

**Site Usage**

**5,529** Visits

**72.42%** Bounce Rate

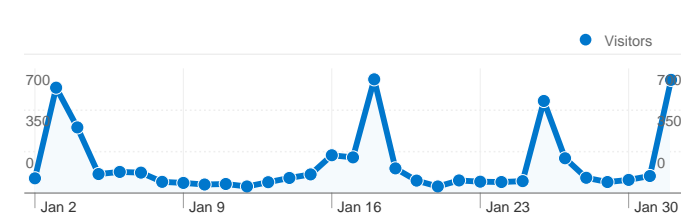
**9,900** Pageviews

**00:01:43** Avg. Time on Site

**1.79** Pages/Visit

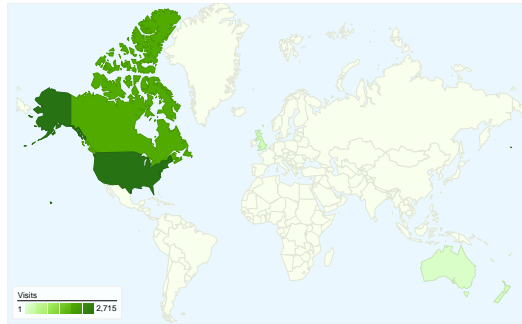
**71.73%** % New Visits

**Visitors Overview**

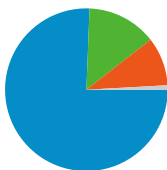


**Visitors**  
**4,506**

**Map Overlay**



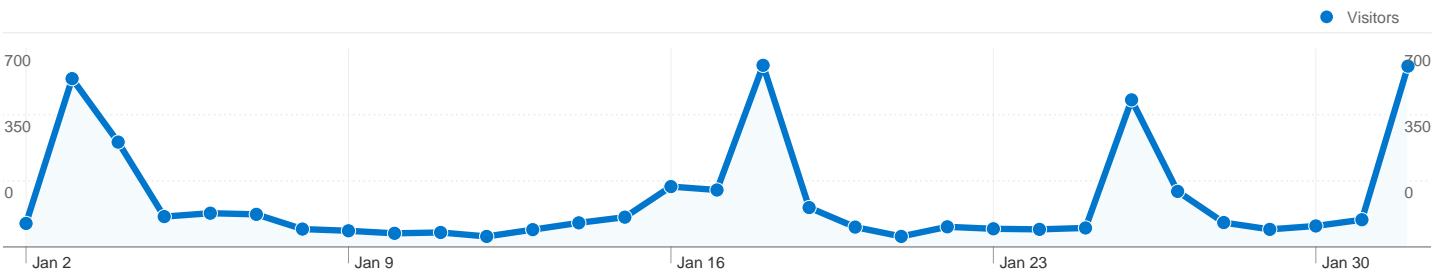
**Traffic Sources Overview**



- **Referring Sites**  
4,181.00 (75.62%)
- **Search Engines**  
765.00 (13.84%)
- **Direct Traffic**  
534.00 (9.66%)
- **Other**  
49 (0.89%)

**Content Overview**

| Pages                           | Pageviews | % Pageviews |
|---------------------------------|-----------|-------------|
| /                               | 1,282     | 12.95%      |
| /editorial/simon-bairu-chasing- | 854       | 8.63%       |
| /interviews/nick-symmonds-      | 851       | 8.60%       |
| /uncategorized/2547/            | 821       | 8.29%       |
| /uncategorized/less-than-four-  | 648       | 6.55%       |



**4,506 people visited this site**

**5,529** Visits

**4,506** Absolute Unique Visitors

**9,900** Pageviews

**1.79** Average Pageviews

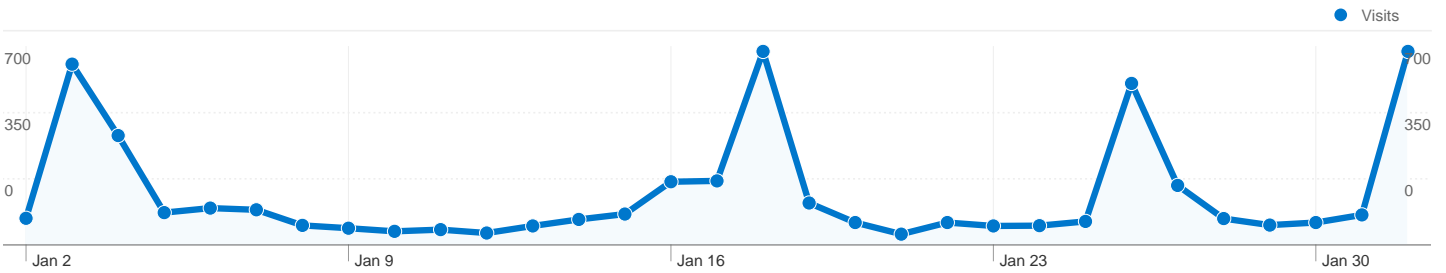
**00:01:43** Time on Site

**72.42%** Bounce Rate

**71.73%** New Visits

**Technical Profile**

| Browser                  | Visits | % visits |
|--------------------------|--------|----------|
| Internet Explorer        | 1,513  | 27.36%   |
| Firefox                  | 1,369  | 24.76%   |
| Chrome                   | 1,178  | 21.31%   |
| Safari                   | 1,118  | 20.22%   |
| Mozilla Compatible Agent | 211    | 3.82%    |

