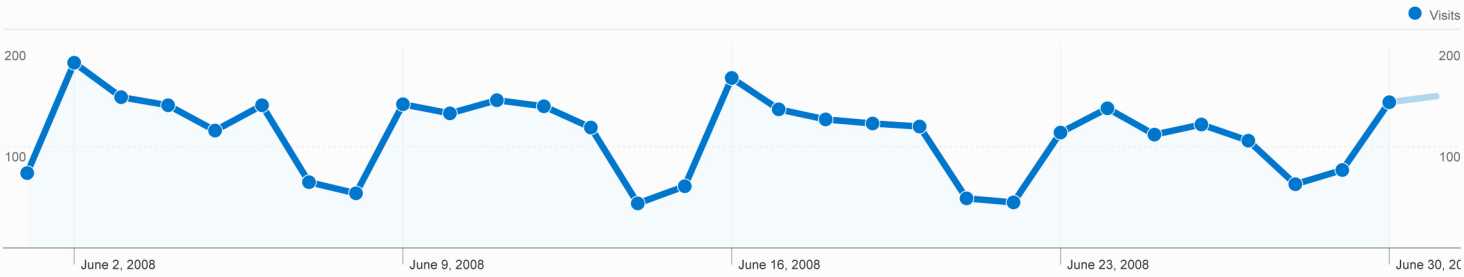
SAMPLE REPORT
Dashboard HGS Suites

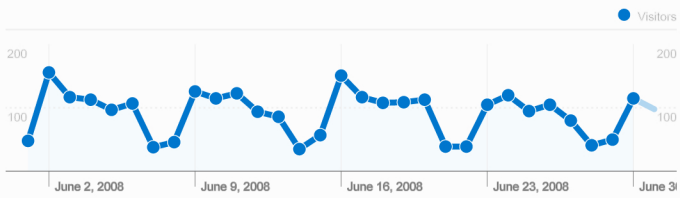
Jun 1, 2008 - Jun 30, 2008
Comparing to: Site



Site Usage

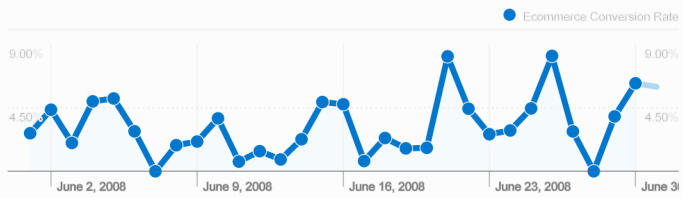
3,353 Visits	**35.52%** Bounce Rate
12,520 Pageviews	**00:02:37** Avg. Time on Site
3.73 Pages/Visit	**69.61%** % New Visits

Visitors Overview



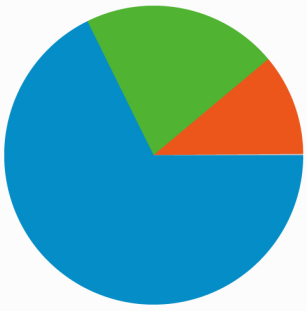
Visitors
2,527

Ecommerce Overview



Ecommerce Conversion Rate
3.16%

Traffic Sources Overview



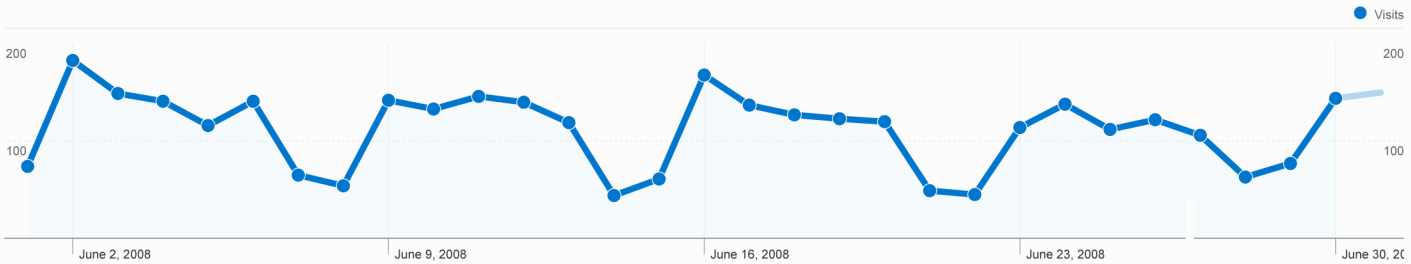
- **Search Engines**
  2,270 (67.70%)
- **Direct Traffic**
  711 (21.20%)
- **Referring Sites**
  368 (10.98%)
- **Other**
  4 (0.12%)

