

Sample Report

The Outer Limit Studios 407.681.2263

Orlando Web Design and Marketing

<http://www.tolsmultimedia.com/>



Tired of ineffective marketing programs?

January

Monthly Website Report

Dear Al:

First off, let us wish you a very Happy New Year. We hope everything is going well with your site. We are very excited about the many different services we are providing our clients in 2006. Should you have any questions at all, please feel free to contact us at any time..

Stephan, and your Outer Limit Studios Team

Refer your associates
and receive
free web services

Current TOLS Services Provided:

- ✓ Shared Hosting
- Dedicated Hosting
- Standard Website Reports
- ✓ Advanced Website Reports
- Pay per Click Advertising
- Rocket Rush Marketing
- ✓ Credit Card Processing
- ✓ SSL Certificates
- ✓ Domain Name Registration
- Encrypted Online File Backup
- E-Fax Service
- Online Group Calendars
- SNS Web Communication
- Web Call Services

TOLS Services Include:

- Custom Web and Flash Design
- Customer Relationship Management Systems - CRM
- Content Management Systems - CMS
- Internet Marketing
- Distance Learning Applications
- E-commerce Applications with Credit Card Processing
- CD/DVD Video Production
- Computer Networks / Intranets

OrlandoFreeAirportToHotelShuttle.com

Orlando's ONLY free shuttle service to all Florida Area Hotels, when you purchase your flight on Airfarewatchdog.com!

Our free airport to hotel shuttle service enables you to arrive home at your hotel destination without the hassle of ordinary mass transit bus transportation.

OrlandoFreeAirportToHotelShuttle.com is your free shuttle transportation service from Orlando International Airport. As Orlando's premiere ground transportation company, it is the ONLY one that:

- provides the highest quality airport transportation at the best value, using only the most capable drivers and vans;
- and every Orlando airport customer, whether you are looking for inexpensive transportation from the Orlando Airport to any of our member hotels in the Orlando, Universal, Disney or Kissimmee areas, or whether you are simply tired of dealing with long delays caused by the mass transit bus companies, our courteous and safe drivers are here to serve you.

FREE AIRPORT TO HOTEL SHUTTLE
RESERVE ONLINE NOW! \$1 PER ADULT AND FIFTY CENTS PER CHILD ON YOUR RETURN FROM HOTEL TO AIRPORT!

Free Airport to Hotel Shuttle reserve online NOW!

Start NOW!

→ Pick your Date

→ Select your Hotel

FREE to you!

CALL 888-888-328-888

All online transactions occurring within this site are SECURED.

Upcoming Renewals:

Domain Name: January

SSL Certificate: November



Light-years beyond the ordinary

407.681.2263

www.tolsmultimedia.com

Sample Report

Performance Summary

| | |
|-------------------------------------------------------------------------------------------------------------|----------|
| Report: Summary - orlandofreeairporttohotelshuttle.com Date Range: 01/01/2006 - 01/24/2006 | |
| Total Sessions | 590.00 |
| Total Pageviews | 1,264.00 |
| Total Hits | 5,494.00 |
| Total Bytes Transferred | 38.43 MB |
| Average Sessions Per Day | 24.58 |
| Average Pageviews Per Day | 52.67 |
| Average Hits Per Day | 228.92 |
| Average Bytes Transferred Per Day | 1.60 MB |
| Average Pageviews Per Session | 2.14 |
| Average Hits Per Session | 9.31 |
| Average Bytes Per Session | 66.70 KB |
| Average Length of Session | 00:04:44 |

Help Information

Summary

The Summary shows totals and averages for Sessions, Pageviews, Hits, and Bytes for the currently selected Date Range. Visitors information is not shown here because it is only available when UTM visitor tracking is employed.