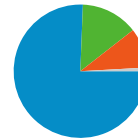


All traffic sources sent a total of 5,529 visits

9.66% Direct Traffic

75.62% Referring Sites

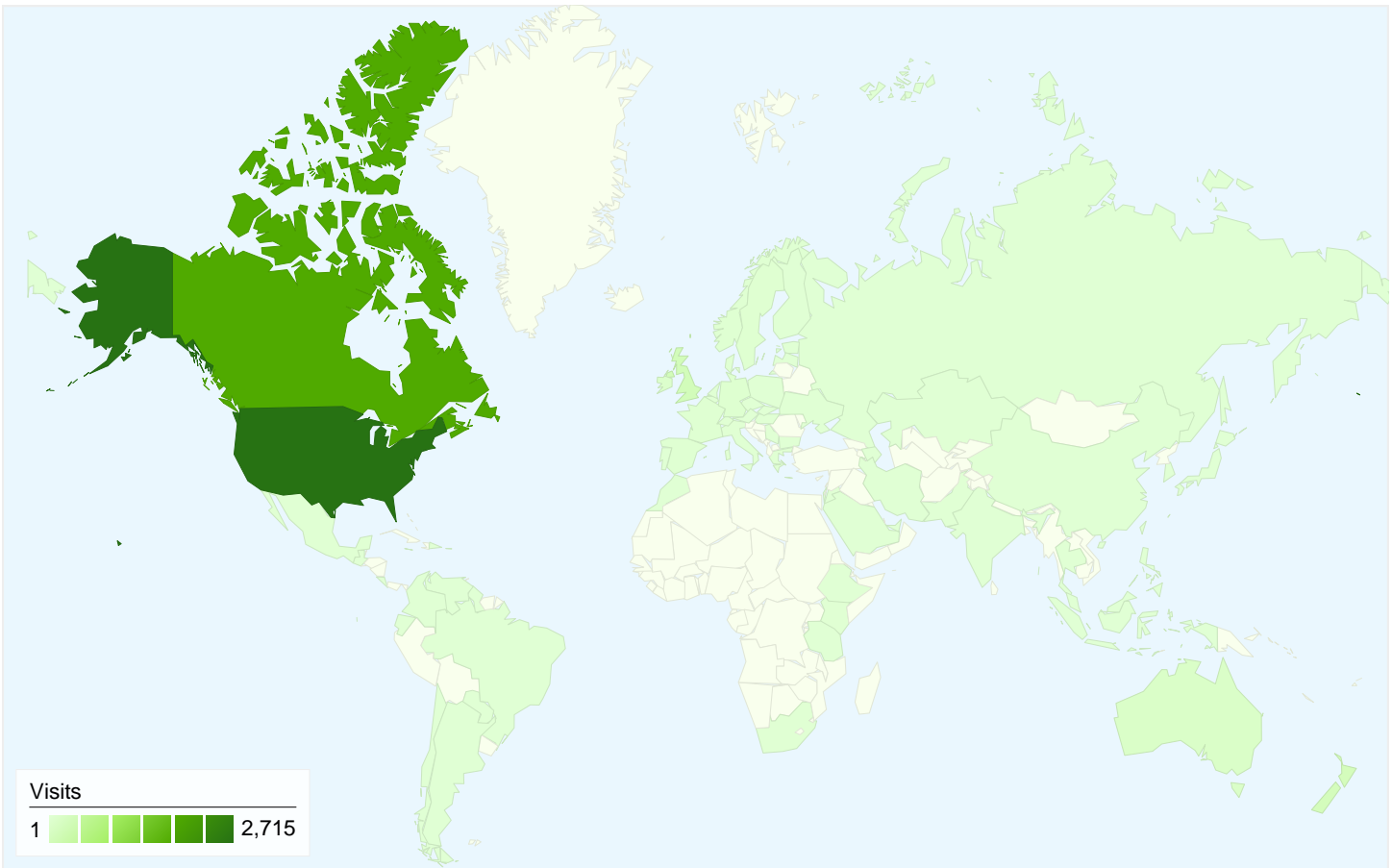
13.84% Search Engines



- **Referring Sites**  
4,181.00 (75.62%)
- **Search Engines**  
765.00 (13.84%)
- **Direct Traffic**  
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- **Other**  
49 (0.89%)

