



Site Usage

 **52,717** Visits


Previous: 55,233 (-4.56%)

 **33.35%** Bounce Rate

Previous: 31.10% (7.24%)

 **264,104** Pageviews

Previous: 231,632 (14.02%)

 **00:03:56** Avg. Time on Site

Previous: 00:03:18 (19.40%)

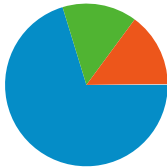
 **5.01** Pages/Visit

Previous: 4.19 (19.46%)

 **77.89%** % New Visits

Previous: 79.64% (-2.19%)

Traffic Sources Overview



- **Search Engines**
37,041.00 (70.26%)
- **Direct Traffic**
7,828.00 (14.85%)
- **Referring Sites**
7,769.00 (14.74%)
- **Other**
79 (0.15%)

Content Overview

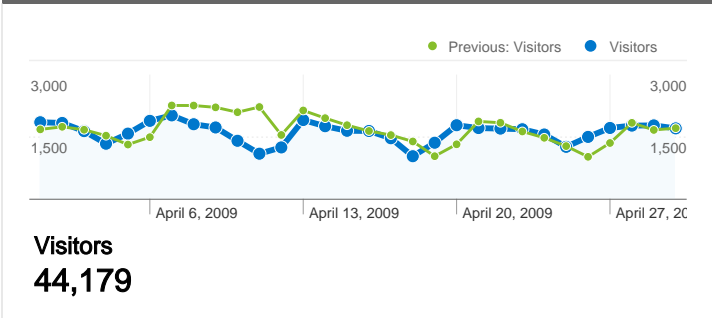
Pages	Pageviews	% Pageviews
/index.php		
Apr 1, 2009 - Apr 30, 2009	40,555	15.36%
Apr 1, 2008 - Apr 30, 2008	56,398	24.35%
% Change	-28.09%	-36.93%
/accommodations/section/hotel		
Apr 1, 2009 - Apr 30, 2009	24,656	9.34%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/resort		
Apr 1, 2009 - Apr 30, 2009	12,852	4.87%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/condo		
Apr 1, 2009 - Apr 30, 2009	11,690	4.43%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/bandb		

Entrance Keywords: /index.php

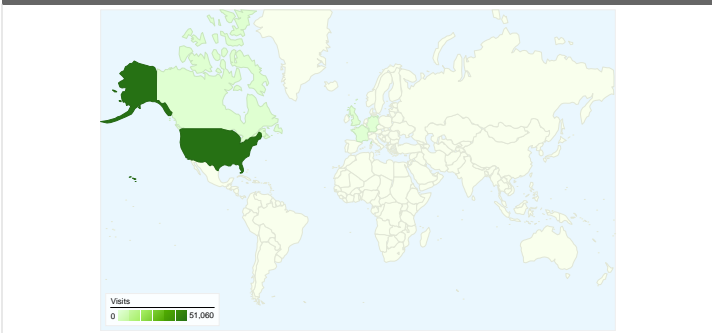
Keyword	Pageviews	% visits
amelia island		
Apr 1, 2009 - Apr 30, 2009	74,539	62.15%
Apr 1, 2008 - Apr 30, 2008	72,007	58.97%
% Change	3.52%	5.40%
amelia island florida		
Apr 1, 2009 - Apr 30, 2009	12,337	10.29%
Apr 1, 2008 - Apr 30, 2008	14,177	11.61%
% Change	-12.98%	-11.40%
amelia island fl		
Apr 1, 2009 - Apr 30, 2009	3,248	2.71%
Apr 1, 2008 - Apr 30, 2008	2,951	2.42%
% Change	10.06%	12.06%
amelia island, fl		
Apr 1, 2009 - Apr 30, 2009	3,163	2.64%
Apr 1, 2008 - Apr 30, 2008	3,781	3.10%
% Change	-16.34%	-14.83%
fernandina beach		
Apr 1, 2009 - Apr 30, 2009	3,057	2.55%
Apr 1, 2008 - Apr 30, 2008	5,392	4.42%
% Change	-43.30%	-42.28%

