






Site Usage


 **8,244** Visits

 **60.09%** Bounce Rate

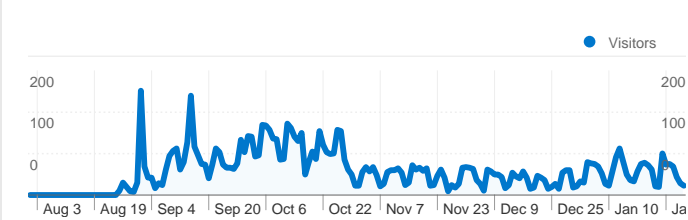
 **19,190** Pageviews

 **00:03:20** Avg. Time on Site

 **2.33** Pages/Visit

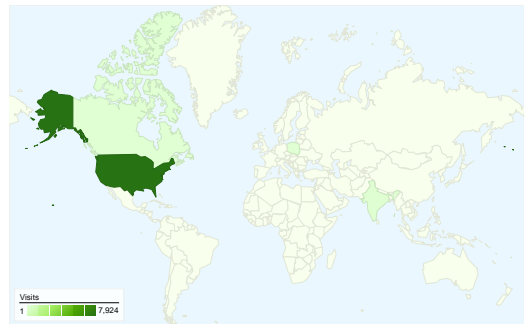
 **73.65%** % New Visits

Visitors Overview

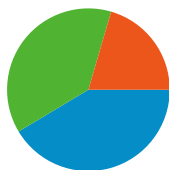


Visitors
6,072

Map Overlay



Traffic Sources Overview

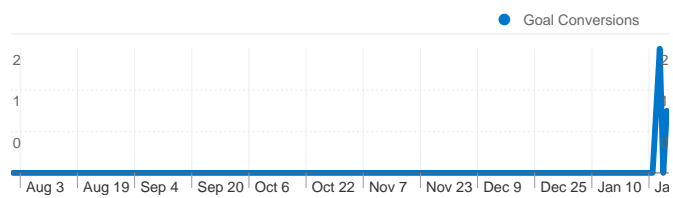


- **Search Engines**
3,414.00 (41.41%)
- **Referring Sites**
3,141.00 (38.10%)
- **Direct Traffic**
1,689.00 (20.49%)

Content Overview

Pages	Pageviews	% Pageviews
/index.html	9,175	47.81%
/apply-online.htm	2,066	10.77%
/loanmodification-about.htm	704	3.67%
/loanmodification-team.htm	692	3.61%
/contact.htm	467	2.43%

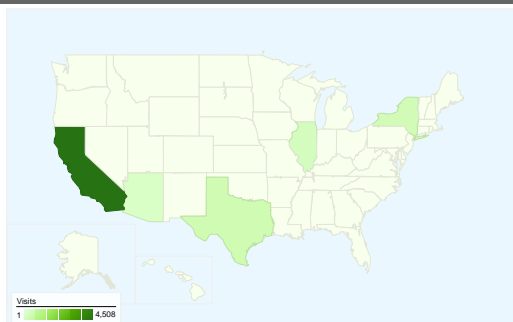
Goals Overview



Goal Conversions

4

Country/Territory Detail: United States






6,072 people visited this site

 **8,244** Visits


 **6,072** Absolute Unique Visitors

 **19,190** Pageviews

 **2.33** Average Pageviews

 **00:03:20** Time on Site

 **60.09%** Bounce Rate




 **73.65%** New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	5,160	62.59%	Cable	3,850	46.70%
Firefox	2,291	27.79%	DSL	2,224	26.98%
Safari	402	4.88%	Unknown	1,371	16.63%
Chrome	281	3.41%	T1	587	7.12%
Opera Mini	40	0.49%	Dialup	115	1.39%



