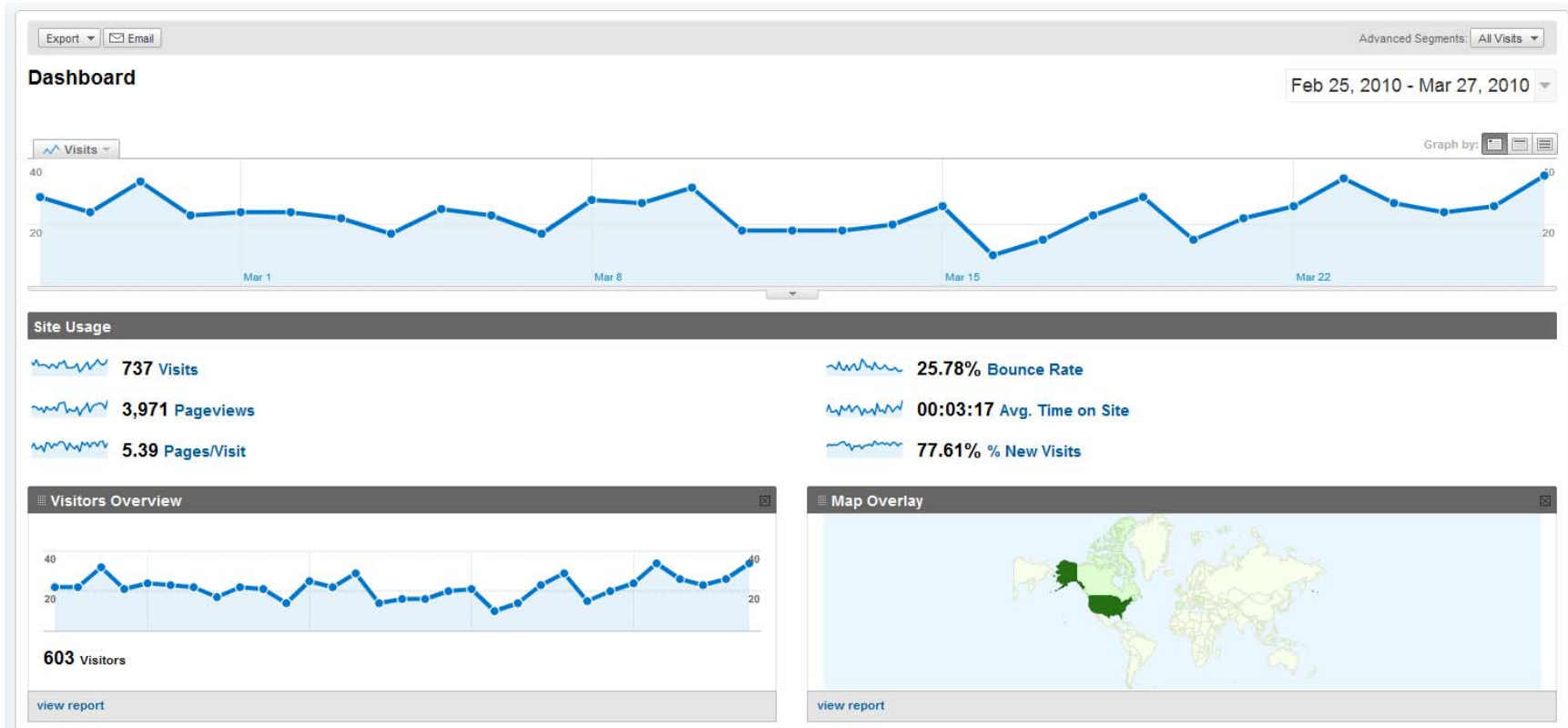
