

Site Usage

**62,016** Visits

Previous: 52,291 (18.60%)

**38.83%** Bounce Rate

Previous: 26.87% (44.53%)

**296,399** Pageviews

Previous: 238,190 (24.44%)

**00:03:42** Avg. Time on Site

Previous: 00:03:37 (2.56%)

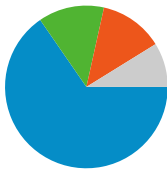
**4.78** Pages/Visit

Previous: 4.56 (4.92%)

**78.77%** % New Visits

Previous: 77.93% (1.08%)

Traffic Sources Overview



- **Search Engines**  
40,551.00 (65.39%)
- **Direct Traffic**  
8,119.00 (13.09%)
- **Referring Sites**  
7,878.00 (12.70%)
- **Other**  
5,468 (8.82%)

Content Overview

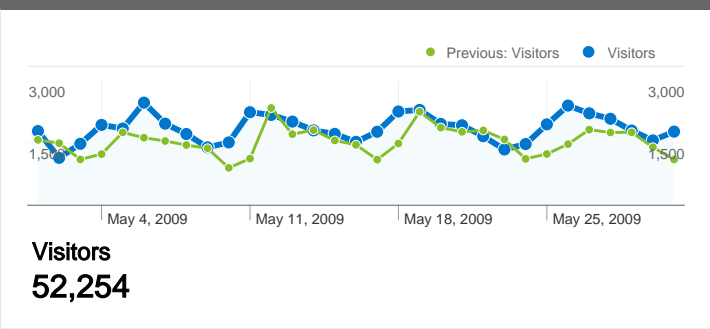
Pages	Pageviews	% Pageviews
<b>/index.php</b>		
May 1, 2009 - May 31, 2009	44,047	14.86%
May 1, 2008 - May 31, 2008	53,383	22.41%
% Change	-17.49%	-33.69%
<b>/accommodations/section/hotel</b>		
May 1, 2009 - May 31, 2009	25,389	8.57%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
<b>/accommodations/section/resort</b>		
May 1, 2009 - May 31, 2009	13,575	4.58%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
<b>/accommodations/section/condo</b>		
May 1, 2009 - May 31, 2009	13,295	4.49%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
<b>/restaurants</b>		

### Entrance Keywords: /index.php

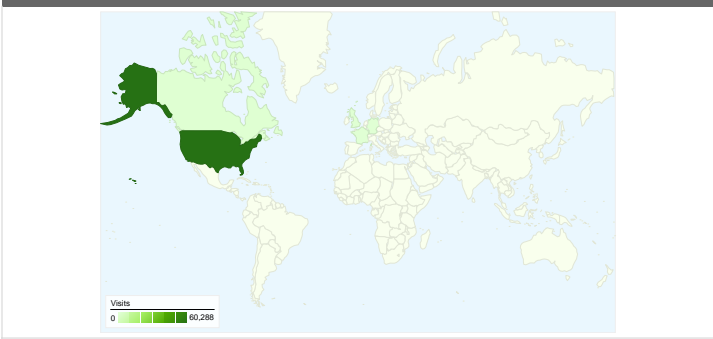
Keyword	Pageviews	% visits
<b>amelia island</b>		
May 1, 2009 - May 31, 2009	77,470	60.95%
May 1, 2008 - May 31, 2008	71,225	59.14%
% Change	8.77%	3.07%
<b>amelia island florida</b>		
May 1, 2009 - May 31, 2009	13,312	10.47%
May 1, 2008 - May 31, 2008	12,838	10.66%
% Change	3.69%	-1.74%
<b>fernandina beach</b>		
May 1, 2009 - May 31, 2009	4,581	3.60%
May 1, 2008 - May 31, 2008	4,493	3.73%
% Change	1.96%	-3.39%
<b>amelia island fl</b>		
May 1, 2009 - May 31, 2009	3,534	2.78%
May 1, 2008 - May 31, 2008	3,616	3.00%
% Change	-2.27%	-7.39%
<b>amelia island, fl</b>		
May 1, 2009 - May 31, 2009	3,419	2.69%
May 1, 2008 - May 31, 2008	4,172	3.46%
% Change	-18.05%	-22.34%

