

Site Usage

45,043 Visits

Previous: 48,191 (-6.53%)

32.34% Bounce Rate

Previous: 25.10% (28.87%)

232,638 Pageviews

Previous: 224,366 (3.69%)

00:04:08 Avg. Time on Site

Previous: 00:03:47 (9.16%)

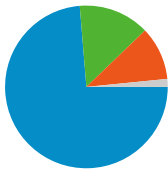
5.16 Pages/Visit

Previous: 4.66 (10.93%)

79.41% % New Visits

Previous: 78.98% (0.54%)

Traffic Sources Overview



- **Search Engines**
33,194.00 (73.69%)
- **Referring Sites**
6,354.00 (14.11%)
- **Direct Traffic**
4,787.00 (10.63%)
- **Other**
708 (1.57%)

Content Overview

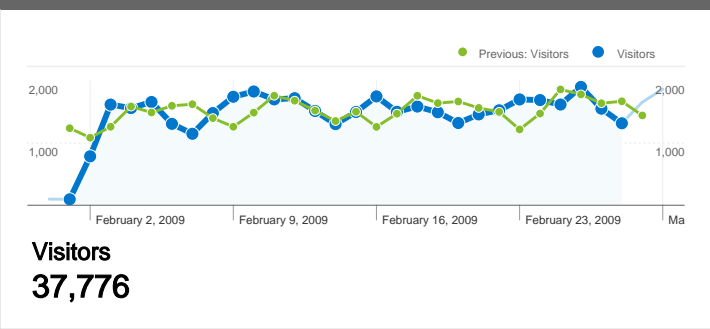
Pages	Pageviews	% Pageviews
/index.php		
Feb 1, 2009 - Feb 28, 2009	40,025	17.20%
Feb 1, 2008 - Feb 29, 2008	50,530	22.52%
% Change	-20.79%	-23.61%
/accommodations/section/hotel		
Feb 1, 2009 - Feb 28, 2009	18,202	7.82%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/resort		
Feb 1, 2009 - Feb 28, 2009	11,165	4.80%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/condo		
Feb 1, 2009 - Feb 28, 2009	10,329	4.44%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/bandb		

Entrance Keywords: /index.php

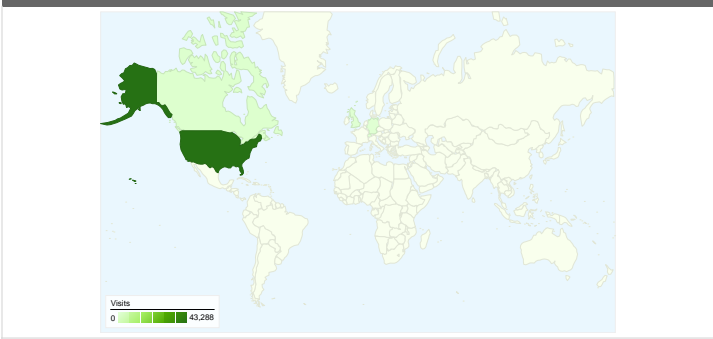
Keyword	Pageviews	% visits
amelia island		
Feb 1, 2009 - Feb 28, 2009	69,787	62.55%
Feb 1, 2008 - Feb 29, 2008	62,539	56.03%
% Change	11.59%	11.64%
amelia island florida		
Feb 1, 2009 - Feb 28, 2009	9,955	8.92%
Feb 1, 2008 - Feb 29, 2008	12,824	11.49%
% Change	-22.37%	-22.34%
amelia island fl		
Feb 1, 2009 - Feb 28, 2009	2,943	2.64%
Feb 1, 2008 - Feb 29, 2008	3,063	2.74%
% Change	-3.92%	-3.87%
amelia island, fl		
Feb 1, 2009 - Feb 28, 2009	2,638	2.36%
Feb 1, 2008 - Feb 29, 2008	3,356	3.01%
% Change	-21.39%	-21.36%
fernandina beach		
Feb 1, 2009 - Feb 28, 2009	2,596	2.33%
Feb 1, 2008 - Feb 29, 2008	6,980	6.25%
% Change	-62.81%	-62.79%