Calculation Methodology

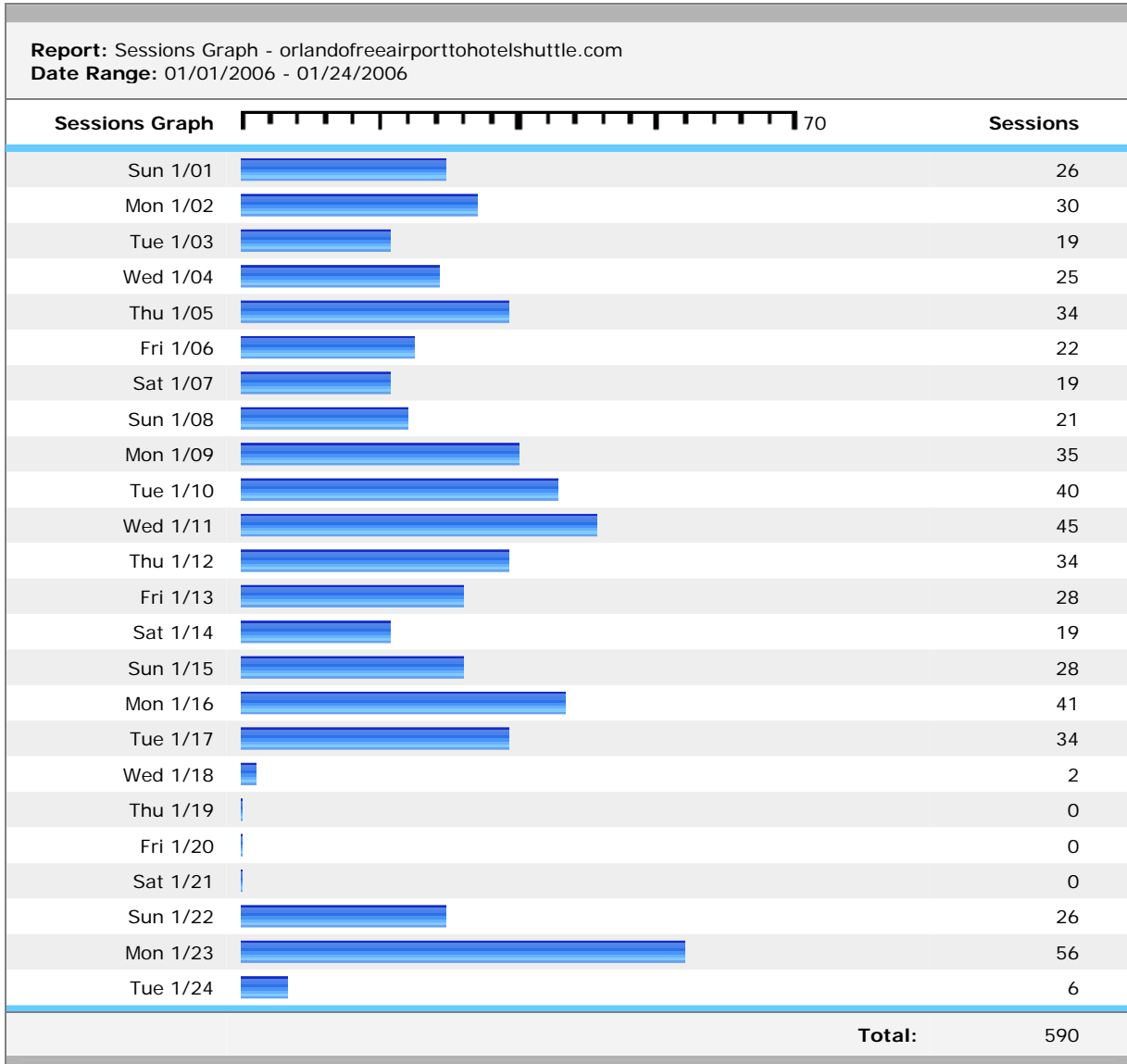
- Session: A series of Hits to your site over a specific period of time by one visitor.
- Pageview: A request to the web server by a visitor's browser for any web page; this excludes images, javascript, and other generally embedded file types.
- Hit: Any successful request to a webserver from a visitor's browser.
- Bytes: The quantity of network bandwidth used by the files requested during the selected Date Range.

