10%	34	62%	<i>IStatLit</i>	415	10%
26	15%	<b><i>IStatLit</i></b>	48	65%	7	43%	<i>IStatLitNews</i>	173	6%

**2011Q2 TOP CONTENT PAGES RETURNING VISITORS**  
Select: PageViews > 7

Sort by Page Views

Sort by Ave Time

Page	Pgviews		Avg. Time	Source	Rat %	Exit	\$ Index	Avg. Time Page
	PgViews	Unique						
/ [home]	714	439	02:19	45%	41%	6.67	11:01 /gc/	
/1StatLit.htm	212	150	00:11	13%	6%	6.47	07:42 /GC/	
/AdultNumeracy.htm	205	173	03:01	94%	83%	1.27	06:41 /US-ISLP.htm	
/Articles.htm	164	89	04:49	63%	42%	6.97	05:33 /StatLit2008.htm	
/StatLit2010.htm	134	74	03:16	59%	32%	6.89	04:49 /Articles.htm	
/Wainer.htm	92	73	02:30	83%	63%	3.42	03:45 /best.htm	
/Schield.htm	89	50	02:17	38%	31%	7.4	03:16 /StatLit2010.htm	
/1StatLitNews.htm	83	60	00:27	33%	7%	4.67	03:14 /Books.htm	
/1StatReasoning.htm	82	70	01:16	91%	45%	2.5	03:11 /QLit.htm	
/best.htm	73	56	03:45	72%	67%	1.79	03:01 /AdultNumeracy.htm	
/1Authors.htm	65	45	00:56	43%	9%	3.33	02:59 /QL3.htm	
/QL2.htm	58	22	01:37	50%	26%	7.5	02:54 /Best.htm	
/StatLit2009.htm	55	43	01:24	70%	47%	4.88	02:48 /Miller.htm	
/US-ISLP.htm	51	21	06:41	55%	33%	7.86	02:37 /Brignell.htm	
/1Numeracy.htm	50	36	00:41	20%	8%	5.97	02:30 /Wainer.htm	
/Gigerenzer.htm	45	37	02:03	79%	56%	2.97	02:19 / [home]	
/Whitin.htm	42	17	01:07	50%	12%	2.35	02:17 /Schield.htm	
/Best.htm	40	27	02:54	58%	35%	2.78	02:10 /StatLitSite.htm	
/QLit.htm	39	26	03:11	80%	33%	3.85	02:09 /StatLit2007.htm	
/GC/	37	19	07:42	35%	24%	8.68	02:03 /Gigerenzer.htm	
/StatLitSite.htm	34	26	02:10	57%	32%	4.81	01:51 /Winkler.htm	
/Winkler.htm	32	23	01:51	50%	25%	2.39	01:46 /NumeracyNNN.htm	
/Miller.htm	31	15	02:48	25%	19%	8.67	01:44 /Haack.htm	
/StatLit2008.htm	29	14	05:33	67%	31%	4.29	01:40 /Tools.htm	
/Bracey.htm	27	24	01:30	93%	52%	1.46	01:37 /QL2.htm	
/NumeracyNNN.htm	22	12	01:46	50%	32%	10	01:30 /Bracey.htm	
/QL3.htm	21	11	02:59	25%	33%	<b>10.91</b>	01:25 /SR1.htm	
/Books.htm	19	16	03:14	25%	26%	4.06	01:24 /StatLit2009.htm	
/Standardizing.htm	18	17	00:25	67%	28%	4.41	01:16 /1StatReasoning.htm	
/Brignell.htm	16	12	02:37	0%	25%	1.67	01:16 /Paulos.htm	
/Haack.htm	16	12	01:44	0%	19%	4.58	01:07 /Whitin.htm	
/Tools.htm	15	11	01:40	0%	13%	1.36	00:56 /1Authors.htm	
/StatLitHistory.htm	14	9	00:46	100%	43%	0	00:46 /StatLitHistory.htm	
/gc/	13	8	11:01	0%	15%	<b>13.75</b>	00:46 /Survey/	
/Survey/	13	3	00:46	0%	15%	<b>28.33</b>	00:41 /1Numeracy.htm	
/standardizing.htm	13	11	00:22	73%	77%	0.45	00:33 /IL1.htm	
/Paulos.htm	12	12	01:16	100%	8%	4.17	00:28 /NumeracyBooks.htm	
/NumeracyBooks.htm	12	9	00:28	100%	17%	2.78	00:27 /1StatLitNews.htm	
/StatLit2007.htm	10	3	02:09	0%	10%	0	00:25 /Standardizing.htm	
/IL1.htm	10	6	00:33	0%	20%	4.17	00:22 /standardizing.htm	
/SR1.htm	9	8	01:25	50%	22%	0	00:11 /1StatLit.htm	

