

## Site Usage

**82,152 Visits**

Previous: 30,714 (167.47%)

**47.78% Bounce Rate**

Previous: 23.60% (102.50%)

**496,420 Pageviews**

Previous: 368,266 (34.80%)

**00:03:43 Avg. Time on Site**

Previous: 00:07:10 (-47.98%)

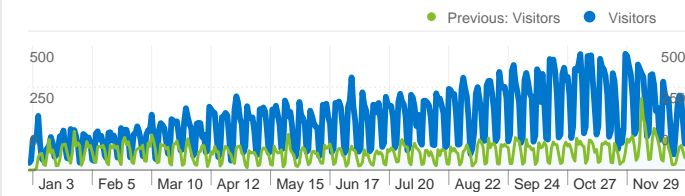
**6.04 Pages/Visit**

Previous: 11.99 (-49.60%)

**76.61% % New Visits**

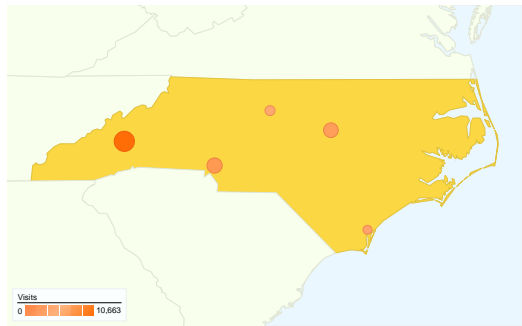
Previous: 63.53% (20.59%)

## Visitors Overview

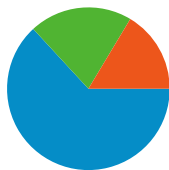


**Visitors**  
**63,765**

## State Detail: North Carolina

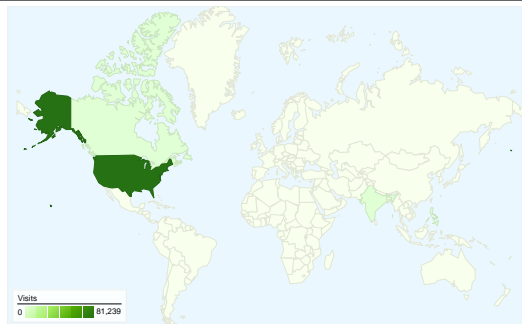


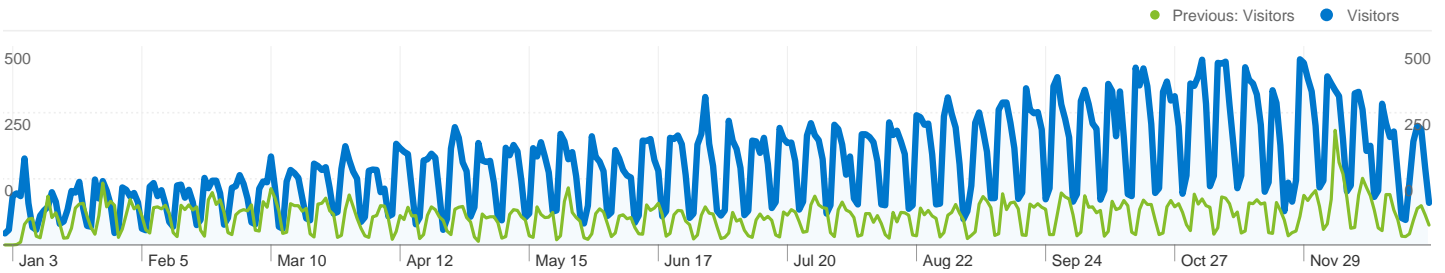
## Traffic Sources Overview



- Search Engines  
51,869.00 (63.14%)
- Referring Sites  
16,821.00 (20.48%)
- Direct Traffic  
13,462.00 (16.39%)

## Map Overlay





**63,765 people visited this site**

**82,152 Visits**

Previous: 30,714 (167.47%)

**63,765 Absolute Unique Visitors**

Previous: 19,545 (226.25%)

**496,420 Pageviews**

Previous: 368,266 (34.80%)