Apr 1, 2009 - Apr 30, 2009	9,942	3.76%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%

Visitors Overview

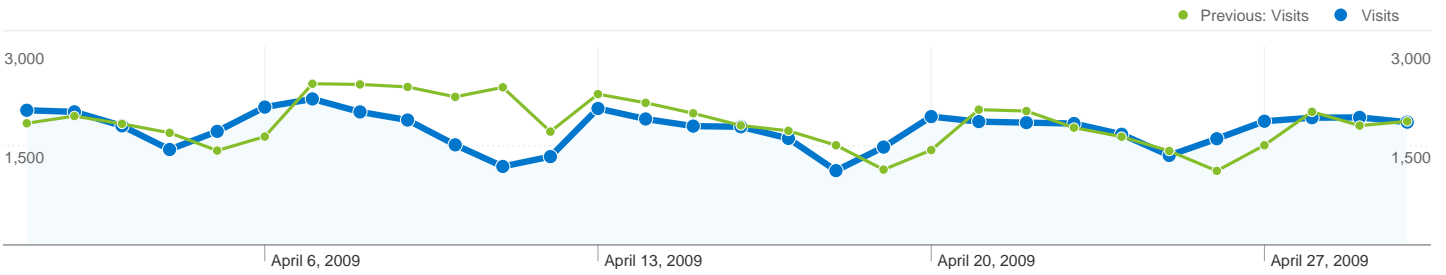


Map Overlay world



AMELIA ISLAND Traffic Sources Overview

Apr 1, 2009 - Apr 30, 2009
Comparing to: Apr 1, 2008 - Apr 30, 2008



All traffic sources sent a total of 52,717 visits

14.85% Direct Traffic

Previous: 6.96% (113.36%)

14.74% Referring Sites

Previous: 25.16% (-41.42%)

70.26% Search Engines

Previous: 67.87% (3.52%)



- **Search Engines**
37,041.00 (70.26%)
- **Direct Traffic**
7,828.00 (14.85%)
- **Referring Sites**
7,769.00 (14.74%)
- **Other**
79 (0.15%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Apr 1, 2009 - Apr 30, 2009	28,574	54.20%
Apr 1, 2008 - Apr 30, 2008	29,725	53.82%
% Change	-3.87%	0.72%
(direct) ((none))		
Apr 1, 2009 - Apr 30, 2009	7,828	14.85%
Apr 1, 2008 - Apr 30, 2008	3,844	6.96%
% Change	103.64%	113.36%
yahoo (organic)		
Apr 1, 2009 - Apr 30, 2009	4,409	8.36%
Apr 1, 2008 - Apr 30, 2008	3,272	5.92%
% Change	34.75%	41.18%
fbfl.us (referral)		
Apr 1, 2009 - Apr 30, 2009	2,251	4.27%
Apr 1, 2008 - Apr 30, 2008	1,610	2.91%
% Change	39.81%	46.49%
msn (organic)		