All traffic sources sent a total of 8,244 visits

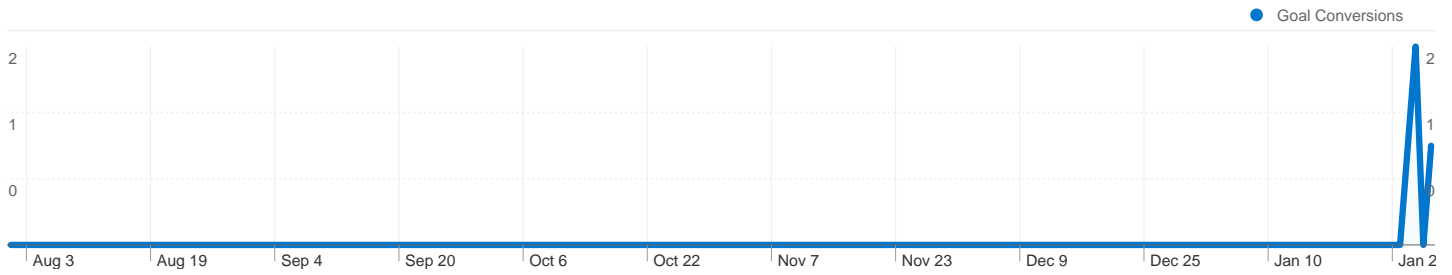
-  20.49% Direct Traffic
-  38.10% Referring Sites
-  41.41% Search Engines



- Search Engines
3,414.00 (41.41%)
- Referring Sites
3,141.00 (38.10%)
- Direct Traffic
1,689.00 (20.49%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	1,689	20.49%	(not set)	1,435	42.03%
google (cpc)	1,435	17.41%	yourhomestart.com	112	3.28%
google (organic)	1,179	14.30%	san diego loan modification	83	2.43%
yahoo (organic)	520	6.31%	bbb loan modification	68	1.99%
trulia.com (referral)	388	4.71%	loan modification	48	1.41%