Feb 1, 2009 - Feb 28, 2009	9,563	4.11%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%

Visitors Overview

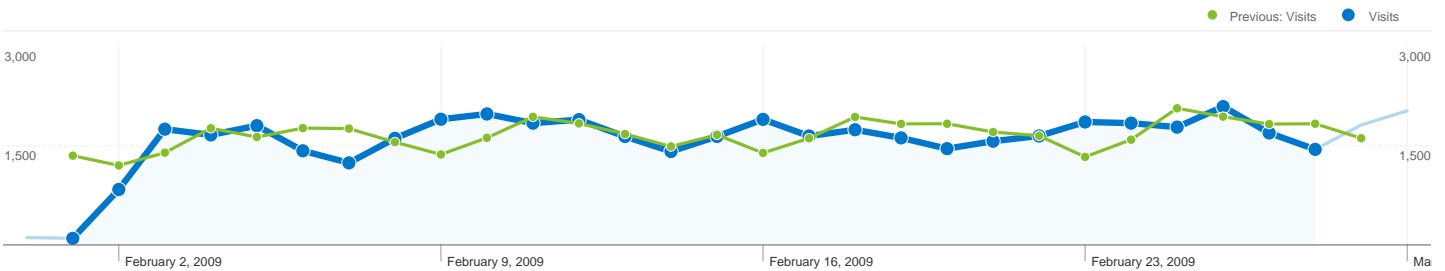


Map Overlay world



AMELIA ISLAND Traffic Sources Overview


Feb 1, 2009 - Feb 28, 2009
Comparing to: Feb 1, 2008 - Feb 29, 2008



All traffic sources sent a total of 45,043 visits

 **10.63% Direct Traffic**

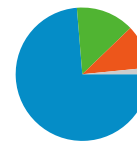
Previous: 6.82% (55.86%)

 **14.11% Referring Sites**

Previous: 30.76% (-54.14%)

 **73.69% Search Engines**

Previous: 62.41% (18.08%)



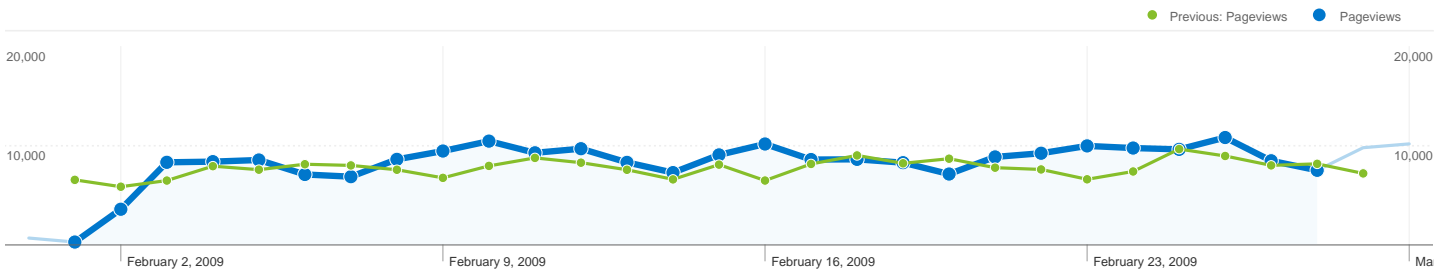
- **Search Engines**
33,194.00 (73.69%)
- **Referring Sites**
6,354.00 (14.11%)
- **Direct Traffic**
4,787.00 (10.63%)
- **Other**
708 (1.57%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Feb 1, 2009 - Feb 28, 2009	25,737	57.14%
Feb 1, 2008 - Feb 29, 2008	24,741	51.34%
% Change	4.03%	11.30%
(direct) ((none))		
Feb 1, 2009 - Feb 28, 2009	4,787	10.63%
Feb 1, 2008 - Feb 29, 2008	3,286	6.82%
% Change	45.68%	55.86%
yahoo (organic)		
Feb 1, 2009 - Feb 28, 2009	3,778	8.39%
Feb 1, 2008 - Feb 29, 2008	1,157	2.40%
% Change	226.53%	249.36%
fbfl.us (referral)		
Feb 1, 2009 - Feb 28, 2009	1,664	3.69%
Feb 1, 2008 - Feb 29, 2008	1,014	2.10%
% Change	64.10%	75.57%
msn (organic)		