**6.04 Average Pageviews**

Previous: 11.99 (-49.60%)

**00:03:43 Time on Site**

Previous: 00:07:10 (-47.98%)

**47.78% Bounce Rate**

Previous: 23.60% (102.50%)

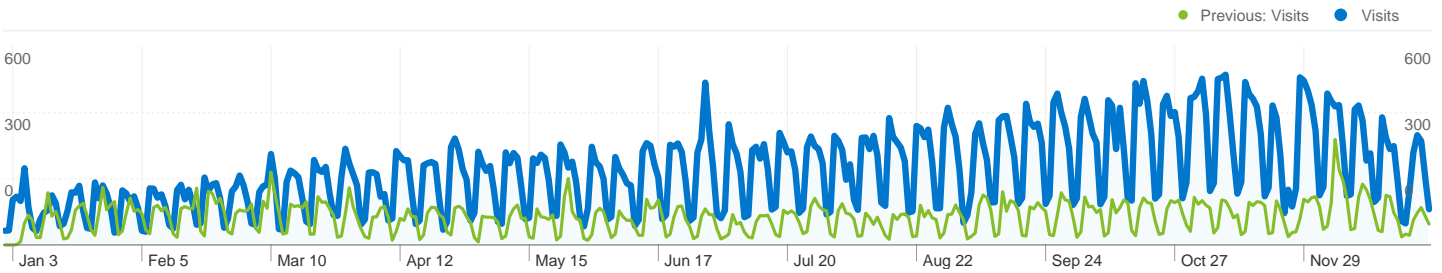
**76.61% New Visits**

Previous: 63.53% (20.59%)

**Technical Profile**

Browser	Visits	% visits
<b>Internet Explorer</b>		
Jan 1, 2011 - Dec 31, 2011	47,834	58.23%
Jan 1, 2010 - Dec 31, 2010	20,879	67.98%
% Change	129.10%	-14.35%
<b>Firefox</b>		
Jan 1, 2011 - Dec 31, 2011	15,414	18.76%
Jan 1, 2010 - Dec 31, 2010	7,355	23.95%
% Change	109.57%	-21.65%

Chrome		
Jan 1, 2011 - Dec 31, 2011	7,086	8.63%
Jan 1, 2010 - Dec 31, 2010	1,157	3.77%
% Change	512.45%	128.97%
Safari		
Jan 1, 2011 - Dec 31, 2011	6,785	8.26%
Jan 1, 2010 - Dec 31, 2010	1,079	3.51%
% Change	528.82%	135.10%
Android Browser		
Jan 1, 2011 - Dec 31, 2011	3,879	4.72%
Jan 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%



All traffic sources sent a total of 82,152 visits

**16.39% Direct Traffic**

Previous: 52.89% (-69.02%)

**20.48% Referring Sites**

Previous: 30.81% (-33.55%)

**63.14% Search Engines**

Previous: 16.30% (287.46%)



- **Search Engines**  
51,869.00 (63.14%)
- **Referring Sites**  
16,821.00 (20.48%)
- **Direct Traffic**  
13,462.00 (16.39%)

## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Jan 1, 2011 - Dec 31, 2011	48,548	59.10%
Jan 1, 2010 - Dec 31, 2010	3,918	12.76%
% Change	1,139.10%	363.26%
(direct) ((none))		
Jan 1, 2011 - Dec 31, 2011	13,462	16.39%
Jan 1, 2010 - Dec 31, 2010	16,245	52.89%
% Change	-17.13%	-69.02%
211wnc.org (referral)		
Jan 1, 2011 - Dec 31, 2011	6,989	8.51%
Jan 1, 2010 - Dec 31, 2010	7,770	25.30%
% Change	-10.05%	-66.37%
211.org (referral)		
Jan 1, 2011 - Dec 31, 2011	1,796	2.19%
Jan 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
unitedwaync.org (referral)		

