

**Site Usage**

**12,896 Visits**

Previous: 4,636 (178.17%)

**45.62% Bounce Rate**

Previous: 32.53% (40.24%)

**54,688 Pageviews**

Previous: 30,175 (81.24%)

**00:03:51 Avg. Time on Site**

Previous: 00:05:19 (-27.43%)

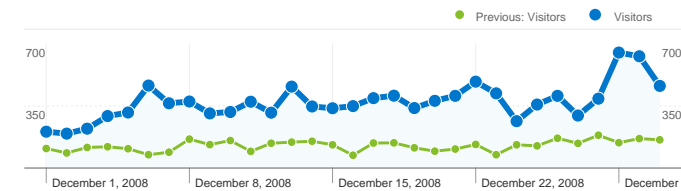
**4.24 Pages/Visit**

Previous: 6.51 (-34.85%)

**72.25% % New Visits**

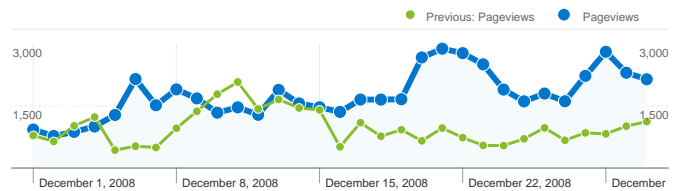
Previous: 66.03% (9.42%)

**Visitors Overview**



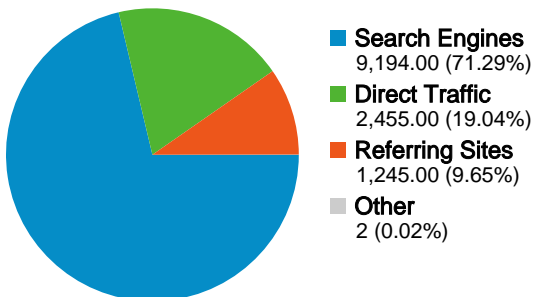
**Visitors**  
**9,692**

**Pageviews for all visitors**

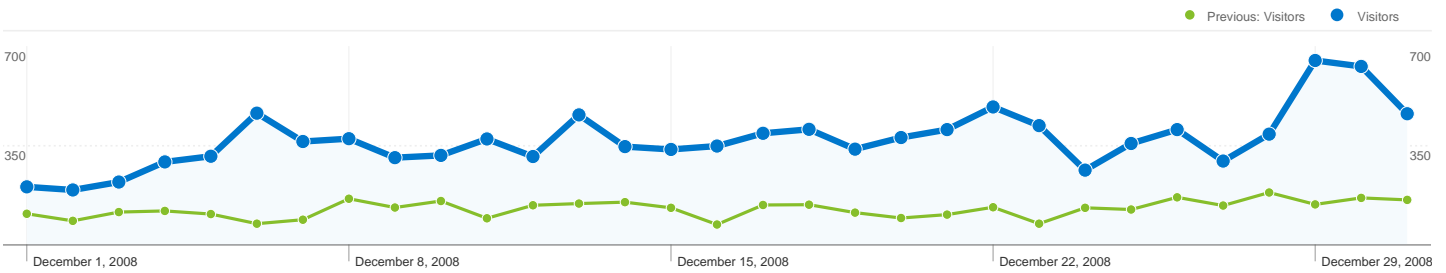


**Pageviews**  
**54,688**

**Traffic Sources Overview**



Content by Title		
Page Title	Pageviews	% visits
City Rinks Toronto   City Rinks Details / Rinks List		
Dec 1, 2008 - Dec 31, 2008	4,720	8.63%
Dec 1, 2007 - Dec 31, 2007	0	0.00%
% Change	100.00%	100.00%
City Rinks Toronto   City Rinks (Home) / City Rinks Toronto		
Dec 1, 2008 - Dec 31, 2008	4,552	8.32%
Dec 1, 2007 - Dec 31, 2007	1,539	5.10%
% Change	195.78%	195.78%
City Rinks Toronto   City Hall Rink/Nathan Phillips Square / City		
Dec 1, 2008 - Dec 31, 2008	3,366	6.15%
Dec 1, 2007 - Dec 31, 2007	0	0.00%
% Change	100.00%	100.00%
City Rinks Toronto   Dufferin Rink / Dufferin Park Rink Main Page		
Dec 1, 2008 - Dec 31, 2008	1,756	3.21%
Dec 1, 2007 - Dec 31, 2007	0	0.00%
% Change	100.00%	100.00%
City Rinks Toronto   Christie Pits Rink / Christie Pits Rink Main		
Dec 1, 2008 - Dec 31, 2008	1,316	2.41%
Dec 1, 2007 - Dec 31, 2007	524	1.74%
% Change	151.15%	151.15%