## Top Traffic Sources

| Sources                      | Visits | % visits | Keywords                  | Visits | % visits |
|------------------------------|--------|----------|---------------------------|--------|----------|
| letsrun.com (referral)       | 1,711  | 30.95%   | athletics illustrated     | 126    | 16.47%   |
| google (organic)             | 683    | 12.35%   | shalane flanagan          | 113    | 14.77%   |
| (direct) ((none))            | 534    | 9.66%    | (not provided)            | 40     | 5.23%    |
| facebook.com (referral)      | 358    | 6.47%    | athletics illustrated com | 16     | 2.09%    |
| can.milesplit.com (referral) | 336    | 6.08%    | nick symmonds com         | 14     | 1.83%    |

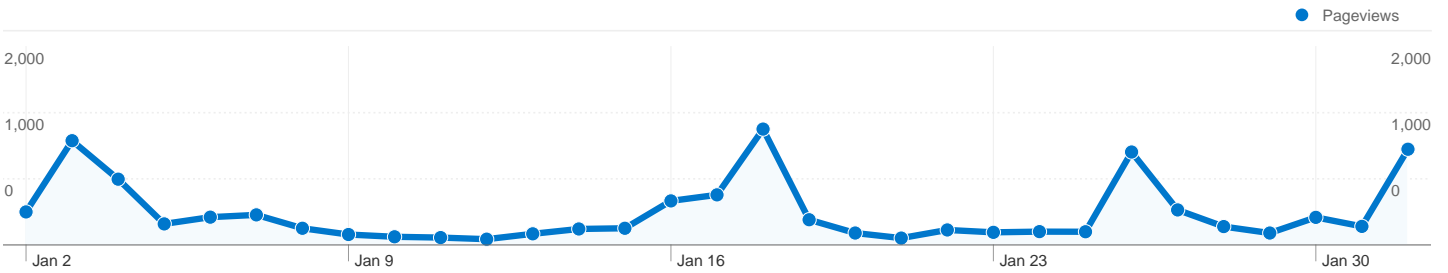


**5,529 visits came from 74 countries/territories**

Site Usage

| Country/Territory  | Visits   | Pages/Visit  | Avg. Time on Site   | % New Visits   | Bounce Rate |
|--|--|--|---|--|-------------|
| <b>Visits</b><br><b>5,529</b><br>% of Site Total:<br>100.00% | <b>Pages/Visit</b><br><b>1.79</b><br>Site Avg:<br>1.79 (0.00%) | <b>Avg. Time on Site</b><br><b>00:01:43</b><br>Site Avg:<br>00:01:43 (0.00%) | <b>% New Visits</b><br><b>71.80%</b><br>Site Avg:<br>71.73% (0.10%) | <b>Bounce Rate</b><br><b>72.42%</b><br>Site Avg:<br>72.42% (0.00%) |             |
| United States  | 2,715  | 1.44   | 00:01:07  | 84.46%   | 79.01%      |
| Canada   | 1,816  | 2.26   | 00:02:24  | 49.23%   | 64.26%      |
| United Kingdom   | 216  | 1.55   | 00:01:17  | 79.17%   | 75.93%      |
| New Zealand  | 197  | 3.08   | 00:03:30  | 76.65%   | 47.21%      |
| Australia  | 102  | 2.00   | 00:04:00  | 62.75%   | 60.78%      |
| Ireland  | 72   | 1.35   | 00:01:21  | 88.89%   | 84.72%      |
| Germany  | 41   | 1.85   | 00:02:13  | 87.80%   | 58.54%      |
| Sweden   | 27   | 1.85   | 00:02:24  | 74.07%   | 66.67%      |
| (not set)  | 26   | 1.42   | 00:01:35  | 96.15%   | 80.77%      |

|              |           |      |          |        |        |
|--------------|-----------|------|----------|--------|--------|
| Norway       | <b>24</b> | 1.88 | 00:04:20 | 45.83% | 79.17% |
| 1 - 10 of 74 |           |      |          |        |        |



**Pages on this site were viewed a total of 9,900 times**

**9,900 Pageviews**

**8,102 Unique Views**

**72.42% Bounce Rate**

## Top Content

| Pages   | Pageviews | % Pageviews |
|---|-----------|-------------|
| /   | 1,282     | 12.95%      |
| /editorial/simon-bairu-chasing-the-olympic-standard-in-houston/ | 854       | 8.63%       |
| /interviews/nick-symmonds-ownyourskin/                          | 851       | 8.60%       |
| /uncategorized/2547/  | 821       | 8.29%       |
| /uncategorized/less-than-four-minutes-with-cameron-levins/      | 648       | 6.55%       |