Keywords	Visits	% visits
(not provided)		
Jan 1, 2011 - Dec 31, 2011	2,229	4.30%
Jan 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
vietnam veterans donations raleigh nc		
Jan 1, 2011 - Dec 31, 2011	438	0.84%
Jan 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
cmc myers park ob gyn		
Jan 1, 2011 - Dec 31, 2011	278	0.54%
Jan 1, 2010 - Dec 31, 2010	2	0.04%
% Change	13,800.00%	1,241.25%
dormitory for mantally ill adults central house charlotte nc		
Jan 1, 2011 - Dec 31, 2011	232	0.45%
Jan 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
mobile crisis team charlotte nc		

Jan 1, 2011 - Dec 31, 2011	1,690	2.06%
Jan 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%

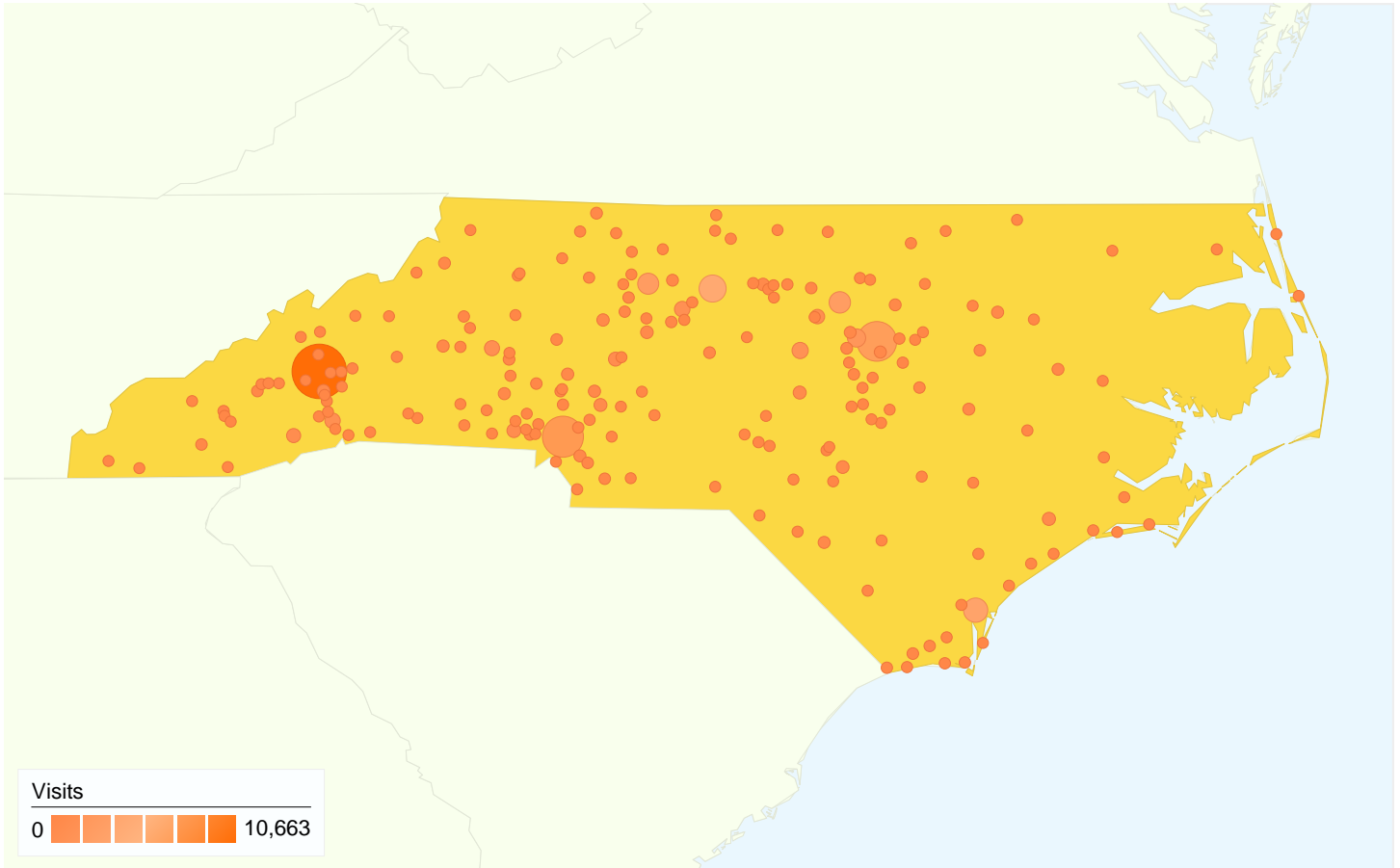
Jan 1, 2011 - Dec 31, 2011	130	0.25%
Jan 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%