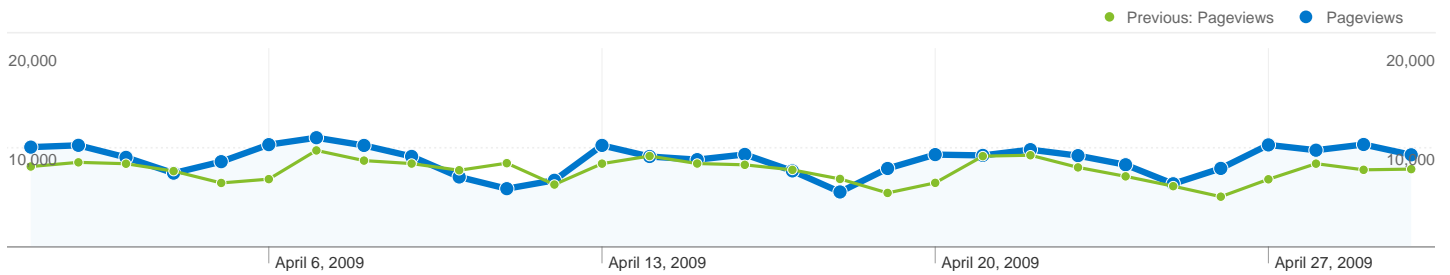
Keywords	Visits	% visits
amelia island		
Apr 1, 2009 - Apr 30, 2009	19,120	51.62%
Apr 1, 2008 - Apr 30, 2008	20,166	53.79%
% Change	-5.19%	-4.04%
amelia island florida		
Apr 1, 2009 - Apr 30, 2009	2,889	7.80%
Apr 1, 2008 - Apr 30, 2008	3,274	8.73%
% Change	-11.76%	-10.69%
amelia island hotels		
Apr 1, 2009 - Apr 30, 2009	1,304	3.52%
Apr 1, 2008 - Apr 30, 2008	268	0.71%
% Change	386.57%	392.45%
amelia island fl		
Apr 1, 2009 - Apr 30, 2009	675	1.82%
Apr 1, 2008 - Apr 30, 2008	611	1.63%
% Change	10.47%	11.81%
amelia island, fl		

Apr 1, 2009 - Apr 30, 2009	1,649	3.13%
Apr 1, 2008 - Apr 30, 2008	1,908	3.45%
% Change	-13.57%	-9.45%

Apr 1, 2009 - Apr 30, 2009	623	1.68%
Apr 1, 2008 - Apr 30, 2008	759	2.02%
% Change	-17.92%	-16.93%

AMELIA ISLAND Content Overview

Apr 1, 2009 - Apr 30, 2009
Comparing to: Apr 1, 2008 - Apr 30, 2008



Pages on this site were viewed a total of 264,104 times

 **264,104 Pageviews**

Previous: 231,632 (14.02%)

 **186,367 Unique Views**

Previous: 177,064 (5.25%)

 **33.35% Bounce Rate**

Previous: 31.10% (7.24%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Apr 1, 2009 - Apr 30, 2009	40,555	15.36%
Apr 1, 2008 - Apr 30, 2008	56,398	24.35%
% Change	-28.09%	-36.93%
/accommodations/section/hotel		
Apr 1, 2009 - Apr 30, 2009	24,656	9.34%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/resort		
Apr 1, 2009 - Apr 30, 2009	12,852	4.87%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/condo		
Apr 1, 2009 - Apr 30, 2009	11,690	4.43%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/bandb		

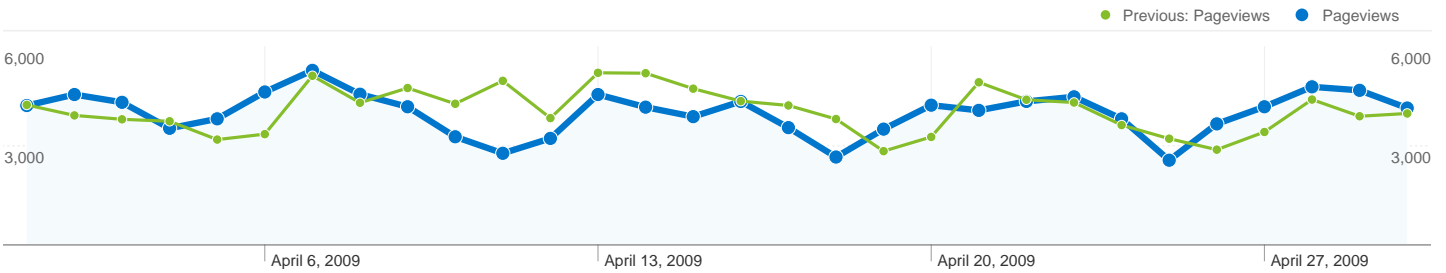
Apr 1, 2009 - Apr 30, 2009	9,942	3.76%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%

