Comparing to: Site



Site Usage

20,846 Visits

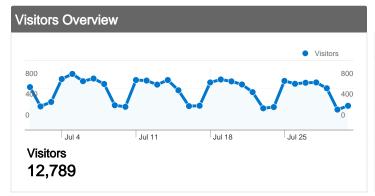
79,097 Pageviews

3.79 Pages/Visit

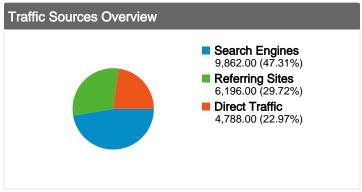
~~~	54.	49%	Bounce	Rate

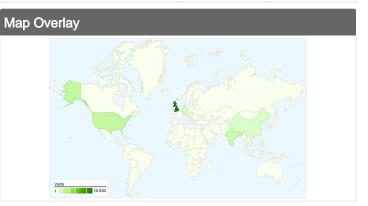
00:02:53 Avg. Time on Site

54.57% % New Visits



Content Overview					
Pages	Pageviews	% Pageviews			
1	9,587	12.12%			
/index.php	3,484	4.40%			
/people.php	2,142	2.71%			
/pages/research.html	1,823	2.30%			
/people.php?action=category&c	1,504	1.90%			





Comparing to: Site



# 12,789 people visited this site

20,846 Visits

12,789 Absolute Unique Visitors

**79,097** Pageviews

3.79 Average Pageviews

00:02:53 Time on Site

54.49% Bounce Rate

54.57% New Visits

#### **Technical Profile**

Browser	Visits	% visits
Internet Explorer	8,898	42.68%
Firefox	5,693	27.31%
Chrome	3,811	18.28%
Safari	1,884	9.04%
Opera	214	1.03%

Connection Speed	Visits	% visits
Unknown	20,846	100.00%

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

Comparing to: Site



#### All traffic sources sent a total of 20,846 visits

22.97% Direct Traffic

29.72% Referring Sites

47.31% Search Engines

Search Engines
9,862.00 (47.31%)
Referring Sites
6,196.00 (29.72%)
Direct Traffic
4,788.00 (22.97%)

### **Top Traffic Sources**

Sources	Visits	% visits
google (organic)	9,330	44.76%
(direct) ((none))	4,788	22.97%
cam.ac.uk (referral)	1,005	4.82%
tech.cam.ac.uk (referral)	744	3.57%
facebook.com (referral)	458	2.20%

Keywords	Visits	% visits
sarada crowe cambridge	756	7.67%
chemical engineering	257	2.61%
cambridge chemical	252	2.56%
biaohua chen buct	102	1.03%
ucas h810	96	0.97%

Comparing to: Site



## Pages on this site were viewed a total of 79,097 times

**79,097** Pageviews

60,261 Unique Views

54.49% Bounce Rate

## **Top Content**

Pages	Pageviews	% Pageviews
/	9,587	12.12%
/index.php	3,484	4.40%
/people.php	2,142	2.71%
/pages/research.html	1,823	2.30%
/people.php?action=category&c=academic	1,504	1.90%



## 20,846 visits came from 139 countries/territories

Visits Pages/Visit 20,846 3.79		Avg. Time on Site 00:02:53		% New Visits 54.58%	54.49	Bounce Rate 54.49%	
% of Site Total: 100.00%	Site Avg: 3.79 (0.00%)	Site Avg: <b>00:02:</b>	<b>53</b> (0.00%)	Site Avg: <b>54.57%</b> (0.02%)	Site Avg: <b>54.49</b> %	<b>%</b> (0.00%)	
Country/Territory		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United Kingdom		10,934	3.56	00:02:59	34.54%	56.16%	
United States		1,767	2.94	00:01:25	82.97%	60.10%	
India		1,351	3.79	00:02:35	86.68%	54.77%	
Germany		522	4.11	00:02:14	70.11%	48.66%	
China		394	7.81	00:06:14	52.79%	39.34%	
Malaysia		387	3.89	00:03:30	69.51%	50.90%	
Canada		287	3.57	00:02:06	82.58%	55.75%	
Singapore		285	4.59	00:04:14	61.40%	48.07%	
Australia		249	3.59	00:02:08	73.09%	58.23%	

France	239	3.51	00:01:43	74.90%	51.88%
					1 - 10 of 139