www.ceb.cam.ac.uk Dashboard



Site Usage

19,811 Visits

69,381 Pageviews

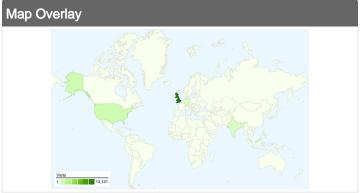
3.50 Pages/Visit

58.05% Bounce Rate

00:02:47 Avg. Time on Site

42.96% % New Visits





Traffic Sources Overview	
	 Search Engines 7,540.00 (38.06%) Direct Traffic 7,093.00 (35.80%) Referring Sites 5,178.00 (26.14%)

Content Overview		
Pages	Pageviews	% Pageviews
1	9,504	13.70%
/index.php	6,652	9.59%
/people.php	2,050	2.95%
/pages/research.html	1,793	2.58%
/people.php?action=category&c	1,306	1.88%



9,772 people visited this site

19,811 Visits

9,772 Absolute Unique Visitors

69,381 Pageviews

3.50 Average Pageviews

00:02:47 Time on Site

58.05% Bounce Rate

~~~ 42.96% New Visits

#### **Technical Profile**

| Browser           | Visits | % visits | Connection Speed | Visits | % visits |
|-------------------|--------|----------|------------------|--------|----------|
| Internet Explorer | 11,333 | 57.21%   | T1               | 11,638 | 58.75%   |
| Firefox           | 5,462  | 27.57%   | Unknown          | 3,410  | 17.21%   |
| Safari            | 1,386  | 7.00%    | DSL              | 2,736  | 13.81%   |
| Chrome            | 1,354  | 6.83%    | Cable            | 1,809  | 9.13%    |
| Opera             | 148    | 0.75%    | Dialup           | 189    | 0.95%    |

# www.ceb.cam.ac.uk Traffic Sources Overview

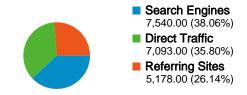


## All traffic sources sent a total of 19,811 visits

35.80% Direct Traffic

26.14% Referring Sites

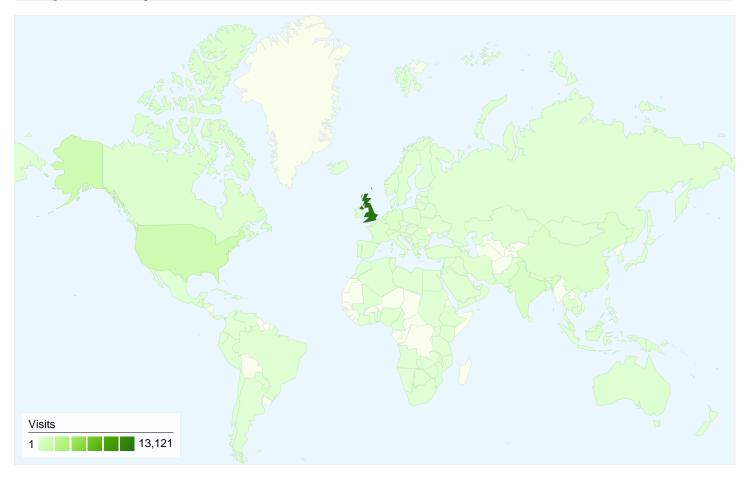
38.06% Search Engines



#### **Top Traffic Sources**

| Sources                   | Visits | % visits |
|---------------------------|--------|----------|
| (direct) ((none))         | 7,093  | 35.80%   |
| google (organic)          | 6,728  | 33.96%   |
| cam.ac.uk (referral)      | 815    | 4.11%    |
| tech.cam.ac.uk (referral) | 776    | 3.92%    |
| bing (organic)            | 565    | 2.85%    |

| Keywords                       | Visits | % visits |
|--------------------------------|--------|----------|
| markus kraft                   | 607    | 8.05%    |
| chemical engineering           | 235    | 3.12%    |
| cambridge chemical             | 171    | 2.27%    |
| fluid dynamic gauge resolution | 144    | 1.91%    |
| biobullets                     | 132    | 1.75%    |



## 19,811 visits came from 144 countries/territories

| Site Usage                                      |                                         |                            |             |                                                       |                               |             |
|-------------------------------------------------|-----------------------------------------|----------------------------|-------------|-------------------------------------------------------|-------------------------------|-------------|
| Visits<br>19,811<br>% of Site Total:<br>100.00% | Pages/Visit 3.50 Site Avg: 3.50 (0.00%) | <b>00:02:</b><br>Site Avg: |             | % New Visits<br>43.00%<br>Site Avg:<br>42.96% (0.08%) | <b>58.05</b> Site Avg: 58.059 | %           |
| Country/Territory                               |                                         | Visits                     | Pages/Visit | Avg. Time on<br>Site                                  | % New Visits                  | Bounce Rate |
| United Kingdom                                  |                                         | 13,121                     | 3.07        | 00:02:43                                              | 25.24%                        | 62.18%      |
| United States                                   |                                         | 1,363                      | 3.27        | 00:01:29                                              | 86.87%                        | 61.12%      |
| India                                           |                                         | 618                        | 4.34        | 00:03:22                                              | 82.20%                        | 45.63%      |
| Germany                                         |                                         | 400                        | 5.10        | 00:02:49                                              | 64.00%                        | 39.50%      |
| Malaysia                                        |                                         | 315                        | 3.50        | 00:02:48                                              | 62.86%                        | 59.68%      |
| China                                           |                                         | 249                        | 5.88        | 00:04:24                                              | 66.67%                        | 37.75%      |
| Canada                                          |                                         | 232                        | 4.05        | 00:02:01                                              | 85.78%                        | 57.33%      |
| France                                          |                                         | 167                        | 5.74        | 00:03:47                                              | 72.46%                        | 50.90%      |
| Spain                                           |                                         | 165                        | 5.24        | 00:03:14                                              | 62.42%                        | 39.39%      |

| Australia | 153 | 5.49 | 00:03:52 | 86.27% | 45.75%        |
|-----------|-----|------|----------|--------|---------------|
|           |     |      |          |        | 1 - 10 of 144 |



#### Pages on this site were viewed a total of 69,381 times

**√√√** 69,381 Pageviews

53,877 Unique Views

**58.05%** Bounce Rate

## **Top Content**

| Pages                                  | Pageviews | % Pageviews |
|----------------------------------------|-----------|-------------|
| /                                      | 9,504     | 13.70%      |
| /index.php                             | 6,652     | 9.59%       |
| /people.php                            | 2,050     | 2.95%       |
| /pages/research.html                   | 1,793     | 2.58%       |
| /people.php?action=category&c=academic | 1,306     | 1.88%       |