Entrance Keywords:

/index.php

Apr 1, 2009 - Apr 30, 2009

Comparing to: Apr 1, 2008 - Apr 30, 2008



This page was viewed 119,930 times via 2,478 keywords

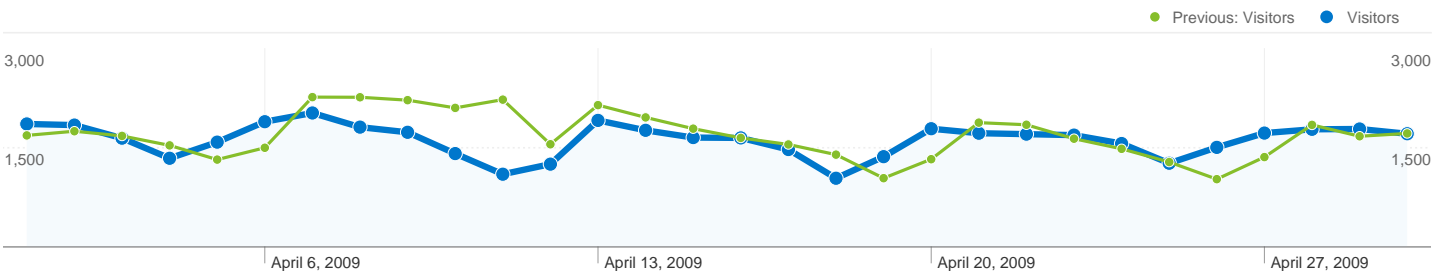
Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
119,930 Previous: 122,107 (-1.78%)	87,045 Previous: 93,202 (-6.61%)	00:00:57 Previous: 00:00:57 (-0.40%)	32.52% Previous: 29.13% (11.64%)	18.84% Previous: 22.49% (-16.24%)	\$0.00 Previous: \$0.00 (0.00%)	
Keyword	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
amelia island						
April 1, 2009 - April 30, 2009	74,539	54,684	00:00:57	32.80%	18.98%	\$0.00
April 1, 2008 - April 30, 2008	72,007	56,015	00:00:56	33.15%	24.20%	\$0.00
% Change	3.52%	-2.38%	1.42%	-1.03%	-21.59%	0.00%
amelia island florida						
April 1, 2009 - April 30, 2009	12,337	8,920	00:00:56	30.10%	17.56%	\$0.00
April 1, 2008 - April 30, 2008	14,177	10,727	00:00:56	18.75%	19.21%	\$0.00
% Change	-12.98%	-16.85%	0.11%	60.52%	-8.59%	0.00%
amelia island fl						
April 1, 2009 - April 30, 2009	3,248	2,360	00:00:54	31.60%	16.93%	\$0.00
April 1, 2008 - April 30, 2008	2,951	2,243	00:01:04	17.70%	18.64%	\$0.00
% Change	10.06%	5.22%	-16.82%	78.51%	-9.14%	0.00%
amelia island, fl						
April 1, 2009 - April 30, 2009	3,163	2,295	00:01:04	27.88%	16.25%	\$0.00
April 1, 2008 - April 30, 2008	3,781	2,848	00:00:59	18.82%	17.98%	\$0.00
% Change	-16.34%	-19.42%	9.83%	48.09%	-9.64%	0.00%
fernandina beach						
April 1, 2009 - April 30, 2009	3,057	2,073	00:00:56	29.52%	17.80%	\$0.00
April 1, 2008 - April 30, 2008	5,392	4,040	00:01:00	22.52%	20.66%	\$0.00
% Change	-43.30%	-48.69%	-7.32%	31.10%	-13.87%	0.00%
amelia island plantation						