Keywords	Visits	% visits
amelia island		
Feb 1, 2009 - Feb 28, 2009	17,905	53.94%
Feb 1, 2008 - Feb 29, 2008	15,381	51.14%
% Change	16.41%	5.48%
amelia island florida		
Feb 1, 2009 - Feb 28, 2009	2,229	6.72%
Feb 1, 2008 - Feb 29, 2008	2,480	8.25%
% Change	-10.12%	-18.56%
amelia island hotels		
Feb 1, 2009 - Feb 28, 2009	1,145	3.45%
Feb 1, 2008 - Feb 29, 2008	136	0.45%
% Change	741.91%	662.85%
amelia island, fl		
Feb 1, 2009 - Feb 28, 2009	591	1.78%
Feb 1, 2008 - Feb 29, 2008	658	2.19%
% Change	-10.18%	-18.62%
amelia island fl		

Feb 1, 2009 - Feb 28, 2009	1,655	3.67%	Feb 1, 2009 - Feb 28, 2009	542	1.63%
Feb 1, 2008 - Feb 29, 2008	1,764	3.66%	Feb 1, 2008 - Feb 29, 2008	548	1.82%
% Change	-6.18%	0.38%	% Change	-1.09%	-10.38%



Pages on this site were viewed a total of 232,638 times

 **232,638 Pageviews**

Previous: 224,366 (3.69%)

 **161,712 Unique Views**

Previous: 168,400 (-3.97%)

 **32.34% Bounce Rate**

Previous: 25.10% (28.87%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Feb 1, 2009 - Feb 28, 2009	40,025	17.20%
Feb 1, 2008 - Feb 29, 2008	50,530	22.52%
% Change	-20.79%	-23.61%
/accommodations/section/hotel		
Feb 1, 2009 - Feb 28, 2009	18,202	7.82%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/resort		
Feb 1, 2009 - Feb 28, 2009	11,165	4.80%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/condo		
Feb 1, 2009 - Feb 28, 2009	10,329	4.44%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/bandb		

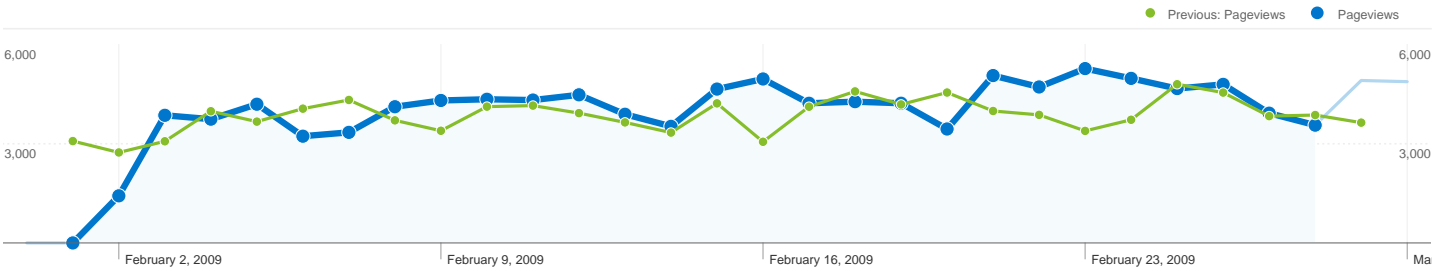
Feb 1, 2009 - Feb 28, 2009	9,563	4.11%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%

