







Site Usage

 10,840 Visits Previous: 13,733 (-21.07%)	 58.01% Bounce Rate Previous: 59.20% (-2.02%)
 20,759 Page Views Previous: 26,677 (-22.18%)	 00:01:16 Avg. Time on Site Previous: 00:01:20 (-4.50%)
 1.92 Pages/Visit Previous: 1.94 (-1.42%)	 32.81% % New Visits Previous: 37.63% (-12.80%)

Top Content

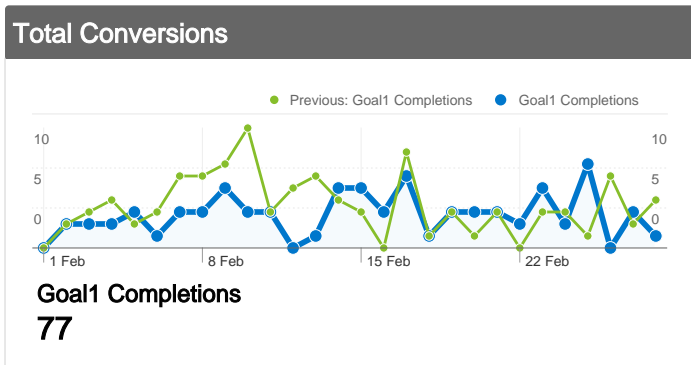
Page	Page Views	% visits
/sightings.htm		
1 Feb 2010 - 28 Feb 2010	8,026	38.66%
1 Jan 2010 - 31 Jan 2010	9,382	35.17%
% Change	-14.45%	9.93%
/index.htm		
1 Feb 2010 - 28 Feb 2010	4,970	23.94%
1 Jan 2010 - 31 Jan 2010	6,317	23.68%
% Change	-21.32%	1.11%
/photos/index.html		
1 Feb 2010 - 28 Feb 2010	700	3.37%
1 Jan 2010 - 31 Jan 2010	1,057	3.96%
% Change	-33.77%	-14.90%
/serspbcam/webcam.htm		
1 Feb 2010 - 28 Feb 2010	471	2.27%
1 Jan 2010 - 31 Jan 2010	1,552	5.82%
% Change	-69.65%	-61.00%
/birdinfo.htm		
1 Feb 2010 - 28 Feb 2010	402	1.94%
1 Jan 2010 - 31 Jan 2010	625	2.34%
% Change	-35.68%	-17.34%

