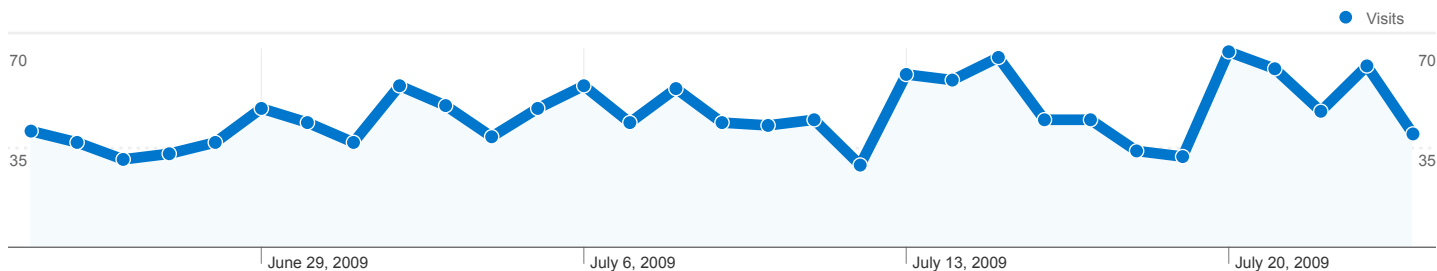


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Comparing to: Site


Traffic Sources Overview

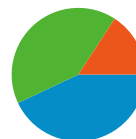


All traffic sources sent a total of 1,449 visits

 15.80% Direct Traffic

 41.20% Referring Sites

 43.00% Search Engines



- Search Engines
623.00 (43.00%)
- Referring Sites
597.00 (41.20%)
- Direct Traffic
229.00 (15.80%)

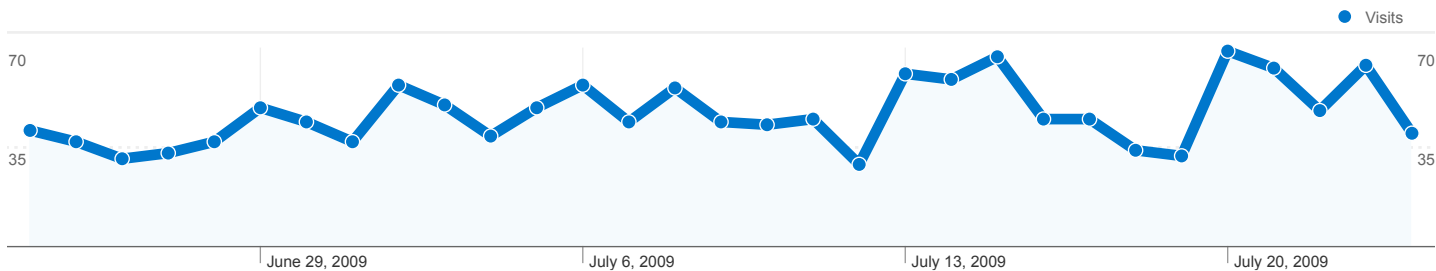
Top Traffic Sources

| Sources | Visits | % visits | Keywords | Visits | % visits |
|---------------------------|--------|----------|---------------------------|--------|----------|
| google (organic) | 441 | 30.43% | hardwood flooring toronto | 39 | 6.26% |
| (direct) ((none)) | 229 | 15.80% | flooring toronto | 31 | 4.98% |
| gopro.ca (referral) | 185 | 12.77% | bamboo flooring toronto | 29 | 4.65% |
| yellowpages.ca (referral) | 170 | 11.73% | alliance flooring | 28 | 4.49% |
| google (cpc) | 119 | 8.21% | laminat flooring toronto | 24 | 3.85% |

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All Traffic Sources



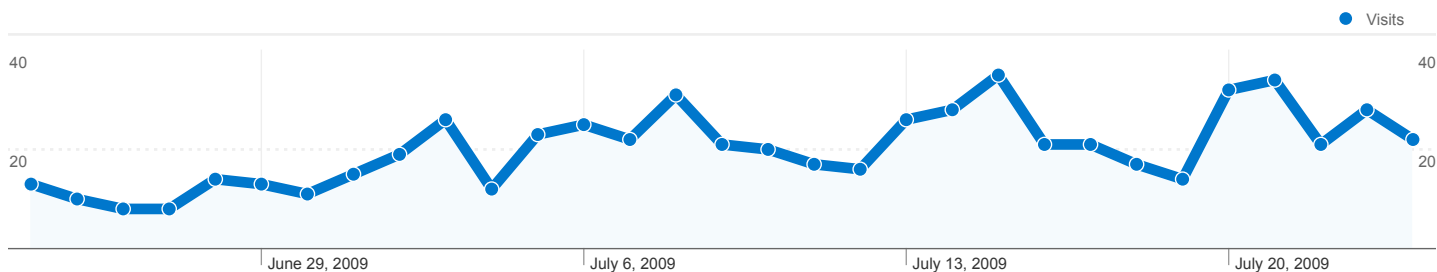
All traffic sources sent 1,449 visits via 40 sources and mediums