## 9,692 people visited this site

**12,896 Visits**  
Previous: 4,636 (178.17%)

**9,692 Absolute Unique Visitors**  
Previous: 3,101 (212.54%)

**54,688 Pageviews**  
Previous: 30,175 (81.24%)

**4.24 Average Pageviews**  
Previous: 6.51 (-34.85%)

**00:03:51 Time on Site**  
Previous: 00:05:19 (-27.43%)

**45.62% Bounce Rate**  
Previous: 32.53% (40.24%)

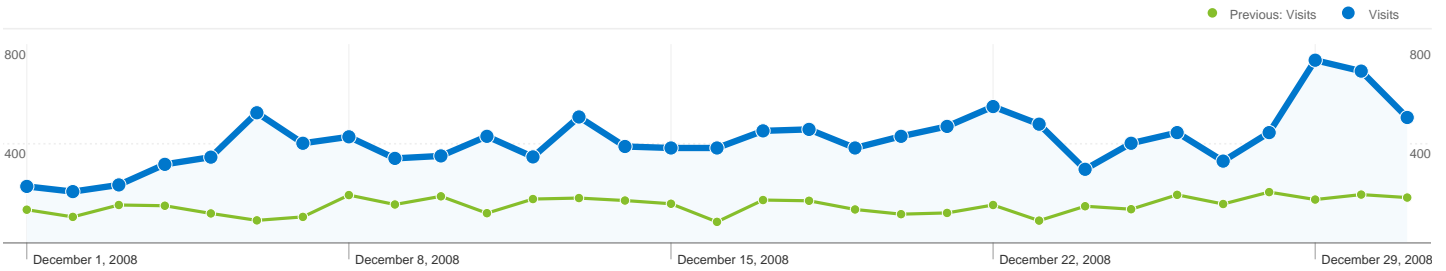
**72.25% New Visits**  
Previous: 66.03% (9.42%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Dec 1, 2008 - Dec 31, 2008	6,697	51.93%	Dec 1, 2008 - Dec 31, 2008	6,478	50.23%
Dec 1, 2007 - Dec 31, 2007	2,591	55.89%	Dec 1, 2007 - Dec 31, 2007	2,114	45.60%
% Change	158.47%	158.47%	% Change	206.43%	206.43%
Firefox			DSL		
Dec 1, 2008 - Dec 31, 2008	4,395	34.08%	Dec 1, 2008 - Dec 31, 2008	4,042	31.34%
Dec 1, 2007 - Dec 31, 2007	1,592	34.34%	Dec 1, 2007 - Dec 31, 2007	1,374	29.64%
% Change	176.07%	176.07%	% Change	194.18%	194.18%

Safari		
Dec 1, 2008 - Dec 31, 2008	1,462	11.34%
Dec 1, 2007 - Dec 31, 2007	411	8.87%
% Change	255.72%	255.72%
Chrome		
Dec 1, 2008 - Dec 31, 2008	229	1.78%
Dec 1, 2007 - Dec 31, 2007	0	0.00%
% Change	100.00%	100.00%
Opera		
Dec 1, 2008 - Dec 31, 2008	65	0.50%
Dec 1, 2007 - Dec 31, 2007	11	0.24%
% Change	490.91%	490.91%