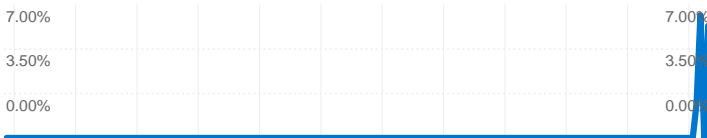


Visitors completed 4 goal conversions

4 conversions, Goal 1: Application Submitted

Goal Performance

Goal Conversion Rate

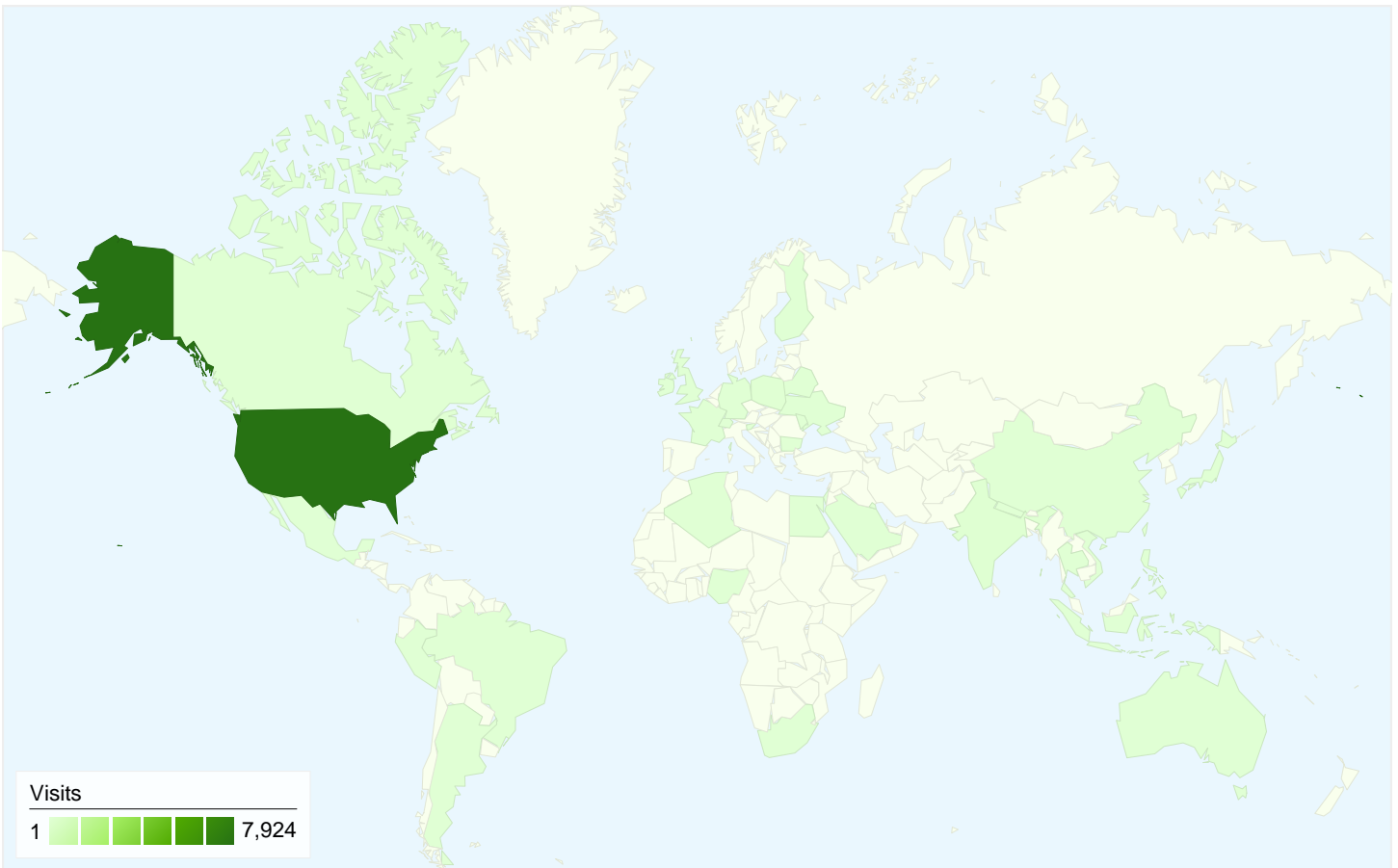


Goal Conversion Rate
0.05%

Total Goal Value



Total Goal Value
\$0.00

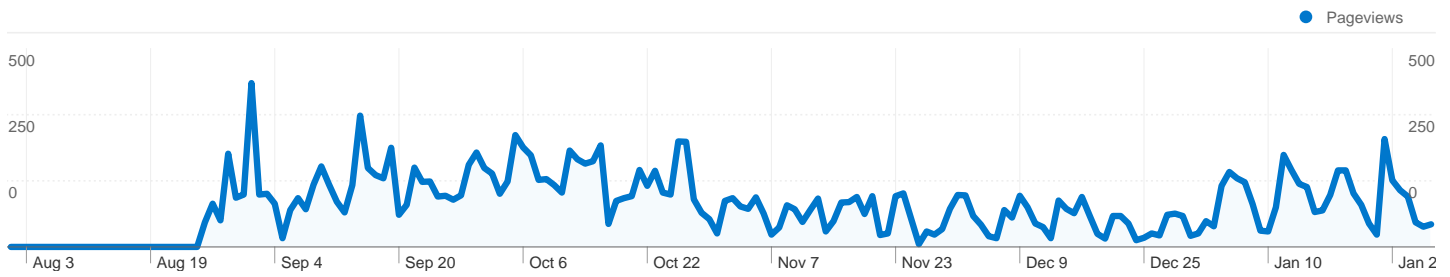


8,244 visits came from 36 countries/territories


Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	7,924	2.34	00:03:22	73.60%	59.97%
(not set)	111	1.68	00:02:51	84.68%	65.77%
India	49	1.92	00:02:03	69.39%	53.06%
Canada	37	2.68	00:01:25	78.38%	37.84%
Poland	28	3.14	00:07:12	14.29%	42.86%
Philippines	15	1.27	00:00:09	86.67%	93.33%
Belarus	13	1.08	00:00:01	84.62%	92.31%
United Kingdom	9	1.00	00:00:00	77.78%	100.00%
France	7	1.29	00:03:38	100.00%	85.71%