April 1, 2009 - April 30, 2009	2,367	1,702	00:00:50	32.18%	20.62%	\$0.00
April 1, 2008 - April 30, 2008	483	352	00:00:58	25.53%	19.67%	\$0.00
% Change	390.06%	383.52%	-12.39%	26.04%	4.82%	0.00%
amelia island, florida						
April 1, 2009 - April 30, 2009	1,707	1,227	00:00:58	30.42%	17.52%	\$0.00
April 1, 2008 - April 30, 2008	3,149	2,246	00:00:54	21.34%	17.50%	\$0.00
% Change	-45.79%	-45.37%	7.78%	42.56%	0.11%	0.00%
fernandina beach fl						
April 1, 2009 - April 30, 2009	584	418	00:01:02	36.51%	21.58%	\$0.00
April 1, 2008 - April 30, 2008	1,432	1,045	00:00:59	17.25%	20.04%	\$0.00
% Change	-59.22%	-60.00%	4.89%	111.60%	7.65%	0.00%
fernandina beach florida						
April 1, 2009 - April 30, 2009	524	341	00:01:05	45.61%	22.33%	\$0.00
April 1, 2008 - April 30, 2008	1,657	1,159	00:01:00	19.32%	18.29%	\$0.00
% Change	-68.38%	-70.58%	8.88%	136.07%	22.11%	0.00%
ameilia island						
April 1, 2009 - April 30, 2009	511	400	00:00:42	25.00%	17.81%	\$0.00
April 1, 2008 - April 30, 2008	390	303	00:00:42	20.69%	22.31%	\$0.00
% Change	31.03%	32.01%	-0.17%	20.83%	-20.17%	0.00%
1 - 10 of 2,478						

AMELIA ISLAND Visitors Overview

Apr 1, 2009 - Apr 30, 2009
Comparing to: Apr 1, 2008 - Apr 30, 2008



44,179 people visited this site

52,717 Visits
Previous: 55,233 (-4.56%)

44,179 Absolute Unique Visitors
Previous: 46,437 (-4.86%)

264,104 Pageviews
Previous: 231,632 (14.02%)

5.01 Average Pageviews
Previous: 4.19 (19.46%)

00:03:56 Time on Site
Previous: 00:03:18 (19.40%)

33.35% Bounce Rate
Previous: 31.10% (7.24%)

77.89% New Visits
Previous: 79.64% (-2.19%)

