

Smartwaterways.org Website Report March 10, 2008 to March 9, 2009 Summary

The following provides an overview of key items reported through Google Analytics from March 10, 2008 to March 9, 2009. Here we can learn about how successful we were at driving visitors to the Smartwaterways.org website through advertising, partnerships and public relations efforts. Keyword searches for example, help us understand how people are searching for you on the web and may impact future web efforts. Other metrics tell us more about which pages on the website are generating the most interest and traffic for you. Findings like the following help to refine advertising and website content.

Top Keywords

Keywords are the actual words website visitors are entering into their search engines to find you.

1. Stormwater facts
2. Stormwater education
3. Smart waterways
4. Stormville
5. Smart water
6. Smartwaterways.org
7. Smartwaterways.com

All Traffic Sources

Traffic sources indicate where your visitors are coming from. This is usually a direct entry into a browser, a search engine or a referral.

1. (direct) / (none) - *a direct entry into a browser*
2. google / organic
3. burlingtoninternationalairport.com / referral
4. yahoo / organic
5. uvm.edu / referral
6. anr.state.vt.us / referral
7. live / organic
8. Milton.govoffice2.com / referral
9. Cfpub.epa.gov / referral
10. Dpw.ci.burlington.vt.us / referral

Top Content

The following reflects the top content viewed on the site.

1. Home page
2. Problems/Solutions
3. What's happening at Stormville
4. Soil Test (address entry page)
5. Stormwater Facts
6. Resources for Educators
7. Resources page
8. See waterways in your town/map
9. Members page
10. Events page

Top Visiting States

The following reflect in order the states that most visited your website.

1. Vermont
2. California
3. New York
4. Massachusetts
5. Ohio
6. Washington
7. Texas
8. Minnesota
9. Wisconsin
10. Georgia

Top Referring Sites

These are sites who have a links (either a web button or an article with a hot or live link) posted on their website leading to Smartwaterways.org

1. burlingtoninternationalairport.com
2. uvm.edu
3. anr.state.vt.us
4. cfpub.epa.gov
5. dpw.ci.burlington.vt.us

General Stats:

Total Visits to site:	2,781
Number of Pageviews:	6,503
Average pages per visit:	2.35
Average time on site:	1 minute, 46 seconds