Entrance Keywords:

/index.php

Feb 1, 2009 - Feb 28, 2009

Comparing to: Feb 1, 2008 - Feb 29, 2008



This page was viewed 111,571 times via 2,270 keywords

Content Performance

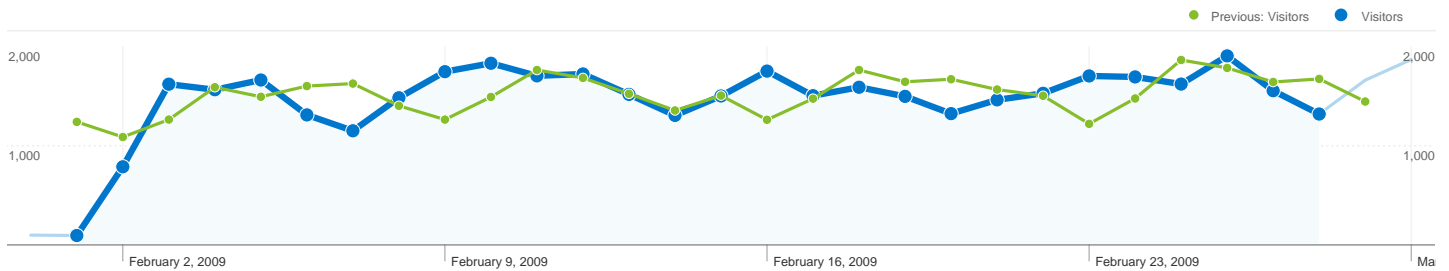
Keyword	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Pageviews 111,571 Previous: 111,624 (-0.05%)	Unique Pageviews 79,839 Previous: 83,352 (-4.21%)	Avg. Time on Page 00:00:58 Previous: 00:00:59 (-0.14%)	Bounce Rate 33.49% Previous: 18.98% (76.45%)	% Exit 19.40% Previous: 19.28% (0.64%)	\$ Index \$0.00 Previous: \$0.00 (0.00%)	
amelia island						
February 1, 2009 - February 28, 2009	69,787	50,475	00:00:58	33.18%	19.37%	\$0.00
February 1, 2008 - February 29, 2008	62,539	47,257	00:00:59	18.75%	19.87%	\$0.00
% Change	11.59%	6.81%	-0.65%	76.94%	-2.50%	0.00%
amelia island florida						
February 1, 2009 - February 28, 2009	9,955	7,142	00:00:57	32.59%	18.51%	\$0.00
February 1, 2008 - February 29, 2008	12,824	9,608	00:00:56	17.92%	18.61%	\$0.00
% Change	-22.37%	-25.67%	1.68%	81.90%	-0.54%	0.00%
amelia island fl						
February 1, 2009 - February 28, 2009	2,943	2,007	00:00:57	30.36%	16.48%	\$0.00
February 1, 2008 - February 29, 2008	3,063	2,255	00:00:55	16.90%	16.26%	\$0.00
% Change	-3.92%	-11.00%	3.25%	79.66%	1.36%	0.00%
amelia island, fl						
February 1, 2009 - February 28, 2009	2,638	1,930	00:01:10	32.69%	19.33%	\$0.00
February 1, 2008 - February 29, 2008	3,356	2,516	00:00:56	17.37%	17.55%	\$0.00
% Change	-21.39%	-23.29%	23.74%	88.22%	10.15%	0.00%
fernandina beach						