Unknown		
Dec 1, 2008 - Dec 31, 2008	1,623	12.59%
Dec 1, 2007 - Dec 31, 2007	861	18.57%
% Change	88.50%	88.50%
T1		
Dec 1, 2008 - Dec 31, 2008	573	4.44%
Dec 1, 2007 - Dec 31, 2007	193	4.16%
% Change	196.89%	196.89%
Dialup		
Dec 1, 2008 - Dec 31, 2008	167	1.29%
Dec 1, 2007 - Dec 31, 2007	88	1.90%
% Change	89.77%	89.77%



## All traffic sources sent a total of 12,896 visits

### 19.04% Direct Traffic

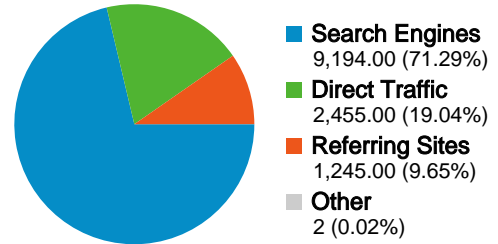
Previous: 33.48% (-43.13%)

### 9.65% Referring Sites

Previous: 9.30% (3.84%)

### 71.29% Search Engines

Previous: 57.23% (24.58%)



## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Dec 1, 2008 - Dec 31, 2008	8,854	68.66%
Dec 1, 2007 - Dec 31, 2007	2,599	56.06%
% Change	240.67%	240.67%
(direct) ((none))		
Dec 1, 2008 - Dec 31, 2008	2,455	19.04%
Dec 1, 2007 - Dec 31, 2007	1,552	33.48%
% Change	58.18%	58.18%
dufferinpark.ca (referral)		
Dec 1, 2008 - Dec 31, 2008	336	2.61%
Dec 1, 2007 - Dec 31, 2007	3	0.06%
% Change	11,100.00%	11,100.00%
yahoo (organic)		
Dec 1, 2008 - Dec 31, 2008	286	2.22%
Dec 1, 2007 - Dec 31, 2007	49	1.06%
% Change	483.67%	483.67%
wallaceemerson.ca (referral)		

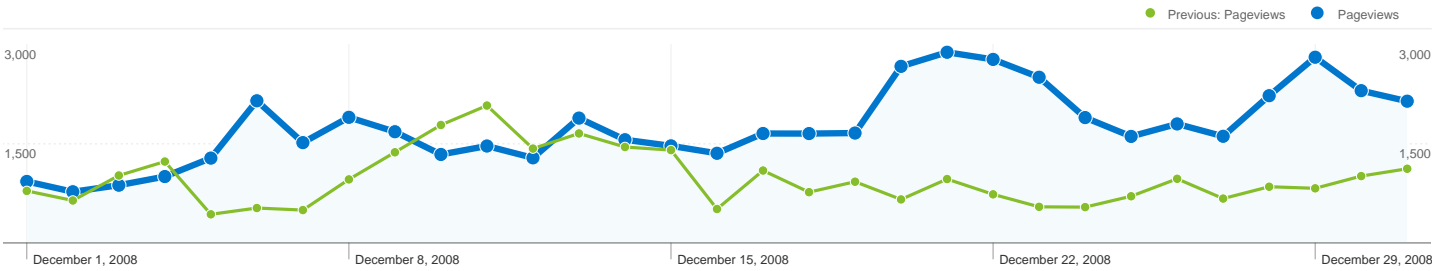
Keywords	Visits	% visits
nathan phillips square skating		
Dec 1, 2008 - Dec 31, 2008	204	2.22%
Dec 1, 2007 - Dec 31, 2007	0	0.00%
% Change	100.00%	100.00%
mel lastman square		
Dec 1, 2008 - Dec 31, 2008	171	1.86%
Dec 1, 2007 - Dec 31, 2007	1	0.04%
% Change	17,000.00%	17,000.00%
nathan phillips square ice skating		
Dec 1, 2008 - Dec 31, 2008	139	1.51%
Dec 1, 2007 - Dec 31, 2007	0	0.00%
% Change	100.00%	100.00%
christie pits rink		
Dec 1, 2008 - Dec 31, 2008	97	1.06%
Dec 1, 2007 - Dec 31, 2007	16	0.60%
% Change	506.25%	506.25%
harbourfront rink		