# State Detail:

North Carolina

Jan 1, 2011 - Dec 31, 2011

Comparing to: Jan 1, 2010 - Dec 31, 2010



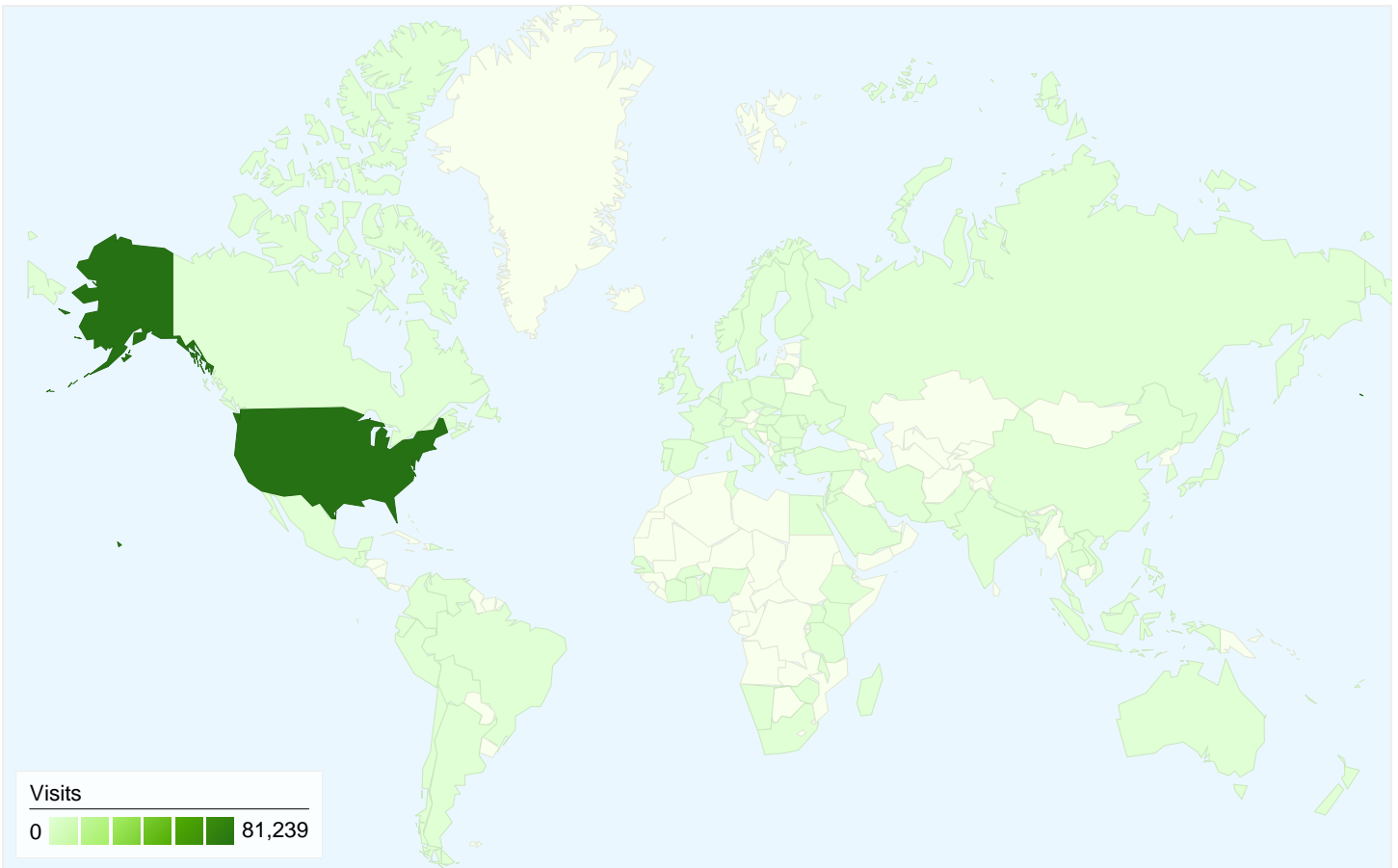
## This state sent 63,636 visits via 451 cities

### Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>63,636</b> Previous: 24,538 (159.34%)	<b>6.42</b> Previous: 12.55 (-48.84%)	<b>00:03:55</b> Previous: 00:07:14 (-45.88%)	<b>75.32%</b> Previous: 63.75% (18.14%)	<b>45.91%</b> Previous: 22.75% (101.81%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Asheville</b>					
January 1, 2011 - December 31, 2011	<b>10,663</b>	8.14	00:05:06	57.81%	34.28%
January 1, 2010 - December 31, 2010	<b>5,597</b>	12.84	00:07:36	47.33%	14.95%
% Change	<b>90.51%</b>	<b>-36.64%</b>	<b>-32.79%</b>	<b>22.14%</b>	<b>129.21%</b>
<b>Charlotte</b>					
January 1, 2011 - December 31, 2011	<b>7,371</b>	4.80	00:02:56	85.14%	54.58%
January 1, 2010 - December 31, 2010	<b>1,159</b>	13.25	00:07:17	77.22%	24.94%
% Change	<b>535.98%</b>	<b>-63.77%</b>	<b>-59.75%</b>	<b>10.26%</b>	<b>118.88%</b>
<b>Raleigh</b>					

January 1, 2011 - December 31, 2011	<b>7,050</b>	7.33	00:04:42	74.11%	44.75%
January 1, 2010 - December 31, 2010	<b>2,824</b>	15.45	00:08:10	63.60%	19.26%
% Change	<b>149.65%</b>	<b>-52.55%</b>	<b>-42.44%</b>	<b>16.53%</b>	<b>132.31%</b>
Greensboro					
January 1, 2011 - December 31, 2011	<b>3,949</b>	7.69	00:04:56	77.29%	47.46%
January 1, 2010 - December 31, 2010	<b>1,191</b>	17.02	00:09:56	70.36%	19.14%
% Change	<b>231.57%</b>	<b>-54.84%</b>	<b>-50.41%</b>	<b>9.84%</b>	<b>147.89%</b>
Wilmington					
January 1, 2011 - December 31, 2011	<b>3,262</b>	5.11	00:02:59	84.12%	50.52%
January 1, 2010 - December 31, 2010	<b>1,298</b>	6.77	00:04:15	78.20%	42.45%
% Change	<b>151.31%</b>	<b>-24.49%</b>	<b>-29.90%</b>	<b>7.57%</b>	<b>19.01%</b>
Durham					
January 1, 2011 - December 31, 2011	<b>2,565</b>	6.30	00:04:03	66.59%	44.21%
January 1, 2010 - December 31, 2010	<b>551</b>	11.83	00:06:53	78.04%	23.41%
% Change	<b>365.52%</b>	<b>-46.71%</b>	<b>-41.13%</b>	<b>-14.67%</b>	<b>88.84%</b>
Winston Salem					
January 1, 2011 - December 31, 2011	<b>2,476</b>	4.83	00:02:47	84.81%	52.63%
January 1, 2010 - December 31, 2010	<b>559</b>	10.40	00:05:41	65.65%	28.98%
% Change	<b>342.93%</b>	<b>-53.51%</b>	<b>-51.06%</b>	<b>29.19%</b>	<b>81.59%</b>
Cary					
January 1, 2011 - December 31, 2011	<b>1,787</b>	6.47	00:05:17	59.65%	44.15%
January 1, 2010 - December 31, 2010	<b>410</b>	12.04	00:06:52	74.15%	24.15%
% Change	<b>335.85%</b>	<b>-46.30%</b>	<b>-23.01%</b>	<b>-19.55%</b>	<b>82.85%</b>
Pittsboro					
January 1, 2011 - December 31, 2011	<b>1,306</b>	6.71	00:03:44	84.00%	45.41%
January 1, 2010 - December 31, 2010	<b>17</b>	10.12	00:06:58	52.94%	35.29%
% Change	<b>7,582.35%</b>	<b>-33.70%</b>	<b>-46.32%</b>	<b>58.66%</b>	<b>28.65%</b>
High Point					
January 1, 2011 - December 31, 2011	<b>1,126</b>	5.46	00:02:52	83.75%	51.95%
January 1, 2010 - December 31, 2010	<b>185</b>	14.10	00:06:01	79.46%	16.76%
% Change	<b>508.65%</b>	<b>-61.25%</b>	<b>-52.18%</b>	<b>5.40%</b>	<b>210.05%</b>