February 1, 2009 - February 28, 2009	2,596	1,722	00:00:53	34.65%	20.03%	\$0.00
February 1, 2008 - February 29, 2008	6,980	5,020	00:01:06	18.98%	18.05%	\$0.00
% Change	-62.81%	-65.70%	-20.32%	82.63%	10.96%	0.00%
amelia island plantation						
February 1, 2009 - February 28, 2009	1,810	1,294	00:01:02	37.25%	21.82%	\$0.00
February 1, 2008 - February 29, 2008	56	37	00:00:39	9.09%	21.43%	\$0.00
% Change	3,132.14%	3,397.30%	58.52%	309.75%	1.84%	0.00%
amelia island, florida						
February 1, 2009 - February 28, 2009	1,701	1,249	00:01:03	32.42%	21.46%	\$0.00
February 1, 2008 - February 29, 2008	3,069	2,279	00:00:57	17.03%	17.92%	\$0.00
% Change	-44.57%	-45.20%	11.72%	90.37%	19.74%	0.00%
ameila island						
February 1, 2009 - February 28, 2009	737	548	00:01:00	33.33%	22.80%	\$0.00
February 1, 2008 - February 29, 2008	114	84	00:00:57	13.64%	20.18%	\$0.00
% Change	546.49%	552.38%	5.51%	144.44%	12.98%	0.00%
"amelia island"						
February 1, 2009 - February 28, 2009	464	339	00:00:59	31.87%	19.18%	\$0.00
February 1, 2008 - February 29, 2008	638	486	00:00:52	13.16%	17.87%	\$0.00
% Change	-27.27%	-30.25%	12.77%	142.20%	7.35%	0.00%
ameilia island						
February 1, 2009 - February 28, 2009	379	292	00:00:55	38.71%	23.75%	\$0.00
February 1, 2008 - February 29, 2008	518	416	00:01:00	14.68%	20.27%	\$0.00
% Change	-26.83%	-29.81%	-8.50%	163.71%	17.15%	0.00%

1 - 10 of 2,270

AMELIA ISLAND Visitors Overview

Feb 1, 2009 - Feb 28, 2009
Comparing to: Feb 1, 2008 - Feb 29, 2008



37,776 people visited this site

 **45,043 Visits**

Previous: 48,191 (-6.53%)

 **37,776 Absolute Unique Visitors**

Previous: 39,937 (-5.41%)

 **232,638 Pageviews**

Previous: 224,366 (3.69%)

 **5.16 Average Pageviews**

Previous: 4.66 (10.93%)

 **00:04:08 Time on Site**

Previous: 00:03:47 (9.16%)

 **32.34% Bounce Rate**

Previous: 25.10% (28.87%)