Dec 1, 2008 - Dec 31, 2008	281	2.18%
Dec 1, 2007 - Dec 31, 2007	128	2.76%
% Change	119.53%	119.53%

Dec 1, 2008 - Dec 31, 2008	79	0.86%
Dec 1, 2007 - Dec 31, 2007	8	0.30%
% Change	887.50%	887.50%

# Pageviews for all visitors

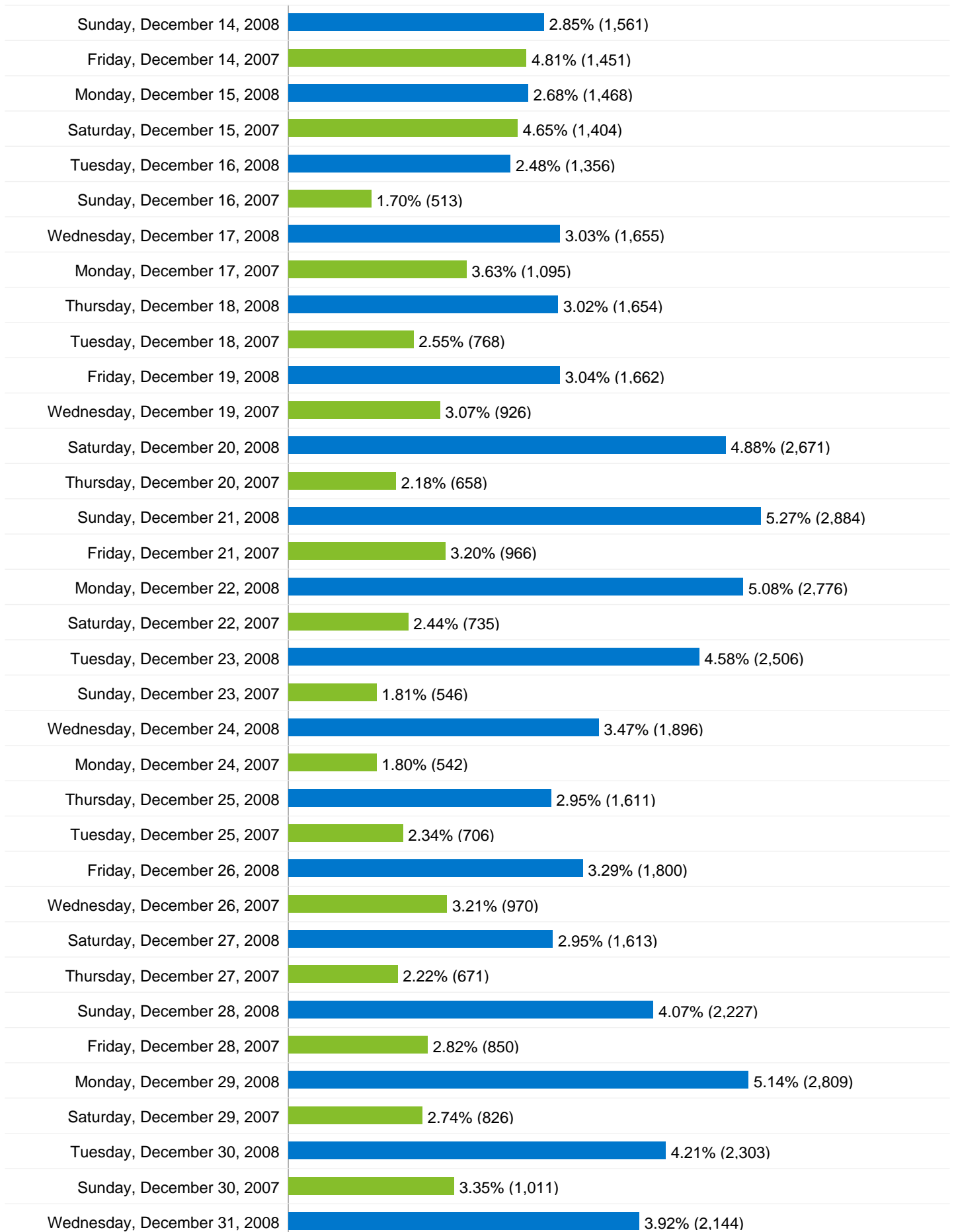
Dec 1, 2008 - Dec 31, 2008  
 Comparing to: Dec 1, 2007 - Dec 31, 2007



