

Site Usage

2,282,300 Visits

52.53% Bounce Rate

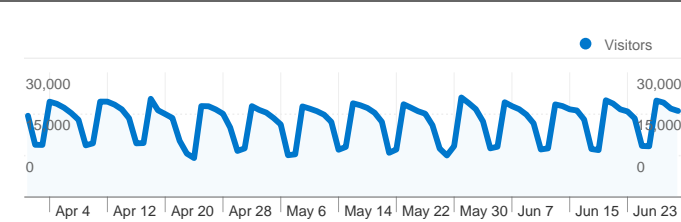
5,153,598 Pageviews

00:02:21 Avg. Time on Site

2.26 Pages/Visit

27.97% % New Visits

Visitors Overview

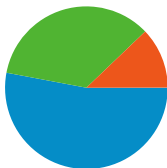


Visitors
825,115

Content Overview

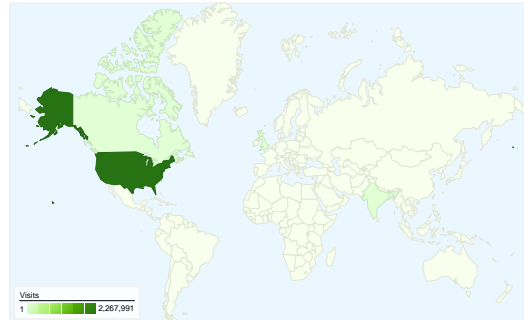
Pages	Pageviews	% Pageviews
/default.htm	1,390,014	26.97%
/tax/default.htm	935,615	18.15%
/libraries/default.htm	437,579	8.49%
/employment/default.htm	129,286	2.51%
/libraries/locations/default.htm	76,801	1.49%

Traffic Sources Overview



- **Search Engines**
1,208,650.00 (52.96%)
- **Direct Traffic**
796,489.00 (34.90%)
- **Referring Sites**
276,773.00 (12.13%)
- **Other**
388 (0.02%)

Map Overlay



Browsers		
Browser	Visits	% visits
Internet Explorer	1,534,536	67.24%
Firefox	361,728	15.85%
Safari	214,945	9.42%
Chrome	137,724	6.03%
Android Browser	16,013	0.70%

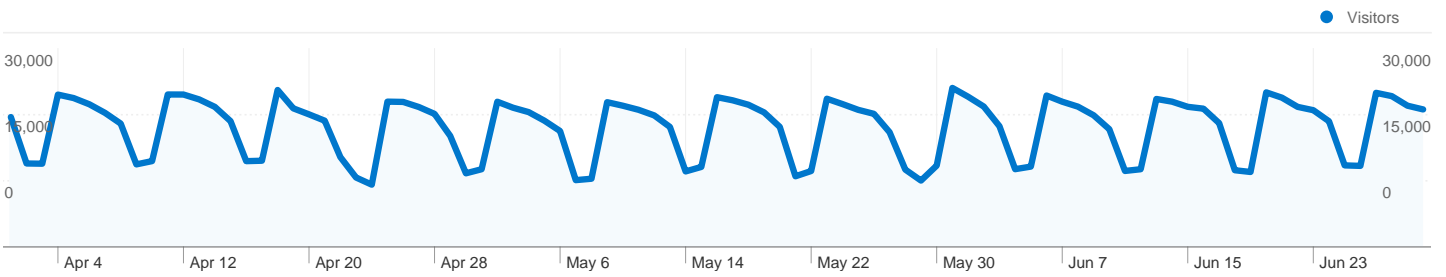
Browser: Internet Explorer		
Browser Version	Visits	% visits
8.0	1,148,075	74.82%
7.0	262,423	17.10%
9.0	73,345	4.78%
6.0	50,598	3.30%
999.1	64	> 0.00%

Browser: Firefox		
Browser Version	Visits	% visits
4.0.1	97,395	26.92%
3.6.16	83,004	22.95%
3.6.17	61,527	17.01%
4.0	30,809	8.52%
3.6.13	11,810	3.26%