 **79.41% New Visits**

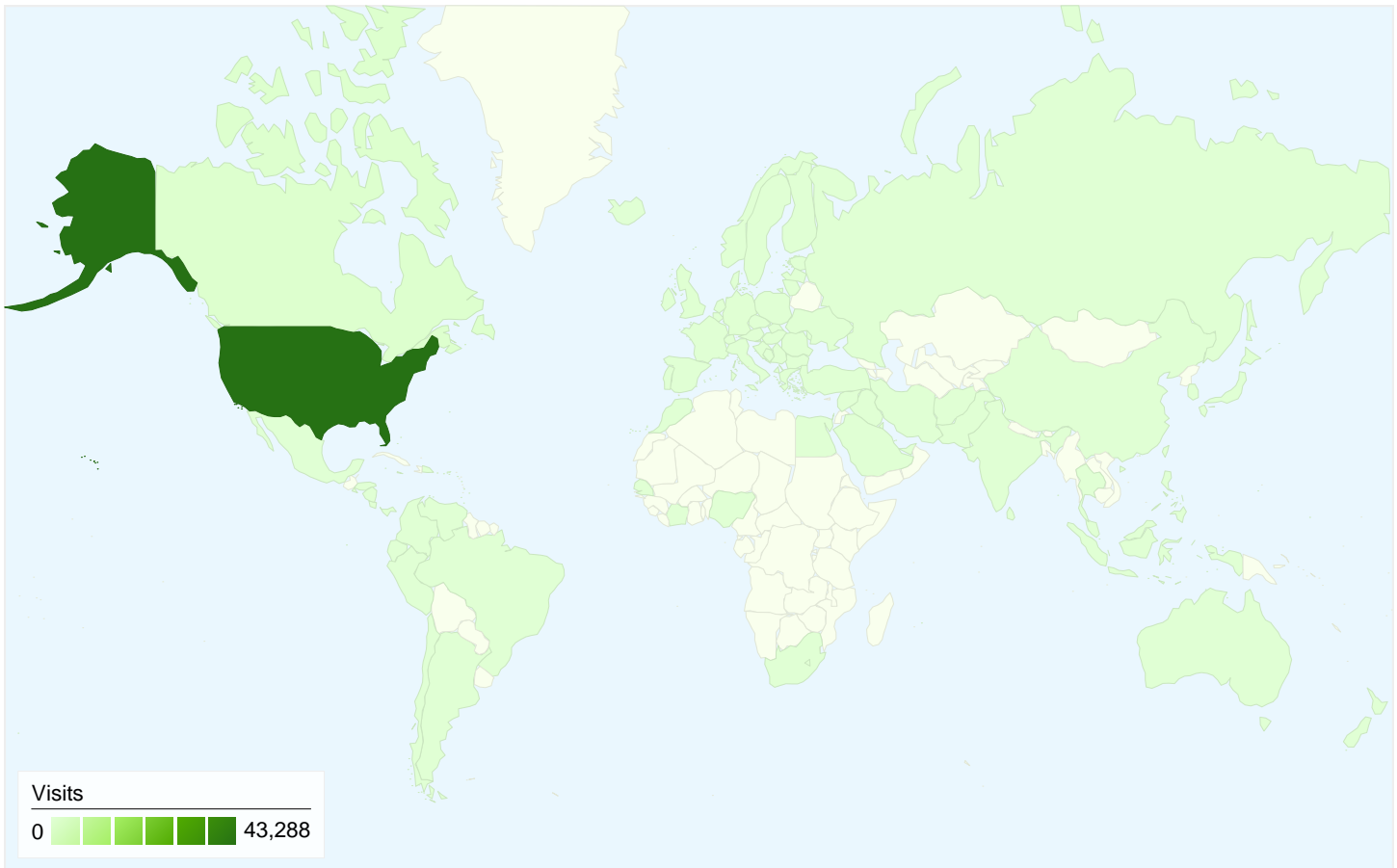
Previous: 78.98% (0.54%)

Technical Profile

Browser			Connection Speed		
	Visits	% visits		Visits	% visits
Internet Explorer			Cable		
Feb 1, 2009 - Feb 28, 2009	33,986	75.45%	Feb 1, 2009 - Feb 28, 2009	18,669	41.45%
Feb 1, 2008 - Feb 29, 2008	39,190	81.32%	Feb 1, 2008 - Feb 29, 2008	18,301	37.98%
% Change	-13.28%	-7.22%	% Change	2.01%	9.14%
Firefox			DSL		
Feb 1, 2009 - Feb 28, 2009	7,011	15.57%	Feb 1, 2009 - Feb 28, 2009	10,340	22.96%
Feb 1, 2008 - Feb 29, 2008	5,948	12.34%	Feb 1, 2008 - Feb 29, 2008	11,244	23.33%
% Change	17.87%	26.11%	% Change	-8.04%	-1.61%

Safari		
Feb 1, 2009 - Feb 28, 2009	3,576	7.94%
Feb 1, 2008 - Feb 29, 2008	2,770	5.75%
% Change	29.10%	38.12%
Chrome		
Feb 1, 2009 - Feb 28, 2009	277	0.61%
Feb 1, 2008 - Feb 29, 2008	0	0.00%
% Change	100.00%	100.00%
Mozilla		
Feb 1, 2009 - Feb 28, 2009	56	0.12%
Feb 1, 2008 - Feb 29, 2008	92	0.19%
% Change	-39.13%	-34.88%