May 1, 2009 - May 31, 2009	10,059	3.39%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%

### Visitors Overview

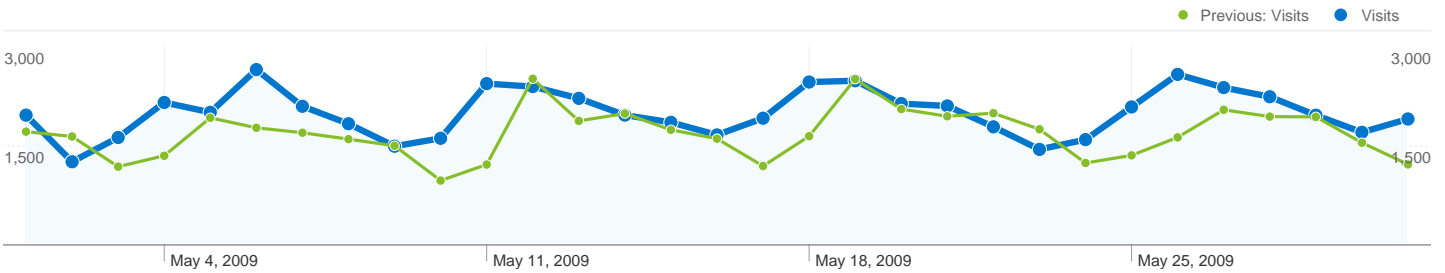


### Map Overlay world



# AMELIA ISLAND Traffic Sources Overview

May 1, 2009 - May 31, 2009  
Comparing to: May 1, 2008 - May 31, 2008



All traffic sources sent a total of 62,016 visits

**13.09% Direct Traffic**

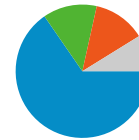
Previous: 9.45% (38.47%)

**12.70% Referring Sites**

Previous: 26.46% (-52.00%)

**65.39% Search Engines**

Previous: 64.06% (2.07%)



- **Search Engines**  
40,551.00 (65.39%)
- **Direct Traffic**  
8,119.00 (13.09%)
- **Referring Sites**  
7,878.00 (12.70%)
- **Other**  
5,468 (8.82%)

## Top Traffic Sources

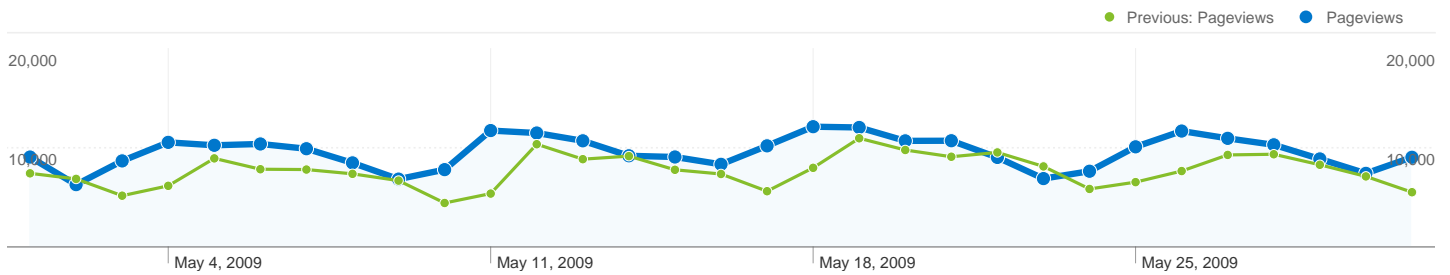
Sources	Visits	% visits
google (organic)		
May 1, 2009 - May 31, 2009	31,404	50.64%
May 1, 2008 - May 31, 2008	25,033	47.87%
% Change	25.45%	5.78%
(direct) ((none))		
May 1, 2009 - May 31, 2009	8,119	13.09%
May 1, 2008 - May 31, 2008	4,944	9.45%
% Change	64.22%	38.47%
AJC.com (banner)		
May 1, 2009 - May 31, 2009	4,901	7.90%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
yahoo (organic)		
May 1, 2009 - May 31, 2009	4,684	7.55%
May 1, 2008 - May 31, 2008	4,034	7.71%
% Change	16.11%	-2.10%
fbfl.us (referral)		