Site Usage

| Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate | |
|---|--|--|--|--|-------------|
| 1,449 % of Site Total: 100.00% | 3.34 Site Avg: 3.34 (0.00%) | 00:01:51 Site Avg: 00:01:51 (0.00%) | 83.37% Site Avg: 83.37% (0.00%) | 22.29% Site Avg: 22.29% (0.00%) | |
| Source/Medium | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
| google / organic | 441 | 3.50 | 00:01:37 | 84.35% | 21.09% |
| (direct) / (none) | 229 | 3.46 | 00:02:24 | 69.00% | 23.14% |
| gopro.ca / referral | 185 | 3.29 | 00:01:48 | 89.19% | 11.35% |
| yellowpages.ca / referral | 170 | 3.35 | 00:01:51 | 85.29% | 17.65% |
| google / cpc | 119 | 4.03 | 00:01:58 | 90.76% | 17.65% |
| canada411.yellowpages.ca / referral | 53 | 3.40 | 00:01:42 | 90.57% | 20.75% |
| interiordesignshow.com / referral | 40 | 2.12 | 00:01:39 | 80.00% | 40.00% |
| homestars.com / referral | 34 | 4.03 | 00:03:33 | 79.41% | 8.82% |
| homerenovationguide.com / referral | 30 | 3.57 | 00:04:27 | 76.67% | 3.33% |
| yahoo / organic | 28 | 1.18 | 00:00:03 | 92.86% | 85.71% |