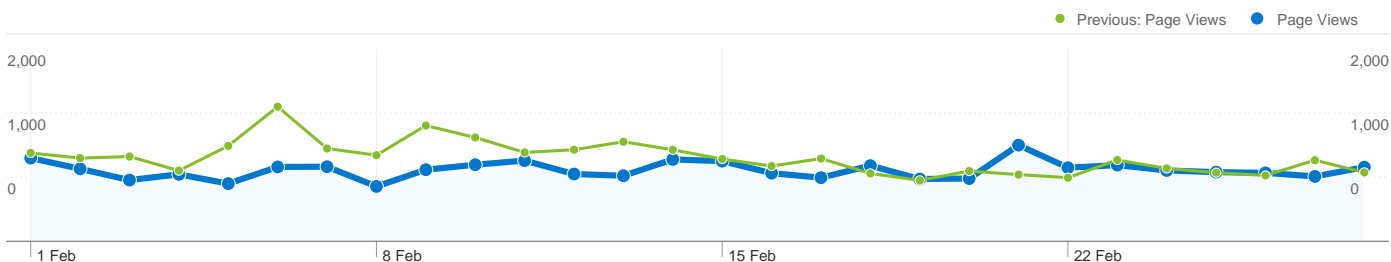
Content by Title

Page Title	Page Views	% visits
South East Essex RSPB Local Group - Latest Bird Reports		
1 Feb 2010 - 28 Feb 2010	8,275	39.86%
1 Jan 2010 - 31 Jan 2010	9,790	36.70%
% Change	-15.47%	8.62%
South East Essex RSPB Local Group - Welcome to the South		
1 Feb 2010 - 28 Feb 2010	4,970	23.94%
1 Jan 2010 - 31 Jan 2010	6,320	23.69%
% Change	-21.36%	1.06%
South East Essex RSPB Local Group - Wildlife Photograph		
1 Feb 2010 - 28 Feb 2010	968	4.66%
1 Jan 2010 - 31 Jan 2010	151	0.57%
% Change	541.06%	723.81%
South East Essex RSPB Local Group - Wat Tyler Live		
1 Feb 2010 - 28 Feb 2010	471	2.27%
1 Jan 2010 - 31 Jan 2010	1,553	5.82%
% Change	-69.67%	-61.03%
South East Essex RSPB Local Group - Our Common Local		
1 Feb 2010 - 28 Feb 2010	403	1.94%
1 Jan 2010 - 31 Jan 2010	631	2.37%
% Change	-36.13%	-17.93%

Referring Sites		
Source	Visits	% visits
sognet.org.uk		
1 Feb 2010 - 28 Feb 2010	226	19.09%
1 Jan 2010 - 31 Jan 2010	251	12.51%
% Change	-9.96%	52.63%
applerow.co.uk		
1 Feb 2010 - 28 Feb 2010	102	8.61%
1 Jan 2010 - 31 Jan 2010	149	7.42%
% Change	-31.54%	16.04%
btinternet.com		
1 Feb 2010 - 28 Feb 2010	88	7.43%
1 Jan 2010 - 31 Jan 2010	621	30.94%
% Change	-85.83%	-75.98%
images.google.co.uk		
1 Feb 2010 - 28 Feb 2010	70	5.91%
1 Jan 2010 - 31 Jan 2010	70	3.49%
% Change	0.00%	69.51%
search.bt.com		
1 Feb 2010 - 28 Feb 2010	53	4.48%
1 Jan 2010 - 31 Jan 2010	124	6.18%
% Change	-57.26%	-27.55%

Site Search Terms		
Search Term	Total Unique Searches	% visits
rspb elmley		
1 Feb 2010 - 28 Feb 2010	2	4.35%
1 Jan 2010 - 31 Jan 2010	0	0.00%
% Change	100.00%	100.00%
smew		
1 Feb 2010 - 28 Feb 2010	2	4.35%
1 Jan 2010 - 31 Jan 2010	0	0.00%
% Change	100.00%	100.00%
"Bowers marsh"		
1 Feb 2010 - 28 Feb 2010	1	2.17%
1 Jan 2010 - 31 Jan 2010	0	0.00%
% Change	100.00%	100.00%
3E72		
1 Feb 2010 - 28 Feb 2010	1	2.17%
1 Jan 2010 - 31 Jan 2010	1	1.69%
% Change	0.00%	28.26%
Address		
1 Feb 2010 - 28 Feb 2010	1	2.17%
1 Jan 2010 - 31 Jan 2010	0	0.00%
% Change	100.00%	100.00%