Keywords	Visits	% visits
amelia island		
May 1, 2009 - May 31, 2009	20,163	49.72%
May 1, 2008 - May 31, 2008	16,881	50.39%
% Change	19.44%	-1.33%
amelia island florida		
May 1, 2009 - May 31, 2009	3,140	7.74%
May 1, 2008 - May 31, 2008	2,756	8.23%
% Change	13.93%	-5.88%
amelia island hotels		
May 1, 2009 - May 31, 2009	1,493	3.68%
May 1, 2008 - May 31, 2008	301	0.90%
% Change	396.01%	309.75%
amelia island fl		
May 1, 2009 - May 31, 2009	832	2.05%
May 1, 2008 - May 31, 2008	737	2.20%
% Change	12.89%	-6.74%
fernandina beach		

May 1, 2009 - May 31, 2009	2,386	3.85%	May 1, 2009 - May 31, 2009	818	2.02%
May 1, 2008 - May 31, 2008	2,148	4.11%	May 1, 2008 - May 31, 2008	990	2.96%
% Change	11.08%	-6.34%	% Change	-17.37%	-31.74%

# AMELIA ISLAND Content Overview

May 1, 2009 - May 31, 2009  
Comparing to: May 1, 2008 - May 31, 2008




Pages on this site were viewed a total of 296,399 times

 **296,399 Pageviews**

Previous: 238,190 (24.44%)

 **209,532 Unique Views**

Previous: 179,597 (16.67%)

 **38.83% Bounce Rate**

Previous: 26.87% (44.53%)

## Top Content

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
May 1, 2009 - May 31, 2009	44,047	14.86%
May 1, 2008 - May 31, 2008	53,383	22.41%
% Change	-17.49%	-33.69%
<b>/accommodations/section/hotel</b>		
May 1, 2009 - May 31, 2009	25,389	8.57%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
<b>/accommodations/section/resort</b>		
May 1, 2009 - May 31, 2009	13,575	4.58%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
<b>/accommodations/section/condo</b>		
May 1, 2009 - May 31, 2009	13,295	4.49%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
<b>/restaurants</b>		

May 1, 2009 - May 31, 2009	10,059	3.39%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%