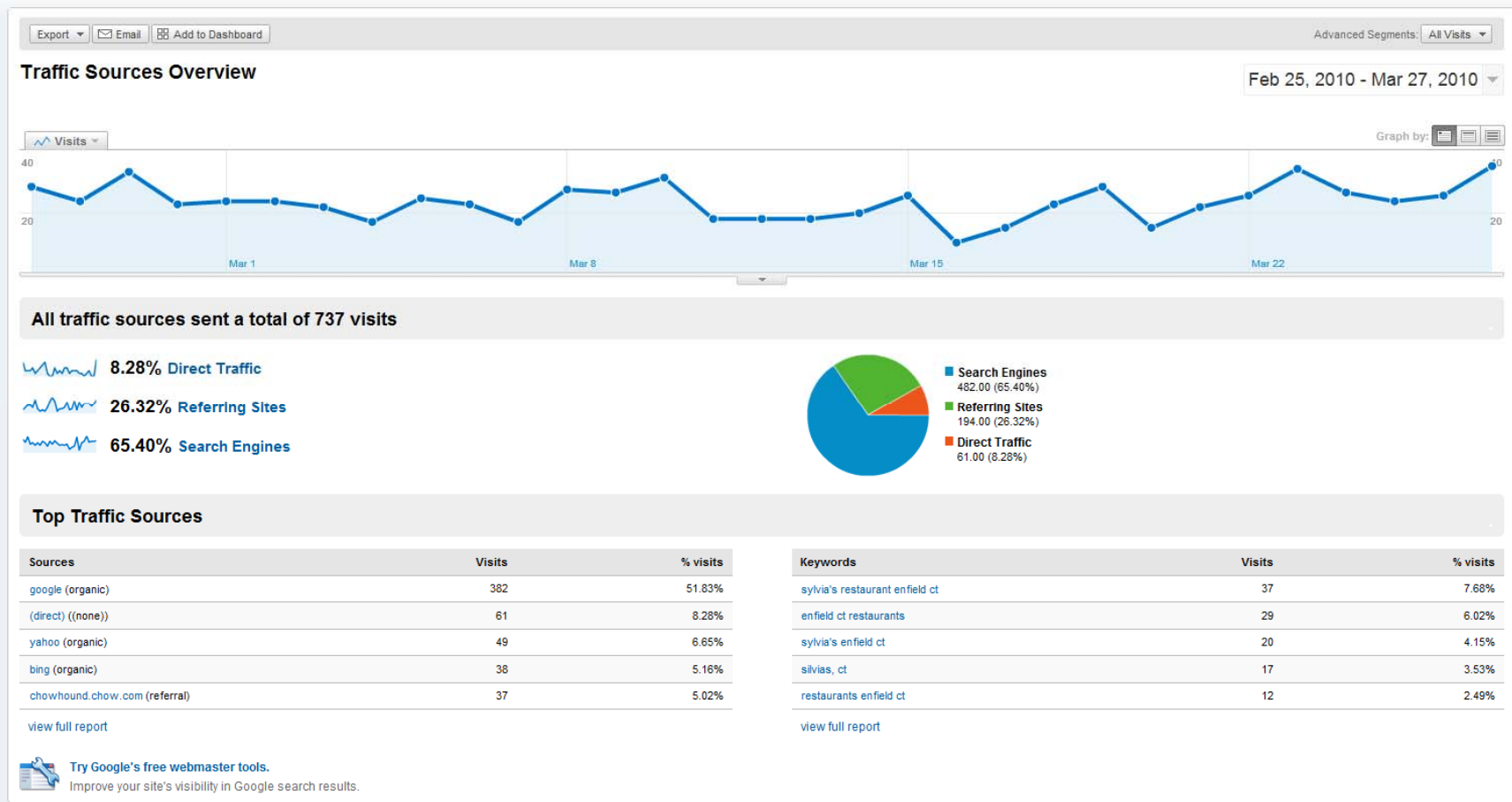