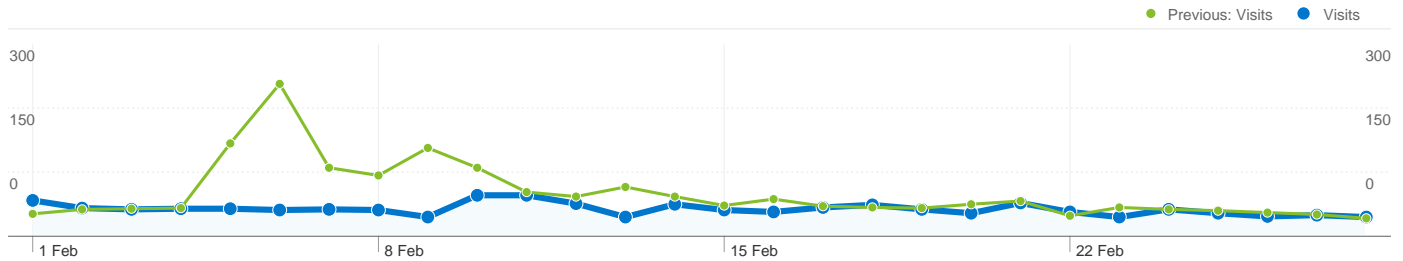


580 pages were viewed a total of 20,759 times

Content Performance

Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index							
<table border="1"> <tr> <td>Page Views 20,759 Previous: 26,677 (-22.18%)</td> <td>Unique Page Views 17,046 Previous: 21,863 (-22.03%)</td> <td>Avg. Time on Page 00:01:23 Previous: 00:01:25 (-1.63%)</td> <td>Bounce Rate 58.01% Previous: 59.20% (-2.02%)</td> <td>% Exit 52.22% Previous: 51.48% (1.44%)</td> <td>\$ Index \$0.00 Previous: \$0.00 (0.00%)</td> <td></td> </tr> </table>							Page Views 20,759 Previous: 26,677 (-22.18%)	Unique Page Views 17,046 Previous: 21,863 (-22.03%)	Avg. Time on Page 00:01:23 Previous: 00:01:25 (-1.63%)	Bounce Rate 58.01% Previous: 59.20% (-2.02%)	% Exit 52.22% Previous: 51.48% (1.44%)	\$ Index \$0.00 Previous: \$0.00 (0.00%)	
Page Views 20,759 Previous: 26,677 (-22.18%)	Unique Page Views 17,046 Previous: 21,863 (-22.03%)	Avg. Time on Page 00:01:23 Previous: 00:01:25 (-1.63%)	Bounce Rate 58.01% Previous: 59.20% (-2.02%)	% Exit 52.22% Previous: 51.48% (1.44%)	\$ Index \$0.00 Previous: \$0.00 (0.00%)								
/sightings.htm													
1 February 2010 - 28 February 2010	8,026	7,144	00:03:06	83.20%	75.54%	\$0.00							
1 January 2010 - 31 January 2010	9,382	8,352	00:02:53	82.89%	74.49%	\$0.00							
% Change	-14.45%	-14.46%	7.58%	0.37%	1.41%	0.00%							
/index.htm													
1 February 2010 - 28 February 2010	4,970	3,932	00:00:32	22.32%	28.29%	\$0.00							
1 January 2010 - 31 January 2010	6,317	4,888	00:00:43	25.01%	30.06%	\$0.00							
% Change	-21.32%	-19.56%	-25.93%	-10.72%	-5.89%	0.00%							
/photos/index.html													
1 February 2010 - 28 February 2010	700	521	00:00:34	41.67%	18.43%	\$0.00							
1 January 2010 - 31 January 2010	1,057	750	00:00:25	35.71%	14.10%	\$0.00							
% Change	-33.77%	-30.53%	33.19%	16.67%	30.73%	0.00%							
/serspbcam/webcam.htm													
1 February 2010 - 28 February 2010	471	362	00:00:46	71.23%	48.41%	\$0.00							
1 January 2010 - 31 January 2010	1,552	1,317	00:01:05	82.04%	69.91%	\$0.00							
% Change	-69.65%	-72.51%	-28.52%	-13.17%	-30.76%	0.00%							
/birdinfo.htm													
1 February 2010 - 28 February 2010	402	314	00:01:25	76.17%	67.16%	\$0.00							
1 January 2010 - 31 January 2010	625	500	00:02:18	75.31%	68.32%	\$0.00							
% Change	-35.68%	-37.20%	-38.39%	1.15%	-1.69%	0.00%							
/vange.htm													
1 February 2010 - 28 February 2010	400	303	00:00:28	28.45%	24.75%	\$0.00							

1 January 2010 - 31 January 2010	519	386	00:00:34	21.93%	14.26%	\$0.00
% Change	-22.93%	-21.50%	-17.01%	29.72%	73.58%	0.00%
/map.htm						
1 February 2010 - 28 February 2010	333	187	00:01:07	48.98%	21.02%	\$0.00
1 January 2010 - 31 January 2010	375	215	00:01:27	58.73%	26.93%	\$0.00
% Change	-11.20%	-13.02%	-22.73%	-16.60%	-21.95%	0.00%
/places/twotree.htm						
1 February 2010 - 28 February 2010	289	228	00:04:13	70.39%	63.67%	\$0.00
1 January 2010 - 31 January 2010	139	123	00:01:36	70.75%	64.75%	\$0.00
% Change	107.91%	85.37%	162.53%	-0.52%	-1.67%	0.00%
/outgoing/photoalbums.com						
1 February 2010 - 28 February 2010	267	256	00:02:45	0.00%	59.93%	\$0.00
1 January 2010 - 31 January 2010	429	410	00:02:05	0.00%	51.75%	\$0.00
% Change	-37.76%	-37.56%	31.70%	0.00%	15.80%	0.00%
/calender.htm						
1 February 2010 - 28 February 2010	242	206	00:02:14	70.83%	53.72%	\$0.00
1 January 2010 - 31 January 2010	318	271	00:02:22	69.70%	53.14%	\$0.00
% Change	-23.90%	-23.99%	-5.50%	1.63%	1.08%	0.00%
1 - 10 of 580						