# Entrance Keywords:

/index.php

May 1, 2009 - May 31, 2009

Comparing to: May 1, 2008 - May 31, 2008



This page was viewed 127,096 times via 2,611 keywords

**Content Performance**

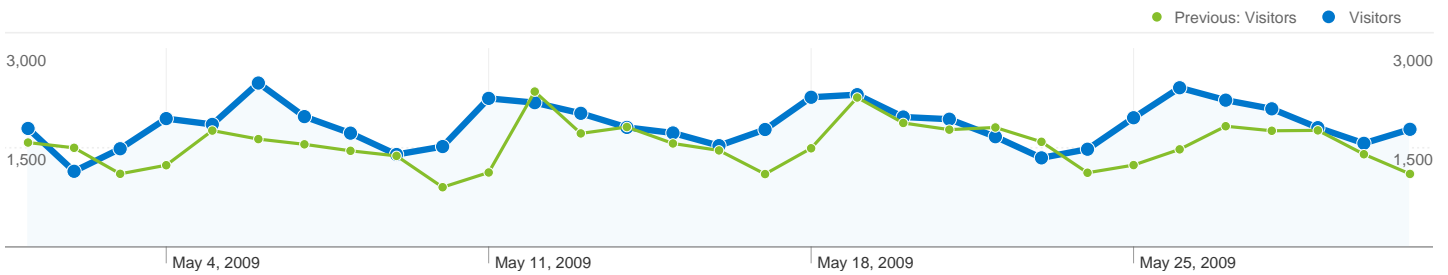
Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
<b>127,096</b> Previous: 120,434 (5.53%)	<b>91,618</b> Previous: 90,453 (1.29%)	<b>00:00:58</b> Previous: 00:00:57 (2.03%)	<b>34.78%</b> Previous: 18.38% (89.22%)	<b>19.29%</b> Previous: 19.24% (0.23%)	<b>\$0.00</b> Previous: \$0.00 (0.00%)	
Keyword	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
<b>amelia island</b>						
May 1, 2009 - May 31, 2009	<b>77,470</b>	56,784	00:00:58	34.57%	19.47%	\$0.00
May 1, 2008 - May 31, 2008	<b>71,225</b>	54,337	00:00:58	18.28%	19.69%	\$0.00
% Change	<b>8.77%</b>	4.50%	0.30%	<b>89.07%</b>	-1.14%	0.00%
<b>amelia island florida</b>						
May 1, 2009 - May 31, 2009	<b>13,312</b>	9,568	00:00:57	32.92%	18.07%	\$0.00
May 1, 2008 - May 31, 2008	<b>12,838</b>	9,604	00:00:53	17.62%	18.29%	\$0.00
% Change	<b>3.69%</b>	-0.37%	7.52%	<b>86.88%</b>	-1.18%	0.00%
<b>fernandina beach</b>						
May 1, 2009 - May 31, 2009	<b>4,581</b>	2,958	00:00:51	34.53%	16.61%	\$0.00
May 1, 2008 - May 31, 2008	<b>4,493</b>	3,104	00:01:01	17.47%	18.81%	\$0.00
% Change	<b>1.96%</b>	-4.70%	-15.26%	<b>97.70%</b>	-11.67%	0.00%
<b>amelia island fl</b>						
May 1, 2009 - May 31, 2009	<b>3,534</b>	2,519	00:01:01	33.49%	17.57%	\$0.00
May 1, 2008 - May 31, 2008	<b>3,616</b>	2,667	00:00:50	16.88%	17.17%	\$0.00
% Change	<b>-2.27%</b>	-5.55%	23.70%	<b>98.40%</b>	2.32%	0.00%
<b>amelia island, fl</b>						
May 1, 2009 - May 31, 2009	<b>3,419</b>	2,425	00:01:00	34.26%	17.81%	\$0.00
May 1, 2008 - May 31, 2008	<b>4,172</b>	3,155	00:00:57	18.27%	18.19%	\$0.00
% Change	<b>-18.05%</b>	-23.14%	5.28%	<b>87.58%</b>	-2.09%	0.00%
<b>amelia island plantation</b>						