Note

Because Bytes numbers can be very large, abbreviations are used as appropriate, such as MB for megabytes (~millions of bytes). The average length of Session is displayed as hours:minutes:seconds.

Sample Report

Sessions Graph



Help Information

Sessions Graph

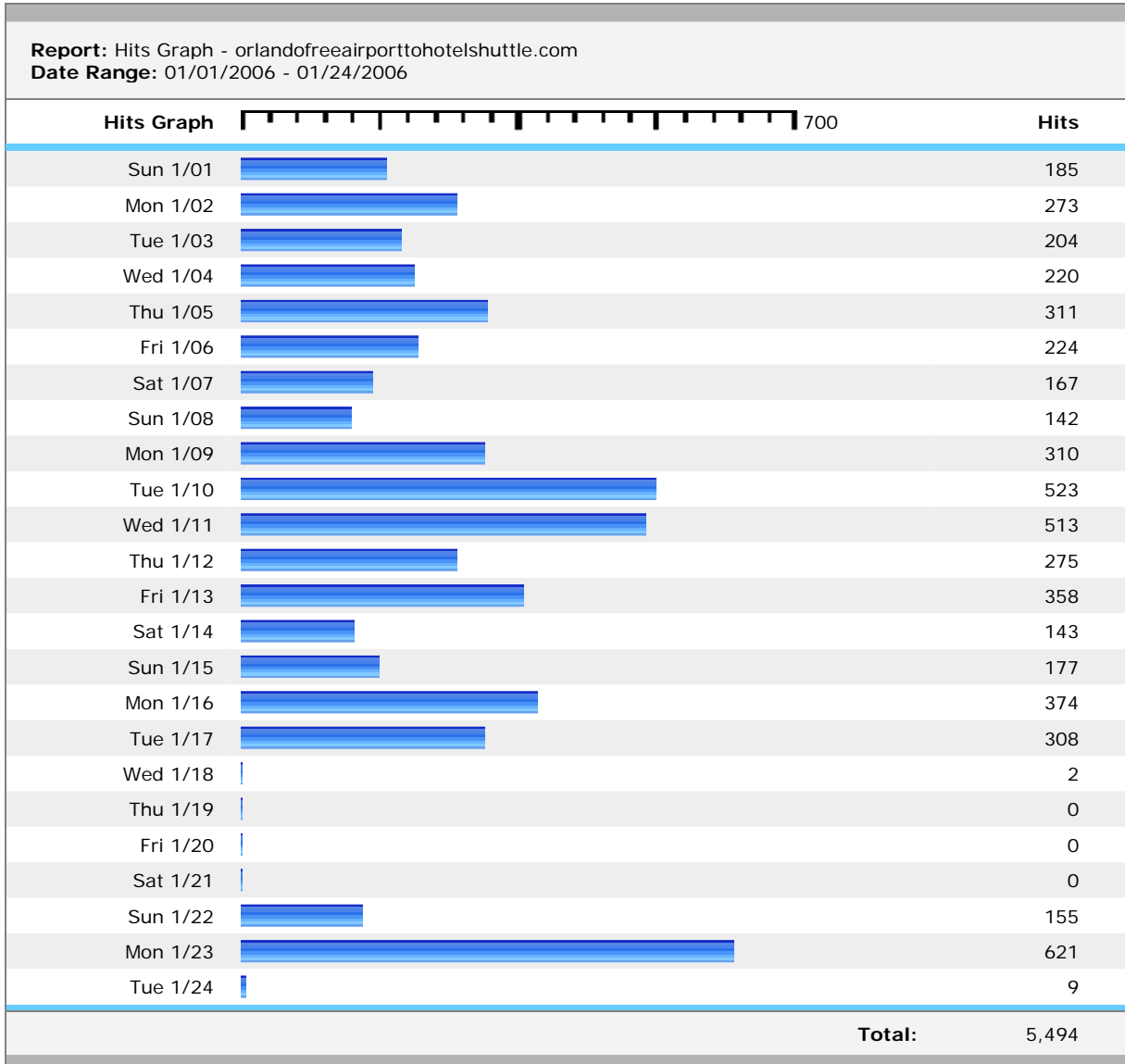
This report shows the trend of recent activity on your website in terms of Visitor Sessions over time. The default timeframe is one week, but this can easily be changed in the Date Range control area.