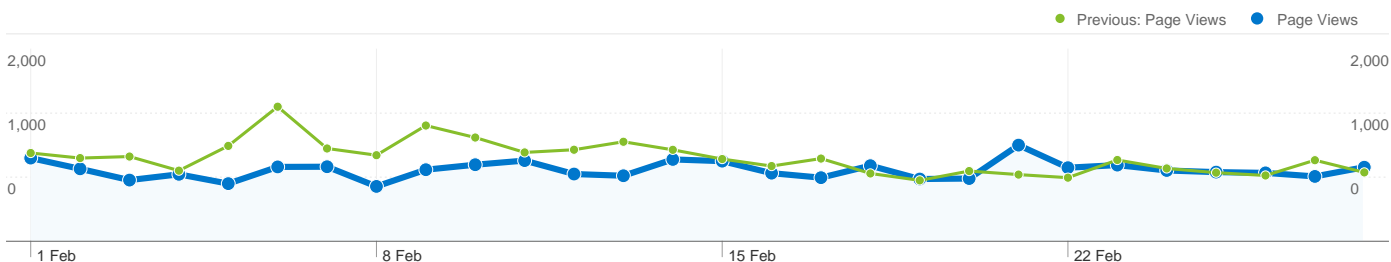


Referring sites sent 1,184 visits via 152 sources

Site Usage

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 1,184 Previous: 2,007 (-41.01%)					
Pages/Visit 2.27 Previous: 1.92 (18.06%)					
Avg. Time on Site 00:01:26 Previous: 00:01:23 (2.57%)					
% New Visits 37.33% Previous: 47.73% (-21.79%)					
Bounce Rate 46.28% Previous: 57.55% (-19.57%)					
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
sognet.org.uk					
1 February 2010 - 28 February 2010	226	1.66	00:00:57	2.65%	64.60%
1 January 2010 - 31 January 2010	251	1.81	00:01:17	3.98%	58.96%
% Change	-9.96%	-8.26%	-25.94%	-33.36%	9.56%
applerow.co.uk					
1 February 2010 - 28 February 2010	102	2.47	00:01:11	0.00%	33.33%
1 January 2010 - 31 January 2010	149	2.27	00:01:08	2.01%	33.56%
% Change	-31.54%	8.91%	4.40%	-100.00%	-0.67%
btinternet.com					
1 February 2010 - 28 February 2010	88	1.14	00:00:08	86.36%	88.64%
1 January 2010 - 31 January 2010	621	1.15	00:00:15	89.86%	89.53%
% Change	-85.83%	-1.58%	-47.24%	-3.89%	-1.00%
images.google.co.uk					
1 February 2010 - 28 February 2010	70	1.90	00:02:11	98.57%	52.86%
1 January 2010 - 31 January 2010	70	1.54	00:00:48	94.29%	55.71%
% Change	0.00%	23.15%	173.75%	4.55%	-5.13%
search.bt.com					
1 February 2010 - 28 February 2010	53	1.98	00:00:53	62.26%	50.94%
1 January 2010 - 31 January 2010	124	2.47	00:01:53	43.55%	30.65%
% Change	-57.26%	-19.72%	-53.07%	42.98%	66.24%
showingthewildsideofsouthessex.blogspot.com					
1 February 2010 - 28 February 2010	51	2.39	00:01:02	5.88%	3.92%
1 January 2010 - 31 January 2010	27	2.22	00:01:44	7.41%	18.52%
% Change	88.89%	7.65%	-39.81%	-20.59%	-78.82%