May 1, 2009 - May 31, 2009	<b>2,394</b>	1,698	00:00:56	36.49%	21.22%	\$0.00
May 1, 2008 - May 31, 2008	<b>116</b>	77	00:00:56	18.18%	23.28%	\$0.00
% Change	<b>1,963.79%</b>	2,105.19%	<b>-0.08%</b>	<b>100.69%</b>	<b>-8.83%</b>	0.00%
amelia island, florida						
May 1, 2009 - May 31, 2009	<b>1,710</b>	1,272	00:00:59	36.76%	18.71%	\$0.00
May 1, 2008 - May 31, 2008	<b>2,998</b>	2,170	00:00:51	21.89%	17.85%	\$0.00
% Change	<b>-42.96%</b>	<b>-41.38%</b>	<b>15.77%</b>	<b>67.96%</b>	<b>4.87%</b>	0.00%
ameliaisland.com						
May 1, 2009 - May 31, 2009	<b>692</b>	456	00:00:51	14.63%	11.71%	\$0.00
May 1, 2008 - May 31, 2008	<b>44</b>	33	00:01:10	15.38%	29.55%	\$0.00
% Change	<b>1,472.73%</b>	1,281.82%	<b>-26.24%</b>	<b>-4.88%</b>	<b>-60.38%</b>	0.00%
ameilia island						
May 1, 2009 - May 31, 2009	<b>552</b>	368	00:01:04	28.72%	16.85%	\$0.00
May 1, 2008 - May 31, 2008	<b>533</b>	381	00:00:59	16.13%	18.01%	\$0.00
% Change	<b>3.56%</b>	<b>-3.41%</b>	<b>8.26%</b>	<b>78.09%</b>	<b>-6.46%</b>	0.00%
florida islands						
May 1, 2009 - May 31, 2009	<b>424</b>	310	00:00:49	46.22%	26.89%	\$0.00
May 1, 2008 - May 31, 2008	<b>0</b>	0	00:00:00	0.00%	0.00%	\$0.00
% Change	<b>100.00%</b>	100.00%	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	0.00%

1 - 10 of 2,611

# AMELIA ISLAND Visitors Overview

May 1, 2009 - May 31, 2009  
Comparing to: May 1, 2008 - May 31, 2008



## 52,254 people visited this site

 **62,016 Visits**

Previous: 52,291 (18.60%)

 **52,254 Absolute Unique Visitors**

Previous: 43,431 (20.31%)

 **296,399 Pageviews**


Previous: 238,190 (24.44%)

 **4.78 Average Pageviews**

Previous: 4.56 (4.92%)

 **00:03:42 Time on Site**

Previous: 00:03:37 (2.56%)

 **38.83% Bounce Rate**

Previous: 26.87% (44.53%)