Content Overview

Pages	Pageviews	% Pageviews
/home.aspx	3,556	28.40%
/reservations.aspx	1,979	15.81%
/accommodations.aspx	1,126	8.99%
/onescreen.cfm?hotelid=13414	1,037	8.28%
/amenities.aspx	798	6.37%

All Traffic Sources

Jun 1, 2008 - Jun 30, 2008
Comparing to: Site



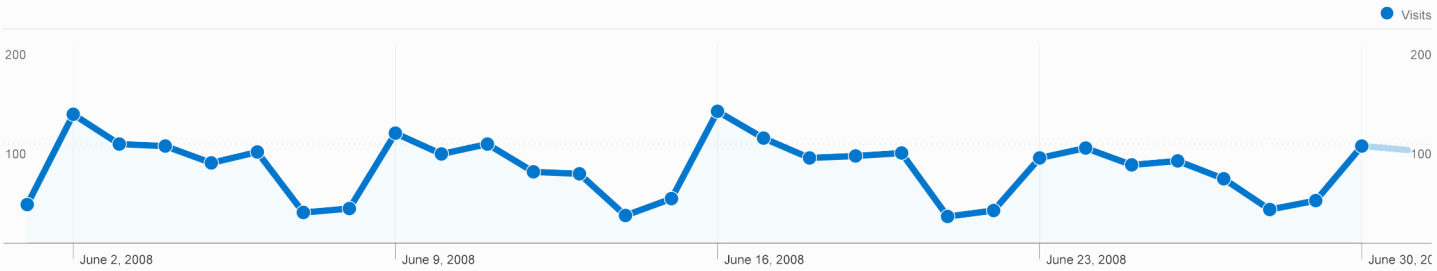
All traffic sources sent 3,353 visits via 100 sources and mediums

Ecommerce

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
3,353 % of Site Total: 100.00%	$15,969.00 % of Site Total: 100.00%	106 % of Site Total: 100.00%	$150.65 Site Avg: $150.65 (0.00%)	3.16% Site Avg: 3.16% (0.00%)	$4.76 Site Avg: $4.76 (0.00%)

Source/Medium	Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
google / organic	1,346	$9,462.00	58	$163.14	4.31%	$7.03
google / cpc	397	$1,882.00	14	$134.43	3.53%	$4.74
(direct) / (none)	711	$1,182.00	9	$131.33	1.27%	$1.66
msn / organic	98	$861.00	5	$172.20	5.10%	$8.79
live / organic	81	$844.00	6	$140.67	7.41%	$10.42
yahoo / organic	292	$760.00	8	$95.00	2.74%	$2.60
mufrti.org / referral	20	$315.00	1	$315.00	5.00%	$15.75
my.att.net / referral	1	$210.00	1	$210.00	100.00%	$210.00
google.com / referral	9	$164.00	1	$164.00	11.11%	$18.22
hotel.com / referral	9	$105.00	1	$105.00	11.11%	$11.67
[redacted] / referral	81	$105.00	1	$105.00	1.23%	$1.30
yahoo mail / referral	10	$79.00	1	$79.00	10.00%	$7.90
altavista / organic	3	$0.00	0	$0.00	0.00%	$0.00
alwar.com / referral	1	$0.00	0	$0.00	0.00%	$0.00
aol / organic	23	$0.00	0	$0.00	0.00%	$0.00
asae.multiview.com / referral	1	$0.00	0	$0.00	0.00%	$0.00
ask / organic	10	$0.00	0	$0.00	0.00%	$0.00
baymonthotels.com / referral	1	$0.00	0	$0.00	0.00%	$0.00
blingo.com / referral	2	$0.00	0	$0.00	0.00%	$0.00
campustravel.com / referral	4	$0.00	0	$0.00	0.00%	$0.00

1 - 20 of 100



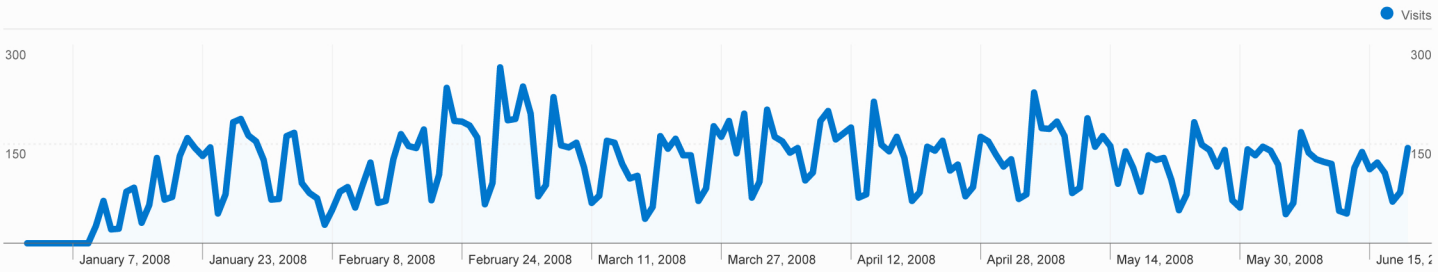
Search sent 2,270 total visits via 616 keywords