Browser: Safari		
Browser Version	Visits	% visits
533.21.1	61,468	28.60%
6533.18.5	51,179	23.81%
533.20.27	27,560	12.82%
533.19.4	25,326	11.78%
533.1	15,668	7.29%

Browser: Chrome		
Browser Version	Visits	% visits
10.0.648.204	28,855	20.95%
12.0.742.100	19,978	14.51%
11.0.696.68	16,260	11.81%
10.0.648.205	14,359	10.43%
11.0.696.71	14,129	10.26%

Browsers and OS		
Browser and OS	Visits	% visits
Internet Explorer / Windows	1,534,157	67.22%
Firefox / Windows	318,612	13.96%
Chrome / Windows	125,323	5.49%
Safari / Macintosh	124,350	5.45%
Firefox / Macintosh	36,647	1.61%



825,115 people visited this site

2,282,300 Visits

825,115 Absolute Unique Visitors

5,153,598 Pageviews

2.26 Average Pageviews

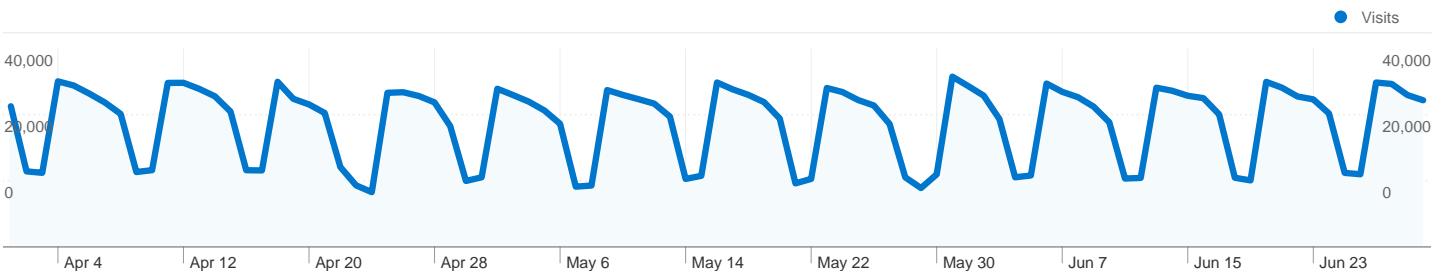
00:02:21 Time on Site

52.53% Bounce Rate




27.97% New Visits

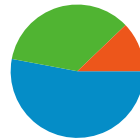
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	1,534,536	67.24%	Unknown	2,282,300	100.00%
Firefox	361,728	15.85%			
Safari	214,945	9.42%			
Chrome	137,724	6.03%			
Android Browser	16,013	0.70%			



All traffic sources sent a total of 2,282,300 visits

-  **34.90%** Direct Traffic
-  **12.13%** Referring Sites
-  **52.96%** Search Engines



- **Search Engines**
1,208,650.00 (52.96%)
- **Direct Traffic**
796,489.00 (34.90%)
- **Referring Sites**
276,773.00 (12.13%)
- **Other**
388 (0.02%)

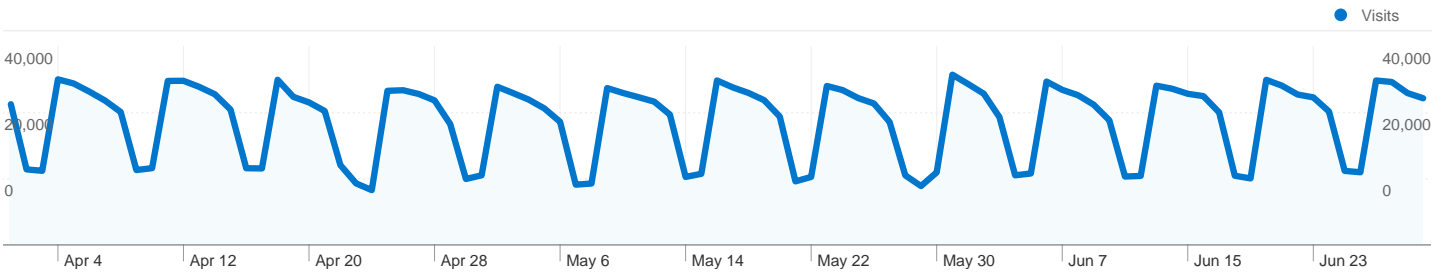
Top Traffic Sources

Sources	Visits	% visits
google (organic)	969,615	42.48%
(direct) ((none))	796,489	34.90%
bing (organic)	120,657	5.29%
yahoo (organic)	88,094	3.86%
services.wakegov.com	44,722	1.96%