 **78.77% New Visits**

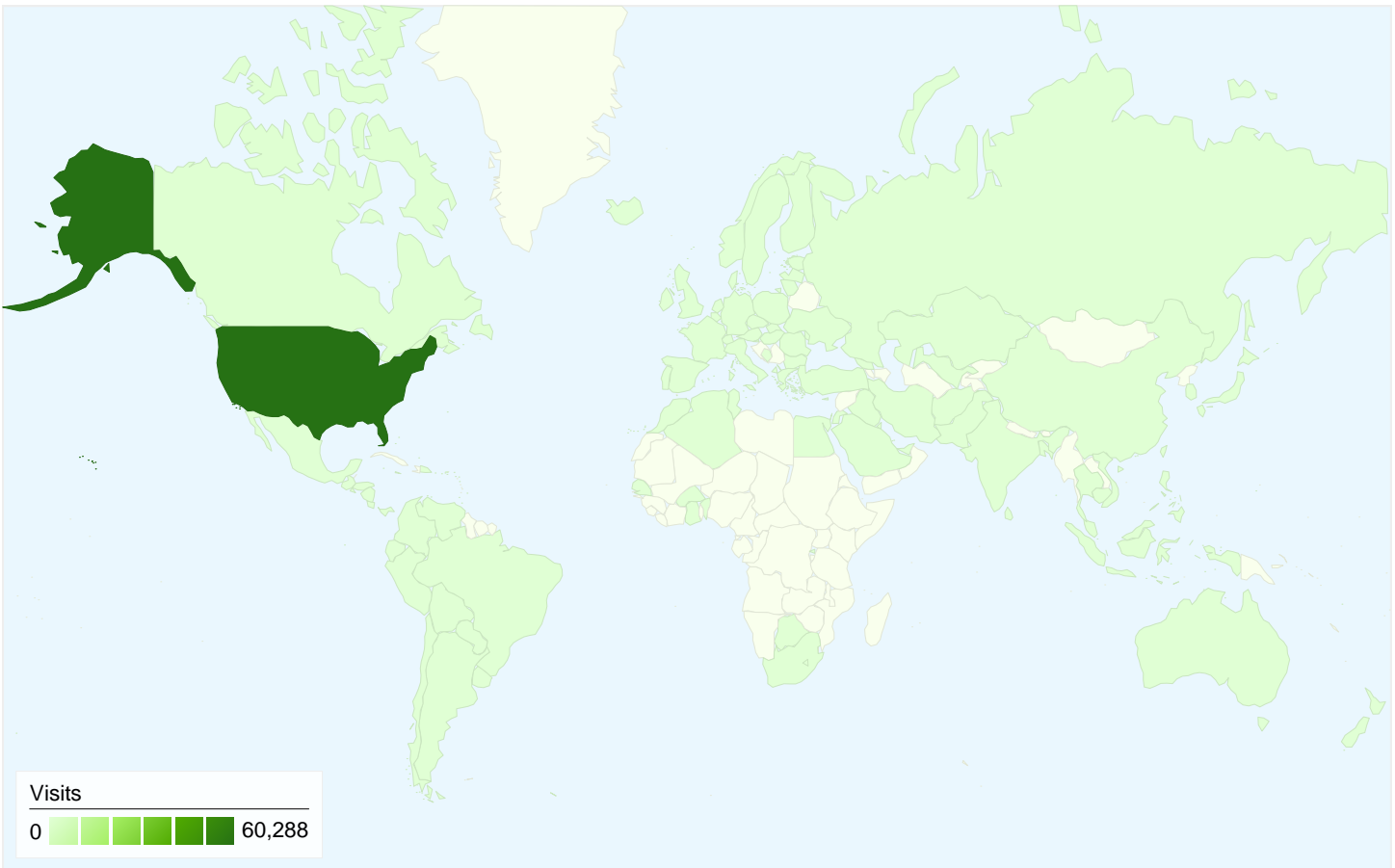
Previous: 77.93% (1.08%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
May 1, 2009 - May 31, 2009	46,560	75.08%	May 1, 2009 - May 31, 2009	23,943	38.61%
May 1, 2008 - May 31, 2008	43,024	82.28%	May 1, 2008 - May 31, 2008	18,444	35.27%
% Change	8.22%	-8.75%	% Change	29.81%	9.46%
Firefox			DSL		
May 1, 2009 - May 31, 2009	9,923	16.00%	May 1, 2009 - May 31, 2009	16,637	26.83%
May 1, 2008 - May 31, 2008	6,376	12.19%	May 1, 2008 - May 31, 2008	13,098	25.05%
% Change	55.63%	31.23%	% Change	27.02%	7.10%

Safari		
May 1, 2009 - May 31, 2009	4,602	7.42%
May 1, 2008 - May 31, 2008	2,668	5.10%
% Change	72.49%	45.44%
Chrome		
May 1, 2009 - May 31, 2009	635	1.02%
May 1, 2008 - May 31, 2008	0	0.00%
% Change	100.00%	100.00%
Mozilla		
May 1, 2009 - May 31, 2009	97	0.16%
May 1, 2008 - May 31, 2008	52	0.10%
% Change	86.54%	57.29%

Unknown		
May 1, 2009 - May 31, 2009	13,264	21.39%
May 1, 2008 - May 31, 2008	12,943	24.75%
% Change	2.48%	-13.59%
T1		
May 1, 2009 - May 31, 2009	5,884	9.49%
May 1, 2008 - May 31, 2008	5,134	9.82%
% Change	14.61%	-3.36%
Dialup		
May 1, 2009 - May 31, 2009	1,459	2.35%
May 1, 2008 - May 31, 2008	1,777	3.40%
% Change	-17.90%	-30.77%



