Google Analytics

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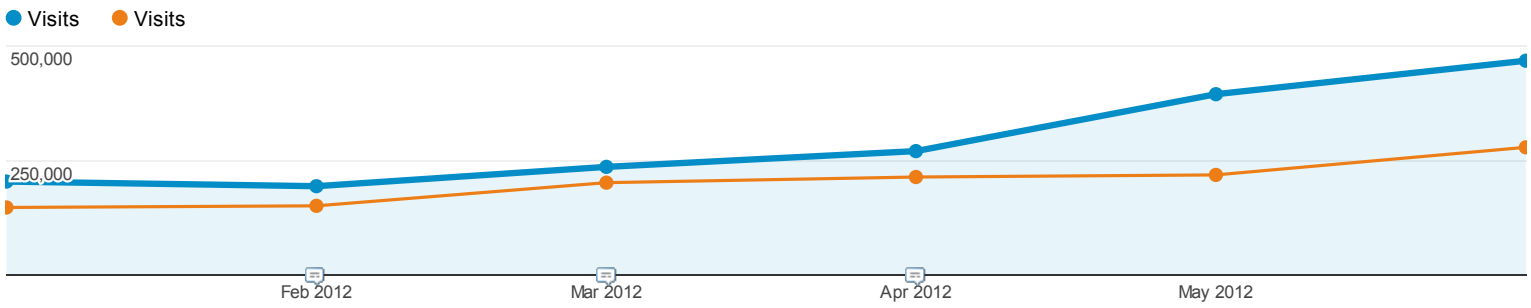
www.exploreminnesota.com [...

Visitors Overview

Jan 1, 2012 - Jun 30, 2012
Compare to: Jan 1, 2011 - Jun 30, 2011

% of visits : +0.00%

Overview



1,271,270 people visited this site

Visits: 45.76%
1,765,051 vs 1,210,906

Unique Visitors: 37.09%
1,271,270 vs 927,331

Pageviews: 37.25%
6,289,940 vs 4,582,889

Pages / Visit: -5.84%
3.56 vs 3.78

Avg. Visit Duration: -9.26%
00:03:36 vs 00:03:58

Bounce Rate: 0.78%
51.36% vs 50.96%

% New Visits: -5.41%
67.23% vs 71.08%

66.97% New Visitor
1,181,970 Visits

33.03% Returning Visitor
583,081 Visits

Google Analytics

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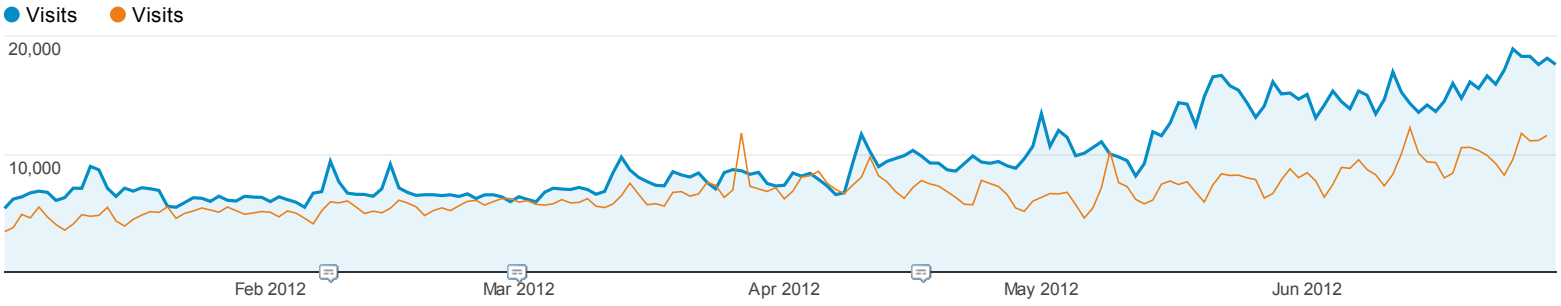
All Traffic

Jan 1, 2012 - Jun 30, 2012
Compare to: Jan 1, 2011 - Jun 30, 2011

% of visits : +0.00%

Explorer

Site Usage



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
45.76%	-5.84%	-9.26%	-5.41%	0.78%
1,765,051 vs 1,210,906	3.56 vs 3.78	00:03:36 vs 00:03:58	67.23% vs 71.08%	51.36% vs 50.96%

	Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	google / organic					
	Jan 1, 2012 - Jun 30, 2012	**600,787**	3.50	00:03:28	66.02%	54.48%
	Jan 1, 2011 - Jun 30, 2011	**517,587**	3.89	00:04:01	71.49%	51.09%
	% Change	16.07%	-9.90%	-13.78%	-7.65%	6.63%
2.	google / cpc					
	Jan 1, 2012 - Jun 30, 2012	**521,619**	3.89	00:04:03	67.83%	42.06%
	Jan 1, 2011 - Jun 30, 2011	**183,692**	3.50	00:03:39	77.90%	52.38%
	% Change	183.96%	11.19%	10.95%	-12.93%	-19.72%
3.	(direct) / (none)					
	Jan 1, 2012 - Jun 30, 2012	**127,837**	3.99	00:04:36	73.33%	50.67%
	Jan 1, 2011 - Jun 30, 2011	**126,598**	4.51	00:05:12	65.36%	43.96%
	% Change	0.98%	-11.46%	-11.33%	12.21%	15.27%
4.	bing / organic					
	Jan 1, 2012 - Jun 30, 2012	**68,874**	4.89	00:05:04	64.02%	45.19%
	Jan 1, 2011 - Jun 30, 2011	**41,269**	6.04	00:06:40	66.63%	33.39%
	% Change	66.89%	-18.96%	-24.19%	-3.91%	35.34%
5.	dnr.state.mn.us / referral					
	Jan 1, 2012 - Jun 30, 2012	**60,764**	2.64	00:02:25	65.12%	60.55%
	Jan 1, 2011 - Jun 30, 2011	**55,915**	2.58	00:02:41	66.36%	59.08%
	% Change	8.67%	2.61%	-10.13%	-1.86%	2.50%
6.	yahoo / organic					
	Jan 1, 2012 - Jun 30, 2012	**45,943**	4.76	00:05:00	65.96%	45.13%
	Jan 1, 2011 - Jun 30, 2011	**30,765**	5.76	00:06:26	68.04%	34.60%
	% Change	49.34%	-17.43%	-22.42%	-3.07%	30.43%

7.	greystripemobile / displaycpc					
	Jan 1, 2012 - Jun 30, 2012	**41,511**	1.28	00:00:37	81.32%	84.56%
	Jan 1, 2011 - Jun 30, 2011	**0**	0.00	00:00:00	0.00%	0.00%
	% Change	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
8.	msn / cpc					
	Jan 1, 2012 - Jun 30, 2012	**39,557**	3.84	00:03:57	72.87%	44.29%
	Jan 1, 2011 - Jun 30, 2011	**0**	0.00	00:00:00	0.00%	0.00%
	% Change	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
9.	contactology / email					
	Jan 1, 2012 - Jun 30, 2012	**28,602**	2.99	00:03:04	41.94%	49.18%
	Jan 1, 2011 - Jun 30, 2011	**21,997**	3.29	00:03:25	40.84%	47.43%
	% Change	**30.03%**	**-8.95%**	**-10.53%**	**2.69%**	**3.68%**
10.	prizelogic / link					
	Jan 1, 2012 - Jun 30, 2012	**27,038**	2.76	00:02:12	51.57%	59.80%
	Jan 1, 2011 - Jun 30, 2011	**0**	0.00	00:00:00	0.00%	0.00%
	% Change	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

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