2011Q2		TOP CONTENT PAGES				NEW VISITORS				
Sort by PageViews							Sort by Ave Time on Page			
Page Title	None	Pageviews	Unique Pa.	Time on I	Bounce Ra	% Exit	\$ Index	AvgTime	Page Title	ID
[Index.html]		1109	757	02:26	62%	54%	5.17	07:12	StatLit Surveys of Tabl	45
Adult Numeracy		588	399	01:28	70%	63%	3.72	05:30	Language Decoder: Ra	38
Joel Best		559	462	01:48	82%	77%	1.76	04:18	StatLit 2005	41
Standardizing		370	330	02:14	88%	81%	1.14	03:45	David & Phyllis Whitii	26
Howard Wainer		339	263	01:39	75%	67%	2.62	03:19	/ [Index]	8
StatLit 2010		313	206	02:15	61%	52%	4.27	03:15	US ISLP Poster Comp	16
Gerald Bracey		266	198	02:09	77%	68%	2.98	03:02	S/R Resources	39
/ [Index]		245	177	03:19	56%	22%	5.65	02:55	StatLit 2003	28
StatLit 2008		243	171	01:35	68%	62%	1.96	02:36	StatLit TextBook	21
Gerd Gigerenzer		232	170	02:14	76%	66%	3	02:36	StatLit History	37
StatLit 2009		228	155	01:42	58%	57%	2.58	02:27	StatLit Papers	15
Q/L Textbooks		224	192	01:47	81%	76%	0.81	02:26	<b>StatLit.Org</b>	1
Statistical Reasoning		170	148	00:44	84%	46%	2.84	02:15	StatLit 2010	6
Numeracy		141	101	00:28	25%	11%	4.7	02:15	Q/L Activities	17
StatLit Papers		124	87	02:27	71%	54%	3.51	02:15	StatLit Tools	33
US ISLP Poster Comp		118	87	03:15	74%	63%	2.93	02:14	Standardizing	4
Q/L Activities		115	85	02:15	75%	57%	3.18	02:14	Gerd Gigerenzer	10
Q/L Resources		106	76	01:48	69%	51%	4.08	02:13	Jane Miller	31
StatLit 2007		100	63	01:06	58%	51%	2.62	02:09	Gerald Bracey	7
John Paulos		95	78	01:19	75%	61%	2.31	01:59	StatLit 2006	25
StatLit TextBook		93	65	02:36	79%	40%	3.54	01:48	Joel Best	3
Authors		91	72	00:45	100%	13%	5.76	01:48	Q/L Resources	18
StatLit News		90	62	00:26	100%	4%	6.13	01:47	Q/L Textbooks	12
StatLit 2004		64	45	00:51	63%	63%	1.78	01:42	StatLit 2009	11
StatLit 2006		57	34	01:59	56%	46%	4.12	01:39	Howard Wainer	5
David & Phyllis Whitii		56	40	03:45	70%	55%	4.88	01:35	StatLit 2008	9
StatLit 2003		52	46	02:55	76%	69%	1.52	01:28	Adult Numeracy	2
Dennis Haack		52	39	01:23	81%	48%	3.59	01:27	Othmar Winkler	30
Numeracy Books		49	36	01:07	67%	47%	3.75	01:23	Dennis Haack	27
Othmar Winkler		42	34	01:27	76%	60%	2.06	01:19	John Paulos	20
Jane Miller		39	34	02:13	84%	62%	2.35	01:07	Numeracy Books	29
NumeracyNNN		38	25	01:07	80%	34%	2.8	01:07	NumeracyNNN	32
StatLit Tools		37	20	02:15	50%	24%	1.5	01:06	StatLit 2007	19
Info Literacy		36	18	00:47	75%	33%	10	00:51	StatLit 2004	24
StatLit Site		35	19	00:49	0%	14%	2.63	00:51	StatLit Books	40
StatLit History		32	23	02:36	70%	47%	4.57	00:49	StatLit Site	35
S/R Textbooks		32	29	00:25	86%	78%	0.17	00:47	Info Literacy	34
Language Decoder: Ra		30	18	05:30	50%	43%	8.33	00:45	Authors	22
S/R Resources		28	24	03:02	87%	68%	2.5	00:44	Statistical Reasoning	13
StatLit Books		23	17	00:51	67%	30%	2.35	00:32	John Brignell	43
StatLit 2005		22	16	04:18	62%	64%	2.5	00:28	Numeracy	14
Web Demo		17	15	00:17	0%	47%	2.33	00:26	StatLit News	23
John Brignell		14	13	00:32	100%	43%	1.54	00:25	S/R Textbooks	36
StatLit Surveys of Tab		9	8	07:12	50%	56%	4.38	00:25	Michael Blastland	52
Michael Blastland		1	1	00:25	0%	0%	0	00:17	Web Demo	42