essexbirdwatchsoc.co.uk					
1 February 2010 - 28 February 2010	48	2.50	00:01:15	12.50%	8.33%
1 January 2010 - 31 January 2010	53	3.00	00:01:31	30.19%	13.21%
% Change	-9.43%	-16.67%	-17.84%	-58.59%	-36.90%
serspb.smugmug.com					
1 February 2010 - 28 February 2010	42	3.74	00:03:18	0.00%	19.05%
1 January 2010 - 31 January 2010	56	3.66	00:03:13	0.00%	5.36%
% Change	-25.00%	2.11%	2.89%	0.00%	255.56%
images.google.com					
1 February 2010 - 28 February 2010	39	1.67	00:00:27	94.87%	48.72%
1 January 2010 - 31 January 2010	38	1.74	00:00:21	97.37%	47.37%
% Change	2.63%	-4.04%	28.30%	-2.56%	2.85%
ladyessex.com					
1 February 2010 - 28 February 2010	38	3.45	00:02:39	34.21%	39.47%
1 January 2010 - 31 January 2010	15	3.80	00:01:46	53.33%	46.67%
% Change	153.33%	-9.28%	49.98%	-35.86%	-15.41%
					1 - 10 of 152



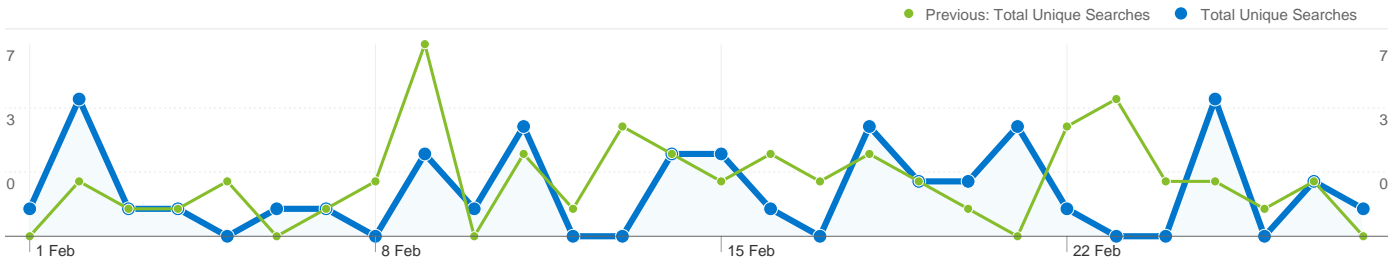
212 page titles were viewed a total of 20,759 times

Content Performance

Page Title	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
Page Views 20,759 Previous: 26,677 (-22.18%)						
Unique Page Views 17,046 Previous: 21,863 (-22.03%)						
Avg. Time on Page 00:01:23 Previous: 00:01:25 (-1.63%)						
Bounce Rate 58.01% Previous: 59.20% (-2.02%)						
% Exit 52.22% Previous: 51.48% (1.44%)						
\$ Index \$0.00 Previous: \$0.00 (0.00%)						
South East Essex RSPB Local Group - Latest Bird Reports						
1 February 2010 - 28 February 2010	8,275	7,340	00:03:00	83.12%	74.84%	\$0.00
1 January 2010 - 31 January 2010	9,790	8,674	00:02:47	82.88%	73.27%	\$0.00
% Change	-15.47%	-15.38%	7.71%	0.29%	2.14%	0.00%
South East Essex RSPB Local Group - Welcome to the South East Essex RSPB Local Group						
1 February 2010 - 28 February 2010	4,970	3,932	00:00:32	22.32%	28.29%	\$0.00
1 January 2010 - 31 January 2010	6,320	4,890	00:00:43	25.00%	30.05%	\$0.00
% Change	-21.36%	-19.59%	-25.90%	-10.70%	-5.85%	0.00%
South East Essex RSPB Local Group - Wildlife Photograph Albums						
1 February 2010 - 28 February 2010	968	778	00:00:55	41.67%	29.86%	\$0.00
1 January 2010 - 31 January 2010	151	117	00:00:34	50.00%	25.17%	\$0.00
% Change	541.06%	564.96%	59.68%	-16.67%	18.64%	0.00%
South East Essex RSPB Local Group - Wat Tyler Live Webcam						
1 February 2010 - 28 February 2010	471	362	00:00:46	71.23%	48.41%	\$0.00
1 January 2010 - 31 January 2010	1,553	1,318	00:01:05	82.06%	69.93%	\$0.00
% Change	-69.67%	-72.53%	-28.52%	-13.19%	-30.78%	0.00%
South East Essex RSPB Local Group - Our Common Local Birds						
1 February 2010 - 28 February 2010	403	315	00:01:25	76.26%	67.25%	\$0.00
1 January 2010 - 31 January 2010	631	505	00:02:18	75.37%	68.46%	\$0.00