**54,688** Pageviews

Previous: 30,175 (81.24%)

Monday, December 1, 2008	1.70% (930)
Saturday, December 1, 2007	2.61% (787)
Tuesday, December 2, 2008	1.42% (774)
Sunday, December 2, 2007	2.13% (642)
Wednesday, December 3, 2008	1.60% (873)
Monday, December 3, 2007	3.38% (1,020)
Thursday, December 4, 2008	1.84% (1,004)
Tuesday, December 4, 2007	4.08% (1,231)
Friday, December 5, 2008	2.35% (1,283)
Wednesday, December 5, 2007	1.43% (433)
Saturday, December 6, 2008	3.93% (2,150)
Thursday, December 6, 2007	1.75% (528)
Sunday, December 7, 2008	2.77% (1,517)
Friday, December 7, 2007	1.65% (497)
Monday, December 8, 2008	3.47% (1,900)
Saturday, December 8, 2007	3.18% (961)
Tuesday, December 9, 2008	3.08% (1,682)
Sunday, December 9, 2007	4.54% (1,371)
Wednesday, December 10, 2008	2.45% (1,338)
Monday, December 10, 2007	5.91% (1,784)
Thursday, December 11, 2008	2.68% (1,466)
Tuesday, December 11, 2007	6.89% (2,078)
Friday, December 12, 2008	2.35% (1,287)
Wednesday, December 12, 2007	4.73% (1,427)
Saturday, December 13, 2008	3.45% (1,888)
Thursday, December 13, 2007	5.49% (1,656)

