

Top Level Metrics				
Data	Baseline		Current	Change
	Jul 01, 2008 - Sep 30, 2008		Oct 01, 2008 - Dec 31, 2008	Baseline/Current
Pageviews	254,408		122,126	-52.0%
Pages Per Visit	4.29		2.83	-34.0%
Bounce Rate	31.15%		33.79%	8.5%
Avg Time On Site	00:01:24		00:00:54	-35.7%
Visits	59,360		43,164	-27.3%

Top 10 Traffic Sources (mediums) by Visits				
Data	Baseline		Current	Change
	Jul 01, 2008 - Sep 30, 2008		Oct 01, 2008 - Dec 31, 2008	Baseline/Current
organic	49234		36374	-26.1%
(none)	5561		4505	-19.0%
referral	1999		1806	-9.7%
cpc	2054		360	-82.5%
comparison_shopping_network	16		38	137.5%
blog	129		35	-72.9%
(not set)	78		20	-74.4%
email	85		12	-85.9%
Social_Networking	67		11	-83.6%
social_networking	137		3	-97.8%

Top 10 Landing Pages by Visits				
Data	Baseline		Current	Change
	Jul 01, 2008 - Sep 30, 2008		Oct 01, 2008 - Dec 31, 2008	Baseline/Current
/index.asp	29841		25559	-14.3%
/hiphopclothingbrands-seanjohneckoencycl-r-gakademiks.aspx	3452		5967	72.9%
/mens-1.aspx	263		1762	570.0%
/search.aspx?manufacturer=8	922		1141	23.8%
/womens-1.aspx	0		763	0.0%
/hiphopclothingfromurbanstyledirect.aspx	905		755	-16.6%
/index.asp?Page=1	622		281	-54.8%
/search.aspx?manufacturer=28	0		253	0.0%
/search.aspx?manufacturer=38	0		201	0.0%
/search.aspx?manufacturer=80	0		188	0.0%

increase    0-10% decrease    10-50% decrease    > 50% decrease

**KPI Legend**

- Pageviews:** Total number of pages viewed during the selected time period
- Avg. Time on Site:** The average amount of time visitors spent on the site
- Bounce Rate:** The percentage of visits that viewed only one page and left
- Visits:** The most basic measure of traffic to your site
- Landing Pages by Visits:** Top Ten landing pages sorted by Visits