% Change	-36.13%	-37.62%	-38.47%	1.19%	-1.78%	0.00%
South East Essex RSPB Local Group - RSPB Reserves Latest News						
1 February 2010 - 28 February 2010	400	303	00:00:28	28.45%	24.75%	\$0.00
1 January 2010 - 31 January 2010	519	386	00:00:34	21.93%	14.26%	\$0.00
% Change	-22.93%	-21.50%	-17.01%	29.72%	73.58%	0.00%
South East Essex RSPB Local Group - Places to see Birds in and Around Southend						
1 February 2010 - 28 February 2010	333	187	00:01:07	48.98%	21.02%	\$0.00
1 January 2010 - 31 January 2010	375	215	00:01:27	58.73%	26.93%	\$0.00
% Change	-11.20%	-13.02%	-22.73%	-16.60%	-21.95%	0.00%
South East Essex RSPB Local Group - Two Tree island						
1 February 2010 - 28 February 2010	289	228	00:04:13	70.39%	63.67%	\$0.00
1 January 2010 - 31 January 2010	139	123	00:01:36	70.75%	64.75%	\$0.00
% Change	107.91%	85.37%	162.53%	-0.52%	-1.67%	0.00%
South East Essex RSPB Local Group - Details of all of our Events						
1 February 2010 - 28 February 2010	244	208	00:02:14	71.62%	54.10%	\$0.00
1 January 2010 - 31 January 2010	320	273	00:02:22	70.30%	53.44%	\$0.00
% Change	-23.75%	-23.81%	-5.50%	1.88%	1.24%	0.00%
South East Essex RSPB Local Group - Advice and Information on our Birds						
1 February 2010 - 28 February 2010	203	163	00:02:34	83.17%	58.62%	\$0.00
1 January 2010 - 31 January 2010	322	276	00:02:38	82.12%	63.66%	\$0.00
% Change	-36.96%	-40.94%	-2.51%	1.28%	-7.92%	0.00%

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There were 46 unique searches via 92 search terms

Site Search Usage

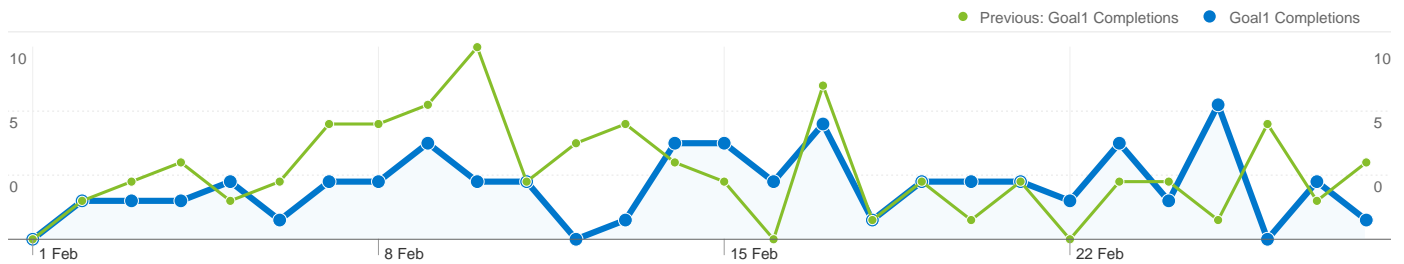
Total Unique Searches		Results Page Views/Search		% Search Exits		% Search Refinements		Time after Search		Search Depth	
46		1.70		41.30%		14.10%		00:03:10		2.43	
Previous: 59 (-22.03%)		Previous: 1.97 (-13.76%)		Previous: 23.73% (74.07%)		Previous: 9.48% (48.72%)		Previous: 00:04:14 (-25.38%)		Previous: 3.32 (-26.71%)	
Search Term	Total Unique Searches	Results Page Views/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth					
rspb elmley											
1 February 2010 - 28 February 2010	2	1.00	100.00%	0.00%	00:00:00	0.00					
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00					
% Change	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%					
smew											
1 February 2010 - 28 February 2010	2	1.00	100.00%	0.00%	00:00:00	0.00					
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00					
% Change	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%					
"Bowers marsh"											
1 February 2010 - 28 February 2010	1	1.00	0.00%	0.00%	00:06:06	3.00					
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00					
% Change	100.00%	100.00%	0.00%	0.00%	100.00%	100.00%					
3E72											
1 February 2010 - 28 February 2010	1	1.00	0.00%	0.00%	00:00:05	1.00					
1 January 2010 - 31 January 2010	1	4.00	0.00%	25.00%	00:03:16	4.00					
% Change	0.00%	-75.00%	0.00%	-100.00%	-97.45%	-75.00%					
Address											
1 February 2010 - 28 February 2010	1	2.00	0.00%	50.00%	00:02:51	4.00					
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00					
% Change	100.00%	100.00%	0.00%	100.00%	100.00%	100.00%					
Bird box											