Calculation Methodology

A 'Session' is defined as a series of clicks on your site by an individual visitor during a specific period of time. A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions quantities will vary to some degree based on what type of visitor tracking method is employed. For the most accurate numbers, the Urchin Traffic Monitor (UTM) should be used.

Sample Report

Hits Graph



Help Information

Hits Graph


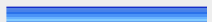

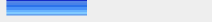

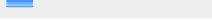
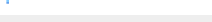
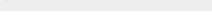
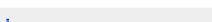


This report shows the trend of recent activity on your website in terms of successful Hits over time. The default timeframe is one week, but this can easily be changed in the Date Range control area.

Calculation Methodology

A 'Hit' is simply a successful request to your web server from a visitor's browser for any type of file, whether an image, HTML page, an MP3 file, or any other type. A single web page can cause many Hits -- one for each image included on the page, etc.

Sample Report

Requested Pages

| Report: Requested Pages - orlandofreeairporttohotelshuttle.com Date Range: 01/01/2006 - 01/24/2006 | | | |
|---------------------------------------------------------------------------------------------------------------------|------------------|----------------|-------------------------------------------------------------------------------------|
| Pages (1-10) / 12 | Pageviews | Percent |  |
| 1. / | 480 | 37.97% |  |
| 2. /reservations.php | 437 | 34.57% |  |
| 3. /index.php | 193 | 15.27% |  |
| 4. /webmail | 72 | 5.70% |  |
| 5. /hotel_list.php | 66 | 5.22% |  |
| 6. /cgi-bin/contact.pl | 4 | 0.32% |  |
| 7. /admininfo.php | 3 | 0.24% |  |
| 8. /cc.php | 2 | 0.16% |  |
| 9. /admin.php | 2 | 0.16% |  |
| 10. /login.php | 2 | 0.16% |  |
| View Total: | | 1,261 | 99.76% |
| Total: | | 1,264 | 100.00% |


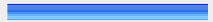









Help Information

Requested Pages

This report ranks the popularity of the Pages (HTML files, generally) visited on your site by number of Pageviews and relative percentage. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews.

Sample Report

Referrals

| Report: Referrals - orlandofreeairporttohotelshuttle.com Date Range: 01/01/2006 - 01/24/2006 | | | |
|---------------------------------------------------------------------------------------------------------------|-----------------|----------------|-------------------------------------------------------------------------------------|
| Referrals (1-10) / 40 | Sessions | Percent |  |
| 1. (no referral) | 422 | 71.53% |  |
| 2. www.crystalhospitality.com/ | 27 | 4.58% |  |
| 3. www.orlandosleepinn.com/location.htm | 24 | 4.07% |  |
| 4. www.wingateorlando.com/ | 20 | 3.39% |  |
| 5. www.google.com/search | 14 | 2.37% |  |
| 6. www.homewoodorlando.com/ | 9 | 1.53% |  |
| 7. www.crystalhospitality.com/map/ | 7 | 1.19% |  |
| 8. www.daysorlando.com/hotelinfo.html | 6 | 1.02% |  |
| 9. www.travelodgeuniversalorlando.com/ | 5 | 0.85% |  |
| 10. www.hiltongardenorlando.com/ | 5 | 0.85% |  |
| View Total: | 539 | 91.36% | |
| Total: | 590 | 100.00% | |