Keywords	Visits	% visits
wake county library	86,567	7.16%
wake county	60,727	5.02%
wake county real estate	49,687	4.11%
wake county public library	33,824	2.80%
wake county animal shelter	29,020	2.40%

Browsers

Comparing to: Site

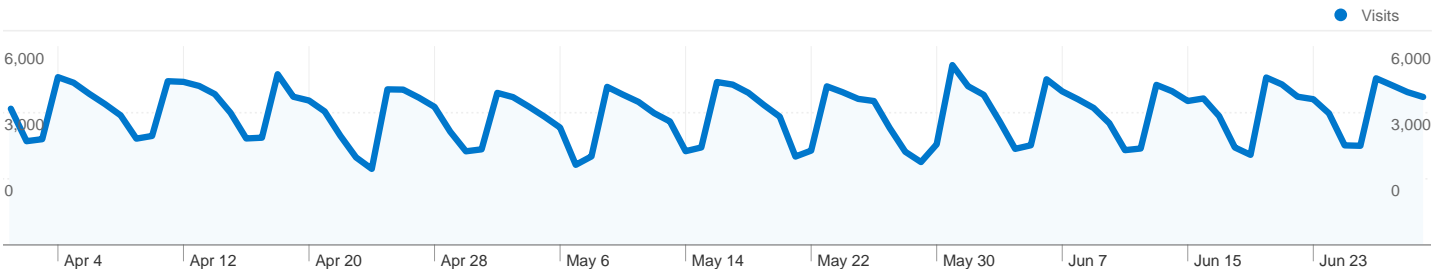


2,282,300 visits used 69 browsers

Site Usage

Visits 2,282,300 % of Site Total: 100.00%	Pages/Visit 2.26 Site Avg: 2.26 (0.00%)	Avg. Time on Site 00:02:21 Site Avg: 00:02:21 (0.00%)	% New Visits 27.98% Site Avg: 27.97% (0.03%)	Bounce Rate 52.53% Site Avg: 52.53% (0.00%)	
Browser	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer	1,534,536	2.25	00:02:34	24.46%	53.15%
Firefox	361,728	2.30	00:02:03	40.62%	48.95%
Safari	214,945	2.03	00:01:36	23.75%	58.94%
Chrome	137,724	2.58	00:02:00	35.88%	45.20%
Android Browser	16,013	2.29	00:02:16	45.01%	51.12%
Mozilla Compatible Agent	4,500	2.12	00:01:28	62.98%	58.76%
IE with Chrome Frame	3,087	2.23	00:02:18	21.87%	50.63%
BlackBerry8530	2,314	1.97	00:01:46	51.17%	51.25%
Opera	2,312	2.51	00:02:26	43.30%	46.45%
BlackBerry9630	759	1.81	00:01:33	56.65%	53.10%