1 February 2010 - 28 February 2010	1	2.00	100.00%	0.00%	00:02:23	0.00
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00
% Change	100.00%	100.00%	100.00%	0.00%	100.00%	0.00%
Blackcap						
1 February 2010 - 28 February 2010	1	1.00	100.00%	0.00%	00:00:00	0.00
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00
% Change	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%
Egret						
1 February 2010 - 28 February 2010	1	1.00	0.00%	0.00%	00:19:55	14.00
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00
% Change	100.00%	100.00%	0.00%	0.00%	100.00%	100.00%
HOCKLEY PARK						
1 February 2010 - 28 February 2010	1	1.00	0.00%	0.00%	00:01:15	2.00
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00
% Change	100.00%	100.00%	0.00%	0.00%	100.00%	100.00%
Hawfinch						
1 February 2010 - 28 February 2010	1	2.00	0.00%	0.00%	00:02:22	2.00
1 January 2010 - 31 January 2010	0	0.00	0.00%	0.00%	00:00:00	0.00
% Change	100.00%	100.00%	0.00%	0.00%	100.00%	100.00%
1 - 10 of 92						

Total Conversions

1 Feb 2010 - 28 Feb 2010

Comparing to: 1 Jan 2010 - 31 Jan 2010



77 conversions of "Sighting report submitted"

Previous: 108 (-28.70%)

Monday, 1 February 2010	0.00% (0)
Friday, 1 January 2010	0.00% (0)
Tuesday, 2 February 2010	2.60% (2)
Saturday, 2 January 2010	1.85% (2)
Wednesday, 3 February 2010	2.60% (2)
Sunday, 3 January 2010	2.78% (3)
Thursday, 4 February 2010	2.60% (2)
Monday, 4 January 2010	3.70% (4)
Friday, 5 February 2010	3.90% (3)
Tuesday, 5 January 2010	1.85% (2)
Saturday, 6 February 2010	1.30% (1)
Wednesday, 6 January 2010	2.78% (3)
Sunday, 7 February 2010	3.90% (3)
Thursday, 7 January 2010	5.56% (6)
Monday, 8 February 2010	3.90% (3)
Friday, 8 January 2010	5.56% (6)
Tuesday, 9 February 2010	6.49% (5)
Saturday, 9 January 2010	6.48% (7)
Wednesday, 10 February 2010	3.90% (3)
Sunday, 10 January 2010	9.26% (10)
Thursday, 11 February 2010	3.90% (3)
Monday, 11 January 2010	2.78% (3)
Friday, 12 February 2010	0.00% (0)
Tuesday, 12 January 2010	4.63% (5)
Saturday, 13 February 2010	1.30% (1)
Wednesday, 13 January 2010	5.56% (6)
Sunday, 14 February 2010	6.49% (5)
Thursday, 14 January 2010	3.70% (4)
Monday, 15 February 2010	6.49% (5)