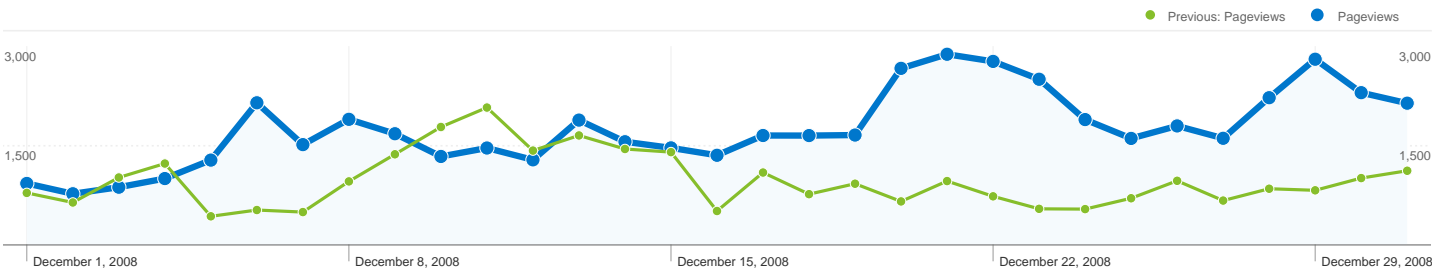




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Monday, December 31, 2007





**1,067 page titles were viewed a total of 54,688 times**

**Content Performance**

<b>Pageviews</b> <b>54,688</b> Previous: 30,175 (81.24%)	<b>Unique Pageviews</b> <b>37,285</b> Previous: 19,185 (94.34%)	<b>Time on Page</b> <b>00:01:11</b> Previous: 00:00:58 (23.36%)	<b>Bounce Rate</b> <b>45.62%</b> Previous: 32.53% (40.24%)	<b>% Exit</b> <b>23.58%</b> Previous: 15.36% (53.49%)	<b>\$ Index</b> <b>\$0.00</b> Previous: \$0.00 (0.00%)
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Page Title	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
<b>City Rinks Toronto   City Rinks Details / Rinks List</b>						
December 1, 2008 - December 31, 2008	4,720	2,681	00:01:09	28.38%	18.90%	\$0.00
December 1, 2007 - December 31, 2007	0	0	00:00:00	0.00%	0.00%	\$0.00
% Change	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%
<b>City Rinks Toronto   City Rinks (Home) / City Rinks Toronto (Outdoor Rinks) Main Page</b>						
December 1, 2008 - December 31, 2008	4,552	3,305	00:00:45	15.91%	15.11%	\$0.00
December 1, 2007 - December 31, 2007	1,539	1,128	00:00:45	16.58%	15.72%	\$0.00
% Change	195.78%	193.00%	0.87%	-4.02%	-3.88%	0.00%
<b>City Rinks Toronto   City Hall Rink/Nathan Phillips Square / City Hall Rink Main Page</b>						
December 1, 2008 - December 31, 2008	3,366	2,757	00:02:32	72.43%	62.89%	\$0.00
December 1, 2007 - December 31, 2007	0	0	00:00:00	0.00%	0.00%	\$0.00
% Change	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%
<b>City Rinks Toronto   Dufferin Rink / Dufferin Park Rink Main Page</b>						
December 1, 2008 - December 31, 2008	1,756	1,239	00:01:07	28.19%	19.19%	\$0.00
December 1, 2007 - December 31, 2007	0	0	00:00:00	0.00%	0.00%	\$0.00
% Change	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%
<b>City Rinks Toronto   Christie Pits Rink / Christie Pits Rink Main Page</b>						
December 1, 2008 - December 31, 2008	1,316	890	00:00:46	14.84%	11.70%	\$0.00
December 1, 2007 - December 31, 2007	524	355	00:00:46	21.93%	14.89%	\$0.00
% Change	151.15%	150.70%	0.73%	-32.35%	-21.39%	0.00%
<b>City Rinks Toronto   Ramsden Rink / Ramsden Rink Main Page</b>						
December 1, 2008 - December 31, 2008	1,058	746	00:01:49	45.09%	34.12%	\$0.00

December 1, 2007 - December 31, 2007	<b>530</b>	364	00:00:45	26.95%	17.74%	\$0.00
% Change	<b>99.62%</b>	104.95%	140.75%	<b>67.32%</b>	<b>92.38%</b>	0.00%
<b>City Rinks Toronto   Otter Creek Rink / Otter Creek Rink Main Page</b>						
December 1, 2008 - December 31, 2008	<b>977</b>	663	00:01:26	44.12%	34.90%	\$0.00
December 1, 2007 - December 31, 2007	<b>434</b>	285	00:01:04	45.68%	31.34%	\$0.00
% Change	<b>125.12%</b>	132.63%	34.52%	<b>-3.40%</b>	<b>11.38%</b>	0.00%
<b>City Rinks Toronto   Harbourfront Rink / Harbourfront Rink Main Page</b>						
December 1, 2008 - December 31, 2008	<b>964</b>	825	00:02:15	76.32%	56.85%	\$0.00
December 1, 2007 - December 31, 2007	<b>276</b>	205	00:01:26	57.63%	28.99%	\$0.00
% Change	<b>249.28%</b>	302.44%	56.55%	<b>32.43%</b>	<b>96.12%</b>	0.00%
<b>City Rinks Toronto   Barbara Ann Scott / College Park Rink / Main Page</b>						
December 1, 2008 - December 31, 2008	<b>899</b>	626	00:00:44	37.21%	11.68%	\$0.00
December 1, 2007 - December 31, 2007	<b>0</b>	0	00:00:00	0.00%	0.00%	\$0.00
% Change	<b>100.00%</b>	100.00%	100.00%	<b>100.00%</b>	<b>100.00%</b>	0.00%
<b>City Rinks Toronto   Wallace Emerson Rink / Wallace Rink Main Page</b>						
December 1, 2008 - December 31, 2008	<b>869</b>	587	00:01:00	35.71%	17.95%	\$0.00
December 1, 2007 - December 31, 2007	<b>452</b>	265	00:00:57	28.57%	11.95%	\$0.00
% Change	<b>92.26%</b>	121.51%	5.04%	<b>25.00%</b>	<b>50.26%</b>	0.00%
1 - 10 of 1,067						