These are screenshots of Google Analytics from www.silviasrestaurant.com. A monthly report like this is part of the services I provide to several customers.



The top graph is visits per day. The visitors graph in the lower left corner is a little different because the same person may visit the website more than once during a day. Google has no way of keeping track of visitors on more than 1 day so we have no idea how many people visit every day.



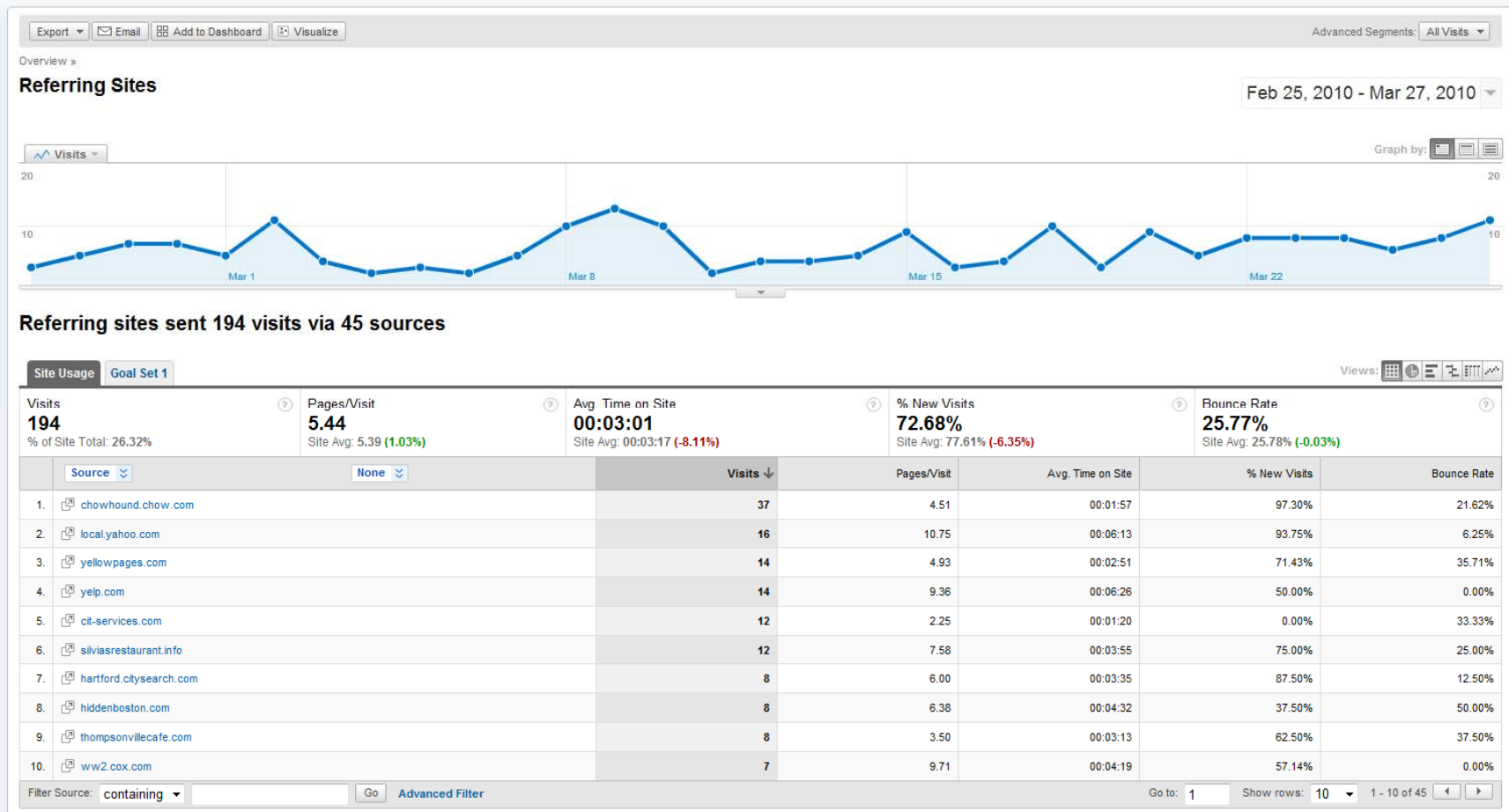
This graph lists the 3 sources of visitor:

Direct: Someone typed www.silviasrestaurnat.com into the URL bar of the browser, Internet Explorer, Safari, Firefox, etc.