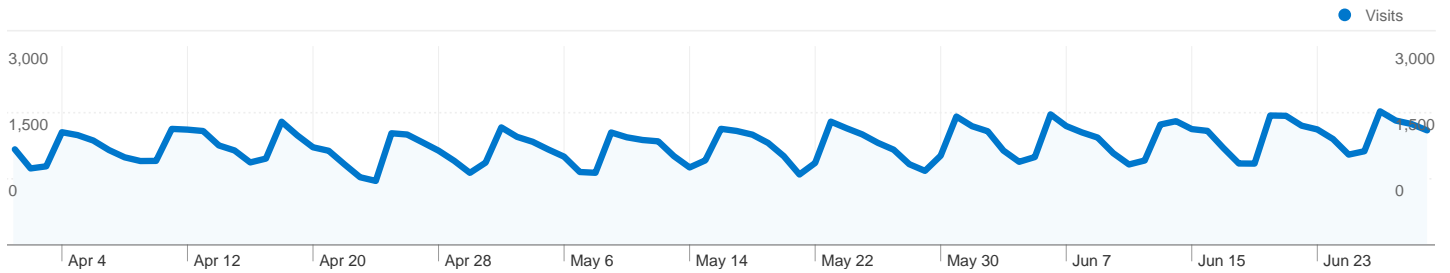
1 - 10 of 69



This browser sent 361,728 visits via 107 browser versions

Site Usage

Visits 361,728 % of Site Total: 15.85%	Pages/Visit 2.30 Site Avg: 2.26 (1.86%)	Avg. Time on Site 00:02:03 Site Avg: 00:02:21 (-12.97%)	% New Visits 40.62% Site Avg: 27.97% (45.22%)	Bounce Rate 48.95% Site Avg: 52.53% (-6.81%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
4.0.1	97,395	2.33	00:02:08	39.14%	48.52%
3.6.16	83,004	2.30	00:02:03	44.11%	49.27%
3.6.17	61,527	2.25	00:01:54	36.67%	48.87%
4.0	30,809	2.33	00:02:00	42.74%	47.45%
3.6.13	11,810	2.27	00:02:07	44.79%	51.27%
5.0	10,895	2.36	00:02:08	39.60%	48.26%
3.6.18	6,952	2.31	00:01:59	37.04%	48.56%
3.5.19	5,692	2.32	00:01:55	36.35%	48.38%
3.6.3	5,323	2.12	00:02:19	31.41%	55.65%
3.0.19	4,877	2.17	00:01:57	39.25%	51.61%
1 - 10 of 107					

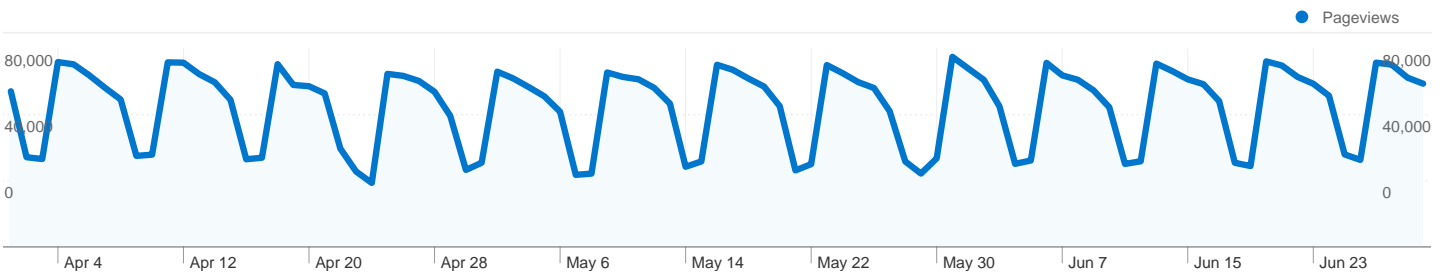


This browser sent 137,724 visits via 241 browser versions

Site Usage

Visits 137,724 % of Site Total: 6.03%	Pages/Visit 2.58 Site Avg: 2.26 (14.15%)	Avg. Time on Site 00:02:00 Site Avg: 00:02:21 (-14.90%)	% New Visits 35.88% Site Avg: 27.97% (28.25%)	Bounce Rate 45.20% Site Avg: 52.53% (-13.96%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
10.0.648.204	28,855	2.56	00:01:57	35.45%	44.82%
12.0.742.100	19,978	2.62	00:02:08	35.97%	44.46%
11.0.696.68	16,260	2.61	00:02:03	35.81%	44.49%
10.0.648.205	14,359	2.54	00:01:56	34.47%	45.43%
11.0.696.71	14,129	2.59	00:01:59	36.05%	45.44%
11.0.696.60	10,305	2.57	00:01:55	33.93%	46.46%
11.0.696.65	9,279	2.59	00:02:02	35.98%	44.96%
12.0.742.91	8,659	2.63	00:02:06	36.45%	44.12%
11.0.696.77	3,857	2.60	00:02:01	37.05%	45.19%
12.0.742.112	2,034	2.60	00:01:58	35.50%	44.35%