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Comparing to: Site

Keywords



Search sent 623 total visits via 303 keywords

Site Usage

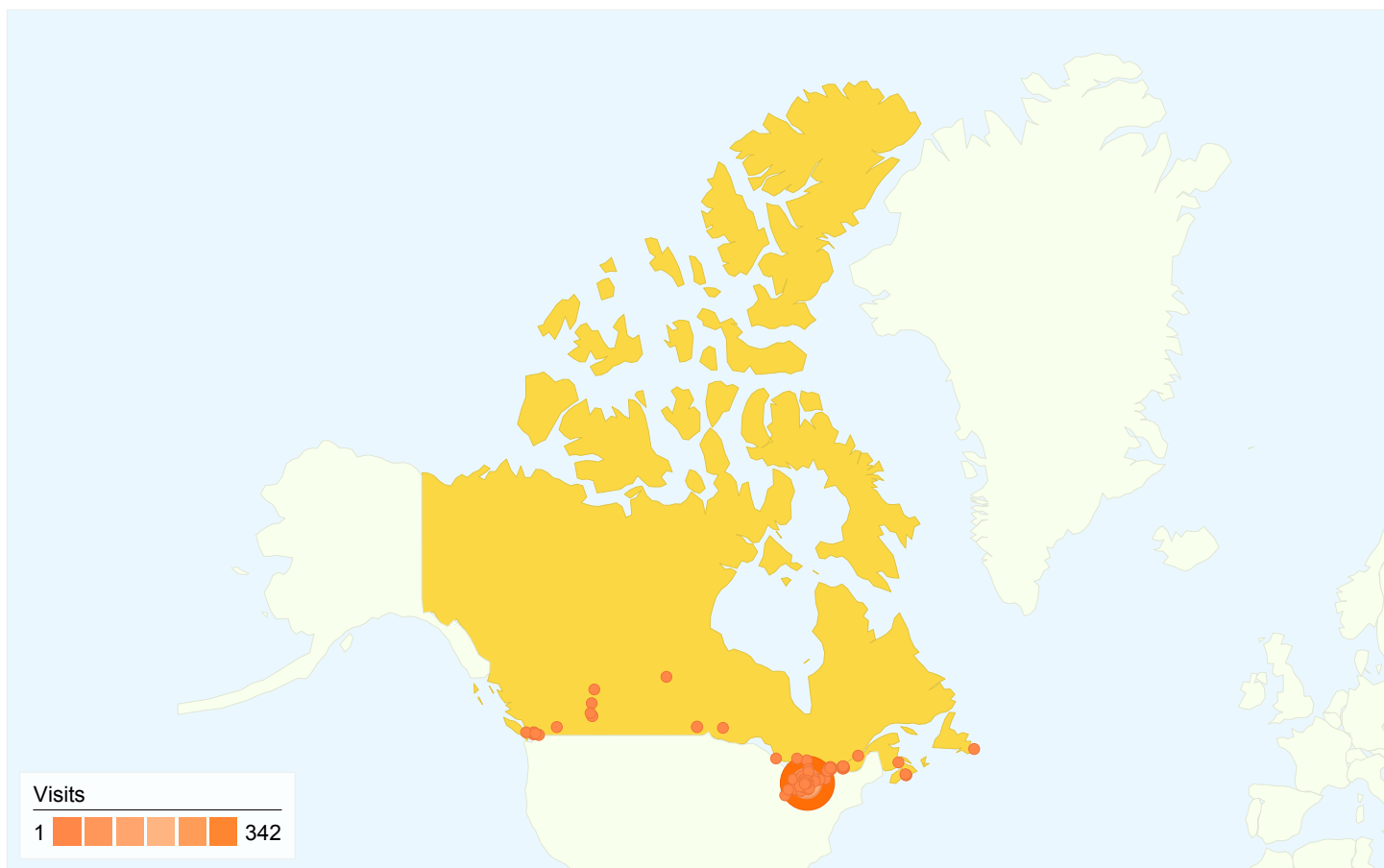
| Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate | |
|--|--|--|--|---|-------------|
| 623 % of Site Total: 43.00% | 3.39 Site Avg: 3.34 (1.57%) | 00:01:34 Site Avg: 00:01:51 (-15.30%) | 86.04% Site Avg: 83.37% (3.20%) | 26.16% Site Avg: 22.29% (17.37%) | |
| Keyword | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
| hardwood flooring toronto | 39 | 3.69 | 00:00:58 | 89.74% | 12.82% |
| flooring toronto | 31 | 4.19 | 00:01:53 | 80.65% | 16.13% |
| bamboo flooring toronto | 29 | 3.34 | 00:00:59 | 96.55% | 17.24% |
| alliance flooring | 28 | 3.39 | 00:02:45 | 53.57% | 17.86% |
| laminatE flooring toronto | 24 | 5.92 | 00:03:50 | 87.50% | 12.50% |
| alliance floor source | 21 | 3.71 | 00:02:47 | 61.90% | 9.52% |
| cork flooring toronto | 19 | 3.32 | 00:01:31 | 100.00% | 10.53% |
| alliance flooring toronto | 13 | 2.08 | 00:00:56 | 53.85% | 30.77% |
| hardwood floors toronto | 12 | 4.08 | 00:01:18 | 91.67% | 0.00% |
| toronto flooring | 10 | 2.90 | 00:03:17 | 90.00% | 10.00% |

Country/Territory Detail:

Canada

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Comparing to: Site



This country/territory sent 1,298 visits via 106 cities

Site Usage

| City | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|---|--|--|--|--|-------------|
| Visits 1,298 % of Site Total: 89.58% | Pages/Visit 3.51 Site Avg: 3.34 (4.97%) | Avg. Time on Site 00:01:57 Site Avg: 00:01:51 (5.64%) | % New Visits 83.13% Site Avg: 83.37% (-0.29%) | Bounce Rate 18.72% Site Avg: 22.29% (-16.02%) | |
| Don Mills | 342 | 3.78 | 00:02:19 | 85.38% | 13.74% |
| Weston | 156 | 3.67 | 00:01:27 | 83.97% | 10.26% |
| Toronto | 139 | 2.87 | 00:02:24 | 51.08% | 35.25% |
| North York | 54 | 3.30 | 00:01:33 | 85.19% | 12.96% |
| Islington | 40 | 3.75 | 00:02:10 | 90.00% | 10.00% |
| Streetsville | 39 | 3.08 | 00:01:24 | 89.74% | 25.64% |
| Thornhill | 34 | 4.32 | 00:01:30 | 85.29% | 14.71% |
| Agincourt | 23 | 4.04 | 00:01:53 | 78.26% | 8.70% |
| Ottawa | 23 | 2.96 | 00:01:16 | 95.65% | 30.43% |