Vietnam	6	2.17	00:01:58	66.67%	66.67%
					1 - 10 of 36



Pages on this site were viewed a total of 19,190 times

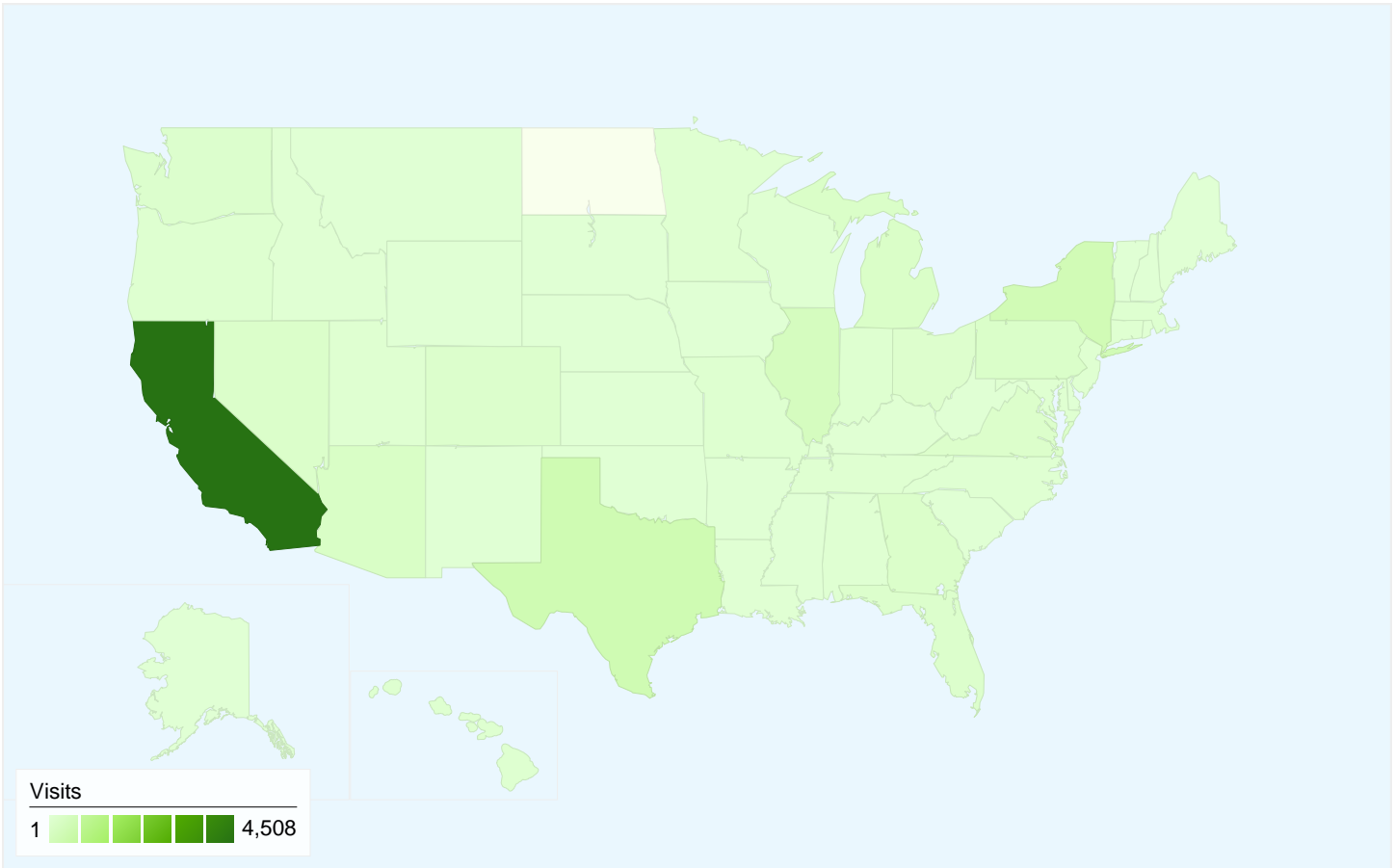
 19,190 Pageviews

 14,474 Unique Views

 60.09% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/index.html	9,175	47.81%
/apply-online.htm	2,066	10.77%
/loanmodification-about.htm	704	3.67%
/loanmodification-team.htm	692	3.61%
/contact.htm	467	2.43%



This country/territory sent 7,924 visits via 51 regions

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 7,924 % of Site Total: 96.12%	Pages/Visit 2.34 Site Avg: 2.33 (0.61%)	Avg. Time on Site 00:03:22 Site Avg: 00:03:20 (1.05%)	% New Visits 73.60% Site Avg: 73.65% (-0.07%)	Bounce Rate 59.97% Site Avg: 60.09% (-0.20%)	
California	4,508	2.56	00:04:10	65.08%	57.48%
Texas	444	1.91	00:02:06	89.19%	67.57%
New York	403	1.84	00:01:41	91.07%	68.24%
Illinois	290	2.06	00:02:29	86.55%	59.31%
Arizona	188	1.91	00:02:15	78.19%	62.77%
Michigan	171	2.20	00:02:32	84.21%	61.99%
Pennsylvania	156	1.85	00:01:38	87.18%	61.54%
Georgia	147	2.33	00:02:25	88.44%	57.14%
Nevada	139	1.67	00:01:45	89.21%	72.66%

Virginia	127	2.34	00:02:39	81.89%	52.76%
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