1 - 10 of 241



Pages on this site were viewed a total of 5,153,598 times

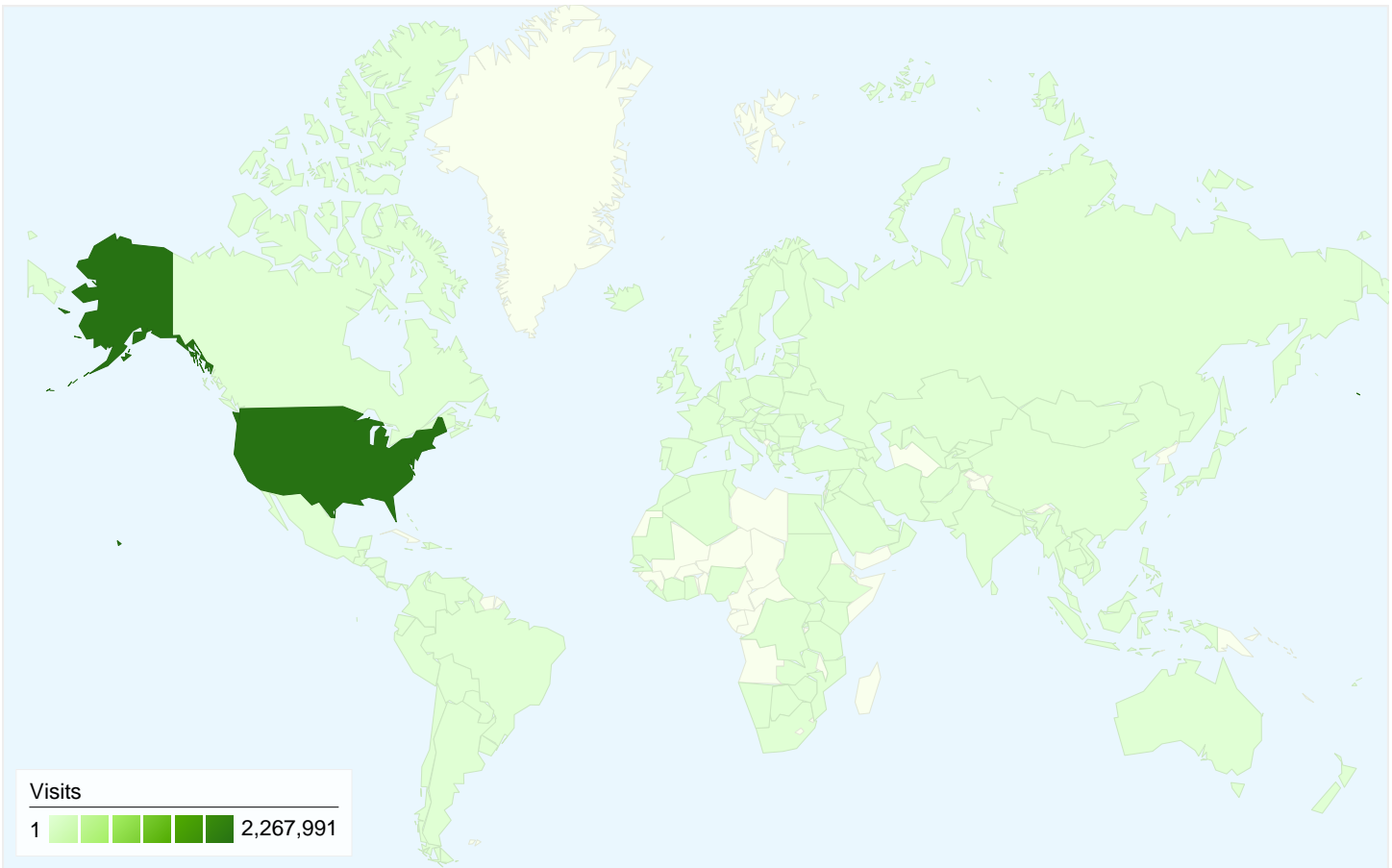
5,153,598 Pageviews

3,959,171 Unique Views

52.53% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/default.htm	1,390,014	26.97%
/tax/default.htm	935,615	18.15%
/libraries/default.htm	437,579	8.49%
/employment/default.htm	129,286	2.51%
/libraries/locations/default.htm	76,801	1.49%