Ecommerce

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
2,270 % of Site Total: 67.70%	$13,809.00 % of Site Total: 86.47%	91 % of Site Total: 85.85%	$151.75 Site Avg: $150.65 (0.73%)	4.01% Site Avg: 3.16% (26.81%)	$6.08 Site Avg: $4.76 (27.73%)

Keyword	Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
hotel	93	$827.00	7	$118.14	7.53%	$8.89
hotel jefferson city mo	75	$794.00	5	$158.80	6.67%	$10.59
hotel jefferson city	99	$618.00	5	$123.60	5.05%	$6.24
jefferson city hotels	118	$526.00	4	$131.50	3.39%	$4.46
jefferson city, mo	11	$525.00	1	$525.00	9.09%	$47.73
jefferson city missouri	13	$525.00	2	$262.50	15.38%	$40.38
hotels in jefferson city	16	$525.00	1	$525.00	6.25%	$32.81
jefferson city mo hotel	40	$479.00	4	$119.75	10.00%	$11.98
hotel & convention center	14	$455.00	3	$151.67	21.43%	$32.50
hotels jefferson city missour	2	$420.00	1	$420.00	50.00%	$210.00
hotel jefferson city	42	$417.00	1	$417.00	2.38%	$9.93
hotel "jefferson city" mo	1	$417.00	1	$417.00	100.00%	$417.00
jefferson city mo	28	$385.00	2	$192.50	7.14%	$13.75
jefferson city mo	16	$385.00	2	$192.50	12.50%	$24.06
plaza hotel	84	$362.00	3	$120.67	3.57%	$4.31
jefferson city mo hotel in	14	$318.00	3	$106.00	21.43%	$22.71
jefferson city, mo, usa	2	$315.00	1	$315.00	50.00%	$157.50
plaza jefferson city	95	$280.00	3	$93.33	3.16%	$2.95
plaza hotel mo	4	$278.00	1	$278.00	25.00%	$69.50
plaza hotel jefferson city mo	48	$269.00	2	$134.50	4.17%	$5.60

1 - 20 of 616



Site Usage

21,048 Visits

80,584 Pageviews

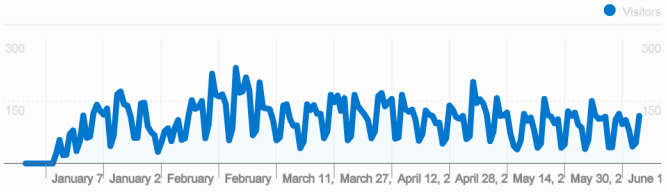
3.83 Pages/Visit

31.97% Bounce Rate

00:02:56 Avg. Time on Site

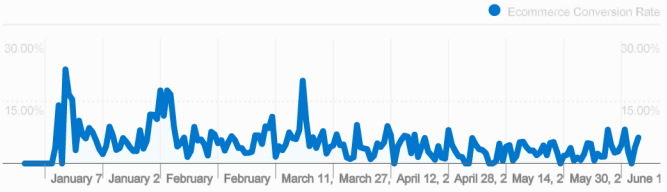
74.95% % New Visits

Visitors Overview



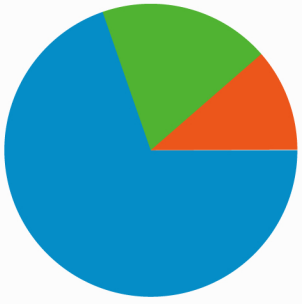
Visitors
15,780

Ecommerce Overview



Ecommerce Conversion Rate
4.76%

Traffic Sources Overview



- **Search Engines**
  14,664.00 (69.67%)
- **Direct Traffic**
  3,985.00 (18.93%)
- **Referring Sites**
  2,385.00 (11.33%)
- **Other**
  14 (0.07%)

Content Overview

Pages	Pageviews	% Pageviews
/home.aspx	21,294	26.42%
/reservations.aspx	14,337	17.79%
/onescreen.cfm?hotelid=13414	8,744	10.85%
/accommodations.aspx	6,903	8.57%
/contactus.aspx	5,159	6.40%