Help Information

Referrals











This report ranks referring URLs (external web pages) that brought traffic to your site. For Sessions without an external referral, which occurs when a Visitor goes directly to your site via a bookmark/favorite or by typing in the URL directly, the (no referral) entry is incremented. This allows you to compare the percentage of traffic from external links versus Visitors that already know about your site. Click any referring page to view it in a new browser window.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the base-URL of the referral is entered and incremented. The base-URL does not include query parameters (after the ? query token) which would cause extreme granularity. If no external referral is detected then '(no referral)' is incremented.

Sample Report

SEO Performance

| Report: Search Engines - orlandofreeairporttohotelshuttle.com Date Range: 01/01/2006 - 01/24/2006 | | | |
|--------------------------------------------------------------------------------------------------------------------|-----------------|----------------|-------------------------------------------------------------------------------------|
| Search Engines (1-9) / 9 | Sessions | Percent |  |
| ▶ www.google.com | 15 | 50.00% |  |
| ▶ sympatico.msn.ca | 5 | 16.67% |  |
| ▶ search.msn.com | 3 | 10.00% |  |
| ▶ search.aol.com | 2 | 6.67% |  |
| ▶ www.google.de | 1 | 3.33% |  |
| ▶ google.co.uk | 1 | 3.33% |  |
| ▶ 233.187.104 | 1 | 3.33% |  |
| ▶ 233.167.104 | 1 | 3.33% |  |
| ▶ search.yahoo.com | 1 | 3.33% |  |
| View Total: | | 30 | 100.00% |
| Total: | | 30 | 100.00% |

Help Information

Search Engines








This report lists each Search Engine that referred traffic to your site using a keyword search. By clicking on the arrow next to each entry, you can see the actual Search Terms people typed in. Entries are ranked by the number of Sessions each Search Engine was responsible for.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the query of the referral is scanned for search variables. If a search variable and term is found, then the search domain and term are entered and incremented. The list of search variables can be controlled in Urchin's configuration.

Sample Report

Entrance Pages

| Report: Entrance Pages - orlandofreeairporttohotelshuttle.com Date Range: 01/01/2006 - 01/24/2006 | | | |
|--------------------------------------------------------------------------------------------------------------------|------------------|----------------|-------------------------------------------------------------------------------------|
| Entrance Pages (1-6) / 6 | Pageviews | Percent |  |
| 1. / | 436 | 73.90% |  |
| 2. /index.php | 52 | 8.81% |  |
| 3. /reservations.php | 44 | 7.46% |  |
| 4. /webmail | 43 | 7.29% |  |
| 5. /hotel_list.php | 14 | 2.37% |  |
| 6. /admin.php | 1 | 0.17% |  |
| View Total: | | 590 | 100.00% |
| Total: | | 590 | 100.00% |








Help Information

Entrance Pages

This report shows the first Page viewed for each Session in the currently selected Date Range. This is where Visitors entered your website. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.

Sample Report

Exit Pages

| Report: Exit Pages - orlandofreeairporttohotelshuttle.com Date Range: 01/01/2006 - 01/24/2006 | | | |
|----------------------------------------------------------------------------------------------------------------|------------------|----------------|-------------------------------------------------------------------------------------|
| Exit Pages (1-6) / 6 | Pageviews | Percent |  |
| 1. / | 271 | 45.93% |  |
| 2. /reservations.php | 159 | 26.95% |  |
| 3. /index.php | 85 | 14.41% |  |
| 4. /webmail | 43 | 7.29% |  |
| 5. /hotel_list.php | 31 | 5.25% |  |
| 6. /cc.php | 1 | 0.17% |  |
| View Total: | | 590 | 100.00% |
| Total: | | 590 | 100.00% |

Help Information

Exit Pages

This report lists the last Page visited in each Session by your site's visitors over the currently selected Date Range. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.