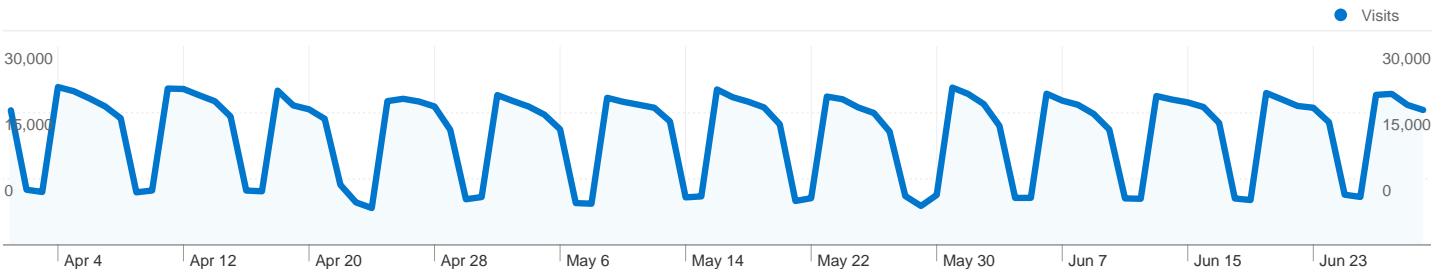


2,282,300 visits came from 162 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	2,267,991	2.26	00:02:21	27.78%	52.49%
Canada	3,888	2.15	00:01:36	35.19%	52.57%
India	1,624	2.22	00:01:33	69.95%	53.45%
(not set)	1,217	2.42	00:02:09	53.57%	49.96%
United Kingdom	913	1.94	00:01:06	75.47%	68.24%
Philippines	847	3.22	00:02:13	59.86%	59.74%
Australia	467	1.61	00:00:46	58.24%	79.01%
Germany	368	2.21	00:01:54	68.21%	57.07%
China	271	2.02	00:01:52	64.58%	50.18%

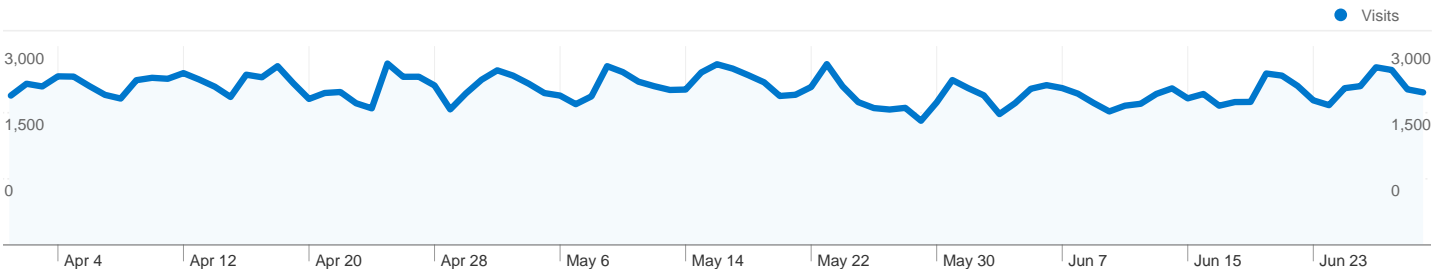
Mexico	230	2.25	00:01:36	69.13%	66.52%
					1 - 10 of 162



This browser sent 1,534,536 visits via 9 browser versions

Site Usage

Visits 1,534,536 % of Site Total: 67.24%	Pages/Visit 2.25 Site Avg: 2.26 (-0.27%)	Avg. Time on Site 00:02:34 Site Avg: 00:02:21 (9.11%)	% New Visits 24.46% Site Avg: 27.97% (-12.54%)	Bounce Rate 53.15% Site Avg: 52.53% (1.18%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
8.0	1,148,075	2.18	00:02:47	21.89%	55.67%
7.0	262,423	2.41	00:01:51	31.78%	46.38%
9.0	73,345	2.75	00:02:19	37.19%	40.86%
6.0	50,598	2.33	00:01:41	26.42%	48.91%
999.1	64	2.19	00:01:55	53.12%	42.19%
5.5	26	3.08	00:03:45	46.15%	26.92%
5.01	3	3.33	00:04:17	100.00%	33.33%
4.01	1	3.00	00:05:35	100.00%	0.00%
6.5	1	2.00	00:00:03	0.00%	0.00%