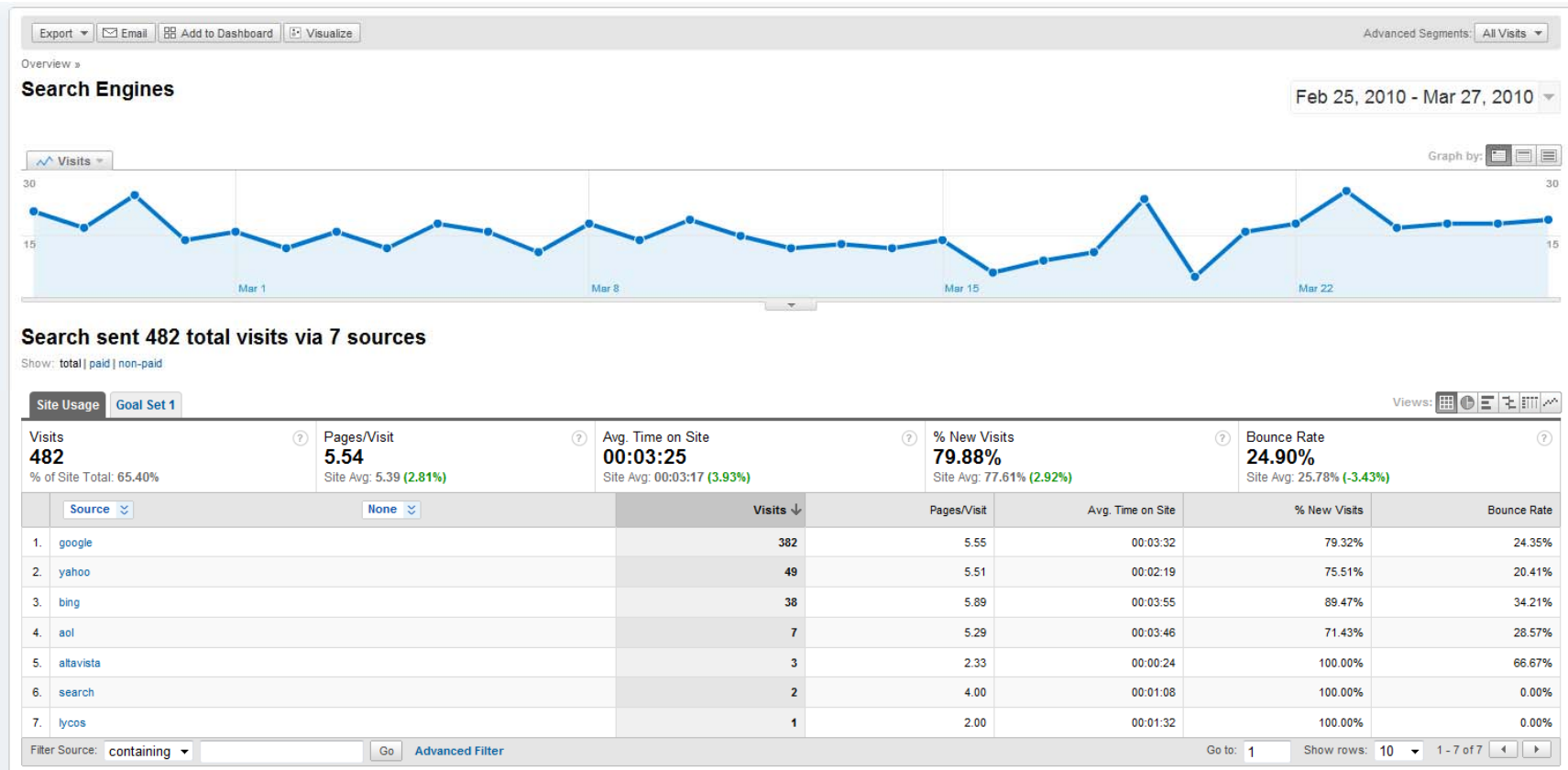
Referring Sites: Someone came from another website that had a link to Silvia's Website. For example, chowhound sends a lot of visitors to Silvia.