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### 82,152 visits came from 98 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>82,152</b> Previous: 30,714 (167.47%)	<b>6.04</b> Previous: 11.99 (-49.60%)	<b>00:03:43</b> Previous: 00:07:10 (-47.98%)	<b>76.69%</b> Previous: 63.63% (20.53%)	<b>47.78%</b> Previous: 23.60% (102.50%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
January 1, 2011 - December 31, 2011	<b>81,239</b>	6.09	00:03:45	76.52%	47.48%
January 1, 2010 - December 31, 2010	<b>30,531</b>	12.03	00:07:11	63.56%	23.46%
% Change	<b>166.09%</b>	<b>-49.41%</b>	<b>-47.69%</b>	<b>20.38%</b>	<b>102.41%</b>
<b>India</b>					
January 1, 2011 - December 31, 2011	<b>178</b>	2.03	00:01:09	83.71%	74.16%
January 1, 2010 - December 31, 2010	<b>18</b>	1.11	00:00:02	88.89%	88.89%
% Change	<b>888.89%</b>	<b>83.03%</b>	<b>3,364.61%</b>	<b>-5.83%</b>	<b>-16.57%</b>
<b>Canada</b>					
January 1, 2011 - December 31, 2011	<b>158</b>	2.16	00:01:24	94.94%	71.52%

January 1, 2010 - December 31, 2010	91	5.76	00:05:15	60.44%	41.76%
% Change	73.63%	-62.41%	-73.29%	57.08%	71.27%
(not set)					
January 1, 2011 - December 31, 2011	116	2.70	00:01:28	90.52%	62.07%
January 1, 2010 - December 31, 2010	19	8.84	00:08:17	68.42%	15.79%
% Change	510.53%	-69.48%	-82.40%	32.29%	293.10%
Philippines					
January 1, 2011 - December 31, 2011	53	2.00	00:00:27	84.91%	83.02%
January 1, 2010 - December 31, 2010	1	4.00	00:01:07	100.00%	0.00%
% Change	5,200.00%	-50.00%	-60.15%	-15.09%	100.00%
United Kingdom					
January 1, 2011 - December 31, 2011	49	1.94	00:01:04	100.00%	77.55%
January 1, 2010 - December 31, 2010	14	5.57	00:06:24	85.71%	35.71%
% Change	250.00%	-65.20%	-83.45%	16.67%	117.14%
Germany					
January 1, 2011 - December 31, 2011	25	3.52	00:01:18	96.00%	64.00%
January 1, 2010 - December 31, 2010	1	1.00	00:00:00	100.00%	100.00%
% Change	2,400.00%	252.00%	100.00%	-4.00%	-36.00%
Australia					
January 1, 2011 - December 31, 2011	21	1.24	00:00:05	100.00%	90.48%
January 1, 2010 - December 31, 2010	2	9.50	00:03:03	100.00%	0.00%
% Change	950.00%	-86.97%	-97.53%	0.00%	100.00%
China					
January 1, 2011 - December 31, 2011	14	1.14	00:00:01	100.00%	85.71%
January 1, 2010 - December 31, 2010	3	3.67	00:01:20	100.00%	66.67%
% Change	366.67%	-68.83%	-99.10%	0.00%	28.57%
Brazil					
January 1, 2011 - December 31, 2011	12	2.42	00:05:09	83.33%	58.33%
January 1, 2010 - December 31, 2010	1	1.00	00:00:00	100.00%	100.00%
% Change	1,100.00%	141.67%	100.00%	-16.67%	-41.67%

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