Unknown		
Feb 1, 2009 - Feb 28, 2009	9,577	21.26%
Feb 1, 2008 - Feb 29, 2008	11,180	23.20%
% Change	-14.34%	-8.35%
T1		
Feb 1, 2009 - Feb 28, 2009	4,598	10.21%
Feb 1, 2008 - Feb 29, 2008	4,819	10.00%
% Change	-4.59%	2.08%
Dialup		
Feb 1, 2009 - Feb 28, 2009	1,223	2.72%
Feb 1, 2008 - Feb 29, 2008	1,749	3.63%
% Change	-30.07%	-25.19%



45,043 visits came from 107 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
45,043 Previous: 48,191 (-6.53%)	5.16 Previous: 4.66 (10.93%)	00:04:08 Previous: 00:03:47 (9.16%)	79.50% Previous: 79.08% (0.53%)	32.34% Previous: 25.10% (28.87%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
February 1, 2009 - February 28, 2009	43,288	5.19	00:04:09	79.40%	32.09%
February 1, 2008 - February 29, 2008	46,285	4.67	00:03:48	78.96%	24.83%
% Change	-6.48%	11.15%	9.23%	0.56%	29.26%
Canada					
February 1, 2009 - February 28, 2009	840	5.11	00:03:51	79.88%	35.00%
February 1, 2008 - February 29, 2008	813	4.70	00:03:58	78.97%	26.94%
% Change	3.32%	8.61%	-3.05%	1.16%	29.93%
United Kingdom					
February 1, 2009 - February 28, 2009	262	4.33	00:03:06	82.06%	37.02%

February 1, 2008 - February 29, 2008	334	4.58	00:03:23	77.84%	24.25%
% Change	-21.56%	-5.58%	-8.50%	5.42%	52.66%
Germany					
February 1, 2009 - February 28, 2009	135	4.22	00:03:57	80.00%	41.48%
February 1, 2008 - February 29, 2008	130	3.98	00:03:12	83.85%	30.00%
% Change	3.85%	5.96%	23.29%	-4.59%	38.27%
Switzerland					
February 1, 2009 - February 28, 2009	39	5.56	00:06:43	66.67%	23.08%
February 1, 2008 - February 29, 2008	27	4.11	00:04:11	88.89%	18.52%
% Change	44.44%	35.34%	60.39%	-25.00%	24.62%
Netherlands					
February 1, 2009 - February 28, 2009	30	4.27	00:02:31	90.00%	46.67%
February 1, 2008 - February 29, 2008	24	3.08	00:01:12	83.33%	33.33%
% Change	25.00%	38.38%	110.03%	8.00%	40.00%
France					
February 1, 2009 - February 28, 2009	26	3.42	00:01:24	84.62%	42.31%
February 1, 2008 - February 29, 2008	38	2.50	00:01:33	92.11%	52.63%
% Change	-31.58%	36.92%	-9.66%	-8.13%	-19.62%
Australia					
February 1, 2009 - February 28, 2009	22	3.18	00:01:53	95.45%	40.91%
February 1, 2008 - February 29, 2008	22	2.64	00:00:42	100.00%	63.64%
% Change	0.00%	20.69%	169.12%	-4.55%	-35.71%
Ireland					
February 1, 2009 - February 28, 2009	22	2.59	00:01:29	100.00%	59.09%
February 1, 2008 - February 29, 2008	31	4.29	00:03:52	87.10%	25.81%
% Change	-29.03%	-39.61%	-61.55%	14.81%	128.98%
India					
February 1, 2009 - February 28, 2009	21	2.57	00:04:40	85.71%	47.62%
February 1, 2008 - February 29, 2008	13	2.15	00:00:53	100.00%	76.92%
% Change	61.54%	19.39%	428.94%	-14.29%	-38.10%

1 - 10 of 107