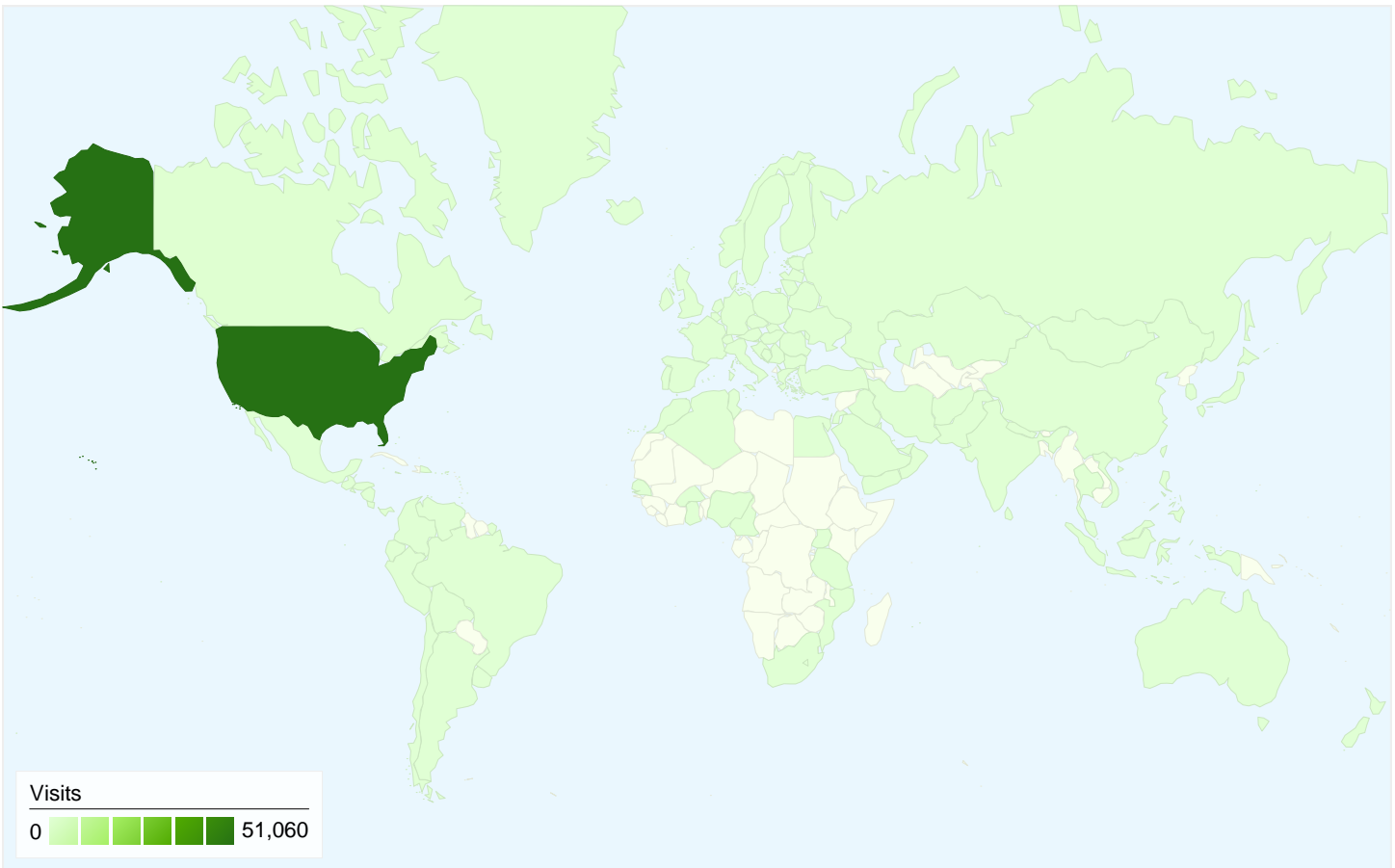
Technical Profile

Browser	Visits	% visits
Internet Explorer		
Apr 1, 2009 - Apr 30, 2009	39,670	75.25%
Apr 1, 2008 - Apr 30, 2008	44,257	80.13%
% Change	-10.36%	-6.09%
Firefox		
Apr 1, 2009 - Apr 30, 2009	8,127	15.42%
Apr 1, 2008 - Apr 30, 2008	7,640	13.83%
% Change	6.37%	11.45%

Connection Speed	Visits	% visits
Cable		
Apr 1, 2009 - Apr 30, 2009	20,852	39.55%
Apr 1, 2008 - Apr 30, 2008	18,791	34.02%
% Change	10.97%	16.26%
DSL		
Apr 1, 2009 - Apr 30, 2009	13,277	25.19%
Apr 1, 2008 - Apr 30, 2008	14,105	25.54%
% Change	-5.87%	-1.38%

Safari		
Apr 1, 2009 - Apr 30, 2009	4,239	8.04%
Apr 1, 2008 - Apr 30, 2008	2,852	5.16%
% Change	48.63%	55.73%
Chrome		
Apr 1, 2009 - Apr 30, 2009	439	0.83%
Apr 1, 2008 - Apr 30, 2008	0	0.00%
% Change	100.00%	100.00%
Mozilla		
Apr 1, 2009 - Apr 30, 2009	93	0.18%
Apr 1, 2008 - Apr 30, 2008	85	0.15%
% Change	9.41%	14.63%