**62,016 visits came from 123 countries/territories**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>62,016</b> Previous: 52,291 (18.60%)	<b>4.78</b> Previous: 4.56 (4.92%)	<b>00:03:42</b> Previous: 00:03:37 (2.56%)	<b>78.78%</b> Previous: 78.05% (0.94%)	<b>38.83%</b> Previous: 26.87% (44.53%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
May 1, 2009 - May 31, 2009	<b>60,288</b>	4.80	00:03:43	78.60%	38.56%
May 1, 2008 - May 31, 2008	<b>50,747</b>	4.57	00:03:38	77.85%	26.60%
% Change	<b>18.80%</b>	5.08%	2.48%	0.97%	<b>44.95%</b>
<b>Canada</b>					
May 1, 2009 - May 31, 2009	<b>442</b>	4.92	00:03:09	83.48%	40.95%
May 1, 2008 - May 31, 2008	<b>421</b>	4.65	00:02:52	81.95%	32.54%
% Change	<b>4.99%</b>	5.91%	9.70%	1.87%	<b>25.84%</b>
<b>United Kingdom</b>					
May 1, 2009 - May 31, 2009	<b>343</b>	4.06	00:03:16	81.63%	39.36%

May 1, 2008 - May 31, 2008	<b>329</b>	3.94	00:03:02	85.41%	32.52%
% Change	<b>4.26%</b>	3.09%	7.64%	<b>-4.42%</b>	<b>21.02%</b>
Germany					
May 1, 2009 - May 31, 2009	<b>150</b>	4.30	00:03:09	83.33%	45.33%
May 1, 2008 - May 31, 2008	<b>112</b>	3.76	00:02:32	87.50%	23.21%
% Change	<b>33.93%</b>	14.39%	24.13%	<b>-4.76%</b>	<b>95.28%</b>
France					
May 1, 2009 - May 31, 2009	<b>65</b>	4.55	00:03:40	83.08%	44.62%
May 1, 2008 - May 31, 2008	<b>43</b>	2.21	00:01:16	90.70%	58.14%
% Change	<b>51.16%</b>	106.12%	190.66%	<b>-8.40%</b>	<b>-23.26%</b>
Spain					
May 1, 2009 - May 31, 2009	<b>48</b>	4.25	00:04:20	89.58%	54.17%
May 1, 2008 - May 31, 2008	<b>47</b>	4.74	00:04:35	89.36%	29.79%
% Change	<b>2.13%</b>	<b>-10.43%</b>	<b>-5.40%</b>	<b>0.25%</b>	<b>81.85%</b>
India					
May 1, 2009 - May 31, 2009	<b>43</b>	1.86	00:02:05	90.70%	69.77%
May 1, 2008 - May 31, 2008	<b>20</b>	4.25	00:05:35	85.00%	30.00%
% Change	<b>115.00%</b>	<b>-56.22%</b>	<b>-62.60%</b>	<b>6.70%</b>	<b>132.56%</b>
Ireland					
May 1, 2009 - May 31, 2009	<b>34</b>	3.50	00:02:44	94.12%	64.71%
May 1, 2008 - May 31, 2008	<b>26</b>	3.04	00:03:56	88.46%	42.31%
% Change	<b>30.77%</b>	15.19%	<b>-30.36%</b>	<b>6.39%</b>	<b>52.94%</b>
Netherlands					
May 1, 2009 - May 31, 2009	<b>32</b>	6.59	00:05:31	81.25%	21.88%
May 1, 2008 - May 31, 2008	<b>31</b>	4.00	00:02:21	83.87%	48.39%
% Change	<b>3.23%</b>	64.84%	134.58%	<b>-3.13%</b>	<b>-54.79%</b>
Italy					
May 1, 2009 - May 31, 2009	<b>31</b>	3.71	00:02:18	80.65%	58.06%
May 1, 2008 - May 31, 2008	<b>41</b>	3.59	00:01:02	87.80%	43.90%
% Change	<b>-24.39%</b>	3.47%	121.05%	<b>-8.15%</b>	<b>32.26%</b>

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