Search Engines: Someone did a search in Google, Yahoo or Bing such as "restaurant in Enfield CT"

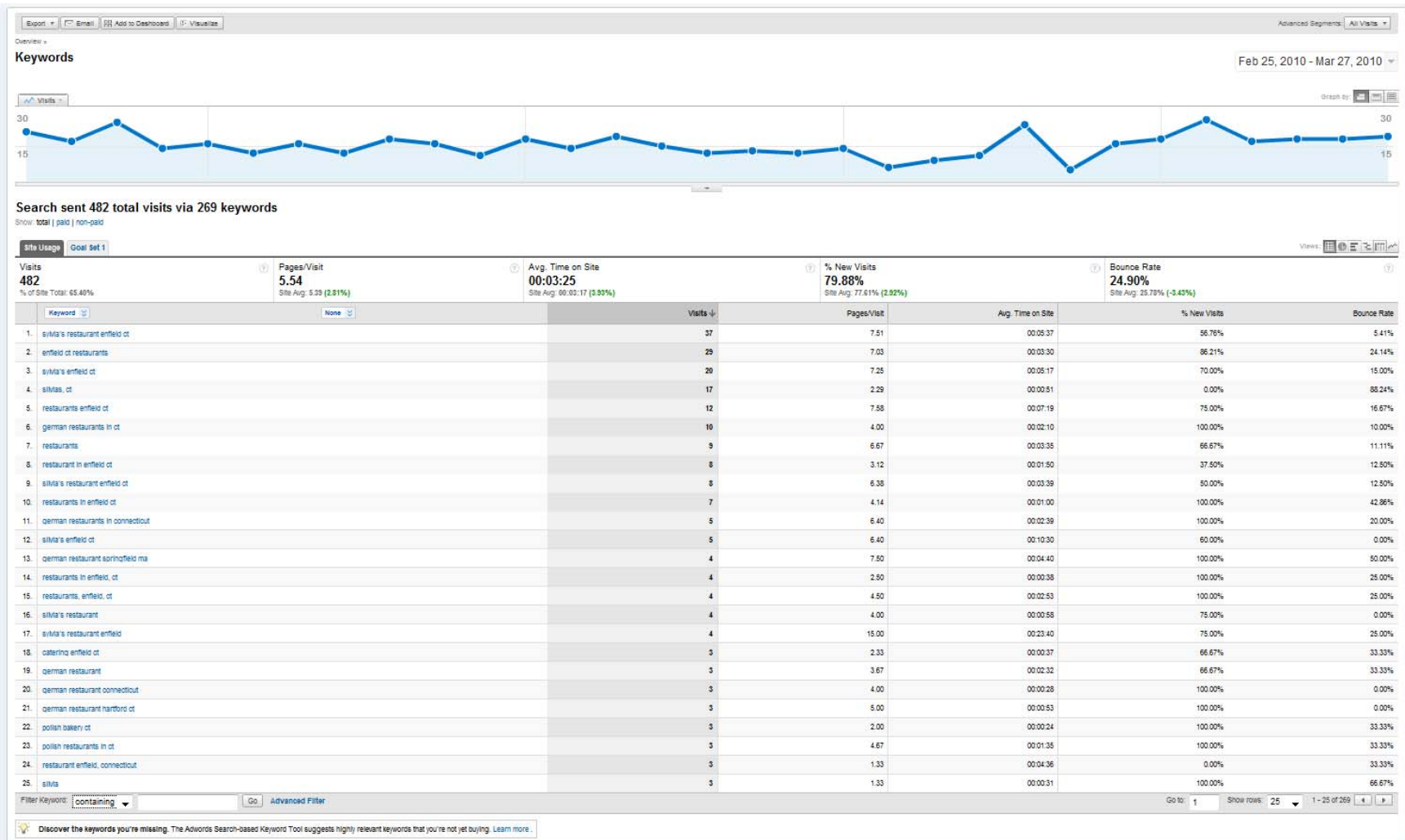
This is a good ratio, over 2/3 of visitors did not know of or were only vaguely aware of Silvia's website.



This graph shows the referring sites. Notice that people that came to Silvia's website spend significant time there. On average they stay for over 3 minutes and visit 5 pages.



This is the graph of Search Engine visitors. Notice that these people also spend significant time on-site and visit almost 6 pages on average.



These are the 25 most popular searches that people used to find Silvia's Restaurant. Notice that many of them do not include "Silvia", these people were searching for a restaurant or a caterer, not necessarily Silvia's. You can see the average time-on-site and pages-per-visit for each search.