Unknown		
Apr 1, 2009 - Apr 30, 2009	11,156	21.16%
Apr 1, 2008 - Apr 30, 2008	14,101	25.53%
% Change	-20.89%	-17.11%
T1		
Apr 1, 2009 - Apr 30, 2009	5,421	10.28%
Apr 1, 2008 - Apr 30, 2008	5,374	9.73%
% Change	0.87%	5.69%
Dialup		
Apr 1, 2009 - Apr 30, 2009	1,340	2.54%
Apr 1, 2008 - Apr 30, 2008	1,985	3.59%
% Change	-32.49%	-29.27%



52,717 visits came from 134 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
52,717 Previous: 55,233 (-4.56%)	5.01 Previous: 4.19 (19.46%)	00:03:56 Previous: 00:03:18 (19.40%)	77.91% Previous: 79.77% (-2.33%)	33.35% Previous: 31.10% (7.24%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
April 1, 2009 - April 30, 2009	51,060	5.05	00:03:59	77.67%	32.93%
April 1, 2008 - April 30, 2008	48,621	4.43	00:03:34	78.13%	26.79%
% Change	5.02%	13.81%	11.30%	-0.59%	22.95%
Canada					
April 1, 2009 - April 30, 2009	555	4.57	00:03:08	81.62%	37.30%
April 1, 2008 - April 30, 2008	685	4.94	00:03:39	80.88%	26.28%
% Change	-18.98%	-7.55%	-13.82%	0.92%	41.94%
United Kingdom					
April 1, 2009 - April 30, 2009	278	4.34	00:03:15	84.17%	42.45%

April 1, 2008 - April 30, 2008	504	3.52	00:02:18	87.50%	35.71%
% Change	-44.84%	23.25%	41.62%	-3.80%	18.85%
Germany					
April 1, 2009 - April 30, 2009	139	3.76	00:03:17	79.86%	41.73%
April 1, 2008 - April 30, 2008	307	2.86	00:02:00	90.23%	50.49%
% Change	-54.72%	31.71%	64.25%	-11.50%	-17.35%
France					
April 1, 2009 - April 30, 2009	55	2.71	00:01:57	85.45%	50.91%
April 1, 2008 - April 30, 2008	492	1.52	00:00:23	93.29%	80.49%
% Change	-88.82%	77.72%	415.47%	-8.40%	-36.75%
China					
April 1, 2009 - April 30, 2009	42	2.07	00:02:17	88.10%	80.95%
April 1, 2008 - April 30, 2008	8	1.12	00:00:02	87.50%	87.50%
% Change	425.00%	84.13%	7,738.10%	0.68%	-7.48%
Italy					
April 1, 2009 - April 30, 2009	36	4.42	00:04:42	88.89%	38.89%
April 1, 2008 - April 30, 2008	320	1.64	00:00:39	97.50%	76.88%
% Change	-88.75%	169.72%	618.36%	-8.83%	-49.41%
Ireland					
April 1, 2009 - April 30, 2009	33	3.18	00:03:03	81.82%	57.58%
April 1, 2008 - April 30, 2008	40	3.70	00:01:42	92.50%	57.50%
% Change	-17.50%	-14.00%	78.61%	-11.55%	0.13%
Netherlands					
April 1, 2009 - April 30, 2009	31	6.16	00:04:09	80.65%	22.58%
April 1, 2008 - April 30, 2008	232	2.47	00:01:14	93.10%	50.00%
% Change	-86.64%	149.46%	236.52%	-13.38%	-54.84%
India					
April 1, 2009 - April 30, 2009	30	2.10	00:00:59	100.00%	70.00%
April 1, 2008 - April 30, 2008	40	1.90	00:00:57	100.00%	75.00%
% Change	-25.00%	10.53%	3.92%	0.00%	-6.67%

1 - 10 of 134