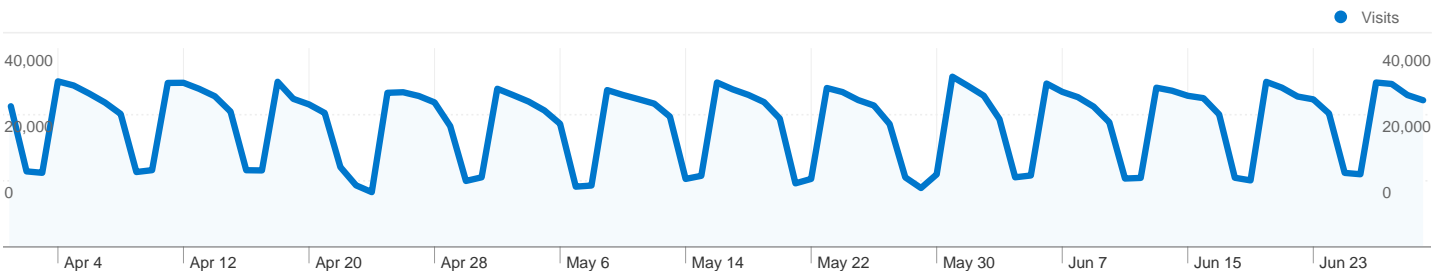


This browser sent 214,945 visits via 74 browser versions

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
214,945 % of Site Total: 9.42%	2.03 Site Avg: 2.26 (-10.08%)	00:01:36 Site Avg: 00:02:21 (-32.14%)	23.75% Site Avg: 27.97% (-15.11%)	58.94% Site Avg: 52.53% (12.20%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
533.21.1	61,468	1.88	00:01:22	12.98%	64.94%
6533.18.5	51,179	2.22	00:01:44	36.69%	50.84%
533.20.27	27,560	1.91	00:01:23	13.80%	63.52%
533.19.4	25,326	1.92	00:01:32	13.85%	63.20%
533.1	15,668	2.19	00:01:55	44.84%	53.56%
533.18.5	5,405	1.89	00:01:26	14.15%	64.51%
531.21.10	5,277	2.26	00:01:45	22.44%	52.85%
530.17	4,741	2.54	00:03:14	42.84%	50.45%
6531.22.7	4,530	1.92	00:01:21	35.61%	56.07%
528.16	2,678	1.95	00:01:37	28.79%	56.83%

1 - 10 of 74



2,282,300 visits used 128 browser and OS combinations

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
2,282,300 % of Site Total: 100.00%	2.26 Site Avg: 2.26 (0.00%)	00:02:21 Site Avg: 00:02:21 (0.00%)	27.98% Site Avg: 27.97% (0.03%)	52.53% Site Avg: 52.53% (0.00%)	
Browser and OS	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer / Windows	1,534,157	2.25	00:02:34	24.46%	53.15%
Firefox / Windows	318,612	2.31	00:02:04	41.05%	48.78%
Chrome / Windows	125,323	2.59	00:02:02	35.42%	44.97%
Safari / Macintosh	124,350	1.93	00:01:27	14.03%	63.20%
Firefox / Macintosh	36,647	2.26	00:01:52	36.70%	49.98%
Safari / iPhone	29,737	2.00	00:01:24	37.43%	54.55%
Safari / iPad	26,930	2.45	00:02:08	33.80%	46.85%
Safari / Android	19,306	2.24	00:02:15	45.52%	52.82%
Android Browser / Android	16,013	2.29	00:02:16	45.01%	51.12%
Chrome / Macintosh	10,614	2.42	00:01:41	39.16%	47.89%

1 - 10 of 128